

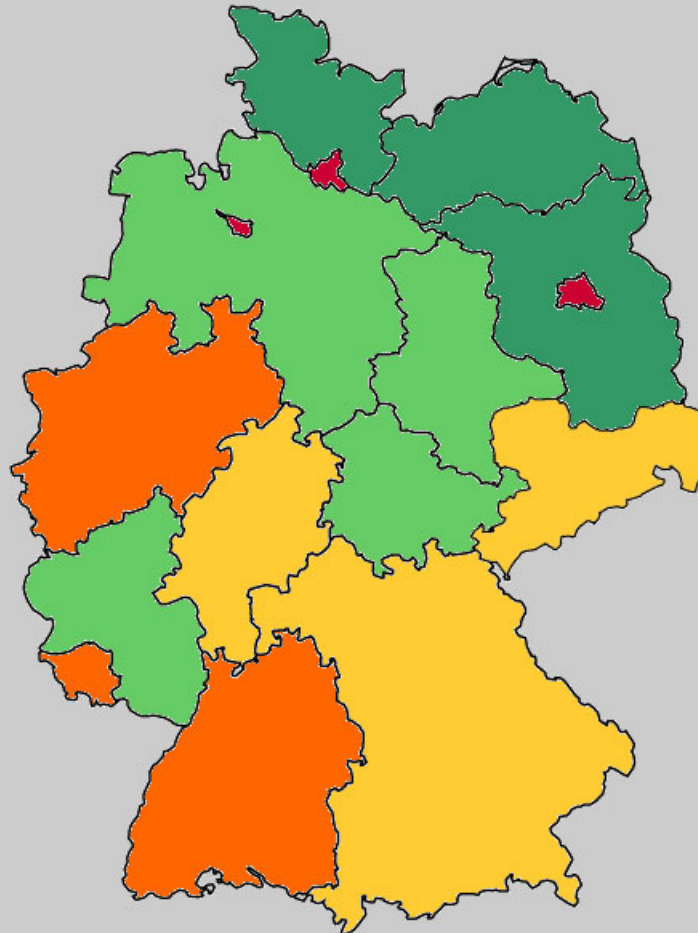
# DISSEMINATION STRATEGY

**User-oriented cooperation in a federal system**

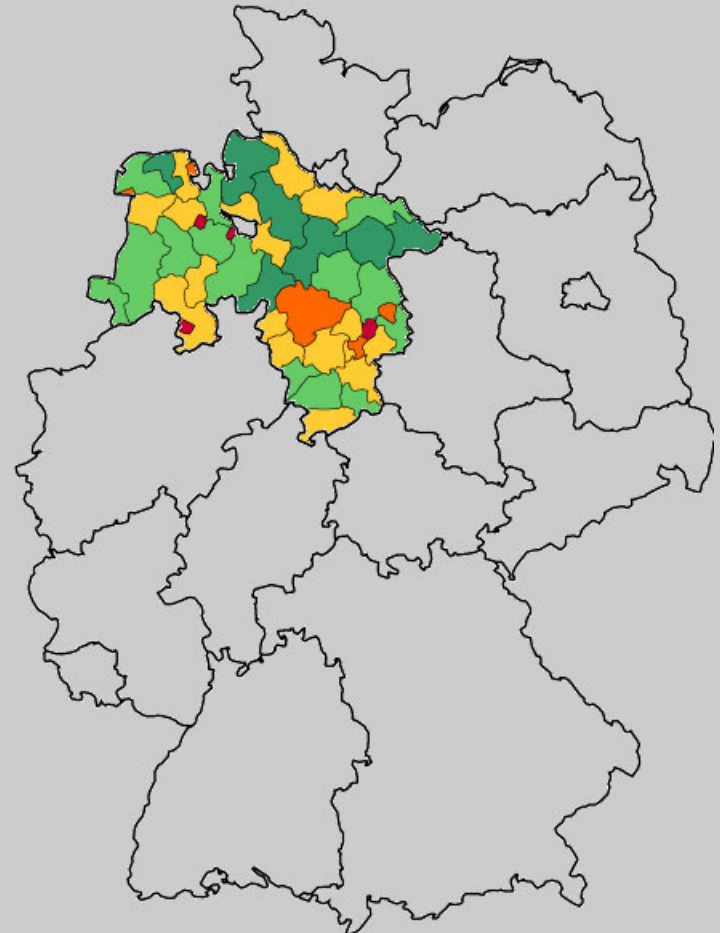
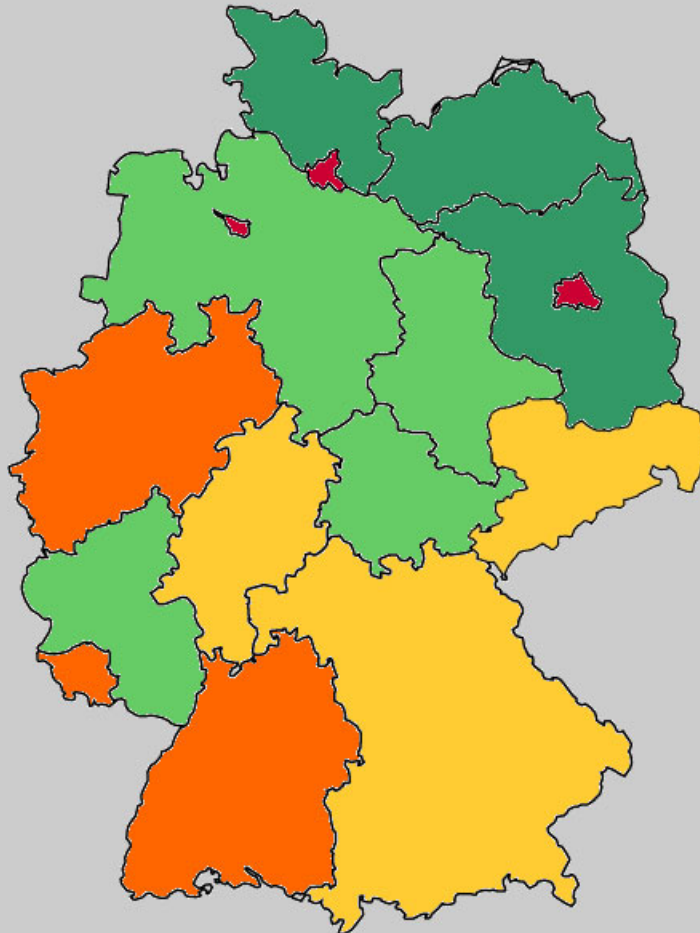
**EU Twinning Project BA 08\_IB\_FI-03**

**Wiesbaden, 12 to 13 March 2013**

# The Federal Republic of Germany



# The Federal Republic of Germany



# Regional Data

## Publications on a regional levels

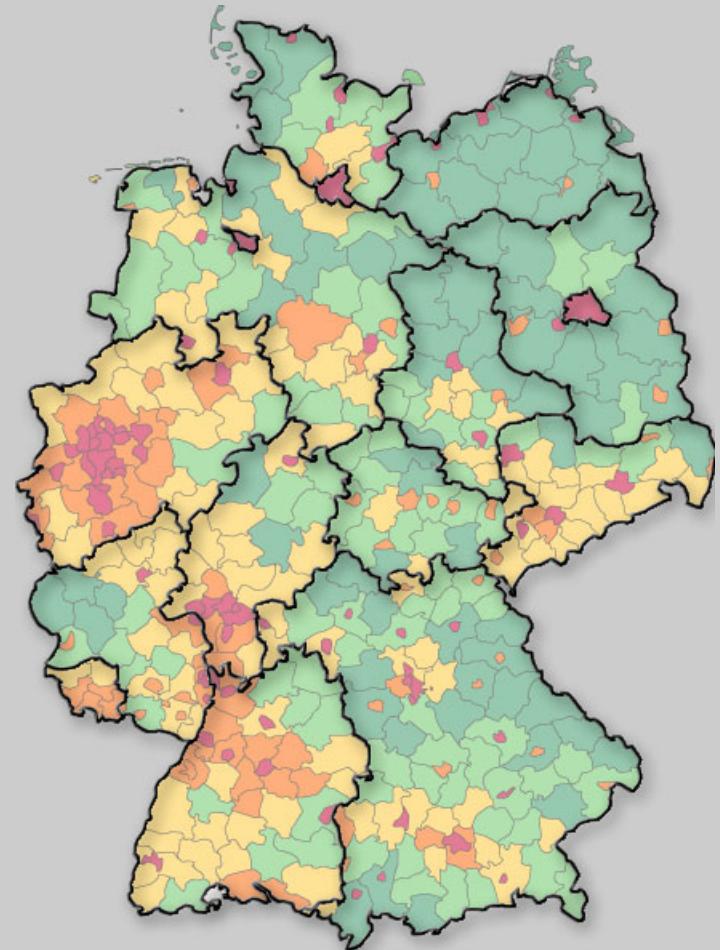
- 16 Länder - NUTS 1
  - 349 Regions – NUTS 2
    - 12 400 Municipalities – NUTS 3

The *NUTS* classification (Nomenclature of territorial units for statistics) is a hierarchical system for dividing up the economic territory of the EU

# Putting the pieces together

## Communication

- User needs beyond federal boundaries
- Common
  - Publications
  - Website
  - Database
  - Marketing



# Federal Statistics Communication

## Regulations

- Statistics law
- Strategic goals

## Cooperation tools

- Committees
- Task forces
- Common network (Intranet)

# Basic Principles

- **Written communication strategy**
  - Internet = main dissemination channel
- **Coordination of a publication program**
  - Yearly program planning
- **Task-Sharing production processes**
  - Writing, layout, final edition
- **Guidelines for publications**
  - Design, tables and graphs

# Common Publication Platforms

- Statistics Portal
- Database
- Regional Atlas (Thematic maps)

# THANK YOU FOR YOUR ATTENTION



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