

# COMMUNICATING THE VALUE OF OFFICIAL STATISTICS

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# Plan

- Official Statistics
- Issues and Challenges
- How Do We Increase the Trust to an NSI?
- How Can We Make Our Statistics More Widely Used ?

# Official Statistics

- Members of political, academical and financial world need to use the official statistics
- Use of official statistics adds value to the society's economy and culture

## Issues and Challenges

- Variety of user groups
- Limited awareness of NSI
- Understanding actual needs of users

## How Do We Increase the Trust to an NSI?

- Focus Group Meetings
- Accessible Production Methods
- Clear Procedures for the Correction of Errors
- Official Statistics Logo

# How Can We Make Our Statistics More Widely Used ?

- Tailor Made Dissemination of News Releases and Publications
- Selected Indicators by Provinces
- Publications for Special Days
- Press Room and Special Form of Press Releases

# How Can We Make Our Statistics More Widely Used ?

- Redesign of the Website and New Innovative Visualization Tools
- Promoting Access to Microdata
- Social Media
- Official Statistics Programme Portal

Thanks for your attention