Towards a new communication strategy for Statistics Belgium
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Abstract

New challenges to strategic communication

Over the last twenty years, a storm has shattered the way the world communicates, and this storm is still raging. Traditional media are faltering, social media have conquered a position yet to be defined, and the balance between knowledge and emotion, factual information and perceived information has become unclear.

At Statistics Belgium, we recently started a discussion on a new communication strategy that would be more user-oriented and take into account technological and societal changes. However, we are well aware that the world could change more rapidly than our strategic discussions would advance.

On the other hand, resources for ambitious communication projects are rather scarce at Statistics Belgium. This forces us to make very strict and practical choices and focus on essential changes that can be implemented at low cost.

Therefore, we pointed out 9 challenges for our communication:

1. Create a brand
2. Communication: external.
3. Communication: internal.
4. Be and stay relevant.
5. Renew. Experiment.
7. Value.
8. Cooperate.

First realisations and projects under the new strategy

Statistics Belgium already developed or is developing some communication projects that fit into this new strategy:
1. A news-centered and user-friendly website.
2. At the beginning of 2018, Statistics Belgium launched its own brand: Statbel – Belgium in figures. This name and new logo were created to emphasize our professional independence.
3. The domain of statistical literacy is being intensively researched during 2018.