

UNITED NATIONS ECONOMIC COMMISSION FOR
EUROPE

CONFERENCE OF EUROPEAN STATISTICIANS

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Statistics**

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Presenting INEWS, a Communication Product

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Abstract

INEWS | A quarterly digital magazine that has been running uninterrupted since 2009

UNDER THE MOTO Empowering Through Numbers: Illuminating the Path of Progress

Key Words

Statistics, Information, Knowledge

The newsletter main purpose is to publicise Statistics Portugal and the importance of official statistics for an informed society and for the decision-making process...

...by addressing key points on the institute's work, products and institutional activities.

PROMOTES knowledge and trust,
AGAINST suspicion and disinformation.

Establishing a direct contact with users and respondents, public and private stakeholders, contributes to the maintenance rates of response and to a more informed usage of statistics.

The newsletter also publishes information on other organizations on the field of statistics, maintaining collaboration and partnership with some entities outside INE.

INEWS contributes to INTERNAL COMMUNICATION as well, by reporting some external activities and statistical

projects' state of the art, to the benefit of employees.

The magazine is produced by INE, no outsourcing. The whole of the organisation contributes to the newsletter content.

Reader-friendly format, with clear explanations, engaging storytelling, high-quality visuals.

Main targeted public:

- Users and Respondents
- Policy Makers
- Government Agencies
- Educators and Students
- Influencers and journalists
- Businesses
- General Public interested in Data and Statistics