Modernization Committee on
Products and Sources:

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

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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 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
  - 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

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**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 Statistics is working with the UNECE Modernisation Committee on Statistical Sources and Products at the request of the 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.

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 at Task-Getting@unece.org to help us develop a strong message and innovative tools to showcase the value of official statistics to society.

**SECTION I - Improving the value of official statistics**

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

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<tr>
<td>a. … Engage with data users to improve statistical products and services?</td>
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<td>b. … Engage in partnerships with businesses, academia etc. to improve or develop statistical products and services?</td>
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<td>c. … Have specifically designed products/services tailored to meet the information needs for making decisions?</td>
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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)
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

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<th>customers at the centre</th>
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<th>innovate</th>
<th>go further with partners</th>
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<th>measure for impact</th>
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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

Mervyn’s pick

- **Putting Customers at centre**
  Canada: Data Liberation Initiative and Research Data Centres

- **Innovating to remain valuable**
  Poland: Creation of a Geostatistics Portal

- **Designing statistics for everyday life**
  Slovenia: Indicators of well-being for Slovenia
Mervyn’s pick (continued)

- **Going further with strategic partners**
  New Zealand: Integrated database of microdata for analysis and research

- **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.

- **Measuring outcomes to achieve greater impact**
  Lithuania: Composite indicator – an index of public interest in official statistics and services
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