COVERAGE OF PRIORITIES, INTERCONNECTION BETWEEN WORKSTREAMS AND COMMUNICATION STRATEGY

UN Committee of Experts on Business and Trade Statistics

11-13 June 2019 - New York

Stefano Menghinello

Directorate for Business Statistics

Italian National Institute for Statistics (ISTAT)

Outline of the presentation

- WORKSTREAM-SPECIFIC AND GLOBAL COVERAGE OF PRIORITIES FOR THE FUTURE DEVELOPMENT OF BUSINESS STATISTICS

- COMMON FACTORS AND INTERCONNECTION BETWEEN WORKSTREAMS

- THE NEED TO STANDARDIZE THE PROCESS AND THE OUTPUTS

- WHY A GOOD COMMUNICATION STRATEGY IS IMPORTANT

ADVANTAGES AND DRAWBACKS OF WORKSTREAMS

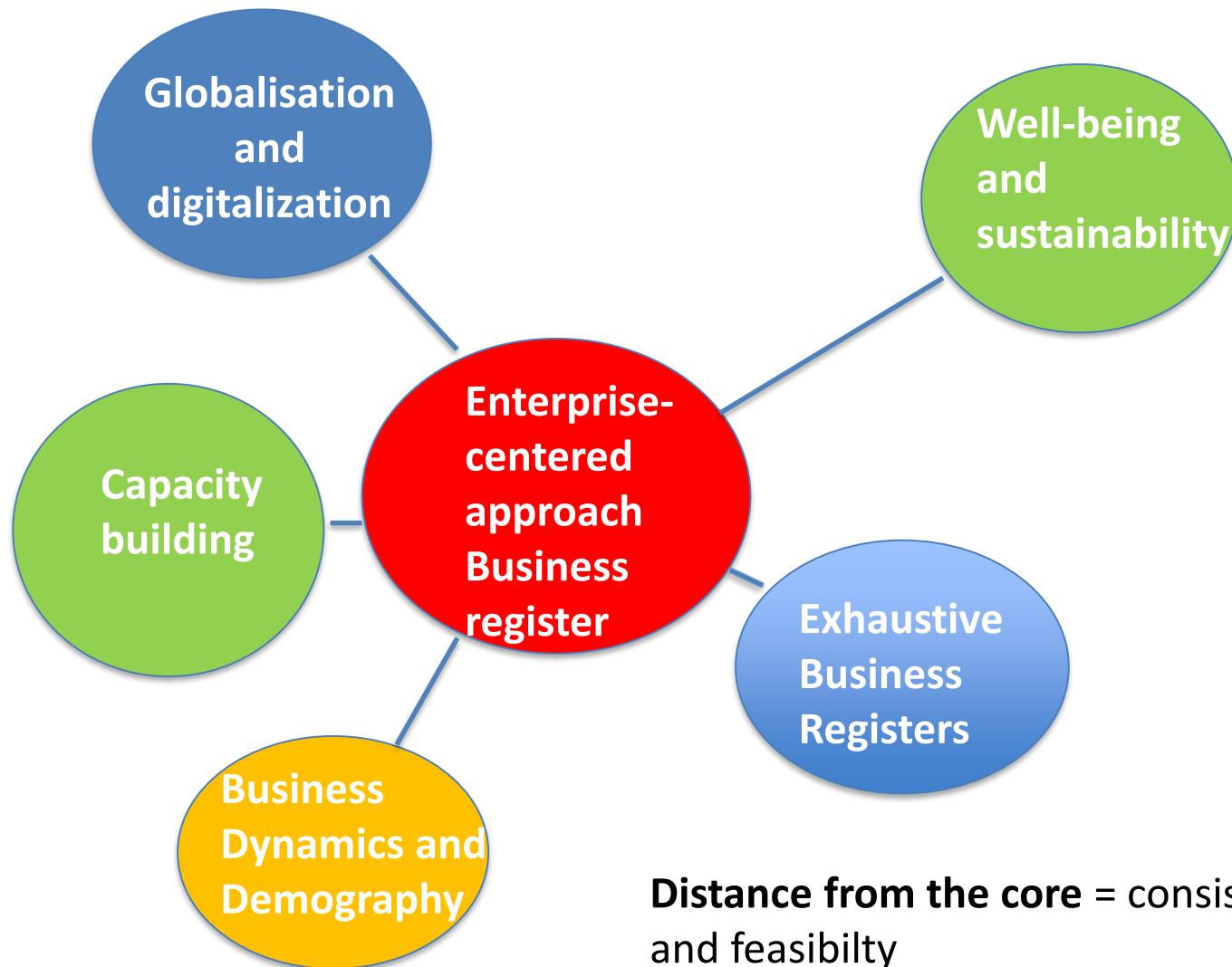THE DIVISION OF LABOUR INTO 5 WORKSTREAMS HAS PROVED TO BE

- **QUITE SUCCESSFULL**

  - ✓ FULL COVERAGE OF PRIORITIES FOR THE FUTURE DEVELOPMENT OF BUSINESS STATISTICS
  - ✓ CLUSTERING OF COUNTRIES'INTEREST AROUND A SPECIFIC TOPIC
  - ✓ OUTPUT-ORIENTED APPROACH
  - ✓ FLEXIBILITY AND CROSS-CUTTING ORIENTATION
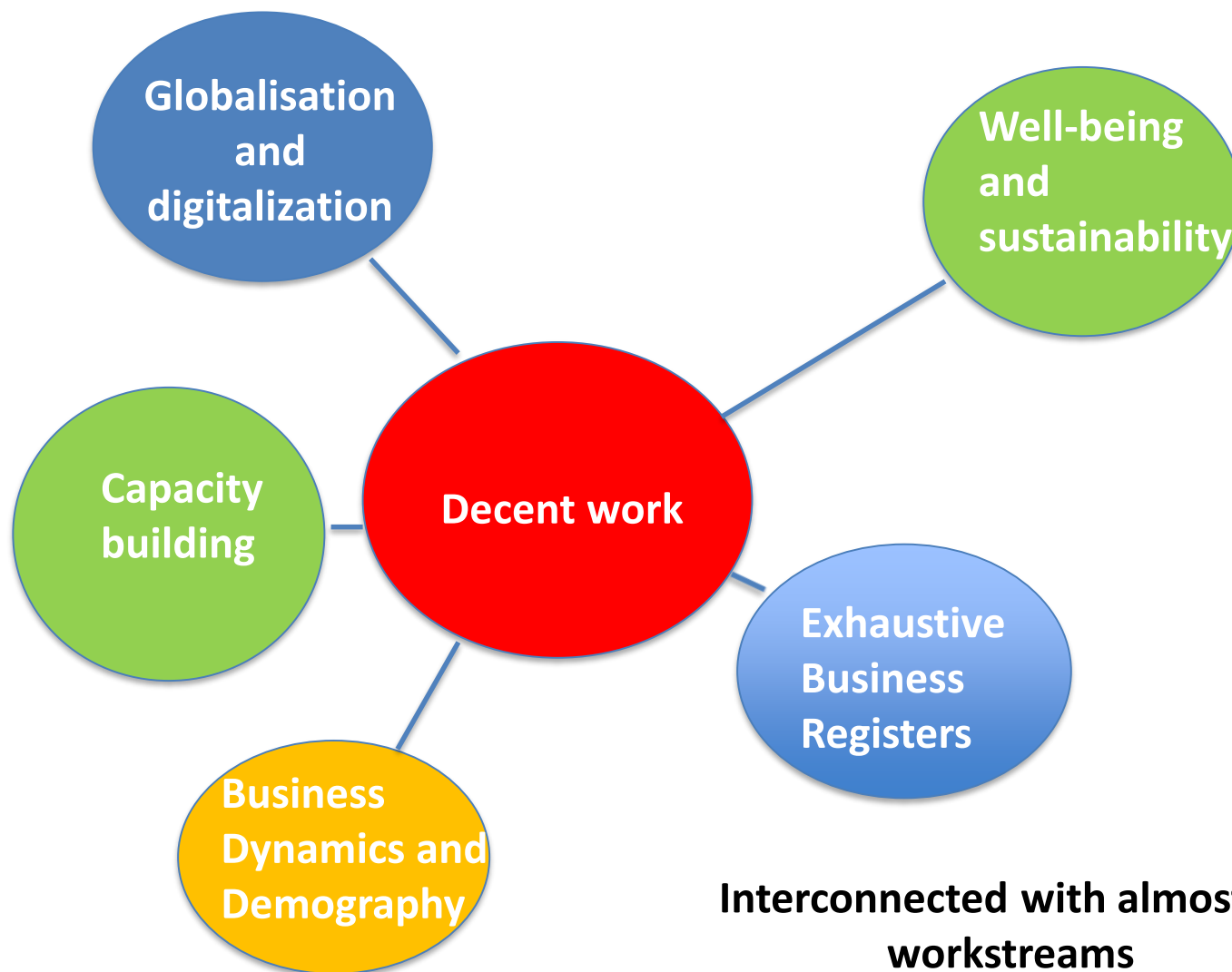 - ✓ KNOWLEDGE SHARING AND CATCH UP BY EMULATION

- **SOME POTENTIAL DRAWBACKS EMERGED**

  - ✓ MORE FOCUS ON FEASIBILITY («HOW» ISSUE)
  - ✓ OVERLAPPING OF SOME ACTIVITIES
  - ✓ HETEROGENEITY OF OUTPUTS
  - ✓ PROCESS SYNCHRONIZATION

COMMON FACTORS ACROSS WORKSTREAMS

Globalisation and digitalization

Well-being and sustainability

Capacity building

Enterprise-centered approach Business register

Exhaustive Business Registers

Business Dynamics and Demography

Distance from the core = consistency and feasibilty

INTERCONNECTION IS GENUINELY NATURAL: CROSS-CUTTING APPROACH

Globalisation and digitalization

Well-being and sustainability

Capacity building

Decent work

Exhaustive Business Registers

Business Dynamics and Demography

Interconnected with almost all workstreams

- INTERCONNECTION BETWEEN WORKSTREAMS IS GENUINELY NATURAL SINCE WE HAVE ADOPTED A CROSS-CUTTING APPROACH

- HOW TO MANAGE INTERCONNECTION?

  - ✓ COOPERATION

  - ✓ KEEP A STRONG FOCUS ON WORKSTREAM SPECIFIC MANDATE

  - ✓ BETTER COORDINATION TO AVOID DUPLICATION OF WORK (BOARD MEETING EVERY QUARTER)

  - ✓ TO DISTINGUISH SUPERFICIAL FROM IN DEPTH INTERCONNERCTION

IN-DEPTH INTERCONNECTION BETWEEN WORKSTREAMS

Globalisation and digitalization

Traditional vision of the enterprise
Exclusively profit-oriented, domestic based and industry-specific Inputs and technology, operating in well defined industries with a standard business model = homogeneity

Well-being and sustainability

Process:
New origin for inputs
Cross-cutting technologies
New business models

Evolution in the definition of enterprise

New goals
behind profit

Business Dynamics and Demography

Profiles:
Exporters/Start up

New **businesses**

Exhaustive Business Registers

STANDARDIZATION OF OUTPUTS

Task teams	Conceptua-lization and guidance	Feasibility analysis (how)	Identifica-tion of Core indicators	Develop of experimental data	Spot best practices
Globalisation and digitalization	☐	☐	☐	☐	☐
Well-being and sustainability	☐	☐	☐	☐	☐
Business Dynamic and demography	☐	☐	☐	☐	☐
Exaustive business registers	☐	☐	☐	☐	☐
Capacity Building	☐	☐	☐	☐	☐

DO WE NEED A COMMUNICATION STRATEGY?

INSIDE THE STATISTICAL COMMUNITY:

- ✓ CLUSTERS OF SUPER-EXPERTS BASED UPON A STOVEPIPE APPROACH
- ✓ LIMITED CROSS-FERTILISATION
- ✓ LACK OF A GENERAL VISION

WITH RESPECT TO EXTERNAL STAKEHOLDERS

- ✓ PROMOTE A «STATISTICAL» VISION ON BUSINESS STATISTICS
- ✓ REGULAR UPDATE ON THE STOCK OF KNOWLEDGE AVAILABLE ON HOW TO MEASURE NEW PHENOMENA
- ✓ HIGHLIGHT NATIONAL BEST PRACTICES AND EXPERIMENTAL DATA

HOW TO MANAGE A GOOD COMMUNICATION STRATEGY?

✓ TO PROMOTE AND BE CONSISTENT WITH OUR VISION (REGISTER)

✓ TO DEFINE A STRATEGY ON WHAT CAN BE PUBLISHED EXTERNALLY FROM THE STOCK OF ALL DOCUMENTS PRODUCED BY EACH TASK TEAM

✓ TO USE THE RIGHT COMMUNICATION LANGUAGE AND TO TRY TO ENTER THE CURRENT DEBATE AT BOTH THE NATIONAL AND INTERNATIONAL LEVEL

✓ HOW TO INTERACT WITH OTHER GROUPS (REMOTE-DIRECT PRESENCE)

CONCLUSIONS

- ✓ **DO YOU AGREE ON THE COVERAGE AND PRIORITIZATION OF GOALS FOR THE FUTURE DEVELOPMENT OF BUSINESS STATISTICS?**

- ✓ **DO YOU AGREE ON THE SCOPE AND TOOLS TO IMPROVE THE COORDINATION ACROSS WORKSTREAMS?**

- ✓ **DO YOU AGREE ON THE NEED TO DESIGN AND IMPLEMENTATION OF A COMMUNICATION STRATEGY?**