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Implementation of the United Nations Economic Commission for Europe Statistical Programme 2020

Addendum

Report of the Workshop on Statistical Dissemination and Communication

Note by the secretariat

Summary

The document presents the key outcomes of the Report of the Workshop on Statistical Dissemination and Communication held 12-14 June 2019 in Gdansk, Poland. This report is provided to inform the Conference of European Statisticians of the organization and outcomes of the meeting.

The Workshop was organised following a decision of the Conference of European Statisticians in June 2019 (ECE/CES/2019/13).
I. Organisation of the Workshop

1. The Workshop on Statistical Data Dissemination and Communication was held in Gdansk, Poland, from 12 to 14 June 2019. It was attended by representatives from the statistical offices of Albania, Argentina, Australia, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Canada, Croatia, Czech Republic, Denmark, Finland, Germany, Hungary, Ireland, Israel, Italy, Latvia, Luxembourg, Malta, Mexico, Mongolia, Norway, Poland, Portugal, Republic of North Macedonia, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, the United Kingdom of Great Britain and Northern Ireland, and the United States of America as well as by representatives from Eurostat, the Organization for Economic Cooperation and Development (OECD), Statistical Center for the Cooperation Council for the Arab Countries of the Gulf (GCC-Stat), the University of Economics in Bratislava and UNMIK (Kosovo agency of Statistics).

2. The workshop was opened by remarks from Dominik Rozkrut, President of Statistics Poland and Taeke Gjaltema, head of the Statistical Modernisation and Management Unit of the Statistics Division of UNECE. In the morning of the second day, Adam Ryszewski from the White Fox Company of Poland gave a keynote speech on Innovative approach to communication. Gabrielle Beaudoin from Statistics Canada acted as chair of the workshop.

3. The workshop consisted of three sessions and covered the following substantive topics:
   
   (a) Issue management
   (b) Internal communication and positioning of the communication department
   (c) Branding
   (d) Tailored communication strategies and frameworks
   (e) Tailoring communication to a Specific Audience.

4. Each session consisted of presentations and concluded with an open discussion round on the theme of the session. There were two rounds of small group discussions about the main lessons learned and suggested topics for future work. The outcomes of these discussions are documented in Annex 1. At the end of the workshop a voting round was organized to identify the most relevant topics for future work.

5. In the afternoon of the first day, participants were divided into groups to participate in a participatory exercise designed by the Steering Group of the Workshop. A crisis situation was simulated where the task was to come up with an adequate response. At various stages, updates need to be provided based on changes in the crisis at hand.

6. All abstracts, papers and presentations from the workshop are available at https://statswiki.unece.org/x/T4CnD.

7. Key items identified for future work include (see Annex 1 for more details):
   
   • Dissemination versus Communication (overlap, differences and alignment)
   • Social media strategies (policies and strategies)
   • Reaching potential users: broadening audiences to non-users
   • Culture change (internal and external)
   • Segmentation of users and tailoring communication (tools and activities)
   • Training of all staff to communicate
   • Sharing failures (learn from experiences)
   • Employees as multipliers/ambassadors
   • Measuring the impact of communication (metrics).
Annex

I. Items identified for future work and lessons learned

A. Items identified for future work [by number of votes]

- Dissemination versus Communication (overlap, differences and alignment) [31]
- Social media strategies (policies and strategies) [26]
- Reaching potential users: broadening audiences to non-users [23]
- Culture change (internal and external) [17]
- Segmentation of users and tailoring communication (tools and activities) [17]
- Training of all staff to communicate [19]
- Sharing failures (learn from experiences) [15]
- Employees as multipliers/ambassadors [14]
- Measuring the impact and success of communication (metrics) [13]
- Use of audio, music and podcasts additional to visualisation [12]
- Sharing tools and experiences [8]
- Crisis management and strategies [6]
- Framework for partnerships [4]
- Trust and reputation management (internal and external) [3]
- Repurpose existing data to new products
- Engagement of staff to change
- Sharing hackathon experiences
- Search engine optimization
- Dissemination rules on confidentiality and privacy
- Digital transformation towards voice and automated outputs.

B. Lessons learned

1. Internal and external communication

   - Internal communication is the key to effective external communication
   - Internal communication is basis for good external communication. They should be seen together as they are always linked
   - Aligning external and internal communication is useful
   - External and internal communication needs to have linked strategies and have common messages
   - Internal communication is important and should be just as creative and innovative as external communication.

2. Engaging staff and staff engagement

   - Staff are ambassadors for the organization and its values
   - Training senior managers to communicate is necessary
   - Engaging with staff and getting their buy-in internally, is important
3. **Crisis and issue management**
   - Role of internal communication in crisis management needs to be clear/modern methods in internal communication
   - Crisis management needs advance planning and should be flexible
   - Sharing good examples of issue management is important.

4. **Audience segmentation and targeting (non) users**
   - Audience segmentation and tailoring communication is very important
   - For the same data, different users need different products
   - Target groups should be involved in product development
   - User input is key to finding out what they need
   - We need to identify non-users by going where they are.

5. **Make data meaningful**
   - We should explain our statistics and engage in dialogue with users
   - We need to make complex data accessible
   - Key messages (including on micro data) that are easy to understand are needed
   - The concept of ‘data warehouses’ as self-service and drive-throughs for journalist needs to be developed
   - We need to change the mindset of users and identify how data is used.

6. **Statistical literacy**
   - Statistical literacy training for all non-statistical users
   - Statistical literacy is a new point of entry for new generations.

7. **Branding**
   - The whole organization should be an ambassador and we should use staff as multipliers
   - We need to measure our branding and the trust in our organization
   - We need to use the power of ‘influencers’ on social media
   - Putting faces to our statistics and promoting our experts is important.

8. **Analytics and measuring impact**
   - We need to measure the impact of our efforts
   - Google analytics and other tools are useful to get insight in our users.

9. **Other**
   - We need to build partnerships, including outside the statistics community, to increase our effectivity
   - Resource intensive products such as videos should be shared more often
   - There are different views of what dissemination and communication means.