

## Business Case for (Virtual) Sprint to identify and prioritize activities related to Communication

This business case was prepared by EB based on outcome DissCom workshop and is submitted to the HLG-MOS for their approval.

Type of Activity			
<input type="checkbox"/>	New project	<input checked="" type="checkbox"/>	New activity
<input type="checkbox"/>	Extension of existing project	<input type="checkbox"/>	Extension of existing activity
<i>Projects are undertaken by separate project teams. Projects are expected to produce a significant contribution to achieving the HLG-MOS vision</i>		<i>Activities are undertaken by Modernisation Groups. These activities produce smaller, more detailed outputs to help achieve the HLG-MOS vision</i>	
See here for more details: <a href="https://statswiki.unece.org/x/nwEzCw">https://statswiki.unece.org/x/nwEzCw</a>			
Purpose			
<p>Communication has been identified by several groups as a key capability needed for making progress in their area. For example:</p> <ul style="list-style-type: none"> <li>• Share effective strategies of communicating with respondents to improve response rates</li> <li>• Communication of our value proposition to counter non-official statistics</li> <li>• Internal communication strategies to change culture (create agile work force; tackle silo thinking)</li> <li>• approaches to make communication training an integral part of staff training are not common in NSOs</li> <li>• Make staff ambassadors to multiply the impact.</li> <li>• Segmentation of users and tailoring communication (tools and activities)</li> <li>• Tailored/segmented Communication Strategies with users and producers of data</li> <li>• Training of all staff to communicate</li> <li>• Measuring the impact of communication (metrics)</li> <li>• Communication is key to building effective partnerships and to get the 'public' buy-in to use new data sources.</li> </ul> <p>There is also a need to guarantee a follow-up of the Strategic Communication Framework. A digital version of the SCF needs to be created and be updated or revised when necessary. The broad CES consultation revealed that practitioners specifically value clear case studies and several countries requested more to be added to the framework and to make it a living document.</p> <p>The need for effective issues management has become apparent by several crises that NSOs have faced in the past years. There is an increased need to make communication an integral part of the modernisation exercise. Many of these areas for future work have links with HR and training. This has led the Executive Board of the HLG-MOS to decide that communication will be added to the existing group 'Developing Organisational Capability'.</p>			
Description of the activity			

<p>To organize a (virtual) sprint amongst potential group members that are communication experts in order to identify the key priorities in communication for NSOs and define a program of work for 2020. Specifically, areas from which synergy can be expected with experts from HRMT departments should be considered.</p> <p><i>Briefly describe the proposed activity/project, including any sub-activities.</i></p> <p><i>If you are proposing a project, include outlines of the different work packages and the outcomes (products) that will be delivered. Define the scope and clearly state any inclusions and exclusions.</i></p>			
<p><b>Alternatives considered</b></p> <p>No sprint. This would potentially lead to loss of focus and lack of prioritization. <i>What is the impact if we do nothing? Could the work be done on a smaller scale?</i></p>			
<p><b>How does it relate to the HLG-MOS vision and other activities under the HLG-MOS?</b></p> <p><i>Describe how the activity will support the HLG-MOS vision and how it relates to current or previous activities. Link to HLG-MOS Vision: <a href="https://statswiki.unece.org/x/gAAzCw">https://statswiki.unece.org/x/gAAzCw</a></i></p>			
<p><b>Proposed start and end dates</b></p> <table border="1"> <tr> <td><b>Start:</b> <i>January 2019</i></td> <td><b>End:</b> <i>December 2019</i></td> </tr> </table> <p><i>Provide start and end dates for the activity. Tip: The HLG-MOS prefer activities that are for maximum 12 months. If you think the activity will take longer, consider breaking it into 2 or more phases.</i></p>		<b>Start:</b> <i>January 2019</i>	<b>End:</b> <i>December 2019</i>
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## Guidance notes for completing the template

Business cases should be **strictly no longer than 2 pages**. Keep your text short and to the point. You can delete these guidance notes when you have completed the business case.

Business cases should not go into technical details. Remember, the audience for your business case will be chief statisticians. They will not accept a proposal just because you think it is a good idea. They will need to be convinced!