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European Statistical System – Promoting the brand name of European statistics

In recent years, the European Statistical System (ESS) has been faced with a number of challenges which needed to be addressed.

Among the main challenges were the following issues:

- A significant increase in the demand for data, both from policymakers and EU citizens, often from new statistical domains such as societal well-being and climate change
- Competition from a growing number of private data providers. Today's data users often disregard the sources of statistics as long as the figures are found quickly on the Internet. Data found using a popular search engine may not be of the same quality as those released by national statistical authorities, but this does not stop users from quoting them
- At the same time, many European businesses are pressing for reductions in the response burden imposed on them in the process of the collection of European statistics
- In addition, all members of the ESS, including Eurostat, are confronted with severe financial constraints. This makes general planning and new statistical investments extremely difficult.

As a result, members of the ESS focused on the development of a joint strategy to successfully tackle the above challenges. They established a new legal framework for the ESS, which reflects the increased role of European statistics for the process of European policymaking, and strengthened closer cooperation in key statistical areas.

It was also understood that good communication of the role and work of the ESS and, in particular, the importance of the high quality data it produces is key for the success of the ongoing transformation of the ESS. To this effect, members of the ESS:

- Developed a logo for the ESS
- Opened a dedicated ESS website
- Started publication of ESS Report

The presentation will deal with those three points:

ESS logo

The creation of a logo for the European Statistical System was part of a series of concrete steps to improve the visibility and awareness of the ESS as a network of European statistical institutions working together.

Altogether eight proposals were submitted to a vote by the member states in 2011 and the resulting ESS logo was chosen in a joint vote by 22 EU countries. The logo was developed by designers from the United Kingdom. It consists of a blue circle partly featuring the European Union stars which dissolve to create a symbolical statistical graph.

ESS website

Created in 2006 and continually updated since, the website aims to reflect the daily developments in the ESS member states and not duplicate their own national websites.

It features news regarding ESS members, including upcoming meetings, conferences, training opportunities, appointments and vacancies as well as corporate information about the ESS partners - their organisational structure, management issues and practical information.

The ESS website is managed by a small dedicated team based at Eurostat and is updated daily thanks to a network of “ESS correspondents” in the ESS member states responsible for maintaining contact with the website team.

ESS Report

The idea behind a publication of a joint annual report was to publicise and explain to readers interested in statistical issues the strategy and policies of the ESS. The ESS is a large international organisation uniting over 30 countries and involving many more in its work and yet even its name is not well-known outside the statistical community. The ESS Report is prepared jointly by Eurostat and ESS member states and written by press officers from Eurostat.

The first issue of the ESS Report outlines the organisation and structure of the ESS, presents its key achievements in 2012 and informs the readers about the plans to make the system stronger for the future. Denmark and Cyprus summarise the main results of their European Council Presidencies, and the role and aims of the European Statistical Programme for the years 2013-2017 are explained. Another article deals with an increasingly important area of statistical production – the measurement of well-being of EU citizens.