

CONFERENCE OF EUROPEAN STATISTICIANS

Approved

Meeting of the 2021/2022 Bureau  
Geneva, 23-24 February 2022

Item IV (d) of the Provisional  
Agenda

**CELEBRATING THE 30<sup>TH</sup> ANNIVERSARY OF THE ADOPTION OF  
FUNDAMENTAL PRINCIPLES OF OFFICIAL STATISTICS**

**Prepared by the Secretariat**

*The document describes the progress with preparations of the 30<sup>th</sup> anniversary of the adoption of the Fundamental Principles of Official Statistics (FPOS) by UNECE and gives a proposed outline of the related agenda item at the CES plenary in June 2022.*

*The Bureau approved the activities planned for marking the 30th anniversary of the Fundamental Principles of Official Statistics.*

**I. BACKGROUND**

1. In 2022, it is 30 years since the adoption of the Fundamental Principles of Official Statistics by UNECE at the policy level. At its February 2021 meeting, the CES Bureau agreed that the preparations should start early and explore modern ways of marking the occasion. In June 2021, all CES members were informed about the upcoming celebration (ECE/CES/2021/12) and countries were encouraged to volunteer to participate. In October 2021, the CES Bureau supported the planned activities.

2. This document presents an update on the activities taking place for the 30<sup>th</sup> anniversary (in sections II to IV) and an outline of a related session at the 2022 CES plenary (in section V).

**II. CONSIDERATIONS FOR PREPARING THE ANNIVERSARY  
CELEBRATION**

3. The anniversary serves as an opportunity to:

- (a) Take stock of how National Statistical Offices (NSOs) have been demonstrating and implementing the Fundamental Principles over the years, focusing on practical experience from various countries;
- (b) Promote and communicate the relationship between the Fundamental Principles of Official Statistics and the value they represent, within the statistical community and with other stakeholders, e.g. policymakers, media and the public;
- (c) Increase awareness of international cooperation in official statistics and of the contribution of NSOs to the global development of official statistics.

4. The anniversary celebrations include all CES member countries to the extent that they wish to engage and includes content in all three official languages of UNECE, as well as national languages of member States.

### III. PLANNED ACTIVITIES

5. Most of these activities are being carried out in the build-up to the plenary session, and will culminate in a special event at the plenary session. One session during the plenary will also be dedicated to marking the anniversary and discussing current related work.

#### A. “Countdown” to the 2022 Conference of European Statisticians plenary session

6. From January to June 2022, ten ‘mini campaigns’ will be held at two-week intervals, focusing on a different Fundamental Principle in each period. The series began on 31 January with principle 1, and will finish in June with principle 10 International cooperation, with the plenary session as the embodiment of this principle.

7. Each ‘mini campaign’ is being led by one or two volunteer countries, which are free to choose the activities they wish to undertake. Contributions planned and already underway by mini-campaign leads are diverse, and include news articles and Op-Eds, social media activity, videos, infographics, online seminars, quizzes, podcasts and interviews with chief statisticians, users and key stakeholders. In discussion with all the mini-campaign leads, it has been agreed that contributions will focus on the selected principle, how it is put into practice and what it means for users and society. The Secretariat will also publish a short text about the corresponding Fundamental Principle on the dedicated UNECE webpage ([unece.org/FPOS30](https://unece.org/FPOS30)) in each two-week period. The UNECE Weekly newsletter will also contain a mini-text of 130 words on each principle in the corresponding period.

8. All CES member countries and participating international organizations have received information about the countdown campaign and have been invited to participate by sharing their reflections and experiences via their social media platforms, websites, conventional media or other channels of their choice. They have been provided with the shared logo (see item IV) and have been advised to use dedicated hashtags on social media to unify the campaign and maximize its visibility.

<i>Principle</i>	<i>Campaign leader(s)</i>	<i>Dates</i>
1. Relevance, impartiality and equal access	<b>Canada</b>	31 Jan – 11 Feb
2. Professional standards and ethics	<b>New Zealand</b>	14 Feb – 25 Feb
3. Accountability and transparency	<b>Finland</b>	28 Feb – 11 Mar
4. Prevention of misuse	<b>United Kingdom Statistics Authority</b>	14 Mar – 25 Mar
5. Sources of official statistics	<b>Colombia</b>	28 Mar – 08 Apr
6. Confidentiality	<b>Spain</b>	11 Apr – 22 Apr
7. Legislation	<b>United Kingdom and Armenia</b>	25 Apr – 06 May
8. National coordination	<b>tbc</b>	09 May – 20 May

9. Use of international standards	<b>Italy and Republic of Moldova</b>	23 May – 03 Jun
10. International cooperation	<b>Ireland and Poland</b>	06 Jun – 17 Jun

9. The dedicated UNECE webpage ([unece.org/FPOS30](https://unece.org/FPOS30)) also contains general information about the mini-campaigns, the countries leading them and their main social media handles. The page will be continually updated with links to materials prepared by the countries throughout the campaign.

10. The UNECE articles and selected materials prepared by countries for the 30th anniversary will be translated into French by Canada; Spanish by Mexico; and Russian by CIS-Stat. These translated materials will be posted online before the plenary.

11. The articles and materials from countries prepared for the 30th anniversary of the Fundamental Principles of Official Statistics will be consolidated into one electronic publication, to be included in the United Nations official publication programme and issued in English before the 70th plenary session of CES (20-22 June 2022).

#### **B. Video about how the Fundamental Principles will shape statistics of the future**

12. A short video will be produced by Poland explaining what the Fundamental Principles mean to official statisticians and how they hope to be guided by them in the future. The video will be non-technical and will target the general public. The video will be shown during the plenary session and published on the UNECE website and social media channels. The video will be a collective product of member countries and all NSOs will be invited to post it on their own platforms. Discussions are ongoing with Poland to develop the concept and content of the video.

#### **C. Launching the materials during the plenary session**

13. All materials developed as part of the countdown will be launched during the CES 2022 plenary session: at the opening session and at the reception (that Poland has offered to host). The video will be screened and the electronic publication demonstrated at the opening of the plenary session.

### **IV. VISUAL IDENTITY**

14. The anniversary is a unique opportunity to garner recognition for official statistics and its Fundamental Principles. A recognizable logo and consistent visual style used across the ‘mini campaigns’ are helping to streamline the messaging and demonstrate the collaborative spirit of the anniversary celebration. The visual identity is also a tangible output of the celebration. It will remain with the community and can be used for years to come.

15. Ireland has developed an anniversary logo, along with a slide deck, a wide range of social media image templates and other visual assets. Examples of visual assets available are presented in the Annex.

16. All the visual identity materials are reusable by the countries leading mini-campaigns, who have been provided with full access to editable versions of all the files and a style guide. All other CES member countries and international organizations have been provided with the logo in a variety of colourways, in English, French and Spanish. National-language translations

of the logo can be made in consultation with the Secretariat. A version of the logo in German has already been produced and others are foreseen. Individual countries and other entities are free to incorporate the logo into their own branding materials both now and in the future. Secretariat-led activities for the 30th anniversary include the anniversary FPOS logo combined with the UNECE logo.

## V. ORGANIZATION OF THE SESSION AT THE 2022 CES PLENARY

17. The 70<sup>th</sup> CES plenary session will open with the special session marking the 30th anniversary of the adoption of the Fundamental Principles of Official Statistics. The session will take stock of how NSOs have been living by the Principles over the years, focusing on practical experience from countries. The session will also increase awareness of international cooperation in official statistics and of the contribution of NSOs to the global development of official statistics.

18. The session could run as follows:

- (a) Introduction by the CES Chair informing participants about the anniversary and the activities carried out as part of the celebration;
- (b) Screening the video produced by Poland (see para 12) and demonstrating the electronic publication (see para 11);
- (c) A high-level keynote speech – a speaker from outside of the statistical community could be invited to share an external perspective on the importance of official statistics and the Fundamental Principles and their service to the society now and in the future. **The Bureau is invited to suggest a possible speaker.**
- (d) Discussion among the Chief Statisticians reflecting on the 30 years since the adoption and looking into the future – where we are and what the role of international statistical community is in keeping the Fundamental Principles alive.

19. The session on the FPOS anniversary will be followed by a session on core values of official statistics and their mapping with Fundamental Principles, based on the outcomes of the work of a dedicated Task Team. The *List of core values and their mapping with the Fundamental Principles of Official Statistics* developed by the Task Team will be submitted to CES for endorsement.

## VI. REQUEST TO THE BUREAU

20. **The Bureau is invited to:**

- (a) **Provide recommendations on the remaining activities planned for 30th anniversary of the Fundamental Principles of Official Statistics;**
- (b) **Express interest in joining any of the planned activities, especially campaign for principle 8 on national coordination (contact: [fiona.willis-nunez@un.org](mailto:fiona.willis-nunez@un.org));**
- (c) **Review and comment on the plans for the organization of the related session at the CES plenary in June 2022.**

## ANNEX

### EXAMPLES OF VISUAL ASSETS

#### Colour Scheme



#### Associated Logos



#### Blank Slides/Media



#### Typeface

Montserrat, freely available from  
Google Fonts under the Open Font License.  
[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

**0123456789**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

#### Imagery

