

TWINNING CONTRACT

AM/14/ENP/ST/15

Strengthening of the National Statistical System of Armenia – Phase II



MISSION REPORT

on

Statistical Information Dissemination System

Activity 1.9: Strategy, quality, user cooperation

Mission carried out by

Mr. Carsten Zangenberg, Statistics Denmark

12-14 September 2016

Final version



National Statistical Service
Republic of Armenia



Expert contact information

*Carsten Zangenberg
Statistics Denmark
Sejrøgade 11
DK-2100 Copenhagen Ø
Denmark
Email: cuz@dst.dk*

Table of contents

1. General comments.....	4
2. Conclusions	4
3. Recommendations	5
Annex 1: Terms of Reference	7
Annex 2. Programme for the mission.....	8
Annex 3: Persons met	9

List of Abbreviations

EU	European Union
NSS	National Statistical System (of official statistics)
NSSRA	National Statistical Service of the Republic of Armenia

1. General comments

This mission report was prepared within the Twinning Project “Strengthening of the National Statistical System of Armenia – Phase II”. This was the seventh activity in component 1 and the actions planned for this activity were carried out as scheduled.

The purposes of the mission were:

- Discussion on management issues related to strategy and quality, and user cooperation
- Recommendations provided on long-term strategy, quality and user cooperation

The MS expert would like to express their sincere thanks to all officials and individuals met for the kind support and valuable information which they received during the stay in Armenia, and which highly facilitated their work. The views and observations stated in this report are those of the MS expert and do not necessarily correspond to the views of EU, NSSRA or Statistics Denmark.

2. Conclusions

NSSRA has in the summer of 2016 developed a strategy and a policy of communication and dissemination. These are both available from armstat.am, where you now can read:

The need for more expanded use of statistical data dissemination has increased. In order to continuously enlarge dissemination of statistical information, as well as to improve its quality and user-friendliness, the NSS RA has developed dissemination policy and strategy reflected in this section:

<http://www.armstat.am/file/doc/99497978.pdf>

<http://www.armstat.am/file/doc/99497968.pdf>

NSSRA in the summer of 2016 developed a Quality Policy of the National Statistical Service of the Republic of Armenia. The document is available from armstat.am where to read:

<http://www.armstat.am/file/doc/99498463.pdf>

NSSRA have in cooperation with selected user groups, knowledge about their behavior and preferences as well as evaluating the possible development prepared these strategies and policies.

On the mission there have been discussions and exchange of ideas related to strategies and policies with management in NSSRA.

The meetings have been centered on communication, dissemination, quality, and user cooperation - but also tailor-made statistics.

Finally the expert participated in the project's 4th steering committee meeting.

The mission resulted in a number of recommendations, which also was presented to the management of NSSRA. The recommendations fall within the following categories:

- Communication and Dissemination Strategy
- Trust survey in addition to user surveys
- Access to digital data
- Tailor-made statistics

3. Recommendations

3.1 Communication and Dissemination Strategy

NSSRA has already prepared and published a strategy for communication and dissemination and policies for communication and dissemination and for quality. It is recommended to work further on these documents as well as to ensure a way to implement the intentions in concrete work plans for NSSRA.

- Develop action plan as a separate document (End of 2016)
 - For 2017: A specific and realistic action plan
 - For 2018-2020: Broader descriptions of intended actions to take
- Review/evaluate action plan after one year when drafting next year's action plan. After this evaluation take place every two years. (2017)
- Evaluate the Communication and Dissemination Strategy on last Twinning mission in 2017
 - Does it comply with your needs? Does the structure or initiatives need to be modified or changed?
- Swap titles on dissemination "Strategy" and "Policy" documents (ASAP)
- Consider introducing social medias (e.g. Twitter, LinkedIn or Facebook) as tools of communication directly with users (2016)
 - When social medias will be introduced, include a chapter in the Communication and Dissemination Strategy about the plans for the use of social medias
- Link main communication and dissemination strategy to sub-strategies (e.g. Agricultural Census dissemination Strategy) (2016)

3.2 Conduct light-version of (Danish) trust survey in addition to user surveys

NSSRA is already working with user surveys and user involvement in important areas. It is recommended to expand NSSRA's outward focus, to also introduce a study of the institution's reputation and the Armenian citizens' trust in the institution. Trust survey can act as a "baseline measurement" in relation to the various initiatives which are now taken in NSSRA. In addition, could the basis for international comparisons make sense at selected areas.

- Conduct the trust survey in 2017 and again in 2020 in order to compare results over time, and use OECD recommendations for international comparison.

3.3 Tailor-made statistics

A large number of specific individual requests for tailored statics deliveries are costly and provide no transparent communication and dissemination. A centralized function will provide a comprehensive picture of the demand of these services as well as equal treatment of users.

- Tailor-made statistics "free of charge" must be based on most frequently demanded figures
- Cooperate with NSSRA library and specialists in information search in NSSRA to identify and classify the highest demanded statistics (based on FAQ)
- Develop a standardized tool for communicating with users regarding requests for tailor-made statistics
 - The sub-component on improvement of the NSSRA websites could integrate this aspect, based on inspiration from Statistics Denmark's template and 'Help Spot' system
- Test Statistics Denmark's "Questions"-functionality by asking a specific question on the website
- Develop and launch first version of a "*Tailor-made statistics and information service*" page on Armstat.am
- Consider at a later stage to establish a blog on armstat.am to have a more direct dialogue with the users regarding highly demanded statistics

Work must be initiated in 2016, and the collection and classification of FAQ must be completed before last mission on this component in 2017

3.4 Access to administrative data

NSSRA has initiated cooperating with various authorities about use of administrative data for official statistics production. It is important to follow up on these initiatives but also to the opportunities presented by these collaborations is illustrated for strategic users who will be able to support the further process.

- Follow-up on the current MoU with the Ministry of Nature Protection (End of 2016)
- Plan for a practical pilot test of exchange of data (End of 2016)
- Consider the capacity of the NSSRA IT-division, the current IT-infrastructure and the cooperation between the IT-department and the statistical units in order to be well prepared for the future digitalization of the statistical production processes (ASAP)

Annex 1: Terms of Reference

<p style="text-align: center;">Terms of Reference</p> <p style="text-align: center;">EU Twinning Project AM/14/ENP/ST/15</p> <p style="text-align: center;">12-14 September 2016</p>

Component 1: Statistical Information Dissemination System

Activity 1.9: Strategy, quality, user cooperation

0. Mandatory results and benchmarks for the component

Mandatory results:

- Statistical Information Dissemination System improved (July 2017)

Benchmarks:

- Statistical Information Dissemination System in place (July 2017)
- Statistical Information Dissemination System Strategy paper developed and adopted by the State Council on Statistics (July 2017)
- User satisfaction survey questionnaire updated, tested and published at the NSSRA website (July 2017)
- Staff of NSSRA trained on issues related to the Statistical Information Dissemination (July 2017)

1. Purpose of the activity

- Discussion on management issues related to strategy and quality, and user cooperation

2. Expected output of the activity

- Recommendations provided on dissemination strategy, long-term strategy, quality and user cooperation

Annex 2. Programme for the mission

Time	Place	Event	Purpose / detail
Monday, noon (12/9)	NSSRA	Meeting with RTA	To discuss the programme of the week
Monday, afternoon (12/9)	NSSRA	Meeting with BC Component Leader and BC Experts	Discussions on Long-term strategy and Reorganization of the NSSRA
Tuesday, morning (13/9)	NSSRA	Meeting with BC Component Leader and BC Experts	Discussions on User cooperation and Quality issues
Tuesday, afternoon (13/9)	NSSRA	Meeting with BC Component Leader and BC Experts	Participation in Steering Committee Meeting
Wednesday, morning (14/9)	NSSRA	Meeting with BC Component Leader and BC Experts	Discussion on implementation of Dissemination Strategy
Wednesday, afternoon (14/9)	NSSRA	Meeting with BC Component Leader and BC Experts	<p>Presentation of MS Experts' findings and agreement on the reached conclusions</p> <p>Final clarifications with BC Experts, preparation of report and presentation for BC Project Leader</p> <p>Conclusions and decisions and their consequences for the next activity and the implied work programme for BC Experts</p>

Annex 3: Persons met

NSSRA:

Stepan Mnatsakanyan, NSSRA President
Anahit Safyan, Member of State Council on Statistics
Yurik Poghosyan, Member of the State Council on Statistics of RA, Component Leader
Gagik Gevorgyan, Member of the State Council on Statistics of RA, Component Leader
Narine Musheghyan, Statistical Information Dissemination and Public Relations Division
Karine Kuyumjyan, Head of Population Census and Demography Division
Diana Martirosova, Head of Households Surveys Division
Lusine Kalantaryan, Head of Labor Statistics Division
Nelli Baghdasaryan, Head of Social Sphere and Nature Protection Division

External:

Søren Klem, Team leader, Finance, Contracts and Audit Section, EUD to the Republic of Armenia
Diana Gasoyan, Finance, Contracts and Audit Section, EUD to the Republic of Armenia
Alik Sargsyan, EU Programs Division, EU Affairs Department, MoE/PAO
Marina Minasyan, EU Programs Division, EU Affairs Department, MoE/PAO

Twinning Team:

Peter Bohnstedt Anan Hansen, Resident Twinning Adviser
Anush Poghosyan, RTA Language Assistant
Charlotte Juul Hansen, MS Project Leader