



EUROPEAN CONFERENCE ON QUALITY IN OFFICIAL STATISTICS 2024 ESTORIL - PORTUGAL





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How does the brand of a statistical organization communicate quality?

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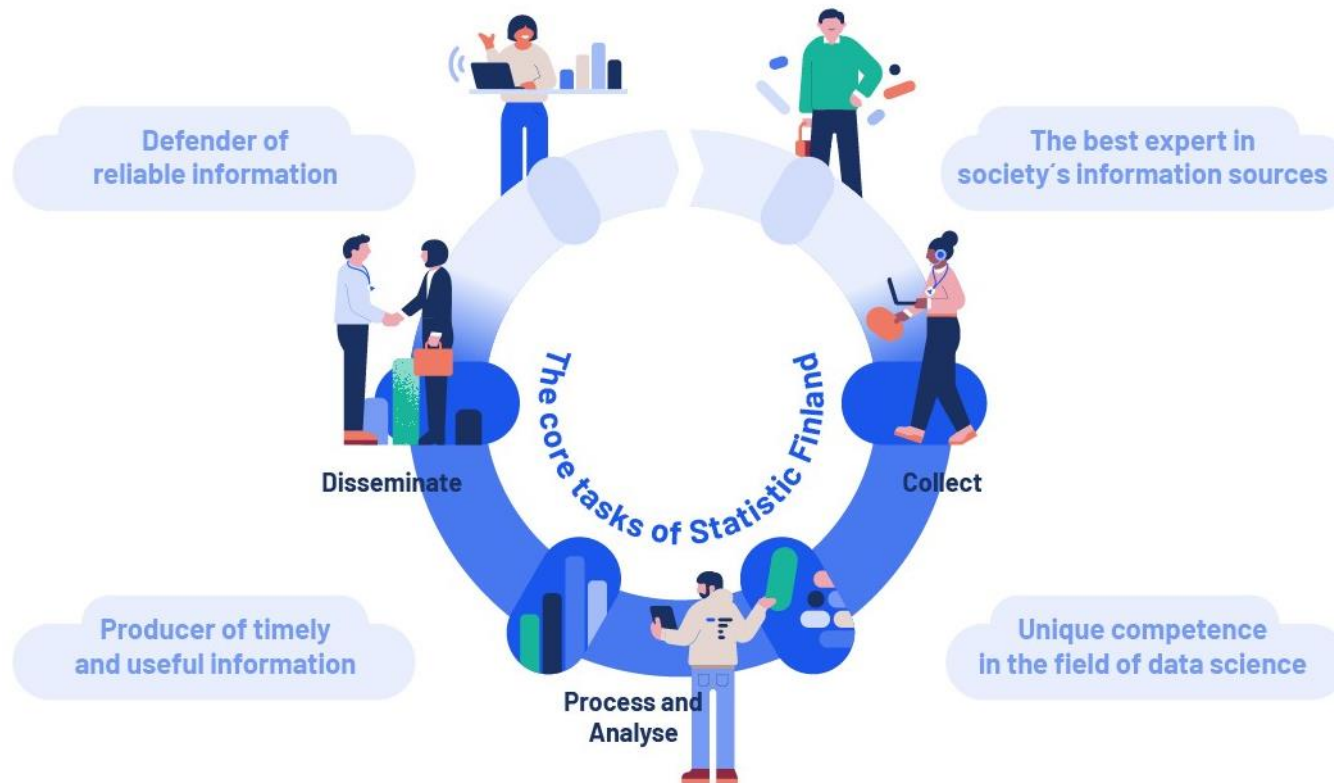


Why communicating quality is important?

- At least in Finland, the phrase “Lies, damned lies, and statistics” still lives on.
- Statistical agencies have a solid foundation on which to build a more accurate picture.
- The statistics we produce have to meet the needs of the users i.e. are of high quality.
- When we talk about communicating quality, consider communication connected to the statistical agencies + products and services.
- Particularly good time to highlight the value of official statistics and the special features that distinguish them from other data and information.



Quality at all stages of the data value chain



- Statistical Offices have different roles in the data value chain.
- In Finland NSI has role at three stages of the data value chain. The roles are described in a communicative way in our brand.
- The brand forms the core of Statistics Finland's communication and operational solutions.
- The foundation lies in internationally established good practices of statistical agencies (ES Code of Practice and ESS Quality Assurance Framework).



At the beginning of the data value chain:
**The best expert in
society's information
sources**

- The foundation of statistics and other data products is laid in the early stages of the data value chain.
- We describe ourselves as the best expert of society's data sources and the collection of data.
- Understanding statistical office's role widely enough in society ensures that data production can be efficient and that new data sets can also be comprehensively and acceptably incorporated into data production.
- Communicating the work done in the early stages of the data value chain in society has been one of the key messages in stakeholder information and lobbying.
- We have also offered our expertise as a developer of the quality of public registers to other public organisations.



In the middle stages of the data value chain:

Unique competence in the field of data science

- The quality of the official statistics is created in the middle stages of the data value chain.
- The processing and combining of data are the special expertise of statistical agencies and also one of the cornerstones of the brand.
- Transparency in data production methods is the basis of trust.
- It is also the factor that distinguishes statistical agencies and statistical products from others.
- It is strategically important to participate in public discussions about the quality of statistics, and to highlight the solid foundation and principles of statistical production.
- We have also emphasized our data science expertise and knowledge of society's data resources in employer branding and messages.



At the end of the data value chain:
**Producer of timely
and useful
information**

- The prerequisite for use of information is that the statistics meet the user's needs and that they are perceived to be of high quality.
- At the end of the data value chain, the foundation of trust and quality is as open and unbiased communication as possible.
- The advantage and the big challenge statistical institutes have is the huge amount of information they provide. We openly publish everything on our webpage.
- We cannot expect users to visit daily or weekly the website of the statistical office.
- We need targeted communication to selected stakeholder groups so that content suits their needs and the channels they use.



Defending reliable information

at all stages of the data value chain

- Code of Practice and the Quality Framework are connected to the NSI's task of act as one of the basic pillars of democracy and as a producer of reliable information.
- Statistics Finland has almost 160 years history, and as part of our brand we want to highlight it and our role as a defender of reliable information.
- We aim to talk about the importance of trustworthy statistics when talking in public about the challenges we face when people no longer respond to surveys.
- Trust in statistics and statistical agencies is based on the expertise of our experts. Competence is based on open and clear procedures that everyone knows and follows.
- When we identify an error, we communicate openly as quickly as possible. The clarity and timeliness of communication is emphasized.
- Maybe the potential errors are also opportunities to talk about our solid foundation.



How about the future?

- For the user of statistics, one of the most important cornerstones of statistics is the reliability.
- It is built by operating in accordance with the Code of Practice and by consistent and open communication.
- To maintain the trust in statistics we need to see what is the most important thing to concentrate on now.
- How to support the use of data and statistics?
- How to maintain our reputation as a reliable data producer in the future in this communication environment and in our new roles in the changing data ecosystems?
- How can we lift up with communication our ethical use of data and artificial intelligence in the statistical production?

Thank you!

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