

Covid -19 in GCC

Justify certain priorities, set targets, establish standards and promote accountability.

Session2: Broadening Audiences

**UNECE Expert Meeting on
Dissemination and
Communication of Statistics**

11-14 OCT 2021



About GCCSTAT

The Statistical Centre for the Cooperation Council for the Arab Countries of the Gulf (“GCC-Stat”) was established in June 2011 to provide a common official pool of statistics and data for the member states of the Cooperation Council for the Arab Countries of the Gulf (short form is Gulf Cooperation Council or “GCC”). A key role of GCC-Stat is to provide statistics about the GCC to a wide range of users, from the GCC Secretariat to the general public.

comprised of heads of member states: United Arab Emirates, Kingdom of Bahrain, Kingdom of Saudi Arabia, Sultanate of Oman, State of Qatar and State of Kuwait). The next phase of the GCC evolution would require closer cooperation and more thorough monitoring and evaluation ensuring that all progress at comparable rates.



Our Vision

A Reliable source and a dynamic driver of the GCC Statistical System.

Our Mission

Leverage the Power of statistical information to support decision making, research and dialogue within GCC nations.



GCC-Stat



- Monitor and identify the needs of data users and prioritize those needs.
- Increase the efficiency and effectiveness of statistical data Developing and improving the level of NSO's (The producers of official statistics).
- Including the statistical demands in the work plan and roadmap of the GCCStat for the coming years until 2020.
- Building a communication platform with users of statistical data, especially the GCC users.



What are the Priorities?

Covid-19 has become a priority for society at large as it is linked to multiple aspects of everyday socio-economic life of everyone. With hundreds of available platforms to provide daily pandemic information, the challenge of official statisticians and media working together is

- to provide relevant information
- to attract users to right statistical products and services with the right tools.

General Secretariat

GCC institutions and bodies affiliated with the Cooperation

The researchers & Academia

The general public



Covid-19 in GCC,

For WHOM ?



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Covid-19 in GCC,

HOW ?



Responding to the demand with new statistical production concepts:

- Building Partnerships
- Create a team responsible for production of daily COVID statistics and preparing many specialist reports.
- The dissemination and communication functions worked together to ensure that appropriate techniques were used to disseminate and communicate the different products.
- GCCSTAT participated in a community campaign that encouraged people to stay at home and contribute to governments efforts in limiting the spread of virus.
- Extensive use was made of the center’s official social media platforms (Twitter, Facebook, Instagram and WhatsApp)



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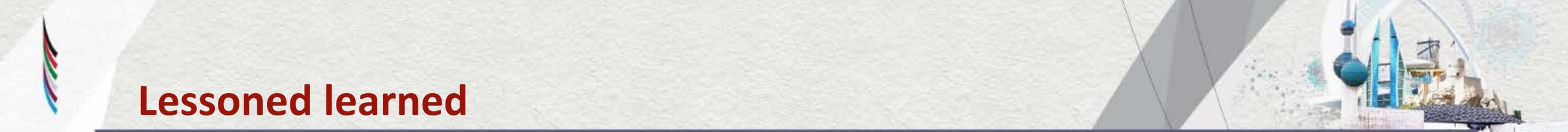


The Products

1. GIS based, integrated data platform for COVID- 19 statistics
2. Providing statistical and visual infographic reports in regard to Covid-19 in GCC countries
3. Providing specialist statistical summaries and analysis (e.g. impact on GCC financial markets, food security using foreign trade data, and statistical summary on the impact of Covid-19 pandemic on tourism, etc.)
4. Creating targeted reports on the macro-economic impacts in the GCC
5. Informing member countries on how global statistical community and other NSOs were responding to the crisis.
6. Innovating a Covid-19 Severity Index meant for decision-makers to get a quick, one-measure reading, against which to gauge the efficacy of policy measures.

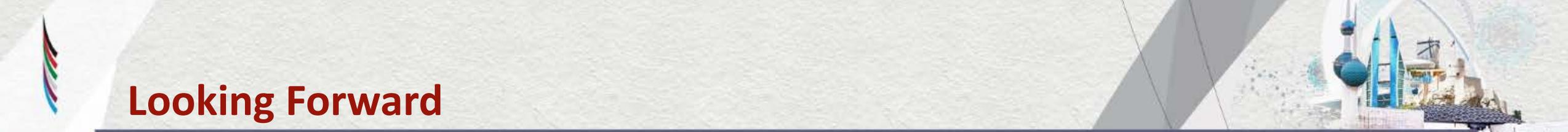
Positive and tangible impact lead to

- Increase in the number of followers in the GCCSTAT social media accounts.
- Receive official letters of appreciation from official authorities and institutions.
- Strengthening relations among the GCC organizations.
- Increased trust and reputation.



Lessoned learned

1. More investment to capitalize on new data sources, especially those relevant to crisis statistics. This investment should ensure the sustainability of future data flow, some MOUs should be in place, and some agreements with these sources need to be formalized in order to reach or represent non-traditional audiences.
2. Better coordination with main data users; (especially strategic ones as government sector and relevant entities to crisis) to determine exact information requirements to ensure continuity and efficiency in responding to the crisis.
3. Developing the more informative statistical products; direct to the points of uses and tailored as per their needs.
4. Utilizing the social media channels as part of multi-channel dissemination; as people during the crisis are available most of their time on social media, statistics should be in the right place too.



Looking Forward

- Our efforts to date have been focused on getting up and running, but we need to take stock and re-think our approaches to meeting our client needs going forward

Where can we best add value?

- The integration between GCC organizations by building relationships and communication
 - Keep Informing on the GCC as a region
 - Providing a statistical basis for GCC-wide policy analysis and research
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- A platform for different sources of data in order to quick respond to the user need.
 - Harmonized statistics across the six countries and good metadata to inform users where we do not have the harmonized statistics
 - Drawing from the Expert Group

Thank you

