GETTING OUR MESSAGE ACROSS

STRATEGIC REFLECTIONS ON MODERNIZING STATISTICAL COMMUNICATION

TOWARDS A NEW COMMUNICATION STRATEGY FOR STATISTICS BELGIUM

Wendy Schelfaut, press officer
THE DREAM
A PERFECT, USER-CENTERED, PROACTIVE, FLEXIBLE EXTERNAL COMMUNICATION ON OFFICIAL STATISTICS IN BELGIUM
THE REALITY

PRACTICAL CHOICES

ESSENTIAL CHANGES

CLimb GRADUALLY
10
CHALLENGES
<table>
<thead>
<tr>
<th></th>
<th>CREATE A BRAND</th>
<th>Visibility - branding - imagebuilding</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>EXTERNAL COMMUNICATION</td>
<td>Goals - target groups - channels</td>
</tr>
<tr>
<td>3.</td>
<td>INTERNAL COMMUNICATION</td>
<td>Open dialogue - objectives - awareness</td>
</tr>
<tr>
<td>4.</td>
<td>BE AND STAY RELEVANT</td>
<td>Insights - current affairs - digital - stories</td>
</tr>
<tr>
<td>5.</td>
<td>RENEW. EXPERIMENT.</td>
<td>Question yourself - innovation - playground</td>
</tr>
</tbody>
</table>
6. **SIMPLIFY FIGURES**
   - Right context - right words

7. **VALUE YOUR EXPERTS**
   - Personal communication - having a face

8. **COOPERATE WITH PARTNERS**
   - Collaborate - broaden - be open to influences

9. **PROMOTE STATISTICAL LITERACY**
   - Literacy as a hat - go outside - be an advocate

10. **EVALUATE. MONITOR.**
    - Critical look - use statistics - evaluations
5 STRATEGIC GOALS
1. **BRANDING**

WORKING ON VISIBILITY & A CLEAR BRAND FOR STATISTICS BELGIUM

Who are we?  
Who do we want to be?  
How do we build the right image, on the right channels, at the right moment?
2. COMMUNICATION PROCESS THROUGHOUT THE ORGANISATION

Roles
Timings
Workflows
Dissemination or communication?
3. COMM MIX FIT FOR USERS

DEVELOPING COMMUNICATION PRODUCTS

Diversity

Offline, online, owned, earned, paid, above the line, below the line: cherrypick from marketing & PR

Set measurable goals
4. Use expertise, renew & experiment

Playing

Who are my experts?
How to work with them?
How to challenge them?
What to do with experiments?
How to control chaos and crises?
5. TOOLKIT FOR MONITORING

Trial & error
Innovate
User statistics
INTO CONTEXT
FIRST REALISATIONS
NEW WEBSITE
BEFORE

Welcome on Statistics Belgium

Welcome on the English website of Statistics Belgium.
We are afraid that at the moment, only a few pages are available in English. We will gradually increase their number.

Statistics updates

- Output price index: September 2017 31 October 2017
- Consumer price index October 2017 30 October 2017
- Turnover index August 2017 30 October 2017
- Production index in industry August 2017 26 October 2017
- Bankruptcy statistics in Belgium: September 2017 20 October 2017
- Indices of wages and salaries (NACE rev.2) 2nd quarter 2017 13 October 2017

Statistics Belgium

Measuring is knowing...

As the main statistical authority in Belgium, Statistics Belgium has an important role to play within the knowledge based society. Statistics Belgium is in charge of collecting, processing and disseminating relevant, reliable and commented statistical and economic information.

English pages

- Labour market and Living conditions
- Employment, unemployment, labour market structure
- Revenus et conditions de vie (EU-SILC)
- Economy
- Consumer price index (CPI)
- Consumer price index (HICP)
- Indicators
- Entreprises
- Commerce de détail
- Construction and industry
- Energy
- Energy statistics
- Open data

In the Spotlight - 16 October 2017

The life of women and men in Europe - a statistical portrait

Explore the new digital publication from Eurostat: The life of women and men in Europe
Inflation increases from 1.52 % to 1.82 %

30 May 2018

- The consumer price index has increased by 0.22 point or 0.21 % this month.
- Inflation based on the health index has increased to 1.49 %, up from 1.36 %.
- The smoothed health index amounts to 104.65 points in May.
- The most significant price increases in May were registered for motor fuels, holiday villages, electricity, domestic heating oil and cleaning products. However, vegetables have had a decreasing effect on the index.

Read more...
NEW WEBSITE

1. NEW WEBSITE

Turnover and investment according to VAT declarations
31 May 2018

The turnover of enterprises in Belgium, excluding agricultural and financial sectors, amounted to 322 billion euros during the...

Turnover in the services sector (according to VAT returns)
31 May 2018

This table gives the turnover indices for a number of sectors specified by Eurostat: the wholesale trade and...

Inflation increases from 1.52 % to 1.82 %
30 May 2018

Consumer price index of May 2018
Inflation increases from 1.52 % to 1.82 % in May. The consumer...

Industrial turnover index: March 2018
30 May 2018

In March 2018, the seasonally adjusted industrial turnover index reflected an increase of 1.6% compared to February 2018....

April 2018 : Output price index +0.2%

Increased harvest of winter wheat and grain

Bovine animals have never been so few

CALENDAR ➤
NEW WEBSITE

FIRST REALISATIONS

1. NEW WEBSITE

AFTER

CALCULATE A RENT?
Use our rent calculator

DO YOU NEED OPEN DATA?
Check out our open data files

KEY FIGURES 2017
A sample of our statistics

MAKE YOUR OWN TABLE
Statbel's electronic database

CENSUS 2011
The burden-free census

INDEX SEARCH
The consumer price index in one click

YOU CAN EASILY CALCULATE A RENT HERE
GO TO OUR OPEN DATA PORTAL
CHECK OUT OUR KEY FIGURES 2017
CREATE YOUR OWN TABLE
CHECK OUT THE CENSUS 2011 RESULTS
QUICKLY FIND THE INDEX OF THE MONTH
OWN BRAND
BEFORE
OWN BRAND
AFTER
OWN BRAND AFTER

Agricultural results 2017

The new agricultural results of Statbel, the Belgian statistical office, show a clear decrease of the number of bovine animals in Belgium. In 2017, there were 4.7% fewer bovine animals than the year before. In Flanders, the decrease amounts to 3.7% and in Wallonia to 5.8%.

Uit een enquête van het Belgische statistiekbureau, Statbel, blijkt dat ruim 20 procent van de Belgische bevolking melk te heeft om de eindjes aan elkaar te knutselen.
RESEARCH ON STATISTICAL LITERACY

Normalosaurus

(95% du dinosaure)
MORE INTERACTIVE TOOLS & VISUALISATIONS

18.311 BTW-plichtigen

40.241 BTW-plichtigen
Evolution des prénoms des nouveaux nés en Belgique depuis 1995

**Filles**

*Choisissez un prénom*

- Emma

* Sélectionnez une région *
- Belgique
- Bruxelles
- Flandre
- Wallonie

**Garçons**

*Choisissez un prénom*

- Lucas

* Sélectionnez une région *
- Belgique
- Bruxelles
- Flandre
- Wallonie
Quels sont les prénoms les plus courants dans votre commune ?

RÉDACTION Publié le jeudi 17 mai 2018 à 17h03 - Mis à jour le vendredi 18 mai 2018 à 09h20

BELGIQUE Statbel, l'office belge de statistique, a publié ce jeudi un module présentant le top 5 des prénoms, tant masculins que féminins, qu'on retrouve le plus dans chaque commune du pays. Il ne s'agit donc pas des prénoms des nouveaux-nés uniquement.
Prénoms de la population totale

Choisissez une commune

Top 5 des femmes par commune

<table>
<thead>
<tr>
<th>Prénom</th>
<th>Nombre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria</td>
<td>135.184</td>
</tr>
<tr>
<td>Marie</td>
<td>102.480</td>
</tr>
<tr>
<td>Monique</td>
<td>42.483</td>
</tr>
<tr>
<td>Martine</td>
<td>41.619</td>
</tr>
<tr>
<td>Nathalie</td>
<td>40.440</td>
</tr>
</tbody>
</table>

Top 5 des hommes par commune

<table>
<thead>
<tr>
<th>Prénom</th>
<th>Nombre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jean</td>
<td>74.907</td>
</tr>
<tr>
<td>Marc</td>
<td>65.961</td>
</tr>
<tr>
<td>Patrick</td>
<td>52.326</td>
</tr>
<tr>
<td>Michel</td>
<td>50.511</td>
</tr>
</tbody>
</table>
THANK YOU

STATBEL.FGOV.BE