

EU-ARMENIA TWINNING PROJECT

Activity 1.9

Strategy, quality, user cooperation

Statistical Information Dissemination



Yerevan, 12-14 September 2016





Mandatory result

Mandatory result MR1 related to this activity

Statistical Information Dissemination System improved

Benchmarked by

- Statistical Information Dissemination System in place (July 2017)
- Statistical Information Dissemination System Strategy paper developed and adopted by the State Council on Statistics (July 2017)
- User satisfaction survey questionnaire updated, tested and published at the NSSRA website (July 2017)



Purpose and expected output of 1.9

Purpose

- Discussion on management issues related to strategy and quality, and user cooperation

Expected output

- Recommendations provided on long-term strategy, quality and user cooperation



Recommendations (1)

- **Communication and Dissemination Strategy (1)**
 - Develop action plan as a separate document (*End of 2016*)
 - For 2017: A specific and realistic action plan
 - For 2018-2020: Broader descriptions of intended actions to take
 - Review/evaluate action plan after one year when drafting next years action plan. After this evaluation take place every two years. (*2017*)
 - Evaluate the Communication and Dissemination Strategy on last Twinning mission in 2017
 - Does it comply with your needs? Does the structure or initiatives need to be modified or changed?



Recommendations (2)

- **Communication and Dissemination Strategy (2)**
 - Swap titles on dissemination "Strategy" and "Policy" documents (*ASAP*)
 - Consider introducing social medias (e.g. Twitter, LinkedIn or Facebook) as tools of communication directly with users (*2016*)
 - When social medias will be introduced, include a chapter in the Communication and Dissemination Strategy about the plans for the use of social medias
 - Link main communication and dissemination strategy to sub-strategies (e.g. Agricultural Census dissemination Strategy) (*2016*)



Recommendations (3)

- **Trust survey**
 - Conduct light-version of (Danish) trust survey in addition to user surveys
 - In 2017 and in 2020 in order to compare results over time
 - Use OECD recommendations for international comparison



Recommendations (4)

- **Tailor-made statistics (1)**

- Tailor-made statistics "free of charge" must be based on most frequently demanded figures
- Cooperate with NSSRA library and specialists in information search in NSSRA to identify and classify the highest demanded statistics (based on FAQ)
- Develop a standardized tool for communicating with users regarding requests for tailor-made statistics
 - The sub-component on improvement of the NSSRA websites could integrate this aspect, based on inspiration from Statistics Denmark's template and 'Help Spot' system



Recommendations (5)

- **Tailor-made statistics (2)**

- Test Statistics Denmark's "Questions"-functionality by asking a specific question on the website
- Develop and launch first version of a *"Tailor-made statistics and information service"* page on Armstat.am
- Consider at a later stage to establish a blog on armstat.am to have a more direct dialogue with the users regarding highly demanded statistics

Initiate work in 2016

Collection and classification of FAQ's before last mission in 2017



Recommendations (6)

- **Access to administrative data**
 - Follow-up on the current MoU with the Ministry of Nature Protection (*End of 2016*)
 - Plan for a practical pilot test of exchange of data (*End of 2016*)
 - Consider the capacity of the NSSRA IT-division, the current IT-infrastructure and the cooperation between the IT-department and the statistical units in order to be well prepared for the future digitalization of the statistical production processes (*ASAP*)