

Modernization Committee on Products and Sources:

Measuring the value of official statistics – a tale of two surveys

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Modernisation Committee on **Products and Sources**



Presentation outline



- Modernisation Committee on Products and Sources
- The two surveys
- The lessons learned
- The *best practice* wiki
- Meet Mervyn
- Further opportunities

Modernization Committee on Products and Sources (MC-P&R)



- The UNECE High-Level Group for the Modernisation of Official Statistics (HLG-MOS) was set up by the Conference of European Statisticians (CES) in 2010 to oversee and coordinate international work relating to statistical modernisation. It promotes **standards-based modernisation** of official statistics. It reports to the CES and received its mandate from this body.
- The mission of the HLG-MOS is to oversee the development of frameworks, tools and methods, to support modernisation in statistical organizations. The aim is to improve the efficiency of statistical production, and the ability to produce outputs that better meet user needs.
- The mandate of the Modernisation Committee on Products and Sources is to consider and make proposals on how to develop the range of sources needed to support modernised statistical production and services, as well as the various products needed to meet the increasing demands of users.



Don't reinvent the wheel

Nahhhh...I don't think It will work. Let's do something different...something smarter...something cooler!



Survey 1 on Communication and Promotion Activities



- Joint MC activity, lead by Richie McMahon (IE) and Jean Watt (NZ), inputs from Barteld Braaksma (NL), Luz Seoane (UN) & other MC members
- CES – HLG Activity
- Created by MC Products & Sources
- Secretarial support by UNECE
- Coordinated with DISSCOM
- Consultation with specialists at various NSOs (e.g. AU, CA, NL)
- Designed by CSO Ireland
- Sent out by UNECE

Survey of National Statistical Offices on communication and promotion activities

Introduction

In this era of increased availability of new and alternative data (e.g. big data) sources it is vital that the international statistical community can highlight the value of official statistics. To build on the considerable strength as an international statistical community, the UNECE High-Level Group Modernisation Committee on Statistical Products and Sources believe now is the time to improve how National Statistical Offices (NSOs) can communicate and promote the value of official statistics.

In order to progress this objective the Committee has developed a survey to gather information about such activities from NSOs. This is a first explorative study and initial findings will be presented at the Joint UNECE Workshops on Data Collection and Communication of Statistics in Washington DC in April as well as being made available on the associated UNECE Wikis.

The longer term objective is to use the information gathered in this survey and further studies to be available as a shared resource for NSOs. It will enable the latest best practice examples and ideas in the areas of communication and promotion of official statistics to be more readily accessible to NSOs. These further activities will be coordinated with the UNECE Work Session on Communication of Statistics, the Task Force on the Value of Official Statistics of the Conference of European Statisticians (CES) and other regional activities in this area.

If your Organisation already runs activities linked to communication of products/services, enhancement of communication with all kind of users and increasing awareness of the value of official statistics, please answer this brief questionnaire.

QUESTIONNAIRE

1. Respondent information

Name of organisation:

Contact person:

Contact details (e-mail):

Website:

2. Existing communication / promotion activities

Please list, in order of importance the 5 most relevant activities already in place, the department responsible and any links to webpages

Name of the activity (e.g. press releases, media enquiries, liaison groups, lectures for target users, statistical literacy corner, links to schools etc.)	Department/s involved	Link to the section within your webpage (where applicable)
Example: Press releases	Press Office	www.
1.		
2.		
3.		
4.		
5.		

3. New communication / promotion activities planned for 2015

Please indicate if you are planning to launch any new marketing / communication activity in 2015

If Yes, insert Y

If No, insert N

If Yes, please provide details.....

Survey 1 on Communication and Promotion Activities



- Sent out 19 February 2015 to (reminder 20 April):



- ▶ Heads of International Relations Department of: NSOs in UNECE region and members of the Conference of European Statisticians
- ▶ Heads of Statistics Departments of International Organizations
- ▶ Cc. to participants of the 2013 and 2014 Work Session on the Communication of Statistics

- Responses by 11 September: 43

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- ▶ **36 NSOs** (Armenia, Austria, Azerbaijan, Belarus, Canada, Czech Republic, Colombia, Croatia, Denmark, Estonia, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Macedonia, Mexico, Montenegro, Netherlands, New Zealand, Norway, Poland, Romania, Russian Federation, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom & USA Census)
 - ▶ **3 IOs** (Eurasian Economic Commission, Eurostat, World Bank)

Survey 2 Improving and measuring the value of Official Statistics



- Joint MC activity, lead by Eoin MacCuirc (IE) and Anu Peltola (UNECE), inputs from Pierre Bischoff (Eurostat), Denise Brown (NZ), Richard McMahon (IE), Dr. Alberto Ortega (MX) & other MC members
- CES – HLG Activity
- Created by MC Products & Sources
- Secretarial support by UNECE
- Designed by CSO Ireland
- Sent out by UNECE

Survey of National Statistical Offices on improving and measuring the value of official statistics

Introduction

Tightening budgets and increasing data needs urge national statistical offices to demonstrate how effectively they use taxpayers' money to compile official statistics and how essential the statistics are for the functioning of society.

An international Task Force of the Conference of European Statisticians is working with the UNECE Modernisation Committee on Statistical Sources and Products at the request of Heads of national statistical offices to support them in this task.

This survey is a key tool for pooling together good and innovative practices of national statistical offices to improve the relevance of official statistics, measure their value and convey the reasons why it is worth investing in official statistics. Respondents can indicate at the end of the survey to what extent information can be shared.

We aim to identify clear and innovative examples that demonstrate how official statistics are used in decision making, and how their value can be developed through partnerships. You may also provide links to any related articles published in your country. We also look into ways to measure the value of official statistics, for example, through user surveys and indicators such as the number of citations of statistical releases in the press.

By the value of official statistics we refer to the value they contribute to society as experienced by the public, the media, academics, decision makers and other stakeholders (value proposition).

Please answer this brief questionnaire and **return it by 15 October** (to Taeke.Gjaltema@unece.org) to help us develop a strong message and innovative tools to showcase the value of official statistics to society.

QUESTIONNAIRE

Respondent information

Name of organization:

Contact person:

Contact details (e-mail):

SECTION I - Improving the value of official statistics

1. Please provide information on your activities to improve the value of official statistics:

Does your office...	If Yes, insert Y	If No, insert N	If yes, please provide examples and explain the concrete results achieved.
a. ... Engage with data users to improve statistical products and services?	<input type="checkbox"/>	<input type="checkbox"/>	
b. ... Engage in partnerships (with businesses, academia etc.) to improve or develop statistical products and services?	<input type="checkbox"/>	<input type="checkbox"/>	
c. ... Have specifically designed products/services tailored to meet the information needs for making decisions?	<input type="checkbox"/>	<input type="checkbox"/>	

Survey 2 Improving and measuring the value of Official Statistics



■ Sent out 1 October 2015 to:

- ▶ Heads of International Relations Department of: NSOs in UNECE region and members of the Conference of European Statisticians
- ▶ Heads of Statistics Departments of International Organizations



■ Responses by 25 November: 49

- ▶ **46 NSOs** (Armenia, Azerbaijan, Belarus, Bosnia-Herzegovina, Bulgaria, Canada, Chile, Colombia, Croatia, Denmark, Estonia, Finland, Georgia, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Kazakhstan, Kyrgyz Republic, Latvia, Lithuania, Luxembourg, Mexico, Moldova, Netherlands, New Zealand, Norway, Poland, Romania, Russian Federation, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Turkey, Ukraine, United Kingdom US Energy Information Adm., USA-BLS, USA-SSA)
- ▶ **3 IOs** (CIS-Stat, Eurostat, UN-ESCAP)



Both Surveys - Value of Official Statistics



■ Responses to both surveys:

- ▶ 32 NSOs (Armenia, Azerbaijan, Belarus, Canada, Colombia, Croatia, Denmark, Estonia, Greece, Hungary, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Romania, Russian Federation, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom)
- ▶ 1 IO (Eurostat)



- Armenia was the quickest overall respondent to both surveys followed by Switzerland
- Thank you all for your participation



Lessons learned from both surveys

- Huge range of products and services
- Huge range of communication & promotion activities
- Valuable ideas on improving the value of official statistics
- Valuable strategic planning and policy documents
- Valuable branding and marketing information
- Valuable customer satisfaction and quality metrics

Distilled from over 1,200 survey entries, 550 extracted, to 230 ideas on a wiki



Rough breakdown thanks Anu & Roksolana

2	customers at the centre	88	68
3	design for everyday life	85	21
4	innovate	96	10
5	go further with partners	113	36
6	build the brand	116	78
7	measure for impact	56	23
		554	236

No examples for 1 comparative advantage, but, this is what we are determining !

Caveat Emptor



The Wiki is **not** listing the *best of the best* but more showcasing:

what is out there

who has it

is it portable

who can I talk to explore further?



Best practices wiki



- <http://www1.unece.org/stat/platform/display/VALUE/Value+of+Official+Statistics+-+Best+Practices+Home>

The screenshot shows a web browser displaying the UNECE Statistics Wikis homepage. The browser's address bar shows the URL: www1.unece.org/stat/platform/display/VALUE/Value+of+Official+Statistics+-+Best+Practices+Home. The page features a navigation menu on the left with a search box and a list of topics: 1. Comparative advantage, 2. Customers at the centre, 3. Design for everyday life, 4. Innovate, 5. Go further with partners, 6. Build the brand, and 7. Measure for impact. The main content area displays the UNECE logo and a central diagram. The diagram consists of a blue outer oval labeled 'Outcomes/Impacts' and 'Brand Recognition'. Inside this is a yellow oval labeled 'Partnerships'. At the center is a green oval containing a red triangle labeled 'Customer Focus'. The triangle's vertices are labeled 'Design' (top-left), 'Innovation' (top-right), and 'Partnerships' (bottom). Below the diagram is a vertical list of buttons corresponding to the navigation menu items. The footer of the page includes a notice: 'Powered by a free Atlassian Confluence Community License granted to UNECE. Evaluate Confluence today. This Confluence installation runs a Free Giffy License - Evaluate the Giffy Confluence Plugin for your Wiki!'. The Windows taskbar at the bottom shows the system clock as 16:23 on 09/03/2016.



Mervyn's pick

- **Putting Customers at centre**

Canada: Data Liberation Initiative and Research Data Centres

www.statcan.gc.ca/eng/dli/dli and www.statcan.gc.ca/eng/rdc/index

- **Innovating to remain valuable**

Poland: Creation of a Geostatistics Portal

<https://geo.stat.gov.pl/en/about-portal>

- **Designing statistics for everyday life**

Slovenia: Indicators of well-being for Slovenia

<http://www.stat.si/StatWeb/en/shownews?id=5276&idp=10&headerbar=15>





Mervyn's pick (continued)

- **Going further with strategic partners**

New Zealand: Integrated database of microdata for analysis and research

http://www.stats.govt.nz/tools_and_services/microdataaccess/research.aspx

- **Building the official statistics brand and gaining visibility**

Colombia: Multidimensional poverty index - so that all of the government's efforts could be focused on the eradication of poverty.

http://sitios.dane.gov.co/candane/images/Publicaciones/magazin_v_2014/subjective_poverty_2014.pdf

- **Measuring outcomes to achieve greater impact**

Lithuania: Composite indicator – an index of public interest in official statistics and services

http://osp.stat.gov.lt/documents/29256/926585/Annual_report_2015.pdf/

What's Next



- Expand the information on the wiki to improve the existing best practices listed and add new examples of best practices **In progress**
- Promote/Facilitate Collaboration to encourage the uptake of best practices
- Create a library of strategic documents, policies and consultant reports
- Design a common customer satisfaction survey **In progress**
- Design a common framework and a set of indicators for valuing the impact of official statistics **In progress**
- Draft a convincing narrative on the value of official statistics



MC Products and Sources Members and Participants



Arleth Saurith / Mara Bravo / Ricardo Valenzuela (Colombia)

Franck Cotton (co-chair) (France)

Eoin McCuirc (Ireland)

Stefano De Francisci / Monica Scannapieco (Italy)

Barteld Braaksma (Chair) / Barry Schouten / Johan van der Valk (Netherlands)

Jean Watt / Felipa Zabala / Anapapa Mulitalo (New Zealand)

Anna Dlugosz (Poland)

Luxolo Lengs /Koketso Moeng (South Africa)

Michael Levi (United States)

Martina Hahn / Britta Gauckler / Martin Karlberg (Eurostat)

Yuri Gyomai (OECD)

Steve Vale / Taeke Gjaltema (secretariat)



Help, Join, Share and Use

Wiki of best practices and plans for collaboration, the Modernization Committee on Products and Sources welcomes:

- Suggestions
- Join our work!
- Update the wiki
- Reuse the wiki artifacts
- Collaborate to recreate

