
IFC-Banco de Portugal Conference: "Communication on central bank statistics: unlocking the next level"

19-20 September 2022

Developing the statistical communication function at Danmarks Nationalbank¹

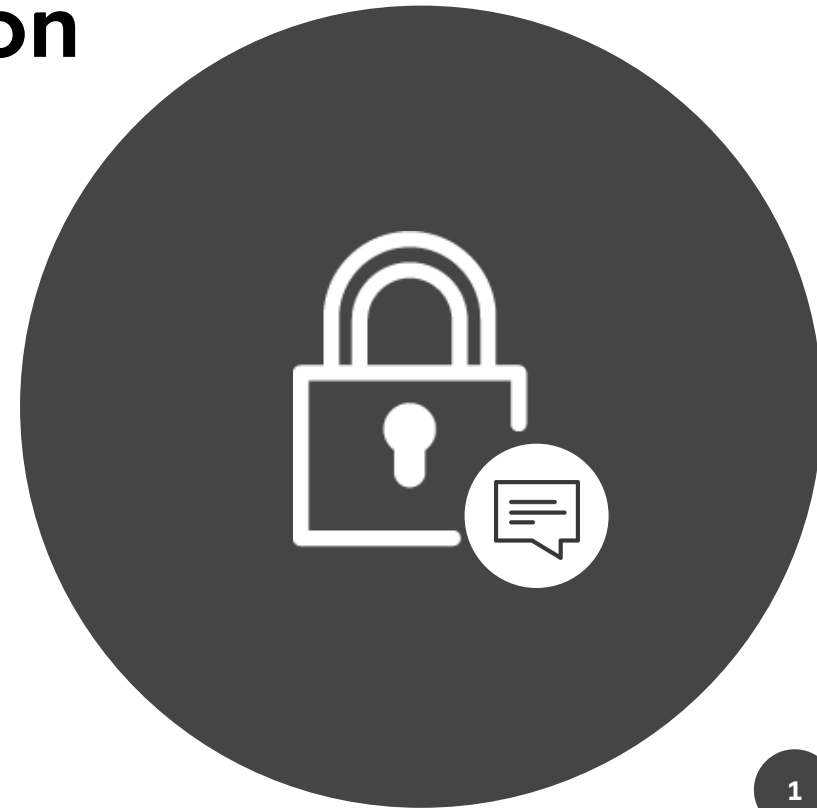
Rasmus Kofoed Mandsberg and Lars Risbjerg,
Danmarks Nationalbank

¹ This contribution was prepared for the workshop. The views expressed are those of the authors and do not necessarily reflect the views of the Banco de Portugal, the BIS, the IFC or the other central banks and institutions represented at the event.

Unlocking the function: Where to start?

Developing the statistical communication function at Danmarks Nationalbank

BdP/IFC Conference on Statistical Communication, 19 September 2022



Agenda



**Our statistical
communication**



**Keys to unlock our
statistical
communication**



Way forward...



**DANMARKS
NATIONALBANK**

Our statistical communication



DANMARKS
NATIONALBANK



ACTIVE
COMMUNICATION



PASSIVE
COMMUNICATION



DANMARKS
NATIONALBANK



ACTIVE COMMUNICATION



DANMARKS
NATIONALBANK



PRESS
RELEASES

≈50
p.a.

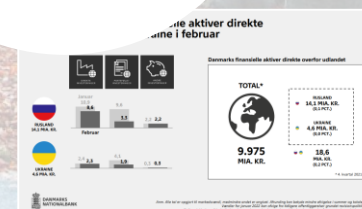


TWEETS

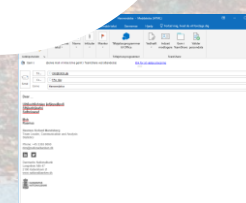
≈80
p.a.

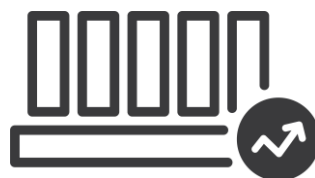


AD HOC
BRIEFINGS

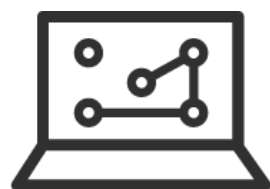
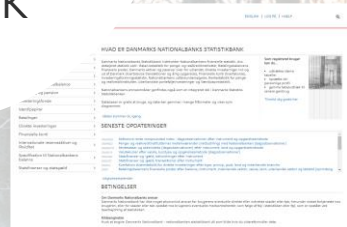


USER
INQUIRIES





DATABANK



WEBPAGE

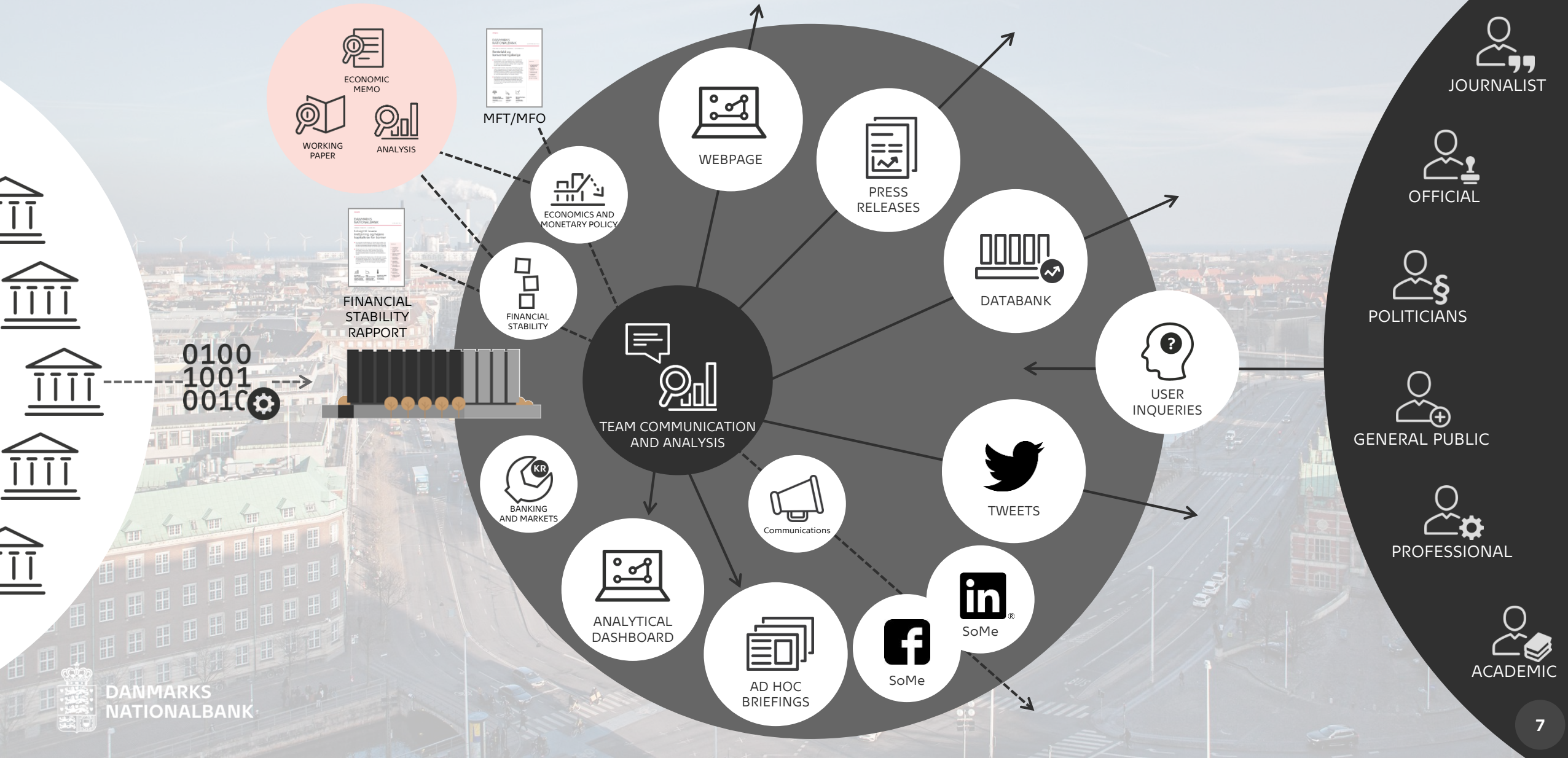


DANMARKS
NATIONALBANK



PASSIVE
COMMUNICATION

Bring the numbers into play



A recent example of numbers into play



April



DANMARKS
NATIONALBANK

A recent example of numbers into play



PRESS
RELEASES



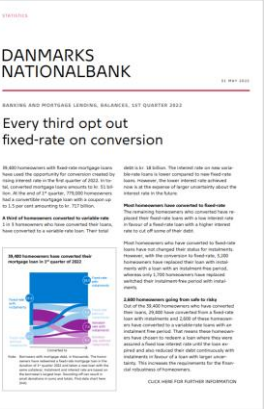
TWEET



SoMe



SoMe



BRIEFING



April

May

A recent example of numbers into play



PRESS
RELEASES



TWEET



SoMe



SoMe

euroinvestor

Så mange boligejere har skrottet
deres gamle lån

BØRSEN

Finans
Boligejere får mere appetit på at løbe
renterisiko

FINANS

Ny lånetrend bekymrer: Boligejere
risikerer en stor renteregning

For syvende måned i træk vokser antallet af lån med variabel
rente.

Berlingske

Business-overblik: Midt i rentestorm
strømmer boligejere til usikre lån

Her er de vigtigste business-nyheder, du skal kende til, for du for alvor tager hul på dagen. Vi leverer ethvert nyhedsbrev og
tjekker aktionerne, for du står op, så du kan behøver læse en artikel fra morgentidningen for at være opdateret.

June - July



DANMARKS
NATIONALBANK



BRIEFING

A recent example of numbers into play



PRESS
RELEASES



TWEET



SoMe



SoMe

euroinvestor

Så mange boligejere har skrottet
deres gamle lån

MORGENAVISEN
Jyllands-Posten

Lån med renterisiko overtager scenen

FINANS

Nye tal for danskernes boliglån: »Det
springer i øjnene«

BØRSEN

Finans
Boligejere får mere appetit på at løbe
renterisiko

FINANS

Ny lånetrend bekymrer: Boligejere
risikerer en stor renteregning

For syvende måned i træk vokser antallet af lån med variabel
rente.

Berlingske

Business-overblik: Midt i rentestorm
strømmer boligejere til usikre lån

Her er de vigtigste business-nyheder, du skal kende til, før du for alvor tager hul på dagen. Vi leverer erhvervsnyhederne og
tjækker aktionerne, før du står op, så du kan behandle dem som artikler fra morgentidningen for at være opdateret.



BRIEFING



DANMARKS
NATIONALBANK

June - July



PRESS
RELEASES



TWEET



SoMe



SoMe

August

A recent example of numbers into play



PRESS
RELEASES



TWEET



SoMe



SoMe

euroinvestor

Så mange boligejere har skrottet
deres gamle lån

MORGENAVISEN
Jyllands-Posten

Lån med renterisiko overtager scenen



ANALYSIS

BØRSEN

Boligejere får mere appetit på at løbe
renterisiko

FINANS

Nye tal for danskernes boliglån: »Det
springer i øjnene«



ECONOMIC
MEMO

FINANS

Ny lånetrend bekymrer: Boligejere
risikerer en stor renteregning

For syvende måned i træk vokser antallet af lån med variabel
rente.

Berlingske

Business-overblik: Midt i rentestorm
strømmer boligejere til usikre lån

June - July



PRESS
RELEASES



TWEET



SoMe



SoMe

August



WORKING
PAPER

September →
November

Keys to unlock our statistical communication



DANMARKS
NATIONALBANK

Keys to unlock our statistical communication

1 FOCUS ON
COMMUNICATION

2 VISIBLE
ORGANISATION

3 COLLABORATION
WITH EXPERTS

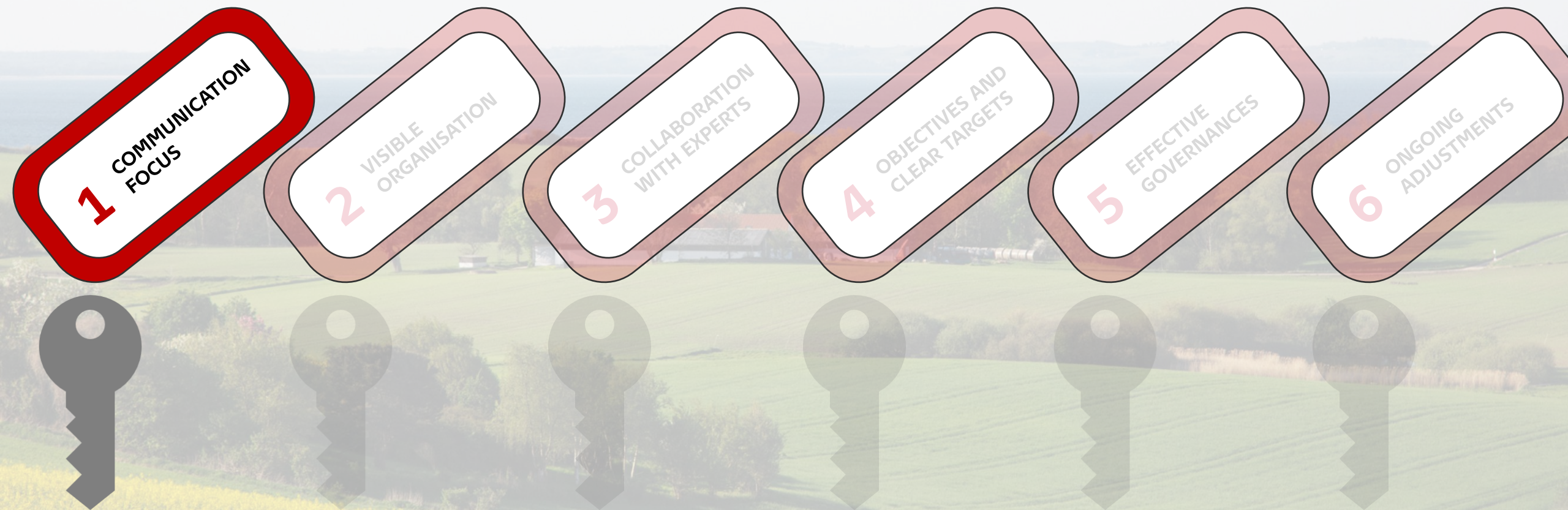
4 OBJECTIVES AND
CLEAR TARGETS

5 EFFECTIVE
GOVERNANCES

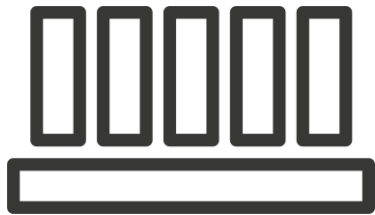
6 ONGOING
ADJUSTMENTS



Keys to unlock our statistical communication



Ready, set, go!



DANMARKS
NATIONALBANK

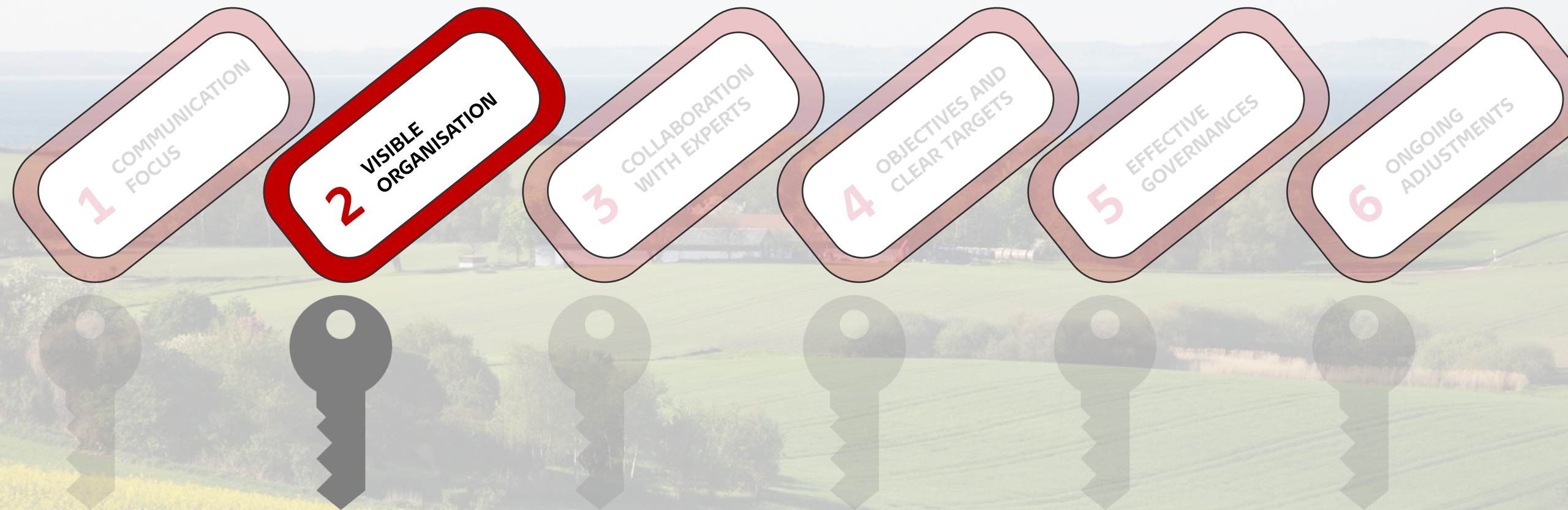
COMMUNICATION

1 FOCUS ON
COMMUNICATION



DANMARKS
NATIONALBANK

Keys to unlock our statistical communication



Matching organisation

2
VISIBLE
ORGANISATION

MONEY, BANKING &
NATIONAL ACCOUNTS STATISTICS

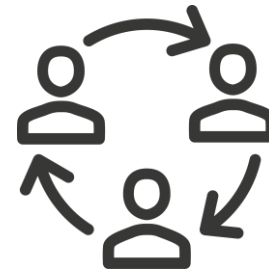
SECURITIES &
EXTERNAL STATISTICS



DATA
& QUALITY

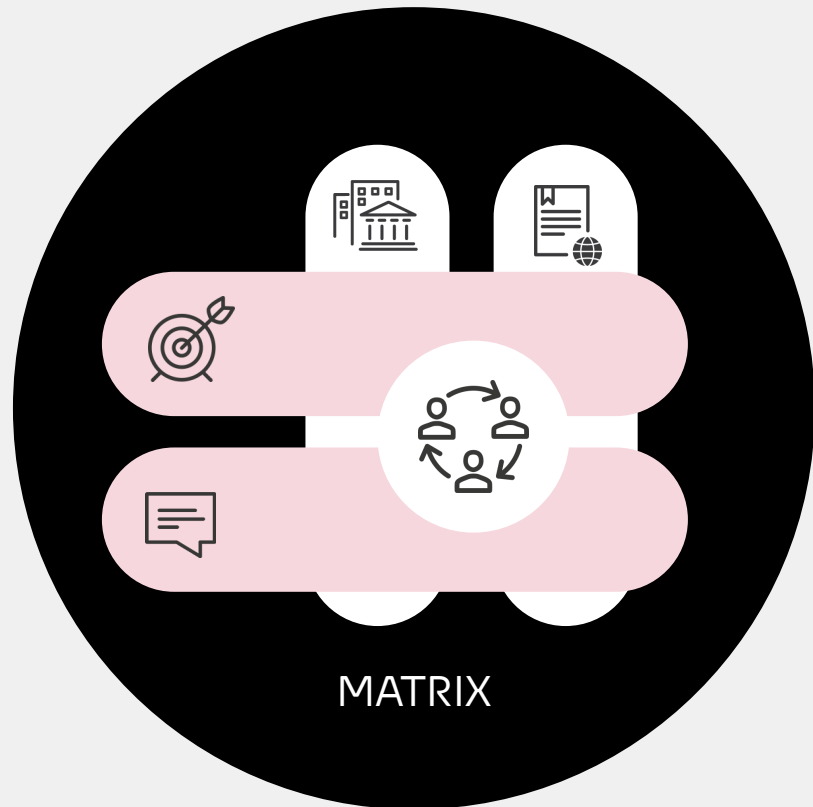


COMMUNICATION
& ANALYSIS



DANMARKS
NATIONALBANK

Why matrix organisation?



WHY?

2 VISIBLE ORGANISATION



Keys to unlock our statistical communication



Collaborate with communication experts

We are just economists!

3 COLLABORATION
WITH EXPERTS



DANMARKS
NATIONALBANK

Keys to unlock our statistical communication



Objectives



BRING
THE NUMBERS
INTO PLAY

Team



Communication



Analysis

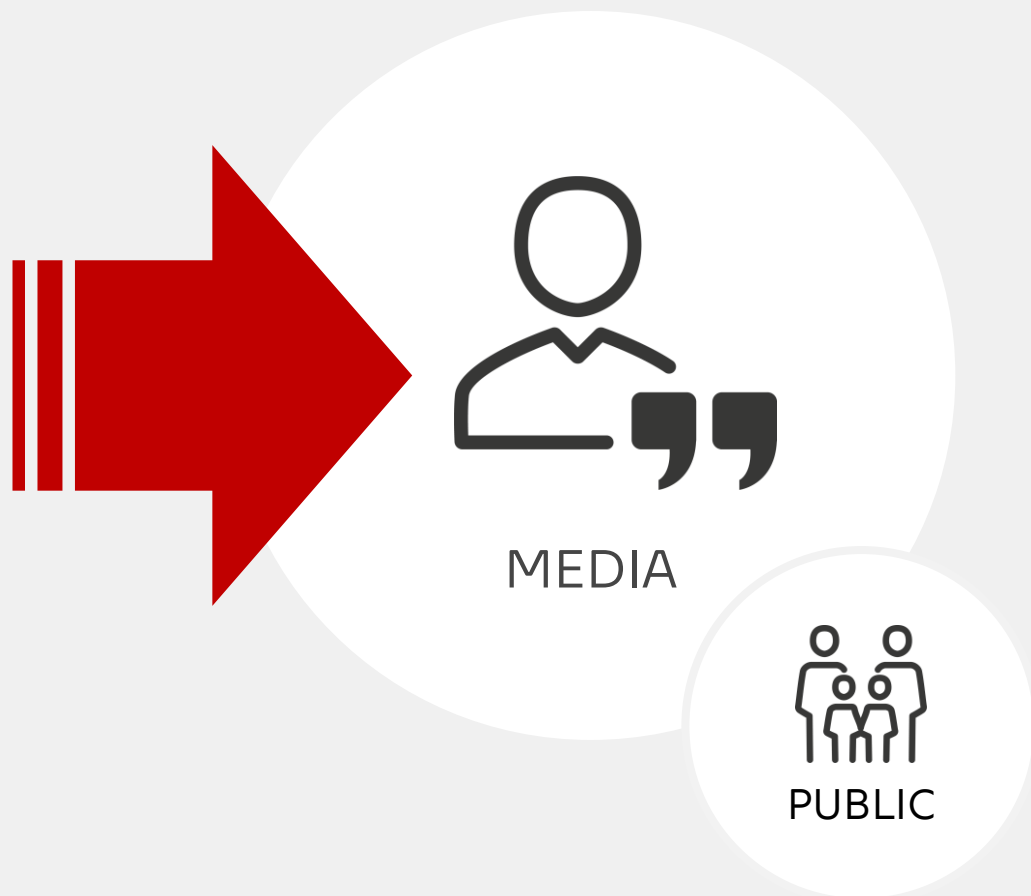


4 OBJECTIVES AND
CLEAR TARGETS



DANMARKS
NATIONALBANK

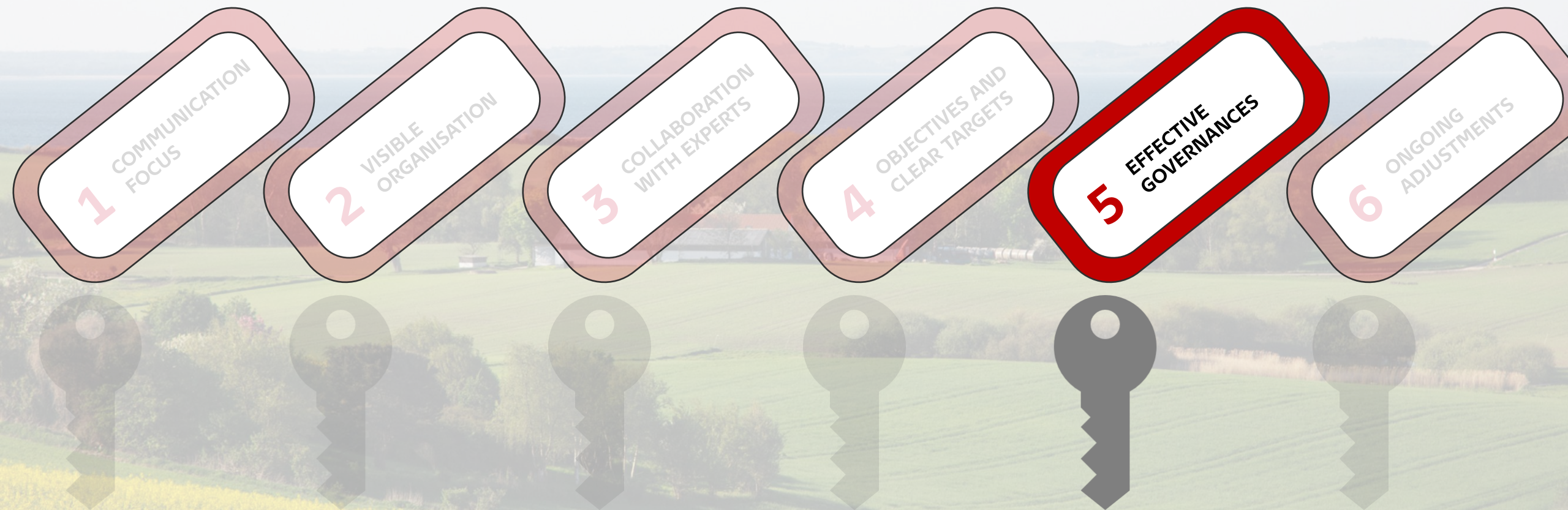
Clear targets



4 OBJECTIVES AND
CLEAR TARGETS

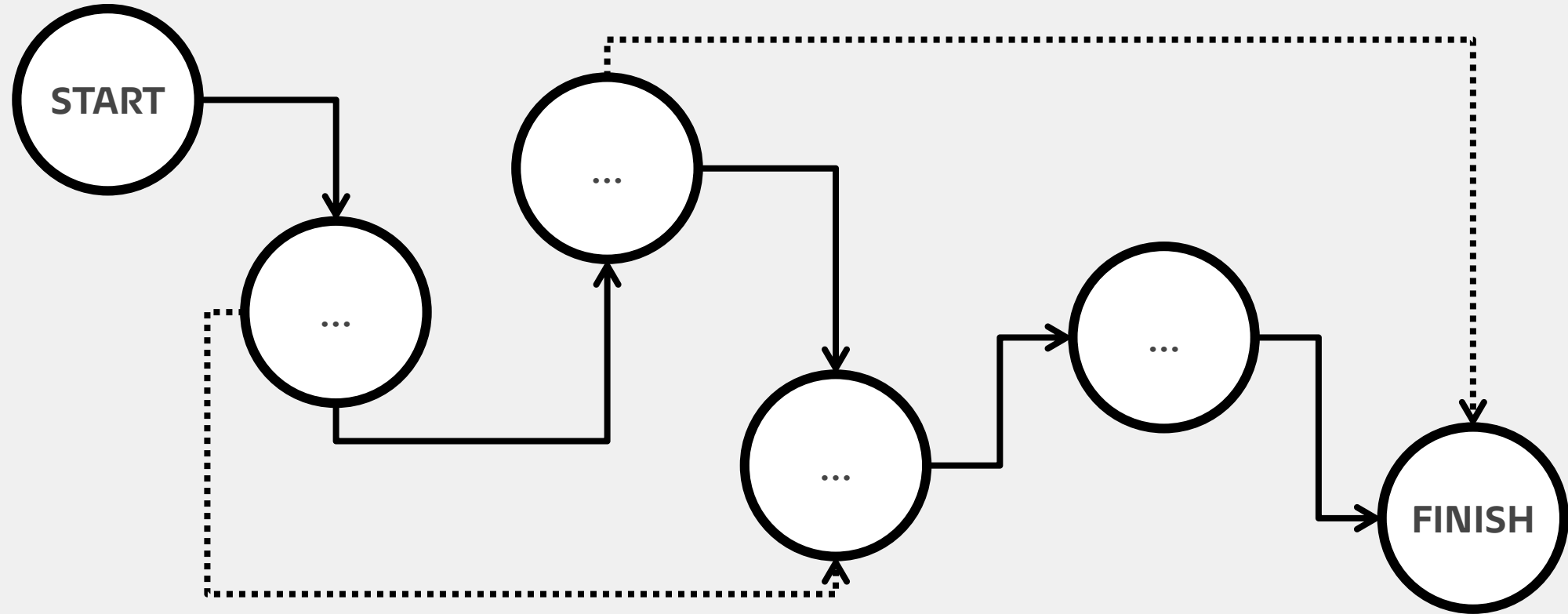


Keys to unlock our statistical communication

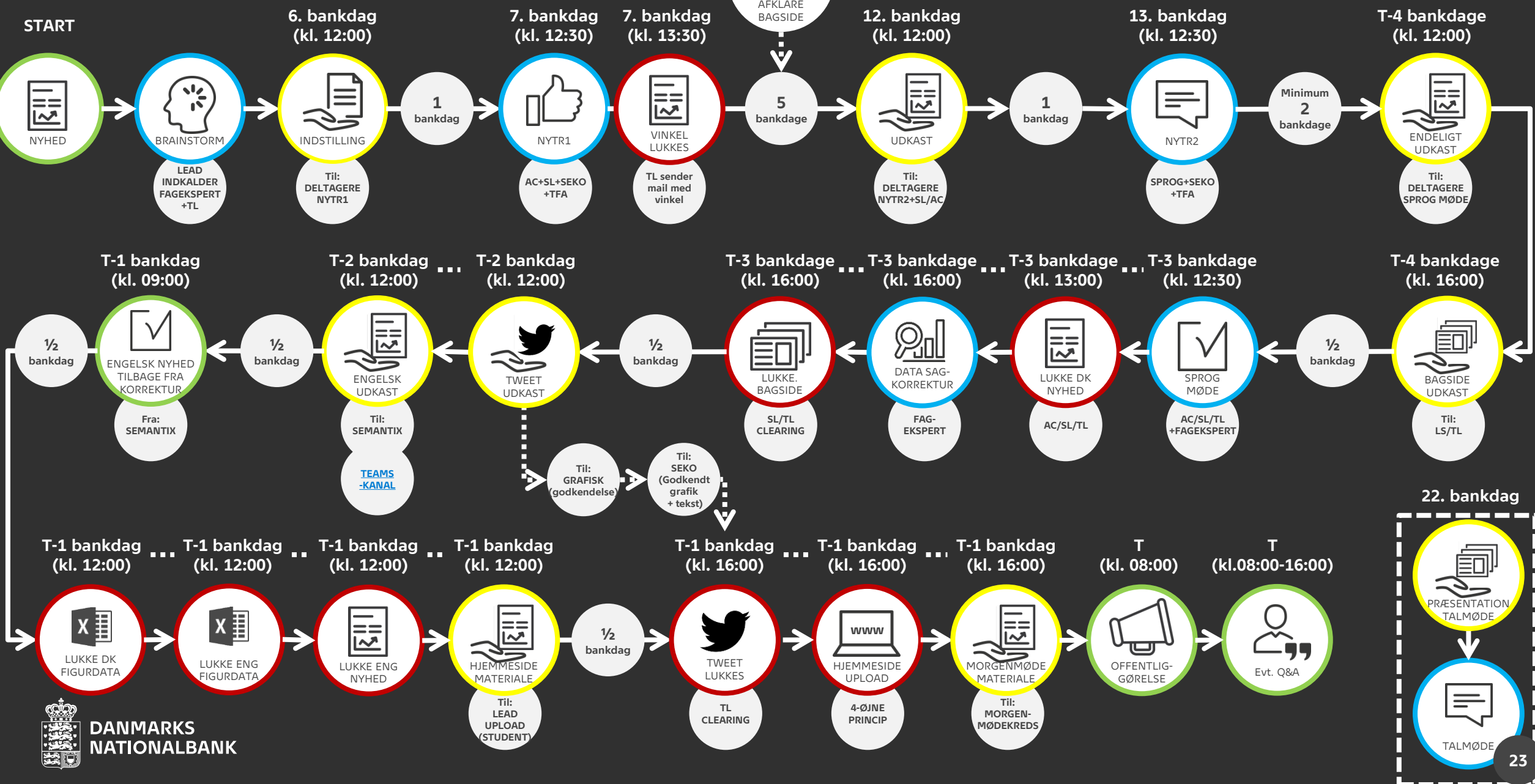


Effective governances

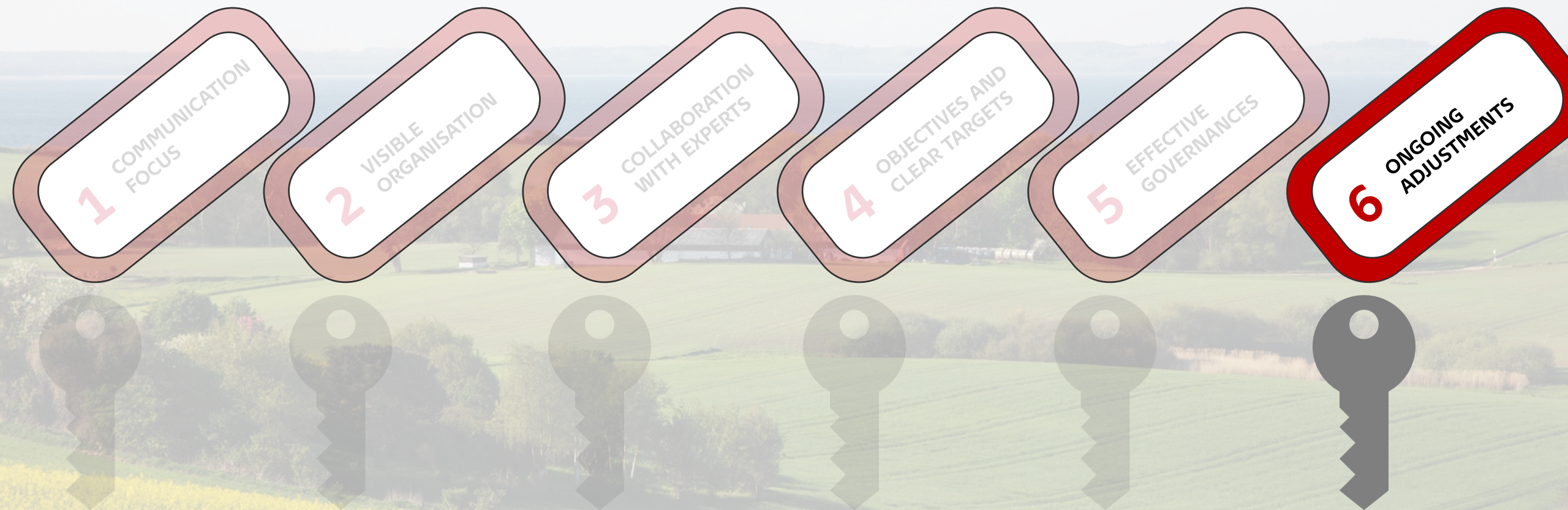
5 EFFECTIVE GOVERNANCES



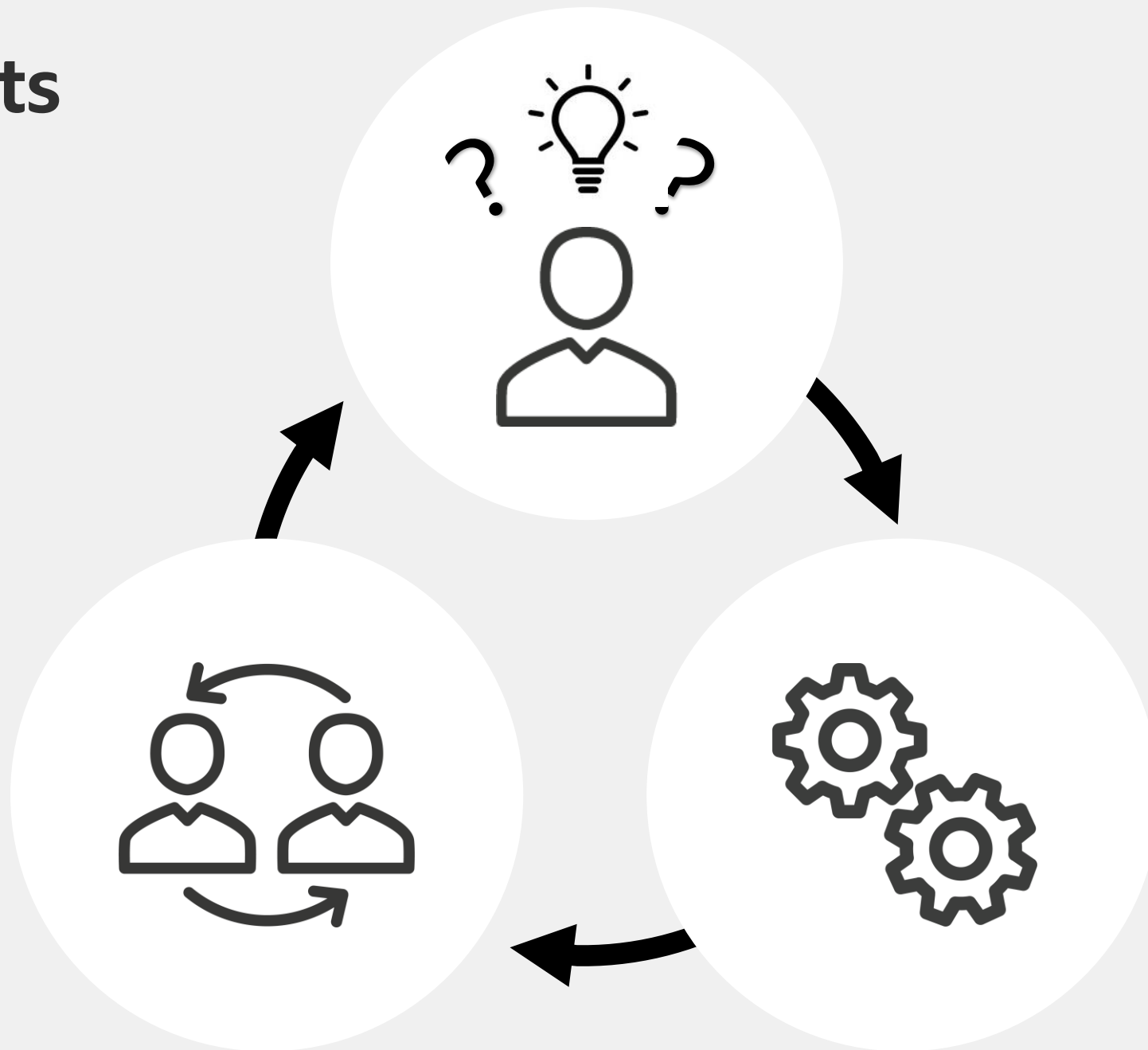
Governance – Press release



Keys to unlock our statistical communication

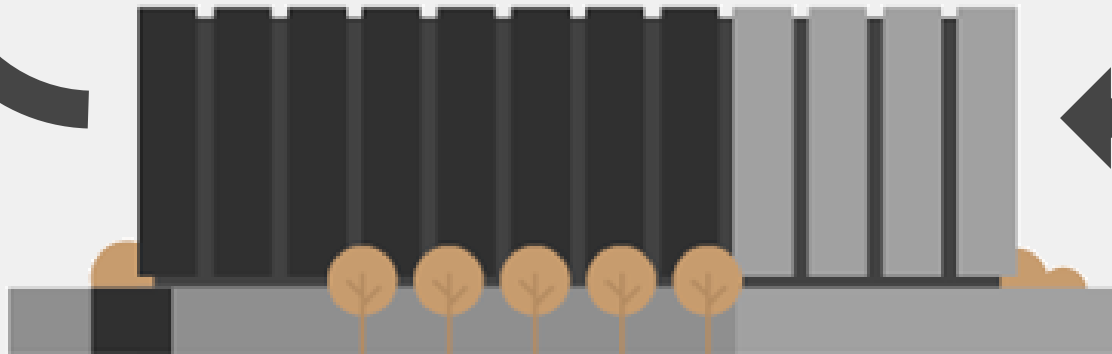
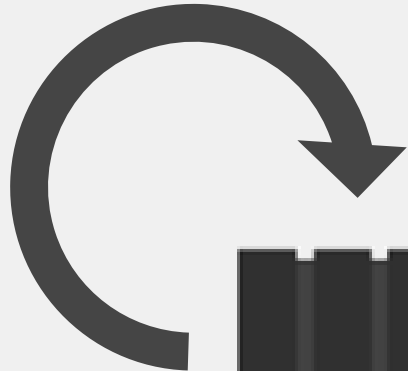


Ongoing adjustments



Feedback

INTERNALLY



EXTERNALLY

6 ONGOING
ADJUSTMENTS



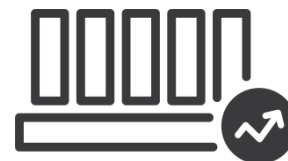
DANMARKS
NATIONALBANK

Way forward...



**DANMARKS
NATIONALBANK**

AMBITIOUS ACCESSIBILITY



DATABANK



WEBPAGE



DETAILED
CREDIT REGISTRY



EXPERIMENTAL
ESG DATA



HIGH FREQUENT
CURRENCY AND
MONEY MARKET



HIGH FREQUENT
PAYMENT
STATISTICS

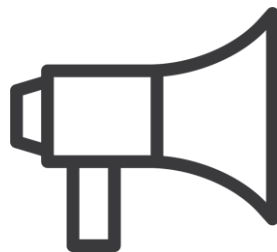


...



DANMARKS
NATIONALBANK

REACTIVE COMMUNICATION



**Thanks for your
attention!**

QUESTIONS

?



**DANMARKS
NATIONALBANK**



Rasmus K. Mandsberg

Team Leader

*Communication and Analysis
Statistics Departement*

rkm@nationalbanken.dk



Lars Risbjerg

Team Leader

*Communication and Analysis
Statistics Departement*

lri@nationalbanken.dk