



Task Force on ESS strategic communication

**UNECE Workshop on Statistical Data
Dissemination and Communication
7 - 9 September 2020**

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'External and interinstitutional relations; Communication'

Background

Endorsed by the European Statistical System Committee (ESSC) in Feb 2020

Membership: 18 National Statistical Institutes of the European Statistical System (ESS) + Eurostat (chair)

Aim: To identify common challenges within the ESS and develop coordinated strategic communication approaches

Main areas of work

Develop a draft ESS communication strategy based on the values and core principles of the ESS partnership

Identify and support strategic priorities of the ESS in the area of communication

Identify strategic topics that require a coordinated communication approach and propose them to the ESSC

Strengthen the exchange of best practice in the area of ESS strategic communication

Ensure a higher visibility and transparency of ongoing work at the ESS level

Work done so far

Exchange on ESS strategic communication during the COVID-19 crisis

Exchange on communication practices related to the use of new data sources in the ESS

Input for the communication campaign on ESS peer reviews (2021-2023)

Preparation of the High-level meeting on ESS strategic communication with Destatis

ESS strategic communication during the COVID-19 crisis

May 2020:

'ESS strategic communication during the COVID-19 crisis' (updated Sept 2020)

Key issues:

Communicating changes in statistical production and dissemination to users

Engaging with data providers (traditional and alternative sources)

Rise in disinformation

Opportunities created by the crisis (new partnerships, underlining the value of official statistics, obtaining access to private data sources)

Communication practices related to new data sources use

Increased engagement & negotiation with alternative data holders during the COVID-19 crisis to complement traditional data sources or to substitute them, as well as to increase the ability to respond to emerging statistical needs

Different levels of quality arise in datasets that are based on new data sources

NSIs are more likely to communicate more broadly and proactively when a dataset is of high quality

Communication practices related to new data sources use

Increased interest and positive reactions among users to the use of new data sources in producing statistics

Occasional disinformation emerging in public debates about NSIs' use of new data sources to produce statistics → acknowledgment of the delicate nature of communicating this area of work to the general public

In designing their communication approach in this area, NSIs often seek the support of private companies specialising in communication

High-level meeting for DGs on strategic communication

- **26 November 2020, Wiesbaden, Germany**
- **Co-organised by Eurostat and Destatis**
- **Participants: Directors General of ESS NSIs and Eurostat**
- **Task Force helped to shape the agenda**
- **Topics: ESS governance and communication in crisis times**
- **Aim: To develop practical solutions and concrete responses for ESS governance and communication for potential future crises – The ESS crisis protocol**

Way forward

Next meeting September 2020

Continuing the work on

**an ESS approach to communicating
official statistics in the 'new normal'**

**an ESS approach to communicating on
the use of new data sources**

**ESS peer review communication
campaign**

Thank you