UNITED NATIONS **INF 2**
ECONOMIC COMMISSION FOR EUROPE 27 July 2016

CONFERENCE OF EUROPEAN STATISTICIANS

Workshop on Statistical Data Collection: Visions on Future Surveying
(The Hague, the Netherlands, 3 – 5 October 2016)

INFORMATION NOTICE No.2

ORGANIZATIONAL ARRANGEMENTS AND SPECIAL EVENT

Statistics Netherlands (CBS) will host the workshop in The Hague. The workshop will begin at 09:30 on Monday 3 October and will finish by 17:30 on Wednesday 5 October.

I. MEETING VENUE

1. The workshop will take place at:
Statistics Netherlands (CBS)
Henri Faasdreef 312
2492 JP The Hague
The Netherlands

2. The workshop will take place in the main conference room at the CBS office in The Hague. The conference room is accessible via the main entrance. A wireless Internet connection will be available in the meeting room. Facilities within the CBS building include a cafeteria. Some small range of catering and shopping facilities can be found adjacent to the office building.

3. The office is located outside the city centre. Please refer to the annex to this note for further information on how to get to the venue.

4. Only delegates who have registered prior to the meeting will be able to enter the building. You will need to present a photographic ID to enter the building. Please also note that in the Netherlands, by Act, everyone age 14 year and older must carry a valid identity document at all times.

II. MEETING DOCUMENTS

5. The working language of the workshop is English. All documents will be provided in English only. Presentations and papers for the workshop will be made available on the meeting web site at: http://www1.unece.org/stat/platform/x/bQkpBw.

6. Documents posted on the website before the workshop **will not** be distributed in the conference room. You are encouraged to save paper by reading documents on your electronic devices where feasible.

III. ACCOMODATION AND TRANSPORT

7. Participants are requested to make their own travel arrangements and hotel reservations, and are reminded that they are responsible for covering all related costs.

8. The Hague, or *Den Haag* or *'s-Gravenhage* in Dutch, is the seat of the Government of the Netherlands and has ample hotel facilities. There are no hotels in the direct vicinity of the venue. In the annex to this note you will find a list of recommended hotels and how to get to and from the venue.

9. The Hague is located in the west of the Netherlands, about 45 kilometres south-west of Amsterdam Schiphol Airport. To get to and from Amsterdam Schiphol Airport (AMS) it is recommended to use the direct train connection that departs from directly below the airport. Please refer to the annex of this note for detailed information on getting to and from the airport and getting around by public transport in the Netherlands. For taxis, please follow the instructions provided by the airport.

IV. SPECIAL EVENT

10. As mentioned in Information Note 1, Wednesday 5 October will be a joint day of the Workshop on Statistical Data Collection and the Workshop of Dissemination and Communication of Statistics. As announced in the same note, on this day there will be an innovative interactive activity: '**Data collection and communications working together: an exercise in collaboration**' organized by the Steering Committees of both workshops.

11. The joint session between participants of the Workshop on Dissemination and Communication of Statistics and the Data Collection Workshop will feature a collaborative, hands-on activity designed to take advantage of the complementary expertise of communications and data collection specialists.

12. Participants will be assigned to small groups in advance, based on their common interest in a particular area of outreach (see list of themes/tasks below) and their wish to explore a particular medium (see media list below). The session organizers will take care of the allocation of small groups so that each one has members with both communications and data collection experience.

13. Each group will develop tangible outputs in an area of communication of statistics and data collection, developing a solution for their selected task. Given the time limitations, groups will not be expected to produce a deployable product with professional polish, but rather the well-conceived outline of a solution.

14. Session organizers will provide all groups with basic tools such as large pads and markers, workstations with Word, Excel, and a web browser, etc. Other tools (graphic design, Blaise suite, video cameras, etc.) may be possible. If you intend to use specific equipment or tools, please bring them with you or contact the organizers by 15 September 2016 to see if they can be provided at the venue. Some help will be offered in operating tools, where needed.

15. At completion of the activity, five finalists will be chosen among the groups. These will present their outline in a plenary session. An expert panel of judges, who will select the best product and award a nominal prize, will evaluate the five outputs. The evaluation criteria are:

- Effectiveness
- Feasibility
- Originality

16. In order that the session organizers can structure the groups in advance, please reply by **15 September 2016** to Taeke Gjaltema (taeke.gjaltema@unece.org) with:

- **The three themes of most interest to you**
- **The two media you most want to work with.**

17. Please prioritize your choices in order of preference. Note that participants who do not submit their preferences in time will be randomly assigned to a group by the session organizers.

Themes (pick 3)

A) Increase response rates

Example: Design a message or campaign that frames responding to surveys as improving the quality and usefulness of official statistics

B) Target hard-to-reach respondent populations
   Example: Design a message or campaign to encourage 16-19 year-olds to respond to a risky-behaviours health survey
C) Non-financial incentives
   Example: Design a "Thank you" message to respondents showing their information alongside comparable aggregate estimates from their geographic area or industry or demographic
D) Statistical literacy for respondents
   Example: Design a message to explain confidence intervals
E) Data collection using mobile devices or other non-traditional methods
   Example: Design (part of) a help system that explains concepts to respondents
F) Value of official statistics
   Example: Design a message or campaign to promote public awareness of official statistics, which highlights their objectivity
G) Public-private partnerships
   Example: Design a message that encourages enterprises to share administrative data with statistical agencies
H) Privacy policies
   Example: Design a message that reassures respondents that the data they supply is safe from hackers and non-statistical misuse

Media (pick 2)

1) Printed/digital publication (brochures, fact sheets, posters, infographic etc.)
2) Traditional focused messages (letter, e-mail, phone, etc.)
3) Mobile apps (phone, tablet)
4) Social media/internet (Blog, Twitter, Facebook, webpage etc.)
5) Video/audio (TV/radio press release, webinar, YouTube etc.)

V. FURTHER INFORMATION

18. Please contact the UNECE secretariat if you have any questions.

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Annex: Venue, accommodation and transportation

Venue
Central Bureau of Statistics / Statistics Netherlands
Henri Faasdreef 312
2492 JP The Hague
Tel. + 31 (0)70 3373800 or +31 (0)88 570 7070

1. Accommodation

A selection of conveniently located hotels, all situated in the centre of The Hague, are listed below.

- **Hampshire Hotel, Babylon Den Haag**
  http://www.hampshire-hotels.com/en/hampshire-hotel-babylon-the-hague
  - The hotel is next to The Hague central station, 5 min walk to the City centre
  - Prices from € 150,- per night
  - Adres: Bezuidenhoutseweg 53, 2594 AC Den Haag

- **Novotel Suites Den Haag City Centre**
  http://www.novotel.com/gb/hotel-7320-novotel-suites-den-haag-city-centre/index.shtml
  - The hotel is located in the centre, close to the tram stop to the venue
  - Prices from €98, per night
  - 2511 BJ, Den Haag – Netherlands

- **Hotel Ibis, Den Haag City Centre**
  http://www.ibis.com/gb/hotel-3701-ibis-den-haag-city-centre/index.shtml
  - The hotel is located in the centre of The Hague, close to nice restaurants and bars.
  - Prices from € 65,- per night
  - Adres: Jan Hendrikstraat 10, 2512 GL Den Haag

- **Corona**
  http://www.corona.nl/en/
  - Corona is the oldest four star hotel of The Hague. Corona is located in the centre of The Hague, on the famous 'Buitenhof' and just a couple of minutes walking distance from Central Station.
  - Prices from € 70,- per night
  - Adres: Buitenhof 39-40, 2513 AH Den Haag

- **Parkhotel Den Haag**
  www.parkhoteldenhaag.nl
  - In the middle of the "Hofkwartier" nearby the Great Church, adjacent to the Palace Gardens and Palace Noordeinde, the unique four-star hotel Parkhotel Den Haag is situated.
  - Prices from € 89,- per night
  - Adres: Molenstraat 53, 2513 BJ Den Haag

- **Novotel Den Haag City Centre**
  http://www.novotel.com/gb/hotel-1180-novotel-den-haag-city-centre/index.shtml
  - Novotel Den Haag City Centre is a 4-star hotel located in the historic Haagse Passage arcade right in the center of the city.
  - Prices from € 89 per night
  - Adres: Hofweg 5-7, 2511 AA Den Haag

- **Carlton Ambassador**
  www.carlton.nl/ambassador
  - Carlton Ambassador is located in the city centre of The Hague. The historical building is surrounded by green lanes with monumental trees, stately buildings and numerous international organizations. The upscale shopping streets, galleries, and the Peace Palace are within walking distance of this lovely boutique hotel.
  - From € 100,- per night
  - Adres: Sophialaan 2, 2514 JP Den Haag

- **NH Den Haag**
  http://www.mercure.com/gb/hotel-1317-mercure-hotel-den-haag-central/index.shtml
  - NH Den Haag hotel sits on the top few floors of The Hague's World Trade Centre building. It gets fantastic views across the city and puts you in easy reach of both the government and business districts. Plus the historic city centre is just 5 minutes away by public transport.
  - Prices from € 105,- per night
  - Adres: Pr. Margrietplantsoen 100, 2595 BR Den Haag

- **Paleis Hotel**
  http://www.paleis-hotel.nl/?action=change.language&lang=en
  - Paleis hotel is a luxury 4-star boutique hotel situated in the historic 'Hofkwartier' of The Hague, just around the corner from the Noordeinde Palace, the current work palace of King Willem-Alexander. The monumental building has a rich history dating back to the 17th century, demonstrated by the many closed off secret passage ways that, back in the day, led to the nearby monastery and the old Catholic shelter.
  - Prices from € 139,- per night
  - Adres: Molenstraat 26, 2513 BL Den Haag

2. Travel information

From the airport to The Hague
There is a direct train connection between Schiphol International Airport and The Hague Central Station. It is the fastest and most convenient way to get to the city centre. The train station is situated directly below the airport (entrance via Schiphol Plaza). Please check http://www.ns.nl/en/travellers/home to plan your journey in advance.

Keep in mind that The Hague has other train stations, so be sure to travel to Den Haag CS (Central Station), as this station will be the closest to the Venue and the city centre. The journey time from Amsterdam Schiphol to Den Haag CS is about half an hour. You can buy an anonymous reusable OV-chip card or a one-way ticket single-use chip card at the ticket office or at the yellow ticket machines with the blue overhead sign reading 'train tickets'. A one-way ticket costs around 8.30 euro (second class) and 14.10 euro (first class). Single-use chip cards have an added fee of 1 euro.

Getting around
The Hague has an efficient city wide system of light rail (called RandstadRail). Den Haag Centraal Station (CS) has easy access to trams on the south side (Rijnstraat), but the main lines (Randstadrail 3 and 4) stop on platforms crossing the main station hall at level 1 (upper level). For more information, just ask at the kiosk at the centre of the station.

Getting to the Statistics Netherlands (CBS):
When you are staying in The Hague / Den Haag: Take tram 3 or 4 in the direction of Zoetermeer. Get off at "Leidschenveen" station. When you leave the platform, you will see a footbridge ahead of you. This will lead you to the main entrance of the CBS building. Depending on your departure stop the costs are around 2 euro per one way trip.

OV-chip card is valid for the entire public transport network in the Netherlands

We advise you to buy an **anonymous OV chip card** (for 7.50 euro), as this is the Dutch public transport smartcard for all public transport in the Netherlands. The same card allows you to travel on the train, bus and metro. You can purchase these cards with a credit card at the yellow ticket machines. Or you can buy them at the train station ticket office. Before you can travel you need to load credit onto the card. Note that the OV-chip card / smartcard is rechargeable but not refundable. They are valid for five years so you can keep them for future visits to NL.

You must **always check in and out with an OV-chip card**. So hold your card against the card reader not only at the start of your journey, but also at the end of your journey, or when you transfer to another mode of transport. Card readers can be found at the entrance and on most platforms, and inside most trams.

For more information on the OV-chip card please see:
https://www.ov-chipkaart.nl/home-1.htm

You can plan your journey using the Dutch Public Transport Planner:
http://9292.nl/en#