

The Federal Statistical Office's 2020 Communication Strategy

In a future-oriented and knowledge-based society, plans are made, decisions are taken and the decisions' success is evaluated on the basis of facts. As the leading provider of high-quality statistical information about Germany, the Federal Statistical Office plays an important role and aims to further increase its profile and visibility. The title "official" is a unique feature of our data, which comply with the principles of the European Statistics Code of Practice.

Strengthening the brand of "official statistics"

We strive to further raise the profile of official statistics. To reinforce trust in official statistics, we emphasise our quality standard and quality management. In particular the quality of our data and our independence are recognised by users. We promote the re-use of official data by third parties in accordance with the principles of the G8 Open Data Charter. The reference to "Statistisches Bundesamt" serves both as a brand name and as a seal of quality.

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Easier access

We continuously improve the accessibility of the information we offer. Our central statistical information system (GENESIS-Online) is user-friendly and presents the results of official statistics at federal and regional level. Our data are made available through readily accessible interfaces (open data). The digital information we offer is presented in a media-friendly format to support a variety of devices and can be easily accessed by popular search engines. We offer our information on platforms used by the target groups of our users.



Meeting the needs of target groups

We provide high-quality data on social, economic and ecological issues to our target users and promote their understanding of statistics. In addition to the general public, our target users comprise policy-makers and administration, the media, businesses and associations, the scientific and research communities as well as students and respondents. We analyse their diverse information needs. Modern market observation and monitoring instruments are employed for the analysis. We use a range of different communication channels to reach our target users, and we adjust the information and services we offer to their changing requirements. Competent staff are available to answer questions and provide advice.

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Broadening the dialogue

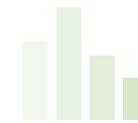
We use forums and social media to communicate with our target users. The users' needs and ideas are taken into account in refining the range of information and services we offer.



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Improving comprehensibility

Our information is provided in clear and comprehensible language and we use innovative forms of visualisation. In addition, we offer comprehensive information about the statistical methods and techniques applied.



European Statistics Code of Practice

- **Relevance**
European Statistics meet the needs of users.
- **Accuracy and reliability**
European Statistics accurately and reliably portray reality.
- **Timeliness and punctuality**
European Statistics are released in a timely and punctual manner.
- **Coherence and comparability**
European Statistics are consistent internally, over time and comparable between regions and countries; it is possible to combine and make joint use of related data from different sources.
- **Accessibility and clarity**
European Statistics are presented in a clear and understandable form, released in a suitable and convenient manner, available and accessible on an impartial basis with supporting metadata and guidance.

G8 Open Data Charter

With the Open Data Charter adopted at the G8 summit in Lough Erne in June 2013, all G8 members committed to providing broad access to government data in the spirit of “open data”. The Charter defines the following principles:

- 1 Open data by default – foster expectations that government data be published openly while continuing to safeguard privacy
- 2 Quality and quantity – release quality, timely and well described open data
- 3 Usable by all – release as much data in as many open formats as possible
- 4 Releasing data for improved governance – share expertise and be transparent about data collection, standards and publishing processes
- 5 Releasing data for innovation – consult with users and empower future generations of innovators

Source: The Federal Government's National Action Plan to implement the G8 Open Data Charter, November 2014, The Federal Ministry of the Interior, www.digitale-verwaltung2020.de