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Item 2 of the provisional agenda

Thirtieth anniversary of the Fundamental Principles of Official Statistics

Thirtieth anniversary of the adoption of the Fundamental Principles of Official Statistics by the United Nations Economic Commission for Europe

Prepared by the Secretariat

Summary

The document informs about the activities related to the 30th anniversary of the adoption of the Fundamental Principles of Official Statistics by UNECE, organized before and during the seventieth plenary session of Conference of European Statisticians (CES).

The document is presented to CES for information.



I. Introduction

1. In 2022 it is 30 years since the [Fundamental Principles of Official Statistics](#) were first developed and adopted by UNECE at the policy level. Subsequently, the United Nations Statistical Commission adopted these principles in 1994 at the global level. The Economic and Social Council (ECOSOC) endorsed the Fundamental Principles of Official Statistics at policy level in 2013; and in January 2014, they were adopted by the UN General Assembly.
2. The Principles underlie everything that the producers of official statistics do from the methods for collecting, processing and storing data to the ways that statistical offices disseminate statistics and communicate with those who use them. By marking this anniversary, statistical offices across the region are recognizing the continued and increasing importance of the Principles in guiding what they do. Thirty years on, the Principles remain a collective manifesto for serving society with impartial, relevant and accurate information to guide decisions.

II. Considerations for preparing the anniversary

3. The anniversary is intended to serve as an opportunity to:
 - (a) Take stock of how national statistical offices (NSOs) have been demonstrating and implementing the Fundamental Principles over the years, focusing on practical experience from various countries;
 - (b) Promote and communicate the relationship between the Fundamental Principles of Official Statistics and the value they represent, within the statistical community and with other stakeholders, e.g. policymakers, media and the public;
 - (c) Increase awareness of international cooperation in official statistics and of the contribution of NSOs to the global development of official statistics.
4. The anniversary celebrations include all CES member countries to the extent that they wish to engage and includes content in all three official languages of UNECE, as well as national languages of member States.

III. Visual identity

5. The anniversary is a unique opportunity to garner recognition for official statistics and its Fundamental Principles. A recognizable logo and consistent visual style used across the anniversary activities help to streamline the messaging and demonstrate the collaborative spirit of the anniversary celebration. The visual identity is also a tangible output of the celebration. It will remain with the community and can be used for years to come.
6. Ireland has developed an anniversary logo, along with a slide deck, a wide range of social media image templates and other visual assets. The logo is presented as Figure 1. Other examples of visual assets available are presented in the Annex.

Figure 1

Logo of the 30th anniversary of the Fundamental Principles of Official Statistics



7. All the visual identity materials are reusable by the countries leading the anniversary activities, who have been provided with full access to editable versions of all the files and a style guide. All other CES member countries and international organizations have been provided with the logo in a variety of colourways, in English, French and Spanish. National-language translations of the logo can be made in consultation with the Secretariat. Individual countries and other entities are free to incorporate the logo into their own branding materials both now and in the future. Secretariat-led activities for the 30th anniversary include the FP anniversary logo combined with the UNECE logo.

IV. Activities preceding the plenary session

8. This section of the document presents activities that are carried out in the build-up to the plenary session. These activities will culminate in a special session held at the plenary session, described in section V of this document.

A. Countdown to the plenary session - country-led communications campaigns

9. From January to June 2022, the Conference of European Statisticians is marking the anniversary of the Fundamental Principles through a series of ten country-led communications campaigns telling a shared story about the importance and impact of each Fundamental Principle on society and everyday life and why they matter. A joint headline of the campaigns is “The Fundamental Principles of Official Statistics – the shared foundation of an informed society”.

10. The campaigns started in January 2022, held at two-week intervals, focusing on a different Fundamental Principle in each period. The series began on 31 January with Principle 1 and is finishing in June with Principle 10 on international cooperation, with the seventieth plenary session as the embodiment of this Principle. The campaigns’ schedule and leaders are presented in table 1.

Table 1
Schedule of the country-led communications campaigns

<i>Principle</i>	<i>Campaign leader(s)</i>	<i>Dates</i>
1. Relevance, impartiality and equal access	Canada	31 Jan – 11 Feb
2. Professional standards and ethics	New Zealand	14 Feb – 25 Feb
3. Accountability and transparency	Finland and Latvia	28 Feb – 11 Mar
4. Prevention of misuse	United Kingdom (United Kingdom Statistics Authority)	14 Mar – 25 Mar
5. Sources of official statistics	Colombia	28 Mar – 08 Apr
6. Confidentiality	Spain	11 Apr – 22 Apr
7. Legislation	Armenia and United Kingdom (Office for National Statistics)	25 Apr – 06 May
8. National coordination	Argentina	09 May – 20 May
9. Use of international standards	Italy and Republic of Moldova	23 May – 03 Jun
10. International cooperation	Ireland and Poland	06 Jun – 17 Jun

11. Each campaign is led by one or two volunteer countries, which choose the activities they wish to undertake. Contributions are diverse, and include news articles and Op-Eds, social media activity, videos, infographics, online seminars, quizzes, podcasts and interviews with chief statisticians, users and key stakeholders. The contributions in each period focus on the selected principle, illustrate how it is put into practice and what it means for users and society.

12. Every two weeks, the Secretariat publishes a short text about the corresponding Fundamental Principle on the dedicated UNECE webpage (www.unece.org/FPOS30) and includes a short text in the [UNECE Weekly newsletter](#). The dedicated UNECE anniversary webpage (www.unece.org/FPOS30) also contains general information about the campaigns, the countries leading them and their main social media handles. The page is continually updated with links to new materials that become available.

13. All CES member countries and participating international organizations have received information about the countdown campaign and have been invited to participate by sharing their reflections and experiences via their social media platforms, websites, conventional media or other channels of their choice. They have been provided with the shared logo and have been advised to use dedicated hashtags on social media to unify the campaign and maximize its visibility.

14. The outputs prepared until the beginning of April 2022 as part of the country-led communications campaigns include, for example:

(a) Principle 1 on relevance, impartiality and equal access: a video from the Chief Statistician of Canada, Mr. Anil Arora, along with various Canadian leaders in [English](#) and [French](#).

(b) Principle 2 professional standards and ethics: a [video from Hon Dr David Clark, Minister of Statistics in New Zealand](#), about the principle in the Aotearoa New Zealand context, a [video from Hon Meka Whaitiri, Associate Minister for Statistics in New Zealand](#), about the importance of professional standards and ethics as a basis of a trusted and inclusive statistical system and an article “Life in service of official statistics” about Mr. Gary Dunnet, Deputy Chief Methodologist at Statistics New Zealand.

(c) Principle 3 on accountability and transparency: blogs from Statistics Finland's Partnership and Ecosystem Relations service area: “[Fundamental Principles of statistics into broader use in society](#)” and “[How on earth to identify reliable data?](#)”, and a [video highlighting the Principle from Statistics Latvia](#);

(d) Principle 4 on prevention of misuse: an [online event about acting against the misuse of statistics](#) by the UK Statistics Authority and a [Guest blog: Improving reporting and reducing misuse of ethnicity statistics](#) by Mr. Richard Laux, Deputy Director, Data and Analysis, at the [Equality Hub](#), of the United Kingdom Government Equalities Office.

(e) Principle 5 on sources of official statistics: a [video with animated explanation of the principle](#) in Spanish by DANE Colombia.

(f) Thirtieth anniversary logo in Armenian, English, Finnish, German, French, Māori, Russian and Spanish.

(g) Over 110 original social media posts on Facebook and [Twitter](#).

15. The UNECE articles and selected materials prepared by countries for the 30th anniversary are translated into French by Canada; Spanish by Mexico; and Russian by CIS-Stat. These translated materials will be posted online before the CES plenary session.

B. An anniversary video

16. A short video is prepared by Poland explaining what the Fundamental Principles mean to official statisticians and how they hope to be guided by the Principles in future. The video will be shown during the CES plenary session and published on the UNECE website and social media channels. The video will be a collective product of member countries and all NSOs will be invited to post it on their own platforms.

C. Electronic publication

17. The articles and materials from countries and the Secretariat prepared for the 30th anniversary of the Fundamental Principles of Official Statistics will be consolidated into one electronic publication issued in English before the CES plenary session.

V. Special session at the CES plenary

18. The 70th CES plenary session will open with a special session marking the 30th anniversary of the adoption of the Fundamental Principles of Official Statistics. The session will discuss how NSOs have been living by the Principles over the years, focusing on practical experience from countries. The session will also increase awareness of international cooperation in official statistics and of the contribution of NSOs to the global development of official statistics.

19. A key part of the special session will be a discussion among the Chief Statisticians, who will be invited to reflect on the 30 years since the adoption, discuss how the Fundamental Principles can help address the present challenges of official statistics and what the role of international statistical community should be in upholding the Fundamental Principles.

Annex

Examples of visual assets developed for the 30th anniversary of the Fundamental Principles of Official Statistics

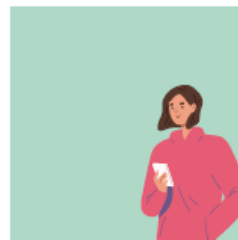
Colour Scheme



Associated Logos



Blank Slides/Media



Typeface

Montserrat, freely available from Google Fonts under the Open Font License. fonts.google.com/specimen/Montserrat

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**ABCDEFGHIJKLM
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Imagery

