

## The European Union's IPA 2013 Programme

“Support to the Improvement of Statistical Information System” - Albania  
Europe Aid/136334/IH/SER/AL  
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Output 3.3.1:

# Develop plan and content structure for 2 new products on the Website subpages

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A project implemented by

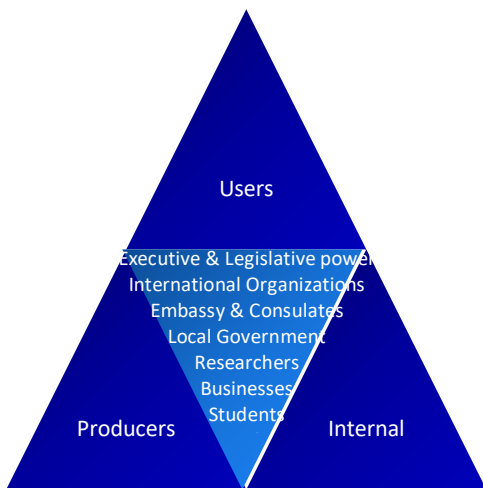
**ASCENTA**

**in2**  
GROUP

## Digitalization of INSTAT products BRIEF

06 June 2018

Publication & Dissemination of Information Unit

<b>A. THE PRODUCT</b>	
INSTAT digitalization of <ol style="list-style-type: none"> <li>1. Name Database</li> <li>2. Science Magazine</li> </ol>	
<b>B. PROJECT &amp; OBJECTIVES</b>	
<b>SUBJECT</b>	<b>Creation of Web Sub-pages for 2 products</b>
<b>OBJECTIVES</b>	Modernize statistical products by digitalizing publications in order to: <ul style="list-style-type: none"> <li>• Reach larger audience through online access</li> <li>• Improve products through better formats and layouts</li> <li>• Provide easier access to INSTAT products</li> </ul>
<b>DESCRIPTION</b>	Dedicated sub-pages in the corporate website shall be created, for online publications with improved layout, dedicated menu for ease of access to the content of the products.
<b>TARGET AUDIENCE</b>	As a public institution INSTAT targets a wide range of stakeholders as follows: <div style="text-align: center;">  </div>

<b>ACTIVITIES</b>	<p>Create sub-pages with dedicated menu and improved layout for</p> <ul style="list-style-type: none"> <li>• Name Database interactive digital database</li> <li>• Science Magazine publication shall have its own tab and be placed on the main menu.</li> </ul>
<b>DATES &amp; DEADLINES</b>	<p>Creation of sub-page for Name Statistical database: <b>31<sup>st</sup> July 2018</b>  Creation of sub-page for Science Magazine: <b>31<sup>st</sup> August 2018</b></p>
<b>C. BUDGET</b>	
<p>35 working days</p> <ul style="list-style-type: none"> <li>• Senior NKE on Public Relations, under IPA2013 Component 3</li> </ul>	
<b>D. OTHER</b>	
<p>Supporting Materials for reference:</p> <ul style="list-style-type: none"> <li>• Database of Names</li> <li>• Science Magazine draft</li> </ul>	