

**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 3.3.1**

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		 <b>STATISTICS DENMARK</b>

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## List of Abbreviations

BHAS	Agency for Statistics of Bosnia and Herzegovina
FIS	Institute for Statistics of Federation of Bosnia and Herzegovina
RSIS	Institute for Statistics of Republika Srpska
ToR	Terms of Reference

## 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 first mission to be devoted to dissemination within Component 3.3 of the project. The topic of this mission was an assessment of the current situation on dissemination and aimed at defining a strategic plan forming the base of the further implementation of the project in this statistical area.

The concrete objectives of the mission were:

- *Assesment of current situation on dissemination*

- *Interviews and discussions regarding the existing practice*
- *Regarding responsibilities for publishing*
- *Paper vs web, central vs decentral dissemination.*
- *Analyses for requirements for a dissemination database*
- *Evaluation of previous projects assesments and results related to dissemination*
- *To prepare for a future strategy and dissemination plan*

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.

## 2. Assessment and results

Through interviews and discussions with the staff from BHAS/FIS/RSIS the situation was revealed regarding

- A discussion on the Eurostat principles for good practice in statistics leaves some areas open for improvement
- The production process from paper publication till pdf's on the Internet was explained by all three organisations and a general challenge to them all is the resources spent on translating to 3-4 languages (Serbian, Croatian, Bosnian, English).
- The web site is populated with a few indicators as well as pdf publications, the monthly bulletins being the most important.
- They have no general output database for aggregated data on the Internet only social development indicators in the DevInfo
- All data and services are free of charge, and requests are handled centrally by the Dissemination unit.

The following overview is a result of the discussions between the consultants and the three organisations. All items are of relevance in the process of improving dissemination according to the *European code of practice*..

BHAS has in 2007 made a comprehensive Dissemination policy draft. It builds upon the European code of practice and contains many sound suggestions. It is suggested BHAS re-evaluates the proposal taking into account the development and changes that may have come by the last five years. And most of all get approval at top management level.

	BHAS „ Agency”	FIS „ Federation”	RSIS „ Srpska”
Release calendar	Monthly press releases and press conference preannounce by date. 11:00 am Dates can be changed	Releases are announced on the web by date. Delays are announced.	Releases are planned to be released at precise time. E.g. 09:00, 10:00 or 11:00.
Database, general output	Internal database on Foreign Trade External: Prices and Industry, house budget survey, labour (in different databases)	Population, prices, industry, labour and education (in different databases)	Population, prices, industry, labour and education (in different databases)
Website	Web statistics „Statscounter” 5000 unique visitors/ 7000 visits	Web statistics „Statscounter” 6000 unique visitors /10000 visits	Web statistics "statscounter" and "Google Analytics" 5000 unique visitors/ 9000 visits
Priority:web, Paper, pdf	Pdf on the web has first priority	Pdf on the web has first priority	Pdf and Excel on the web has first priority
Staff in dissemination	8 permanent and 1 contractor. The plan is to be 22	13 including printing (in house). The plan is 19	2 permanent and 2 contractors. The plan is 9
Web/publications/database	No automatic coherence for now	No automatic coherence for now	No automatic coherence for now
Translations Languages (english)	Professional translation in some cases, plus statisticians and Dissemination staff translations.	Statisticians and Dissemination staff translate	Statisticians and Dissemination staff translate
Users: surveys	Just started	No	No

Users: requests	Central 4072 incoming, 328 e-mails fully processed. 150+ telephone requests 2011. Complex requests difficult to answer as there is no dissemination database	Central 248 e-mail not including telephone calls. 150 visits to library	Central Information in CRM database. Requests answered by statisticians.
Usability tests	No	No	No
User forums etc	No	No	No
User training	Staff training. No training for external users	No training for staff. No training for external users	Staff trainings. No training for external users
Strategy for dissemination	Written policy 2007, not approved	Written policy 2007, not approved	Written policy 2007, not approved
DevInfo database	Yes, with a consultant 1 year	Yes, with a consultant 6 months	Yes, with a consultant 6 months
Free of charge	Everything free of charge (except Foreign Trade from ITA), publications, services and consultations	Everything free of charge (to privileged users), publications, services and consultations. Small no. of users are charged (for hardcopies)	Everything free of charge, publications, services and consultations
Data storage	Most data in Excel Minor parts in MS sql, MySQL or Access	Most data in Excel Minor parts in MS sql, MySQL or Access	MS sql and Access and minor parts in Excel
Yearbook	No, but planned (2012?)	Yes (hard copy and Cd-rom)	Yes (Pdf, Excel, Cd-rom and Hardcopy)

### 3. Conclusions and recommendations

Based on the assessments of the current situation on dissemination in the three organisations, it is concluded that:

- Although all three organisations pre-announce releases through a release calendar, sometimes delays are encountered
- The process of creating publications can be cumbersome, due to difficulties concerning translations, manual imputation of data and lack of policies regarding responsibilities. Some of the same problems exist for the web sites as well.
- Different types of data storages exist, such as DevInfo and databases for prices and industry. However, there is no common interface for all statistics (common dissemination database for aggregated statistics).
- There is no systematic use of templates for different types of releases, e.g. the press releases
- With the existing dissemination systems, there are no way to ensure automatic coherence among the different channels, such as databases, paper and web
- A system for the dissemination of coming Census data results has not yet been agreed upon
- Considerable time is spend on serving users in relation to ad-hoc data queries

A suitable solution for the creation of a dissemination database is PX-Web, which was demonstrated and discussed during the meeting.

Based on these conclusions it is recommended that the following initiatives are considered:

- Identify the main reasons for the delays of pre-announced releases in order to find means for improving the situation for the release calendars.
- Take actions towards the creation of a dissemination database of aggregated statistics that can contain statistics from different fields. This database should contribute to ensuring:
  - better access to statistics for internal and external users
  - a more productive environment for the production of publications and data on the web
  - coherence among different dissemination channels
  - less time spend on ad-hoc data queries
  - a source for dissemination of census data

One concrete action could be to identify data sources, preferably in electronic form, that is suitable for dissemination through this database.

- Using standard templates for the creation of different types of publications, such as press releases and other regular releases (both for paper and web).
- Further investigate the Danish model for creation of publications and web products, in order to increase productivity in production process.
- Put focus on design, change management and policies concerning web sites
- Further analyse the needs for different types of user contacts, such as feedback, surveys and usability tests.
- Identify usable concepts for creation of strategies and policies in the area of dissemination

- Consider the possibilities for holding training courses in the area of dissemination for internal and external user
- To learn about software products, cooperation and developments within the PC-Axis community, it is recommended that representatives from one or more of the organisations attend the upcoming PC-Axis meeting (Stockholm, May 30. 2012).

*Actions needed for preparing the 3. mission – fill out and add tables as needed.*

<b>Action</b>	<b>Deadline</b>	<b>Responsible person</b>
Describe the process from publication is planned to the release ( identify problems regarding release calendar)		
Identify suitable data sources (data set) for the dissemination database		
Define the three most important issues in a dissemination strategy for the institutional goals		

*Signatures*

BHAS Component leader

FIS Component leader

RSIS Component leader

Experts:

Annegrete Wulff

Lars Knudsen

RTA:

Bente Dyrberg



## Annex 1. Terms of Reference

### Dissemination

5<sup>th</sup> March 2012 to 9<sup>th</sup> of March 2012

Terms of Reference - Activity 3.3.1

EU Twinning Project BA 08-IB-FI-03

Component 1 Business Statistics

- 1.1. Statistical Business Register
- 1.2. Structural Business Statistics
- 1.3. Construction Statistics
- 1.4. Retail Trade Statistics
- 1.5. Tourism Statistics

Component 2 Extended Household Budget Survey

Component 3 Institutional Capacity

- 3.1. Long term strategy
- 3.2. Metadata and classification system development

#### **3.3. Promotion of dissemination**

#### **Benchmarks**

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

#### **3.3.1. Activity**

Assessment of the current situation on dissemination

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

- Preparation of development plan concerning data publication on the web site
- Planning for the building of a comprehensive dissemination database
- Presentations and discussions on the current status on the dissemination ( BHAS / FIS/ RSIS participants)
  - Analysis of organization capacity

- Existing practice regarding responsibilities for publishing
  - Dissemination functions (paper, web, central, decentralized dissemination of results)
  - Analysis of the content of the web site and organization of work and responsibilities
  - Evaluation of previous project assessment and results related to dissemination
  - Communication with the users
  - Public awareness and marketing
- General Danish dissemination strategy
    - Presentation of Danish dissemination strategy
    - Discussion and comparability with our practice
    - General recommendations for redesign and improvement of existing BH dissemination
  - General Danish dissemination strategy in Population Census
  - Preparation of general plan for dissemination strategy in Population Census
  - Preparation for the next mission
    - Preparation of the list of activities to be done before the next mission
    - Preparation of the list of topics for the next missions

<b>Expected output</b>
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- Draft and recommendations of general dissemination plan
- Draft and recommendations of dissemination plan for Population Census
- Draft of main activities in public campaigning
- Draft of the general plan for the future missions
- Mission report – summarized and detailed version completed
- Detailed plan of the activities before the next mission and draft ToR for the next mission prepared and agreed by all partners (BHAS / FIS/ RSIS participants, experts and RTA)

## **Annex 2. Persons met**

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

Maida Hasanbegović, Assistant director of the Dissemination Sector  
Ivona Bulić, Senior adviser for public awareness and marketing  
Sabrina Omerbašić, Senior adviser for preparing of user's database and contacts with users  
Timur Ljubunčić, Senior adviser for Internet and Intranet  
Vedrana Rebić, Senior officer for publishing and information  
Amra Kapetanović, Lector  
Lejla Rakić-Bekić, designer and editor  
Senad Mujkić, UN organizations for DEV-Info  
Ljerka Brojic

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

Zehra Kaba, Head of Publication department  
Mevla Softić, Senior Adviser for publications  
Zijo Eskić, Senior Adviser for Internet  
Mahir Kološ, Senior officer for Intranet

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

Vladan Sibinović, Head of the Dissemination department  
Aleksandra Zec, Assistant Desk Top Publishing  
Verdana Cejvan, Department for publishing data and databases (trainee)