

TWINNING CONTRACT
Support to Statistics

Kosovo



MISSION REPORT

on

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

Component no 4.9.2

Mission carried out by
Jesper Ellemose Jensen
&
Annegrete Wulff,
Statistics Denmark

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Author's name, address, e-mail (keep the relevant information)

*Annegrete Wulff
Statistics Denmark
Sejrøgade 11
DK-2100 Copenhagen Ø
Denmark
Tel: +45 39173155
Email: awu@dst.dk*

*Jesper Ellemose Jensen
Statistics Denmark
Sejrøgade 11
DK-2100 Copenhagen Ø
Denmark
Tel: +45 39173244:
Email: jej@dst.dk*

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List of Abbreviations

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

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1. General comments

This activity was the second activity in component 4.9.2. 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 media (*4.3.3 Working with the press/news media –by Dal Petersen & Harbo Holm*). Another activity is expected to be conducted by *Dal Petersen & Harbo Holm* to assist KAS in finalizing the strategy.

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 / updating the necessary policies
 - Written procedures / guidelines for dissemination process

The Twinning project is scheduled to run to the end of February 2016 making 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

Follow up on 4.9.1

Activity 4.9.1 created a draft document for inspiration for the further work on a dissemination strategy for KAS. The document was based on covering the main ambitions / guidelines found in the national legislation in Kosovo (Law on statistics) and the European Code of Practices for statistics.

The strategy cannot stand alone

From the discussions between us and KAS it has become increasingly clear that the formulation of a dissemination strategy is NOT the most pressing problem regarding dissemination. The strategy needs to be underpinned and supported by a number of written procedures / guidelines that describes in some detail how KAS staff must execute the dissemination policy on a day to day basis.

A list of need procedures / policies

During the mission a list of needed policies and procedures was defined. The list is included in this report as Annex 3. The list contains the most fundamental / important procedural descriptions that KAS needs to operate its dissemination in an efficient way. This means that not only WHAT has to be done should be stated but also WHO (which unit or person) is responsible for doing it. As the material is mainly internal in nature it has been agreed that KAS will draft the documents in Albania. When the documents are sufficiently advanced they will be translated to English by the Twinning project so that the MS experts involved in improving KAS dissemination can provide comments and advice.

Deadline and staff responsible for initiating and formulating each document is include in the overview of documents. First drafts for all documents will be needed at the end of November 2015. Final drafts for all documents are expected at the end of December 2015. An expert mission (4.9.3) will be scheduled no later than the first week of January 2016 to help KAS finalize the documents. All support procedural policies and the dissemination strategy should be finalized and approved well before end of the twinning project.

An initial first draft of a dissemination strategy

During 4.9.1 and 4.9.2 an initial first draft of a dissemination strategy was drafted and discussed by the MS- experts and KAS staff. The first draft is included as Annex 4. The draft was developed in English but will be translated to Albania to make it easier for a larger group to discuss and contribute to its development.

3. Conclusions and recommendations

This activity showed that a number of supporting procedural documents are required to make a useful and forward looking dissemination strategy for KAS. KAS is fully aware of many practical issues and will benefit greatly from “codifying” its procedures as soon as possible.

The main recommendation that we can provide is that KAS drafts the documents described in Annex 3 as soon as possible and according to the schedule / deadlines that was agreed during this activity (4.9.2)

The staff responsible for drafting the documents and the Twinning team should do as much as possible to include as much staff in KAS as possible and create a sense of ownership throughout the organisation.

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 4.9.2: Improvement of Dissemination – Continued support to development of Dissemination Strategy

Scheduling:

Tor –ready date: 18 August 2015

Start / end of activity: 1-3 September 2015

Reporting time: 11 September 2015

Mandatory result of the component:

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

Subject / purpose of activity: 4.9.2 activity

Developing a dissemination strategy for KAS

Expected output of the 4.9.2 activity

- Assessment of present dissemination at KAS
- Draft for Dissemination Strategy

This mission is a continuation of activity 4.9.1 which took place in May 2015.

The previous mission discussed the state of dissemination policy at KAS and drafted a rough schedule for implementation of a new policy.

The report from activity 4.9.1 stated that:

Based on our discussions we can present some overall initial recommendations. At least one follow on activity to 9.4.1 will be conducted. The report from this activity will contain the main recommendations. The next activity will also discuss relevant strategic initiatives to be addressed inside the current planning period of KAS.

- KAS should draft a dissemination policy based on CoP expectations
- KAS should align the policy with relevant Kosovo legislation,
- The policy draft should be ready as soon as possible – preferably June / July
- The draft should be discussed and amended by senior management
- The policy draft should be finalised together with us in late august / early September
- Develop internal policy / procedure for handling of errors
- Develop internal policy / procedure for all steps of the publishing process
- Decide on a fixed and precise time of the day were all statistics are released
- Timeliness and punctuality data should be collected and presented systematically reported to senior management and made public

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.

Furthermore this has been discussed at a Twinning steering committee meeting. The question was raised by the chief executive and this activity was approved to be included in the Twinning programme.

Annex 4 of mission report from activity 4.9.1 contains a number of headlines for a dissemination policy. Before the 4.9.2 KAS is invited to further develop these headlines. During 4.9.2 KAS and the experts will further develop the headlines and discuss what's possible or not.

Activity 4.3.3 (Dahl Petersen & Harbo Holm) in June addressed issues in relation to KAS work with News media and presse – lessons and experiences from this activity also needs to include in the overall dissemination strategy.

If time allows the experts together with KAS will during 4.9.2 start developing / drafting some of the internal policies / procedures that are needed to support the strategy.

KAS resources:

1. Ilir Berisha, Director of DSELLK, KAS, Ilir.t.Berisha@rks-gov.net
2. Ramiz Ulaj, Director of DMTI, ramiz.ulaj@rks-gov.net
3. Bekim Canolli, Head of Methodology Division, Bekim.canolli@rks-gov.net
4. Ms. Arta Salihu, KAS Coordinator, arta.salihu.morina@rks-gov.net

5. Teuta Zyberi, Coordination, International Relations, teuta.zyberi@rks-gov.net
6. Mrs. Hazbije Qeriqi, Communication Officer, KAS, hazbije.qeriqi@rks-gov.net
7. Ms. Drita Sylejmani, Dissemination Officer, KAS, drita.sylejmani@rks-gov.net
8. Ms. Shqipe Gashi, Dissemination Officer, KAS shqipe.gashi@rks-gov.net
9. Mr. Burim Limolli, Head of IT, KAS burim.limolli@rks-gov.net
10. Mr. Haki Kurti, Head of Enviroment division, KAS, Haki Kurti@rks-gov.net
11. Ms. Flutura Shosholli, Enviroment Offiicer, KAS, Flutura.Shosholli@rks-gov.net
12. Mrs. Bedrije Demaj, Officer of LFS, KAS Bedrije.Demaj@rks-gov.net,
13. Mr. Hydai Morina, Officer of HBS, KAS Hydai.Morina@rks-gov.net

KAS Twinning team:

Project Leader Mr. Ilir T. Berisha, Director of Economic Statistics and National Accounts,
Ilir.T.Berisha@rks-gov.net

RTA Counterpart Ms.Teuta Zyberi, International Relations Officer, teuta.zyberi@rks-gov.net

Member state resources:

Ms Annegrete Wulff, Head of Division, Statistics Denmark, awu@dst.dk

Mr. Jesper Ellemose Jensen, Chief Adviser, Statistics Denmark, jej@dst.dk

Twinning ressources:

Mr Per Knudsen, RTA, pkn@dst.dk

Ms Nora Zogaj, RTA assistant, 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)

Annex 1. Program, - September 2015

Day	Place	Time	Event
1	KAS	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
		11:00	Coffee
		11:15	Briefing by MS Agreeing on plan for the 2,5 days
		12:00	Lunch
		13:30	Discussing current Dissemination Strategy document
		14:30	Coffee
		15:00 – 16:00	Hands on: Working on Dissemination Strategy document
2	KAS	09:00-16:00	Hands on: Working on Dissemination Strategy document
3	KAS (Jesper SC meeting 09:00-12:00)	09:00-16:00	Conclusions and recommendations: Discussions on how to develop a dissemination strategy for KAS – best way forward Agreeing the way forward for Strategy Document Who will do what Time plan Next mission? Debriefing: Experts, KAS Project Leader, Component Leader, and RTA
4	KAS	09:00-12:00	Report writing

Annex 2. Persons met

KAS:

1. Ilir Berisha, Director of DSELLK, KAS, Ilir.t.Berisha@rks-gov.net
2. Ramiz Ulaj, Director of DMTI, ramiz.ulaj@rks-gov.net
3. Director of Department for Planning, Coordination and Communication, KAS, Ibrahim.rrustemi@rks-gov.net
4. Bekim Canolli, Head of Methodology Division, Bekim.canolli@rks-gov.net
5. Teuta Zyberi, Coordination, International Relations, teuta.zyberi@rks-gov.net
6. Mrs. Hazbije Qeriqi, Communication Officer, KAS, hazbije.qeriqi@rks-gov.net
7. Ms. Drita Sylejmani, Dissemination Officer, KAS, drita.sylejmani@rks-gov.net
8. Ms. Shqipe Gashi, Dissemination Officer, KAS shqipe.gashi@rks-gov.net
9. Mr. Burim Limolli, Head of IT, KAS burim.limolli@rks-gov.net
10. Mrs. Bedrije Demaj, Officer of LFS, KAS Bedrije.Demaj@rks-gov.net,
11. Ms. Naime Rexhepi, Sociale Statistics, KAS Naime.Rexhepi@rks-gov.net

RTA Team:

Per Knudsen, RTA

Nora Zogaj, RTA Assistant

Interpreter (some missions)

Annex 3

Document title	Contents	Responsible for draft	Dead line for first draft	Dead line for approval
Dissemination strategy	Overall strategy – will be supported by the documents below	Extension of current draft. All of us / all of KAS - PKN	End of October	End of December – Executive committee of directors.
Dissemination Production Process		Dissemination, representatives from subject divisions. Burim Limolli & Drita Sylejmani	End of October	End of December – Executive committee of directors.
Procedures for updating askdata?	Training / changes of work share. Ensure that it can be updated without IT.	DG asked for group at former meeting. Burim Limolli	First x staff trained before ?. First subject moved to subject matter division before. End of September	End of December – Executive committee of directors
Procedures for updating and writing metadata	Use of metadata / quality descriptions in word or new system?	Bekim Canolli / Servete Mureqi, representatives from subject divisions	Work in progress	
Procedure for handling Errors - External	Specific document only about errors. What we tell users – should be reflected in strategy	Drita Sylejmani / Hazbije Qeriqi, representatives from subject divisions	End of October	End of December – Executive committee of directors
Procedure for handling Errors - Internal	Specific document only about errors and handling internally	Drita Sylejmani / Shqipe Gashi, representatives from subject divisions	November 13	End of December – Executive committee of directors
Revision Policy	Need and formulation will be discussed internally	Ibrahim Rrustemi representatives from subject divisions		
Press and media policy	Development started in June	Hazbije Qeriqi, representatives from	End of November	End of December –

(in progress?)	by Twinning project (SDP & HHB). Some can be taken from census policy	subject divisions		Executive committee of directors
Design guide (draft from Twinning)	Development started by Twinning project (Rune & Markku)	Drita Sylejmani / Burim Limolli / Hazbije Qeriqi	Middle of December	
Procedures on data confidentiality	?			
Social media policy	If and when KAS would like to comment and engage with users on social media			

Annex 4

DISSEMINATION STRATEGY KOSOVO DRAFT ORGANISATION

KAS operates based on the Law on Statistics of Kosovo. 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 strategy is based on the best European practices of dissemination. The principles of dissemination follow the European Statistics Code of Practice. The main objectives are to

- Be the preferred source of statistical facts about Kosovo
- Provide facts and statistics for the public debate in Kosovo
- Improve interaction / dialogue with users

The dissemination strategy shall support these objectives.

KAS is the preferred source of statistical facts about Kosovo

Relevant and trustworthy data

Dissemination of official statistics must be objective, non-partisan, impartial and transparent. The dissemination of official statistics is relevant, timely and based on punctual releases. 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.

Notification of corrections and misuse

Users are informed about errors on the front page of the website. Users are informed. 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 misunderstandings of statistics appears in the mass media KAS can take action. Procedures for such actions are found in the media and press policy of KAS.

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 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 (WHEN? Usually 10 O'clock). Will be implemented from 1 of X 201X.

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

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 standards (which?)

International comparable

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

Marketing / PR / Networking

All the main users have been listed by the producers during the planning process. Certain contacts have been performed with the users in order to get information about their opinions on the current production. Needs and suggestions for improvements of the statistics concerning coverage and quality have been collected. **WE need some words** (KAS should be visible and the preferred and trusted source among relevant users – activities to achieve this)

Provide facts and statistics for the public debate in Kosovo

Relevant, and timely

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.

Platforms

KAS use various platforms or products to reach its users. askData and electronic dissemination on the internet will be prioritized. From the year **2017?** all data will be available on askData.

Redesigned web site

The KAS website will be redesigned during 2016.

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.

Understandable

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.

Relevant platforms (web, askData, social media, mass media, , print).

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

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. GIS?

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

Know your users!

Communication with users is conducted with the purpose of understanding their needs.

Development of user-friendliness is based on surveys of user satisfaction.

Monitor use and user satisfaction

User satisfaction is monitored on a regular basis and is systematically followed up. Data on the use of statistics is analysed.

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.

Awareness

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