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

19-20 September 2022

Together we make it better:
How a multidisciplinary team unlocked the statistical communication function
at the Banco de Portugal¹

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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.



TOGETHER WE MAKE IT BETTER

HOW A MULTIDISCIPLINARY
TEAM UNLOCKED THE
STATISTICAL
COMMUNICATION
FUNCTION AT THE BANCO
DE PORTUGAL

19 SEP. 2022 | LISBOA

LÍGIA MARIA NUNES | HEAD OF STATISTICAL
COMMUNICATION AND PLANNING DIVISION





EXPECTATION



REALITY





**DO I REALLY NEED
TO HIRE SO MANY PEOPLE
TO PROMOTE
CENTRAL BANK STATISTICS ?**



MAYBE NOT....

MAYBE ALL YOU NEED IS TO
COMBINE THE RESOURCES YOU HAVE
WITH A TOUCH OF CREATIVITY....



HOUSTON, WE HAVE A PROBLEM



- During the COVID-19 pandemic, central banks recognized the importance of providing users with the necessary statistical information to alleviate the uncertainty of those times
- We had the strategy and the channel – a *BPstat* webpage where users could access key statistical indicators (such as GDP, inflation, public debt, tourism, and corporation profitability) but also to provide an understanding of their evolution in that specific context
- PROBLEM: who would be in charge of creating that content?



WHAT DID WE NEED?

WHICH
DATA?



HOW TO
READ
DATA?

HOW TO
PRESENT
DATA?



HOW TO
PROMOTE
DATA?



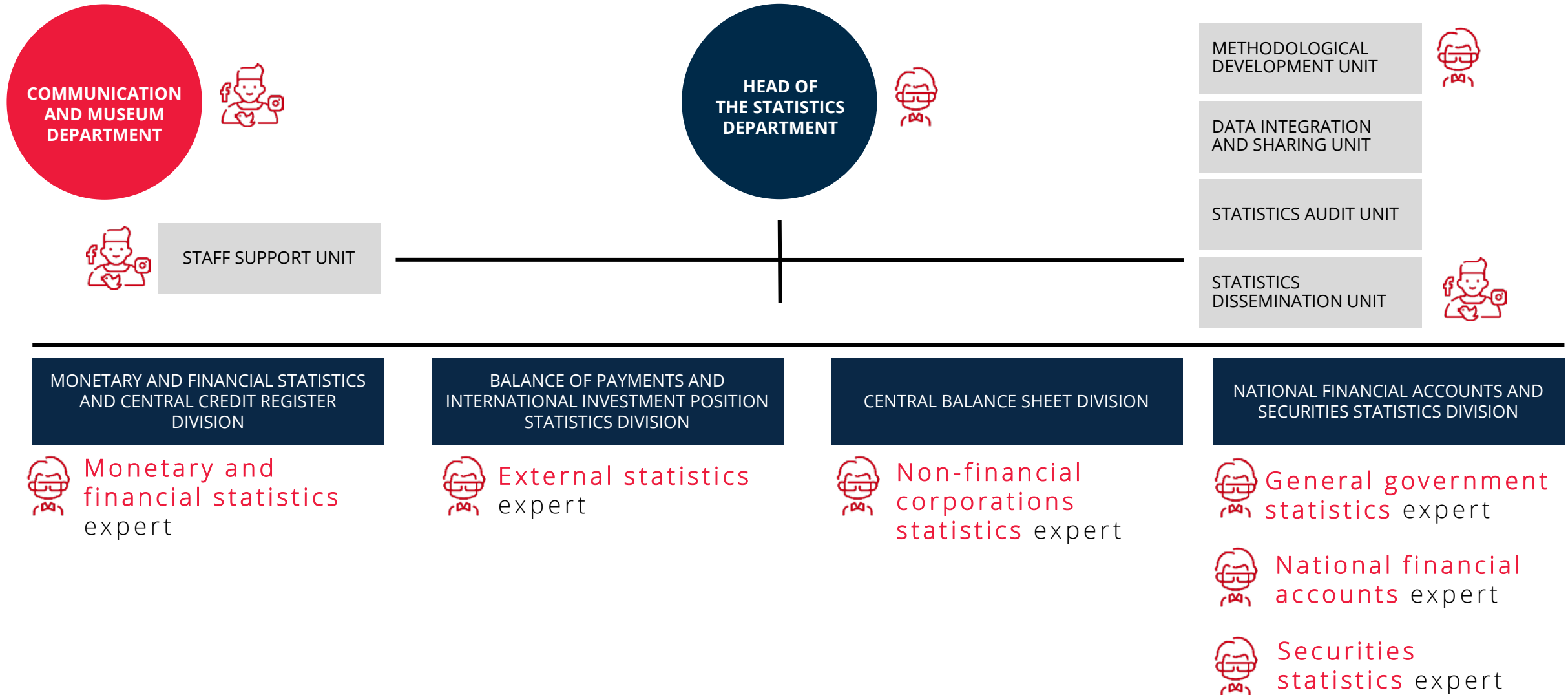
business expert



communication expert



WE PRESENT THE **STATSCOMM TEAM 1.0**

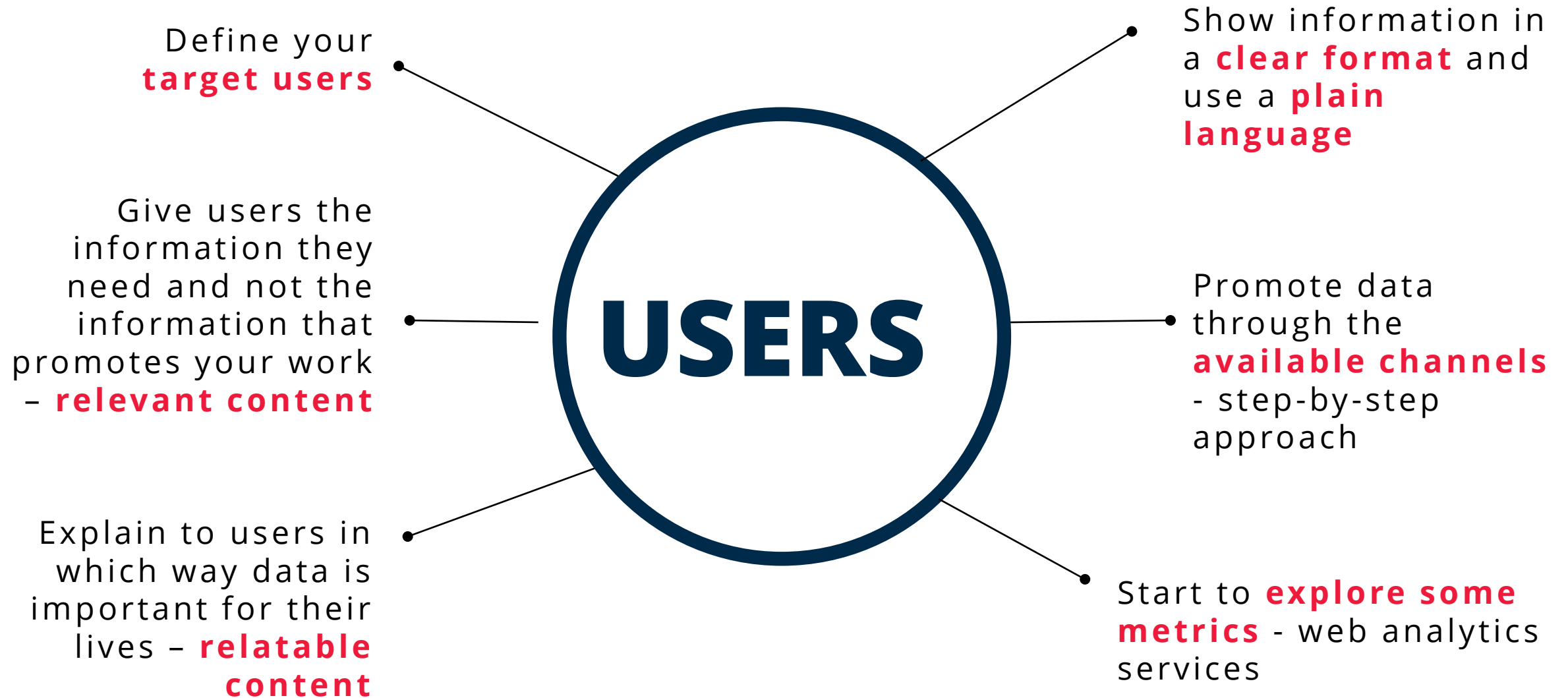




**DO NOT
EXPECT
DIFFERENT
RESULTS
DOING THE
SAME
THINGS.**



DOING DIFFERENT MEANS...



REGULAR INTERNAL TRAINING

- Sharing individual knowledge with the team;
- Sharing lessons learned from training sessions
- Conducting training sessions with the Communication and Museum Department
- Communication on Central Banking statistics – Post-graduate programme

ANNUAL AND QUARTERLY COMMUNICATION PLANS

- Hot topics
- New statistics
- Relatable content (back to school campaigns, the year in figures, summer statistics, etc)

REGULAR ANALYSIS OF RESULTS

- Number of visits to *BPstat*
- Most searched statistics
- Impact of statistics on media
- Questions from users



WE PRESENT THE **STATSCOMM TEAM 2.0**



Good things happen gradually.
What can we do with the resources we have?