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

19-20 September 2022

StatFlix: a Banco de Portugal original series[1]

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Banco de Portugal

[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.

S SERIES

StatFlix: a Banco de Portugal original series

19 SEP. 2022

MAFALDA TRINCÃO

BANCO DE PORTUGAL
EUROSYSTEM

AGENDA

REASON

AUDIENCE

RESOURCES

PRODUCT

FUTURE

01

AGENDA

REASON

Why do we need to promote statistics?

AUDIENCE

Who is the target audience?

RESOURCES

How did we manage to create the product?

PRODUCT

How does it look like?

FUTURE

What’s next?


AGENDA
REASON
AUDIENCE
RESOURCES
PRODUCT
FUTURE
02

TO GUARANTEE THAT THE STATISTICS IT PRODUCES ARE USEFUL AND WELL UNDERSTOOD

REASON

CENTRAL BANKS' ROLE IN THE SOCIETY

It's essential to provide quality statistical data, but also to make sure that people can easily find and understand the relevant data

Banco de Portugal has been investing in the way it communicates statistics to different users


AGENDA
REASON
AUDIENCE
RESOURCES
PRODUCT
FUTURE
03

AUDIENCE

ACADEMIC WORLD - PROFESSORS AND STUDENTS

Back-to-school campaigns

AUDIENCE

SESSIONS FOR UNIVERSITY STUDENTS

2021

20
SESSIONS

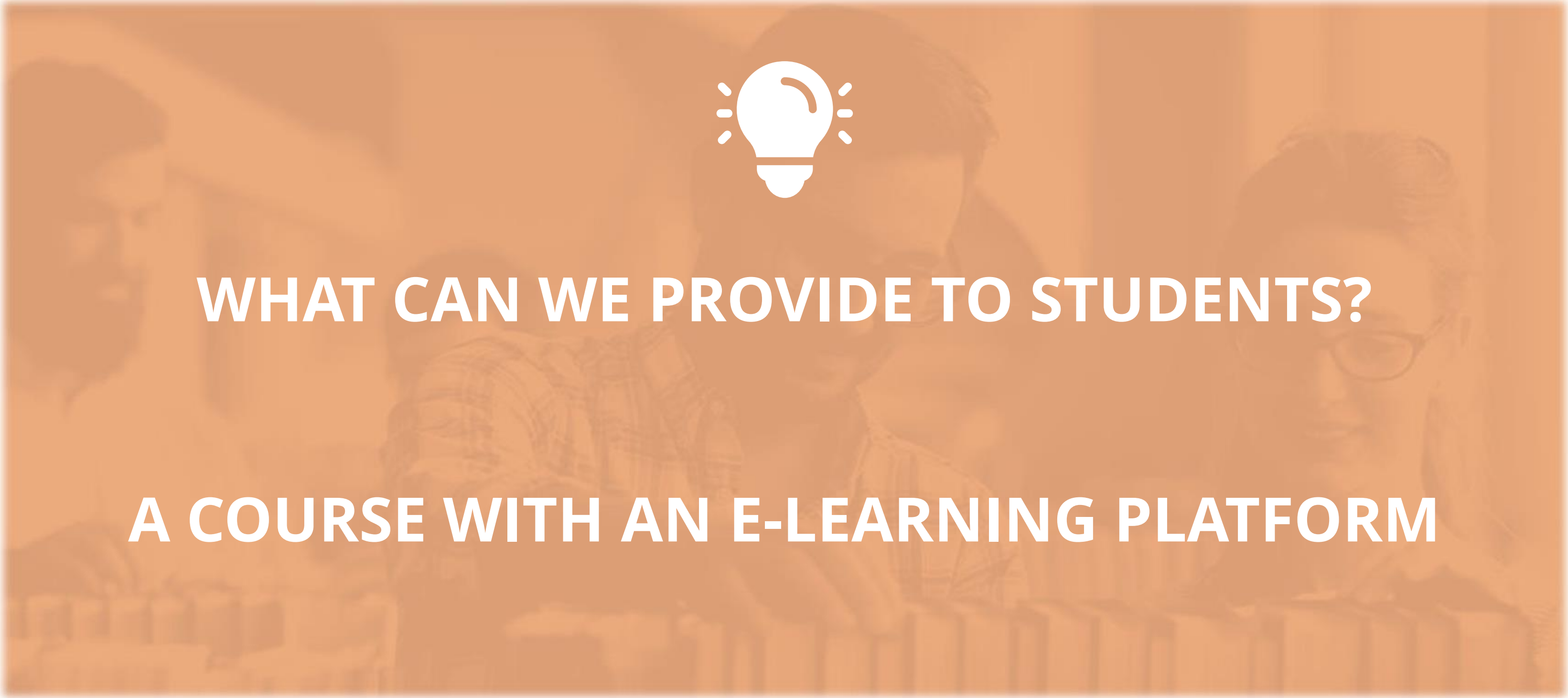
1200
STUDENTS

18
UNIVERSITIES

4.6/5
AVERAGE SATISFACTION

AUDIENCE

UNIVERSITY STUDENTS



AGENDA

REASON

AUDIENCE

RESOURCES

PRODUCT

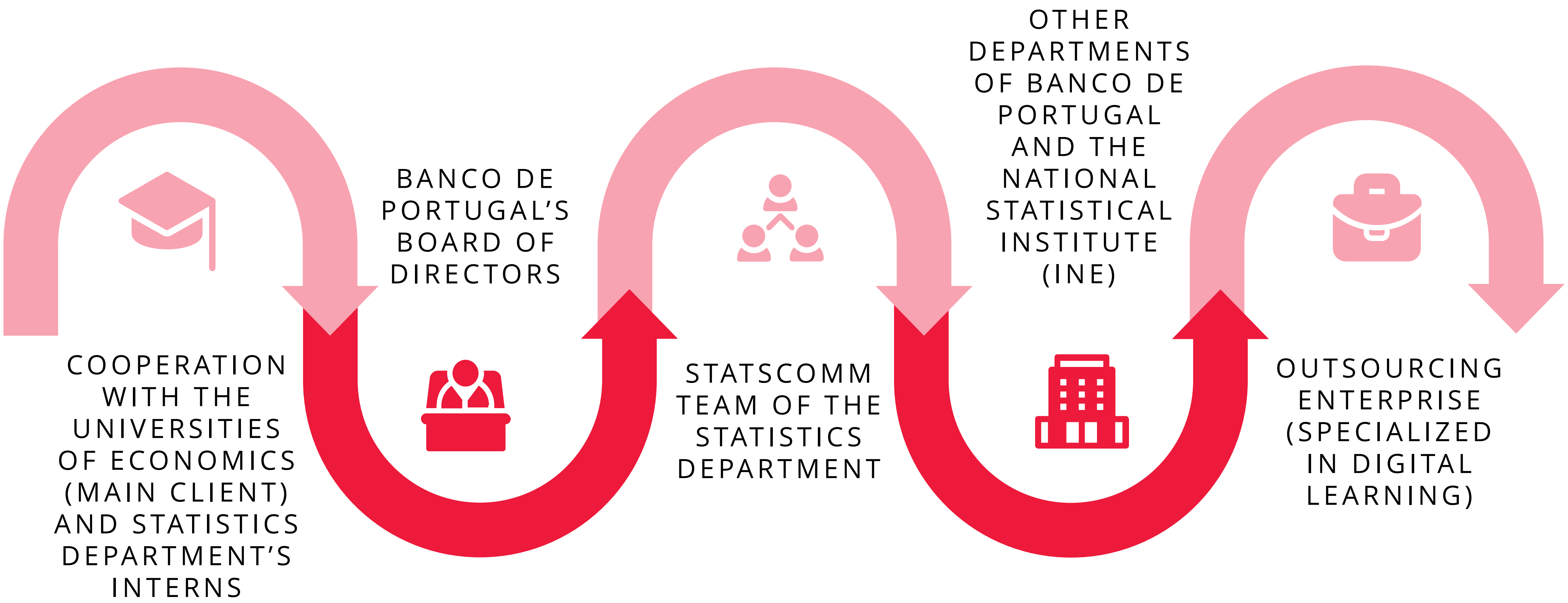
FUTURE

04

RESOURCES

STAKEHOLDERS' COOPERATION

This project was developed and supported by:



RESOURCES

CREATE A NEW PRODUCT

UNLOCK A NEW PRODUCT

an online course on official statistics for all the Portuguese schools on economics (both in Portuguese and in English)


AGENDA
REASON
AUDIENCE
RESOURCES
PRODUCT
FUTURE
05

PRODUCT

MAIN TOPICS

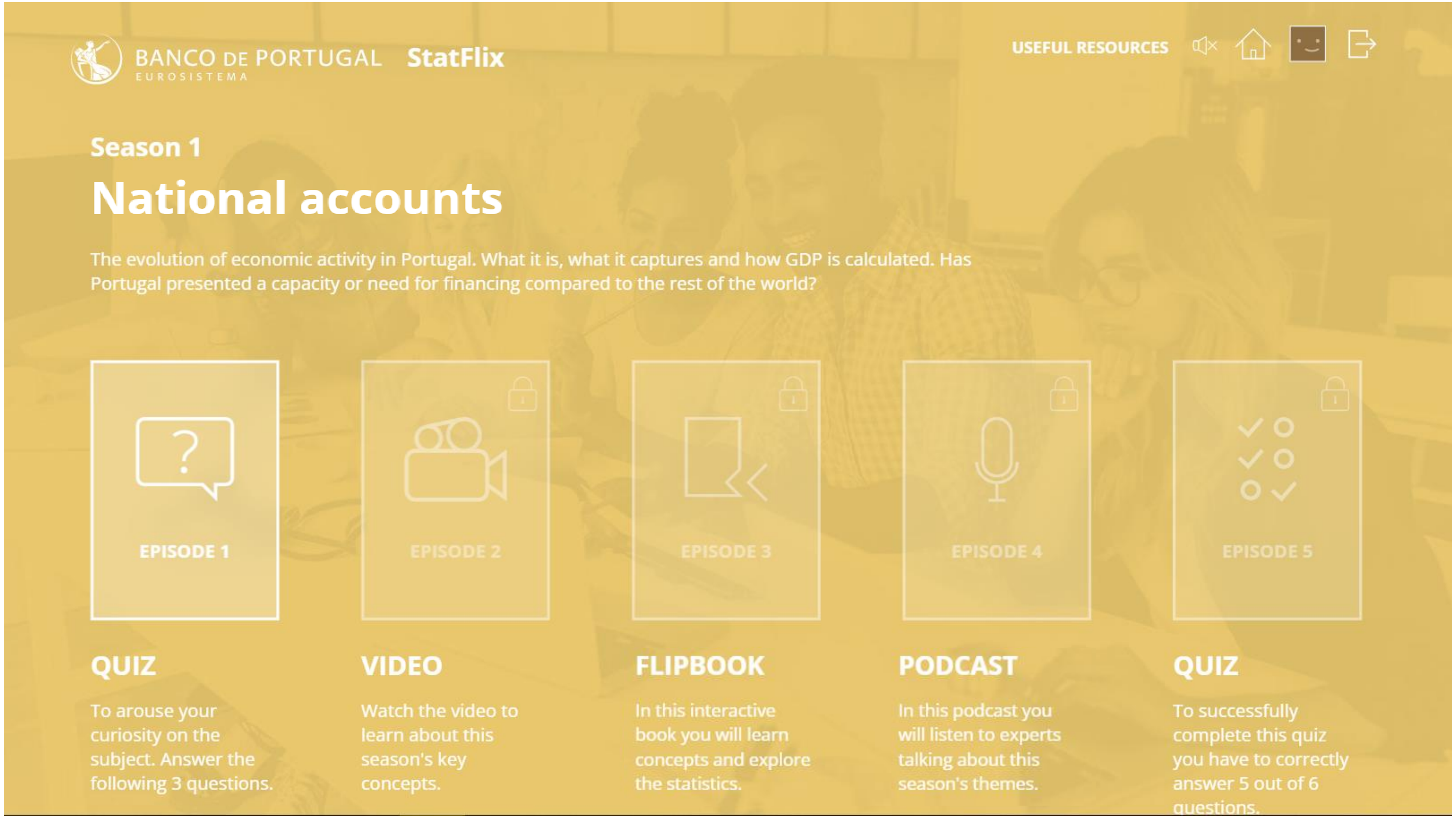
01	02	03	04	05	06
NATIONAL ACCOUNTS	**FINANCIAL SECTOR**	**GENERAL GOVERNMENT**	**PRIVATE INDIVIDUALS**	**CORPORATIONS**	**REST OF THE WORLD**
Main economic concepts GDP	Monetary and financial Statistics Monetary policy	Public debt	Savings and financial account	Financial ratios Performance indicators	Balance of payments International investment position

PRODUCT

1 SERIES| 6 SEASONS

PRODUCT

1 SERIES| 6 SEASONS |5 EPISODES



PRODUCT

EPISODE 3 = FLIPBOOK


AGENDA
REASON
AUDIENCE
RESOURCES
PRODUCT
FUTURE
06

FUTURE

NEXT STEPS

SEP. **2022** | OCT. | NOV. | DEC. | JAN. **2023** | FEB. | MAR.

FINALIZE THE PRODUCT

Final tests to the platform

WEBINAR

A session with professors to explain and promote the product

OFFER THE PRODUCT

Integrate the e-learning in universities’ platforms

SESSIONS

Organize sessions on how to explore the BP*stat*

THANK YOU!

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