TWINNING CONTRACT

Support to the State and Entity Statistical Institutions, phase V

Bosnia-Herzegovina

MISSION REPORT

on

Promotion of Dissemination

Component no 3.3
Activity no 3.3.2

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

4-8 June 2012

Version: Final

		STATISTICS DENMARK

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List of Abbreviations

BHAS	Agency for Statistics of Bosnia and Herzegovina
FIS	Institute for Statistics of Federation of Bosnia and Herzegovina
RSIS	Institute for Statistics of Republika Srpska
ToR	Terms of Reference

1. General comments

This mission report was prepared within the Twinning Project „Support to the State and Entity Statitstical Institutions, phase V". It was the second mission to be devoted to dissemination within Component 3.3 of the project. The topic of this mission was to train staff from BHAS, FIS and RSIS in various methods used for understanding and formulating the needs of statistical users in order to develop a dissemination strategy.

The concrete objectives of the mission were:

- *Activity European best practices in dissemination*
  - *The mission consists of a training course that follows the curriculum of European Statistical Training Program (ESTP) course in 'Data Dissemination and Publication of Statistics'*
  - *The training included presentations by the EU experts, discussions and practical exercises.*
  - *The training course will be input to the BHAS, FIS and RSIS building of a Dissemination policy and –strategy, build on the principles of The European Code of Practice/*

The consultants would like to express their thanks to all officials and individuals met for the kind support and valuable information which they received during the stay in Bosnia-Hercegovina, and which highly facilitated the work of the consultants.

The views and observations stated in this report are those of the consultants and do not necessarily correspond to the views of EU, BHAS / FIS / RSIS or Statistics Denmark.

2. Assessment and results

Through the training course (annex 3) the staff of the three BiH statistical organisations was introduced to the European Code of Practice on dissemination and best practice. Activities and procedures to put in place in order to establish a dissemination following these principles were discussed.

It was stressed that dissemination is not directly regulated through legislation by the European Union but the Code of Practices used by Eurostat and its members has number of principles that defines the how statistics must be disseminated in order to be reliable, trustworthy and politically independent.

It was stated that *users* should be the focus of all dissemination. So knowledge of users, their competences, needs and environment is the key to all activities in dissemination.

Building trust with users is a task that is important and possible through informing about the quality of the data, through documentation and through procedures for correcting and informing about errors.

The establishing of an interactive database on the website to disseminate – among other thing- the Census data was suggested. The PX-Web database was demonstrated as suitable for this purpose and is already used by more than 50 statistical organisations including offices in the region: Slovenia, Croatia and FyRoM (Macadonia), Albania and Moldova. It is suggested that a database containing data from the country, BiH as a whole is established. This does not prevent the RSIS and FIS from disseminating 'local' data in similar databases. But it is – again from a user's perspective very important to find data from the country in one place.

Also ideas and suggestions for the planned yearbook were discussed. Methods and templates for production of year book and other thematic publications will be demonstrated in the coming study visit to Statistics Denmark.

3. Conclusions and recommendations

It is recommended by the EU experts that PX-Web is to be used as the general dissemination database in all three organisations

- The coming study visit to Statistics Denmark was discussed and suggestions for content should include.
    - Publication production including the process producing the yearbook
    - Templates to help/secure standardized publications
    - Statistics Denmark's set-up for web and database
    - Relation to the media/the press
    - Relation to users
    - Organisation of dissemination and cooperation internally with subject matter divisions.
    - Marketing /profiling statistics and the statistical office
- PX-Web as a common output database solution for all statistics (license around 5500 Euro for all)

- Presentation of PX-Web to the management, as background for a decision on database, as it is part of the overall strategy.

Actions needed for preparing the next mission – fill out and add tables as needed.

Action	Deadline	Responsible person
Test download of PX-Web and px-edit		
Define the most important users,prioritize them	End September 2012	
Design a matrix for user groups by products & services	End September 2012	
Drafting a User satisfacting survey to be set up in all 3 organisations Consider only taking in a few questions. Decide on a *common* database solution. If decided before August a set up could be ready for disseminating Census data by primo 2013		

Annex 1. Terms of Reference

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Dissemination

4th June 2012 to 8th of June 2012

Terms of Reference - Activity 3.3.2

EU Twinning Project BA 08-IB-FI-03

Institute for Statistics of Federation of BiH

Zelenih beretki 26, Sarajevo

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Component 1 Business Statistics
          1.1. Statistical Business Register
          1.2. Structural Business Statistics
          1.3. Construction Statistics
          1.4. Retail Trade Statistics
          1.5. Tourism Statistics
Component 2 Extended Household Budget Survey
Component 3 Institutional Capacity
          3.1. Long term strategy
          3.2. Metadata and classification system development
          3.3. Promotion of dissemination

Benchmarks

A) Preparation of dissemination strategy by 8th project quarter– including revision policy

B) Staff trained in electronic dissemination by 8th project quarter

C) Comprehensive training of the staff

3.3.1 Activity European best practices in dissemination

The expected activities are:

- ➤ Introduction of European best practices in electronic dissemination.
- ➤ Introduction to the use of dissemination strategies and supporting it tools.
- ➤ Analysis of the content of the web site and organization of work and responsibilities
- ➤ Methods for development and improvements of web sites through usability testing and stakeholder dialogue will be demonstrated.
- ➤ Recommended tools for data base on web sites
- ➤ Basic standards in publications (tables, graphs)
- ➤ Design, content and producing of statistical yearbook
- ➤ Communications with users
- ➤ Public awareness and marketing

➢ Preparation for the next mission

- Preparation of the list of activities to be done before the next mission

- Preparation of the list of topics for the next missions

The training will follow the curriculum of European Statistical Training Program (ESTP) course on 'Data Dissemination and Publication of Statistics'.
The training will include briefings, discussions and practical demonstration of usability testing methods.

Expected output

Participants have knowledge on Eurostat and UN requirements regarding dissemination of statistics. Best practices among ESS countries understood

Annex 2. Persons met

BHAS:

    Maida Hasanbegović, Assistant director of the Dissemination Sector
    Ivona Bulić, Senior adviser for public awareness and marketing
    Sabrina Omerbašić, Senior adviser for preparing of user's database and contacts with users
    Timur Ljubunčić, Senior adviser for Internet and Intranet
    Vedrana Rebić, Senior officer for publishing and information

FIS

    Zehra Kaba, Head of Publication department
    Mevla Softć, Senior Adviser for publications
    Zijo Eskić, Senior Adviser for Internet
    Mahir Kološ, Senior officer for Intranet

RSIS

    Vladan Sibinović, Head of the Publication department

RTA Team:
Bente Dyrberg, RTA
Djemka Sahinpasic RTA Assistant
Svjetlana Pavelic, Interpreter

Annex 3 Training course program

Program for ESTP Dissemination course
Awu: Annegrete Wulff
Jej: Jesper Ellemose Jensen

Day 1.		Presentation by	Activity
	Presentation of program for the week	awu / jej	
	Legal requirements for dissemination policy / practices based on the EU Code of Practice	awu	
	Own compliance with EU code of practice – Group discussion.	Group work	Discussion in groups by participants
	Activities supporting the indicators of compliance	Group work	Discuss – provide examples of the how the different indicators are used
	Results of group discussions	Participants / awu / jej	Round up of discussions
Day 2.			
	Who are the users?		
	Sources for the use of Dissemination - user satisfaction surveys	jej	
	Presenting personas	jej	
	Defining personas for your organisation	Participants	Develop 3 personas that you know from you contact to users.
	Presenting your personas	Participants	
	Introduction to card sorting methodology	jej	
	Card Sorting - Classic	Exercise with the participants	Prepare headings for a web site
	Introduction to usability methods	awu	Presentation on usability

Day 3.	**Presenting Statistics**		
	Think aloud	Participants	An experiment with the "Think aloud" method
	Documentation of Statistics	awu	The need for reference metadata
	Developing the web – digital principles	awu	Advice an discussions of digital principles need for development of dissemination
	Visualisations	jej	
	Archiving	awu	
	Platforms for aggregated output databases	jej	
Day 4	**Future dissemination**		
	Future Dissemination	awu	The future of dissemination
	The use of new media	Discussions by participants	Which advantages and risk does NSI's have from new media
	Methods for production of statistical year book	awu	The thinking behind modern statistical yearbooks.
	PX-Web demonstration	jej	Demonstration of new dot.net version of PX-Web. Discussions on
	Upcoming study visit on dissemination to Statistics Denmark	awu/jej / participants	Discussion of potential content for visit to statistics Denmark
Day 5	Presentation of findings	awu/jej / participants	Agreement on the work to be undertaken before the next mission to Banja Luka
	Debriefing		