The European Commission’s science and knowledge service

Joint Research Centre
Step 9
Communication

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COIN 2017 - 15th JRC Annual Training on Composite Indicators & Scoreboards
06-08/11/2017, Ispra (IT)
**Communication**

- **Message**
- **Audience**
- **Media**

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**communicate**

*verb* • UK /ˈkɒmju-nɪkeɪt/ • US /ˈkəːmju-neɪk/  

**communicate verb** (SHARE INFORMATION)

**B1** to share information with others by speaking, writing, moving your body, or using other signals:  
We can now communicate instantly with people on the other side of the world.  
Unable to speak a word of the language, he communicated with (= using) his hands.  
Has the news been communicated to the staff yet?  
As an actor he could communicate a whole range of emotions.

**B2** to talk about your thoughts and feelings, and help other people to understand them:  
I find I just can't communicate with her.
Communication
C3 Monitor

- 168 cities
- 29 indicators
- 9 dimensions
- 3 major facets

Checklist

- Define your goals and objectives
- Pick your audience
- Choose your message
- Define the media
Goals

Define your goals and objectives

Have final and intermediate communication aims of the composite indicator or scoreboard been specified? What is the impact intended?

Are the communication objectives SMART? (Specific, measurable, achievable, realistic, time-bound)
Pick your audience
Is your audience well defined? Relatively homogeneous groups?
Does it include relevant target groups?
Try to avoid “General public”
Direct audience

Local authorities & policy makers

Businesses

Non-Governmental Organisations

Academics

Citizens & creative talents

Did you know that...?

Lisbon’s rich cultural heritage includes two UNESCO World Heritage Sites, namely the Belém Tower and the Jerónimos Monastery as beautiful examples of the Manueline architectural style.

Porto has experienced important transformations in recent years through major investments in new cultural infrastructures, such as the concert hall Casa da Música, designed by the Dutch architect Rem Koolhaas.

Coimbra is home to the oldest academic institution in the Portuguese-speaking world, the University of Coimbra. In 2013, its buildings were classified as a World Heritage Site by UNESCO.

Guimarães hosts various Europe for Festivals, Festivals for Europe-labelled festivals. During one of these - Guimarães noc noc - all artistic disciplines are exhibited in unconventional venues such as private houses, studios, cafés, squares and streets.
Direct audience

Local authorities & policy makers

Businesses

Non-Governmental Organisations

Academics

Citizens & creative talents

Key Findings

Cultural and Creative Cities have more jobs and a diverse workforce

Compared to European cities with 50,000 inhabitants or more, the Cultural and Creative Cities included in 2017 Cultural and Creative Cities Monitor have:

- +73% students in higher education
- +8% young people (20-34 years old)
- +22% EU foreigners
- +19% jobs
- +15% highly educated people
- +26% non-EU foreigners
Direct audience

Local authorities & policy makers

Businesses

Non-Governmental Organisations

Academics

Citizens & creative talents

C3 Monitor, DG JRC, COIN 2017
Direct audience

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- Citizens & creative talents

@europecreative Hi! I'm a social research student & I've loved the #EUCreativeCities study. When is Annex C going to be available?
Intermediaries: Businesses
Intermediaries: Businesses
New Monitor shows how culture and creativity help cities to thrive

Today, the European Commission released the first ever edition of the ‘Cultural and Creative Cities Monitor’. This new tool provides comparable data on how European cities perform across nine dimensions – covering culture and creativity – and underlines how their performance contributes to cities’ social development and economic growth and job creation.

Developed by the European Commission’s in-house science service, the Joint Research Centre (JRC), the Cultural and Creative Cities Monitor will help policy makers as well as the cultural and creative sectors identify local strengths and areas for improvement, and learn from comparable cities. It also sheds light on the strong relationship between cultural vibrancy and various dimensions of a city’s life, starting with its social diversity and its economic activity.

Tibor Navracsics, European Commissioner for Education, Culture, Youth, Sport, responsible for the JRC, said: “My objective is to place culture and creativity at the heart of the European policy agenda. In times of major societal transformations and sharpening global competition between cities, we must look beyond traditional sources of growth and socio-economic well-being and explore the role of culture in vibrant, innovative and diverse cities. The Cultural and Creative Cities Monitor highlights successful European cities that have found their own ways of using the potential of culture and creativity to drive development, innovation and job creation and improve quality of life for citizens.”
London goes on offensive in effort to entice Aramco IPO

- Reforms open door for $3bn listing
- Battle hots up with rival New York

Liu Xiaobo

Death of a Chinese dissident

Three types of person want to stop the journey to hell...
Choose the message

Is it something new?
Does your audience want to know about it?
Are you connecting to your communication objectives?

Tell a story...
Look into your data to tell a story

Figure 4.
C3 Index scores within EU countries
**Message**

**What?** Your scoreboard!

**How** did you develop it?

**Why** did you develop it?

*The golden circle.* Simon Sinek
Define your medium (or media!)

<table>
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<tr>
<th>Examples of interpersonal communication</th>
<th>Examples of mass media communication</th>
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</thead>
<tbody>
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<td>Dialogues, face-to-face conversation</td>
<td>Newspapers and magazines</td>
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<tr>
<td>Group discussions</td>
<td>Press releases</td>
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<tr>
<td>Conferences</td>
<td>Newsletters</td>
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<td>Brokerage events</td>
<td>Manuals</td>
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<tr>
<td>School visits</td>
<td>Brochures, booklets, flyers</td>
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<td>Tours</td>
<td>Letters</td>
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<td>Round tables</td>
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<td>Workshops</td>
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<td>Open days</td>
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<td>Demonstrations and prototypes</td>
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<td>Telephone calls</td>
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<tr>
<td>E-mail information service (question and answer)</td>
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<td>Internet debate</td>
<td>Blogs</td>
</tr>
<tr>
<td>Policy brief</td>
<td>Social media</td>
</tr>
</tbody>
</table>

Smaller audience, lower costs, more effort (more effort?!) Interactive, good for acquiring input Flexible (easy to change tone, strategy and content)

Potentially large audience
Uses the credibility of the mass media
Medium

Online: Twitter
Video removed to reduce file size.
https://www.youtube.com/watch?v=XrTuLJacOEs
What about the weaknesses?

Do NOT hide them, but don’t start with them. Explain them briefly and simply.

Explain limitations.

Comparability over time (yes/no)
Join forces

Exchange information, data, methods

Open data access encourages reuse

Engage with stakeholders (including local authorities)
Conclusions

Define your goal
Find your message
Share data

Identify audiences
Define media
Visualise the data
Sources


Icons

Target by jeff from the Noun Project
people by Yeoul Kwon from the Noun Project
messages by iconisphere from the Noun Project
Newspaper by Adrien Coquet from the Noun Project
Unlock by Joel Bryant from the Noun Project
exchange by Yeasir Ahmed from the Noun Project
chat by Trident from the Noun Project
mask by Chiara Rossi from the Noun Project
Exclamation Mark by Sumana Chamrunworakiat from the Noun Project
Time by Kidiladon from the Noun Project
Eye by yasmin invisible from the Noun Project

https://thenounproject.com
Thank you!

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

**COIN in the EU Science Hub**

**COIN tools are available at:**