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Items for information

World Statistics Day

Report of the Secretary-General

Summary

The present report has been prepared in accordance with Economic and Social Council decision 2014/219. The Commission proposed at its forty-fifth session to celebrate the second World Statistics Day on 20 October 2015. The present report describes the progress made in the preparations for the 2015 observance of the Day in the following areas: adoption of a resolution on the Day by the General Assembly; finalization of the slogan for the Day by the Bureau of the Commission; and development of a logo and a suitable communications platform for the Day by the secretariat of the Commission in consultation with the Bureau. The Commission is invited to take note of the report.

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** E/CN.3/2015/1.



I. Background

1. At its forty-fifth session, the Statistical Commission, in its decision 45/113, proposed to celebrate the next World Statistics Day on 20 October 2015. The Commission also agreed that the general theme for the next World Statistics Day would be “Statistics for better decision-making — statistics for better development/life”, but requested the Bureau to finalize the wording of the exact slogan in consultation with communications experts, taking into account that the general theme could also be adapted to country-specific issues as they emerge in the course of the year. The Commission also requested the Bureau to initiate and support the process of submitting a draft resolution to the General Assembly on World Statistics Day 2015. In addition, it further requested the Statistics Division of the Department of Economic and Social Affairs to provide appropriate support to countries, regional and supranational organizations and thematic-oriented institutions in observance of World Statistics Day 2015 and to provide publicity material for the events being organized under the common theme. The present report outlines progress made in the preparation of World Statistics Day 2015, in particular with regard to decision 2014/113.

II. General Assembly resolution

2. Over the course of 2014, the Bureau members held informal consultations with various permanent missions to the United Nations in order to identify a Member State that would propose a resolution on the observance of the Day in 2015. As of December 2014, no formal consultation process has been initiated on tabling the resolution. The Bureau, together with the secretariat will continue to work on the matter and provide an (oral) update to the Commission, as necessary.

III. Slogan: “Better data. Better lives.”

3. During a global consultation process conducted in November/December 2013, the theme “Official statistics for better decision-making and better development” emerged as the preferred theme proposed to the Statistical Commission for the Day in 2015. Following the outcome of the plenary discussion held during its forty-fifth session, the Commission agreed that the general theme for the Day would be “Statistics for better decision-making — statistics for better development/life”, but requested the Bureau to finalize the wording of the exact slogan in consultation with communications experts, taking into account that the general theme could also be adapted to country-specific issues as they emerge in the course of the year. Together with communications experts from the Office for National Statistics (United Kingdom), the Statistics Division developed four shorter slogans, which were reviewed by the Bureau of the Commission. In December 2014, the Bureau decided that the slogan “Better data. Better lives.” was the most appropriate to convey the idea that the ultimate goal of producing high quality official statistics is to improve the lives of people. The selected slogan not only conveys a connection to the concept of statistics for sustainable development, as transitioning from the Millennium Development Goals to the sustainable development goals occurs in respect of outreach activities, but is also sufficiently general to allow countries to choose their own focus and celebrate their own achievements. The secretariat will

provide translations of the slogan into all the official languages of the United Nations. Member States are invited to translate the slogan into their own languages and share the translations with the secretariat.

IV. Logo

4. In December 2014, the Statistics Division started working with the Graphic Design Unit of the Department of Public Information to produce a selection of possible logos. It is expected that the Bureau will select a logo in January. The logo will be officially launched during the forty-sixth session of the Commission, to be held in March 2015.

V. Campaign

5. As requested by the Commission and as indicated above, the 2015 celebration of World Statistics Day will be decentralized in nature, similar to the first celebration, held in 2010, with materials developed by the Statistics Division and made available to countries. The Division will function as the global coordinator of the campaign, defining global key messages and the global social media campaign in English. The Division will be operating a central website, provide the logo and promotional material and maintain a calendar of national, regional and global events. National statistical offices will act as national coordinators, translating promotional material into national languages, organizing events and a (social) media campaign at the national and possibly subnational levels. National statistical offices are invited to coordinate with the Division. International organizations will amplify campaigns at the global and regional levels and organize their own events. They are also encouraged to coordinate with the Division.

6. The secretariat has secured a custom domain (worldstatisticsday.org), which will be used as the main URL for the campaign. The website will host the following features: a newsfeed, a blog with the possibility of including articles from third parties, a calendar of events, and promotional material and infographics to be downloaded and used by national statistical offices and other stakeholders. In addition to the website, the Division will operate Twitter and YouTube channels. A hashtag to be used in conjunction with the Day throughout 2015 will be defined.
