

**STATISTICAL DISSEMINATION AND COMMUNICATION:
ORGANISATION OF THE DISCUSSION AT THE CES 2009 PLENARY SESSION**

Note prepared by the secretariat

I. BACKGROUND

1. When discussing the process of in-depth reviews by the Bureau in October 2008, the Bureau considered useful to discuss the topics selected for in-depth review by the Bureau at a CES plenary session prior to the discussion at the next Bureau meeting, in order to get input from the CES members. The Bureau decided to test the approach at the CES 2009 plenary session with the topic of statistical dissemination, communication and publications.
2. The secretariat was asked to propose how to organise the discussion of this topic at the CES plenary session, and to look for a possible author of an issue paper that will be the basis for the discussion.
3. The proposal below is presented to the Bureau for comments and recommendations.

II. AIMS OF THE DISCUSSION AT THE CES PLENARY SESSION

4. The aim of the discussion is to seek input from all CES members for an in-depth review of issues in the coordination of statistical dissemination, communication and publications. The discussion should identify challenges for statistical offices in this area and determine what the international statistical community and international organizations can do to assist national statistical offices (NSOs) in meeting these challenges. The focus should be on raising issues that are not yet addressed, or not sufficiently addressed at international level, and identifying possible areas of duplication of work.
5. The outcomes of the discussion will serve as input to the in-depth review, to be conducted by the CES Bureau in October 2009, which aims to find solutions to address the challenges identified.
6. It is proposed that the discussion be based on an issue paper prepared by the UNECE secretariat together with the Steering Group on statistical dissemination and communication. The proposed outline of the paper is presented below.

III. OUTLINE OF AN ISSUE PAPER FOR THE CES PLENARY SESSION

A. Current activities in statistical dissemination and communication

7. This part will provide a short overview of:

- Active groups, meetings and products; and
- Topics discussed / of recent interest to the active groups.

B. Issues and challenges

8. The issues and challenges will cover the following main areas:

9. Managing communication and dissemination:

(a) The role of communication and dissemination within the context of a statistical programme, examples of organizational and governance models, possible internal conflicts and management challenges and solutions;

(b) Developing an international access license for statistics, such as Creative Commons, with common terms and conditions that would facilitate access to and use of official statistics;

(c) Coordination of data dissemination by different producers of official statistics, ensuring coherency of the data; coordination of dissemination of data on related topics originating from different agencies (e.g. on unemployment, migration, sustainable development);

(d) Indicating the degree of authoritativeness of the various products and sources (e.g. official results based on international statistical standards versus tailor-made results).

10. Data dissemination, visualization and effective presentation of statistics:

(a) New tools for data dissemination, visualization and interaction with users;

(b) Efficient methods of presentation of statistical information.

11. Communication and outreach:

(a) Reaching out to users, feedback mechanisms, building customer relations, customer databases;

(b) Dealing with the media, building systematic media relations, structured media communications (press releases, press conferences, etc.);

(c) Communicating with hard-to-reach groups;

(d) Education programs for statistical literacy;

(e) Managing relations with non-official statistical producers.

12. International data dissemination:

(a) The role of international organizations as producers of official statistics at international and supranational level: where do they place themselves between being mere custodians of national data and analytical users for policy purposes?

(b) Problems related to having an authoritative data source;

(c) On-line databases of international organizations: discrepancies in data due to the use of different definitions, methods, updating frequency, etc.;

(d) Discrepancies between data in international databases and data provided by NSOs, e.g. in case of data on MDG-s;

(e) The role of international statistical compendia.

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