

TWINNING PROJECT

**Support to Development Process in the State
Statistics Service of Ukraine with the Objective to
Enhance its Capacity and Production**

Ukraine



MISSION REPORT

on

**Component 14: Promoting the activity and creating the positive image of
the Ukrainian state statistical bodies**

Activity 14.1: Assessment mission

Mission carried out by Mr Petteri Baer, International Consultant, Statistics Finland

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National Institute of Statistics
and Economic Studies
Measuring, understanding

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List of Abbreviations

CRM	Customer Relationship Management
ISLP	International Statistical Literacy Program
NSI	National Statistical Institute
NSS	National Statistical System
SD	Statistics Denmark
SF	Statistics Finland
SL	Statistical Literacy
SSSU	State Statistics Service of Ukraine
ToR	Terms of Reference

Executive summary

The purpose of the Mission was to assist the SSSU in get familiar with the European experience of disseminating statistical information, promoting and creating positive image of official statistics. More specifically in the TOR and Work Programme it was specified to focus on

- dissemination policy (processes and practicalities regulating data dissemination in Statistical office): structure, key points and provisions;
- access to microdata collected for official statistics (organization, main principles, rules, confidentiality requirements);
- development of promotion activities of statistical literacy.

The Consultant had prepared a substantial amount of presentation materials on all the three main topics mentioned. A list of these materials can be found in Annex xx of this Mission Report.

The Consultation process took physically place in the for the purpose very well fit round-table press room of the SSSU in a presentation and active discussion form together with relevant staff members of the SSSU. The efficiency of the Consultation process was supported by the fact that the Consultant knew Russian (the language) fairly well, which made it possible to have the main part of the presentations and all the discussions running smoothly directly in one language. At moments of linguistic difficulties the Assistant of the Resident Advisor of the Twinning Project kindly assisted with interpretation of words and some terminology.

The key team of the SSSU was present all the time, however on Thursday the Head of the Department was, unfortunately, occupied with other matters. On Wednesday, when the Consultations were focusing on access to microdata collected for official statistics two leading specialists from the Household Survey division of the SSSU and one specialist in Economic Statistics also participated in the Consultation process.

From the discussions and deriving from the presentation material provided by the Consultant the following conclusions for further work in the sphere of Component 14 were made:

1. For fulfilling the “raison d’etre” of the SSSU **it is necessary to build up a broad network of contacts to a substantially bigger amount of users of official statistical information** than the users in governmental institutions. A definition of the main target groups of the developed dissemination processes of the SSSU will be a necessary start of enhanced activities in the field of dissemination. Building comprehensive, regular and proactive relations with the media is one of the key challenges in this work. “Only used statistics is useful statistics”.
2. **SSSU should develop a strategic document on its goals and development stages in developing its activities in the field of marketing and dissemination of statistical information.** In the role of the coordinator of Official Statistics in Ukraine, SSSU should also assist other producers of Official Statistics in Ukraine to do the same, aiming at easy access to statistical sources for all important user groups of Official Statistics. The corresponding documentation of Statistics Denmark and Statistics Lithuania were recommended to be used as source material for this development work.

3. **Preparations for setting up a Customer Database, or even better, a Customer Relationship Management System (CRM) of the entire SSSU should be commenced** as one of the key preconditions for an efficient dissemination and relations building activity. This is one of the key issues for efficiently providing both chargeable and non-chargeable statistical services by the SSSU. A CRM system could also be of assistance in bringing efficiency into SSSU's data collection activities.
4. **The SSSU should develop a clearly and well defined action line for the process and preconditions for usage of microdata** by research institutions and researchers for scientific research on social and economic phenomena **strongly safeguarding the confidentiality of individual persons, enterprises and organizations** in accordance with the United Nations Fundamental Principles of Official Statistics. In addition, other issues of confidentiality, highlighted in the 2012 Global Assessment of the National Statistical System (NSS) of Ukraine should urgently be dealt with and sorted out.
5. **Ways for enhancing the creation of modern and user friendly statistical services and new statistical products should urgently be developed.** There is an obvious need to create a system of user friendly **service databases**, possibly PC-Axis and PX-Web –based, and also to develop new ways promoting users of the SSSU web site to deepen their interaction with the SSSU for better fulfilment of their statistical needs. **An overall development of the SSSU web site is a precondition** for upgrading the service level of the SSSU to correspond what can be expected of a modern National Statistical Institution (NSI).
6. In promoting **Statistical Literacy**, the NSI usually has a prominent role. The recommendation of the Chairperson emeritus of the SSSU, Mr Osaulenko, of developing Ukrainian versions in line with the abundant Statistical Literacy materials the neighbouring NSI of Belarus has produced is a good start, when targeting schoolchildren. **It is recommended to focus on producing the material mainly in the electronic form, as statistical figures need to be regularly updated.** The printed **Belorussian materials** observed during the Consultation process can find a good use in promoting the idea of Statistical Literacy to cooperation partners – the Ministry of Education, regional and local administrative bodies of educational institutions, teachers' professional organizations, sponsors and others. It is recommended to **make use also of the experience accumulated in Lithuania, Portugal, USA and Finland** in the field of Statistical Literacy, as well as the support the International Statistical Literacy Project (ISLP) can provide for future activities in this field by the SSSU. Additionally it is recommended for the SSSU to establish contacts with the two country contacts (teachers) Ukraine already has in the ISLP framework.
7. It was preliminarily agreed that **there is a clear need in the SSSU and in the recently established Department for Information, Dissemination and Communications for deepened consultations** and later on, when progress in the development has been made by the SSSU also possibly a study visit to Statistics Finland **on the themes of Component 14** of the Twinning Project. A preliminary time for the next Consultation Mission to the SSSU was in correspondence right after the Consultation Mission scheduled to the week 23 – 27 March 2015. However, a number of decisions still need to be taken in order to have that preliminarily planned Mission accomplished.

1. General comments

The Consultant would like to express their thanks to all officials and individuals met for the kind support and valuable information which we received during the stay in Ukraine, and which highly facilitated the work of the experts.

The views and observations stated in this report are those of the experts and do not necessarily correspond to the views of EU, SSSU, Statistics Denmark or Statistics Finland.

2. Assessment and results

The main results of the Consultation Mission are presented above in the Executive Summary.

3. Conclusions and recommendations

The conclusions and recommendations of the Mission are also presented above in the Executive Summary.

Annex 1. Terms of Reference

Terms of Reference

for a short-term mission to the State Statistics Service of Ukraine

*Component 14: Promoting the activity and creating the positive image of the
Ukrainian state statistical bodies
Activity 14.1: Assessment mission*

General information

Statistics Denmark in partnership with INSEE France, Statistics Lithuania, Statistics Finland, Central Statistical Bureau of Latvia, is leading the EU-Twinning project on “Support to Development Process in the State Statistics Service of Ukraine with the Objective to Enhance its Capacity and Production” in Ukraine. The beneficiary is the State Statistics Service of Ukraine.

This activity is implemented under the Component 14: Promoting the activity and creating the positive image of the Ukrainian state statistical bodies.

Purpose of the mission

Mission’s priority purpose is to get familiar with the European experience of disseminating statistical information, promoting and creating positive image of official statistics.

Expected results

To get familiar with:

- dissemination policy (document regulating data dissemination in Statistical office): structure, key points and provisions;

- access to microdata in official statistics (organization, main principles, rules, confidentiality requirements);

Promotion of statistics:

- 1.1. methods and means for statistical data dissemination among different user groups (pupils, students, journalists, scientists, business people, government officials);
- 1.2. statistics for children (book, website section):
 - EU experience;
 - developers (what kind of specialist are to be involved);
 - volume, structure and content;
 - illustrations (pictures, graphs etc.)

Consultant and partner

O. Vyshnevskaya, Director, Department for Communications and data dissemination, SSSU

I. Fedorova, Deputy Director, Department for Communications and data dissemination, SSSU

S. Obednikova, Deputy Director, Department for Communications and data dissemination, Head PR division, SSSU

V. Tishchenko, Head of Publications Division, Department for Communications and data dissemination, Head PR division, SSSU

Scheduling

The Mission will take place in December, 2014 in Ukraine

Report

The final report on the mission should be submitted no later than two weeks after the completion of the mission.

Annex 2. Persons met

SSSU:

- * O. Vyshnevskaya, Director, Department for Communications and data dissemination, SSSU;
- * I. Fedorova, Deputy Director, Department for Communications and data dissemination, SSSU;
- * S. Obednikova, Deputy Director, Department for Communications and data dissemination, Head PR division, SSSU;
- * V. Tishchenko, Head of Publications Division, Department for Communications and data dissemination, Head PR division, SSSU;
- * Iryna Oksyuta, Chief specialist – economist, Division for Data dissemination and communication with users, Department for Communications and data dissemination, SSSU;
- * Inna Osipova, Director, Department of Household surveys, SSSU;
- * Maryna Novychenko, Head of Division for Preparation and Dissemination of household living conditions survey data, Department of Household surveys, SSSU.

RTA Team:

- Irina Bernstein, RTA
- Olga Burbelo, Assistant to the RTA

Annex 3. Presentations given and provided to the SSSU during the Consultation Mission

Communication of Statistical Information

- Official Statistical Information - A key source for monitoring development and allocation of resources;
- The Importance of Building Trust in Official Statistics;
- Effective Communication of Statistical Information;

Marketing of Statistical Information

- Is Marketing and Dissemination a Strategic Function for a National Statistical Agency? - *This material was provided for internal use in the SSSU but not presented during the Consultation process;*
- Building Relationships with Users in a Systematic Way – Background material for the development of a Dissemination and Marketing Strategy;
- From simple user lists and Excel spreadsheets to a sophisticated CRM System – User lists are of core value to Statistical Agencies - *This material was provided for internal use in the SSSU but not presented during the Consultation process;*

Microdata for Researchers

- Researchers' Usage of Microdata The example of Statistics Finland – Basic presentation
- Researchers' Usage of Microdata The example of Statistics Finland – Advanced presentation
- Procedure description for the Researcher (Flow Chart)
- The Statistics Act of Finland (280/2004) – in the English language

- Application for a licence to use microdata, used in Statistics Finland – in the English language
- Agreement (Contract) template on research services for the use of microdata – in the English language
- Instructions for applicants seeking authorization to use statistical data, provided by Statistics Finland to potential users – Application for licence to use statistical data and conditions of approval – in the English language
- Licence to use Statistics Finland's data files, template – in the English language
- Pledge of Secrecy of Holder of Permission to Use Data used when making a contract on use of microdata, model text – in the English language

Statistical Literacy

- Improving Statistical Literacy by Statistics Finland
- Statistical Literacy in an international perspective – Experience * Examples * Enthusiasm
- Materials about the International Statistical Literacy Project – ISLP – Also some materials about IASE

All of this presentation material is also available on the web site

<http://iase-web.org/islp/About.php?p=Mission>

The five last materials on microdata were provided by the Consultant to the SSSU by e-mail on the 29th December 2014. All the other materials were provided to the SSSU during or right before the Consultation Week in the first half of December.