

An aerial photograph of a rural landscape. On the left, there are green agricultural fields with visible furrows. A road or path curves through the fields. To the right, there is a dense forest with varying shades of green. The sky is filled with soft, white clouds, and the overall lighting is bright and natural.

Presentation of Statistics Sweden on their communication to the users

Workshop 9-10 September

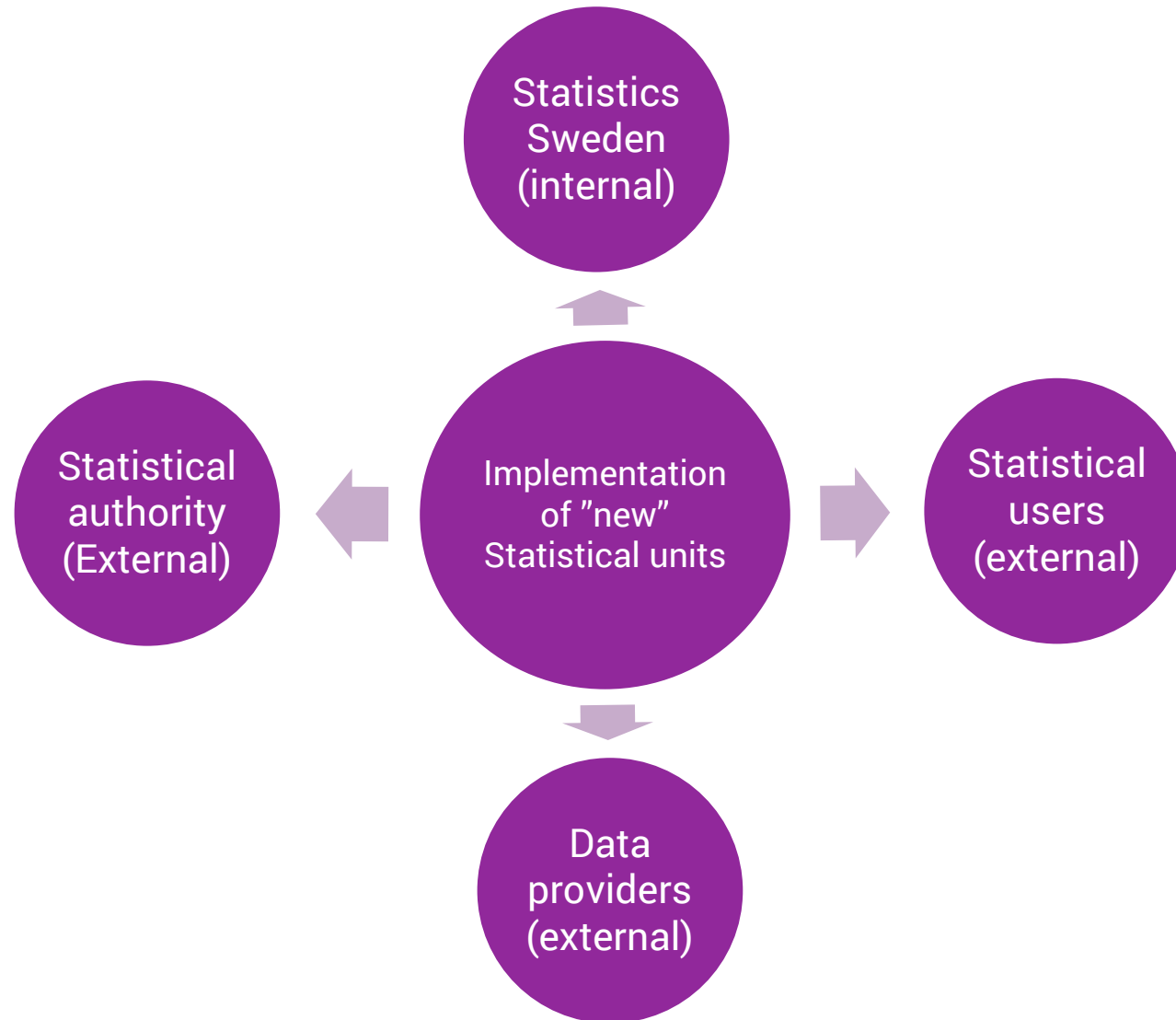
Susanne Svartengren

SCB

Why communication?

- We want to,
 - Inform and involve our users in upcoming changes
 - receive feedback from our users
 - and increase knowledge of business statistics

Communicationplan 2018-2021



Internal communication

- Departments concerned
 - > Economic Statistics Department
 - > National Accounts Department
 - > Regions and Environment Department
 - > Data collection Department
 - > Department for Development of Processes and Methods
- Status reporting
 - > Head of the department - every other week
 - > Head of the unit – ones a month

Internal communication

2018 – focus on “new” statistical units

- Internal reference group
- Education
 - > “New” statistical units – how is the structure of the businesses affected?
 - > Institutional and functional statistics
- Information and discussion meetings with different departments,
 - > Economic Statistics Department
 - > National Accounts Department
 - > Regions and Environment Department
 - > Data collection Department
 - > Department for Development of Processes and Methods
- “Units tour” – the units within our departments
- Blog – status reporting



Internal communication

2019 – focus on the outcome and the preparation towards an implementation

- Blog – status reporting
- Education
 - > Institutional and functional statistics (continuation)



External – Statistical authority

2018 - focus on "new" statistical units

- Introduction of the statistical units with focus on enterprise
- Describe the theoretical effects that we can see on our statistics that also should or could affect their statistics

External – Statistical authority

2019 - prepare for the communication during 2020

- Two steps,
 1. Information sent by email
 2. Meetings with the most concerned authorities

External – Statistical users

2018 – focus on "new" statistical units

- User Council
 - > Introduction of the statistical units with focus on enterprise
 - > "Big bang"
 - > Describe the theoretical effects that we can see on our statistics that also should or could affect their use of the statistics

External – Statistical users

2019 – prepare for the communication during 2020

- User Council
 - > Discuss the content of the communication plan

- Information linked to the statistics from the surveys that might concern
 - > Quality Declaration
 - > Link to the tables

- Focus on the expert users
 - > Three steps,
 1. Continuous information on our website
 2. Press release addressed to our expert users
 3. Seminar



Questions and thoughts

- There will be greater differences between institutional and functional statistics after the implementation of statistical units. How can we describe and communicate the differences between institutional and functional statistics?
- How can we communicate with the data providers? We think that they will not always recognize their business organization in the statistical units.

Thank you!

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