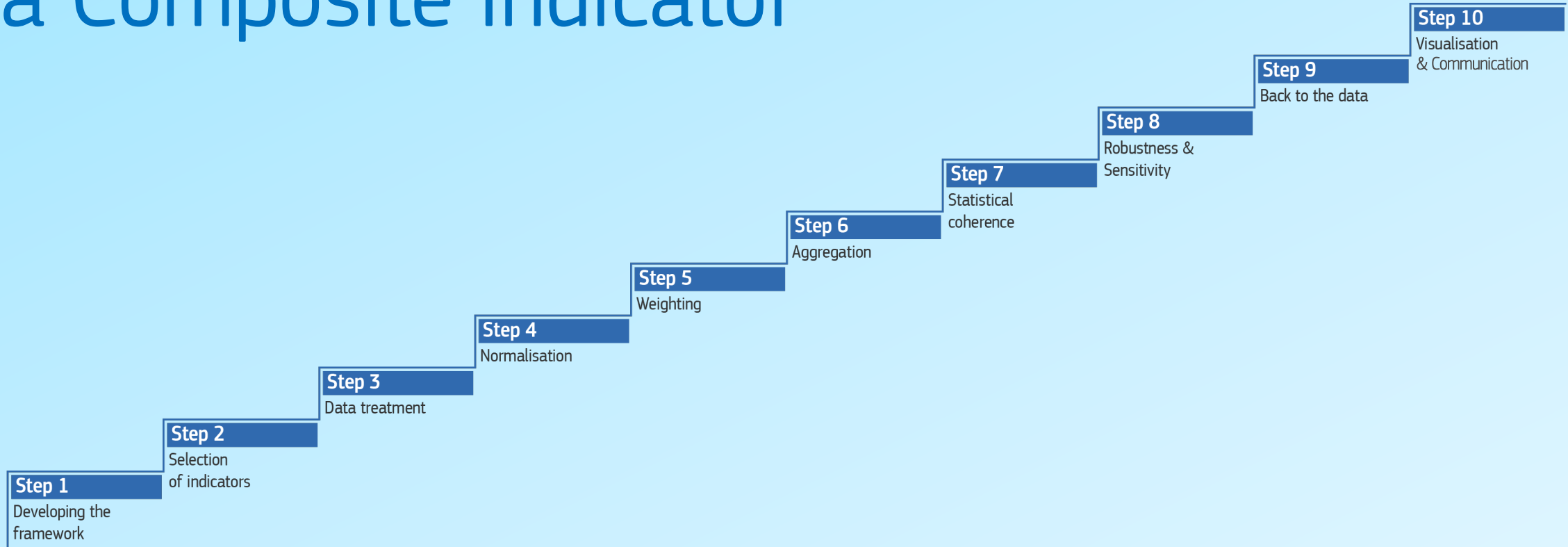
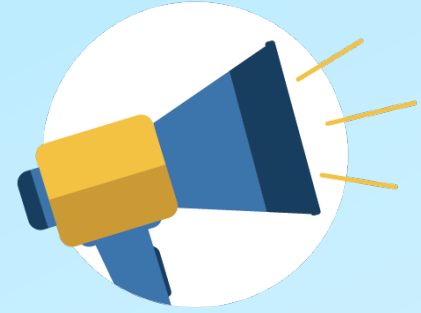


Step 10 Communication

18th JRC Annual training on Composite Indicators and Scoreboards

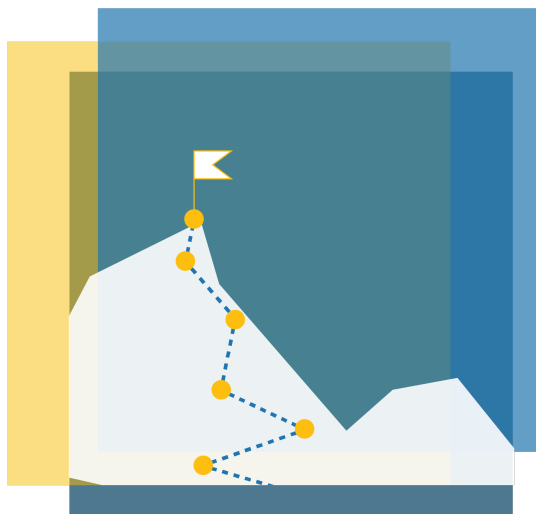
Valentina Alberti

10 Steps to build a Composite Indicator



How to make your index understandable and useful?

For non-experts in the field



Why?



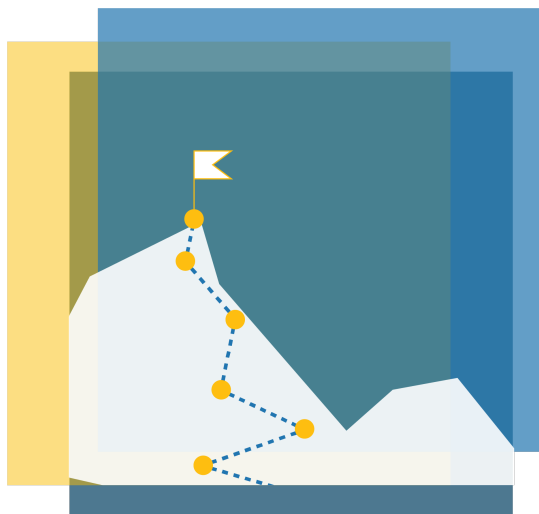
To whom?



How?



What?



Goal



Target
audience



Media

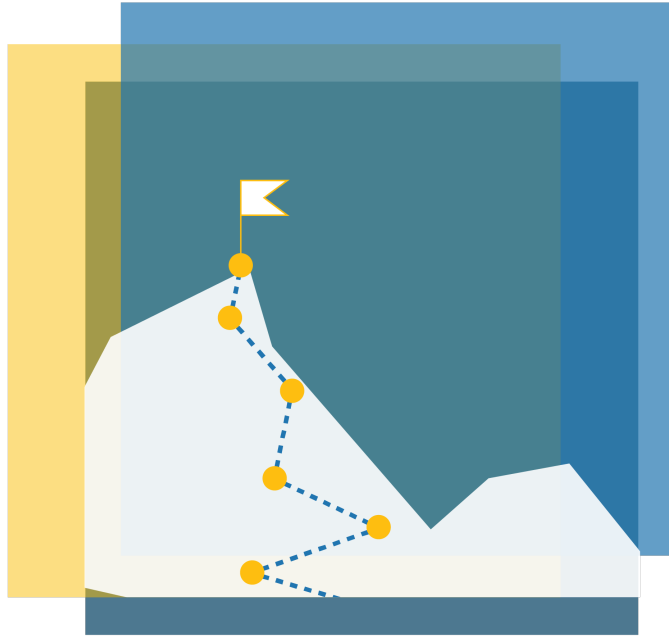


Message

1. Define your goal

Why are you communicating your index?

Why are you communicating your index?



- Give **insights** to policy makers
- Offer a **new tool** for research in the field
- **Inform** people on a specific topic
- **Engage** people in taking action
- ...

2. Identify target audience

To **whom** are you delivering your communication?

To whom are you delivering your communication?



- **Policy makers:** short messages and policy oriented insights
- **Researchers:** interactive tools, data availability and more detailed messages
- **Citizens:** short and catchy messages, informative materials
- ...

3. Choose the right communication media

How do you reach your audience?

4. Choose the right communication media

(for non-experts in the field)

Technical media

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

Generalist media

- Infographics
- Video
- Posts for social media
- Events

The Cultural and Creative Cities Monitor

Technical media

EXPLAIN

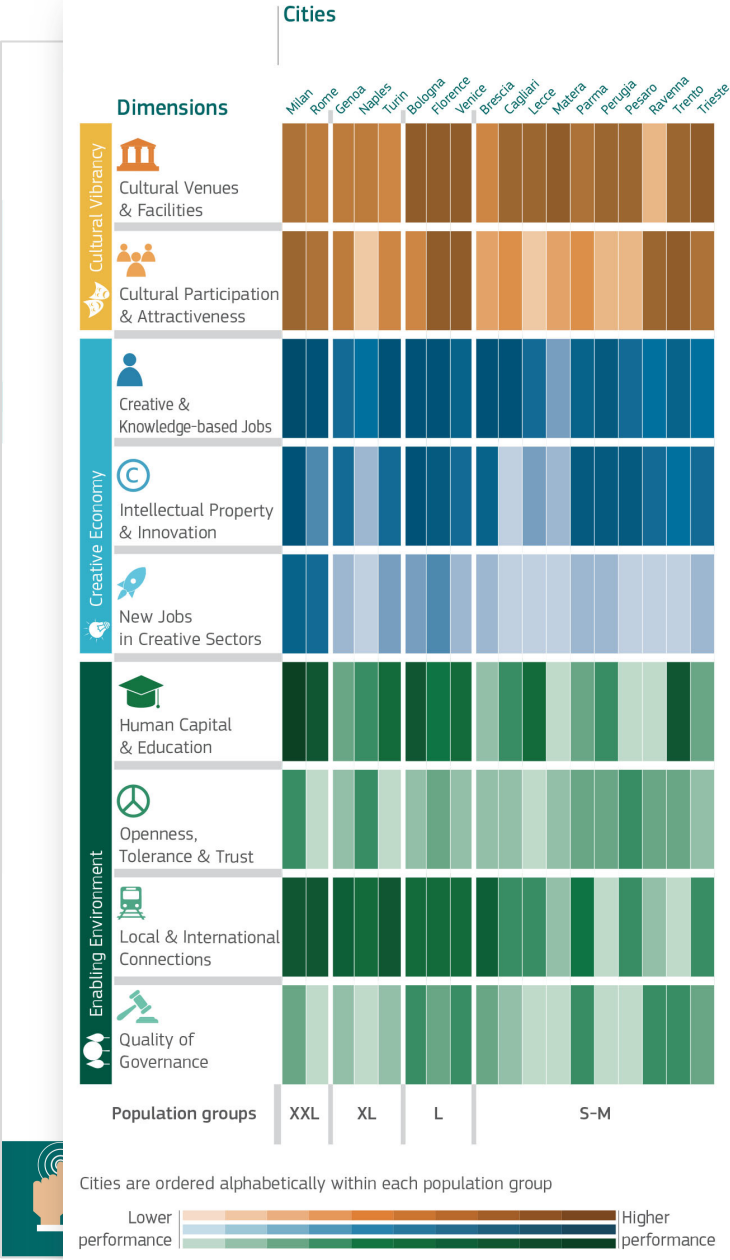
EXPLORE

https://knowledge4policy.ec.europa.eu/composite-indicators/online-platforms_en

Report

Country factsheets

Online tool



The Cultural and Creative Cities Monitor

Generalist media



Social media posts



Videos



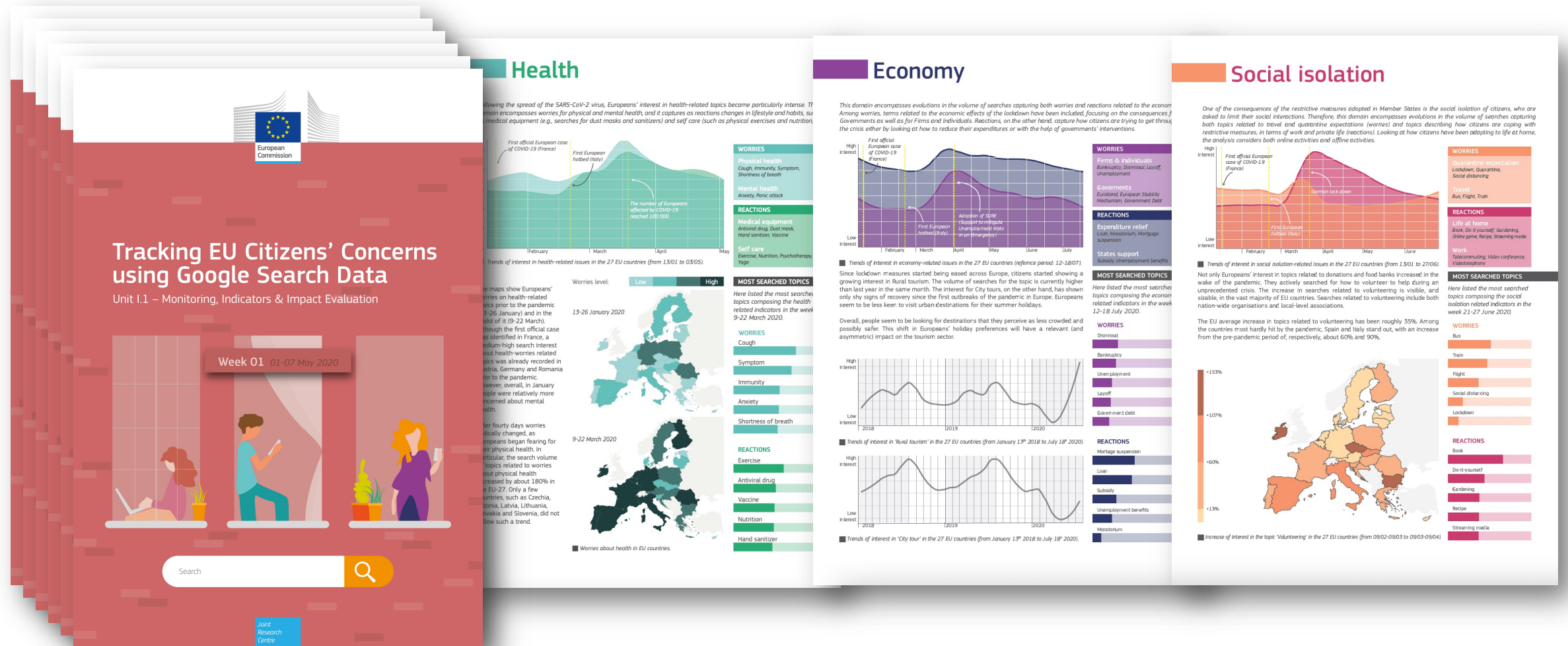
Infographics

Tracker of Europeans' Concerns using Online Search Data | *Weekly report*

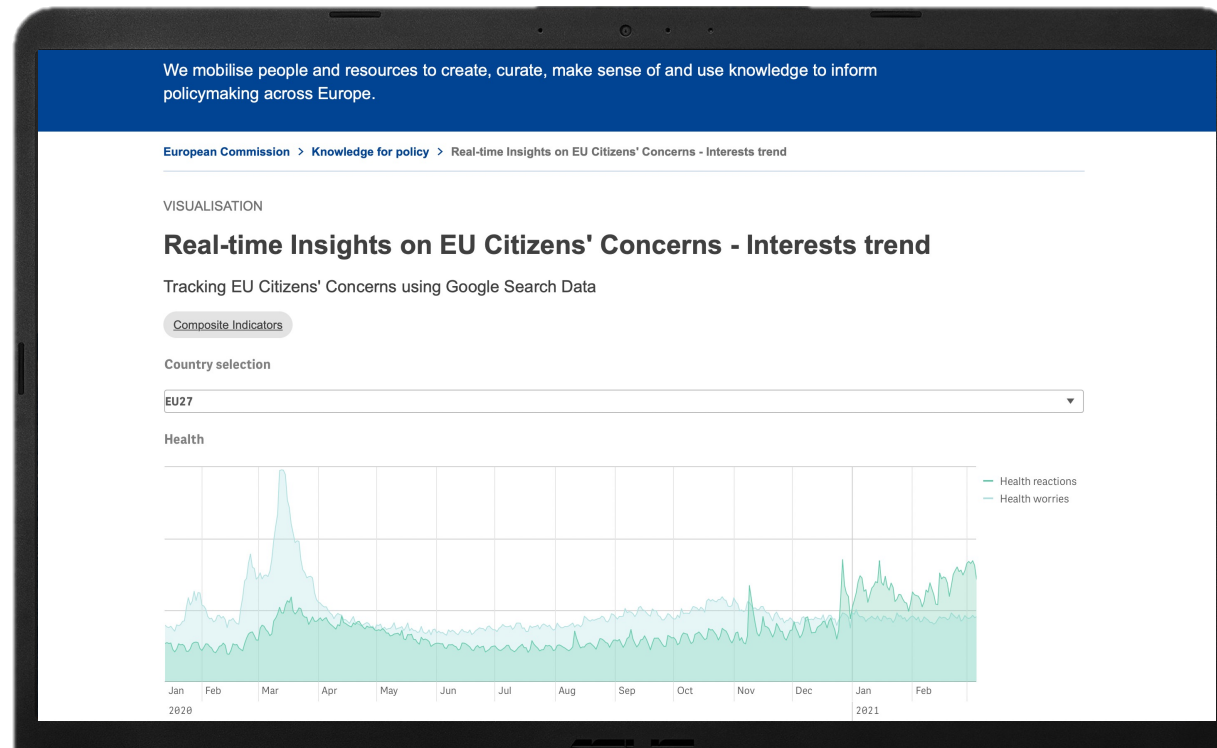


	Health	Economy	Social Isolation
WORRIES	Physical health <i>Cough, Immunity, Symptom, Shortness of breath</i>	Firms & Individuals <i>Bankruptcy, Dismissal, Unemployment, Layoff</i>	Quarantine expectation <i>Lockdown, Quarantine, Social distancing</i>
	Mental health <i>Anxiety, Panic attack</i>	Governments <i>Eurobond, European Stability Mechanism, Government debt</i>	Travel <i>Bus, Flight, Train</i>
REACTIONS	Medical equipment <i>Antiviral drug, Dust mask, Hand sanitizer, Vaccine</i>	Expenditure relief <i>Loan, Moratorium, Mortgage suspension</i>	Life at home <i>Book, Do it yourself, Gardening, Online games, Recipe, Streaming media</i>
	Self care <i>Exercise, Nutrition, Psychotherapy, Yoga</i>	States support <i>Subsidy, Unemployment benefits</i>	Work <i>Telecommuting, Video conference,</i>

Tracker of Europeans' Concerns using Online Search Data | Weekly report



Tracker of Europeans' Concerns using Online Search Data | *Online visualisation*



https://knowledge4policy.ec.europa.eu/projects-activities/tracking-eu-citizens'-concerns-using-google-search-data_en

4. Work on the messages

What do you want to communicate?

Communication pyramid

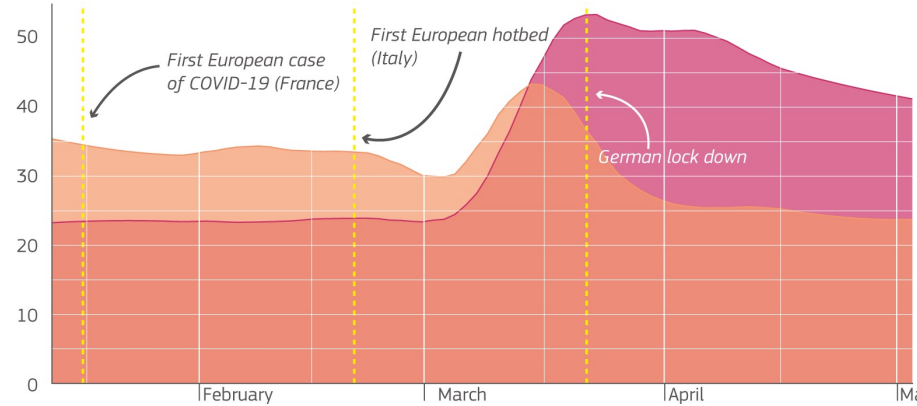


Adapted from Nancy Baron's *Escape from the Ivory Tower*  Center for Public Engagement with Science & Technology

Social isolation

One of the consequences of the restrictive measures adopted in Member States is the social isolation of citizens, who are asked to limit their social interactions. Therefore, this domain encompasses evolutions in the volume of searches capturing both topics related to travel and quarantine expectations (worries) and topics describing how citizens are coping with restrictive measures, in terms of work and private life (reactions). Looking at how citizens have been adapting to life at home, the analysis considers both online activities and offline activities.

Hook
(Trend of interest)



■ Trends of interest in social isolation-related issues in the 27 EU countries (from 13/01 to 03/05).

WORRIES

Quarantine expectation

Lockdown, Quarantine,
Social distancing

Travel

Bus, Flight, Train

REACTIONS

Life at home

Book, Do it yourself, Gardening,
Online game, Recipe, Streaming media

Work

Telecommuting, Video conference,
Videotelephony

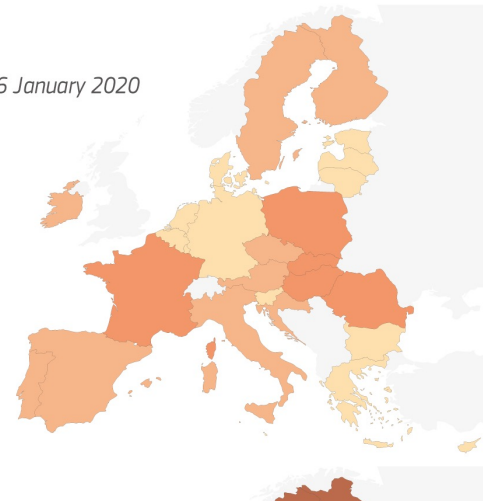
Framework

Worries level:



From the pre-crisis (13-26 January) to the crisis period (9-22 March) the indicator on worries related to social isolation documented a relevant decrease in the search volume for topics in the Travel pillar (-38.2%): the interest for 'Train' in particular has shown a 45.9% drop. At the same time, searches for topics in the Quarantine expectations pillar soared, with all underlying topics rising sharply, and 'social distancing' showing a relevant search volume for the first time since January.

13-26 January 2020



MOST SEARCHED TOPICS

Here listed the most searched topics composing the social isolation related indicators in the week 9-22 March 2020.

WORRIES

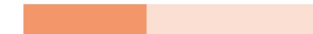
Quarantine



Flights



Bus



Lockdown



Train



Explore the Cultural and Creative Cities Monitor


Find out how your city performs:


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)

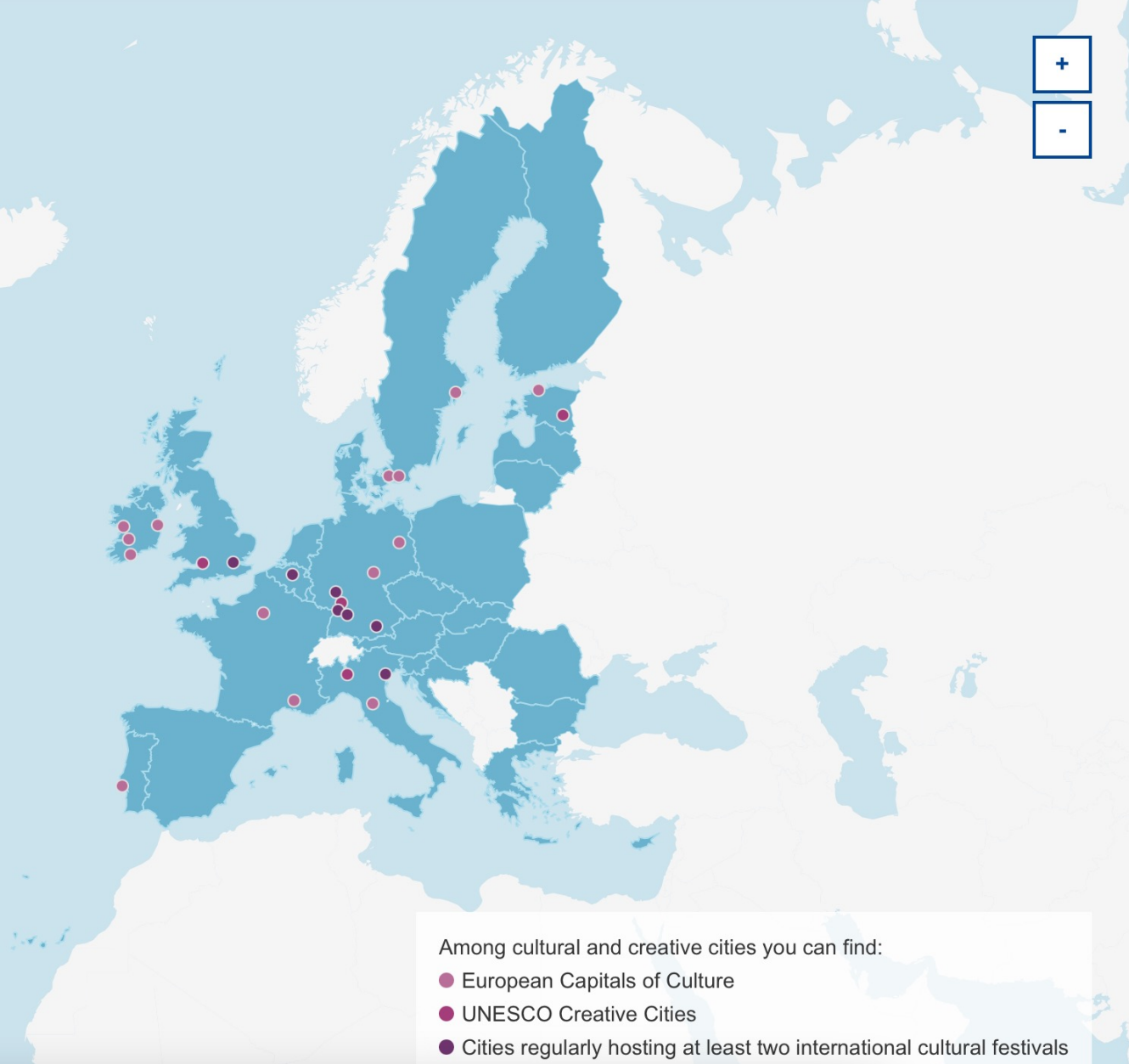
- | | |
|--------------|----------------|
| 1. Florence | Italy |
| 2. Karlsruhe | Germany |
| 3. Venice | Italy |
| 4. Bristol | United Kingdom |
| 5. Tallinn | Estonia |

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.)

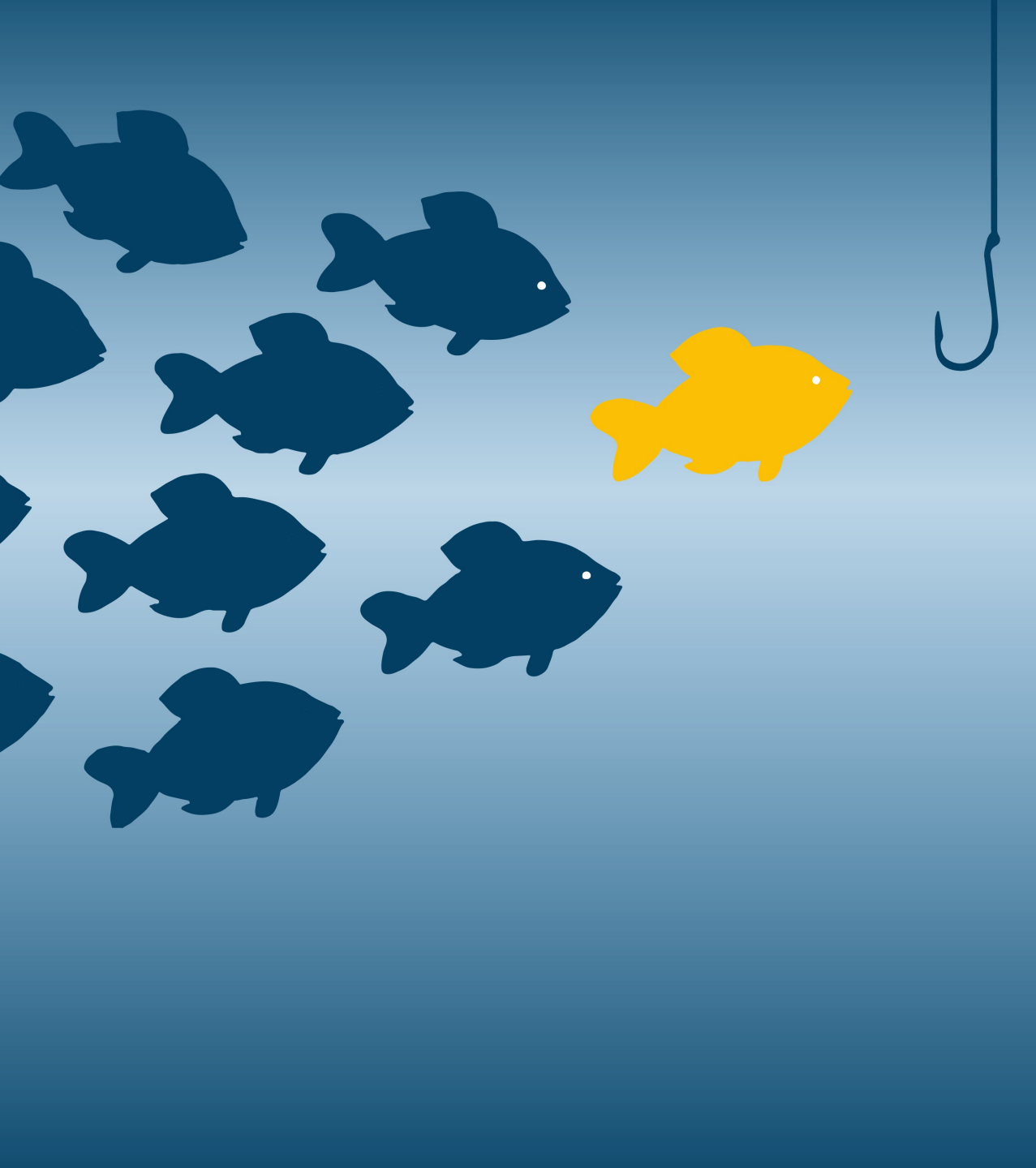
- | | |
|-------------|---------|
| 1. Weimar | Germany |
| 2. Tartu | Estonia |
| 3. Galway | Ireland |
| 4. Leuven | Belgium |
| 5. Limerick | Ireland |



Tips

- ✓ Tell a story





Tips

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



Tips

- ✓ Tell a story
- ✓ Choose hooks for your 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

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



Tips

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



Tips

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

Thank you



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