

EEA product types | Overview

Applicable from 1 January 2022

A product is an output addressed to the outside audiences of the EEA, communicating EEA's data and knowledge. EEA's products are divided into **knowledge products** (assessment based) and **data products** (data based).

Communication products can then be used to promote EEA's knowledge and data on different communication channels.

Audience segmentation

To design the most impactful products, our audiences have been analysed and segmented based on their needs regarding data and knowledge communication. The following categories have been identified:

The audience segmentation puts a special focus on policymakers, as the main audience and main stakeholders of the EEA (according to Strategic Objective no. 1 of the EEA/EIONET Strategy 2021-2030), but it applies to other audience categories as well, based on shared communication needs.

A Non-technical audience with very little time availability

Decisionmakers; general public

This audience category wants to receive information in a very concentrated format: key messages and key figures, one pagers, simple and to the point infographics, charts and maps. The information should be delivered in a non-technical language, a journalistic tone.

B Non-technical audience with more time availability

Policymakers – advisers; journalists; NGOs; businesses

This audience category allocates more time to our products, but they still want the information to be focused, preferably in formats not longer than 3-4 Word pages. The infographics, charts and maps should be explanatory, but they can include a certain degree of interactivity. The language used should still be non-technical.

C Technical or highly informed audience

Technical personnel at the European Commission, ministries, local, regional level; academia

This audience category wants to have access to raw data, to exploratory data visualisations and they appreciate EEA's longer assessments – the reports. They want the language used to be clear and understandable.

Principles behind the new set of products

The following principles stand behind the renewed set of products:

Layered, modular approach to products: A thorough analysis of the target audiences is the basis of developing a knowledge package. Not all knowledge packages contain all levels of products. Products are modular and their parts can stand alone. Audiences should be able to navigate between the different levels of complexity.

A stronger guidance on the use of assessment products: Reports and briefings should be used primarily for new knowledge or for knowledge developed horizontally within the EEA. Technical and methodological work should primarily feature in ETC reports or technical notes. For recurrent updates of data, updatable html products should be used: indicators, updatable webpage, data visualisations. The update process can be automated.

Data driven publishing is becoming more prominent: Data products can be released as soon as the data is available and quality checked – no need to wait for an assessment to be developed.

New set of products

Below is the set of products applicable from 1 January 2022, mapped against the audience categories. New product types are marked as ^{NEW}.

Target audience	Knowledge products	Data products
A	Fact sheet ^{NEW} - contains key messages and key figures.	Infographic Simple map Simple chart
B	Overview - a single format that is based on and can be used for multiple products, or as chapters of the interactive web report. Examples of products for which it can be used: <ul style="list-style-type: none"> • Briefing • Updatable webpage ^{NEW} • Policy input • Rapid response Indicator Country fact sheet “Signals” style report Interactive web report ^{NEW}	Infographic Storymap Dashboard (+/-interactive) Map (+/- interactive) Chart (+/-interactive)
C	EEA Report ETC/EIONET Report Consultants’ Report Technical note ^{NEW} - accompanies a product for audience B, offering more in-depth information.	Datasets Data APIs Data viewers Dashboards (+/- interactive) Maps (+/- interactive) Sandbox

Communication products

Audiovisual products (animations, videos, live video debates – Ask an expert; images – photographs) | **Social media posts** | **EEA Newsletter** (including EEA welcome email and EEA re-engagement email) | **Info email** | **EEA press release** | **Articles for EEA’s website** | **Op-Eds** – Opinion pieces for outside publications | **EEA’s speeches** (by the Director and by other members of staff) | **Thematic web content** (topics, subtopics, etc.) | **Corporate web content** | **Handouts** (printed): Brochure; Flyer; Promo postcard / bookmark | **Promotional merchandise**

Note: Communication products are not classified per target audience, since they act as hooks for different types of audiences, depending on the content being promoted and on the channel where the content is being promoted. Flexibility should be kept in developing new communication products (such as podcasts or apps), depending on market development, opportunity and available resources.