

Eurostat communication and dissemination strategy

eurostat 

STRATEGY
DOCUMENT



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Our strategy

Our achievements so far

During the period covering our previous communication and dissemination strategy, from 2021 to 2024, Eurostat significantly strengthened its corporate profile, further developing its brand, visual identity, and portfolio of products and services, while broadening its presence and reach on social media. By the end of 2024, Eurostat had expanded its [social media presence](#) to Instagram (153 000 followers) and increased its followers on X (257 500 followers), LinkedIn (55 500) and Facebook (185 000), while these figures are continuously growing.

During this period, Eurostat published more than 400 [news articles](#) annually, along with regular infographics and reels, covering an extensive range of statistical themes. Eurostat shared its infographics with its partners and other multipliers. These included visuals to mark special occasions, such as national days and the European Statistics Day (on 20 October every year). Eurostat enhanced its brand through its [website](#) revamp and fresh visual identity.

Regarding the promotion of statistical literacy, the [European Statistics Competition](#) continued to grow throughout this period and, by the 2024 edition, had attracted 22 000 students from 20 EU countries.

In the area of corporate communications, Eurostat strengthened its relations with major global statistical organisations, and with other Commission Directorates-General and EU institutions, particularly the European Parliament.

In 2023, Eurostat carried out a [Eurobarometer survey](#) on *Public awareness and trust in European statistics*, which provided insights into European citizens' awareness and knowledge of Eurostat and official statistics in the EU. Eurostat has assessed the findings of the survey with a view to refining Eurostat's approach to communication and dissemination and further adapting this approach to changing user needs.

As a result of these and other achievements, Eurostat now has a more comprehensive and innovation-oriented portfolio of communication products and activities. This portfolio ensures an even more effective dissemination and communication of European statistics to different existing and emerging user groups.

Our new strategy

This communication and dissemination strategy is valid until 2029 and is in line with the objectives of the broader European Statistical Programme 2021-2027.

This strategy takes into account the political priorities of the 2024-2029 Commission and the common position of the European Statistical System (ESS) on the future and strategic priorities of European statistics to 2035.

The revised Regulation on European Statistics (EC) [No 223/2009](#), which came into force in December 2024, enhances the access of Eurostat and national statistical authorities to administrative sources, and includes a requirement to make privately held data available for the compilation of official statistics. Communication actions on this and other aspects of the revised regulation are being addressed in the period covered by this strategy.

69 500
students

participated in the European Statistics Competition during 2021-2024

1 745
news articles

published on the Eurostat website during 2021-2024

651 000
followers

on all social media accounts by end of 2024

Our principles

Our principles guide our use of different communication channels and the development of specific communication and dissemination products and services:

We provide free access to the full range of our data and other products and services via our dissemination channels.

Our communication reflects the impartial, objective and independent nature of our role and of our statistics.

Our communication is timely, coherent, attractive and visible in the public sphere.

Our products and services are inclusive and accessible to everyone, also in terms of equality, non-discrimination and web accessibility.

Our communication fully accommodates the needs of the different user groups that we target.

Our communication adapts to the evolving technological and information environments.



Our strategic objectives

Improving statistical literacy, especially among young people, and promoting the value of trustworthy data sources

Our objective is to continue increasing statistical literacy among users by showcasing the value of statistics and helping them turn data into knowledge. Our Eurobarometer survey on *Public awareness and trust in European statistics* in 2023 revealed that only 4 in 10 respondents in the EU *trust information more if it is backed up by statistics and data*. It also showed that almost 7 in 10 respondents *do not always pay attention to the data source*. These results are concerning for European societies, as official statistics are a key resource to understanding the world around us. Eurostat and the ESS are committed to improving statistical literacy for all user groups, with a special focus on young people, and to promoting the value and use of trustworthy data sources.

ACTIONS



- Improve and expand Eurostat's range of statistical literacy products, such as interactive and explanatory tools, products for young people, beginners in statistics and journalists, as well as for new and potential users.
- Promote statistical literacy products to educators, in statistical literacy networks, and at statistical literacy events;
- Boost the engagement of young people and their educators through the European Statistics Competition.
- Engage users with more visual content on the web and on social media.
- Provide high-quality and responsive *user, media and institutional support services*.

Making our products widely accessible to people and easily discoverable by AI-based search engines

Our objective is to ensure that our users are informed about the range and depth of statistics available through our products and services, and to continue to be visible and present where users are active. We are embracing the AI revolution and how it affects the way people search for reliable information: while many of our products are still accessed 95% by people and 5% by IT systems, the trend is already the opposite for some of our products. We strive to make official statistics easily discoverable and accessible to people, but also to IT systems and AI chatbots.

ACTIONS



- Increase the number of our new and potential users by tailoring the content and communication messages to match their characteristics and concerns.
- Render content simple, comprehensible and accessible.
- Engage more with users on social media networks by adapting our content to different platforms.
- Make our products visible and accessible both to people and to IT systems (including AI chatbots).
- Develop dissemination and communication packages for statistics under development.

Optimising our statistical offer based on web analytics and user profiling and feedback

Our objective is to provide a portfolio of products that is useful and interesting for our users. In an era of abundant information and scarce resources, we focus on being relevant and providing added value for European societies. We will assess the evolving needs and interests of our users by establishing a modern way of tracking and measuring the success of our products.

We will continuously adapt our statistical offerings to user needs, through user profiling and product usability testing. In parallel, we will continue to collect user feedback where our users operate, including through our user support service and social media. The needs of new and potential users will also be continuously assessed and considered.

ACTIONS



- Measure the popularity of our products among users and monitor user engagement.
- Continuously adapt our statistical offerings by taking into account evolving user needs, product popularity, Commission priorities and legal obligations.
- Increase the attractiveness of our products by following usability recommendations and conducting user profiling and user testing.
- Stay close to our users and seek their feedback continuously through user support services and social media.

Boosting awareness of Eurostat as the reference point for high-quality statistics and data on Europe

Our objective is to continuously increase citizens' awareness of the importance of Eurostat and European statistics, and to effectively explain how these serve the public good. Our Eurobarometer survey in 2023 revealed that while 7 in 10 respondents have heard of Eurostat, many of those have a limited knowledge of our work. Effective communication about Eurostat's mission, values and principles governing its work for European citizens, policymakers, businesses and others is crucial, as is the promotion of the ESS as a partnership. Eurostat guarantees the ethical use of information, the privacy of data providers and the confidentiality of their data, which are used solely for the production of European statistics; our revised Regulation (EC) No 223/2009 will be also explained and promoted in this respect.

ACTIONS



- Support the development of Eurostat's brand as an independent, trustworthy and ethical source.
- Promote the added value of the amended Regulation (EC) No 223/2009 on European statistics.
- Multiply the impact of communication activities by collaborating with ESS partners, other Commission services, as well as other EU institutions and international organisations.
- Play an active role in combatting disinformation, also by supporting Commission initiatives.
- Enhance our programme of in-person and online visits to Eurostat.

Our users

Eurostat aims to serve all users and potential users, not only within the EU but also worldwide. We provide all our users with free and easy access to European statistics.

In our previous strategy for 2021-2024, we identified our users as policymakers, EU institutions and services, citizens, media, financial markets, researchers, the education sector, businesses and potential users.

In our strategy for 2025-2029, we target additional user groups, in line with our updated strategic objectives. These include fact-checkers and multipliers, such as influencers and third

parties (e.g. data and business intelligence platforms). New and potential users are now a distinct user group, which we intend to target consistently. We explicitly identify IT systems and AI chatbots as a user group to take into account their technical requirements and needs.

Our users are characterised by user characteristics, including the type of data they use (such as raw data, visualisations or publications), the frequency of use, and the type of use (professional or personal). We employ these characteristics in user profiling to effectively cluster our users into *user profiles*, to better understand and address their needs.



Our channels

Eurostat currently employs a number of communication and dissemination channels to reach its users and promote its [products](#) and [services](#), including Eurostat's website, social media, as well as in-person and virtual conferences and events. Our products and services at the moment include Eurostat's [database](#), [euro indicators](#), [news articles](#), our [Statistics Explained](#) series, [digital](#) and [interactive](#) publications, data [visualisations](#), [podcasts](#), [webinars](#), newsletters, dedicated sections and competitions.

In our strategy for 2025-2029, we look at our channels through the lens of our new strategic objectives:

- Eurostat's website is the **reference channel** for our users. This is where our users come to obtain Eurostat's data and publications. The website also includes Eurostat's main products

and services, such as our database, dedicated sections, publications and our [user support](#) (including media support and institutional support).

- Eurostat's social media and events are our **outreach channels**. This is where we actively reach out to users to provide the latest available data and statistics and to promote our brand. Products and services in this area include our euro indicators, news items, conferences, webinars and podcasts.
- Eurostat will place increasing emphasis on supporting and promoting **statistical literacy**. A number of products and services are being developed and improved in this direction, including Statistics Explained, our education corner, the European Statistics Competition, and the statistical literacy newsletter.

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EU publications

You can download or order free and priced EU publications at: <https://op.europa.eu/en/publications>. Multiple copies of free publications may be obtained by contacting Europe Direct or your local information centre (see https://europa.eu/european-union/contact_en).

EU law and related documents

For access to legal information from the EU, including all EU law since 1952 in all the official language versions, go to EUR-Lex at: <http://eur-lex.europa.eu>

Open data from the EU

The EU Open Data Portal (<http://data.europa.eu/euodp/en>) provides access to datasets from the EU. Data can be downloaded and reused for free, for both commercial and non-commercial purposes.

Eurostat communication and dissemination strategy 2025-2029

Eurostat is the statistical office of the European Union (EU). Our mission is to provide high-quality statistics and data on Europe.

This document outlines our communication and dissemination strategy for 2025-2029, including our strategic objectives to promote statistical literacy in Europe, to make our products widely accessible, and to optimise our statistical offer, so that it is useful, topical, relevant and that it is supporting policies and fact-based political debate across Europe.



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