

The European Commission's science and knowledge service

Joint Research Centre



Step 10

Communication

Valentina ALBERTI


COIN 2019 – 17th JRC Annual Training on Composite Indicators &
Scoreboards 06/11/2019, Ispra (IT)

Ten steps



To whom?



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

Technical media

[not for statisticians]

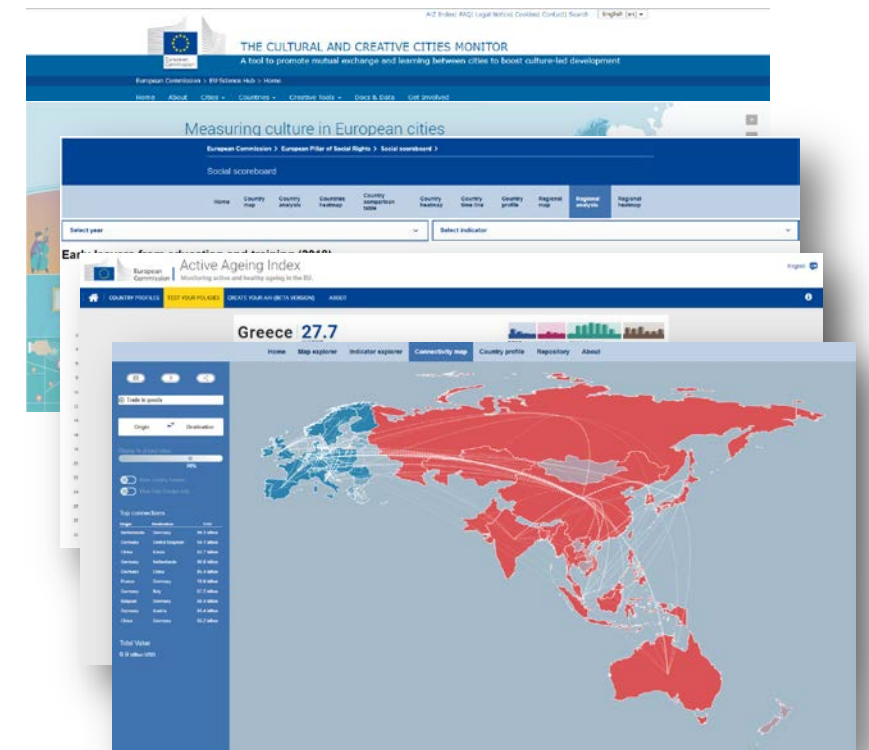
Technical media



Reports



Country fact sheets



Online tools

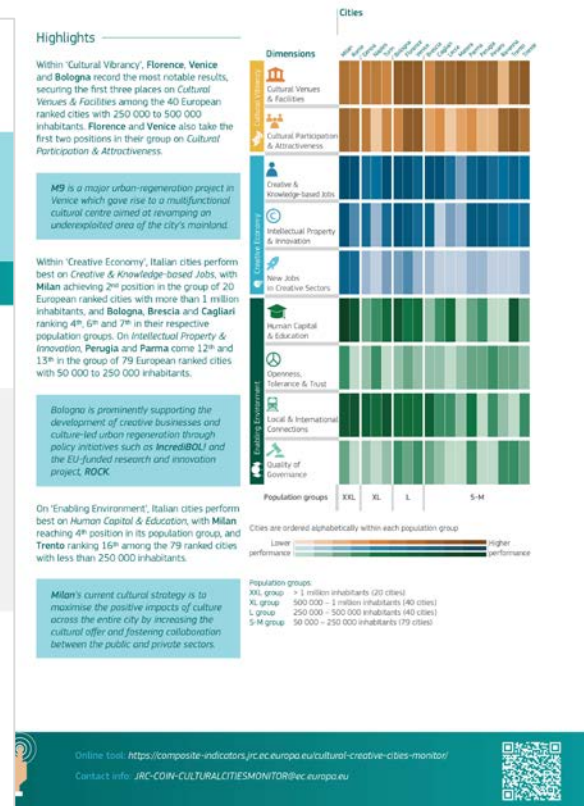
Country fact sheets (2017-2019)



- Descriptive sheet
- Limited space for **data** and **visualisations**
- Dense **header**
- No distinction between **qualitative** and **quantitative** information

Country fact sheets (2019)

- Re-design of **header** and **footer**
- Accent on **data**
- **Map** with general information on cultural and creative cities
- **Cities chart** for a general overview of C3 Index scores
- **Heatmap** with more detailed information on cities' scores by dimensions
- Distinction between **qualitative** & **quantitative** information



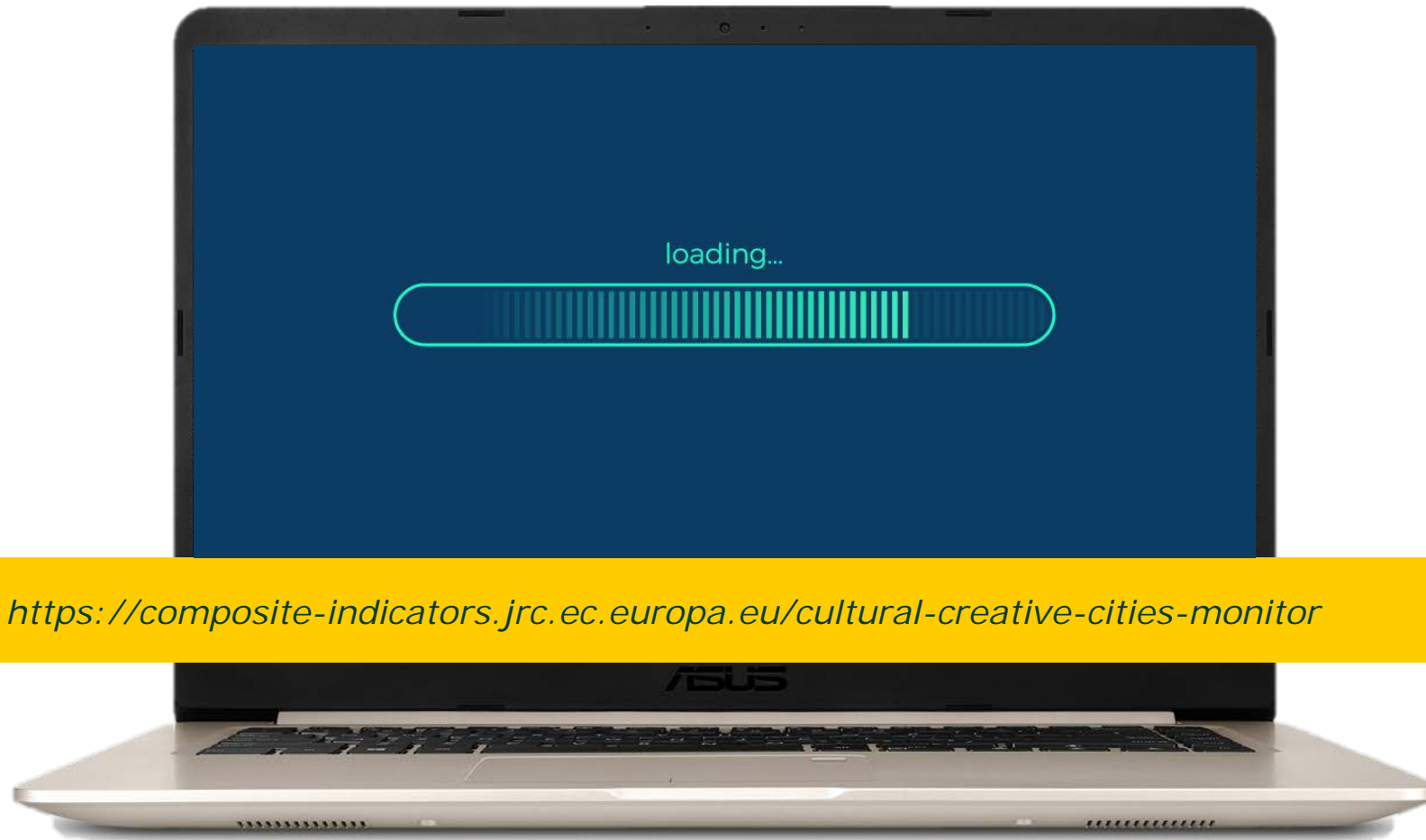
Thematic publications



- Useful for a **quick overview** at country (region/city) level
- Example of **story** on your data

Cultural and Creative Cities Monitor

Online tool - 2019



<https://composite-indicators.jrc.ec.europa.eu/cultural-creative-cities-monitor>

Cultural and Creative Cities Monitor

Online tool - 2019

Overall Performance

Group by



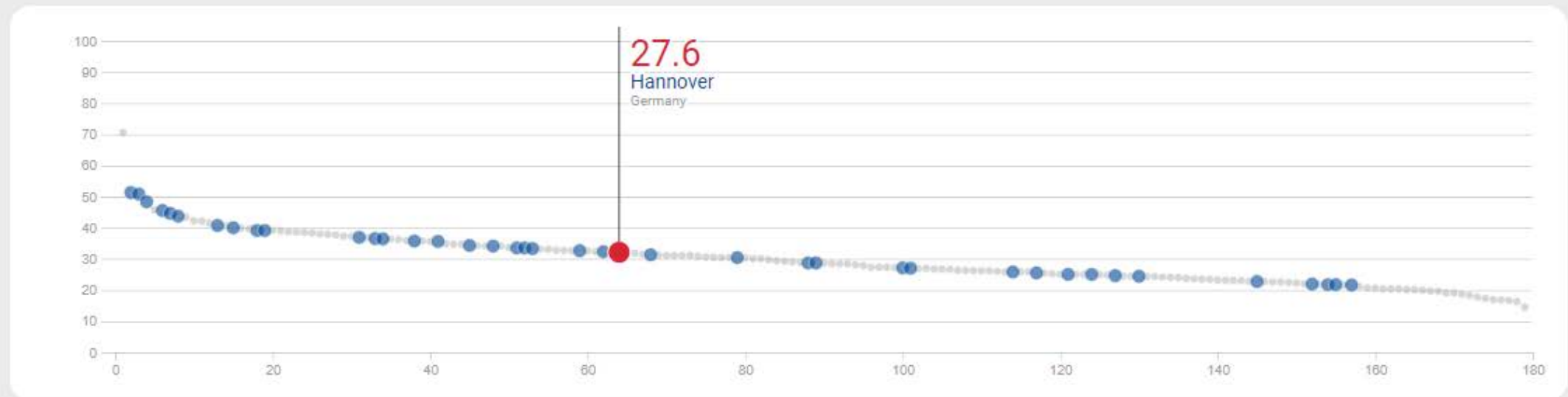
Rank by



Index

Sub indices

Dimensions



Cultural and Creative Cities Monitor

Online tool - 2019

Overall Performance

Group by

PCI

GDP

EMI

Rank by

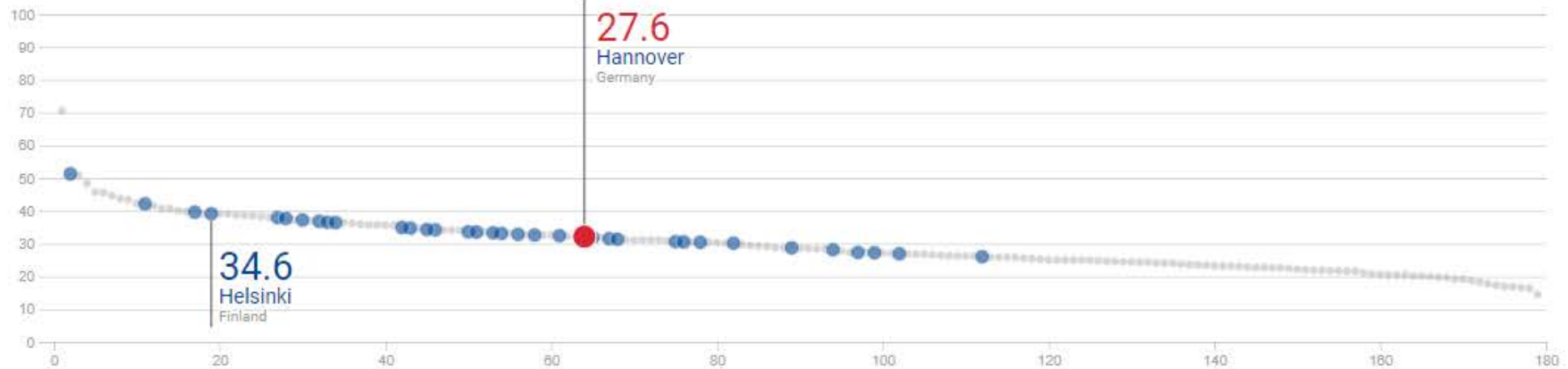
Cultural and Creative Cities Monitor



Index

Sub indices

Dimensions



Cultural and Creative Cities Monitor

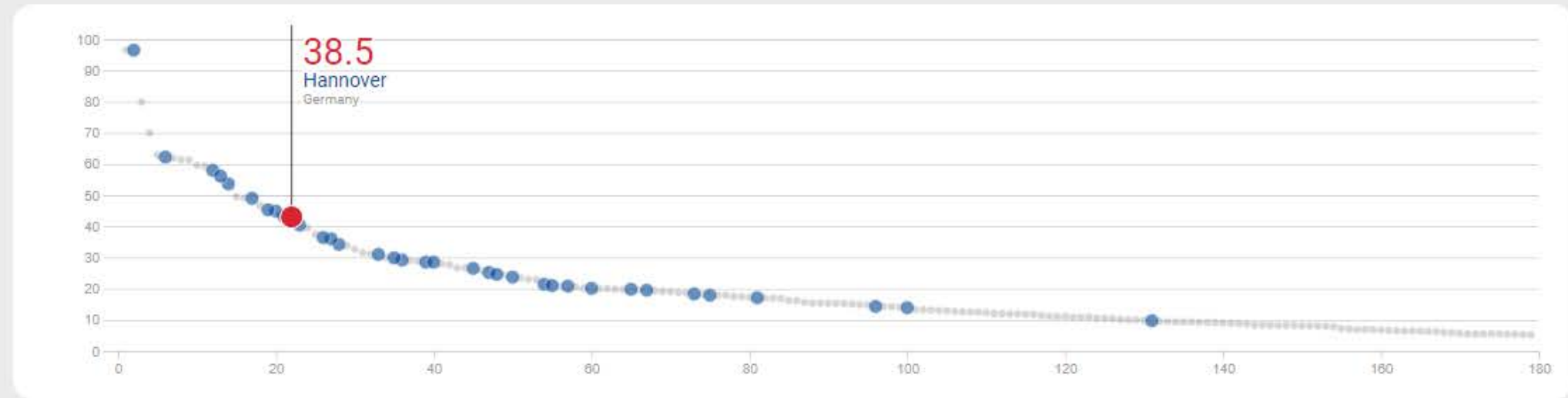
Online tool - 2019

Overall Performance

Group by



Rank by



Cultural and Creative Cities Monitor

Online tool - 2019

Performance by Dimension



Cultural and Creative Cities Monitor

Online tool - 2019

Performance by Dimension



Cultural and Creative Cities Monitor

Online tool - 2019

Compare my city with...

Show units

Hide differences

Hide all Dimensions

Hide all Indicators

Florence

Venice

Edinburgh

+

Index

35.1

31.7 (-3.4)

36.4 (+1.3)

 CV - Cultural Vibrancy

54.4

44.7 (-9.7)

33.8 (-20.6)

^

D1 - Cultural Venues & Facilities

55.1

62.9 (+7.7)

37.7 (-17.4)

^

I1 - Sights & landmarks

56.6

100 (+43.4)

43.7 (-12.9)

I2 - Museums

91.9

100 (+8.1)

55.1 (-36.8)

I3 - Cinema seats

25.1

29.9 (+4.7)

29.8 (+4.7)

I4 - Concerts & Shows

57.3

73 (+15.7)

47 (-10.3)

I5 - Theatres

63.9

48.5 (-15.3)

24.6 (-39.2)

Cultural and Creative Cities Monitor

Online tool - 2019

WEIGHTS



C3 Index Sub-Indices Dimensions

C3 Index

GDP group

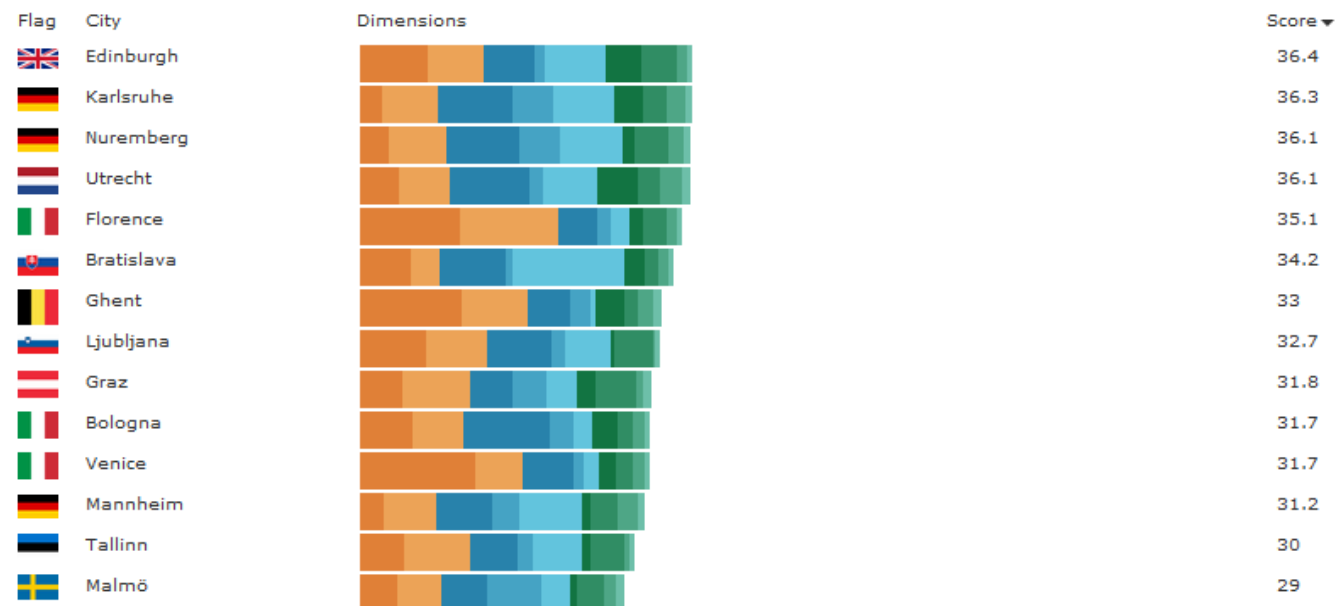
>€30,000 €25,000-30,000 €20,000-25,000 €15,000-20,000 <€15,000

Employment group

>77% 73%-77% 68%-73% 63%-68% <63%

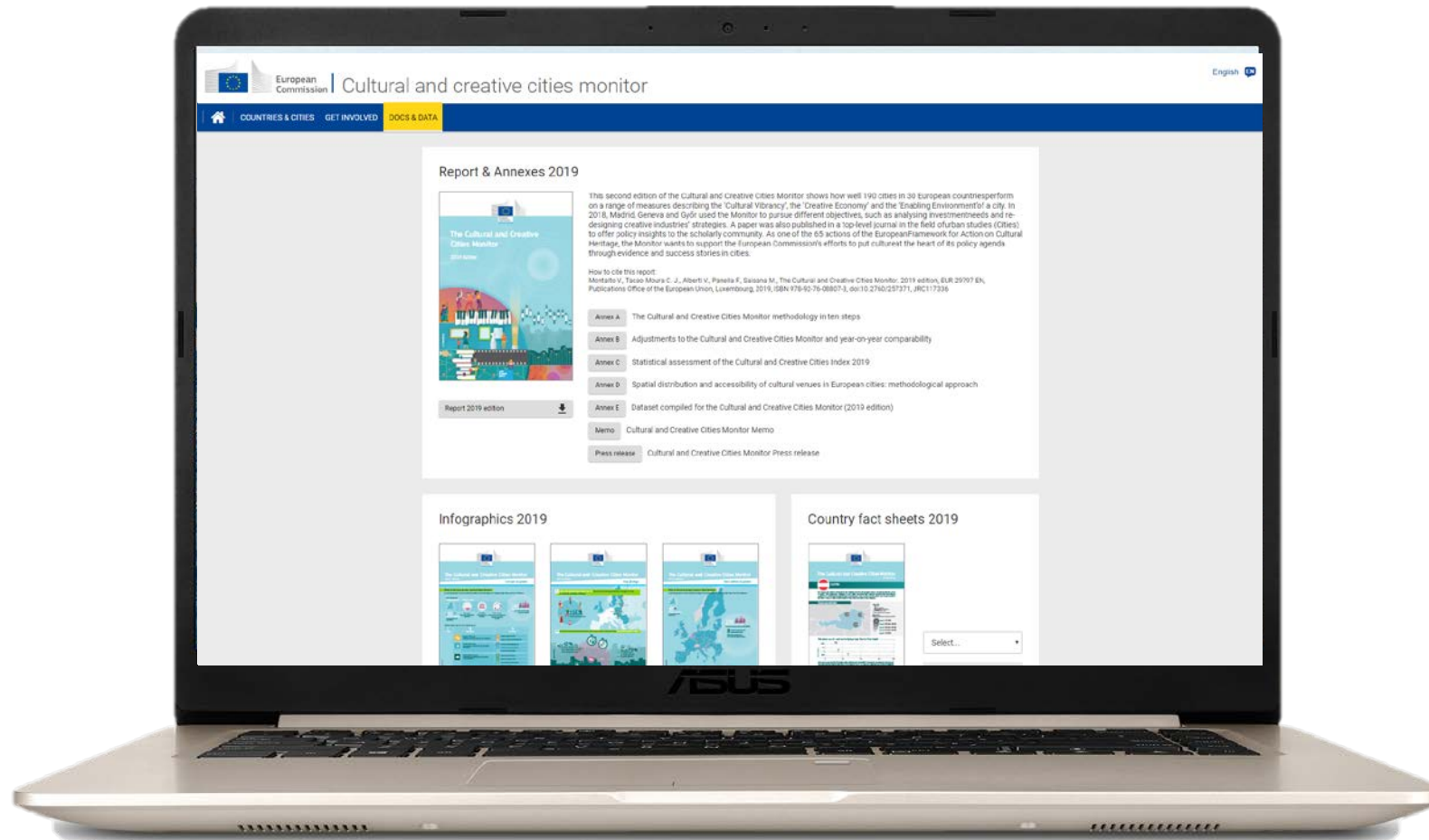
Full rank Population group

Full Rank XXL XL **L** M S



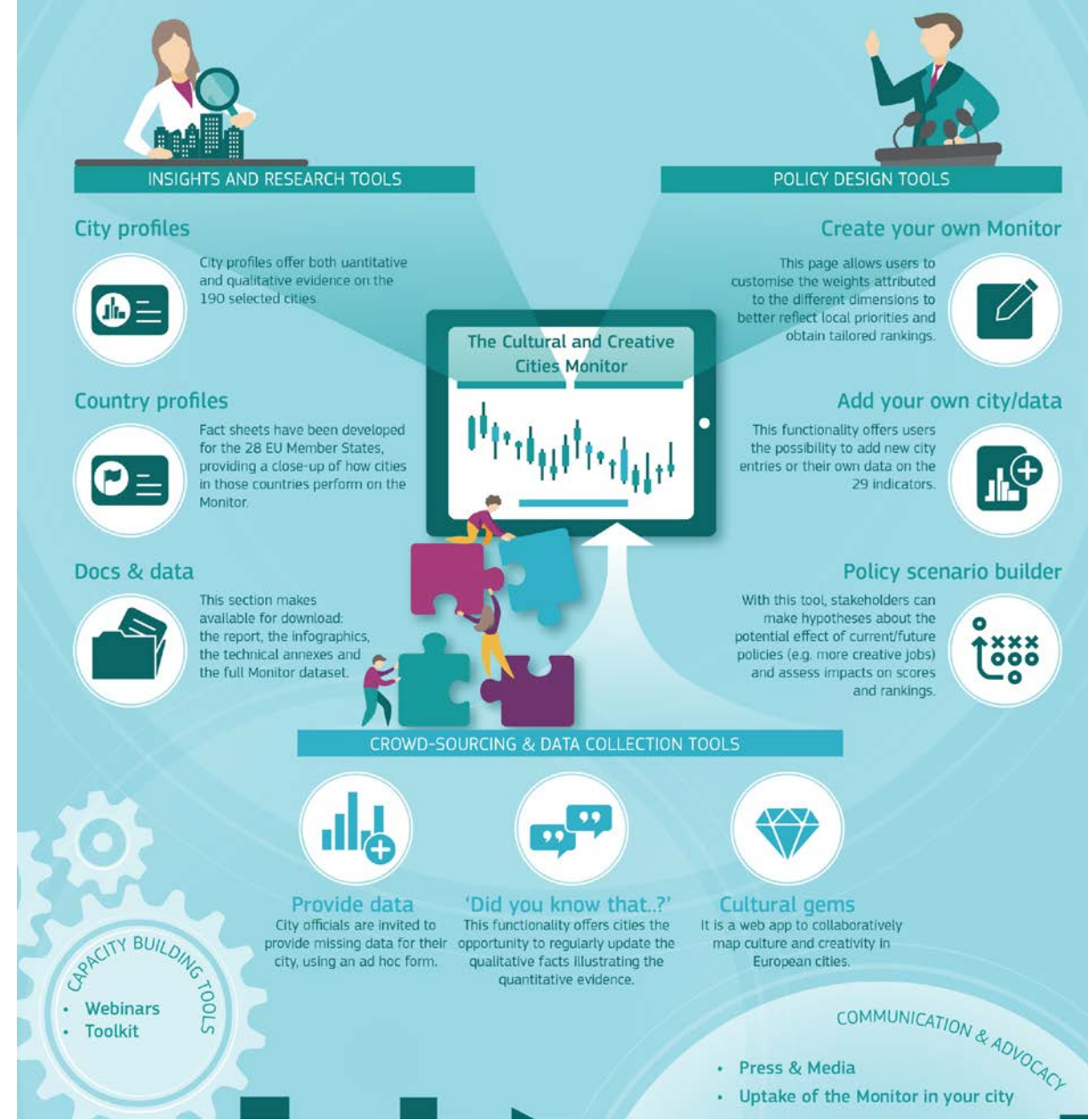
Cultural and Creative Cities Monitor

Online tool - 2019



Cultural and Creative Cities Monitor (Online tool)

- **Clear understanding** of tool's structure and functionalities
- **Customisable stories:** visualisation of data tailored on users' needs
- **Open and accessible** data, **clear** methods and limits of our indicator
- Emphasis on **usage** and **uptake** to attract potential users



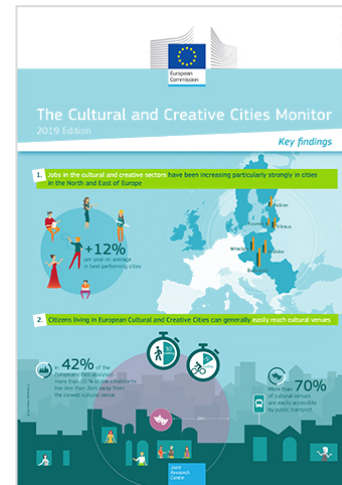
Generalist media

[do general public exist!?!]

Generalist media



Social media



Infographics

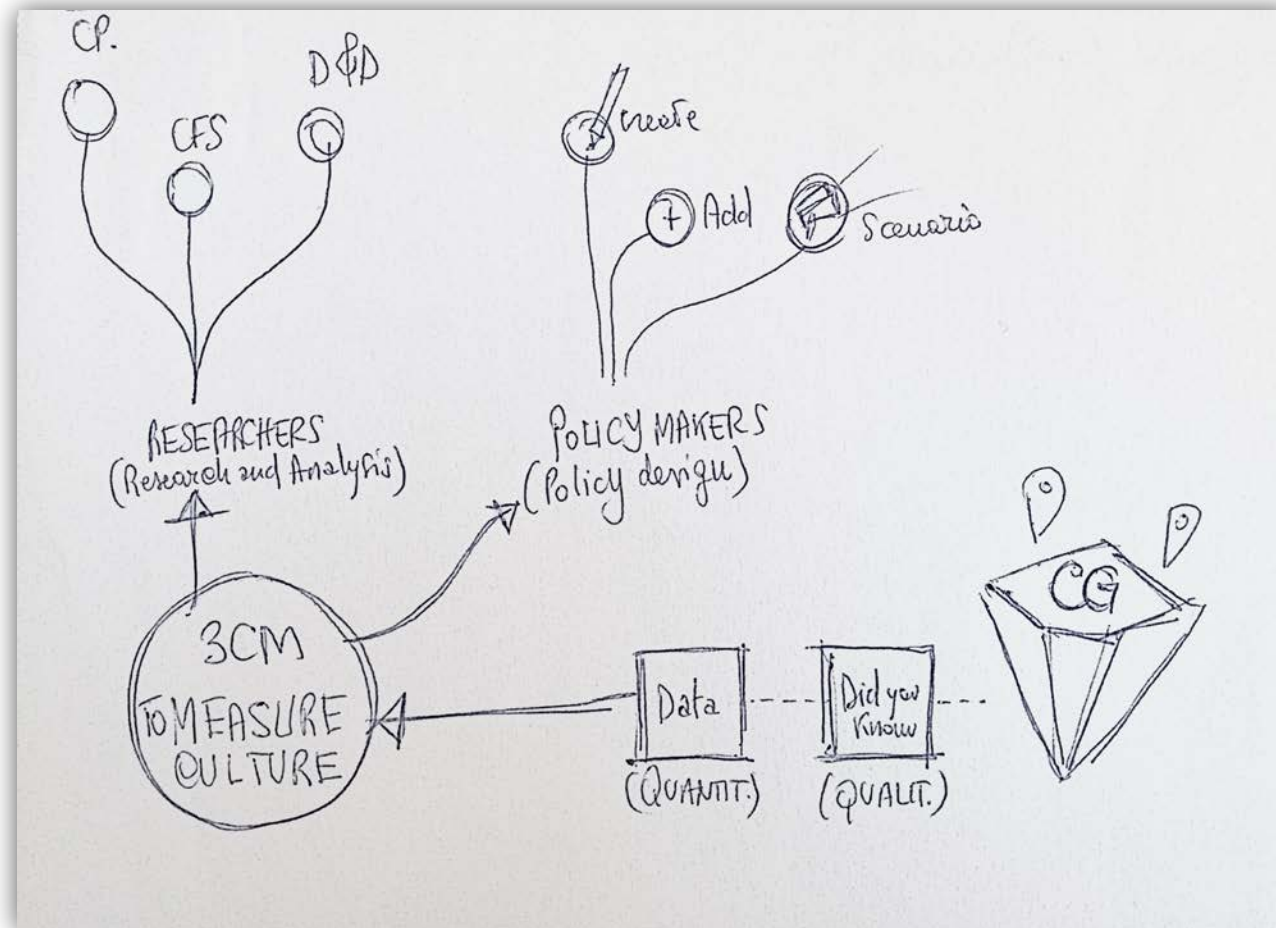


Video

Infographics

Insights and research		
City profile <i>City profiles offer both quantitative and qualitative evidence on the 190 selected cities.</i>	Country fact sheets <i>Fact sheets have been developed for the 28 EU Member States, providing a close-up of how cities in those countries perform on the Monitor.</i>	Docs & data <i>This section makes available the following items for download: the present report, an infographic, the technical annexes and the full Monitor dataset.</i>
Policy design		
Create your own monitor <i>This page allows users to customise the weights attributed to the different dimensions to better reflect local priorities and obtain tailored rankings.</i>	Add your city/data <i>This functionality offers users the possibility to add new city entries or their own data on the 29 indicators.</i>	Policy scenario builder <i>With this tool, stakeholders can make hypotheses about the potential effect of current/future policies (e.g. more creative jobs) and assess impacts on scores and rankings.</i>
Crowdsourcing and data collection		
Provide data on 29 indicators <i>City officials are invited to provide missing data for their city, using an ad hoc form.</i>	Update the ‘Did you know that...?’ <i>This functionality offers cities the opportunity to regularly update the qualitative facts illustrating the quantitative evidence.</i>	Cultural gems <i>This is a spin-off project of the Monitor aimed at complementing the Monitor’s statistical picture by collecting qualitative crowdsourced data on local cultural spaces.</i>
Capacity building		
Webinars <i>In 2020, webinars will give guidance on using the online platform and data collection, in at least four different languages (English, French, Italian and Portuguese).</i>	Toolkit <i>A toolkit in four different languages (English, French, Italian and Portuguese) will accompany the webinar to show cities how to interpret the data and contribute to data collection. Both the webinars and the toolkit will rely on ‘testimonial cities’ to showcase practical uses.</i>	
Communication and advocacy		
Press & Media <i>page provides easy access to the press release and memo prepared for journalists interested in the project and its key findings.</i>	Uptake of the Monitor in your city <i>In 2020, this (new) page will showcase the use and uptake of the Monitor, including through the experience of testimonial users.</i>	

Infographics



Infographics

"Visual representation of information or data"

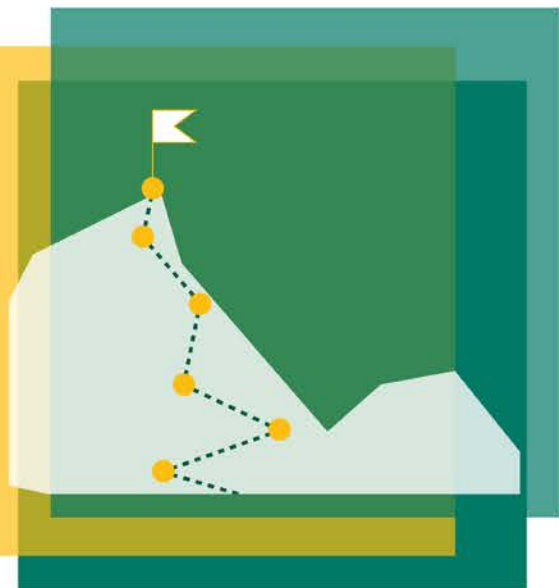
- Anatomy
- *Process*
- Chronology
- Hierarchy



To sum up

[key “ingredients” and tips for communication]

Key “ingredients” for communication



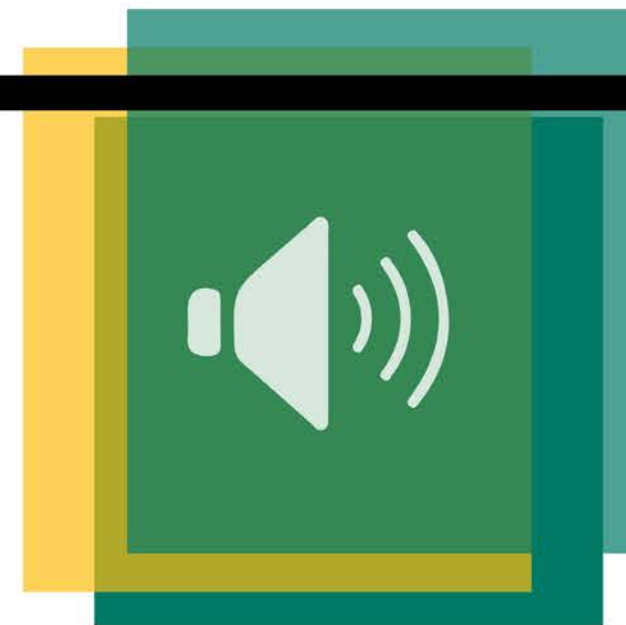
Why?



To whom?

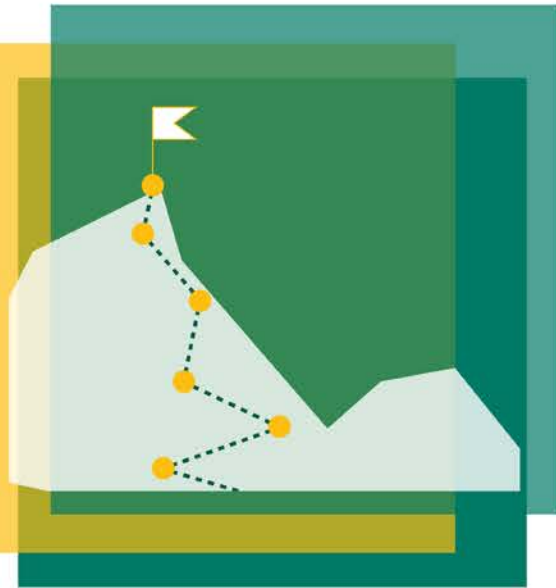


What?



How?

Key “ingredients” for communication



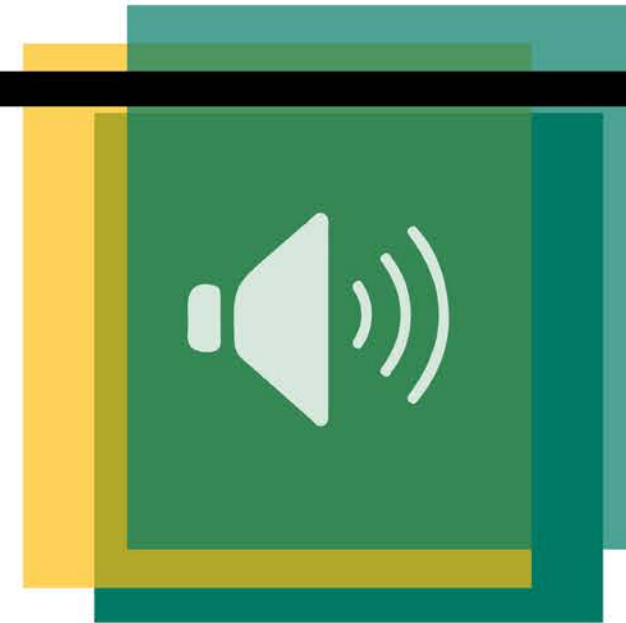
Goal



Target
audience



Message



Medium

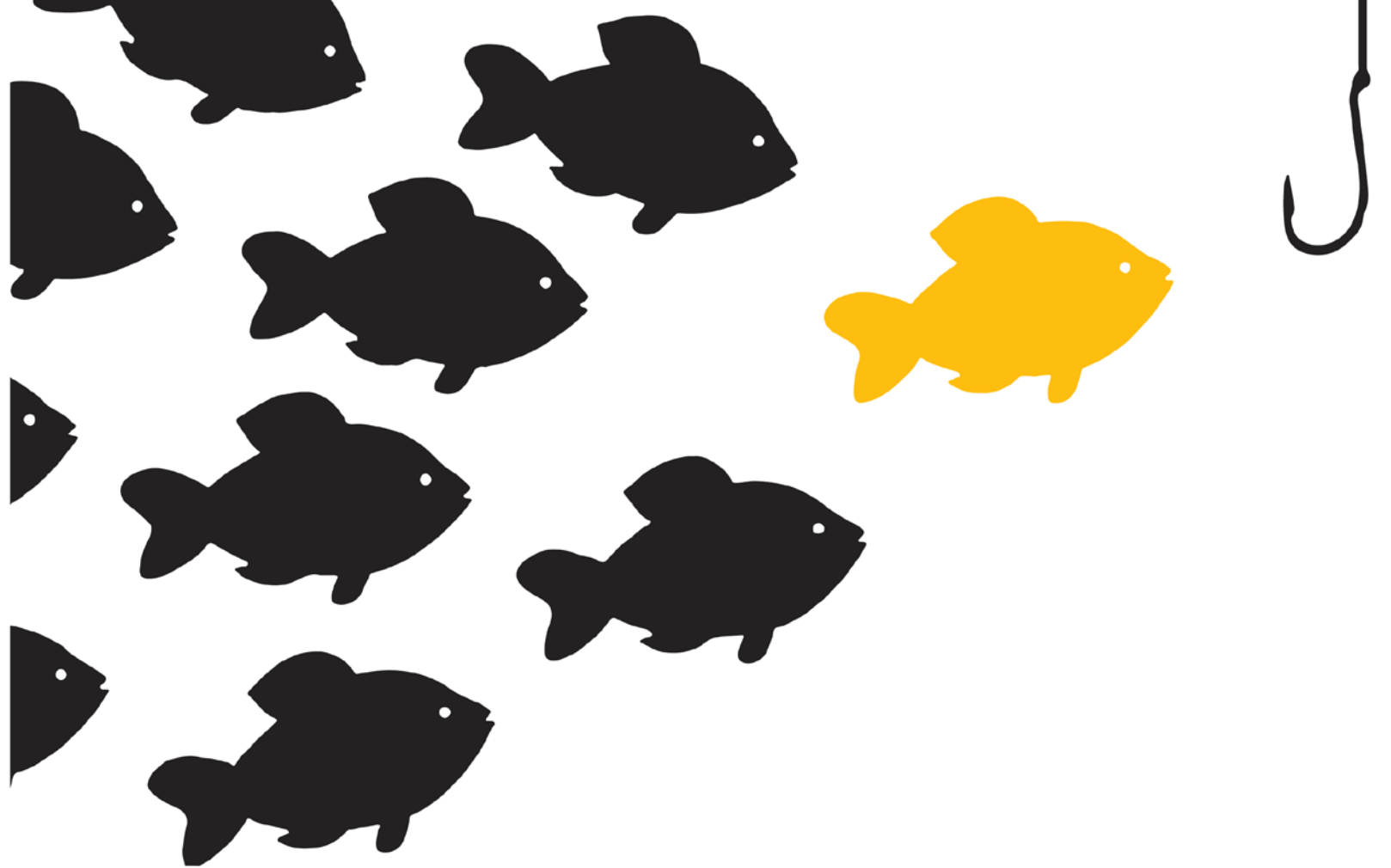
Tips

- Tell a **story**



Tips

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



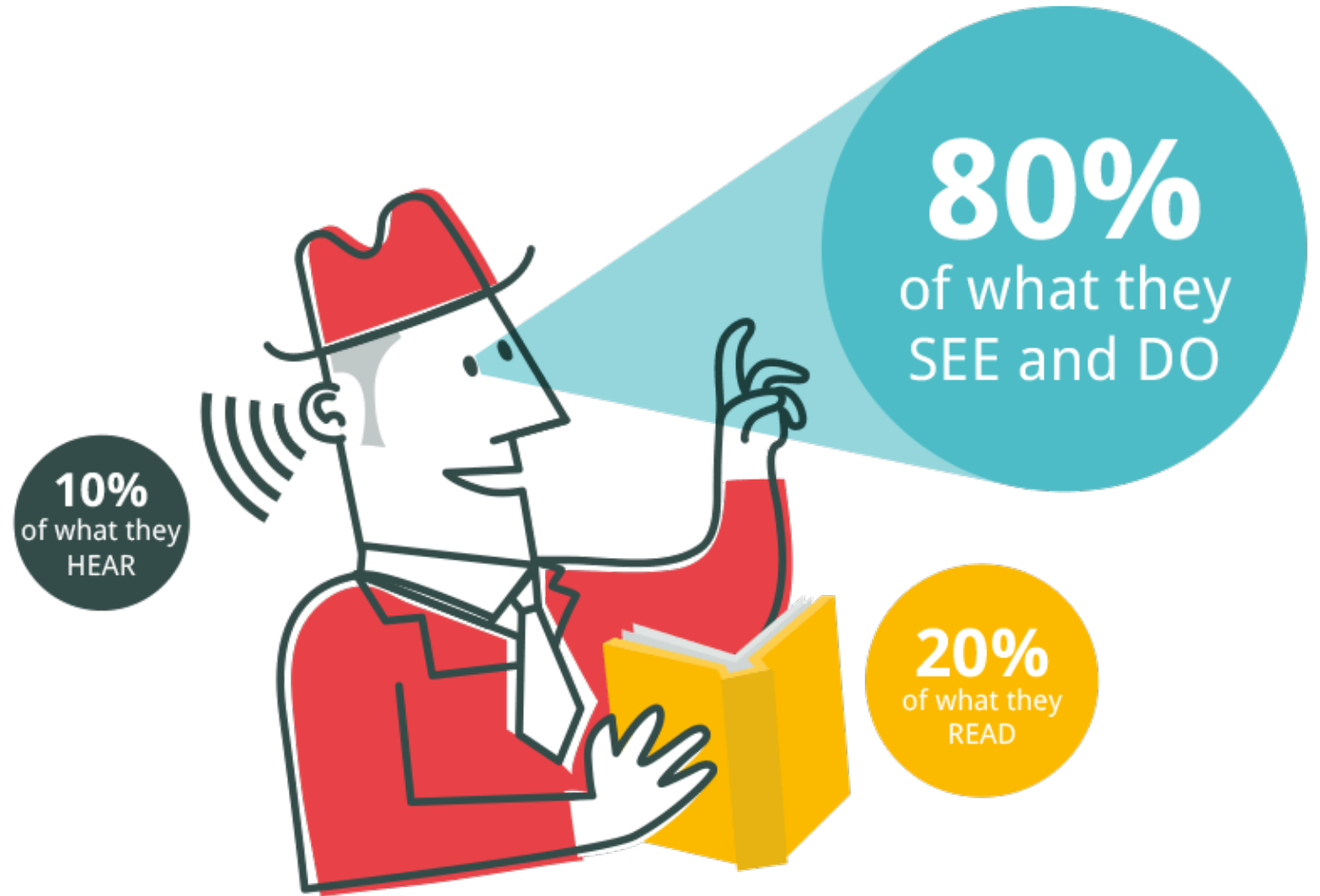
Tips

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



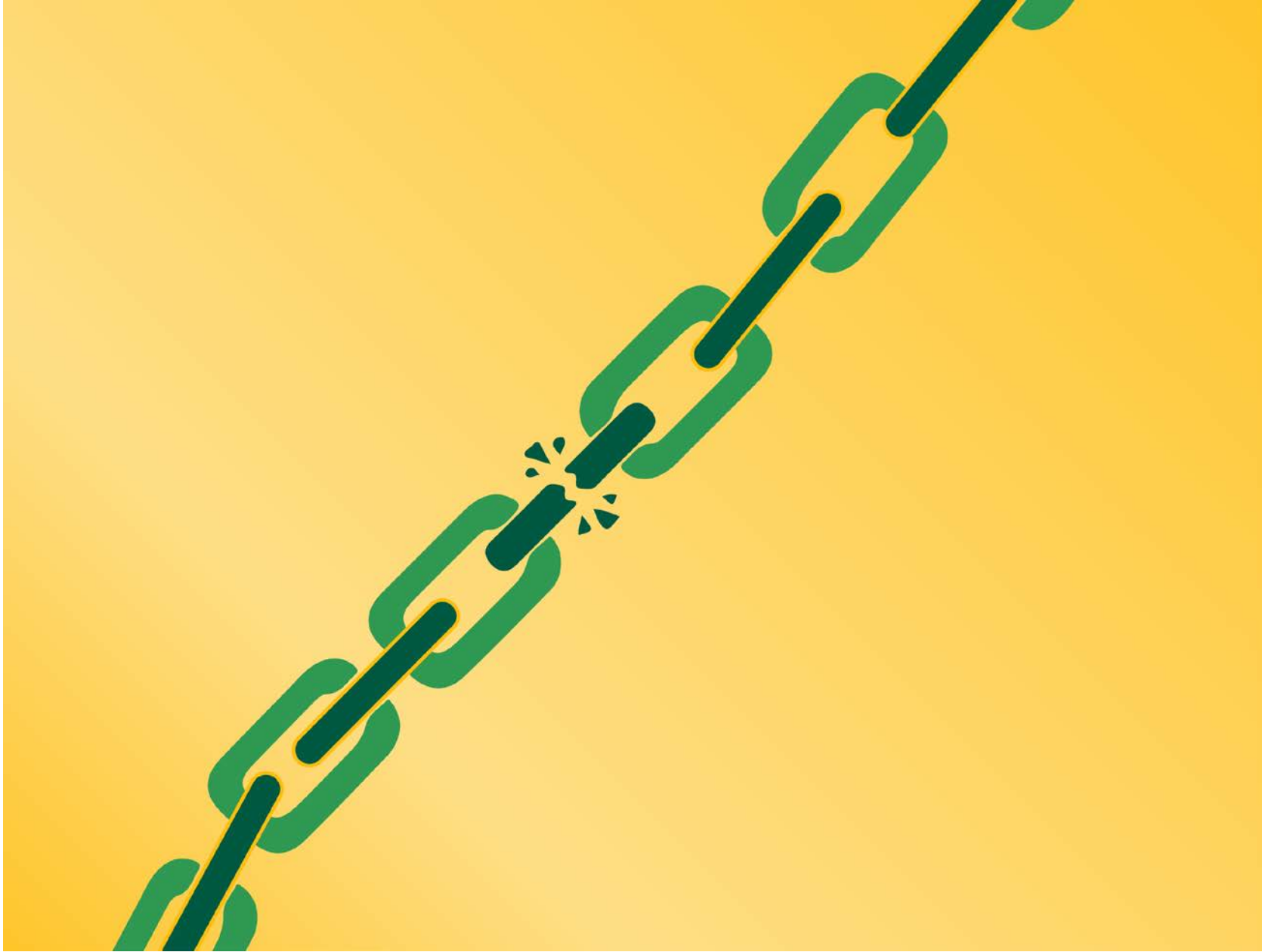
Tips

- 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**





Thanks

Any questions?

Welcome to email us: jrc-coin@ec.europa.eu