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Disseminating official statistical data through partnerships, both formal (i.e. subscribed through formal agreements between different institutions) and informal (that is without formal agreement and for one-shot projects) has proven for Istat to be a successful way to make users grow in quantity and in the level of statistical literacy, so as to make them aware of the importance of statistical data.

Coooperating with other agencies is useful to make users understand how the value of statistics can be a support to larger projects. Partnerships also represent a relevant element for enhancing corporate reputation and trust in official statistics.

The paper will present an overview of statistical projects being carried out at Istat with the cooperation of other bodies. Projects under examination will focus on different kinds of partnerships. Some are the result of a structured and formal cooperation, for which Istat play a precise role, such as the case of a school project going on from over 6 years. Others will show how a simple partnership based on a single edition of a competition can add value based on a shared topic and reach larger audiences, or a cooperation with other Research bodies can help to have a better overview of one's own and others' activities devoted to external users (Third Mission Activities).

Finally it will concentrate on the strategic value of partnerships to make users better understand how statistics can add value to projects, and how it can serve to really frame projects in the real world, that which is "measured" by official statistics.