



Session 6 - Dissemination policies and What to disseminate: Aarhus convention

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Overview

- The “Information society”
- Why disseminate? What to disseminate?
- Dissemination Plan
- Dissemination: policy elements and considerations
- Dissemination: electronic/paper
- Statistical Websites
- What is the Aarhus convention?
- Applying the Aarhus convention



The “Information society”

- The onset of the “information society” has changed the market for data
- E-government policies
- Marginal cost of electronic dissemination



Why disseminate data?

- Public and legislated duty
- Justifies organisations existence
- Barometer of performance
- More regional/global information
- Understanding of trans-boundary problems
- Surveying progress of conventions
- Cost effective solutions
- Promotes standard methodologies
- Reduced duplication



What to disseminate?

- Does it affect peoples lives economically, socially, or environmentally?
- User-friendly
- Indicators
- Analysed data as part of a time series



Main User Groups

- Politicians and other decision-makers
- Government departments
- Private Sector
- Non-government organisations
- Media
- General Public
- Researchers



Dissemination Plan

- Aim
- Method
- Pricing policy
- Marketing and Communication policy
- Measuring success
- Evaluation and improvement



Dissemination: policy elements

- Statistical portal
- High and low security gateways
- Broad dissemination builds support for policies and standards
- Demand-oriented publication
- Product subscriptions
- Flexible pricing



Dissemination: policy considerations

- E-government policies
- Information as a public good
- Advanced release calendar
- Selected “Free-of-charge”
- Free samples



Dissemination: electronic/paper

- PDF availability has increased the user pool
- Downloading is customer oriented
- Confirmation of receipt
- Forwarding
- “Glossies” best on cards



Statistical websites

- Fixed tables with key figures
- Activities, services
- ‘About us’
- www.dos.jo
- www.pcbs.org
- Navigation: how many clicks?
- User-friendly design



What is the Aarhus convention?

Treaty that grants citizens:

- ✓ Access to environmental information
- ✓ Participation in decision-making
- ✓ Judicial redress
- UN Secretary General, Kofi Annan said...
- What is the thinking behind the convention?
- www.unece.org/env/pp/documents/cep43e.pdf



Applying the Aarhus convention

Public authorities are obliged to:

- ✓ keep
- ✓ organise
- ✓ make accessible
- ✓ disseminate

environmental information in their possession
and relevant to their functions



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