

IFC High Level Meeting on Data Governance, co-organised with the International Statistical Institute  
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## Being in touch with our users - how statistics is getting more relevant in our society<sup>1</sup>

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<sup>1</sup> This presentation was prepared for the meeting. The views expressed are those of the author and do not necessarily reflect the views of the BIS, the IFC or the central banks and other institutions represented at the meeting.

# Being in touch with our users

## – How Statistics is getting more relevant in our society

**ISI IFC High Level Meeting on Data Governance**

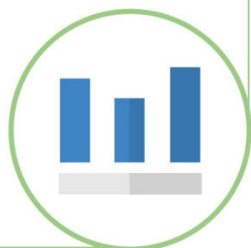
Tunis 22nd November 2019



# The Federal Statistical Office's 2020 Communication Strategy

Strengthening the brand of  
"official statistics"

1



2



Easier access



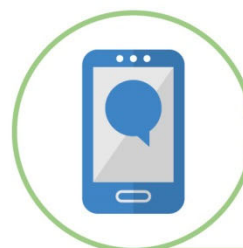
Meeting the needs of target groups

3



4

Broadening the dialogue



5



Improving comprehensibility



# 1 Strengthening the brand of “official statistics”



- Increase the popularity of official statistics
- Ensure quality of data, trust in official statistics
- Reference to “Official Statistics” serves as a seal of quality

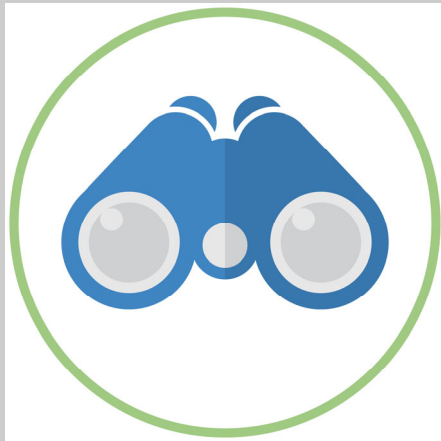


## 2 Easier access



- Information can be easily accessed by popular search engines
- Link building and link management (e. g. WIKIPEDIA)
- Make database more user-friendly
- Information is presented in a media-friendly format
- Demand-driven content

## 3 Meeting the needs of target groups



- Special service for policy-makers, media, data journalist, students ...
- Development of a target-group-specific **digital content marketing**
- Moving from a culture of users retrieving information to a culture of targeted data delivery
- Concept of Newsroom to be considered

## 4 Broadening the dialogue



- Use of forums to communicate with target users (e. g. user conference, committee of experts)
- Use of social media esp. twitter
- Users' feedback must be taken seriously

## 5 Improving comprehensibility

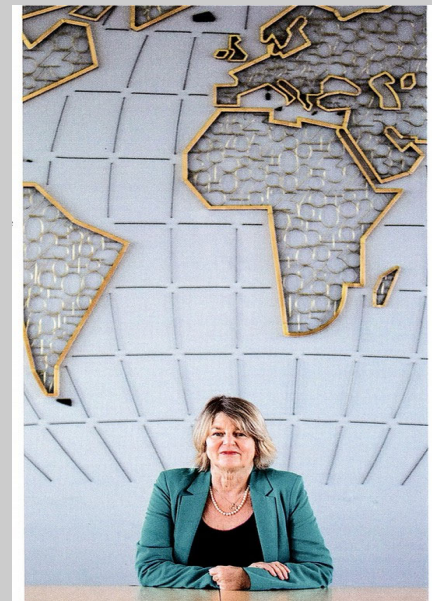


- Clear and comprehensive language
- Visualisations (Interactivity)
- Statistical Literacy (e-learning)
  
- In the digital age: Leave no one behind!



„We have to do everything  
we can to ensure  
that people don't just  
perceive averages“  
**Any Questions?**

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**„Wir müssen viel daransetzen,  
dass Menschen nicht nur die  
Durchschnittswerte wahrnehmen“**

Sibylle von Oppeln-Bronikowski, Destatis