Strategic Communication for Trust Building & Brand Identity
A Case Study of Statistics Belgium

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Layered Communication Strategy
The Layers

1. Data literacy
2. Transparency & innovation
3. Countering misinformation
4. Building networks & partnerships

=> Cake enjoyed by our Persona Family
The Persona Family

Data-driven family with 8 members:
Jan-Fleur-Jasmina-Maxime-Ines-Steve-Manon-Bob
Jan

The casual passer-by

Who? Jan has a broad interest and searches online for things that interest him, or that he needs. He lands on the Statbel website via Google.

Thematic interests?
- Rent calculation & consumer price index
- Employment, unemployment, labour market
- Wage, salary, poverty risk... Wide interest in new figures.
- Statbel as an organisation and the context of public statistics (e.g. statistics law)

What does he expect?
- Getting to know Statbel as an organisation better
- Accessible news items from which he can learn something
- Clear information about why he was invited to a survey
- Useful tools he can use & share
Fleur

The eco-conscious citizen

Who? Fleur is active in the climate movement and wants to learn more about sustainability, climate and broad social issues. She visits Statbel's website for the first time.

Thematic interests?
- New economic models as sharing economy & circular economy
- Energy
- Farming
- Environment
- Research, science, technology and innovation
- Transport & mobility

What does she expect?
- Clear figures in visual formats, such as video
- Clear communication via social media
- Relevant figures on environment, climate and social issues that she can easily share
- Does not often find what she is looking for at Statbel
De Fact-Checker

Jasmina

Who? Jasmina works as a researcher at a Brussels university, and is very active on Twitter. She goes on a daily targeted search for figures, occasionally ending up on Statbel’s website.

Thematic interests?
- Health and social welfare
- Migration, population
- Crime, security and justice

What does she expect?
- Clear graphical visualisations of statistics.
- Figures and interpretation that provide concrete insight into current social debates.
- Especially on demographic data that includes periodic disaggregation.
- Website and other communication platforms accessible by smartphone.
- Has difficulty always and quickly finding what she is looking for at Statbel.
The real estate investor

Who? Maxime is a lawyer who specialises in real estate and real estate. He wants to stay perfectly abreast of all possible data from his sector in order to better advise his professional clients.

Thematic interests?
- Real estate and property
- Economy and indices
- Taxation
- Trading
- Banks and finance

What does he expect?
- Good graphical visualisations.
- Accessible tables via Excel or a database
- Geographically disaggregated content, by municipality, province and/or region
The index subscriber

**Who?** Ines pretty much has a subscription to Statbel's business cycle indicators, and goes on her monthly appointment to the website to find the data she needs.

**Thematic interests?**
- Consumer price index
- Health index & pivot index
- Wage, salary calculation, indexing
- Population

**What does she expect?**
- Monthly punctual publication of new results, at the specified date and time
- Good and quickly accessible tables
- Possibly additional videos explaining the results
- Already quite satisfied with what she can find at Statbel
The data scientist

**Who?** Steve is passionate about raw data, and then turning it into his own tools and scripts. He works as a consultant within the academic sector, and very regularly views the opendata section on the Statbel website. He is active in the opendata community on Twitter and Reddit.

**Thematic interests?**
- Economic issues such as trade, industry, the sharing economy and employment
- Poverty, equality and inclusion
- Research, science, technology and innovation

**What does he expect?**
- A highly developed range of open data, which is very stable and predictable.
- Tutorials to get even more out of Statbel's open data.
- Showcases, best practices & workshops showing examples of what has already been generalised with Statbel's open data.
- Good background info on the statistical process.
- More info on requesting microdata for research.
Manon

The inclusive thinker

Who? Manon is a secondary school economics teacher. She searches daily for new material to integrate into her lessons. Statistics plays an important role and she regularly visits the Statbel website.

Thematic interests?
- Economy and new economic models (sharing economy, circular economy)
- Equality, poverty, social inclusion
- Health and social welfare
- ICT
- Migration and population

What does she expect?
- Good material that she can integrate into her lessons, preferably in the form of video.
- Engaging physical publications such as brochures that she can request.
- Concrete materials that she can work on with students, such as tables and graphic visualisations.
The social activist

**Who?** In his spare time, Bob volunteers at a non-profit organisation active in the fight against poverty. From that volunteer work, he has a keen interest in figures around the target group he works for.

**Thematic interests?**
- Equality, poverty, social inclusion
- Health and social welfare
- ICT
- Migration and population
- Compared to Fleur, he is less interested in pure population figures, but more in issues such as poverty risk, employment and discrimination

**What does he expect?**
- Texts and good reports on Statbel's latest results.
- Printed publications and leaflets that provide more text and explanation.
- An accessible website that he can view from his smartphone.
- Good geographical data, clearly visualised on maps or graphs.
03 The Layers of our Cake
1. Data Literacy

• fostering a society that is knowledgeable about statistics
• Statbel Academy
• Statbel Junior
• Conference 2024
• ...
2. Increased Transparency & Innovation

- Accessibility & openness
- Demystify the statistical world
3. Countering Misinformation

Dashboards Mortality & Ukraine

Coming soon: dashboard Migration
4. Networks & Partnerships

FPS Economie
Eurostat
National Accounts Institute
• National Bank
• Federal Planning Bureau

Press
Other federal & regional (statistical) institutions
Conclusion
Build trust

Through
- Targeted strategies
- Considering user needs

Advice = start building your cake
(and don’t wait for large budgets or communication campaigns)
Thank You