



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

DIGICOM

Digital communication,
User analytics and
Innovative products
(2016-2019)

Resultados de um projeto
europeu e os desafios para o
Sistema Estatístico Europeu



EUROPEAN
STATISTICAL
SYSTEM

Compreender
as diferentes
necessidades
dos utilizadores

Alianças
estratégicas
com parceiros
públicos e
privados

Produtos e
Serviços
flexíveis

Cooperação SEE

- Partilha de ferramentas e experiências
não reinventar a roda!
- Promover inovação
experimental em conjunto

Necessidades comuns identificadas

DIGICOM

Digital communication, User analytics and Innovative products

Desenvolvimento de capacidades em duas áreas-chave da *ESS Vision (2016-2019)*



Focus on users

Identificação das necessidades dos utilizadores e cooperação com as partes interessadas



Improve dissemination and communication

Difusão e comunicação sobre estatísticas europeias

WP1: User Analysis



WP2: Innovative and shareable products and tools



WP3: Open Data Dissemination



WP4: Communication and promotion





Projeto Colaborativo

Envolvimento de cerca de 100 colegas de diferentes INEs

Steering Group (13 países, incluindo PT)

Equipas de acompanhamento específico para cada Work package (PT em WP1, WP2 e WP4)

Partilha de conceitos, plataformas e soluções técnicas (exemplo: Competição Europeia de Estatística – que continua pós-DIGICOM)

Adesão voluntária dos INEs para projetos específicos (publicações digitais, jogos, ...)

ÁGIL

Experimentação

Mudanças, downsizing, expansão

Eurostat + 18 INEs





Resumo dos Resultados

55 produtos foram alcançados em 4 Work Packages

- 6 ultrapassaram bastante as expectativas iniciais.
- 34 decorreram como planeado.
- 10 desenvolveram-se de forma diferente da inicialmente prevista.
- 5 não foram conseguidos.

PRINCIPAIS RESULTADOS



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Resultados totais - <https://ec.europa.eu/eurostat/cros/DIGICOM>

Traduzidas por cada INE

A vida das mulheres e dos homens na Europa

UM RETRATO ESTATÍSTICO

Edição 2017



Publicação simultânea em 24 línguas no dia 18
outubro 2017

A economia Europeia desde o início do milénio

UM RETRATO ESTATÍSTICO

Edição
2018



Pessoas em movimento

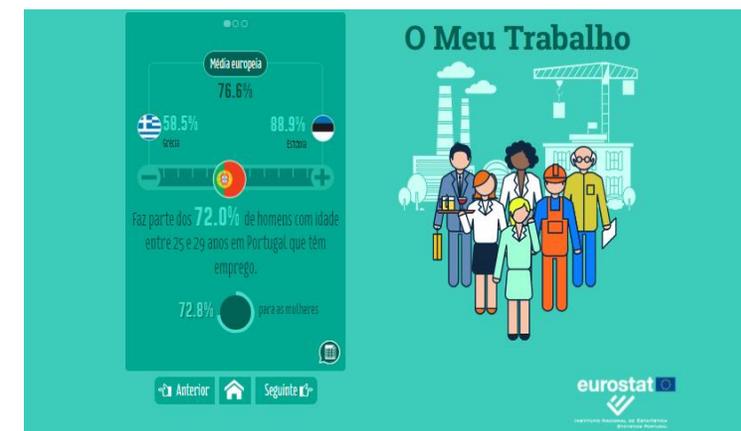
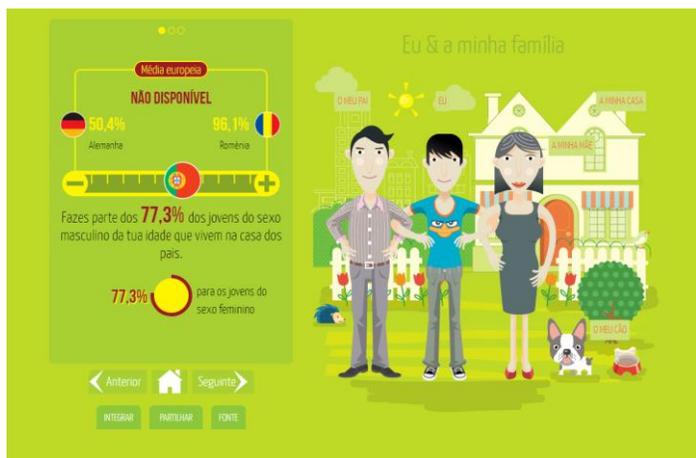
ESTATÍSTICAS SOBRE A MOBILIDADE NA EUROPA

edição
2019



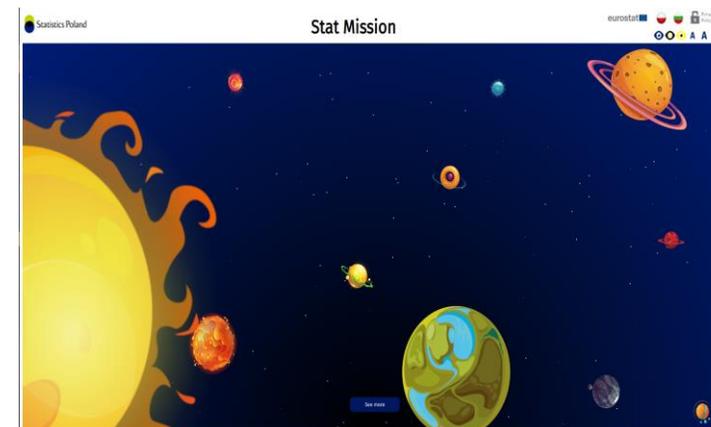
Produtos/Ferramentas - Inovadoras e partilháveis (WP2)

PUBLICAÇÕES INTERATIVAS



Produtos/Ferramentas - Inovadoras e partilháveis (WP2)

INFOGRAFIAS



Stat Mission INE – INE Polónia
Versões em Inglês, Polaco e Búlgaro


 a Eurostat mobile app
 


 part of the DIGICOM gamification portfolio

developed under a contract managed by the Publications Office of the European Union



VIROS

Virtual Reality for Official Statistics

Em 13 línguas, incluindo PT

Comunicação e Promoção (WP4)

LITERACIA ESTATÍSTICA - JOGOS



RESULTADOS MÚLTIPLOS
DIVULGAÇÃO (AOS ALUNOS)

EUROSTAT → INE'S → PROFESSORES → ALUNOS
LITERACIA ESTATÍSTICA (DOS ALUNOS)
VÍDEOS PROMOCIONAIS (PELOS ALUNOS)



1.º lugar na categoria A
Escola Secundária Infanta D. Maria (Coimbra)



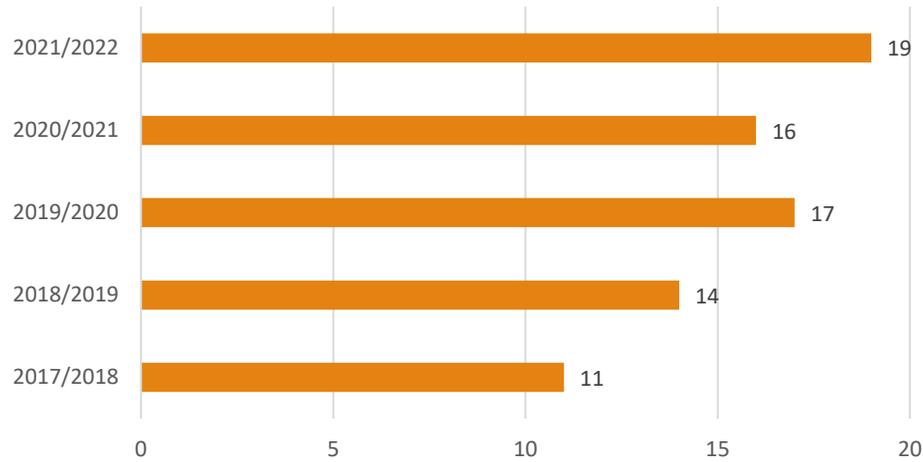
Comunicação e Promoção (WP4)

LITERACIA ESTATÍSTICA – COMPETIÇÃO ESTATÍSTICA EUROPEIA (ESC)

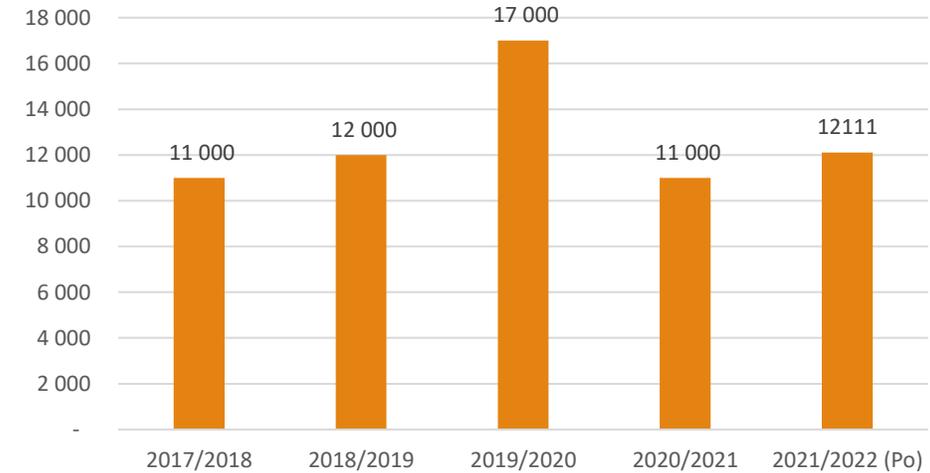


2.º lugar na categoria B
Escola Secundária Sebastião e Silva (Oeiras)

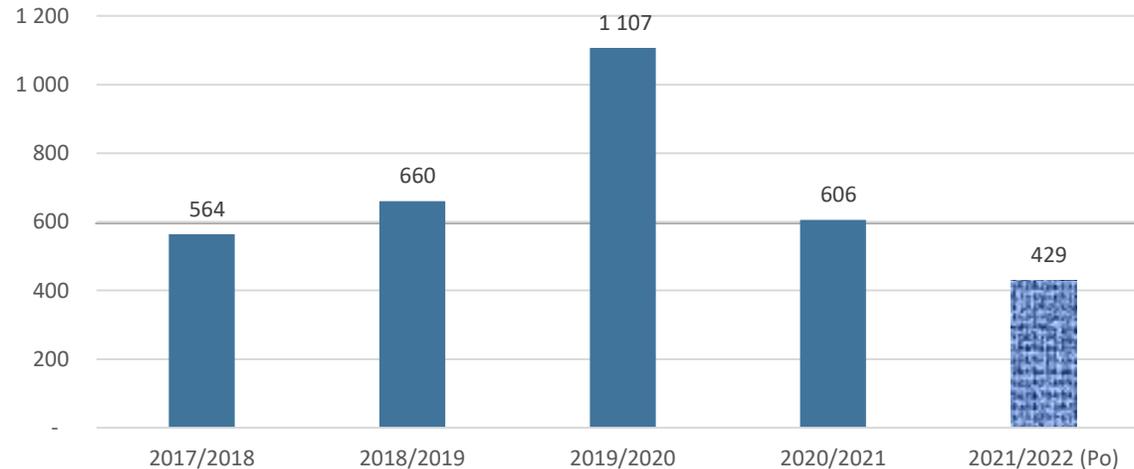
Países



Alunos (Total)



Alunos PT



Na ESC 2021/2022 participam 19 países e neste momento contamos com 160 equipas (PT) inscritas.
Em PT as inscrições encerram a 11 de janeiro.

Comunicação e Promoção (WP4)

Guidelines

(produzidos e disponibilizados)

Usability guidelines for websites and products of statistical organizations

WP1

Guidelines on user analytics, user research and user personas in statistical organizations

WP1

Social Media Guidelines for possible use by the European Statistical System

WP1

Guidelines on sharing visualization tools between NSIs

WP2

Analysis of user perception and communication of official statistics in the EU

WP4

Strategy to reach out and engage with Data Journalists

WP4

Aprendizagens com o DIGICOM

A PARTILHA VALE MUITO A PENA MAS É UM DESAFIO!

- questões de direitos de propriedade intelectual.
 - questões de adaptação (linguística, técnica, processual).
 - risco de "sobrecarga do doador".
 - risco de "dependência do destinatário".
- ⇒ avaliação de custos (risco) / benefícios.

NETWORKING – VALE O “INVESTIMENTO”

- Na divulgação e comunicação.
 - Para alcançar e envolver novos colegas.
- ⇒ E deve ser fomentado.

Efeito multiplicador (exemplo da ESC)

- ESC > 10 000 alunos (em cada ano)
- ESC: videos que “*o dinheiro não pode comprar*”



Obrigado

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OVERVIEW DE RESULTADOS



ANEXO

OVERVIEW DE RESULTADOS

Status: ✓=achieved ✘=not achieved ●=achieved by other means than initially foreseen ★=deliverable far exceeding initial expectations

Work Package / Action	Deliverable no.	Deliverable	Status
Action 1.1-1–Inventory of shareable practices	DIGICOM.D1.01	Online inventory of shareable practices	✓
Action 1.1-2–In-depth user analysis	DIGICOM.D1.02	Report on the application of user analysis practices	✓
Action 1.1-3–User profiling	DIGICOM.D1.03	User profiling report, including profiling criteria and piloting	✓
Action 1.2-1–Requirements for social network platform	DIGICOM.D1.04	Report setting out requirements for an ESS social network platform	✓
Action 1.2-2–Functional and technical specifications	DIGICOM.D1.05	Report with functional/technical specifications for an ESS social network	✓
Action 1.2-3–Develop and set-up of pilot social network platform	DIGICOM.D1.06	Pilot ESS social network platform	★
Action 1.2-4–Evaluation of pilot social network platform	DIGICOM.D1.07	ESS social network platform evaluation report	✓
Action 1.2-5–Roll-out of social network platform	DIGICOM.D1.08	ESS social network platform in production	✓
Action 1.3-1–User survey based on user profiling exercise	DIGICOM.D1.09	ESS user survey based on user profiling exercise	●
Action 1.3-2–Evaluation with users	DIGICOM.D1.10	User evaluation of flagship product	✓
Action 2.1-1–Statistical portrait on the state of Europe	DIGICOM.D2.01	Statistical portrait on the state of Europe	★
Action 2.1-2–Design of multiple promotion channels	DIGICOM.D2.02	Promotion channels for ESS flagship product designed	✓
Action 2.1-3–Implementation of promotion channels	DIGICOM.D2.03	Promotion channels platform for ESS flagship product put in place	✓
Action 2.1-4–ESS conference on the statistical portrait of Europe	DIGICOM.D2.04	ESS conference on the state of Europe held	★
Action 2.2-1–Repository of shareable tools	DIGICOM.D2.05	Repository of shareable tools	●
Action 2.2-2–Requirements specification for tools	DIGICOM.D2.06	Requirements specification for tools to support flagship product	●
Action 2.2-3–Feedback functionality	DIGICOM.D2.07	Feedback functionality for ESS flagship product	●
Action 2.2-4–Development/adaptation of pilot tools	DIGICOM.D2.08	Pilot version of innovative tools to support ESS flagship product	●
Action 2.2-5–Evaluation of pilot tools	DIGICOM.D2.09	Evaluation report for innovative tools	●
Action 2.2-6–Roll-out of tools	DIGICOM.D2.10	Innovative tools rolled out	●
Action 2.3-1–Inventories of shareable solutions	DIGICOM.D2.11	Inventory of shareable visualisation solutions	✓
Action 2.3-2–Participation to ESS visualisation event	DIGICOM.D2.12	List of possible ESS visualisation actions	✓
Action 2.3-3–Piloting of embeddable visualisations	DIGICOM.D2.13	Report on piloting of embeddable visualisation	✓
Action 2.3-4–Development of common visualisation guidelines	DIGICOM.D2.14	ESS visualisation guidelines	✓
Action 2.3-5–Development of visualisation tool(s)	DIGICOM.D2.15	Visualisation tools rolled out	✓

Action 3.1-1–Linked Open Data – stocktaking and requirement gathering	DIGICOM.D3.01	ESS requirements for Linked Open Data	✓
Action 3.1-2–Standards, ontologies and technical LOD solutions	DIGICOM.D3.02	ESS standards, ontologies and technical solutions for LOD	✓
Action 3.1-3–Publishing Eurostat data to Pan-European OD Portal	DIGICOM.D3.03	Eurostat data published to Pan-European Open Data Portal	✓
Action 3.1-4–Development of LOD portals	DIGICOM.D3.04	LOD portals developed	✓
Action 3.1-5–Semantic format converter service	DIGICOM.D3.05	Semantic format converter service developed	✓
Action 3.1-6–ESS open data gateway	DIGICOM.D3.06	European Open Data Gateway rolled out	✓
Action 3.2-1–Inventory of existing ESS APIs	DIGICOM.D3.07	Inventory of existing (shareable) APIs across the ESS	✓
Action 3.2-2–Definition of ESS standard for APIs	DIGICOM.D3.08	ESS standard for APIs	✗
Action 3.3-1–Development of a strategy	DIGICOM.D3.09	ESS re-use policy	●
Action 3.3-2–Promotional actions	DIGICOM.D3.10	Promotional actions for the ESS re-use policy	●
Action 3.4-1–Stocktaking	DIGICOM.D3.11	Plan for developing microdata access solutions	✓
Action 3.4-2–Development of microdata access solutions	DIGICOM.D3.12	Microdata access solutions for the ESS	✓
Action 3.5-1–Inventory of search and extraction tools in the ESS	DIGICOM.D3.13	Inventory of search and extraction tools	✓
Action 3.5-2–Requirements for search and extraction tools	DIGICOM.D3.14	Report setting out requirements for search and extraction tools	✗
Action 3.5-3–Development of search and extraction tools	DIGICOM.D3.15	Search and extraction tools rolled out	✗
Action 4.1-1–Communication and marketing study	DIGICOM.D4.01	Report on communication and marketing	✓
Action 4.1-2–Development of a communication strategy	DIGICOM.D4.02	Communication and marketing strategy	✗
Action 4.1-3–ESS capacity building	DIGICOM.D4.03	Communication kit, ESS trainings	★
Action 4.2-1–Design hackathon	DIGICOM.D4.04	Hackathon design	✓
Action 4.2-2–Promote hackathon	DIGICOM.D4.05	Hackathon promotion	✓
Action 4.2-3–Run hackathon	DIGICOM.D4.06	Hackathon executed	✓
Action 4.2-4–Gamification	DIGICOM.D4.07	Gamification product rolled out	★
Action 4.3-1–Inventory of existing outreach and literacy practices	DIGICOM.D4.08	Inventory of shareable statistical literacy products and outreach practices	✓
Action 4.3-2–Development of statistical literacy products	DIGICOM.D4.09	Statistical literacy products	★
Action 4.3-3–Promotion of statistical literacy products	DIGICOM.D4.10	Statistical literacy product promotion	✓
Action 4.3-4–Discrepancy explanation tool	DIGICOM.D4.11	Discrepancy explanation tool rolled out	✗
Action 4.4-1–Study and survey – the value of European Statistics	DIGICOM.D4.12	Report on communicating the value of European Statistics	●
Action 4.4-2–Experimental data and statistics – platform requirements	DIGICOM.D4.13	Requirements for a platform for experimental data and statistics	✓
Action 4.4-3–Experimental data and statistics – platform development	DIGICOM.D4.14	Platform for experimental data and statistics	✓
Action 4.4-4–Experimental data and statistics – population and roll-out	DIGICOM.D4.15	Platform rolled out and populated with experimental data and statistics	✓