

# **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 3.3.4**

Mission carried out by  
Carsten Zangenberg and Rune Stefansson,  
Statistics Denmark  
16-19 April 2013

Final version

		 <b>STATISTICS DENMARK</b>

*IPA 2008*

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

*Rune Stefansson  
Statistics Denmark  
Sejrøgade 11  
DK-2100 Copenhagen Ø  
Denmark  
Tel: +45 39 17 31 64  
Email: rst@dst.dk*

*Carsten Zangenberg  
Statistics Denmark  
Sejrøgade 11  
DK-2100 Copenhagen Ø  
Denmark  
Tel: +45 39 17 31 61  
Email: cuz@dst.dk*

## Table of contents

<b>MISSION REPORT</b> .....	1
Table of contents .....	3
List of Abbreviations .....	3
1. General comments .....	4
2. Results .....	4
3. Conclusions and recommendations .....	8
Annex 1. Terms of Reference .....	10
Annex 2. Persons met .....	13
Annex 3. Agenda .....	14
Annex 4. Dissemination Strategy .....	165

## 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
DS	Dissemination strategy
CoP	The European Statistics Code of Practice

## 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 fifth mission to be devoted to dissemination within Component 3.3 of the project. The main topic of this mission was to finalize the dissemination strategy (**DS 2**) that was drafted in activity 3.3.3 (**DS 1**). The strategy is now ready to be discussed, approved and implemented in BHAS, FIS and RSIS.

Furthermore the aim was to discuss the handling of errors and a press & news media policy in relation to the dissemination strategy.

The concrete objectives of the mission were:

- *Finalized version of the dissemination strategy*
- *Policy for press and media handling compared to European best practices*
- *Policy for error handling compared to European best practices.*

The mission took place in 3½ days. Due to the short time of the mission the experts find that the discussions were constructive. The specific results with the DS 2, as well as the preparation of respective principles and policies, were aligned with the best practice of European statistical cooperation. The experts believe that the revised and restructured draft, DS 2, will make it possible for the three institutions implement the strategy and the suggested improvements of policies, guidelines, rule-books and everyday 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-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.

The DS 2 is included in this report as annex 4.

## 2. Results

The main task was to go on with the dissemination strategy, draft no. 1 (October 2012). In the following we will refer to draft no. 1 and 2, no. 2 being the draft edited in this mission (April 2013). Draft 2 was e-mailed and given as a hand-out to the participants by the end of Thursday (April 18) and commented upon the following day.

### Common strategy

The dissemination strategy (**DS**) is supposed to be a common strategy. The DS is expected to be adapted in the three different institutions. The DS is based on best practice of European statistical institutions and on The European Statistics Code of Practice (**CoP**), which may be found at [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).

### Road map for approval

A road map for approval in the three institutions was discussed, and the suggestions from the participants were as follows:

**BHAS:**

1. DS sent to head of communication and head of standards.
2. DS sent Director General and two deputies.
3. DS internally published at the intranet and archived (in the repository).
4. DS presented at a staff meeting.
5. Relevant manuals and rulebooks revised in accordance with the DS.

**FIS:**

1. DS sent to head of communication.
2. DS sent Director General.
3. DS presented at a staff meeting.
4. Relevant manuals and rulebooks revised in accordance with the DS.

**RSIS:**

1. DS sent to assistants of the Director General and the deputy.
2. DS sent to Director General.
3. DS presented at a staff meeting.
4. Relevant manuals and rulebooks revised in accordance with the DS.

**From DS 1 to DS2**

The DS1 was carefully read, and the experts proposed a restructuring of especially chapter 2 (principles of dissemination) and chapter 3 (products and services); chapter 3 was renamed to “Channels, products and services” and structured after those three items.

The following elements were specifically discussed and revised:

- Definition of dissemination: Was formulated and put into DS 2. (“Dissemination means distributing and publishing statistical information and giving access to further information through many channels, products and services.”)
- Web versus printed publications: In respect to the discussions about how to improve user-friendliness, the advantages of web publishing to printed publications were debated. Printed publications (hard copy versions) should be made with regard to user needs and will always be parallelly published in digital formats at the website.
- Statistical literacy: The experts found that improving statistical literacy of the population is an important task. Two ways of achieving an improved statistical literacy is having a good dialogue with the news media and the educational institutions. The literacy aspect was added to DS 2. The literacy aspect is also part of the principles of accessibility and user-friendliness – including visualisation as mentioned below – as well as the news media service. A regular education and training programme for specific user groups is not part of the strategy, but may be considered in the future.
- Visualisation: The experts stated, that visualisation of statistics often creates a better understanding of the data that what can be shown in a table or text. Visualisation of the data should be made out of the interest of the users.
- Documentation and metadata: The experts underlined the importance of linkage between dissemination of statistics and the underlying metadata (quality declaration, classifications, nomenclatures and methodology). The discussion of the role of documentation and metadata was inspired by the Quality Assurance Framework of the European Statistical System.
- Information service: The need for a centralised information service – and in the case of FIS a public statistical library – was discussed. A centralised information service is a public good free of charge. The information service and the website shall also help users and visitors with finding international statistics and statistical publications; the library of FIS is a physical location where users can visit the institution and get the desired advise, data or publications – whether regional, national or international.

- Tailor made services: According to CoP, 15.3, “Custom-designed analyses are provided when feasible, and the public is informed”. In the context of DS 2, though, the experts’ advice was that only when the results of tailor made services are actually published, they should be regarded as dissemination in conjunction with DS 2. For the institutions, tailor made services may be a way of profiling the importance of statistical data. It is also a way for the institution of getting more experience with collaboration with e.g. private organisations – and a way of getting access to extra funding.

#### Special topics:

During the mission, three aspects related to the DS were discussed in details:

##### *a. News media policy – and media handling with regard to crisis*

The experts stated that news media should be actively informed about relevant new statistical releases. In addition to that the statistical institutions should take actions to present and explain statistical releases to the press and news media.

In addition to that, news media should be monitored, and relevant criticism should be distributed to the relevant staff and management people in the organisations; in some cases it is possible to improve the statistics, based on view-points in the media. When errors with regard to the official figures occur in the news media – and other media – it is obligatory to Statistics Denmark to try to correct the error. This should be done as soon as possible in order to avoid the spreading of wrong figures and conclusions.

The pros and cons of press conferences and press releases were discussed. The experience of Statistics Denmark and some of the participants is that it can be hard to attract journalists to press conferences; in BiH, though, press conferences may be useful, mainly because statements for tv-news can be given by the Director General. Also the conferences can be used as a teaching in the understanding of statistics. The advice of the experts was to formulate the press releases as understandable as possible which will minimise the necessity for further explanations.

A reporting system for press contact can be very useful for the communication staff.

The experts presented examples of criticism of certain Danish statistics in Danish media and orally translated headlines and main points of three news articles (<http://politiken.dk/tjek/penge/hushandel/ECE1720145/danmarks-statistik-vil-fortsaeette-med-at-udsende-misvisende-tal/>, <http://borsen.dk/nyheder/avisen/artikel/11/28856/artikel.html> and <http://nyhederne.tv2.dk/article.php/id-53005694:dst-vil-ikke-%C3%A6ndre-boligtal.html>). The general advice is to react as soon as possible in the media and to have a clear structure of responsibilities in the organisations.

Statistics Denmark’s news media policy and quick-guides for crisis handling for management and staff had been translated into English and was distributed to the participants. BHAS also presented its media/press policy. The policy should be aligned with the DS, and FIS and RSIS were advised to make a news media policy.

##### *b. Error handling*

Recent examples of error handling from Statistics Denmark

(<http://www.dst.dk/pukora/epub/upload/17953/dkinfigures.pdf> and [http://www.dst.dk/pukora/epub/Nyt/2011/NR631\\_3.pdf](http://www.dst.dk/pukora/epub/Nyt/2011/NR631_3.pdf)) were presented by the experts.

The general advice is to react as soon as possible, and to publish information about serious errors at the front page of the website. When possible users should be contacted directly, e.g. in the case of subscribers to e-mail-services. In printed publications errata can be made.

RSIS presented its manual for correction of errors in published editions, which had been translated into English, and Statistics Denmark presented its guidelines for corrections orally. Also BHAS has a manual for correction of errors. FIS was advised to develop a manual or policy of error handling. Manuals and policies should be aligned with the DS.

Also divergences from timeliness targets should be monitored, and an action plan should be developed if the targets are not met.

*c. Statistical databases*

All three organisations will work with PC-Axis in the future as a supplement to MySQL and DevInfo. See details below in the paragraph “Assessment of publication structure for the three institutions”.

The advice of the experts was that statistical databases should be established at the website. The online databases should be updated as new data becomes available.

Alignments:

The experts advised the participants and their institutions to make three alignments regarding the DS:

*a. Strategy 2020*

The participants and the experts received a draft for the Strategy 2020 (strategy for development of statistics of BiH), version of 28 January, 2013, during the mission. Several statements about dissemination are made throughout the Strategy 2020, but only chapter 3.2 (Promoting use of statistical data through an improved data access) can be said to deal primarily with dissemination.

In the view of the experts, it is contradictory to have laws on statistics describing the task of the institutions as a three-step process – collecting, producing and disseminating statistical information – and at the same time only to use 1 page out of 70 to dissemination. The Strategy 2020 could be improved by a chapter about dissemination aligned with the dissemination strategy.

Due to the briefness of the paragraph related to dissemination in the Strategy 2020, only few alignments with the Strategy 2020 were made in the DS 2.

*b. The European Statistics Code of Practice (CoP)*

The European Statistics Code of Practice

([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)) has served as a fundament for the DS in both mission 3.3.3 and 3.3.4.

The following EU fundamental principles of statistics have been of major importance to this dissemination strategy:

Principle 6: 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.

Principle 11: European Statistics meet the needs of users.

Principle 13: European Statistics are released in a timely and punctual manner.

Principle 15: European Statistics are presented in a clear and understandable form, released in a suitable and convenient manner, available and accessible on an impartial basis with supporting metadata and guidance.

In the report of mission 3.3.3 it was advised that these points from the CoP should be taken into consideration – and the work was done in mission 3.3.4 and integrated in DS 2:

6.3: Errors discovered in published statistics are corrected at the earliest possible date and publicised.

6.4: Information on the methods and procedures used is publicly available.

6.5: Statistical release dates and times are pre-announced.

13.3: The periodicity of statistics takes into account user requirements as much as possible.

*c. Quality Assurance Framework of the European Statistical System*

The Framework, which can be found at

[http://www.statistics.gr/portal/page/portal/ESYE/BUCKET/General/Quality\\_Assurance\\_ESS\\_v11\\_en.pdf](http://www.statistics.gr/portal/page/portal/ESYE/BUCKET/General/Quality_Assurance_ESS_v11_en.pdf), was presented by the experts. It is still a work in progress, and it contains a list of possible means to improve (or maintain) good quality of statistics, especially regarding metadata.

Assessment of publication structure for the three institutions:

Agency ([www.bhas.ba](http://www.bhas.ba)):

- Press release: One per month per subject area (18 a month) (released after monthly press conference), collection of various statistics; pdf.
- First release: No.
- S Bulletins: Yes, but called thematic bulletins (50-80 pages), 14 a year (yearly); pdf and printed version.
- Database: MySQL and DevInfo at the website; in the future supplemented with PC-Axis.
- Release calendar: Website for each month; current the year.

FIS ([www.fzs.ba](http://www.fzs.ba)):

- Press release: No, see under “first release” below.
- First release: Serves both as a press release and first release; approximately 200 a year; covering one statistics (m/q/y); pdf (1-5 pages); e.g. <http://www.fzs.ba/saopcenja/2012/14.8.pdf>.
- Statistical Bullitins: For the federation (monthly and Yearbook); also for the ten cantons of the Federation (m/y); pdf.
- Database: DevInfo at the website; in the future supplemented with PC-Axis
- Release calendar: Website for each month; current year.

RSIS ([www.rzs.rs.ba](http://www.rzs.rs.ba)):

- Press release: One a month (after press conference), collection of various statistics; Microsoft Word.
- First release: Approximately 350 a year; pdf and Excel (as a pair), e.g. [http://www2.rzs.rs.ba/static/uploads/saopstenja/industrija/zaposleni\\_u\\_industriji/2013/IndustrijaZa\\_posleni\\_Februar\\_2013.pdf](http://www2.rzs.rs.ba/static/uploads/saopstenja/industrija/zaposleni_u_industriji/2013/IndustrijaZa_posleni_Februar_2013.pdf) - will be changed into web-publication in 2013.
- S Bullitins: Approximately 40 a year (m/q/y); for each area; pdf and 30 printed copies.
- Database: MySQL and DevInfo at the website; in the future supplemented with PC-Axis.
- Release calendar: Website for each month; current year.

### 3. Conclusions and recommendations

#### DS 2 and Strategy 2020

The main result was the DS 2 which now – in the eyes of the experts – is ready for discussion and approval process in the institutions. DS 2 is aligned with the CoP, and the road-map for approval, which was made during the mission, looks feasible to the experts.

Compared to the DS 1, the new version, DS 2, was restructured. Chapter 3 was divided into channels, products and services, and the principles (chapter 2) revised so that the principles regard all three institutions. Thereby the DS has been made more clear and logical. DS 2 mentions the necessity of a



news media policy and formulated rules of crisis handling; it also states that “Correction of errors are guided by instructions and rulebooks”. The related paragraphs about news media and corrections have been aligned with CoP as well as the experts’ detailed advice.

The experts recommend that the Strategy 2020 is revised and extended with a chapter about dissemination aligned with the dissemination strategy. Dissemination is the last part of the three-division of the statistical process and is too important to be treated only in the context of other matters.

#### Next missions

The participants received a photocopy of the ToR for mission 3.3.5, taking place at BHAS May 28-31, 2013. Attention was made to the point that certain log files for at least 30 days should be sent to the experts (Ellemose Jensen & Wulff) no later than 17 May, 2013.

Good preparation is a precondition for a constructive mission, and clear communication is therefore needed. Tasks should be completed and relevant documents exchanged in good time before the mission. This was not the case in mission 3.3.4.

The last mission of the component, 3.3.8 (Follow up on work done on dissemination), was discussed, and some suggestions were made. The suggestions from the participants included implementation of the DS into policies, guidelines and rulebooks. The experts will discuss this with the component leadership.

## Annex 1. Terms of Reference

**Dissemination**  
**16<sup>th</sup> April 2013 to 19<sup>th</sup> April 2013**  
**Terms of Reference - Activity 3.3.4**  
**EU Twinning Project BA 08-IB-FI-03**  
**Institute for Statistics of Republika Srpska**  
**Veljka Mladjenovica 12d 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) Dissemination strategy prepared by 8<sup>th</sup> project quarter
- B) Staff trained in electronic dissemination by 8<sup>th</sup> project quarter

#### 3.3. 4 Development of dissemination strategy II

### **Background:**

The activities in component 3.3 Promotion of Dissemination are designed to achieve the following four goals:

- Preparation of dissemination strategy – including revision policy
- Preparation of development plan concerning data publication on the web site
- Comprehensive training of the staff
- Planning for the building of a comprehensive dissemination database

Activity 3.3.4 is the follow up to activity 3.3.3 Development of dissemination strategy I (Ellemose Jensen and Stefansson) conducted in October 2012. Using the European Code of Practice as reference activity 3.3.3 prepared a draft dissemination strategy. At the conclusions of the mission the procedures for approving the Strategy were not known. The next logical step is therefore to detail the necessary changes to the strategy and the procedures for approving it.

In component 3.1 and its sub activities an overall strategy covering all aspects of Statistics until 2020 is being prepared. The activities in component 3.3 Dissemination must be aligned with the overall activities in component 3.1 Long Term Strategy.

As part of the Twinning project the possibilities for adapting PX-Web as dissemination database has been explored. A final decision has not yet been made, but it is important that the dissemination strategy has room / foresees that a dissemination database is established.

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

- All participants should familiarized themselves with the latest draft of national strategy as being prepared in activity 3.1 – Long Term Strategy
- All participants should familiarized themselves with the draft prepared in an activity 3.3.3
- Internal procedures in BiH for approving the Strategy should be clarified so that recommendations from the mission can include a road map for the strategy's approval
- Check up on the status of dissemination database – in relation to 2020 strategy
- Quality declarations in 2020 strategy
- Prepare English translations of policies for press and media handling
- Prepare English translations of policies for error handlings

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

- Finalized version of the dissemination strategy
- Policy for press and media handling compared to European best practices
- Policy for error handling compared to European best practices

<b>Expected output</b>
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- Finalized version of the dissemination strategy ready to presentation to senior management
- Draft aligned with European requirements
- Policies for error handling referred to / included in strategy and aligned with European requirements
- Policies for press and media handling referred to / included in strategy and aligned with European requirements

<b>List of Participants</b>
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All actors in the Statistical System are expected to be represented at a level so that the strategy draft can be finalized.

### **Agency for Statistics of BiH**

### **Institute for Statistics of Federation of BiH (FIS)**

### **Institute for Statistics of Republika Srpska (RSIS)**

**Twinning Project Administration 00 (387) 33/911-992**

Bente Dyrberg, RTA, 00 (387) 66/657-967

Djemka Sahinpasic, RTA Assistant, 00 (387) 63/721-104

**Experts**

Rune Stefansson, Statistics Denmark ([rst@dst.dk](mailto:rst@dst.dk))

Carsten Zangenberg, Statistics Denmark ([cuz@dst.dk](mailto:cuz@dst.dk))

**Agenda / Time schedule**

*All times are tentative and subject to change.*

<b>Time</b>	<b>Activity</b>	<b>Purpose</b>	<b>Required participants</b>
Tuesday 9:00-10:30	To be defined		
Tuesday 10.30-10.45	Coffee break		
Tuesday 10.45-12.00	To be defined		
Tuesday 12.00-13.15	Lunch Break		
Tuesday 13:15-14:30	To be defined		
Tuesday 14.30-14.45	Coffee break		
Tuesday 14.45-16.00	To be defined		
Wednesday 09:00-10.30	To be defined		
Wednesday 10.30-10.45	Coffee break		
Wednesday 10.45-12.00	To be defined		
Wednesday 12.00-13.15	Lunch Break		
Wednesday 13:15-14.30	To be defined		
Wednesday 14.30-14.45	Coffee break		
Wednesday 14:45-16.0	To be defined		
Thursday 09:00-10:30	To be defined		
Thursday 10.30-10.45	Coffee break		
Thursday 10.45-12.00	To be defined		
Thursday 12.00-13.15	Lunch Break		
Thursday 13.15-14.30	To be defined		
Thursday 14.30-14.45	Coffee break		
Thursday 14.45-16.00	To be defined		
Friday 09.00-12.00	Final report – Signing final report		

## Annex 2. Persons met

### BHAS:

Tijana Jasika, Senior officer for international cooperation and EU integration, [tijana.jasika@bhas.ba](mailto:tijana.jasika@bhas.ba)  
Vedrana Rebić, Senior advisor for publishing and information (whole week), [vedrana.rebic@bhas.ba](mailto:vedrana.rebic@bhas.ba)  
Sabrina Omerbasić, Senior advisor for dissemination database, [sabrina.omerbasic@bhas.ba](mailto:sabrina.omerbasic@bhas.ba)

### FIS

Mahir Kološ, Senior officer for intranet, [mahirk@fzs.ba](mailto:mahirk@fzs.ba)  
Ajla Hadziahmetović (formerly Muhamedović), library employee, [ajla.muhamedovic@fzs.ba](mailto:ajla.muhamedovic@fzs.ba)

### RSIS

Vladan Sibinović, Head of the Publication Department, [vladan.sibinovic@rzs.rs.ba](mailto:vladan.sibinovic@rzs.rs.ba)

### RTA Team:

Jelena Ljuboja, interpreter, [jelenaljubojahotmail.com](mailto:jelenaljubojahotmail.com)

## **Annex 3 Agenda**

### Tuesday (10 AM – 15.30 PM)

- Presentation
- Status
- Overall project
- DS 1
- DS 2
- Press policy
- Policies on error handling
- Agenda for the mission
- Road map for approval
- Strategy 2020 – what is said about dissemination?
- Going through the dissemination strategy

### Wednesday (9 AM – 15.30 PM)

- Strategy 2020
- DS 2

### Thursday (9 AM – 15.30 PM)

- Comments to DS 2 (preliminary version of April 17) from the participants
- Media policy – including proactive behaviour and crisis management
- Error handling
- Code of Practice – Principles 6, 11, 13 and 15
- European discussions: Quality Assurance Framework – Principles 10, 11, 13 and 15
- Mission report – first presentation of conclusions

### Friday (9 AM – 12.00 PM)

- Next missions and ToR for mission 3.3.5
- Comments to DS 2 (preliminary version of April 18) from the participants
- Mission report
- Error handling, based on RSIS documents
- Visualisation
- Evaluation

## Annex 4 – Dissemination Strategy II (DS 2)

# DISSEMINATION STRATEGY BOSNIA & HERZEGOVINA

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Final version

### ORGANISATION

Statistics of Bosnia and Herzegovina is statistics collected, processed and disseminated to implement statistical programs or other statistics required for Bosnia and Herzegovina.

There are **three statistical institutions** within the Bosnia and Herzegovina. According to the Law on Statistics, the official competent authorities for organizing, producing and disseminating statistics are: the Agency for statistics of Bosnia and Herzegovina at the level of the state, ([BHAS](#)), the Federal Office of Statistics for the Entity of Federation of Bosnia Herzegovina ([FIS](#)) and the Republika Srpska Institute of Statistics for the Entity of Republika Srpska ([RSIS](#)).

In addition to the three statistical institutions, the **Central Bank of BiH** compiles monetary and balance of payments and financial statistics for BiH ([CBBiH](#)).

This strategy is the **common dissemination strategy** for all three statistical institutions of BiH and may be adapted to the needs of the respective institution.

Agency for statistics of Bosnia and Herzegovina (**BHAS**) operates based on the Law on Statistics of Bosnia and Herzegovina. Similar acts exist for the Federation of Bosnia and Herzegovina and the Republika Srpska. The task of BHAS is to coordinate, harmonize, aggregate and publish data, which are collected by entities statistical institutions. Some data are collected by other institutions (for example: data for external trade are from Indirect Taxation Authority).

The task of **RSIS** is to collect, produce and disseminate statistics which includes statistical data and information on particular fields of social life, situation and migration of population, economic, social and other events needed for the monitoring and directing, social-economic development, informing the public, exchange of information and international comparisons of such events and movements.

The task of **FIS** is to implement the Program for statistical research of interest for the Federation of Bosnia and Herzegovina, methodological and organisational basis of the statistical research as well as collection, processing, storing, protection, analysis and dissemination of statistical data.

This strategy takes into consideration the best European practices of dissemination. The principles of dissemination and distribution of statistics are based on the Official Statistics Acts, instructions of IMF Special Data Dissemination Standard (SDDS) and European Statistics Code of Practice (<http://www.stat.ee/international-statistical-documents>). See European Code of Practice for the National and Community Statistical Authorities at the Eurostat website.

## 1. USERS OF STATISTICS

Users of statistics are all legal and private persons who need the statistics for making work-related decisions or have an interest in official statistics.

Different users need different types of statistics. Statistics of B&H offers a wide range of products and services – statistics on different levels: state, entities, cantons and municipal level. Data are provided on different data media and on different areas.

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.

## 2. PRINCIPLES OF DISSEMINATION

Dissemination means distributing and publishing statistical information and giving access to further information through many channels, products and services. The information should be presented in ways that are useful and understandable for the relevant group users.

Dissemination of official statistics must be objective, non-partisan, impartial and transparent. This means that neither political comments nor comments of governmental authorities will be added to official statistics. The dissemination of official statistics is relevant, timely and based on punctual releases.

The main goal of the strategy is to develop a system of dissemination of statistical information in conformity with national and international needs and requirements. The disseminated statistics should be coherent and comparable, based on international principles and classifications.

The dissemination of the statistical institutes follows these principles:

### A. Access

All users must have an equal access to official statistics at the website. This means that the dissemination dates of official statistics have to be announced in advance and no user category (incl. Eurostat, state authorities and mass media) can have access to the official statistics (results of official statistical surveys) before other users.

The dissemination is in the local language(s) and in English.

Special attention will be paid to the accessibility of the website to disabled people according to international standards.

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



## **B. User-friendliness**

Communication with users is conducted with the purpose of understanding their needs. Development of user-friendliness is based on surveys of user satisfaction. The user satisfaction is monitored on a regular basis and is systematically followed up.

Users should be able to find as easily as possible all relevant information about statistics, including information about release times, revisions, final data and errors.

Data on the use of statistics (e.g. evaluation of downloads and subscribers of reports) are analyzed to support priority setting and user consultation and to improve the website.

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

## **C. Release time**

Notifications about the dissemination of statistics are published in the release calendar at the website of the three statistical institutions. The release calendar describes the topic and subject area, reference period and the date of the publishing. The exact time of publishing should be stated at the website, preferably connected with the release calendar.

Any divergence from the dissemination time schedule is published as soon as possible, and the divergence is explained and a new release time set.

## **D. Preliminary and final data**

Preliminary data are published only in the areas of statistics where it is necessary in order to guarantee the timeliness of statistics. Preliminary data are always followed by final data.

Different release dates indicate the publication of preliminary and final data in the release calendar. In case of preliminary data the note "Preliminary data" is added to the release calendar; in case of final data there is no note in the release calendar.

If publishing concerns preliminary data, a respective footnote is added to the table (e.g. the data for Q1 are preliminary) and removed after the preliminary data are replaced with final data.

## **E. Notification of corrections**

Users are informed about errors on the frontpage of the website. Subscribers are informed. Revised press releases are sent out. Correction of errors are guided by manuals, instructions and rulebooks. Errors discovered in published statistics are corrected at the website as soon as possible. This includes pdf publications. With regard to printed publications corrections (*errata*) should be considered in case of serious errors, and the users should be informed if possible.

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

## **F. International statistics**

In the part "International cooperation" on the website there is link to European Statistical Data Support (ESDS), where users may find help for European statistics and Eurostat in our language.

Links to UN, OECD and to the websites of national statistical institutions and international organisations are also published on website. Statistical publications of national statistical institutions and international organisations are available in the library.

### G. Press and news media

Journalists and the news media have special needs. The news media are actively informed about relevant new statistical releases. In addition to that the statistical institutions take actions to present and explain statistical releases to the press and news media.

Supporting the news media as quickly as possible is essential. During office hours the institutions aim at providing easy and rapid answers to enquiries. In cases, where we are unable to provide answers on the same day, this must be clearly stated in our dealing with enquiries.

The institutions provide all journalists with the same high-quality service, irrespective of the type of media, and the institutions are aware of the journalists' varying working conditions and deadlines. The institutions aim at detecting the news items of the matters that we are working with. The institutions assist the news media on their own conditions, also in cases where a journalist's news angle is different to ours.

If the institutions or the statistical dissemination is severely criticised in public – or figures are misunderstood or misused – it can be regarded as a media crisis for the institution. When a crisis occurs, it is strictly necessary that management and communication staff will act in accordance with formulated rules of crisis handling.

Relationships with journalists and news media is guided by a news media policy.

### H. Methodology

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

The Methodological Guidelines contain information on sources and methods of data collection as well as on the coverage and definitions of statistical research. The methodological guidelines are available at the website, and all statistical releases will have link to the guidelines.

All relevant metadata should be available at the website.

### I. Data-protection

Data-protection is guaranteed when publishing the official statistics. The privacy of data providers (households, enterprises, administrations and other respondents), the confidentiality of the information they provide and its use only for statistical purposes are guaranteed.

## 3. CHANNELS, PRODUCTS AND SERVICES

The dissemination consists of certain channels, products and services.

### A. Channels

The institutions disseminate in the following channels:

- The **website** contains all the other textual dissemination channels. The website will be developed based on the results of user surveys. The improvement of the website should decrease the burden of personal inquiries. The electronic versions of all publications are made available on the website. First publishing of data is always presented at the website; in relevant cases the web publishing is accompanied by other channels at the same time. The website offers different services like RSS, Twitter and subscription to newsletters.
- Statistical **databases** should be established at the website. The online databases are updated as new data becomes available. New subject areas should be included in the

databases during the strategy period. An online database will give especially companies better access to data.

- **Social media** can be used to communicate with users when relevant. Twitter is modern way of notifying users about new statistics.
- **Printed publications** (hard copy versions) are made with regard to user needs. They will always be published in digital formats at the website.
- **Personal inquiries** – by mail, fax, protocol or telephone (call centre) – will be answered, but centralizing the handling of user request can be considered.
- **Press conferences** are conducted when necessary.

Dissemination services use modern information and communication technology and hard copy. The statistical institutions will prioritize digital dissemination in the strategy period.

## B. Products

The institutions disseminate the following products:

- **A yearbook** (with a CD-Rom) is to be published every year. Compared to “In Figures” it will be more detailed and have more elaborated tables, methodologies and visualizations. The yearbook provides a brief overview of the situation and changes in the environment, population, social life and economy of a certain year compared to previous periods based on annual statistics (in Agency for statistics of B&H is planned to be published in 2013, in entities statistics yearbooks are published every year).
- **In Figures** is published every year. Its purpose is to give a short and simple overview.
- **Statistical publications** (monthly, quarterly, annual, thematic) are published at the website and, when needed, in a printed version. The circulation of hardcopy is expected to decrease, as more and more users will access the publications at the website. The design of printed publications should be modernized. The purpose of the publications is to release detailed data. The structure of publications will be evaluated as metadata and dissemination databases are introduced.
- **Newsletters** are available at the website and as e-mail subscription. Newsletters contain information about releases and general news.
- **First releases** deliver new data from any statistical subject area in a general level. First releases are short and concise statistical information sheets issued in accordance with the regular dynamics of the statistical survey schedule (monthly, quarterly, semi-annually, annually, biannually and triannually). First releases can be developed with links to additional information (i.e. bulletins, Methodological Guidelines and databases).
- **News release** (press releases) is short news-like information chosen from recently completed official statistics which notifies the public of the completion and availability of fresh data in a certain subject area of statistics.
- **Statistical bulletins** (monthly, quarterly, annual) (or yearly thematic bulletins) present comprehensive results of either individual surveys or several surveys in the same field. Each report contains notes on methodology stating the sources from which data were collected, definitions and comparability. Statistical tables in series for the last five years or more, as well as the list of the publications issued.
- **Pocket-sized reference books** will be developed if resources are made available. The books will provide essential information on one or several fields of statistics in a convenient format. The target group for the books consists of relevant governmental institutions. The books will be published in pdf version and, when needed, in a printed version.
- **The Methodological Guidelines** contain information on sources and methods of data collection as well as on the coverage and definitions of statistical research. These publications are intended for all those conducting statistical surveys and research, as well as for users for better understanding of data.

**C. Services**

The institutions offers the following services:

- **Information service** is the contact point to the users who can be let to the demanded data, publication or advice. The information service is a public good free of charge. The information service should be centralised in order to create a simple and easy process. The library of FIS is a physical location where users can visit the institution and get the desired advice, data or publication – whether regional, national or international.
- **Tailor made services** is a way of giving customers paid access to detailed data, based on specific request. For the institution tailor made services may be a way of profiling the importance of statistical data; it is also a way for the institution to get experience with collaboration with e.g. private organisations and a way of getting access to extra funding. Only in certain cases the results will be published and can thus be regarded as dissemination.
- **News media service** consists of actively informing about relevant and interesting new releases, publications and events related to statistics in general; and to handle questions and request, including having press conferences and giving interviews. The service is (or will be) described in the news media policy.
- **E-mail** service is used for sending newsletters which are available at the website and as e-mail subscription. E-mail is also used for answering requests (see above under information service).
- **RSS** is a web-tool that give users the possibility to receive the latest statistical updates on specific statistical topics. The institutions will work to get the tool integrated in their website if it is not already there.

**DATUM:** \_\_\_\_\_  
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**POTPIS DIREKTORA INSTITUCIJE:** \_\_\_\_\_

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