



# **UNECE COVID-19 response in Dissemination and Communication of Statistics**

**Virtual Workshop 2020 7-9 September 2020**

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# Workshop on Dissemination and Communication of Statistics 2020

- Originally on 7-9 September 2020, Lisbon, Portugal (face-to-face) back to back with HRMT workshop (9-11 September) with joint day
- Cancelled and replaced with a Virtual event on COVID response (7-9 September)

## History DissComm Workshop:

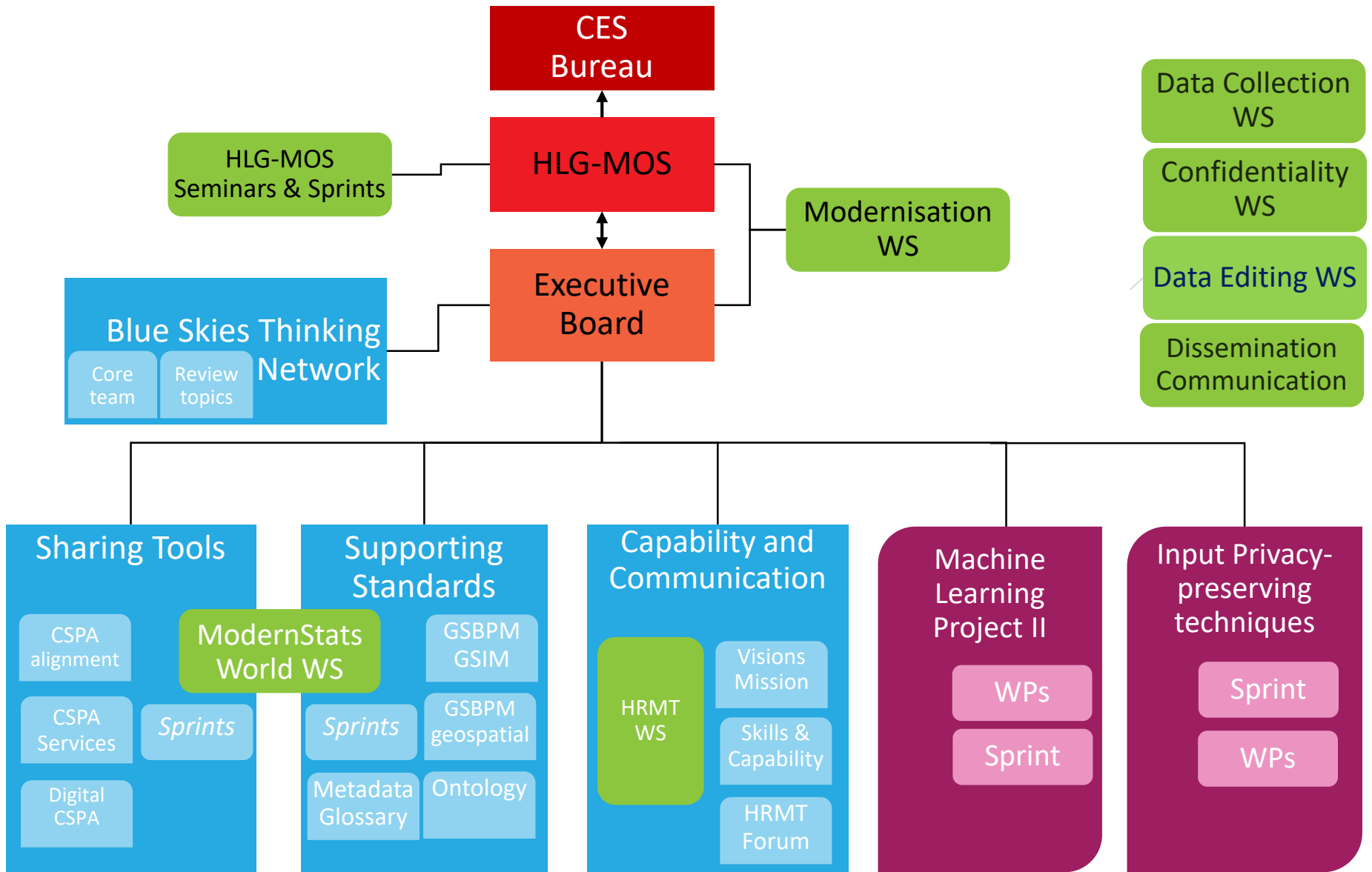
- [18-20 September 2018, Neuchatel, Switzerland](#)
- 12-14 June 2019, Gdansk, Poland
- 25-27 June 2018, Cork Ireland
- 28-30 June 2017, Geneva, Switzerland
- 5-7 October 2016, The Hague, the Netherlands
- 27-29 April 2015, Washington, D.C., USA
- 18-20 June 2014, Geneva, Switzerland
- 27 - 29 May 2013, Berlin, Germany
- 27-29 June 2012, Geneva, Switzerland
- 29 June-1 July 2011, Geneva, Switzerland
- 30 June-2 July 2010, Paris, France



# UNECE

- UN Economic Commission for Europe:  
Europe, Caucasus, Central Asia and Northern America
- Statistical Division governed by the Conference of European Statisticians (CES):  
UNECE+: Israel, Japan, South Korea, Australia, New Zealand, South Africa, Mexico, Brazil, Chile, Colombia, Argentina etc.
- Modernisation Work: High-Level Group for the Modernisation of Official Statistics (HLG-MOS)
  - Includes the Dissemination and Communication workshop

# HLG-MOS or ModernStats 2020



# ModernStats Activities in 2019

**4 Steering Committees**  
42 members  
22 org.

**4 Groups**  
104 members  
29 organisations

**7 Workshops**

600 participants  
65 organisations

**2 Projects**  
62 members  
23 org.

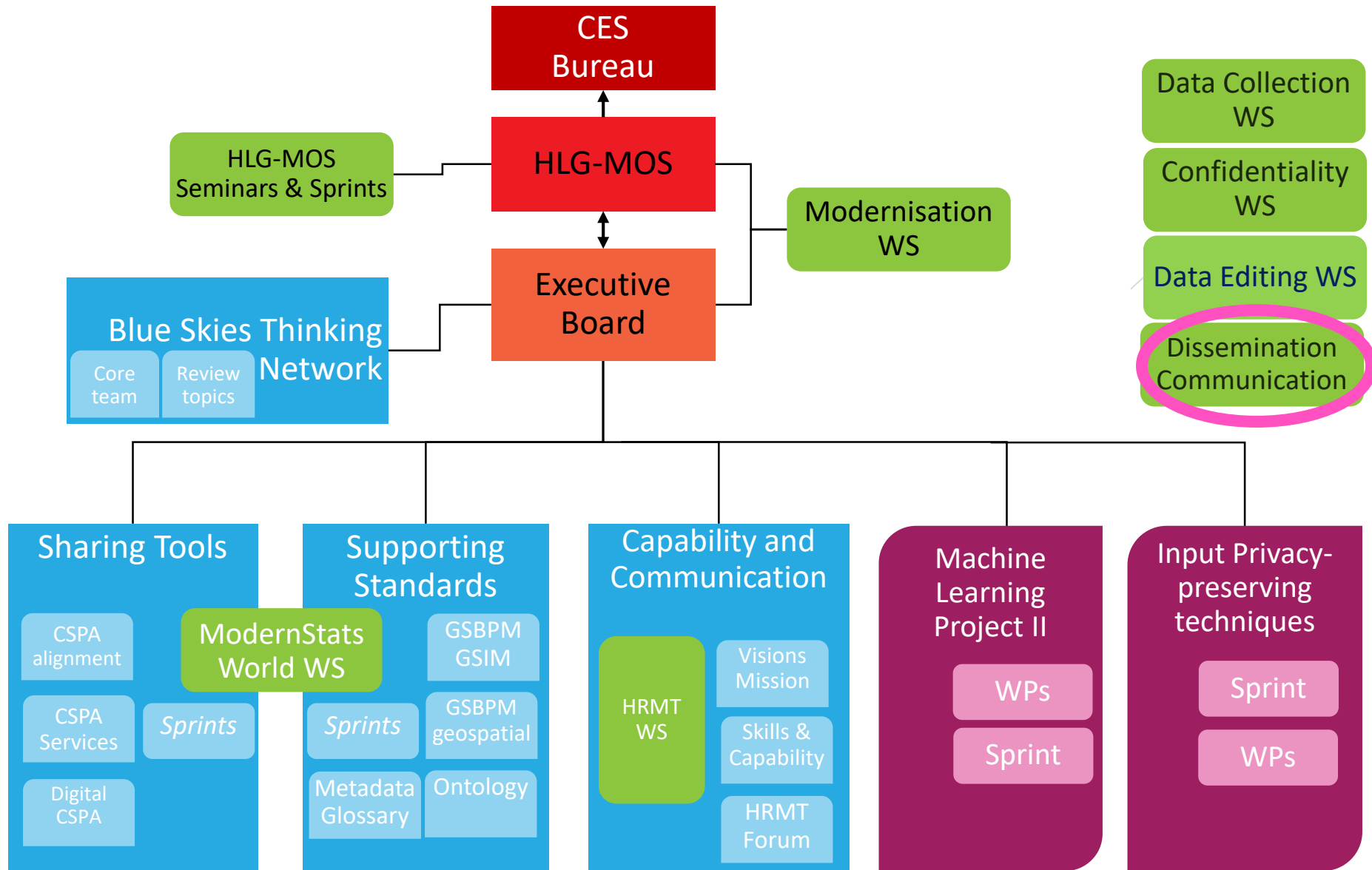
**6 Sprints**  
105 participants  
19 org.

**750+ Participants**

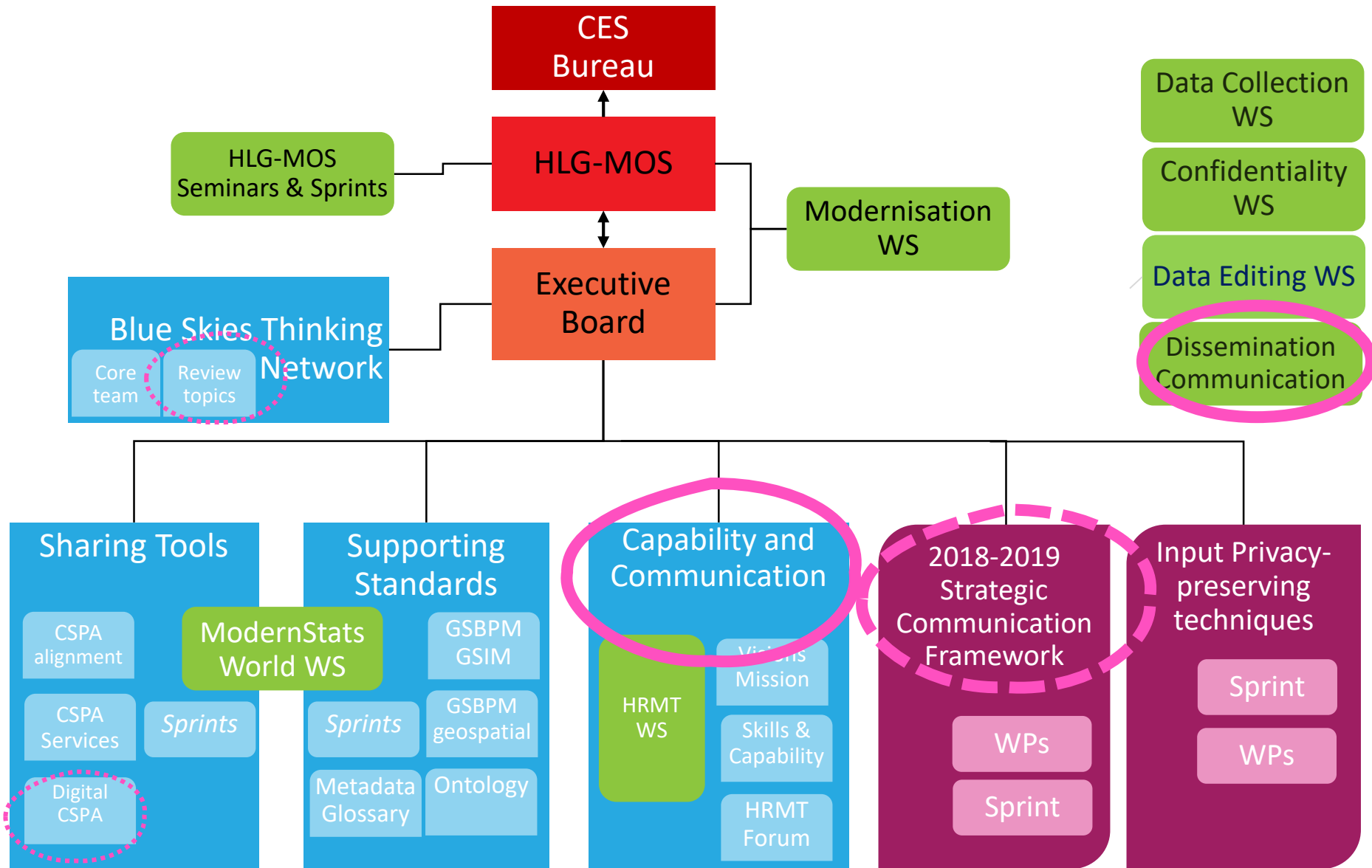
**150+ Members**

**100+ Organisations**

# HLG-MOS or ModernStats 2020



# HLG-MOS or ModernStats 2020



# Capabilities and Communication Group

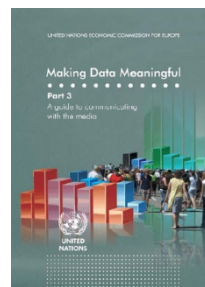
- Crisis Communication
- Internal Communication and Culture Change
- Training of Staff in Communication
- Social Media Strategies
- Ethical leadership
- Skills and Capability Framework
- Competences training and development
- Future of work and the workplace in the context of modernization agenda





# Output in areas of Communication

- Making Data Meaningful Series (SC DisscComm)
- Modernisation Committee on Products and Sources:
  - Surveys on Communication of Statistics and the Value of Official Statistics
  - Branding the value proposition of Official Statistics
  - Communicating the value proposition of Official Statistics
- Communication of ModernStats Models



# And now:

- Five days of virtual workshop
- Presentations Q&A
- Small group discussions
- Topics, Communicating:
  - Impact of the Crisis
  - Impact on existing products
  - New products (COVID-19)
  - Internally/with staff
  - Recruitment/interviewing



# Practical Information:

- Connect on time
- Mute yourself
- Turn of camera
- Use Chat for Questions
- Small group discussions
- Future work



# Key (hyper)Links:

- [Dissemination and Communication](#)
- [Workshop on Dissemination and Communication of Statistics](#)
- [Strategic Communication Framework](#)
- [Human Resources and more](#)
- [HLG-MOS \(main portal\)](#)
- [Other HLG-MOS/Modernstats workshops](#)