

Session I: Strategic communication

Conference of the European
Statisticians

Geneve, 19 June 2018

Where we are

- **Post truth society**
- Norway paper: “Oxford Dictionaries explained how post-truth can be used about phenomena where ‘objective facts are less influential in shaping public opinion than appeals to emotion and personal belief’”.
- OECD paper: “post-truth world is run like a business, where it is facilitating shifts of behavior amongst people”.

What we already have

Existing Initiatives:

- High-Level Group for the Modernization of Official Statistics, and its project on Strategic Communications
- Annual UNECE Workshop on Statistical Data Dissemination and Communication,
- European Statistical System initiatives, and its project DIGICOM which is one of the eight projects from the European Statistical System (ESS) Vision 2020 portfolio, and
- Conferences like the one that was held in 2017: OECD Conference on providing facts where opinions are formed: The role of official statistics in an evolving communication society.

What we should not forget

Two criteria that should be always respected by the official statistics:

- Commitment to quality
- Statistical confidentiality

What we need to ask ourselves

Three main questions that have been addressed in the papers from Norway, Croatia, Belgium, Eurostat and OECD:

1. What do we want to communicate???
2. How we are going to communicate it???
3. To who do we want to communicate it and on what level???