

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE
CONFERENCE OF EUROPEAN STATISTICIANS

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

15 October 2021

11-14 October 2021, online

REPORT OF THE EXPERT MEETING

1. The expert meeting¹ was organized as part of the Conference of European Statisticians' work programme for 2021, within the context of the High-Level Group for the Modernisation of Official Statistics. It was held online from 11 to 14 October 2021, with a total of 151 participants. They represented the statistical offices of Argentina, Armenia, Azerbaijan, Belgium, Brazil, Canada, Colombia, Croatia, Denmark, Finland, Germany, Hungary, Indonesia, Ireland, Israel, Italy, Kosovo Agency of Statistics, Lithuania, Mexico, Mongolia, Netherlands, Poland, Portugal, Republic of Belarus, Republic of Moldova, Serbia, Slovenia, South Africa, Spain, Uganda, Ukraine, United Kingdom, United States, as well as European Central Bank, Eurostat, OECD, ILO, The Statistical Centre for the Cooperation Council for the Arab Countries (GCC-Stat), Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC), Bank of Portugal, Bank of Indonesia, Bank of Finland, Bank of Israel, Bank of Spain, Airlangga University, Universitas Gadjah Mada, University of Coimbra, Portugal, Wageningen University, and Zhytomyr Polytechnic State University.
2. The expert meeting was hosted by UNECE. It was organised under the responsibility of the High-Level Group for the Modernisation of Official Statistics. The Steering Committee consisted of Kerstin Hänsel (Germany) – Chair of the Expert Meeting, Aeidin Sheppard (Central Statistical Office, Ireland), Ligia Nunes and Luis Campos (Bank of Portugal), Anna Margarida Rosa (Statistics Portugal), Emily Liddel (Bureau of Labour Statistics, USA), Ellen Dougherty (U.S. Department of Agriculture), Lukasz Augustyniak (with the help of Maja Islam) (Eurostat), and Terri Mitton (OECD).
3. The agenda included the following substantive topics:
 - Reaching potential audiences: broadening audiences;
 - Employee engagement and involvement;
 - Communication on the fast track; and
 - Measuring the effectiveness of communications;
4. Twenty-seven contributions were submitted. These were allocated and presented in four substantive sessions: (i) Digital age; (ii) Broadening audiences; (iii) Statistics explained; and (iv) Tailoring communication to specific audiences. In addition, there were small group discussions where lessons learned and topics for future work in data collection were deliberated. The expert meeting was concluded with an interactive plenary discussion on the way forward in data dissemination and communication and a voting to identify the most relevant topics for future work.
5. During the small-group discussions, topics for future work were identified. Based on the voting, the most relevant items selected for future work were (listed in descending order):
 - How to engage with and recruit the younger, digital native, generations
 - How to Measure success and the impact of our communication

¹ Until 2020, it was called the Workshop on Dissemination and Communication.

- Explore unconventional communication platforms/tools (Comics, TikTok, Spotify)
- Communication capabilities, skills, profiles, experts we need
- Strategies to tackle and anticipate to disinformation
- Visualisation tools and strategies (for videos, charts, animations etc)
- How to engage ambassadors to promote official statistics, including external influencers and our own staff (via internal communication)
- Approaches for building brand and trust/value proposition
- Strategies to get resources from management to upgrade social media capabilities and tools
- Continue work on user centric products: data literacy, user groups
- New ways and Lessons learned under Covid (what to keep, what did not work)
- Brand communication to retain employees and recruit new staff

6. For reference, the timetable is included as Annex 1. All abstracts, papers, presentations, and other output from the workshop are available at the UNECE website (<https://unece.org/statistics/events/DissComm2021>).

Annex 1 Timetable of the Expert Meeting on Dissemination and Communication of Statistics, 11-14 October, Online

DAY 1 – Monday 11 October

| | |
|----------------|---|
| 14:00 | Opening |
| 14:00 | Welcome and Opening remarks UNECE and Chair of the 2021 Expert Meeting |
| 14:15 | Session 1: Digital Age Session Organizers: Aeidín Sheppard (Central Statistics Office Ireland) and Margarida Rosa (Statistics Portugal) |
| 14:20 14:30 | Editorial planning in Eurostat. Baiba Grandovska (Eurostat) Q&A |
| 14:35 14:45 | Engaging People’s Enthusiasm in 2020 Population Census by Scrapping Social Media. Oka Widhyartha Putra (Statistics Indonesia) Q&A |
| 14:50 15:00 | Innovation and Tradition: a New Challenge for Communication. Xenia Caruso (Istat, Italy) Q&A |
| 15:05 15:15 | Digital CBS. Eran Ropalidis (Israel Central Bureau of Statistics) Q&A |
| 15:20 | Break |
| 15:40 15:50 | From printed to digital publications at Eurostat. Louise Corselli-Nordblad (Eurostat) Q&A |
| 15:55 16:05 | Increasing visibility through managing the national COVID dashboard. (Laima Grizaite, Statistics Lithuania) Q&A |
| 16:10 16:20 | When reaching is no longer enough: 8 tips to engage with Central Banks’ data users. Rita Marques (Bank of Portugal) Q&A |
| 16:25 16:35 | The Destatis Monitoring system: How to measure success? How to steer communication? Sebastian Bisch (Destatis, Germany) Q&A |
| 16:40 | Closing Day 1 |

DAY 2 – Tuesday 12 October

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| 14:00 | Opening Chair of the Expert Meeting |
| 14:05 | Session 2: Broadening audiences Session Organizers: Ellen Dougherty (U.S. Department of Agriculture) and Terri Mitton (OECD) |
| 14:15 14:25 | Reaching Potential Audiences: Covid-19 in GCC, determine priorities, set targets, and establish standards to promote accountability. Suad Al Abdulsalam (GCC-Stat) Q&A |
| 14:30 14:40 | Empowering citizens to interact with official statistics – fit, lean and impactful for a digital world. Per Nymand-Andersen (European Central Bank) Q&A |
| 14:45 14:55 | Building Big Data Communication Strategies to Non-Expert Audiences. Maulana Faris (Statistics Indonesia) Q&A |
| 15:00 15:10 | Statistical Infographic Publication: Embracing the General Public. Dwi Afrizal (Statistics Indonesia) Q&A |
| 15:15 | Break |
| 15:35 15:45 | Good data means nothing if communication is poor – how the UK’s Covid Infection Survey has informed the public and government decision making. Sarah Crofts (ONS, UK) Q&A |
| 15:50 16:00 | Towards building a Statistical Culture amid a changing Data Ecosystem. Juan Daniel Oviedo, Mauricio Ortiz and Camilo Andrés Méndez Coronado (DANE, Colombia) Q&A |
| 16:05 16:20 | Improving User engagement thanks to a close synergy between the User relations online desk and the corporate website. Giulia Peci and Michela Troia (Istat, Italy) Q&A |
| 16:25 16:35 | A Census communication campaign - Reaching everyone in times of a pandemic crisis. Ana Margarida Rosa (Statistics Portugal) Q&A |
| 16:45 | Closing Day 2 |

DAY 3 – Wednesday 13 October

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|----------------|---|
| 13:00 | Opening |
| | Welcome and Opening remarks UNECE and Chair of the 2021 Expert Meeting |
| 14:05 | Session 3: Statistics Explained Session Organizers: Lukasz Augustyniak (Eurostat) and Luís Campos (Bank of Portugal) |
| 14:15 14:25 | Building Statistical Literacy through Youtube. Nauval Tama Patikto (Statsitics Indonesia) Q&A |
| 14:30 14:40 | The German Newsroom Experience Kerstin Hänsel (Destatis, Germany) Q&A |
| 14:45 14:55 | How public policy statistics can play a role in handling disinformation. Mike Ackerman (Statistics Netherlands) Q&A |
| 15:00 15:15 | ‘Dati alla mano’, a new tool to reach potential audience. Giulia Peci, Giovanni Prattichizzo and Cristiana Conti (Istat, Italy) Q&A |
| 15:20 | Break |
| 15:40 15:50 | Communications strategy to leverage existing tools and modernize outreach. Janice Keenan (Statistics Canada) Q&A |
| 15:55 16:05 | From data to storytelling Istat communication strategy to share and viralise statistical information from the Italian permanent population census. Micaela Paciello, Daria Squillante (Istat, Italy) Q&A |
| 16:10 16:40 | Small Group Discussions Reporting Back |
| 16:55 | Closing Day 3 |

DAY 4 – Thursday 14 October

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| 14:00 | Opening Chair of the Expert Meeting |
| 14:00 | Recap small group discussions Day 3 |
| 14:05 | <p>Session 4: Tailoring communication to specific audiences Session Organizers: Emily Liddel (U.S. Bureau of Labor Statistics) and Lígia Nunes (Bank of Portugal)</p> |
| 14:10 14:20 | <p>Broadening dissemination through media. Julia Santos (IBGE, Brazil) Q&A</p> |
| 14:25 14:35 | <p>INEGI’s Award on Journalistic Use of Statistical and Geographic Information. Rodrigo Nuñez Gonzalez (INEGI, Mexico) Q&A</p> |
| 14:40 14:50 | <p>Statistic in Illustration Art : Statistics Dissemination for Young People. Baby Tamara Alderosa Marpaung and Maulana Faris (Statistics Indonesia) Q&A</p> |
| 14:55 15:05 | <p>How to take your internal communication to the next level by empowering employees. Wendy Schelfaut (Statbel, Belgium) Q&A</p> |
| 15:10 15:20 | <p>Employee Engagement and Involvement: Training staff to localize and extend communications. Teresa White (U.S. Department of Agriculture) Q&A</p> |
| 15:25 | General Discussion |
| 15:40 | Future work voting |
| 15:55 | Closing Remarks |
| 16:00 | Closing of the Expert Meeting |