Combining internal and external communication at Eurostat

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Background

The need to respond to the new reality around us (digital revolution, explosion of information and new data sources, spread of disinformation)

The necessity to stand up to increased competition from the private sector and reassert our role

New Eurostat Director-General makes communication one of her top priorities
Situation before 2018

Communication unit
- Press office - news releases, contacts with journalists, user support
- Internal communication - intranet site, internal publications incl. two newsletters, organisation of internal events

External communication
- Handled by different Eurostat units, dealing with respective partners

Dissemination unit
- Dealing with data dissemination, including paper and digital publications, external website
Today

Communication unit

Communication
External and internal communication, including contacts with other EU institutions, European and global partners, combatting disinformation

International relations
Handling and coordination of international relations, internal coordination

Dissemination unit
Digital and paper publications, press office (news releases, contacts with the media, user support, social media), external website, combatting disinformation
Was combining external and internal communications a good idea?

- Strategic overview, planning and coordination of all communications
- Direct coordination with Eurostat’s Director-General
- Benefits for both internal and external communication teams
Benefits for external relations’ team in the unit – informed about communication actions and receiving help from communications team

Closer cooperation with dissemination unit

‘Coordination group on communication’

For outside partners – one focal point of contact with Eurostat for all communication and external relations’ matters
Where are we heading

Complete overview of all Eurostat’s communications and external relations activities

Strategic planning and coordination of all external actions

Up-to-date international relations strategy, reflecting Eurostat’s role in the global statistical system and making it easier for external partners to deal with Eurostat

Modern communication and data dissemination strategy, taking into consideration current and future user needs

Internally, clarity of roles and close cooperation between Eurostat units
Thank you for listening

How many of you have done what we are doing and what is your experience?

If you are not convinced and having doubts about combining both functions, what are they?

Does your organisation attach more importance to external communication than to internal communication?

Are you facing other obstacles?