TWINNING CONTRACT

Institutional Capacity Building for the Central Agency for Public Mobilisation and Statistics (CAPMAS) and Developing the Legal Framework for Statistics in Egypt

EG/07/AA/F106

MISSION REPORT

on

Activity 3.3:

Workshop on the statistical awareness policy, strategy, and the supporting organisation

Mission carried out by
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1 General comments

The mission was the third activity within component 3, Increased Statistical Awareness. The concrete objectives of the mission were:

- A draft statistical awareness/dissemination policy to be used as input to the work in component 1 on policy (Benchmark)
- A final questionnaire for the Consultative Committee (Benchmark)
- A plan for the supporting organisation to support the goals.

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

The consultants would like to put forward the following main conclusions:

- the strategy or policy for promoting statistical awareness should concentrate in communication and dissemination activities enhancing the general statistical knowledge in Egypt
- Co-operation with other organisations is of utmost importance, and should be addressed continuously
- The reorganisation of communication and dissemination activities in CAPMAS should be studied carefully and in co-operation with component 2.

2 Assessment and results

The observations, suggestions and considerations in this report are based on interviews and discussions with managers and employees at CAPMAS as well as on the experiences and reports from the previous missions.

Some of the observations mentioned in this report should be analysed and taken into account in the forthcoming missions and activities, especially in component 2 (organisation) and component 4 (especially mission related to web dissemination).

2.1 A strategy, policy and action plan for statistical awareness and communication

2.1.1 Short introduction: basic elements and definitions

In order to be able to draft a strategy for statistical awareness and dissemination, a common understanding about the meaning of these terms is needed. In this context the main terms and their definitions were agreed upon as follows:

> **a) Statistical awareness:** How well do the citizens, respondents, users, partners, and other groups related to the statistical organisation, know the role, meaning and nature of statistics?
>
> Statistical awareness is outside the statistical organisation. The means the statistical organisation has for promoting it include, e.g., communication, informing, PR-work, dissemination activities, and co-operation with relevant organisations.

b) **Statistical literacy** describes the users' capabilities to use, find, interpret and apply statistical information in its different forms and distributed by various channels. This includes as well their capability to use statistical information in numeric, table, or graphic form, as their level of understanding about the statistical concepts, terms, definitions, classifications, and also their capability to use different metadata. Statistical literacy may also be seen as an advanced or deeper element of the statistical awareness.

c) **Communication** includes all the activities with which the organisation is in contact with the surrounding society. It includes as well one-way-activities like informing and dissemination, as two-way activities as written or spoken dialogue, interactive communication, stakeholder co-operation etc. The overall purpose of these activities is to promote the stakeholders' knowledge and understanding about the role, meaning, importance, outputs and contents of statistics.

d) **Dissemination** is distribution of the statistical information to the users. It is part of the communication, and it is one-way: from CAPMAS to the users. It includes as well printed publications as internet-services.

The strategy may include elements from all the four main topics, or from only the most critical of them. When drafting the basic outlines of the strategy, the most important questions to be asked is why and how CAPMAS should address a certain specific topic:

- Why and how to improve statistical awareness?
- Why and how to improve or strengthen the profile of CAPMAS and official statistics?
- Why and how to improve ways of disseminating information?
- Why and how to improve the statistical literacy among the users?

In order to answer these questions, related to each of the four topics the following aspects were discussed during the workshop:

- Why should CAPMAS address this specific topic?
- What would CAPMAS gain from improvements?
- What is the current situation in Egypt (or in CAPMAS)?
- Who is doing what?
- What are the main challenges?
- What are the main target groups?
- What could be the main actions?
- Who are the possible partners?

In the following, the four topics are briefly described on basis of the discussions.

2.1.2 Statistical awareness

Statistical awareness is a basis of the statistical production in a country where a large majority of statistics is based on direct data collections. Good respondent rates and high quality of answers form the basis of the quality, relevance and continuity of statistical production.

Current situation and challenges

CAPMAS is continuously facing with challenges regarding the respondents. Especially the private citizens and private companies tend to mistrust government organisations in general, and thus also CAPMAS as one of them. They supposedly tend sometimes to underreport their data in censuses and other statistical inquiries, suspecting wrongly that the information will be passed on to other

authorities. The respondent rates can also be affected by these assumptions. Also lack of understanding about why statistics are produced may lead to some kind of behaviour by the respondents.

With the citizens, these problems are very evident with the censuses carried out every ten years. However, it is also a critical issue faced in a continuous basis with many other statistical processes, e.g., income statistics, consumption statistics, trade statistics, property statistics, etc. The experiences indicate very strongly that the problems are most severe with people living far from the capital and especially at the countryside, with people with little or no education, and with people with low standard of living.

With the private sector organisations, the problems are basically the same as with the citizens. According to the CAPMAS experts, the smaller companies and enterprises are easier to deal with as the bigger ones, mainly due to more complicated organisational structures of the bigger ones.

With the public sector, the situation is considered to be satisfactory regarding the respondent rates. However, the role and meaning of statistical awareness and literacy can't be totally neglected in communication with these organisations, too, as they often function as partners in statistical production or are important users of statistics.

Former experiences

CAPMAS has taken many efforts in order to increase statistical awareness. For examples, with the Census 2006, a large information campaign was launched in co-operation with the president of Egypt, educational organisations/schools, mass media etc. The campaign was partly general but partly focusing to countryside and to the less educated. A top-class communication bureau was hired to plan and execute the campaign. The costs of it were about 8 million Egyptian pounds. Results were positive (”80 % success with the campaign”), but plenty still remains to be done.

Some other recent efforts include, e.g., discussions about the topic in the consultative committee, discussions with the commercial organisations like chambers of commerce about the possibilities to use administrative data for statistical production, and co-operation with some education organisations.

Further activities

In the field of statistical awareness, good results and experiences from the previous efforts are extremely useful, but also some new activities and approaches might be worth trying. Next censuses will most probably include same kind of efforts as the Census 2006, but to guarantee a continuous development and to prevent loss of good results it would be important to continue the efforts at certain level also between the censuses.

During the discussions, the following ideas were presented (to be included in the action plan as considered relevant):

- co-operation with educational institutes might be of value. These might include, e.g., training of teachers, and co-operation with universities educating teachers
- active communication activities to the “forwarders” of the statistical information, e.g., media, including continuously remarks on the role of meaning of statistics in the society
- co-operation with groups in touch with citizens: e.g., health care service, public libraries, transportation, civic organisations, recreational associations, etc.

- co-operation with and direct communication to various associations, unions and other organisations representing the different groups of data providers and information users (e.g., chambers of commerce, trade unions, employers' organisations,
- internal training for CAPMAS employees in order to increase their capabilities to promote statistical awareness
- compilation of a clear communication policy in order to strengthen the role of CAPMAS as an independent, reliable producer of official statistics (differences from other state authorities, emphasis on e.g., data confidentiality) (see also 2.1.4 below).
- a national co-operative project with ministries of education and telecommunication to create a special website including material about statistics, their use etc. to be used by teachers, professors, students etc.

2.1.3 Statistical literacy

When going deeper to the statistical awareness we are facing the question of statistical literacy: how well can the users use the information? The main reason for promoting statistical literacy is to enhance the use of statistics in the society: If the users can use the statistics better, the statistics will be better used, the value of the statistics will increase, and both ordinary people and private companies will be more motivated for providing correct data to CAPMAS.

The importance of statistical literacy is quite widely acknowledged within the statistical office. There are some good practices and activities aiming to increase and support statistical literacy. These include, e.g., consultative committee meetings, press conferences describing the backgrounds of the latest statistical figures, quality declarations and methodological descriptions in the statistical bulletins and publications, trainee periods of the university students, co-operation with ministries, participation in exhibitions, etc.

The further steps could include similar efforts as regarded successful.

2.1.4 Profile and communication

Communication and dissemination are some of the most important tools a statistical office has available when trying to promote statistical awareness and literacy. Other important tools include, e.g., co-operation with other organisation and training of as well the employees as external target groups.

The basic challenge is how to make statistics trusted. It is of great importance to inform and go into written and spoken dialogue with the stakeholders about the role, meaning, importance, outputs and contents of statistics. Especially it will be of great importance to give a clear picture of CAPMAS as an independent organisation that will never forward information about any individual person or company to other institutions.

This could be supported by compilation of a clear communication policy. This policy could be included as a part of communication and dissemination strategy and the action plan based on it.

The first step that should be taken in the communication area, is to define the basic theme or message, for instance in the format of one to five keywords (themes and words like independence, necessary for the development of society, trustworthy). This message should then be adapted to different target groups.

Schematically put the work with the communication policy and its implementation may be divided into these steps:

1. Define the basic title or theme or message.

2. Define the different (critical) target groups (segmentation of the target groups).
3. Plan the activities by
    a. adjusting the message
    b. choosing the channels
4. Monitor the results
5. Identify
    a. what can be done by CAPMAS
    b. what should be outsourced
    c. what could be done jointly with partners. Considering partners, it should be discussed what other producers of statistical information would gain from the better statistical awareness, and who else are collecting data for statistics.

2.1.5 Dissemination

Dissemination is a one-way communication (or informing), in other words *distribution* of statistical results to the users of information, stakeholders, and society in general. The ways of disseminating, the channels and the means are to be chosen according to the special needs and expectations of each user group.

From the mission report on activity 3.1, dealing with among other things dissemination practises, this mission team got the conclusion that information services and web pages are being adapted and continuously developed in CAPMAS. Furthermore the mission team got an introduction to large parts of the dissemination work (see mission report 3.1). The mission report also includes good recommendations for developing the practices, especially the printed publications.

The further development of publications, web pages and other dissemination tools have to be based on the general communication strategy and follow its basic principles. The wishes and expectations monitored by the questionnaire to the users should be taken into account when planning the future activities.

In general, the development of dissemination activities could concentrate on the following (to be included in the action plan as considered relevant):

- increasing the analysis and describing text elements in the press releases, bulletins and publications, and thus increasing the elements supporting the statistical wareness
- analysing the possibilities to develop the graphs and other visual elements in the releases, bulletins, publications and web pages
- defining common standards for dissemination: basic elements and their application in the publications/web pages, graphic and visual design, amount of analysing texts, etc.
- re-evaluating the current distribution lists of press releases, bulletins and publications. The press releases (free of charge) could be sent to other organisations than media, too, to be redistributed within the as well private as government organisations and published at the CAPMAS website. Apart from the top management and statistical units, the communication units (or personal management units if responsible for internal communication) of the organisations might be worth trying.
- Training of journalists in the use, meaning, sources and production of statistics (CAPMAS training courses, courses in the schools for journalists, lectures in seminars of the journalists, etc).
- Further suggestions have been given also in reports compiled earlier by MEDSTAT-projects.

2.2 Organisational changes

At CAPMAS, the dissemination, user services, user relations, etc. will be found within three departments, all of them directly under the President of CAPMAS. The description below only includes the part of the organisation that has a role to play in dissemination, user relations, etc.:

1. The Consultative Committee for Statistical Planning and Co-ordination
2. The Central Administration for CAPMAS President Office
    a. General Administration for Data Quality, Evaluation and Monitoring
    b. General Administration for Public Relations
        i. *External relations administration*
        ii. *Administration of design and follow-up, external printings*
        iii. *Public library*
    c. General Administration for Technical Affairs
        i. *Administrations for following up the works of the Consultative Committee for Statistical Co-ordination and Planning*
3. Information Technology Sector
    a. *Central Administration for Information Systems*
        i. *General Administration for Information Bank (incl. web)*
            i. *Electronic information service*
            ii. *Population and economic estimations*
            iii. *Database administration*
            iv. *Marketing administrations*

The organisational structure and the tasks of the different sections or organisational units working with communication and dissemination are described in detail in mission report 3.1, Annex 1.

The current organisation has many benefits, but also certain shortcomings. The most important of these is the weakness of co-ordination between those working with communication and dissemination in the units and departments. This easily leads to overlapping actions, or gaps in the activities, inefficiency, and even contradictory messages and actions.

For the further suggestions, please see chapter 3.3.

2.3 Questionnaire for the users

The first draft of the questionnaire was drafted during mission 3.1, and was tested by a few representatives of the main user groups.

Based on these experiences, the questionnaire was adjusted and the potential respondents further discussed.

It was agreed that the questionnaire should be sent to representatives of the main user groups, and also to the members of the Consultative Committee. It was also suggested that the questionnaire would be placed in CAPMAS' website to get feedback from the wide audience, too.

The current draft for the questionnaire is given in annex 4.

3 Recommendations and proceeding

3.1 Strategy

The most critical and important topics of the strategy are statistical awareness and the communication and co-operative means for promoting it. At this stage the statistical literacy is seen of less importance, but its role is seen to be increasing along with the increase of statistical awareness and development of the information society. Thus the strategy should include some initiatives about it, too.

Also development of dissemination of statistical information is of importance. However, at this stage it is addressed in more detail in the web dissemination policy (mission 3.5. if not changed later). It has also been studied in various previous projects and evaluations (e.g., MEDSTAT, etc.), the main emphasis within dissemination should in the near future lie on adaptation of the former recommendations and initiatives.

The recommendation for proceeding is as follows:

- The main theme, goals, and focus topics are to be defined for the strategy (see annex x) as well as the time span for it
- The first draft for the structure of and the main elements to be dealt with in the strategy is in annex 5. CAPMAS will continue to work with it by completing the more detailed objectives for each of the main goals. The mission experts can be used as commentators via e-mail during this process.
- The second draft of the strategy must be completed before mission 3.4. (workshop on the action plan) and sent in advance to the mission experts. This draft will be further developed during the workshop, and will also form the basis for the action plan and the web dissemination policy (missions 3.5 and 3.6 if not changed later).
- The action plan will be drafted during the mission 3.4, and will include more detailed description of the targets, segmentation of target groups, more concrete actions to be taken. It will also include timetables and responsibilities of the suggested actions, as also an estimate of costs and resources required.

3.2 Questionnaire

- The draft for the questionnaire is in annex 4. The mission experts recommend that:
    - a) CAPMAS will define the target groups and make lists of the respondents. The suggestion is that at least 15-20 users complete the questionnaire for each target group.
    - b) The questionnaire will be finalised as soon as possible by CAPMAS. The mission experts can be used as commentators via e-mail during this process.
    - c) The questionnaire should preferably be completed before mission 3.4. (workshop on the action plan) and the results and analysis sent in advance to the mission experts.

3.3 Organisation

The recommendation of the mission experts is that the communication and dissemination activities/functions will be reorganised in order to gain better co-ordination and harmonising within CAPMAS.

The suggestion for re-organisation of the communication and dissemination activities includes two alternatives:

1. A new section to be set up including all the communication and dissemination activities
2. All the communication and dissemination activities to be gathered together as a special unit under one of the sections (as to be defined in component 2).

The basic idea in both of these alternatives is to rearrange all the activities more closely together under same management. It is also suggested that the topics should be approached primarily as a question of information and contents point of view, not as a question of communication or dissemination techniques, the techniques being seen as the means for communicating and disseminating. The purely technical aspects of dissemination and communication could be also seen as supporting functions provided by, e.g., IT-sector.

These should be considered only as two examples of different possibilities. These organisational changes should be studied in more detail in component 2, and the final organisation depends on other decisions made regarding organisation. It is anyhow advised to keep in mind the requirements and preconditions of the special nature of communication and dissemination activities.

Whatever the decision will be, it is important to set up sufficient ways and fora for co-operation and information exchange with all those working with communication and dissemination activities within CAPMAS, and to set up common frameworks and guidelines for the operational work.

Role and need of different consultative and co-operative groups and committees:

In addition to the organisational structure of CAPMAS, also to role and need of different consultative and co-operative groups and committees should be considered.

The role of the Consultative Committee in promoting statistical awareness remains to be more clearly considered. The members represent various organisations having connections to the different phases and aspects of lives of the citizens (e.g., education, health care, transport, and communication). They are also important users of statistical information.

At its best, a consultative committee could support the activities aiming at better statistical awareness in the society. However, this would require reformulation of the role, tasks, structure, working methods and members of the committee. It also includes the challenge how to activate the members to share the information and views within their own organisations. According to CAPMAS representatives, the current situation is not optimal in this respect.

Another - and even more recommended option - is to set up a separate co-operative committee for supporting, respectively, the promotion of statistical awareness, literacy and dissemination.

3.4 Next missions

- The completed missions of the component have shown that the work would benefit if the experts already familiar with the CAPMAS and the Egyptian statistical system could be available also for the coming missions as much as possible.
- As the communication and dissemination activities usually require a combination of as well awareness and knowledge of content editing and management as technical skills and knowledge, it would be advisable to include expertise of both aspects in as many future missions as possible.

- The mission 3.4 can be held earliest when the tasks defined in paragraphs 3.1 and 3.2 above has been completed.
- The mission 3.5 should preferably be undertaken after the draft for the strategy has been completed (see paragraph 3.1. above).
- As for the mission 3.7, one possible topic might be finalising the communication and dissemination strategy, policy and action plans, and connecting the various elements prepared in the different missions of this component. This could be held, e.g., in September-October 2009.

3.5 Other recommendations

The mission experts recommend that two projects will be set up projects for (1) finalising questionnaire and (2) drafting further the strategy. These projects should include experts from the various units of CAPMAS as considered necessary. A responsible project leader and 2-4 other members should be appointed to the projects.

Annex 1: Terms of Reference

Terms of Reference

for a short-term mission to the Central Agency for Mobilisation and Statistics
On

Activity 3.3
Workshop on the statistical awareness policy, strategy, and the supporting organisation

Background

CAPMAS and Statistics Denmark with partners have established a fruitful co-operation in the framework of Twinning. This twinning project is EG/07/AA/F106.

This activity is the third activity within component 3 Increased Statistical Awareness. The objective for this component is an Action Plan for promoting awareness of statistics among suppliers, users and citizens.

This activity will contribute to this objective and especially to the benchmarks set out in the contract: *By the 9th month, a dissemination strategy has been drafted. The questionnaire for the Consultative Committee is developed.*

The work will take into account the previous work done within the component.

Purpose of the mission

The mission is a workshop where statistical awareness policy is drafted to be used as an input to component 1 on policy.

A discussion on the organisational changes needed to support the awareness policy.

A plan for the supporting organisation is outlined to be used as an input to component 2 on organisation

The work is based on output from previous activities.

The questionnaire to the Consultative Committee is to be finalized.

A half day meeting with the Consultative Committee is to be held.

Expected Results

- A draft statistical awareness/dissemination policy to be used as input to the work in component 1 on policy (**Benchmark**)
- A final questionnaire for the Consultative Committee (**Benchmark**)
- A plan for the supporting organisation to support the goals is outlined

Activities

A tentative schedule for the mission is:

Sunday 19 April
Presentation of the Danish and Finnish dissemination policy and organisation (short, since it has been presented on study visits to Denmark and Finland)
Discussions on the content of a statistical awareness/dissemination strategy for CAPMAS

Monday 20 April (Spring Day)
Report writing and discussions between the experts
Tuesday 21 April
Continued work on the awareness/dissemination strategy
Discussions of the organisation of the work on dissemination and statistical awareness
Wednesday 22 April
Finalising the questionnaire for the consultative committee
Finalising the common suggestions for a strategy and outline of the organisation
Thursday 23 April
Final discussions and clarifications with CAPMAS
Presentation of preliminary results and findings

Tasks to be done by CAPMAS to facilitate the mission

The beneficiary will arrange meetings with the relevant staff in CAPMAS.

Consultant and counterpart

The mission will be carried out jointly by:

Ms. Reija Helenius,
Ms. Heli Mikkela, both from Statistics Finland,
and Mr. Rune Stefansson from Statistics Denmark

The beneficiary's counterpart will be Mr. El Sayed Yasser Ragheb.

Timing

The mission will be carried out during 19-23 April 2009 in Cairo.

Report

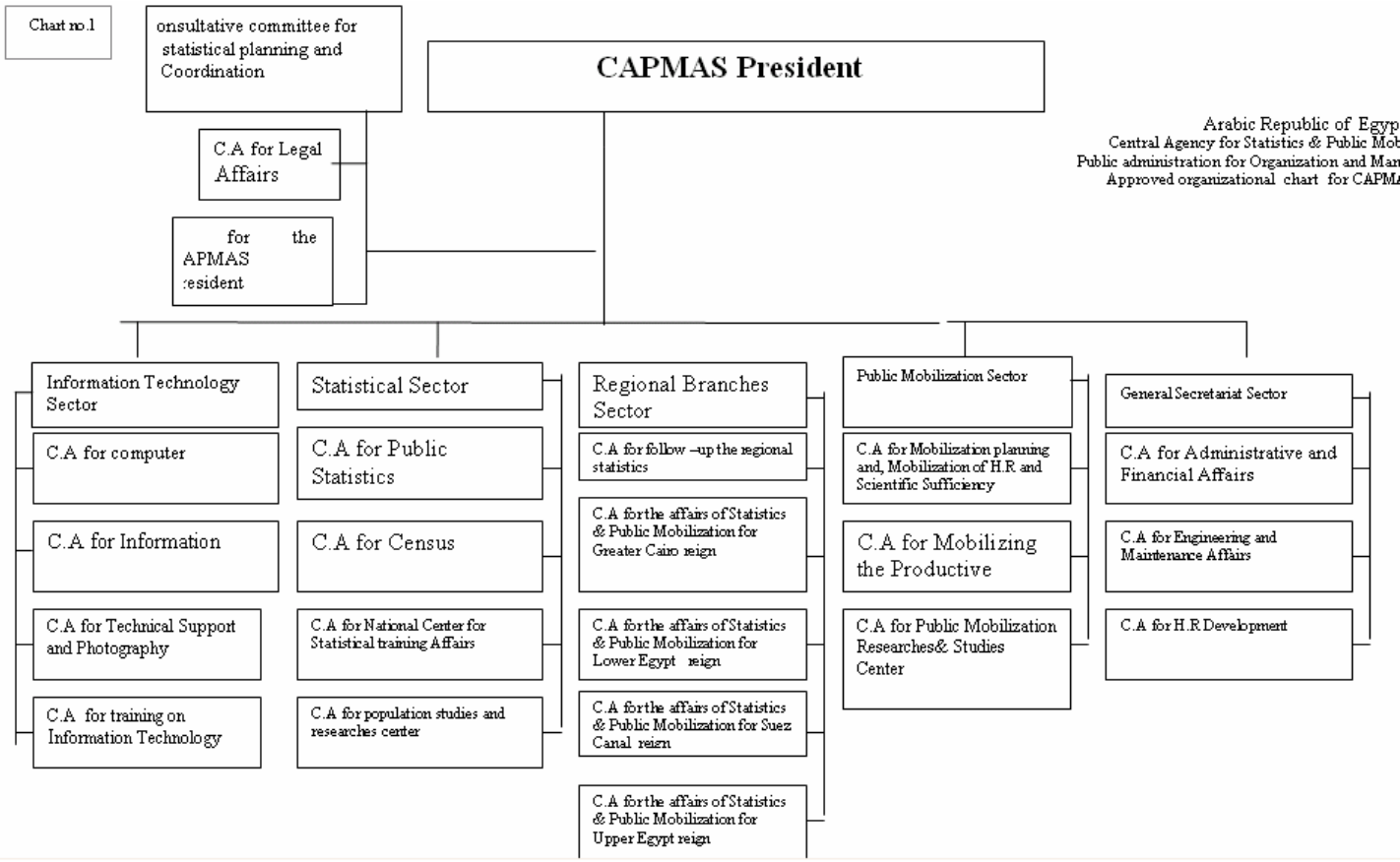
A final report from the mission should be made available not later than two weeks after the termination of the mission.

Annex 2: Persons met

CAPMAS:

Name	Title (or Department)
Eman Saleh Aioub	**NIC Manager**
Alia Abd Elhamid	**General Relations Manager**
El Sayed Yasser Aly Ragheb	**Consultant Engineer**
Bahy El Din Mortagy	**Head of IT sector**
Mohammed Morsy	**Under-secretary of CAPMAS president office**
Magda Ibrahim Dalam	**Technical Affairs Dep. - President Affairs**
Nadia Mahmoud Edris	**Data Quality Control**
Isis Ibrahim Girgis	**Dissemination Department**
Faida Mohamed Hosny	**Web Site Manager**
Amal Kamal Mokhtar	**Information Bank**
Hanaa Abd Elazim	**General Relations Department**
Ibtesam Kamal Ahmed	**Quality Control Department**
Salwa Elsaid Selim	**Twinning Tecnical Affairs**
Maha Khaled	**Translator**

Annex 3: Organisational chart of CAPMAS



Annex 4: Draft questionnaire to the users and the Consultative Committee

Draft version 23.4.2009

Please note that the answers are dealt with confidentially, and all the results will be presented so that no single respondent can be identified.

1. What is your overall impression of CAPMAS - please write here briefly:
   _____
   _____

2. Which services or products do you use?
   - ❑ The CAPMAS website
   - ❑ The press releases
   - ❑ The publications
   - ❑ Statistics through personal contact
   - ❑ Library of CAPMAS
   - ❑ The national information center of CAPMAS
   - ❑ Training services of CAPMAS
3. From which of the following sources do you normally learn that new statistical information is released? (scale 1-5, 1 = not useful at all, 5 = very useful, 0 = I have no opinion)
   - ❑ Reading about it in the newspapers
   - ❑ Seeing it on TV
   - ❑ Subscribing to the publication
   - ❑ Consulting the advance calendar on CAPMAS's website
   - ❑ Reading it on other websites
   - ❑ Getting it to know from my colleagues
   - ❑ Other, please specify_____
4. What do you think about the following statements (scale 1-5, 1 = I fully agree, 5 = I fully disagree, 0 = I have no opinion)
   - ❑ The statistics are relevant and describe society
   - ❑ The statistics are reliable, and people can trust them
   - ❑ The statistics are punctual and published according to the announced plan
   - ❑ Statistics are presented in clear and understandable ways
   - ❑ The statistics are documented well, and the methods and definitions used are described
   - ❑ I can easily find international or regional information if I want to make comparisons
5. Does the statistical information have an effect on your decisions and points-of-views? ____(scale 1-5, 1 = not at all, 5 = very much, 0 = I have no opinion)
6. How do you use the statistical information? (Tick the relevant alternatives.)
   - ❑ I use it myself
   - ❑ I deliver it to others in my organisation as it is sent to me
   - ❑ I make summaries and deliver them to others training
   - ❑ other, please specify_____
7. Does CAPMAS fulfil you needs for statistical information? => What is missing (topics, depth of information, other things?)
   - ❑ Yes/No
   - ❑ Please describe if you have any further needs or wishes:
     _____

8. What could CAPMAS do in order to help you use statistics even better? (scale 1-5, 1 = not useful at all, 5 = very useful, 0 = I have no opinion)
   - ❑ organise training
   - ❑ tell more about the methods and terms, classifications etc. used in statistics
   - ❑ inform more actively about the new statistical information
   - ❑ offer user support by telephone or e-mail
   - ❑ other, please specify: _____
9. What do you see as important development areas in CAPMAS? (scale 1-5, 1 = not important at all, 5 = very important, 0 = I have no opinion)
   - ❑ Making the official statistics better known and understood in the society?
   - ❑ Making CAPMAS more visible and known in society?
   - ❑ Making statistics more easily available (Internet)?
   - ❑ Providing statistics free of charge?
   - ❑ Making publications for the general public?
   - ❑ Other, please specify_____
10. What can CAPMAS do to become more visible to the public?
    (scale 1-5, 1 = not useful at all, 5 = very useful, 0 = I have no opinion)
    - ❑ Define the users and their needs
    - ❑ Work with the media
    - ❑ Work with schools and universities
    - ❑ Work with decision-makers
    - ❑ Conduct user satisfaction surveys
    - ❑ Other, please specify_____
11. Anything else you want to mention?

    _____
    _____
    _____

Background Information about the respondent

a. Organisation
   - ❑ ministry
   - ❑ other state organisation
   - ❑ university or other educational organisation
   - ❑ private enterprise

b. Role
   - ❑ top management
   - ❑ middle management
   - ❑ clerical employee
   - ❑ other employee
   - ❑ student
   - ❑ teacher

c. area of living
   - ❑ Cairo and surroundings
   - ❑ Other big city
   - ❑ Small city or countryside

Annex 5 Draft for a Communication and dissemination strategy and/or policy

The overall theme for the strategy/policy ("slogan" and definition)

Knowing the society by knowing statistics
Know the statistics, know your country
Improving awareness, improving statistics
Reliable data - trustworthy statistics
Statistics - together towards tomorrow's knowledge

Statistical awareness is a basis for the statistical production in a country where a large majority of statistics is based on direct data collections. The awareness has the potential to make data providers less skeptical and more motivated to participate and give true information to CAPMAS.

The general statistical awareness in society can be promoted by the means of active communication, user-friendly dissemination and constructive, wide co-operation within the society. These also are the key tools when promoting the use of statistics and the statistical literacy.

The main goals of communication and dissemination

1. To improve the overall statistical awareness in the society in order to upgrade and support respondent rates among all the respondent groups.
2. To build the reputation of CAPMAS as a reliable, objective organisation producing reliable statistical information.
3. To increase the use and influence of statistical information in the society by improving and maintaining relevant dissemination activities.
4. To increase statistical literacy in the society.

Under each of these, also a short description of the benefits gained by improvements should be stated.

The main principles of communication and dissemination

- Reliability
- Impartiality
- Openness and objectivity
- Clarity
- Ability and desire to co-operate

The focus topics

1. **Statistical awareness**
   - *Aim and objectives*
   - *Target groups (segmented if necessary)*
   - *Means*
   - *Partners*
2. **The image of CAPMAS**
   - to be based on the principles of the official statistics
   - Aim: To strengthen the role of CAPMAS as an co-operative, essential creator of the knowledge society, and as a trustworthy and serviceminded organisation.
   - *Target groups (segmented if necessary)*

- *Means*
- *Partners*

3. The use of statistics

- *Aim and objectives*
- *Target groups (segmented if necessary)*
- *Means*
- *Partners*

4. The statistical literacy

- *Aim and objectives*
- *Target groups (segmented if necessary)*
- *Means*
- *Partners*

Under each of these, the following should be stated

- *the most important, measurable objectives to be named here*
- *the most important target groups*
- *the main actions (in general terms, to be described in more detail in the action plan)*
- *the main partners (in general terms, to be described in more detail in the action plan).*