

**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 3.3.3**

Mission carried out by  
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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
RTA	Resident Twinning Adviser

## 1. General comments

This mission report was prepared within the Twinning Project „Support to the State and Entity Statistical Institutions, phase V”. It was the fourth 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:

- *To start working on the formulation of a common dissemination strategy for all three organisations (BHAS, RSIS and FIS).*
- *To ensure that the strategy aligns with the European Code of Practice and with user needs.*
- *To ensure that the strategy addresses error handling and user satisfaction surveys.*

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-Herzegovina, 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.

Jürgen Ehrke from the German Development Corporation (GIZ) joined the meeting Thursday afternoon and Friday morning.

The mission went through the proposed strategy draft and aligned it with current EU recommendations. The dissemination channels used in BiH were discussed in relation to the EU requirements and the needs of users.

The strategy draft is not included in this report because it is a draft intended for internal discussion.

## 2. Assessment and results

Before her retirement, in the summer of 2012 Ms Maida Hasanbegovic, from the BHAS prepared a draft dissemination strategy. As there was a general agreement amongst the participants that this was a suitable starting point all activities revolved around this draft. The MS representatives gave a briefing on their own strategies and policies to the BC participants.

Activity 3.3.2 (European Best Practice in Dissemination) covered the European / EU requirements and recommendations to dissemination. The MS representatives gave a short repetition of these requirements. After this the MS and BC representatives went through the strategy draft and compared the draft with all the indicators found in the European Code of Practice. The draft was adjusted accordingly to the Code of Practice to ensure that it covers all the EU requirements. A matrix of compliance was compiled and is included in this report as Annex 4.

A matrix showing the present dissemination media used in BiH compared to the relevant user groups was also compiled during the 3.3.3. This matrix is included as Annex 5.

## Strategy scope

It was discussed to what extent the strategy should be common to all 3 statistical institutions. As most of the content can be logically derived from the Code of Practice there may not be any practical problems in having a single common strategy. However it appears that the most feasible way forward is to have 3 different but generally similar strategies. It is recommended to be precise and ambitious, but not too ambitious; it should be a common strategy that every institution can sign.

## European Statistics Code of Practice

The European Statistics Code of Practice was used as the overall guide for the developing a dissemination strategy for BiH. The Code of Practice can be found on [http://epp.eurostat.ec.europa.eu/portal/page/portal/quality/code\\_of\\_practice](http://epp.eurostat.ec.europa.eu/portal/page/portal/quality/code_of_practice). It was discussed if the Code of Practice should be included in a dissemination strategy. The CoP acts a skeleton or list of issues that at strategy and it's supporting policies must address for the statistical entities in BiH to be in compliance with European standards.

## Strategy for 2020

As part of component 3.1 a long term strategic plan is being developed for statistics in BiH. The plan is currently in draft. It is imperative that the dissemination strategy is aligned with the overall 2020 strategy. As the 2020 strategy is finalized the current draft dissemination strategy made need to be altered also it is important that all actors are aware of the interaction between the different strategies.

## Release calendars

Release calendars are an important tool for assuring transparency and independence for any national statistical institution. Calendars are in place in all institutions. However procedures for updating and precision in the calendars have room for improvement. It's important that calendars are ambitious and realistic in their timings. 100% compliance is not desirable if it is achieved through pessimistic planning and long production times. To be relevant the calendars must indicate not only a specific date but also a specific time at the date. It is recommended that all releases inside a statistical institute takes place at the same time of the day.

## Archiving

Archiving of statistics is now mentioned as one the indicators in the Code of Practice. Also disseminated statistics must be archived. From the discussion the present state of archiving is not clear. It is therefore recommended that the present procedures are investigated and made clear.

## Confidentiality

It was discussed if confidentiality issues should be included the dissemination strategy or not. The consensus was that it is not part of the dissemination strategy but that rules concerning confidentiality must be found on the websites and referred to in the relevant methodological publications. Although confidentiality issues are normally assured by the subject matter statisticians it is important that staff members working in dissemination are aware of confidentiality issues.

## Databases

Databases for dissemination are highly sought after among users. Especially users of foreign trade statistics could benefit from detailed data being available online. A general decision is expected in the beginning of November. Various possibilities for a common platform was discussed. The adapted global assessment report also recommends the creation of a statistical output database.

DevInfo is already in use. PC-AXIS / PX-Web is being considered, especially in relation to dissemination of the upcoming census. It is important to note that DevInfo is closely related to a single donor that it is not intended for general dissemination for statistics.

Jürgen Ehrke from GiZ raised the possibility that the statistical institutions should cooperate with the National Bank on dissemination.

From the MS side [www.armstatbank.am](http://www.armstatbank.am) was mentioned as a PX-Web based output database established during a twinning project.

## Error handling

Procedures for error handling were discussed. It is imperative that users are fully informed on how errors are treated and how and when they are corrected. References to general descriptions must be available on-line and clearly stated goals for error handling should be included in the dissemination strategy.

## Hard Copy

The feasibility of shifting focus from hard copy / print to electronic was discussed. In general it seems that all printed publications are available free of charge from the various websites. RSIS provides hard copy free of charge on request.

## Metadata

In the Code of Practice metadata is highlighted. In the project this is covered in detail in activity 3.2 (Metadata and classification system). Dissemination staff must be aware of these activities and prepare for how metadata can best be integrated in on-line dissemination. Also attention should be paid to the publishing of quality declarations. Both metadata and what can be described as quality information is already published in various printed publications but a need to align these with European standards (quality declarations must be expected)

## Personal inquiries

A number of users require personal response as they need data with stamps / signs of authentication. These requests often come from government and local government institutions. Some figures are published in the official gazette thereby making them official, but not all users subscribes to the gazette thereby adding a work burden on the statistical offices. Resource could be more efficiently used if users would unconditionally accept data from the website(s) as official statistics.

## Yearbook

A yearbook and its relevance for various user groups / audiences were discussed. Yearbooks are very much a part of a national statistical institute's image and branding. A full Yearbook is already produced by the RSIS. However it should be carefully considered if a yearbook will add any (new) value to the identified user groups.

## User surveys

There are some experiences with user surveys. However these should be conducted on a regular basis and in a comparable format in all institutions. Also it is highly recommendable to have a benchmark that the coming strategy can sue for concrete improvements.

## Users / Media matrix

The matrix of identified user groups and relevant dissemination media is found in Annex 5. Generally all user groups are covered by various media. Companies would benefit from a database with detailed trade statistics (currently not covered by printed publications?). A lot of dissemination media are designed to the needs of media, but these are generally never satisfied. The needs of ordinary citizens, is most likely met through the websites and the various In Figures publications but more promotion can be considered. Also better measures of users needs are needed. A high cost option is to undertake (to mentioned in the strategy?) efforts designed to raise statistical awareness in BiH.

## 3. Conclusions and recommendations

A draft strategy was discussed during activity 3.3.3 and is now ready for further discussions. The next mission (3.3.4) will strive to finalize the draft. If additional time is available in 3.3.4 the time can be used to draft two policies (press/media and error handling) that can support the strategy.

Currently activity 3.3.4 is scheduled for January 28 2013 to February 1 2013.

Improving the strategy further – It is recommended that the strategy draft is further improved and clarified. It must be discussed internally how it its best approved and if there are any outstanding issues that can influence the approval process.

Archiving – the present state of archiving in all 3 institutions should be explored and proper procedures should be put in place.

2020- strategy – the content of the proposed 2020 strategy for BiH must be explored and the content of the dissemination strategy must be aligned with the overall strategy.

Confidentiality – it is recommended that all statistical entities in BiH assures that policies regarding confidentiality can be found on their respective websites.

Database- decide on implementing PC-Axis / PX-Web or not. If it is decided to implement it – decide how this is best organized institutional and at which level. If a positive decision is reached changes to the outstanding activities in component 3.3 should be considered-

*Actions needed for preparing the next mission:*

Action	Deadline	Responsible person
Cleaning up the draft and adjusting it further – taking into account the overall 2020	1 week before next mission	

strategy draft		
Exploring the proper formal procedures for how a dissemination strategy can be approved	1 week before next mission	
Decision regarding database – Decide on the user of PX-web and how it can be organized amongst the different institutions in BiH	Early November	
2020 Strategy – it must be clarified and translated into English what the 2020 Strategy intends to say in regards to dissemination	1 week before next mission	
Translation of existing policies regarding press / media into English so this can be used for a revised policy	1 week before next mission	
Translation of existing policies regarding error handling into English so this can be used for a revised policy	1 week before next mission	
Presentation and elaboration of the dissemination strategy draft to the relevant senior management. Special focus on it's relation to the code of practice.	During the next mission	

## Annex 1. Terms of Reference

Dissemination  
 8<sup>th</sup> Oct 2012 to 12<sup>th</sup> Oct 2012  
 Terms of Reference - Activity 3.3.3  
 EU Twinning Project BA 08-IB-FI-03  
 Institute for Statistics of Republika Srpska of BiH  
 Veljka Mladjenovica 12, Banja Luka

### 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 8<sup>th</sup> project quarter– including revision policy
- B) Staff trained in electronic dissemination by 8<sup>th</sup> project quarter
- C) Comprehensive training of the staff

3.3.3 Development of dissemination strategy I

### **The expected activities are:**

- Development of the common dissemination strategy for all three institutions (BHAS, RSIS and FIS)
  - Web dissemination vs publishing
  - Users demands (ministries, press, students,...)
  - Does the web dissemination change the pricing policy, revision/error handling policy or scheduling of results
  - Understanding the needs of the present and future users. (Interviews, analysis of web statistics)
  - User satisfaction surveys
  - Confidentiality vs dissemination
  - Role of BHAS as the state representative to disseminate results to the EU
  - 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

<b>Expected output</b>
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Participants prepared to start work on formulating a dissemination strategy. Input for dissemination strategy provided according to European “best practices” and ESS.

## **Annex 2. Persons met**

### BHAS:

Vedrana Rebić, Senior officer for publishing and information (whole week)

### FIS

Mahir Kološ, Senior officer for Intranet (whole week)

Ajla Muhamedovic, library employee (whole week)

### RSIS

Vladan Sibinović, Head of the Publication Department (whole week)

Verdana Cejvan, SIDA trainee (assistant DTP designer) (whole week)

Aleksandra Zec (DTP designer) (Monday only)

Jelena Kandic (interpreter) (Monday only)

### RTA Team:

Bente Dyrberg, RTA

Djemka Sahinasic, RTA Assistant

Jelena Ljuboja, Interpreter

GIZ – German Development Cooperation

Dr. Jurgen Ehrke

## Annex 4 – Compliance

Compliance with European Code of Practice and present dissemination practices in BiH.

Code of practice principle -	Indicator for compliance	Status	Covered by draft	Possible improvements
<p><b>6. Impartiality and Objectivity</b> – Statistical authorities develop, produce and disseminate European Statistics respecting scientific independence and in an objective, professional and transparent manner in which all users are treated equitably.</p>	<p><b>6.1:</b> Statistics are compiled on an objective basis determined by statistical considerations.</p> <p><b>6.2:</b> Choices of sources and statistical methods as well as decisions about the dissemination of statistics are informed by statistical considerations.</p> <p><b>6.3:</b> Errors discovered in published statistics are corrected at the earliest possible date and publicised.</p> <p><b>6.4:</b> Information on the methods and procedures used is publicly available.</p> <p><b>6.5:</b> Statistical release dates and times are pre-announced.</p> <p><b>6.6:</b> Advance notice is given on major revisions or changes in methodologies.</p>		<p>6.1 is NOT covered by the draft</p> <p>6.2 is NOT covered by the draft</p> <p>6.3 is covered by the draft</p> <p>6.4 is partly covered by the draft</p> <p>6.5 is covered by the draft</p> <p>6.7 is fully covered by the draft</p> <p>6.8 should be added -</p>	<p>6.5 Must be more precise BHAS holder ikke kalenderen. Ændring til loven.</p> <p>6.3 can be improved</p> <p>6.4 can be improved – reference to international standards</p> <p>6.8 may not be useful as press conferences are not always covered-</p>

	<p>6.7: All users have equal access to statistical releases at the same time. Any privileged pre-release access to any outside user is limited, controlled and publicised. In the event that leaks occur, pre-release arrangements are revised so as to ensure impartiality.</p> <p>6.8: Statistical releases and statements made in press conferences are objective and non-partisan</p>			
11. Relevance European Statistics meet the needs of users	<p>11.1: Processes are in place to consult users, monitor the relevance and utility of existing statistics in meeting their needs, and consider their emerging needs and priorities.</p> <p>11.2: Priority needs are being met and reflected in the work programme.</p> <p>11.3: User satisfaction is monitored on a regular basis and is systematically followed up.</p>		<p>11.3 is covered to some extent. Explanation added. Can be discussed if it should be measured for each channel and for each user group.</p> <p>11.2 not mentioned. We will do without it in the strategy</p>	<p>Agency have some experience with customer satisfaction surveys – results of these surveys can be found on the web site. Federation also have done surveys but they are not public</p> <p>CRM is used in Srpska. Requests are to be recorded in CRM. Agency also has database with user requests</p>

<p>13. Timeliness and Punctuality - European Statistics are released in a timely and punctual manner.</p>	<p>13.1: Timeliness meets European and other international release standards.</p> <p>13.2: A standard daily time for the release of statistics is made public.</p> <p>13.3: The periodicity of statistics takes into account user requirements as much as possible.</p> <p>13.4: Divergence from the dissemination time schedule is publicised in advance, explained and a new release date set.</p> <p>13.5: Preliminary results of acceptable aggregate accuracy can be released when considered useful.</p>		<p>13.5 is covered</p>	<p>13.2 Currently there is no fixed time of publishing</p> <p>13.4 added directly to the strategy.</p> <p>13.3 Quarterly statistics are missing some times</p>
<p>15. Accessibility and clarity – European Statistics should be presented in a clear and understandable form, disseminated in a suitable and convenient manner, available and accessible on</p>	<p>15.1 Statistics and the corresponding metadata are presented and archived in a form that facilitates proper interpretation and meaningful comparisons</p> <p>15.2 Dissemination services use</p>		<p>15.1 is covered</p> <p>15.3 is very difficult to satisfy</p> <p>15.4 is not considered relevant for the strategy</p> <p>15.5 is not covered and is not considered relevant for the strategy. But metadata is published as part of the methodologies</p>	<p>People with disabilities should be mentioned</p>

<p>an impartial basis with supporting metadata and guidance</p>	<p>modern information and communication technology and, if appropriate, traditional hard copy</p> <p>15.3 Custom-designed analyses are provided when feasible and the public is informed</p> <p>15.4 Access to micro data can be allowed for research purposes and is subject to specific rules or protocols</p> <p>15.5 Metadata are documented according to standardised metadata systems</p> <p>15.6 Users are kept informed on the methodology of statistical processes including the use of administrative data.</p> <p>15.7 Users are kept informed about the quality of statistical outputs with respect to the quality criteria for European Statistics.</p>		<p>15.6 should not be include in the strategy and is not covered by the stratgey</p> <p>15.7 should be included in the strategy</p>	
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## Annex 5 – Media / User groups matrix

Type of media / User groups	Website	DEVINFO	Online Databases	Twitter	Yearbook	In Figures	Publications	First release / release	Press releases	Press conferences	Personal inquiries
Government institutions	XXX	XXX	0	0	X	XXX** *	XXX	XXX	XX	XX	XXX
Local governments	X	XX	0	0	X	X	X	X	X	X	XXX
Students, researcher and educational institutions	XXX	XX	0	X	XX	XX	XX	XX	0	0	XXX
Media	XXX	0	0	X	0	X	X	XXX	XXX	XXX	XXX
Companies	XX	0	0	0	0	0	X	X	0	0	XXX
Non government (nevladine organizacije), associations (udruzenja), foundations(fondacije), etc.	X	XX	0	0	X	X	X	XX	0	0	XXX
Statistical organisations of other countries and Eurostat	XXX(?)	X	0	X	XX	X	X	X	0	0	X
Foreign users	XX	X	0	X	X	X	X	X	0	0	XX
Ordinary citizens	X	X	0	0	X	XX	X	X	XX	XX	XXX

0= not relevant

x= limited relevance

xx= relevant

xxx= highly relevant

- DEVINFO
- \*\* As a present / profile material
- OFFICIAL GAZETTE