

**TWINNING CONTRACT**

**Support to Statistics**

**Kosovo**



**MISSION REPORT**

**on**

**Improvement of Dissemination – Continued support to  
development of Dissemination Strategy**

**Component no 4.9.3**

Mission carried out by  
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&

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*IPA 2012*

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## List of Abbreviations

KAS	Kosovo Agency for Statistics
ToR	Terms of Reference
GIS	Geographical Information System

## **Executive Summary**

An executive summary is not relevant for this report.

The annex's of this report containing draft dissemination strategy and a draft dissemination policy. Various internal policies to support dissemination work at KAS have been produced. This is thus the final contribution from the Twinning project to component 4. To benefit from the activities in component 4.9 KAS senior management must now step in and finalise the drafts and make them KAS policy. Adopting the Dissemination Strategy, the Dissemination Policy and the supporting procedures will align KAS with relevant European practices and help ensure compliance with the European Code of Practice.

## 1. General comments

This activity was the third and final activity in component 4.9.3. The activities in component: 4.9 have been added to the twinning project after its inception and on a specific request from KAS. The overall aim of 4.9 is

- Assessment of present dissemination at KAS
- Roadmap for developing a dissemination strategy

KAS program of official statistics 2013-2017 states that a dissemination policy including guidelines for design of tables and graphs and for the improvement of the website should be developed.

Work has already been undertaken by the Twinning project on developing guidelines for tables and graphs (See: reports for Activity 4.4.1 and 4.4.2 - *Development of design guidelines for printed and electronic publishing by Huttunen and Stefansson* ). In June 2015 an activity was undertaken by the twinning project to assist KAS in (re)defining how it works with the press and news meadia (*4.3.3 Working with the press/news media –by Dahl Petersen & Harbo Holm*).

The Twinning project therefore aims at:

- Developing a formal dissemination Strategy for KAS
  - Aligned with European requirements / best practices
  - Aligned with Kosovo legislation
  - Reflecting the needs of relevant user groups
- Developing / updateing the necessary policies
  - Written procedures / guidelines for dissemination process

The Twinning project is scheduled to run to March 8 2016, making the end of January the latest time that a Dissemination Strategy must be finalized for approval by KAS senior management.

As always we would like to thank our counterparts at KAS and the twinning team for facilitating the work and making our stay in Pristina a most pleasant experience.

**This views and observations stated in this report are those of the consultants and do not necessarily correspond to the views of EU, KAS or Statistics Denmark.**

## 2. Assessment and results

The annex's of this report containing draft dissemination strategy anddraft dissemination policy is the final contribution from the Twinning project to component 4. To benefit from the activities in component 4.9 KAS senior management must now step in and finalise the drafts and make them KAS policy.

### Follow up on 4.9.2

Activity 4.9.3 was designed as a follow up to activities 4.9.1 and 4.9.2. Activity 4.9.2 had created a draft document for inspiration for the further work on a dissemination strategy for KAS also a number of other supporting documents had been discussed. All documents are designed to reflect the main ambitions and guidelines found in the national legislation in Kosovo (Law on statistics) and the European Code of Practices for statistics. Before this activity KAS had, as agreed, circulated a number of draft documents to the experts. These drafts were used as the starting pointing for the discussions between us and KAS staff.

**A final draft of a dissemination strategy**

Using the drafts of a dissemination strategy prepared during activity 4.9.1 and 4.9.2 a final draft of a dissemination strategy for KAS was prepared during the activity. The English version is included as Annex 3 to this report. The English version of the dissemination strategy will be translated to Albanian by the Twinning Project and will then be discussed and approved by the Senior Management of KAS.

The strategy describes what KAS intends to do and how these objectives will be fulfilled.

The main objectives which the strategy is based on are:

- KAS shall be the preferred source of statistical facts about Kosovo
- KAS shall provide facts and statistics for the public debate in Kosovo
- KAS will improve interaction and dialogue with users in order to meet their needs.

The dissemination strategy sets up initiatives to be taken in order to meet these goals. This includes e.g. initiatives that support:

- improved trust in statistics (release calendar, date and time of releases, announcement and handling of errors)
- accessibility (use modern technology and platforms, well documented and understandable presentation of data)
- relevance (collect and monitor information about users , their needs and the way they use statistics)

**Dissemination Policy**

The Dissemination Strategy has been condensed into a Dissemination Policy that will also be submitted for approval. The dissemination policy describes what KAS does today including which principles and guidelines that KAS works along.

The policy can be divided into an internal (the collection of guidelines and policies mentioned above) and an external one. The external Dissemination Policy defines what users can expect from KAS. The external Dissemination Policy needs also to be approved by senior management and after that it shall be displayed on the KAS web site and act as a reference statement to external users. The draft policy is attached as Annex 4.

**The dissemination strategy should and can not stand alone**

In the time between 9.4.2 and 9.4.3 KAS has developed the requested number of supporting documents with descriptions of working procedures. These policies outline how the initiatives in the strategy should be implemented in the daily work of KAS. During the 9.4.3 mission the supporting documents were discussed in plenum and we as external experts provided our comments.

**Internal procedures needs to be completed and approved**

As agreed during 4.9.2 KAS had before the 18 of December prepared a number of drafts documents describing internal procedures related to dissemination of data, handling of errors and contacts to the press. KAS staff presented each draft and we as experts gave our

comments. We have added short comments and questions to each of the drafts.

The authors of each of the drafts need to adjust the drafts as discussed and then have them approved by the senior management. As the documents are internal, we do not think it necessary to translate and publish the documents. This is an internal process and the Twinning project will not undertake further actions in relations to these documents.

The table below contains an overview of the draft documents that KAS presented during the workshop.

<b>Title</b>	<b>Contents</b>	<b>Status</b>	<b>Comments</b>
Draft Dissemination Production Process	Responsibilities of author department and dissemination sector	DRAFT	
Draft procedures for handling Errors	Procedures for handling errors - external	DRAFT	Add descriptions on how to decide the seriousness of an error- add examples of how corrected PDF / Publications should appear Consider compiling unified paper on errors for all platforms
Draft procedures for updating the ASKData platform	Internal guidelines for updating ASKData	DRAFT	Section on errors in ASKData can / should be moved to unified document on errors Define timeline for when all relevant data should be available in ASKData
Draft procedures for updating and writing metadata	Internal guidelines regarding metadata	DRAFT	Consider adding section with strategic goal to develop / procure a system for managing and presenting metadata => Consider lifting such a goal to the Dissemination Strategy and / or 2017-2022 strategic plan Describe the role of dissemination section when preparing metadata.
Draft procedures on data confidentiality	Internal guidelines regarding data confidentiality	DRAFT	Confidentiality is defined in the law- so add reference. Reference should be made to examples of when there is a confidentiality issue in

			Dissemination. Final responsibility for ensuring confidentiality should be defined and should not rest within IT sector.
Facebook guidelines for ask staff	Procedures for KAS Facebook profile	Draft – nearly ready for approval	Consider extending the document to include all social media as problems / responsibility issues are similar for Twitter / LinkedIn State also purpose of Facebook presence- Consider mentioning Facebook / social media more directly in strategy
Procedures and lines of communication for KAS	Guidelines for communication with press / mass media	DRAFT – Close to finalized	Clarify distinction between policy and statistical / technical questions. Perhaps tighten procedures for reporting
Procedures of handling the request of the press	Also press guideline – short version	DRAFT	Should be merged / unified into one document with document above
Plan i menaxhimit të sfidave me media	Plans for crisis management	DRAFT – lifted from similar procedures from the census –easy to adapt to general procedure	Consider adding procedures / guidelines for briefing KAS staff during crises

### **Fixed release time for all publishing channels**

In order to be compliant with European practices it is important that a fixed, general release time is stated for all publishing. Taking into account the wishes of mass media this should be in the morning if possible. From the discussions internally at KAS it may be difficult to agree on such time. We therefore recommend that a management decision is made and that the decided time is then consistently enforced.

### **The resource situation**

Representatives from the subject matter divisions were quite concerned that implementing of fixed release time would be difficult as production processes are already under pressure and adding new work loads like updating ASKDATA would take even more time and therefore make it even more difficult to publish on time

### **Concurrency**

Together with KAS we discussed when a given statistics is considered as published and if all channels have to be updated at the same time. The subject matter statistician's perspective is



that concurrency is difficult and requires too much work from them in too short a time span. To save resources and shorten production times it can be considered to implement an ultra-short press release that together with updates of ASKData can serve as the basis publishing unit.

### **The use of three languages**

Currently KAS is publishing in Albanian, English and Serbian. We discussed this issue with KAS staff as it requires a major effort, especially translation resources are either non existing or in very short supply. To improve the resources situation KAS could consider if publishing on print and PDF in one language can be discontinued. Publishing in 3 languages should then perhaps be limited to the ASKData platform as this is the “cheapest” way for multiple language publishing. Such a strategy is followed in Denmark –were data in English is mainly available from [www.statbank.dk](http://www.statbank.dk). To our understanding the use of 3 languages its not required by the Law on Statistics- but may be required by other legislation. -

## **3. Conclusions and recommendations**

After the activity 9.4.3 we recommends that KAS as soon as possible and before the end of the Twinning project approves the Dissemination Strategy and the external Dissemination Policy. The dissemination policy must then be made public on the website. The policy and procedure documents must then be finalised and distributed so that all KAS staff are aware of the procedures and follows them in their daily work.

In addition to this we would like to give the recommendations below for use by KAS to improve its dissemination standards and to improve the resource situation.

- Prioritize ASKDATA as the main channel of dissemination.
- Use less resources on printed publications
- Define a fixed time of the day for dissemination
- Fully develop all metadata descriptions according to European Standards (XXX)
- Discuss and reconsider the “trade off” between shortening production times and available staff
- Reconsider the language situation resources
- Make an effort in market the services from KAS including availability to European and other international statistics.

## Annex 1. Terms of Reference



**EU Twinning Project**  
**KS12 IB ST 01**  
 Support to Statistics

### Terms of Reference:

#### Component 4: Information Technology System and Dissemination

#### Activity 4.9.3: Improvement of Dissemination – Continued support to development of Dissemination Strategy

#### Scheduling:

**Tor –ready date:** 18 December 2015

**Start / end of activity:** 5-8 January 2016

**Reporting time:** 15 January 2016

#### Mandatory result of the component:

Mandatory Result	Intervention logic	Benchmarks	Sources of information	Assumptions

<b>Activity 4.2</b>	<b>Developing IT system and Web dissemination</b>	<ul style="list-style-type: none"> <li>• KAS website and its user-friendliness improved by 8<sup>th</sup> project quarter</li> <li>• Dissemination database installed and available to the public by 7<sup>th</sup> project quarter</li> </ul>	<ul style="list-style-type: none"> <li>• Twinning quarterly reports</li> <li>• Mission Reports actual</li> </ul>	<ul style="list-style-type: none"> <li>• Sufficient absorption capacity</li> <li>• Low turn-over of staff involved in implementation</li> <li>• Staff works on project related tasks in between missions</li> <li>• A detailed Terms of Reference is developed in a timely manner detailing tasks (input), expected output, participants of the activity and agenda</li> </ul>
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**Subject / purpose of activity: 4.9.3 activity**

Developing a dissemination strategy for KAS.

**Expected output of the 4.9.3 activity**

Assesment of present dissemination at KAS

Draft for Dissemination Strategy. Ready for approval by board of directors at KAS.

This mission is a continuation of activity 4.9.2 which took place in September 2015.

The previous mission discussed the state of dissemination policy at KAS, started drafting the Dissemination Policy document, and filled a list of unfinished documents which are connected to the Dissemination Strategy paper:

1. Dissemination Production Process.
2. Procedures for updating askdata.
3. Procedures for updating and writing metadata
4. Procedure for handling errors – external
5. Procedure for handling errors – Internal
6. Revision Policy
7. Press and media policy (draft from Twinning mission)
8. Design guide (draft from Twinning)
9. Procedures on data confidentiality (SIDA will take over this subject)
10. Social media Policy (if needed by now)

The experts together with KAS will during 4.9.3 finishing drafting the Dissemination Policy. It should according to the plans be ready for approval by the Board of Directors before the end of February 2016.

All papers and available drafts discussed during 4.9.2 developed by KAS should be sent to the MS experts no later than December 18 2015. Documents / drafts available only in Albanian can be sent to the RTA assistance for translation.

#### **KAS resources:**

1. Ilir Berisha, Director of DSELLK, KAS, [Ilir.t.Berisha@rks-gov.net](mailto:Ilir.t.Berisha@rks-gov.net)
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12. Mrs. Bedrije Demaj, Officer of LFS, KAS [Bedrije.Demaj@rks-gov.net](mailto:Bedrije.Demaj@rks-gov.net),
13. Mr. Hydai Morina, Officer of HBS, KAS [Hydai.Morina@rks-gov.net](mailto:Hydai.Morina@rks-gov.net)

#### **KAS Twinning team:**

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#### **Member state resources:**

Ms Annegrete Wulff, Head of Division, Statistics Denmark, [awu@dst.dk](mailto:awu@dst.dk)

Mr. Jesper Ellemose Jensen, Chief Adviser, Statistics Denmark, [jej@dst.dk](mailto:jej@dst.dk)

#### **Twinning resources:**

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Ms Nora Zogaj, RTA assistant, [nzogaj@yahoo.com](mailto:nzogaj@yahoo.com)

#### **Background**

In general the activities in component 4 will address the following issues:

- Improve web dissemination for selected statistics including improvement of KAS website to make it a more user-friendly and flexible dissemination tool;
- Develop guidelines for the design of tables and graphs, also to be applied for dissemination on the web;
- Develop a dissemination database, including more complete metadata covering different aspects related to data quality;
- Improve Direct user communication
- Introduce Dissemination CoP
- Develop a dissemination strategy

**Activities to be undertaken in preparation for the mission:**

List of attached documents

- Program of official statistics 2013 -2017
- Twinning Mission Reports, Component 4 (all available at dst.dk/Kosovo)
- Draft dissemination policy as described in Annex 4 of the mission report 4.9.2

**Program for activity 4.9.3 - January 2016**

Day	Place	Time	Event
<b>1</b>	Emerald	10:00	Introductory remarks to this part of component 4
		10:15	KAS will brief the experts on the current state of developing the dissemination strategy since last mission
		12:00	Lunch
		13:30	Discussing current Dissemination Strategy document
		14:30	Coffee
		15:00 – 16:00	Hands on: Working on Dissemination Strategy document
<b>2</b>	Emerald	09:00-16:00	Hands on: Working on Dissemination Strategy document Location: Emerald Hotel
<b>3</b>	KAS	9:00-12:00	Conclusions and recommendations. Debriefing: Experts, KAS Project Leader, Component Leader, and RTA

## Annex 2. Persons met

### KAS:

The following persons participated to varying degrees in the two day workshop

1. Isa Krasniqi, Chief Executive at KAS, Isa.Krasniqi@rks-gov.net
2. Ramiz Ulaj, Director of IT & Methodology Department, ramiz.ulaj@rks-gov.net
3. Ilir Berisha, Director of DENA, KAS, [Ilir.t.Berisha@rks-gov.net](mailto:Ilir.t.Berisha@rks-gov.net)
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### RTA Team:

Per Knudsen, RTA

Nora Zogaj, RTA Assistant

Interpreter : Agim Aliu

## Annex 3 Dissemination Strategy

DISSEMINATION STRATEGY KOSOVO  
DRAFT

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*DRAFT*

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### DISSEMINATION STRATEGY KAS

KAS operates based on the Law on Statistics of Kosovo<sup>1</sup>. The task of KAS according to the law is to collect and publish data on the economy and national accounts, social statistics, and agriculture and environmental statistics in Kosovo.

The dissemination strategy follows the best European practices of dissemination. The principles of dissemination are based the European Statistics Code of Practice. The main objectives are to

1. Be the preferred source of statistical facts about Kosovo
2. Provide facts and statistics for the public debate in Kosovo
3. Improve interaction and dialogue with users in order to meet their needs.

The dissemination strategy shall support these objectives and initiatives and activities shall be set up accordingly.

### **1 KAS is the preferred source of statistical facts about Kosovo**

There may be several producers of statistics - official or private in the country. As the central producer of statistics be the preferred source. This is where the business world, the ministries and government as well as the public in general should turn to find statistical information about their country. More over KAS will be the gateway to European and other international official statistics.

#### **1.1 Trustworthy data**

Trust in statistics is essential for the users. Dissemination of official statistics must therefore be objective, non-partisan, impartial and transparent.

*Data-protection* is guaranteed when KAS publish statistics. The privacy and identity of data providers (households, enterprises, administrations and other respondents), the confidentiality of the information they provide and that it is use only for statistical purposes is guaranteed.

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<sup>1</sup> Sections 30,31,32, and 33 of the Law No. 04/L-036 on Official Statistics of Reoublic of Kosovo covers Dissemination and forms the legal basis of document.

The statistics are timely and based on punctual releases. This is ensured by a public available release calendar on the website.

### **1.2 Notification of corrections and misuse**

Another factor of importance for being trustworthy is dealing with a procedure where KAS admits and informs users about errors. This is announced openly on the front page of the website. Revised press releases are sent out. Correction of errors is guided by a written procedure. The procedure is approved by the KAS CEO based on management board discussions.

Errors discovered in published statistics are corrected on the website as soon as possible. With regard to printed publications corrections (errata) should be considered in case of serious errors, and the users should be informed if possible.

If serious misuse or misunderstanding of statistics appears in the mass media KAS will take action. Procedures for such actions are found in the media and press policy of KAS.

### **1.3 Timely & Punctual**

Notifications about the dissemination of statistics are published in the release calendar on the website. The release calendar describes the topic and subject area, reference period and the date of the planned publishing. Any divergence from the dissemination time schedule is published as soon as possible, and the divergence is explained and a new release time set. All releases happen at a fixed time of the day 2 p.m. o'clock and is available to all users at the same time (By law there are no privileged users with access before others).

Goals for timeliness will be set to secure the actuality of the statistics (reducing the production time). Punctuality is measured against the release calendar information.

Divergences from timeliness and punctuality targets are regularly monitored, and an action plan is developed if these targets are not met.

KAS strives to publish publications and ASKData at the same time. Timeliness and punctuality is measured against the press release.

### **1.4 Well documented (metadata)**

Official statistics are always distributed with metadata and unambiguous explanations in order to avoid misinterpretations and misuse.

Users are kept informed about the quality of statistical outputs with respect to the quality criteria for European Statistics.

The methodological documentation contains information on sources and methods of data collection as well as on the coverage and definitions used in the statistical product. They are available on the website, and all statistical releases and tables in ASKData will have links. The methodological information is compiled according to Eurostat standard, ESMS

### **1.5 International comparable**

The disseminated statistics will be coherent and comparable, based on international principles and classifications.



## **2. Provide facts and statistics for the public debate in Kosovo**

### **2.1 Relevant, and timely**

In order to deliver input to the public debate timeliness is very important. KAS will look into the possibilities of reducing the production time or disseminate preliminary data in order to fulfill needs of very timely data.

### **2.2 Accessible**

All users must have an equal access to official statistics on the website. This means that the dissemination dates of official statistics have to be announced in advance and that no user category can have access to the official statistics before they are released.

KAS disseminate statistics in Albanian, Serbian and English.

Accessibility counts also that statistics are searchable through KAS web site as well as search engines like Google.

*Only statistics that are understood are recognized accessible.*

Through standardized metadata KAS ensures that statistics are understandable.

KAS will ensure that users regardless of their educational and professional background can find and comprehend statistics that are relevant for their daily life. To reach this goal visualization and storytelling is used.

### **2.3 Platforms**

KAS uses different platforms to ensure that users are reached in their preferred way. Relevant platforms are the website, the databank ASKData, social media, print. Printed publications will be prioritized less.

Printed publication will only be used for the “flagship” publications, pdf publications on the website, ASKData databank and social media like Facebook. ASKData and other electronic dissemination on the internet will be prioritized. All official statistics will gradually be entered into ASKData, and by end of 2017 all published data will be available in the databank.

Some user groups are best reached through social media. KAS is therefore present on social media..

The KAS website will be redesigned during 2016.

### **2.4 Journalist and news media**

Many users will only meet statistics through the media. Therefore, special attention is paid to journalists and the news media. The news media are actively informed about relevant new statistical releases. In addition to that KAS take actions to present and explain statistical releases to the press and news media -when relevant press conferences and media briefings are conducted. KAS’s relation to the news media is described in the press and media policy.

### **2.5 Visualization**

Visualizing statistics often creates a better understanding of the data compared to what can be shown in tables, text or databases. Visualization of the data should be made in the interest of the users.

### **3. Improve interaction / dialogue with users**

Different users need different types of statistics. KAS offers a wide range of products and services.

Users are divided as follows (without prioritisation): • government institutions • local governments • students, researchers and educational institutions • news media • companies • non-government organisations, associations, foundations etc. • foreign users and international organisations • ordinary citizens .

Improving statistical literacy of the population is an important task. Ways of achieving an improved statistical literacy is having a good dialogue with the news media and the educational institutions.

Through meetings and focus group interviews with stakeholders KAS will obtain knowledge about the needs and competences of different user groups.

Communication with users is conducted with the purpose of understanding their needs. Development of user-friendliness is based on usability testing, surveys and interviews..

#### **3.1 Monitor use and user satisfaction**

User satisfaction is monitored on a regular basis and is systematically followed up. Results and actions plans are published on the web site. Data on the use of statistics is analysed (web analytics).

#### **3.2 Communicate and learn from users**

KAS regularly meet with selected user groups to discuss expectations regarding products and services. The meetings can also be used to inform user groups on planned changes to statistics.

#### **3.3 Awareness**

Training and events are organized to create awareness about KAS and general statistical literacy among students, government institutions and private business.

## **Annex 4 Dissemination Policy**

### DISSEMINATION POLICY KOSOVO DRAFT

#### Dissemination policy

KAS must produce official statistics on social and economic trends in the Kosovo society. To achieve this objective KAS complies with the international principles governing trustworthy official statistics, which are adopted by the European Union and the United Nations.

Against this background, the dissemination policy of KAS is based on the principles governing: Independence, accessibility, trustworthiness and relevance – and with the objective of creating, to the greatest possible extent, coherence and relevance for the users. The news media is a target group of special priority with regard to dissemination.

#### **Independence**

Statistics must be impartial. Figures, analyses and explanatory text are prepared on an objective basis and independent of political and economic interests. This is ensured by, the independent status of KAS.

Statistical release dates are pre-announced in the scheduled release calendar on KAS's website. This is instrumental in ensuring that there is no political influence on the time for publishing statistical results.

#### **Accessibility**

All published statistics are readily available from KAS's website and the ASKData database will be continuously be updated to contain all data. The statistics can be freely used and quoted, provided that KAS is stated as source.

The statistical results must be available to all users at the same time. The statistics are published at 2 p.m. on the day of release.

The statistics are provided with access to documentation of methods, quality and concepts in the form of quality declarations. This will cover all statistics from 2017.

#### **Trustworthiness**

The picture provided by the statistics with regard to social and economic trends must be trustworthy and reliable. When errors are detected in the statistics published, the corrections are published as quickly as possible. Errors in publications an errata is produced and delivered with the publication Electronic versions are corrected in a way where it is visible what is corrected and it is announced on KAS's website – starting from mid 2016.

As soon as KAS becomes aware of erroneous or misunderstood interpretations of our figures by the news media, we respond by contacting the news media and offer assistance in correcting any errors.

### **Confidentiality**

In publishing statistics it is ensured that the statistical information cannot be referred to any identifiable businesses or persons.

### **Coherence**

A variety of different dissemination channels for publishing statistics are applied by KAS: Newsletters, publications, KAS, social media, etc. To ensure coherence across the dissemination channels, a common subject structure is usually applied, making it possible to link from the general content to the more detailed tables and documentation and further on to related statistics of a subject.

### **Relevance**

To ensure that statistics are disseminated in a way corresponding to the requirements of the users, user satisfaction surveys will be conducted. The requests of the users are also incorporated, through meetings with stakeholders.