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## Information Notice No.1

### I. DATE AND LOCATION

1. The 2022 UNECE Expert Meeting on Dissemination and Communication of Statistics will be held online on 13-15 September 2022, from approximately 13:30 CET am to 17:00 CET each day<sup>1</sup>. The exact timetable depends on the number of presentations received and the location of the presenters.

### II. PURPOSE AND TARGET AUDIENCE

2. The Expert Meeting on Dissemination and Communication of Statistics is organized by UNECE to face our ever-changing challenges, share experiences, seize the opportunities and discuss how we can build a legacy of permanent improvement in how we disseminate and communicate our statistics. The focus will be on cutting edge ideas, new trends, experiments, and approaches in the areas of statistical data dissemination and communication. Delegates will be asked to contribute to the development of internationally-coordinated work in this field.

3. The target audience of the expert meeting includes senior and middle-level managers responsible for data dissemination and communication, across all statistical domains.

### III. AGENDA

4. The programme of the expert meeting will consist of the following substantive topics:

#### (i) **Market Research and Digital Marketing and Communication Strategies**

Statistical information is relevant only when policy makers, policy shapers and citizens trust, understand, and use the results across many contexts. In today's competitive environment, how statistical organizations communicate and market to different audiences matters! These audiences differ in the types of information they seek and in their preferred channels of communication. Thus, statistical organizations must identify and understand their target audiences in order to develop successful communication and marketing strategies. Differentiation – and disruption – may be the key to shape communication and make a difference.

It is envisioned that this topic will focus on research, strategy, and planning, while Topic (ii) will focus on specific and practical examples. Potential topics include:

- User experience (UX) research
- Innovative communication strategies
- Digital marketing strategies
- Strengthening brand and digital presence
- Tracking customer engagement and satisfaction
- Increasing engagement and dialogue with audiences

#### (ii) **User-Focused Communications**

As discussed in Topic (i) above, statistical organizations have had to become more strategic and innovative in order to connect to target audiences. With a proliferation of new communications tools and technologies, and an ever-evolving digital and social media landscape, how are organizations keeping up and having an impact?

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<sup>1</sup> The UNECE region covers North America, Europe, Caucasus and Central Asia. We will try to have the timetable as much as possible fit within working hours of the presenters and participants from these time zones.

How are they customizing content and deploying diverse dissemination channels to reach a host of users and audiences, from the more traditional researchers and policy makers, to print and digital reporters, to students and “digital native” Millennials and Gen Z? With so many competing sources and channels of information, how can we leverage user-focused communications to connect and remain relevant to diverse data users?

While Topic (i) will focus on research, strategy, and planning, this topic will focus on specific and practical examples. Potential topics include:

- Identifying and leveraging the most effective channels
- Creating alignment between content and channels
- Digital newsrooms
- Data storytelling
- Transformation from print to digital publishing
- Interactive data visualizations
- Getting statisticians on board with new communication channels

### (iii) **Communicating the Fundamental Principles of Official Statistics**

Have you ever looked at facts or figures in the media and wondered whether you could trust the information and just how was it arrived at? 30 years ago, the most senior statisticians of countries across the UNECE region created a set of ten principles governing the production of official statistics. Such a framework helps to secure the trust and credibility upon which effective statistics depend. There are many differences across countries in how their statistical production is organized, what data they gather, what needs they fulfil, yet these central principles are universal. These [Fundamental Principles of Official Statistics](#), as they became known, have supported statistical agencies in compiling official statistics in accordance with strict professional considerations, including scientific principles and professional ethics. They are an indispensable element in the information system of a democratic society, providing valuable insights into the economic, demographic, social and environmental situation within and between countries and regions.

As we mark 30 years of the Principles, we take the opportunity to reflect on the value to our societies of free access to independent, ethically produced information and the impact and how the Principles have been instrumental in this. The ten principles and more information can be found here:

<https://unece.org/statistics/FPOS>.

Possible Topics/Presentations include:

- Presentations from Countries involved in the 30 years celebration activities about how they communicated on specific principles and the impact of those communication activities
- Examples of the use of fundamental principles in communication of the value, trustworthiness of Official Statistics
- Examples of International co-operation in the area of Communications and Dissemination (Principle 10)
- Potential for the Fundamental Principles as a support to promote trust and confidence in Official Statistics.

### (iv) **Building trust through communication**

Since social media have increasingly influenced the formation of political opinions, disinformation campaigns and targeted attempts at manipulation have also increased. The role of the classic media as "guardians" of information is dwindling, and an information vacuum has emerged that threatens democratic societies. Since the Corona Pandemic, official statistics have also been attacked more and more frequently by manipulative forces, data are deliberately misinterpreted or questioned. To what extent does the responsibility for clarifying incorrect interpretations lie with the data producers? What can be done to counteract these developments?

This topic is an opportunity to share and reflect on organizational strategies and experiences on the theme of evaluating communications. We are particularly interested in case studies focused on lessons learned in this area.

Potential topics may include:

- Disinformation campaigns and activities
- Social Media activities to increase trust
- Data Literacy activities to avoid misinterpretation
- Networks and partnerships against disinformation
- Publishing products on explaining statistical methodology
- Any other best practices in this area

5. In addition to the sessions that will be based on the submitted contributions and topics, the event will include interactive discussions to identify topics for future work.

6. The Organisation Committee of the meeting will make the final decision in regard to the acceptance of proposals for contributions. The Organisation Committee consists of the following members:

- Kerstin Haensel, DESTATIS, Germany
- Aeidin Sheppard and Elaine O'Mahoney, Central Statistics Office, Ireland
- Lúgia Nunes and Luís Campos, Bank of Portugal
- Ana Margarida Rosa, Statistics Portugal
- Emily Liddel, U.S. Bureau of Labor Statistics
- Ellen Dougherty, U.S. Department of Agriculture
- Lukasz Augustyniak and Colin Stewart, Eurostat
- Terri Mitton, OECD

#### IV. PARTICIPATION AND ACCREDITATION

7. Representatives of all Member States of the United Nations and of interested intergovernmental organizations are invited to the meeting. Participants representing non-governmental organizations in a consultative status with the United Nations Economic and Social Council may also attend. **All participants must be accredited by the competent authorities of their country or international organization.**

8. Participants should register online by 26 August 2022 by following the link:  
<https://forms.office.com/r/543pFixiuJ>.

#### V. CALL FOR PAPERS, METHODS OF WORK AND OFFICIAL LANGUAGES

9. Participants are strongly encouraged to consider submitting an abstract that summarises the content of their proposed contribution. These should be covering one or more of the topics of the expert meeting programme. All contributions should be submitted in English only. Information about the selection of contributions for the expert meeting, guidelines on formatting, and a reminder of deadlines will be sent to authors by email. Please note that due to the nature of the expert meeting, it may not be possible to allocate time to all proposed contributions.

10. The following **deadlines** and requirements apply:

- (i) A short abstract of the proposed contribution should be submitted as soon as possible and by **Friday 8 July 2022** at the latest. Please use the following link to submit your abstract: <https://forms.office.com/r/1pUwLqEsxV>
- (ii) A written paper or detailed abstract must be received by **Wednesday 26 August 2022** at the latest.
- (iii) Presentation slides, videos or other electronic materials should be sent to the UNECE secretariat by **Wednesday 26 August** at the latest.
- (iv) Further instructions will be shared when the abstract is accepted.

11. Papers will be made available on the wiki space for Dissemination and Communication of Statistics before the meeting at the following location: <https://statswiki.unece.org/x/iADEF>. Presentations will also be added to the UNECE website after the expert meeting.

## VI. VENUE

12. Information on the platform and connection details, will be shared with registered participants in due time.

## VII. FURTHER INFORMATION

13. For further information you may contact the following organisers:

*Secretariat United Nations Economic Commission for Europe:*

Taeke Gjaltema, email: [taeke.gjaltema@un.org](mailto:taeke.gjaltema@un.org)

InKyung Choi, email: [choi@un.org](mailto:choi@un.org)

### DEADLINES

8 July 2022	<b>Abstract</b> or proposal for intended contribution
26 August 2022	<b>Registration</b>
26 August 2022	<b>Paper</b> or detailed abstract if no paper is provided
26 August 2022	<b>Presentation</b> or other material to be presented (draft)
7 September 2021	Final versions of presentations
13-15 September 2022	Expert Meeting