



# EUROPEAN CONFERENCE ON QUALITY IN OFFICIAL STATISTICS 2024 ESTORIL - PORTUGAL



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QUALITY IN OFFICIAL STATISTICS  
2024 ESTORIL - PORTUGAL

# **Special Session: The third round of peer reviews in the European Statistical System – its implementation, results and lessons learnt**

## **Peer reviews – internal and external coordination, cooperation and communication for implementing the peer review**



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The conference is partly financed  
by the European Union

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# Content

## **3xC**

- (National) coordination – NSI organisational capacity test
- Cooperation – with all actors involved in the process
- Communication on peer review

## **&**

- „Value added” of „3xC”

# National coordination - internal

Who acted?

- national coordinator, deputy coordinator, communication officer
- small internal, operational Qteam (4 members = NC + DC + 2 experts)
- specially established Team (formal Working Group)
  - chaired by the President of Statistics Poland (deputy chair – NC)
  - main role: coordinating and decision-making ‘body’ on key PR issues, i.e. adopting the work schedule, adopting assumptions for PR promotion and communication activities, selection of ONA for PR, filling out the SAQ, agreeing the final version of the PR report, developing the IAs plan

# National coordination - internal

What has been done at the first steps?

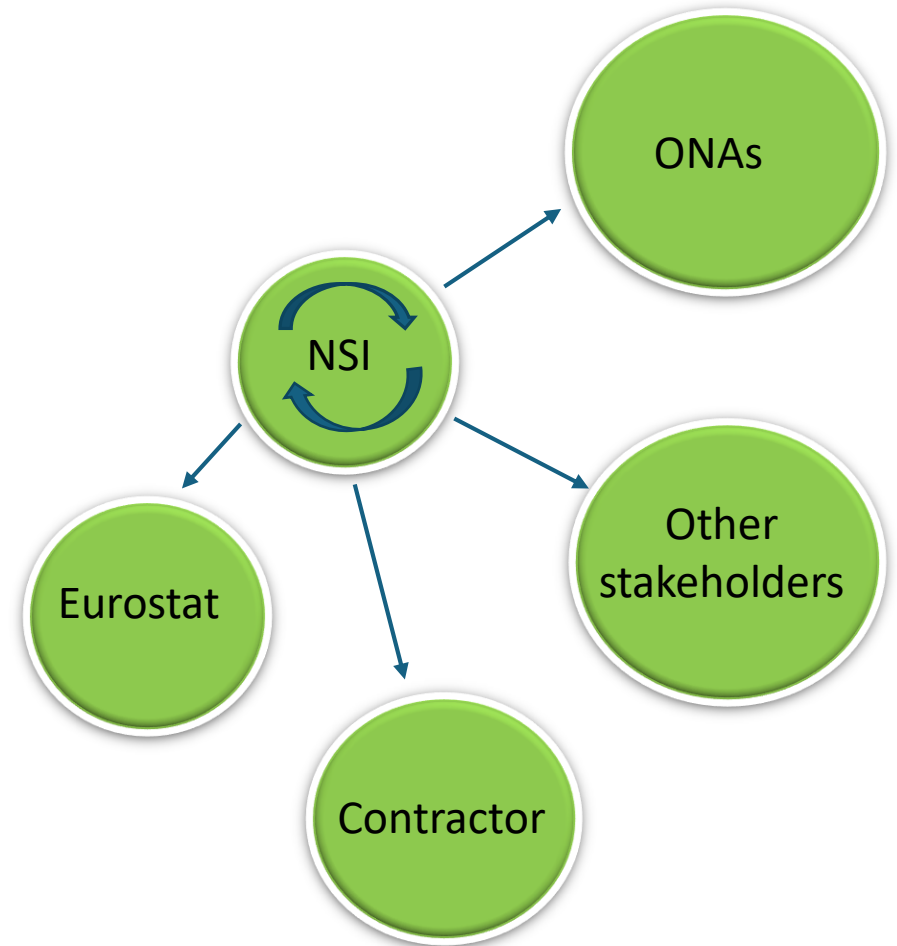
- well-planned and optimised work schedule
- distribution of tasks among WG members:
  - coordination and filling out the SAQ for Statistics Poland
  - cooperation with ONAs (SAQ for ONAs) and other stakeholders
  - preparation of additional documents for submission before the visit of peer review expert team
- creation of new mailbox - [peer.review.pl@stat.gov.pl](mailto:peer.review.pl@stat.gov.pl)
- developement of the national communication campaign
- creation of intranet website for the Qteam &WG members

# National coordination - external

- establishing „contact points” for all PL Other National Authorities
- coordination of filling out of the SAQ for the ONAs
- involvement of **other stakeholders** (data providers, business associations, federations and trade unions, scientific community, media, advisory bodies)
- organisation of regular, formal and informal meetings with **ONAs**
- establishment of the final agenda of the visit of the **peer review expert team**
- preparation of „Core documents”
- coordination of development of IAs plan (involvement of ONAs)

# Cooperation with all actors involved in the process

- test of NSIs' readiness to provide substantive and organisational support
- scope of cooperation depended on the type of actor
- full engagement of Qteam members
- Qteam supported by Statistics Poland internal units cooperating with selected stakeholders (i.e. data providers, ONAs, scientific community, media ...)
- use of formal and informal contacts – a key to success



# Communication activities on peer review

- Information campaign about the PR process and the value of official Statistics` - based on comprehensive communication plan (adopted by WG)
- Timing of the campaign – Q3 2021 – Q1 2023
- The purpose and content of the message was tailored to the peer review phase i.e.:
  - before - building awareness of European statistics and the peer review process
  - during - supplementing the campaign with up-to-date information on how the peer review is going in Poland
  - after the PR visit – promotion of the results of the process in various bodies, explaining the voluntary, self-regulatory and partnership approach to the process



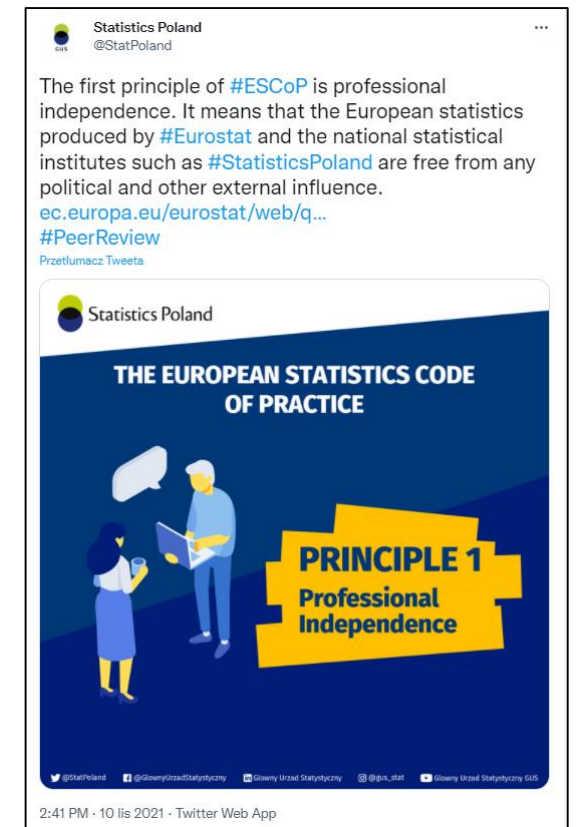
# Communication channels:

- Statistics Poland website (stat.gov.pl)
- Social media
  - in Polish: Facebook, Instagram, LinkedIn and Twitter (X Corp) channels
  - in English: Statistics Poland's English-language version Twitter (X Corp) channel
- Posts re-posted by regional statistical offices
- Media (regular press releases, press conferences)
- Direct communication via „contact points” in all ONAs (mailing), information meetings & trainings for ONAs and special meetings for all producers of official statistics
- Internal communication (intranet, mailing, internal meetings and trainings)



# Frequency of social media postings:

- 8-2 weeks **before** the visit - 1 post per week
- 2 weeks before and **during** the visit - 2-3 posts per week
- **after** the visit by the end of 2022 - 1-2 posts per week
- **by the end of Q1 2023** - 1-2 posts per week  
(presentation of the content of the peer review report, including recommendations)



# Communication campaign

- Key objectives and content depended on the target group (general public or specific); in line with ESS PR Communication Guideline
- Promotional materials:
  - Posters
  - Leaflets
  - Roll up`s
  - Statistics Poland official 2022 book calendar (14,000 copies)
  - Coverphotos on social media channels



# Campaign main assumptions

- positive, clear and simple language
- key message of the Polish campaign - in line with the material provided by Eurostat
- key visuals referred to the key visuals adopted for peer review communication by Eurostat (EU colours)
- posts in Polish marked with hashtag: #PrzeglądPartnerski (means: Peer Review)
- posts in English tagged with hashtag: #ReliableEuropeData (recommended in the ESS Peer Review Communication Guidelines)
- monitoring and evaluation of campaigns



# Additional benefits of PR exercises

Developed and intensive coordination, cooperation and communication activity carried out by Statistics Poland during PR:

- investment in the subsequent relationship and cooperation between the institutions involved ; NSS - a robust quality network
- Statistics Poland:
  - advisor for ONAs on quality in official statistics
  - in some cases, quality reviewer of European Statistics produced by other institutions
  - straintened coordination role in quality in statistics
    - improved communication inside PL NSS – due to setting up of „contact points”
    - building quality culture and awareness among data producers and data users
  - communication campaign - invaluable experience for our promotion and communications team



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**Thank you for your attention**



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