



United Nations

# UNECE Weekly

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## Challenges faced in communicating statistics

### *Managing communication and credibility*

The role of statistical organizations is to both inform and discover the information needs of society. Communication is a strategic tool to help achieve these goals. It is important to ensure that the entire organization is involved in developing strategic plans. Website governance is a challenge for many organizations.

### *To charge or not to charge*

A survey of the European Statistical System has revealed a high degree of convergence in dissemination practices across statistical organizations. Eurostat has a proposal for principles relating to access to statistics and microdata, privacy, release, use and transmission. The importance of contact networks, customer databases and management of user relations can also be highlighted.

### *Improving internal communication*

Some organizations are considering the adoption of blogs, wikis and social networks to facilitate knowledge sharing and more interaction between employees. But tools are only one aspect to be considered and a major issue is whether or not the organizational culture encourages information sharing and open communication.

### *Working with the media*

To build strong relationships with mainstream media, proactive strategies are necessary. Dealing with the media effectively requires a patient, understanding approach, offering education and training in statistical methodology and presentation of information and, finally, building trust between both parties.



### *Education and outreach strategies*

Statistical organizations are faced with the challenge of reaching many target audiences for a variety of purposes, such as conducting population or business censuses and surveys of all kinds. Each country acknowledges that there are segments of their diverse population with whom it is difficult to communicate, much less secure participation from. Solutions on communicating with hard-to-reach groups range from technological (e.g. blogs, podcasts and social networking) to educational. ■

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## Innovation based competitiveness

*International Conference on Technological Readiness for Innovation-based Competitiveness — Geneva, 29-30 June*

Information and Communication Technology (ICT) is an integral part of the knowledge-based economy and acts as a bridge to innovation-based competitiveness. ICT and ICT-related innovations make firms' activities more competitive, facilitate international trade, contribute to energy efficiency. Its innovative applications could also contribute to monitoring and improving environmental performance.

At the firm level, ICT has contributed to a new type of innovation process. This process has become more open as ideas and knowledge for innovation are now drawn from many, often global sources, linkages and cooperation. ICT has also helped to create new business opportunities for innovative enterprises, supporting the development of a new type of ICT-enabled outsourcing activities.

The *International Conference on Technological Readiness for Innovation-based Competitiveness* will discuss issues related to the impact of ICT on innovation activities in enterprises, including those related to international trade and environmental protection. It envisages a focused discussion on the issue of "open innovation" and support measures targeted to innovative enterprises with special reference to small and medium-sized enterprises. The Conference will facilitate exchanges of best practices and policy recommendations on enabling ICT policy and regulatory frameworks.



The Conference is organized by UNECE in cooperation with the Team of Specialists on Innovation and Competitiveness Policies and the Team of Specialists on Intellectual Property. ■

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## UNECE Gas Centre holds conference on liquefied natural gas



Due to the specific character of natural gas, companies are becoming more and more interested in the future security of supply of natural gas.

Liquefied natural gas (LNG) is natural gas that has been converted temporarily to liquid form for ease of transport to markets — most LNG plants are located on coastlines in areas not served by pipelines. It takes up about 1/600th the volume of natural gas in the gaseous state which thus makes it much more cost-efficient to transport over long distances where pipelines do not exist. Where moving natural gas by pipelines is not possible or economical, it can be transported by specially constructed sea vessels.

The annual high-level conference of the UNECE Gas Centre was this year held on the theme “Liquefied natural gas (LNG) supply and new projects”.

Organized and hosted by GDF Suez on 2-4 June in Marseille, France, participation was restricted to the Gas Centre member companies: Botas (Turkey), EGAS (Egypt), ENI (Italy), ESSENT (Netherlands), Gasunie (Netherlands), Gazprom (Russian Federation), GDF Suez (France) Plinacro (Croatia), ÖMV (Austria), POGC (Poland), Romgaz (Romania), Sonatrach (Algeria), StatoilHydro (Norway) and STEG (Tunisia).

Representatives of these companies presented information on the success of LNG, describing what is at stake in this business, the importance of developing the LNG market, and the recent development of new sites in their countries.

A visit to the Fos Tonkin LNG Terminal (near Marseille) was organized during which representatives of GDF Suez presented the activities of Fos Tonkin and the new Terminal of Fos Cavaou. ■

*The UNECE Gas Centre in Geneva is a unique platform for discussion and exchange of information and views on the gas market.*

*For more information contact [GasCentre.info@unece.org](mailto:GasCentre.info@unece.org) or visit <http://www.gascentre.unece.org/>.*

## Exhibition of 20th century Russian art

**Palais des Nations, UNOG Library  
League of Nations Museum (building B, door 20, 1st floor)**

Forty paintings belonging to one of the most beautiful private collections of the 20th Century, created over ten years by Viatchelsav Kantor, are on display in the Palais des Nations from 11 June to 17 July..

This businessman and passionate art collector (of Russian origin and living in Geneva) is the founder of the Museum of Avant-Garde Mastery (MAGMA) in Moscow. He has gathered more than 300 works of art created by 20th Century Masters of Russian and Jewish origin, in order to better understand their influence on the evolution of art during the past century.

Designed by the famous Russian architect, Yuri Avvakumov, who has created a large number of similar exhibitions, mainly in Russia, Germany, France and Italy, the exhibition is composed of three sections, representative of the different artistic trends of the past century: “Experiments of the 1920s”, “Paris School” and “From Nonconformism to Conceptualism”. ■

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MY HOMELAND IS WITHIN MY SOUL  
ART WITHOUT BORDERS | 20TH CENTURY RUSSIAN ART  
FROM THE COLLECTION OF THE MUSEUM OF AVANT-GARDE MASTERY, MOSCOW

Chagall  
Soutine  
Rothko  
Modigliani  
Delaunay  
and other  
important artists of  
the 20<sup>th</sup> century

Palais des Nations  
League of Nations Museum,  
UNOG Library, 1st floor – Door 20

<http://www.unog.ch>

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