

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

***Assessment of current use dissemination practices and use of statistics and analysing the role of the Consultative Committee in disseminating statistics
Activity 3.1***

Mission carried out by
Mrs Reija Helenius, Statistics Finland and
Mrs Annegrete Wulff, Statistics Denmark
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Final version

		 STATISTICS DENMARK
Central Agency for Public Mobilisation and Statistics		Statistics Denmark

PHARE 2005*Authors' name, address, e-mail*

Annegrete Wulff
 Sejrogaade 11
 DK-2100 Copenhagen
 Denmark
 Tel. +45 39 17 39 17
 awu@dstat.dkstat.dk

Reija Helenius
 P.O.B 3A
 FI-00022 Helsinki
 Finland
 Tel. +358 9 1734 3677
 Reija.helenius@stat.fi

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Central Agency for Public Mobilisation and Statistics	
ECE	Economic Commission of Europe
IDSC	the Information and Decision Support Centre affiliated to the Cabinet
IMF	International Monetary Fund
NIC	National Information Centre of CAPMAS
NSI	National Statistical Institute
SDDS	Special Data Dissemination System
ToR	Terms of Reference
UN	United Nations

1. General comments

This mission report was prepared within the Egyptian-Danish Twinning Project „Institutional capacity building for the Central Agency for Public Mobilisation and Statistics (CAPMAS)”. It was the first mission to be devoted to statistical policy and legislation within Component 3.1 of the project. The objective for this component is an action plan for promoting awareness of statistics among suppliers, users and citizens.

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

- An assessment of the current dissemination policies and the use of statistics.
- An evaluation of the work plan set out in the contract and suggestions for changes in view of the findings and conclusions.
- Analysing the role of the Consultative Committee in disseminating statistics. Set up a work plan for CAPMAS for developing a statistical policy.

The consultants would like to express their thanks to all officials and individuals 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.

All in all, the consultants find that the Dissemination and Statistical Awareness function in CAPMAS is already working and some initiatives have been initiated – in particular, with respect to Census 2006. However, they have not established any systematic method according to which results can be measured. In addition to this, they have well-developed training programs, information services and web pages. During the mission the consultants met a dedicated and skilled staff working with high motivation and willingness to discuss the relevant matters. The consultants would like to put forward the following main conclusions:

CAPMAS should consider developing a dissemination strategy and, in particular, how to promote statistical awareness – to be understood in terms of *trust, confidence and statistical literacy* in society. Therefore, the needs from others than their primary users should be investigated. Today, dissemination and public relations activities take place within several units in the CAPMAS and they fulfil many needs. However, to avoid duplicated work, composing one unit with the responsibility of coordinating such a dissemination task should be considered.

2. Assessment and results

The observations in this report are based on interviews with managers, employees and supervisors at CAPMAS, as well as representatives from the media and the Consultative Committee. Moreover, the consultants have got very useful information and good impressions from visits to the NIC, the Statistical Training National Centre to ITTC and to the International Book Fair.

Some of the observations mentioned in this report should be analysed and taken into account in the forthcoming missions and activities.

2.1 About CAPMAS

CAPMAS produce 97 statistics divided into the following areas: Service, Industrial, Demographic, Trade, Financial, Economics, Labour, Transportation, Communication, Agricultural and Livestock.

There are approximately 2,000 employees working at CAPMAS in Cairo and 1,500 employees working in the Regional Offices with collection of data only and Governmental Branches outside Cairo.

At CAPMAS, the dissemination, user services, user relations, etc. will be found within three departments – all of them directly under the President. 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 Coordination
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 Coordination 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 full description of the CAPMAS organisation will be found in annex 1.

2.2 The Consultative Committee

The tasks of the Consultative Committee are to:

- coordinate between the data producers (CAPMAS and different ministries and organizations)
- avoid duplicating work

The President of CAPMAS is chairing the Committee and all members are appointed by him.

There are 56 members (26 from the ministries, 8 from universities, 7 from vocational education, 9 from the press and 6 from CAPMAS also founding the Technical Secretariat). They meet once a month upon invitation from the President. The themes for discussion are decided and prepared by CAPMAS.

There is a wish from CAPMAS to include the Committee even more in the evaluation of the products and services and also getting more feedback on the usefulness of CAPMAS work. The Committee represents a wide range of the most important users and their advice would be relevant and welcomed. Future missions – two workshops on awareness, activities 3.3, 3.4 and 3.8 are expected to suggest solutions for this.

Seven members of the Consultative Committee were invited to a meeting with the consultants and staff in CAPMAS.

The consultants had set up a pilot questionnaire (see annex 5) to learn about how the members understand their role and their possibilities to influence the products and services of CAPMAS in

order to create awareness of statistics. It is recommended to enlarge the survey to all members of the Committee in a committee meeting where the TA should be present as well.

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2.3 Central Administration for President Office

The main tasks are

- Quality evaluations
- Public relations
- External relations
- Design and follow-up on external printings
- Public library

The General Administration for Public Relations produce 35-40 news releases yearly and conduct 20-25 press conferences. These are attended by around 14 journalists covering most news media, incl. TV.

The news releases are written by specialists and formulated by PR staff. Staff will be trained in writing skills and how to conduct the press conference. There is a great interest from the media and new released statistics will be presented widely in the newspapers and on TV. The hectic nature of journalistic work sets its own limitations on the presentation of statistical information and on the communication of statistics. In the rush, journalists prefer telephone contacts. They are not so familiar with Internet services. Five representatives from the media were interviewed during the mission by the consultants.

Staff in Public Relations is mainly statisticians trained in writing.

Some of the journalists claimed a need for more figures and less text or text written in a way that could be understood also by non-professionals. A terminology guide would be appreciated.

They appreciated the press conferences where specialists could explain to them what was important.

Moreover, they would be willing to learn more about statistic in a training course.

Releases are announced 10 days in advance in a release calendar. However, the date can be changed by the President according to other arrangements.

Administration of Design and follow-up external printings handles the design of covers for publications and also all graphs in the publications (these are made by hand by graphical specialists). The covers indicate through different easily interpretable pictures to which subject areas they belong.

The public library was opened in 1964. It contains all printed publications from CAPMAS and all UN publications.

There are about 30-60 visitors daily counting researchers, university students, teachers as well as CAPMAS staff. They can get access to old publications – e.g. the census from 1882 and the first Yearbook from 1910 - on Micro film, which makes it more easy to work with. The consultants can support the plan to transfer these old data to electronic form, such as CD-ROM and eventually also to the Internet. This will make them available throughout Egypt as well as abroad. It would be of great value – also regarding the awareness of statistics – that all publications would be catalogued electronically and searchable for users via computer.

Ideas of scanning old books to the PC's were suggested by the consultants.

Today, there are no pc's available, neither to the staff nor to the public. Internet access could help library staff in assisting visitors to get information from international official statistical databases. for instance, the UN, the OECD and the IMF. The premises of the library could also be considered in closer connection with NIC.

The library is run by a very experienced head and five employees. Opening hours are 9-15.

2.4 Statistical Training National Centre (STNC)

The Statistical Training National Centre (STNC) is a training centre for statistical issues as well as for technical issues. They are consulted by CAPMAS staff but also from employees in other governmental institutions. The external attendees have to pay for the training.

The teachers are specialists from CAPMAS. Upcoming courses are announced via a training program delivered to all governmental institutions and ministries.

23 employees work in the STNC which was established in 1997. Students get certificates when they have finished a course. Course satisfaction is measured systematically:

STNC conducts training programmes on statistics as follows:

1. Statistical programs for employees in all units of the state
2. Specialized programs in the field of economics, sampling, health and vital statistics
3. Statistical programs for higher education students during the summer
4. Programs in the field of statistical analysis for delegates of Arab and African countries.

It could also be considered to use the Training Centre as the place where different target groups, for instance, journalists and students could be introduced to the understanding of statistics, statistical literacy in other words.

CAPMAS is also responsible for the **Information Technology Training Centre (ITTC)**. CAPMAS is focused on increasing the general IT knowledge and English skills for all employees. For instance, all employees are given basic IT training and English. Courses on technology and statistics are also provided to other organisations, national as well as international. For non-CAPMAS institutions the training is charged according to the costs. ITTC has a wide range of courses covering most of the needs at CAPMAS, including database and programming courses as follows:

1. Training diploma on Information technology
2. Training courses certified from international organisations (for instance, UNESCO, Cisco Academy, Microsoft)
3. IT Training courses on different fields (for instance, Web design, information systems programming, graphics, SPSS)
4. English language training courses

Rehabilitation programs for the blind and near-sighted.

The Technical affairs division has two main tasks:

1) Following up on all external consultancies. All requests from outside (public and private) are handled here. They are presented to the presidency who decides if the data are too detailed to give for free.

They have no figures on the number of requests.

2) Technical research. They check the content in publications and are responsible for the Statistical Yearbook and Egypt in Figures. Also data sent to UN-organisations are revised here.

The Yearbook is published in 700 copies of which the greatest part is given for free to governmental institutions, to universities and to the ministry of foreign affairs for distribution in the Egyptian embassies around the world. The rest is sold.

It was discussed to use templates in printing of the publications. This would make the publications look similar regarding set-up font, table layout etc.

Some publications, for instance, the Yearbook and Egypt in Figures, are seen as statistics with interest for a broad user group of students and the public in general. It could therefore be considered to make them more appealing to non-professionals. It is recommended that graphs, maps and illustrations are included, to a greater extent, in such publications. They could be free of charge on the Internet and some information and marketing activities directed towards schools, libraries, big enterprises and research institutions should be tried.

2.5 Information technology Sector

National Information Centre provides information services daily. Opening hours to the public are 9-15.

7 persons serve about 25 visitors every day. In addition to this they receive about 15 telephone calls. Publications are sold from NIC, but only the latest editions and the previous ones.

Data is disseminated on the website www.capmas.com, by the **Information Bank section**. All main figures are free of charge. 20 employees work in the Information Bank section.

The web-site is in both Arabic and English. CAPMAS is currently working on a complete coverage of the web-site in English. Subscribers to statistics from the website count 400 who have subscribed to detailed statistics. The price for that is 1,300 EGP per year. Governmental institutions get 15% discount for using web-site. The web-site has not been advertised as well as the National Information Centre and there may be many potential users.

The most important pages of the site contents:

1. Population clock
2. Final results of 2006 Population Census
3. Latest statistical indicators
4. SDDS indicators to IMF
5. Information technology indicators
6. Some latest statistics and full publications
7. Summaries on the new publications
8. Population distribution maps
9. The schedule of training courses & ICDL tests
10. Link of portal development indicators "EgyInfo" in cooperation with UNICEF
11. The statistical project that won the certificate of the best Arab statistical work in 2008:
"Measuring the effect of the use of ICT in schools in the Egyptian education initiative"

3. Recommendations

CAPMAS should consider **developing a dissemination strategy and, in particular, how to promote statistical awareness – to be understood in terms of *trust, confidence and statistical literacy* in society**. Therefore the needs from others than their primary users should be investigated. Today, dissemination and public relations activities take place within several units in the CAPMAS and they fulfil many needs. However, to avoid duplicated work, composing one unit with the responsibility of coordination a dissemination tasks should be considered.

The questionnaire used as a pilot to selected members of the Consultative Committee should be sent to the whole Committee.

The innovative leadership by managers should be continued, especially investments to IT-technology concerning dissemination of statistics and training.

Systematic user satisfaction surveys and follow up with concrete action plans should be agreed.

Above all attempts to improve the awareness of statistics it could be stated that:

- Only statistics that are used are valuable
- Only statistics that are understood are valuable
- Only statistics that people are aware of exist *can* be used
- Only statistics that are trusted *will* be used

3.1 Specific recommendations

An overall statistical awareness policy should include co-operation with the most important stakeholders, especially users of statistical information, for instance, with the media, educational institutions and libraries.

The main statistical figures are freely accessible for all users, but one has to pay for accessing the complete databases. The pricing policy should be considered carefully.

The concept of statistical awareness should be defined, so that it is being understood by the staff in the same way. Existing models (developed in Denmark and Finland) may be used as background information.

Our recommendations for the next steps could be:

1. Defining the concept of statistical awareness
2. Creating statistical awareness and dissemination strategy
3. Defining main user groups and matching these towards the existing products and services
4. Setting up concrete action plans, for instance:
 - cooperation programs for different user groups
 - survey of the Consultative Committee
 - user satisfaction surveys of website and publications etc.
 - continue the development of the web site
 - present statistics (website and publications) in an appealing way according to match the expected target groups
 - put in practice the suggestions from MEDSTAT II project (brochures on methodology in „down-to-earth” terms, renewal of the cooperation with the press, use of electronic tools to improve the production of publications on paper and web).
 - setting up a plan for marketing activities towards specific user groups informing them on publications and services from CAPMAS, for instance, libraries, educational institutions, big enterprises and the media.

Annex 1: Terms of Reference

EG/07/AA/F106

Statistics Denmark, International Consulting

13 January 2009

POT/-

Terms of Reference

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

Activity 3.1

*Assessment of current dissemination practices and use of statistics and analyzing
the role of the Consultative Committee in disseminating statistics*

Background

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

This activity is the first 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 and a questionnaire for the consultative committee is developed.*

Purpose of the mission

The mission is an assessment mission where the primary task is the assessment of existing situation with respect to policy, strategy, and organisation.

Review of dissemination channels such as publications, press releases, website, electronic dissemination and National information Centre

A draft questionnaire for members of the Consultative Committee is prepared in advance by CAPMAS.

There will also be a review of the role of the Consultative Committee in disseminating statistics as an input to component 2 (Organizational Reform), activity 2.3 (Assessment of HR management in CAPMAS), in addition to a review of the use of statistics in the media, among researchers and decision-makers in politics and business

A half day meeting will be held with the Consultative Committee.

Expected Results

- An assessment of current dissemination practices and use of statistics.
- Analysing the role of the Consultative Committee in disseminating statistics

- An evaluation of the work plan set out in the contract and suggestions for changes in view of the findings and conclusions

Activities**Tasks to be done by CAPMAS to facilitate the mission**

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

Consultant and counterpart**Timing**

The mission will be carried out during 25-29 January 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: Programme for the mission

A Schedule for the mission was

Sunday 25 January

Introduction to CAPMAS and overall discussion of the activity – RTA and BC project management

Meeting with component leader and the relevant staff

Determining the agenda for the mission

Presentation of dissemination strategy organisation and methods in CAPMAS

Monday 26 January

Interaction with the mass media

The role of the Consultative Committee in increasing statistical awareness

What is statistical awareness and how can it be measured

Discussion and drafting a questionnaire to the Consultative Committee

Tuesday 27 January

Preparation for meeting for the Consultative Committee

Discussion of points to be included in a policy, strategy and action plan for statistical awareness/ dissemination

Wednesday 28 January

Meet the Consultative Committee

Review the use of statistics in the media among researches and decision-makers

Thursday 29 January

Final discussions and clarifications with CAPMAS

Annex 3: Persons met

REPRESENTATIVES FROM THE MEDIA:

Media
Middel East News Agency
Al Gomhoria (The Reublic)
Al-Ahram (The Pyramides)
Egyptian News Broadcasting
Daily Nation News Paper
El-Masry El Youm (Egyptian today)

MEMBERS OF THE CONSULTATIVE COMMITTEE:

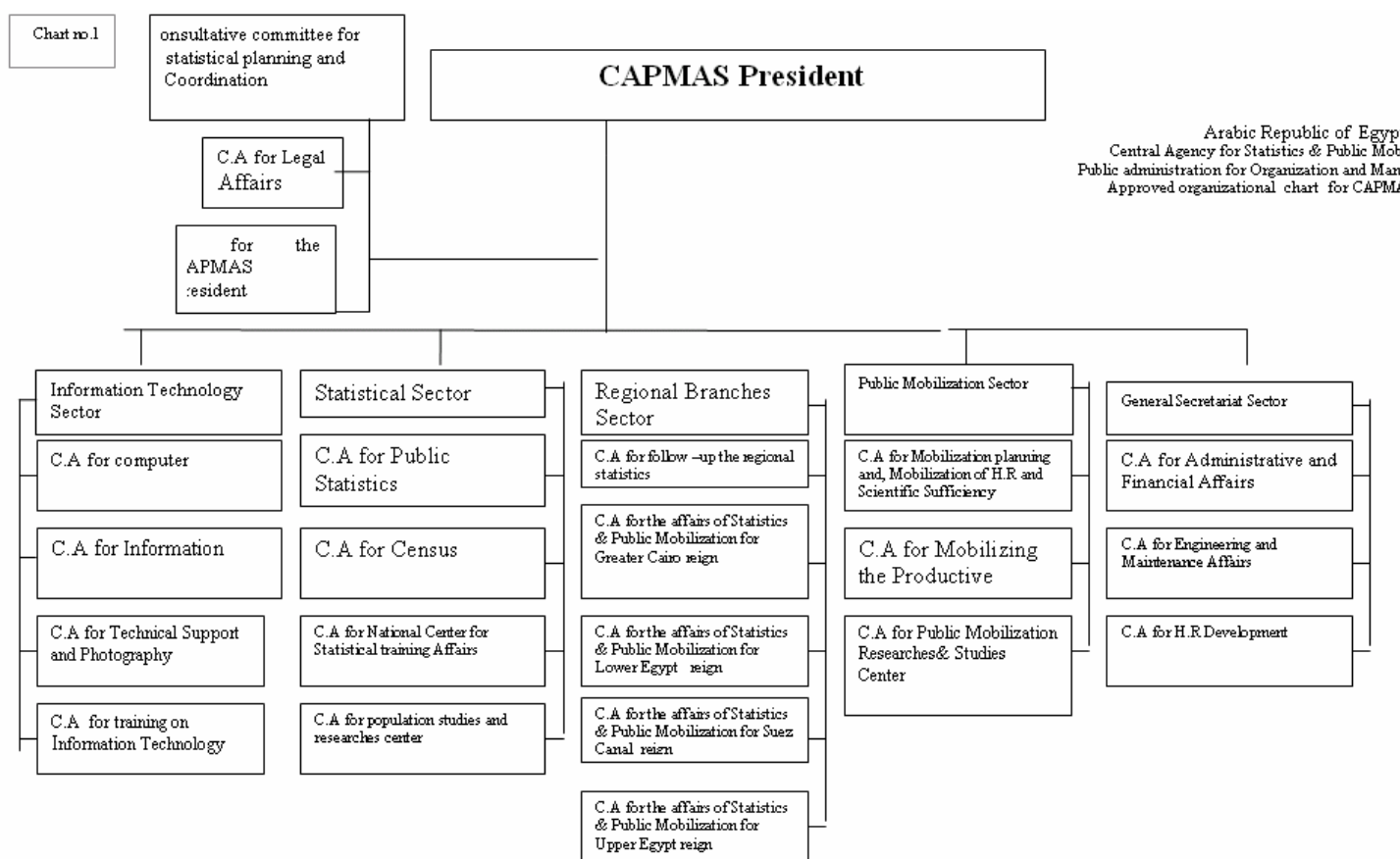
Organisation
Information & Decision Support Center
National Population Center
Ministry of Agriculture
Ministry of Investment
Ministry of Finance
Ministry Administrative Development
General Union for Chambers of Commerce

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

Gihan Rizk Osman	Library Manager
Faida Mohamed Hosny	Web Site Manager
Amany Kamal Mokhtar	Data Bank
Hanaa Abd Elazim	General Relations Department
Ebdesam Kamal	Quality Control Department
Samia Abd Elmonem	Technical Affairs Department
Salwa Elsaïd Selim	Twinning Technical Affairs

Annex 4: Organisational chart of CAPMAS



Annex 5: Draft questionnaire to the Consultative Committee

1. What is the role you have in the Consultative Committee?
 - Advising CAPMAS on new statistics?
 - Giving user feedback?
 - Do you discuss CAPMAS activities with your own organisation/institution?
2. Which new activities could you imagine the CC could take up?
 -
3. What do you see as important development areas in CAPMAS?
 - Creating more awareness of statistics?
 - 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?
4. How well fulfilled do you find these quality indicators in CAPMAS? On a scale 1-5 , 5 fully fulfilled
 - Are the statistics relevant and describe society?
 - Can people trust the statistics, are they reliable?
 - Are statistics punctual and published according to the announced plan?
 - Are they well documented, methods and definitions described?
 - Can you compare with, for instance, international or regional data?
5. What can CAPMAS do to be more visible to the public?
Prioritize 1-5, 5 is most important
 - Defining the users and their needs
 - Working with the media
 - Working with schools and universities
 - Working with decision-makers
 - Conducting user satisfaction surveys
6. Which statistical services or products do you use the most?
 - The CAPMAS website
 - The press releases
 - The publications
 - Statistics through personal contact
7. How are you aware of new statistics are released?
 - Reading about it in the newspapers
 - Seeing it on TV
 - Subscribing to the publication
 - Consulting the advance calendar on CAMAS's website
8. How often do you participate in the Consultancy Committee meetings?
 - I attend every meeting
 - 8-12 times a year

- 4-7 times a year
- 1-3 times a year

9. Anything else you want to mention?

-
-
-

Annex 6: User groups and products, an example

Users and Products

	Yearbook	Press Release	Web site	Databank	Egypt i Figures	Theme publications	Census publications
Government							
Organisations							
Media		X	X				
Students			X				
Public in general					X		

Annex 7: Photos from CAPMAS activities

The Statistical Training

National Centre



CAPMAS at the International

Book Fair