

## **30 years Fundamental Principles of Official Statistics**

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### *Abstract*

The 30th anniversary of the Fundamental Principles of the Official Statistics was a remarkable event from the communication point of view. A comprehensive, inclusive and effective campaign led by the UNECE merits high appreciation because of its innovative approach and variety of communication tools and channels used to reach numerous audiences.

Statistics Poland was extensively engaged in the UNECE campaign through leading the works on the anniversary video and contributing to the promotion of the Principle 10 on international cooperation, together with the CSO Ireland and the Romanian Statistical Institute.

Our joint intervention at DISSCOM will touch upon goals, challenges, lessons learned, practicalities and obstacles encountered while dealing with the FPOS-related campaign, approached from different angles: the planning one, the coordination one and the production one. We will also tackle the aspect of using the existing solutions and tools and adapting them to different communication goals, which proved itself a good and successful practice versus time and resources constraints.