

COMMUNICATION STRATEGY

CROATIAN BUREAU
OF STATISTICS



Zagreb, January 2024

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INTRODUCTION AND BACKGROUND

The Croatian Bureau of Statistics is the main producer, disseminator and coordinator of the official statistics system in the Republic of Croatia and the main representative of the national statistical system before the European and international bodies competent for statistics.

When collecting, processing and disseminating official statistical data, the Croatian Bureau of Statistics applies the best practices and international experiences and principles from the European Statistics Code of Practice.


The Croatian Bureau of Statistics is also a part of the European Statistical System, which consists of Eurostat, national statistical institutes (NSIs) and other national authorities of EU Member States (ONAs), thus guaranteeing the reliability, relevance and comparability of statistical data at the level of the European Union.

In addition to high-quality and timely production and dissemination of statistical data, communication with users and the public presentation of data are particularly important in order to make them as understandable and useful as possible to all users.

Reliable, objective and relevant statistical data are a starting point for detailed analyses of social and economic phenomena, as well as for making informed decisions in many areas of life and activity, in which the Croatian Bureau of Statistics, as a leading provider of high-quality statistical data, plays a key role.

Through active and targeted communication, official statistics strive to inform the public, promote the use of official statistical data, encourage public discussions and create an atmosphere of dialogue.





By compiling a Communication Strategy for the period 2024 – 2030 and defining the goals and direction of communication activities, the Croatian Bureau of Statistics wants to respond to the demands and needs of users of statistical data and the general public. The Communication Strategy is also a tool for implementing strategic guidelines and goals defined by the Development Strategy of Official Statistics of the Republic of Croatia 2021 – 2030.

ENVIRONMENT ANALYSIS

Statistical data are necessary to all members of the society. However, in order to adapt the dissemination of statistical data to a certain target group, it is important to define the groups of users of statistical data.


In addition to the general public, the main users of the statistical data of the Croatian Bureau of Statistics are scientific and research community, business community, state administration bodies, the media, students and international organisations.

Having in mind the needs of its users, the Croatian Bureau of Statistics continuously improves the dissemination of statistical data, and thus in 2022, a new website was created, where news, thematic articles and data visualisations are regularly published. The media, as one of the main groups of users, often transmit the prepared content, which contributes to the visibility and promotion of the work of the Croatian Bureau of Statistics.

In addition to the website, the Croatian Bureau of Statistics regularly communicates with its users via social media channels such as Facebook, Instagram, Twitter, YouTube and LinkedIn.

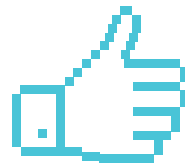
Furthermore, the Croatian Bureau of Statistics plans and implements projects that help users understand and use statistical data, thereby continuously contributing to the popularisation of official statistics (STEDy – statistical educational portal, Statistics Competition, Back to Basics Statistics).





In order to meet user needs for high-quality statistical data, the Croatian Bureau of Statistics will continue to insist on proactive communication and professional approach to solving everyday challenges in the field of communication with the public. Considering all communication challenges, a transparent, open and active communication is imperative in order to continuously maintain the trust of target groups.

SWOT ANALYSIS



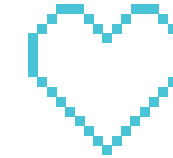
STRENGTHS

- Long-standing experience and expertise
- Large number of users and continuous building of relations with them
- Exchange of experience and good practices, and coordination with European and international statistical institutes
- Strict legal and ethical frameworks
- High methodological standards
- Coherence and comparability with European databases



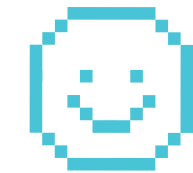
WEAKNESSES

- One-way communication – lack of engagement of target groups
- Insufficient knowledge of the general public about the statistical data managed by the Croatian Bureau of Statistics



OPPORTUNITIES

- New data sources and new data collection and processing tools
- Development of new statistical products and services
- Strengthening statistical literacy
- Strengthening employees' skills and competences
- Strengthening partnerships with private and public stakeholders
- Strengthening cooperation with the scientific and research community
- Strengthening the role of advisor in the application of quality standards for data collection and processing



THREATS

- Rapid and increasing changes, trends and increasing needs and demands of users
- Increasing costs and limited resources
- Lack of trust in authenticity and accuracy of data
- New sudden crises such as COVID

COMMUNICATION STRATEGY

The Communication Strategy of the Croatian Bureau of Statistics for the period 2024 – 2030 supports the Development Strategy of Official Statistics of the Republic of Croatia 2021 – 2030 in order to achieve its goals.

Furthermore, in communication with target groups, the emphasis will be on digital services and products, and a coherent visual identity. The employees of the Croatian Bureau of Statistics will be continuously trained and encouraged to be ambassadors of statistics and thus participate in promoting the values and priorities of official statistics.

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GENERAL COMMUNICATION GOAL



Improving and strengthening communication with all user groups of the general public and strengthening trust in official statistics.

SPECIFIC COMMUNICATION GOALS

USER SATISFACTION



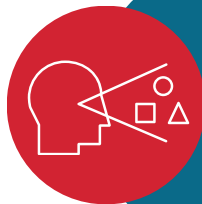
- Improving user satisfaction and strengthening their trust in official statistics through the development of new products and services, an innovative approach to data presentation and communication with target groups
- Increasing transparency, openness and availability of statistical data
- Improving media relations and greater media presence

INTERNAL PUBLIC SATISFACTION AND ENGAGEMENT



- Improving internal communication
- Raising awareness of the internal public about the importance of communication for the success and positive image of the Croatian Bureau of Statistics

IMAGE AND PERCEPTION



- Improving the image and perception of the Croatian Bureau of Statistics
- Positioning of experts of the Croatian Bureau of Statistics in the public

SOCIAL PERCEPTION



- Educating the public about the importance of statistical data and strengthening statistical literacy
- Popularisation of statistics among children and youth

CREATING AN ATMOSPHERE OF DIALOGUE



- Strengthening partnership and cooperation with private and public companies, organisations and institutions in order to collect, analyse and disseminate data that will help in decision-making processes and the creation of public policies
- Encouraging the use of data for scientific purposes and strengthening dialogue with the scientific and research community

TARGET GROUPS

Considering the general communication goal and the specific communication goals of the Croatian Bureau of Statistics, it is important to identify target groups of the Croatian Bureau of Statistics:

- General public
- Scientific and research community
- Academic community
- Business community
- State administration bodies
- Media
- Employees of the Croatian Bureau of Statistics





KEY MESSAGES

Statistics is the basis for making decisions and public policies – The Croatian Bureau of Statistics collects, processes and disseminates statistical data on various aspects of the society and the economy, which helps decision-makers to understand the current situation and identify key trends. These information can be useful for various sectors, including the economy, education, health and society as a whole.

Data of the Croatian Bureau of Statistics are reliable and transparent – Statistical data are collected using objective and standardised procedures, and information about data sources and applied methods and procedures are given to the public.

Data of the Croatian Bureau of Statistics are publicly available – The Croatian Bureau of Statistics ensures that products and services are available to all users. Statistical data are available on the website of the Croatian Bureau of Statistics in a form that enables correct interpretation and meaningful comparisons.

Experience and expertise – The Croatian Bureau of Statistics has many years of experience in data collection and processing, applying defined quality standards, which makes it a reliable source of high-quality statistical data for national and European purposes.

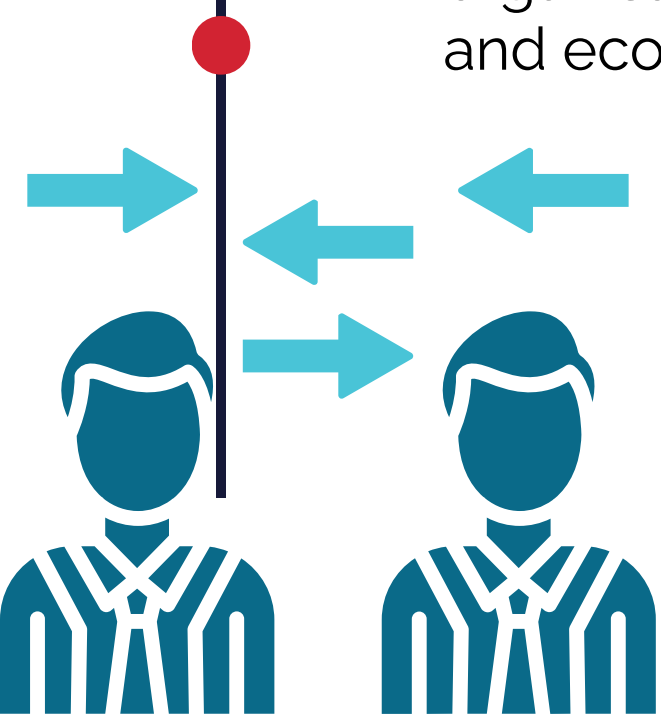
Investing in statistics is investing in the future – The Croatian Bureau of Statistics puts an emphasis on the importance of investing in statistics in order to better understand the society and identify key trends. Investing in statistics can help identify problems and provide solutions, which can positively affect the society as a whole.

COMMUNICATION APPROACH AND MAIN COMMUNICATION ACTIVITIES

Appropriate communication approach and communication channels and tools for conveying messages to target groups should enable two-way communication and the achievement of communication goals.

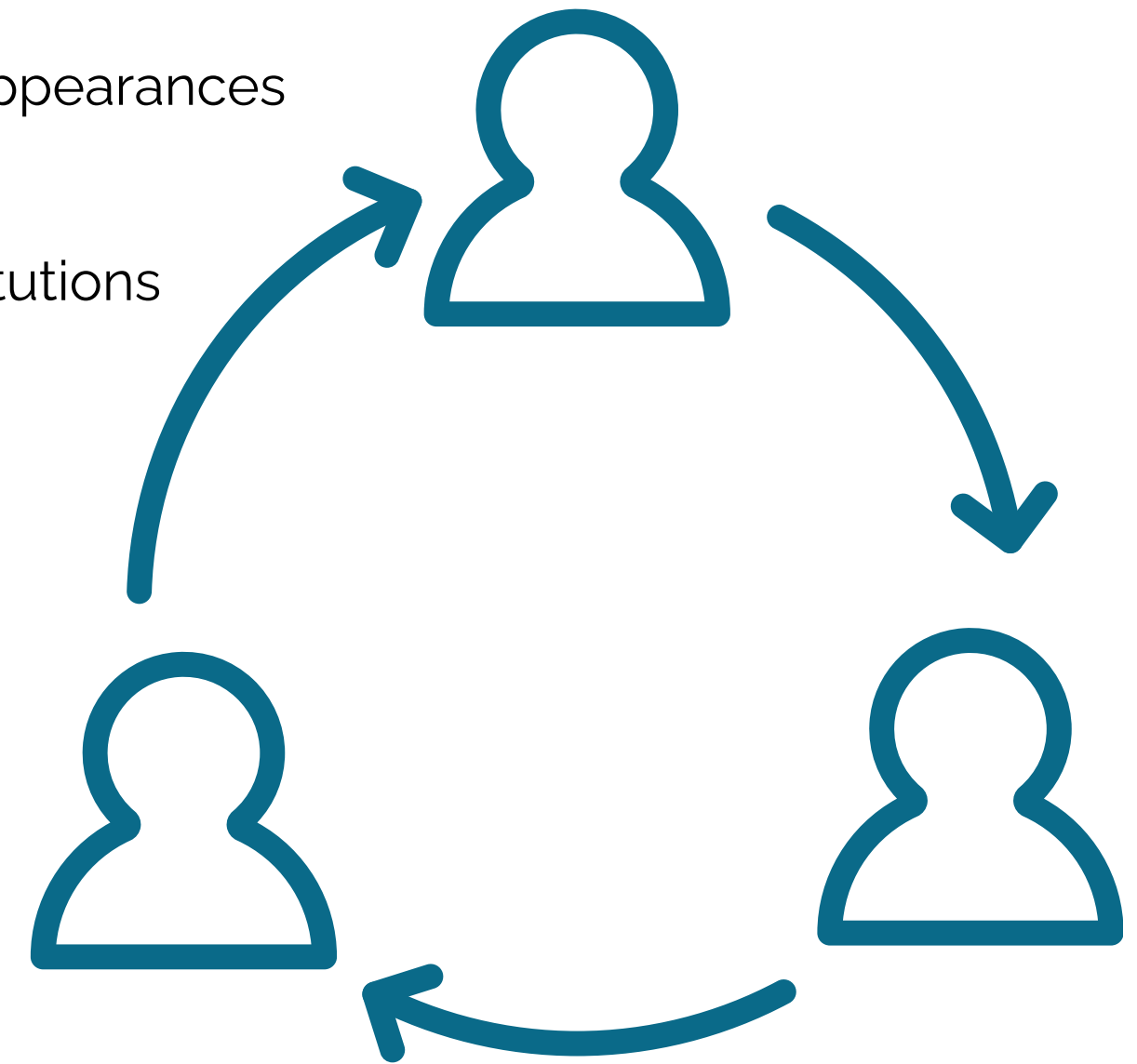
In the implementation of the Strategy, the Croatian Bureau of Statistics will use the following:

- Communication approach aimed at providing transparent and regular information to target groups
- Communication approach aimed at current and potential users with the goal of increasing their satisfaction, as well as understanding of statistical data
- Communication approach focused on strengthening partnerships with the professional public and various organisations and institutions in order to establish the Croatian Bureau of Statistics as a key source of data on social and economic trends in all segments of the society and the economy.
- Komunikacijski pristup usmjeren na jačanje statističke pismenosti u društvu radi podizanja svijesti o važnosti službene statistike i korištenja statističkih podataka. Ciljna skupina jest šira javnost te specifične skupine korisnika, koji nemaju dovoljno informacija o statističkim proizvodima Državnog zavoda za statistiku, njegovu radu i načelima kvalitete službene statistike.



Main communication activities

- strengthening internal capacities – internal seminars and workshops
- informative and promotional events and campaigns
- press conferences, press briefings, announcements, interviews and media appearances
- thematic panels, professional conferences and round tables
- seminars and workshops aimed at strengthening statistical literacy
- partnerships with different stakeholders, professional organisations and institutions
- informative and promotional activities on social networks

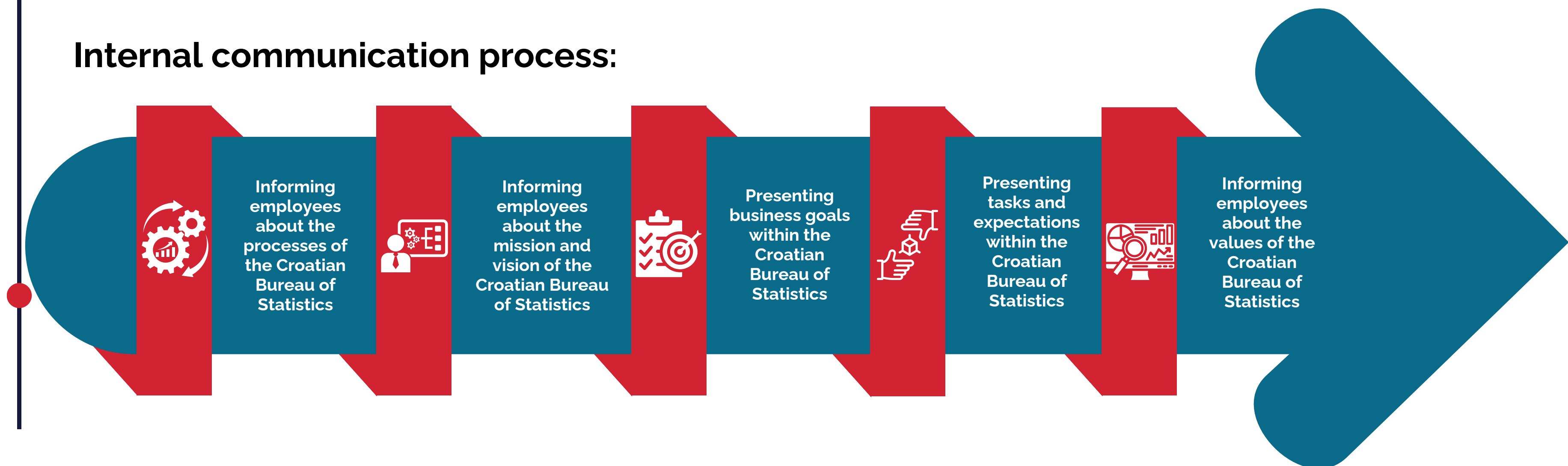


A more detailed elaboration of communication approaches and tools will be defined in the long-term plan of communication activities for internal and external publics.

INTERNAL COMMUNICATION

Organisational success and the image created in the public depends not only on external but also on internal communication. Internal communication is not visible outside the Croatian Bureau of Statistics, but it is a prerequisite for quality communication with the public, so special attention should be paid to it. Internal communication is important for creating a pleasant working environment and climate, and contributes to greater motivation and engagement of employees. Therefore, it is crucial for successful management and overcoming crisis situations (unpredictable, unplanned and unwanted events).

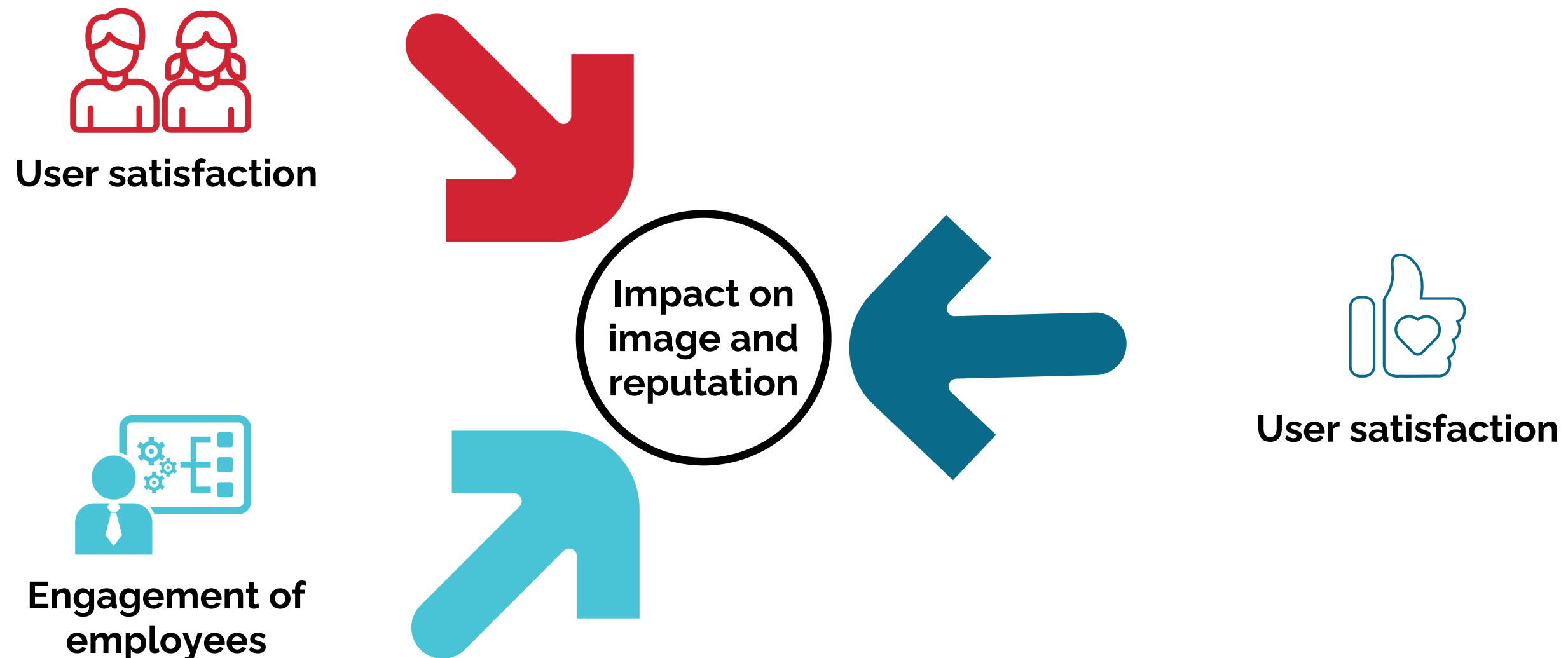
Internal communication process:



The improvement of internal communication is very important and is the basis for all communication activities towards the public. It is particularly important to make the employees of the Croatian Bureau of Statistics aware of the fact that their engagement contributes to the success and positive image of the Croatian Bureau of Statistics.

The aim of the planned activities is to inform the internal public about the strategic and communication goals of the Croatian Bureau of Statistics, improve the flow of information and strengthen the communication skills of employees in order to actively participate in strengthening a positive image and contribute to effective communication with users.

Expected outcome of active internal communication:



EVALUATION

The effect of the implementation of the entire communication strategy will be measured by the achievement of the set communication goals.

The activities defined by this Strategy will be upgraded and revised as necessary depending on current internal and external circumstances that may affect the implementation of communication activities.

The Communication Strategy sets the communication framework, while the operational and specific communication plans will be coordinated and implemented every month.





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