

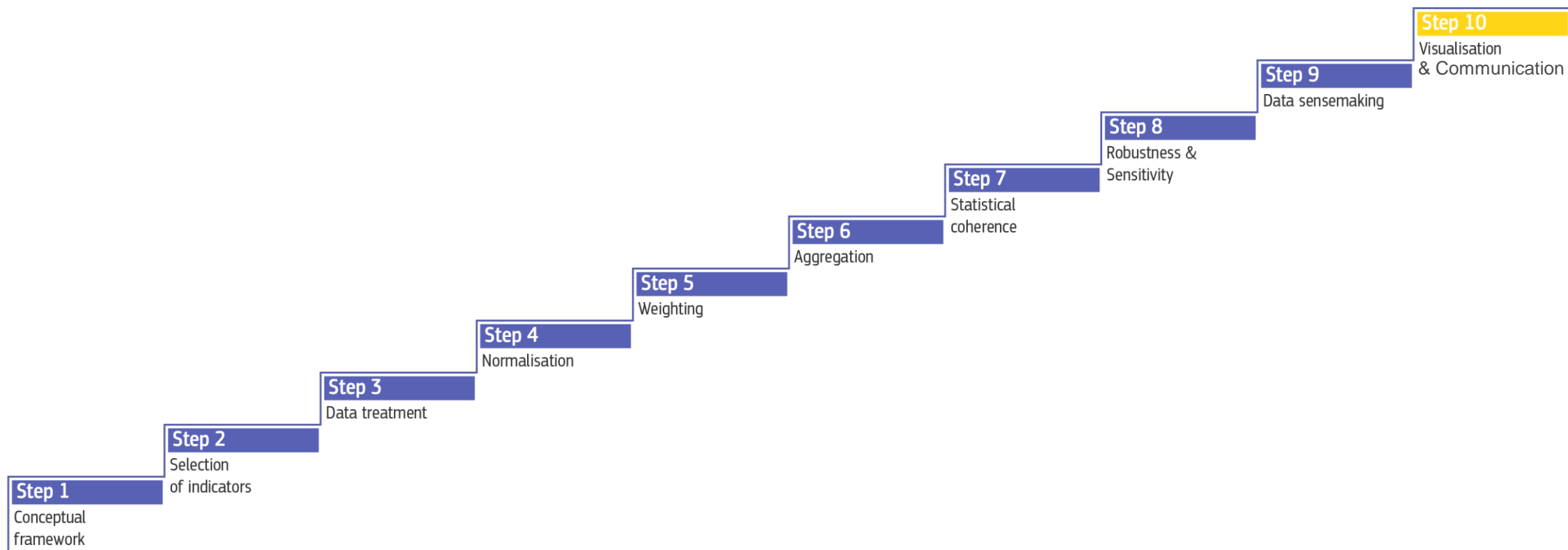
Step 10

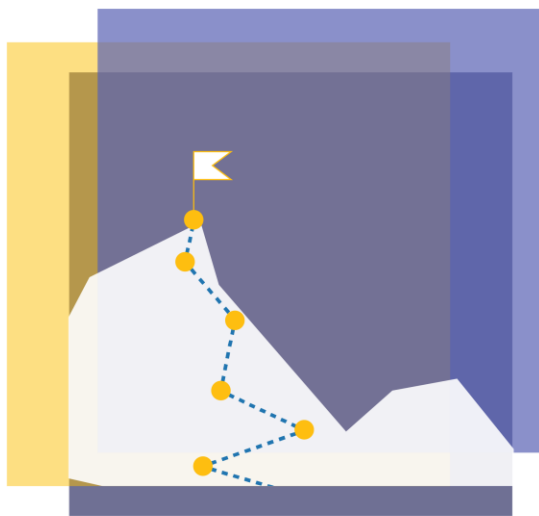
Communication

19th JRC Annual training on Composite Indicators and Scoreboard

Valentina Alberti

10 STEPS to build a Composite Indicator





Why?



To whom?



How?



What?

1. Define your goal

Why are we communicating our summary measure?



Why?

- Offer **insights** for supporting evidence-based decisions
- **Improve public understanding** of complex phenomena
- **Engage** people in taking action
- **Share science** with peers
- ...

2. Identify target audience

To whom are we delivering our communication?



1. Interests

- Collect evidences and contribute to informed decisions (decision makers)
- Enrich scientific knowledge in the field (scientists)
- Understand and speak about complex phenomena (media)
- Explore topics of public interest (citizens)
- ...



2. Level of knowledge

- Expert in the field
- Privileged point of view
- Well-informed
- Knowledgeable
- Uninformed



3. Data literacy

- Expert (statistics)
- Trustee (executive)
- Generalist
- Novice

Audience segment	1. Interest	2. Level of knowledge	3. Data literacy
A. Scientists (industry, academic community, government)	Expand knowledge	Expert in the field	Expert
B. Decision makers (government or business)	Sustain decisions with evidences	Privileged view (stakeholder)	Trustee
C. Media and multipliers (journalists, educator, opinion-makers)	Share information	Well informed, not necessary expert	Generalist
D. Citizens	Improve awareness and guide actions	Knowledgeable, not necessary well-informed	Generalist/Novice

3. Choose the right communication channel

How does our message reach out the audience?

Choose the right communication channel

What are some of the most used communication channels?

- Reports
- Policy briefs
- Country/region/city profiles
- Online tools
- Seminars
- Infographics
- Newspaper articles
- Video
- Posts for social media
- Events

Choose the right communication channel

What is the difference between communication channels?

- Reports

- Policy briefs

- Country/region/city profiles

- Online tools

- Seminars

- Infographics

- Newspaper articles

- Video

- Posts for social media

- Events

printed

online

live

Choose the right communication channel

What is the difference between communication channels?

- Reports
- Policy briefs
- Country/region/city profiles
- Online tools
- Seminars

details

- Infographics
- Newspaper articles
- Video
- Posts for social media
- Events

short messages

Choose the right communication channel

What is the difference between communication channels?

- Reports
- Policy briefs
- Country/region/city profiles
- Online tools
- Seminars

technical

- Infographics
- Newspaper articles
- Video
- Posts for social media
- Events

generalist

Choose the right communication channel

What is the difference between communication channels?

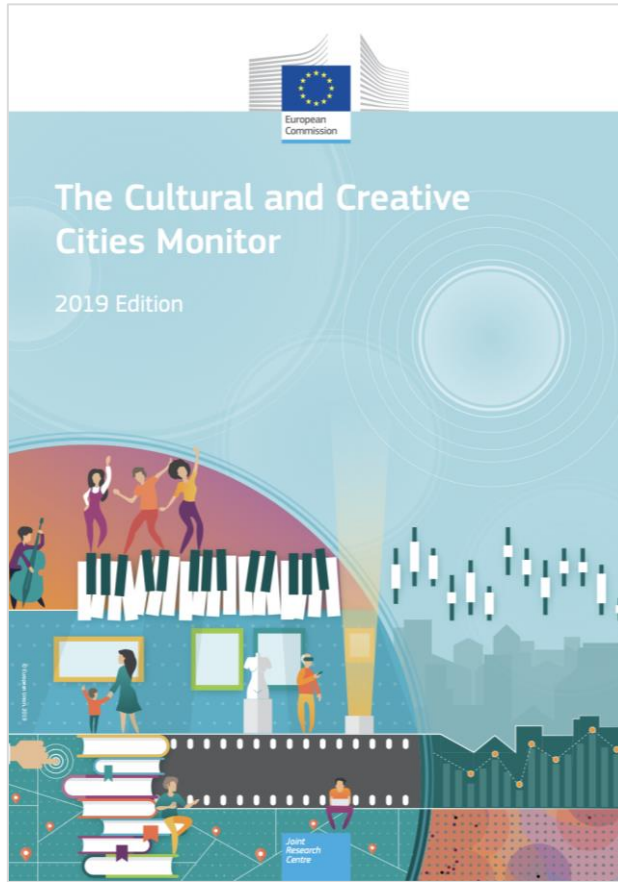
- Reports
- Policy briefs
- Country/region/city profiles
- Online tools **Coding + dataviz**
- Seminars
- Infographics **Graphic design**
- Newspaper articles
- Video **Animation / video editing**
- Posts for social media **Content creation**
- Events

Choose the right communication channel

Having in mind our audience and the goal of our communication

- Interaction with data and information (explain / explore)
- Level of details
- Language
- **Time & skills** necessary to produce communication products

The Cultural and Creative Cities Monitor



- European and local decision makers
- Academics
- Workers in the cultural and creative sectors (NGOs, organisations, ...)
- Citizens

The Cultural and Creative Cities Monitor

EXPLAIN

Report

The Cultural and Creative Cities Monitor 2019 edition



AUSTRIA

The Cultural and Creative Cities Monitor 2019 shows how well 190 European cities in 30 countries perform across 9 cultural policy dimensions, compared to their peers. Cities have been selected based on their demonstrable engagement in promoting culture and creativity, from about 1 000 cities in Eurostat's Urban Audit. Therefore, the cities featured in the Monitor are already top performers.

3 cultural and creative cities



How does your city rank on the Cultural and Creative Cities Index?



On the Cultural and Creative Cities Index ranking, Vienna holds the top position in the country and comes 6th in the group of 20 ranked European cities with more than 1 million inhabitants. Graz and Linz follow, coming 8th and 15th in their respective groups of 40 ranked cities with 250 000 to 500 000 inhabitants and 79 ranked cities with 50 000 to 250 000 inhabitants.

Joint Research Centre

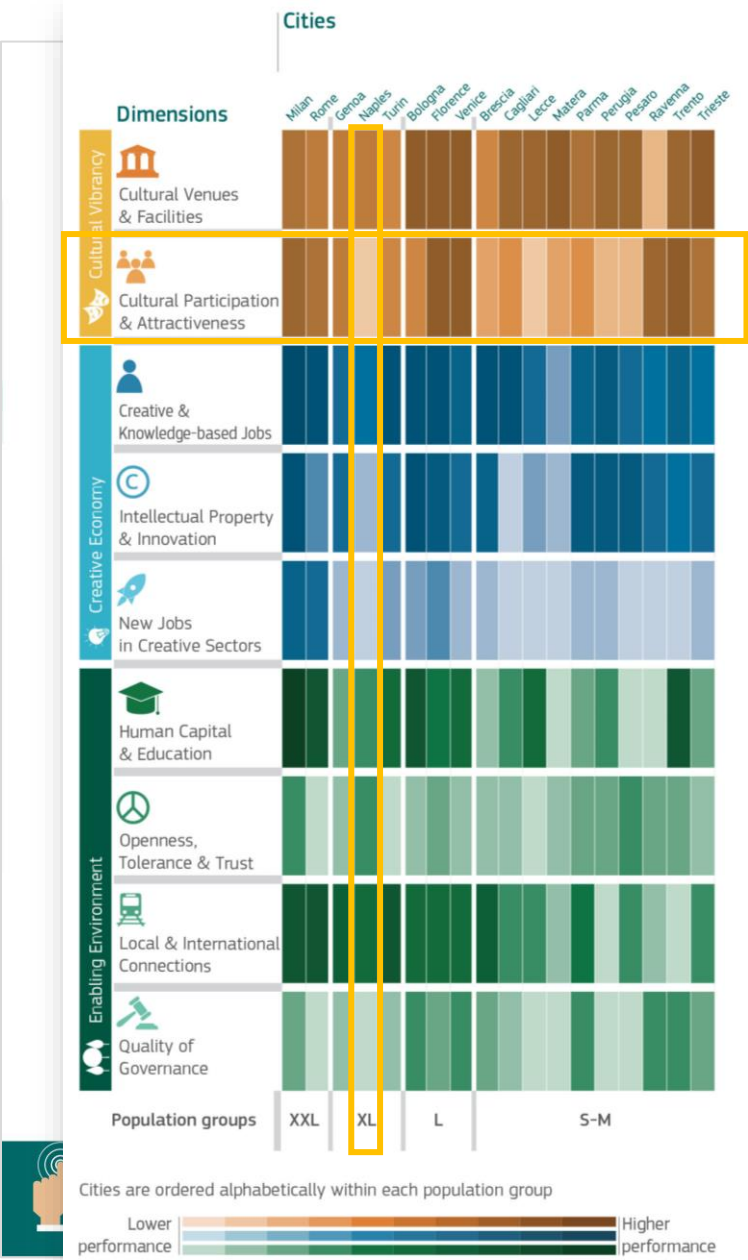
EXPLORE

Online tool



Selection criteria
City characteristics

Cities ranking



Explore the Cultural and Creative Cities Monitor

Find out how your city performs:

Search ...

Search cities by: name or code

Sort cities by:

Cultural and Creative Cities Index

Sub-Index

- Cultural Vibrancy
- Creative Economy
- Enabling Environment

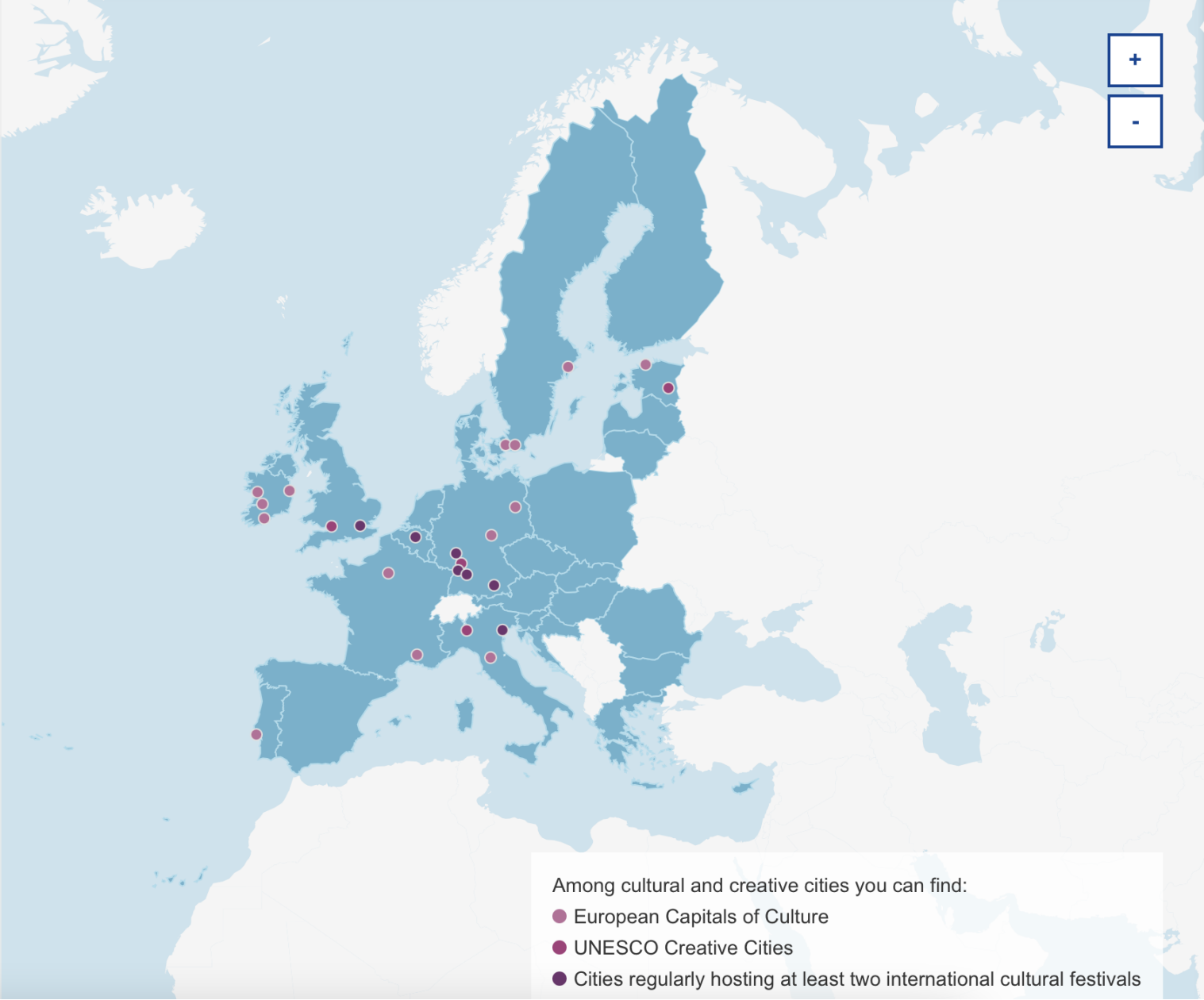
Dimension

- Cultural Venues & Facilities
- Cultural Participation & Attractiveness
- Creative & Knowledge-based Jobs
- Intellectual Property & Innovation
- New Jobs in Creative Sectors
- Human Capital & Education
- Openness, Tolerance & Trust
- Local & International Connections
- Quality of Governance

Visualise ranking by:

- POP
- GDP
- EMP

XXL (> 1 million inhab.)		+
1. Paris	France	
2. Munich	Germany	
3. London	United Kingdom	
4. Milan	Italy	
5. Berlin	Germany	
XL (500 000 - 1 million inhab.)		+
1. Copenhagen	Denmark	
2. Lisbon	Portugal	
3. Stockholm	Sweden	
4. Dublin	Ireland	
5. Stuttgart	Germany	
L (250 000 - 500 000)		+
1. Florence	Italy	
2. Karlsruhe	Germany	
3. Venice	Italy	
4. Bristol	United Kingdom	
5. Tallinn	Estonia	
M (100 000 - 250 000)		+
1. Lund	Sweden	
2. Heidelberg	Germany	
3. Cork	Ireland	
4. Avignon	France	
5. Mainz	Germany	
S (50 000 - 100 000 inhab.)		+
1. Weimar	Germany	
2. Tartu	Estonia	
3. Galway	Ireland	
4. Leuven	Belgium	
5. Limerick	Ireland	





Social media posts



Videos



Infographics

4. Define messages

What do we want to communicate?

Tips for writing messages

- ✓ Tell a story





Tips for writing messages

- ✓ Tell a story
- ✓ Choose hooks for the audience



Tips for writing messages

- ✓ Tell a story
- ✓ Choose hooks for the audience
- ✓ Catch the attention with something new

Studies show that people remember



10%
of what they hear



20%
of what they read



80%
of what they see and do

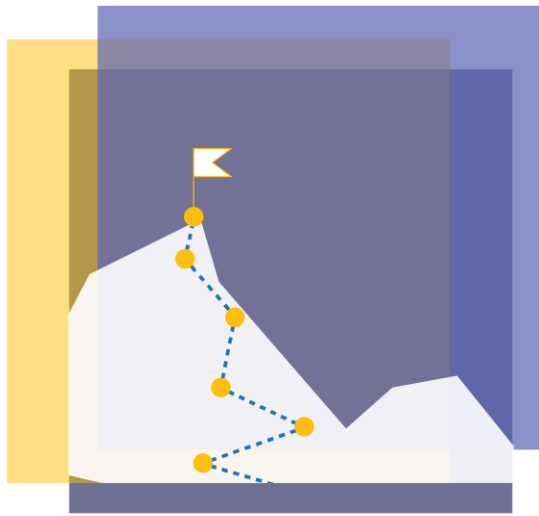
Tips for writing messages

- ✓ Tell a story
- ✓ Choose hooks for the audience
- ✓ Catch the attention with something new
- ✓ Say it visually



Tips for writing messages

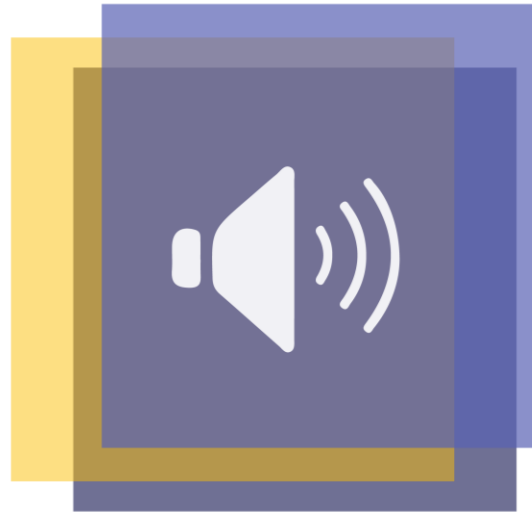
- ✓ Tell a story
- ✓ Choose hooks for the audience
- ✓ Catch the attention with something new
- ✓ Say it visually
- ✓ Be transparent and don't hide weaknesses



Goal



Target
audience



Channel /
media



Message

Thank you



jrc-coin@ec.europa.eu



composite-indicators.jrc.ec.europa.eu



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