

Business Case for Reaching Youths

This business case was prepared by Nardie Crijns, Maartje Tummers and Anna Troost, 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
Purpose			
<p>The purpose of the activity is to gain insight, develop best practices and universal standardized methods on how to reach youths more effectively. NSIs have an official task to inform policymakers and citizens to stimulate data use and statistical literacy. Young people are the future generation and often use non-traditional (media) sources and speak their own language. With current communication strategies NSIs are increasingly struggling to reach them effectively, which is why a dedicated activity is proposed to gain more insights on this group and facilitate NSIs to engage young people in statistics.</p>			
Description of the activity			
<p>The activity can focus on any of the following topics, depending on the needs and interests of the NSIs. We propose three sub-activities to attend to the different dimensions of reaching young people:</p> <ul style="list-style-type: none"> - Youths as data sources, e.g. conditions under which youths participate in questionnaires - Youths as data users, e.g. whether they like to read more about statistics on young people - Youths as employees, e.g. expectations of an employer <p>Each of these dimensions requires user research in different countries, collaboration sessions to identify/share best practices and pilot activities to study potential new communication strategies. A fourth and more generic and overarching dimension could be the following:</p> <ul style="list-style-type: none"> - Youths in general A specific sub-activity is dedicated to language use, use of social media and relevant characteristics of this generation, which are relevant to all of the above activities. 			
Alternatives considered			
<ul style="list-style-type: none"> - Do not share experience and work in an UNECE project. This option does not allow us to learn from each other, share insights and develop best practices together which would be counterproductive as we face the same gaps towards our youngest generation. Increasingly, through globalization and social media use, the differences within this generation across countries and continents becomes smaller which indicates a fruitful opportunity to explore and to collaborate in. - Do nothing, which would further increase the gap with youths as potential data sources, data users and employees and further limit the stimulation of data use and statistical literacy. 			
How does it relate to the HLG-MOS vision and other activities under the HLG-MOS?			
<ul style="list-style-type: none"> - Actively engage youths – Statistical organizations collaborate with key stakeholders such as governments, researchers and communities to ensure statistical organizations have maximal impact in helping society to be more statistical literate. - Be a trusted data authority for youths – Statistical organizations use their inherent strengths and expertise to advise and engage in discussions on the country's data ecosystem. - Adopt a service oriented approach, and as such; reach out – Statistical organizations respond to the demand for services from government, researchers and the community while they remain 			

within the constraints of their mandate, priorities and resourcing. Youths are a vital part of the community and future journalists, researchers, employees and politicians.

- **Have an agile adaptive culture** – which means change is not only welcome, but vital.

Proposed start and end dates	
Start: January 2022	End: December 2022