LPR in Croatia
Follow-up and next steps

Marianne Iđaković, Senior Advisor
User Communication Department
CBS Dissemination Strategy

- Introduced in January 2010
- Main goal = Satisfied user

- Main components:
  - Quality Principles
  - Release of Official statistics
  - CBS Publications
  - Public Relations
  - Tailor-made requests
  - Pricing policy
CBS Dissemination Strategy

- Publishing Programme and Calendar of Statistical Data Issues
- Release time 11:00 a.m.
- Equal access to released data

- Means of dissemination:
  - Statistical Publications
  - Statistical databases
  - E-mail
  - Official CBS website
  - Customer Relations
Improvements in line with LPR recommendations

- Visual identity

- Public Relations
  - Protocol on Media Relations
  - Ordinance on Press Conferences

- Continuous promotion of statistics
- Website contents improvements
AGA and LPR – follow-up and next steps, Alushta, Ukraine 25-27 June 2013
Dissemination Strategy 2010-2013

• Dissemination Strategy - framework for further improvements

Next steps

• User Satisfaction Survey
• Website redesign and reorganization
• Tailor-made Workshops
Questions?
Thank you for your attention!

Marianne Iđaković- Senior Advisor
User Communication Department

Tel: +385 (0)1 4806 196
Fax: +385 (0)1 4806 199

E-mail: press@dzs.hr
stat.info@dzs.hr
idjakovicm@dzs.hr