



Communication TT: Governance and Structure

SEPTEMBER 18, 2020

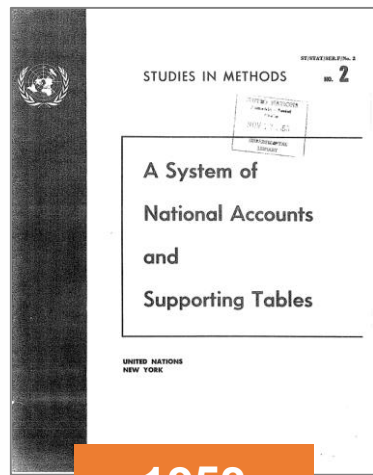
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Head of Methods and Research Engagement
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Outline

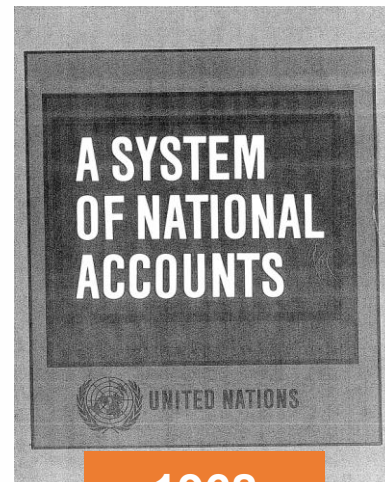
- Background
- Communication TT:
 - ✓ Activities
 - ✓ Deliverables
 - ✓ Composition

How do users interpret the *2008 SNA* brand?

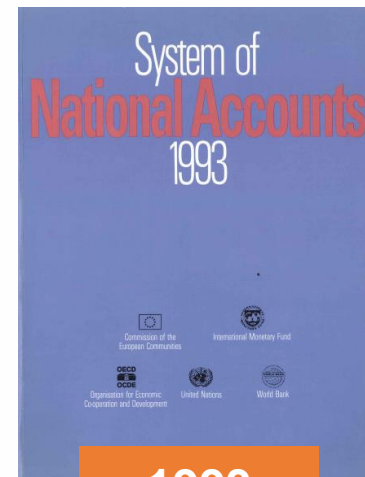
- Do users perceive it as **only applicable for 2008 and forward**?
- Do users perceive the **1993 SNA as applicable for 1993 to 2008**?
- How do users perceive the **links with other standards** (e.g., BPM6, GFS2014)?
- 1953 - 1968 - 1993 - 2008 SNA give the perception that the national accounts community is **not agile** – is this really the case?
- What is really implied in *National Accounts*?



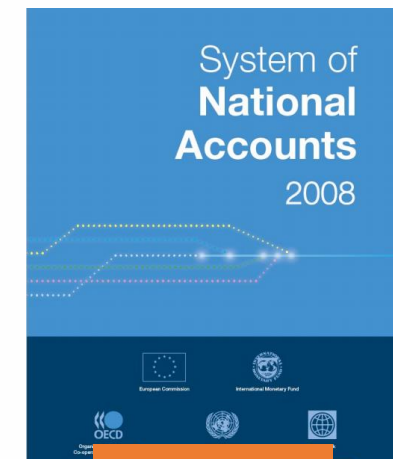
1953



1968



1993



2008

Common communication framework for macroeconomic statistics

- **Terminology and Presentation** have a significant impact on data interpretation and use by governments, researchers, students, businesses, media, citizens and other statistical producers.
- **The way we communicate the SNA concepts** should maximize analytical usefulness, quality, scope, comparability (time and countries), and policy applications of macroeconomic statistics.
- **Coordination** across statistical domains is needed to maintain consistency and coherency between macroeconomic accounting frameworks.

Communication added as a fourth priority for the SNA research agenda.



Joint TT on Communication

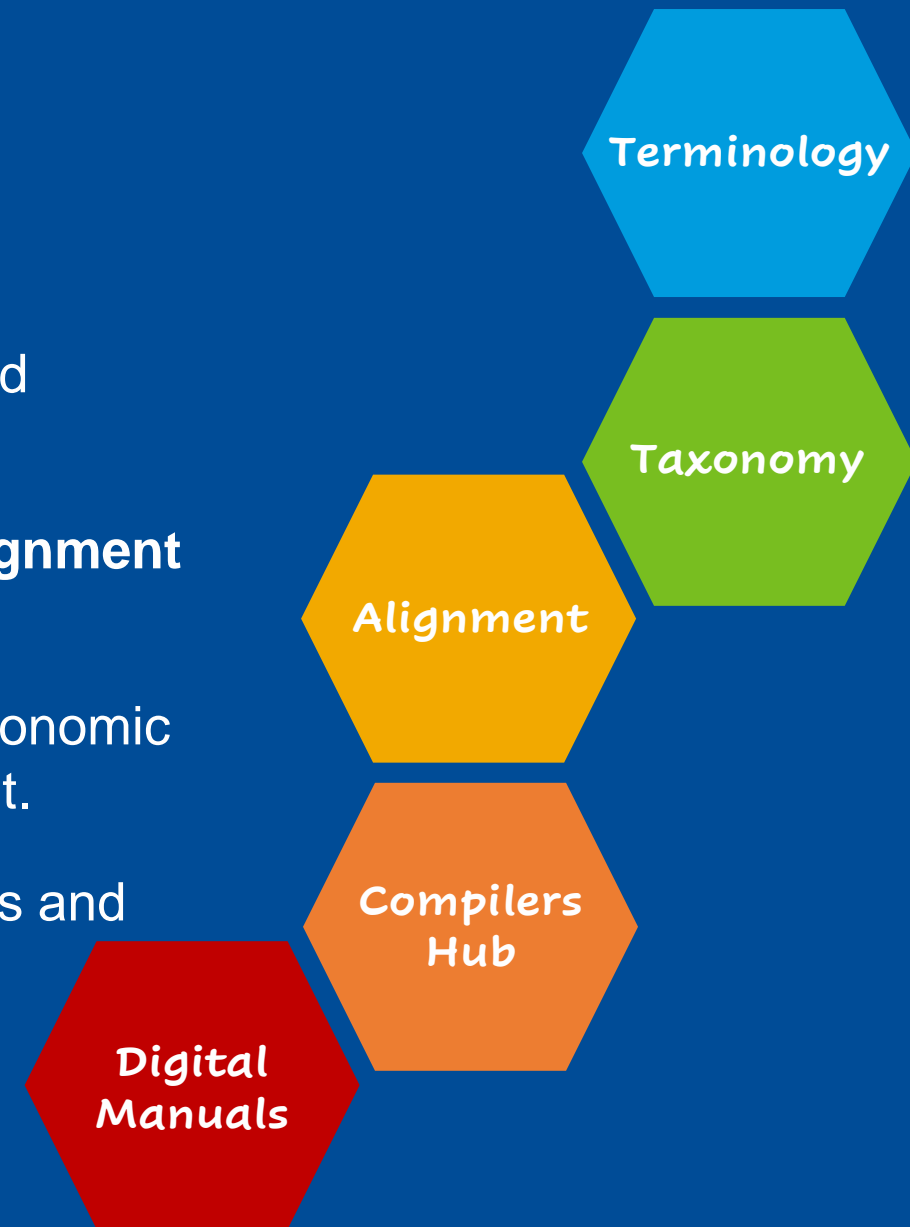
- **Objective:** oversee the development of recommendations and tools aimed to improve the way macroeconomic statistics and accounts are communicated and presented to a diverse set of users.
- **Joint TT:** approved by the 51st UN Statistical Commission (2020).
- The Joint TT includes representatives of:
 - ✓ ISWGNA
 - ✓ AEG
 - ✓ BOPCOM
 - ✓ GFSAC



Joint TT on Communication

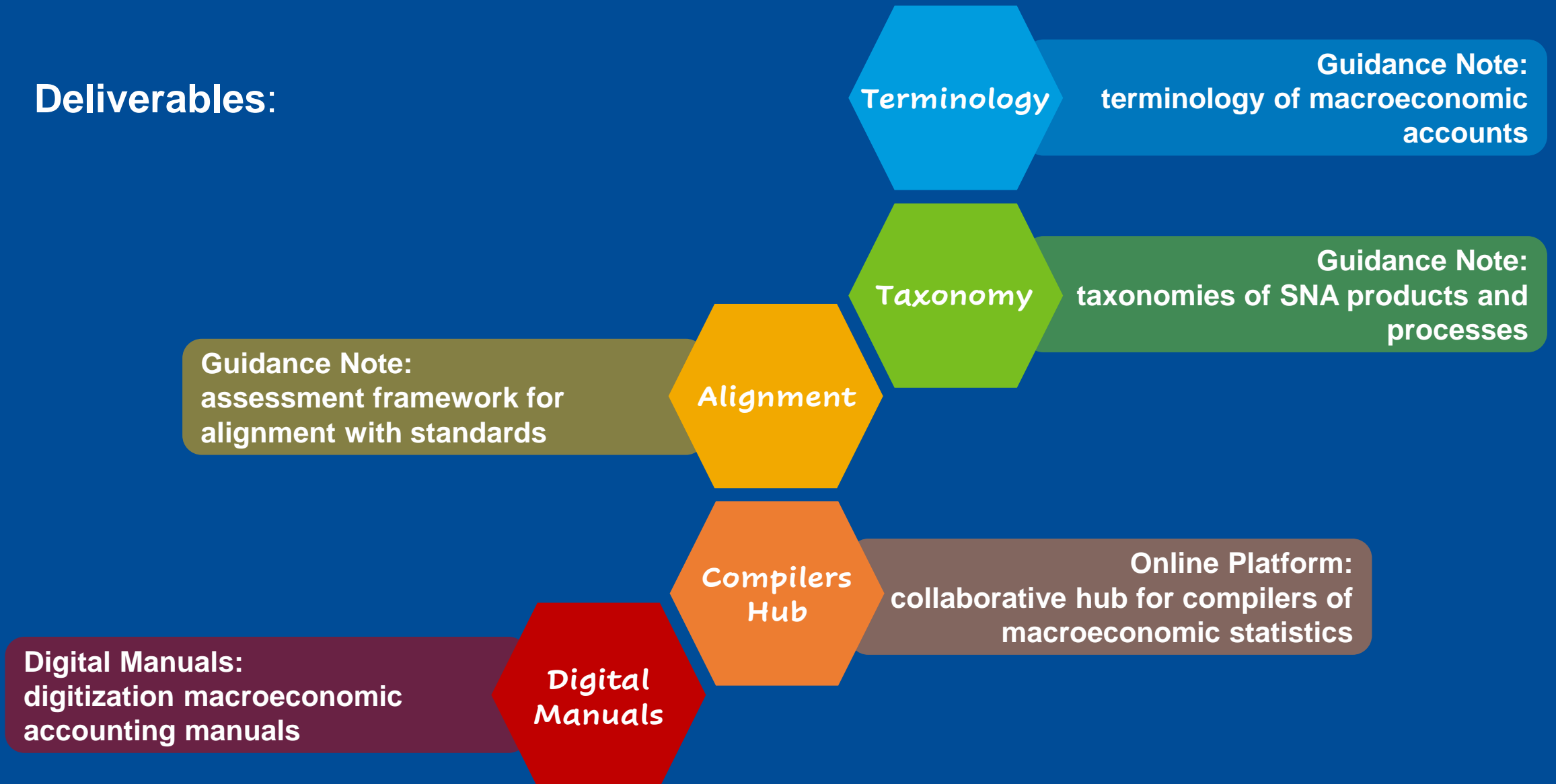
- **Activities:**

- ✓ Review of macroeconomic accounting **terminology**.
- ✓ Development of a **taxonomies** related to SNA products and processes.
- ✓ Review of the assessment framework used to measure **alignment** with the macroeconomic accounting statistical standards.
- ✓ Development of a **Collaborative Hub for Compilers** of economic statistics for networking, sharing tools, and co-development.
- ✓ **Digitalization** of 'new' macroeconomic accounting manuals and related materials and **digitization** of 'old' material.



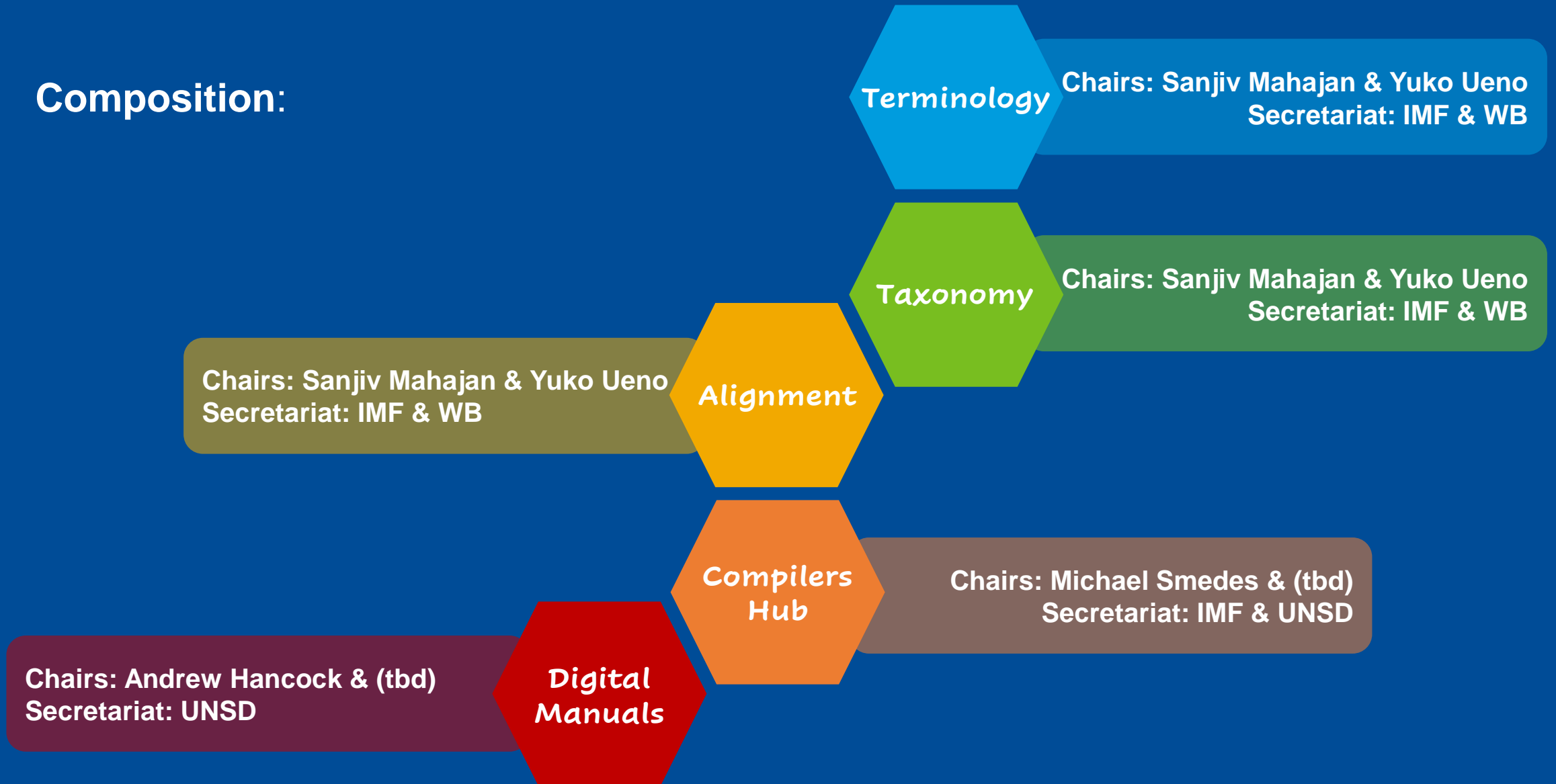
Joint TT on Communication

- **Deliverables:**



Joint TT on Communication

- **Composition:**



END

Thank you!

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