

# Legal and Regulatory The Media Aspect of the E-Census for Population, Residences & Establishments 2020

E-Census Documents  
Series 2020

09



## His Majesty Sultan Haitham Bin Tarik

- may Allah protect him-

endorses E-Census 2020 results of Population, Residences and Establishments as of 12 December 2020. His Majesty the Sultan expressed his satisfaction with the outcome of this major project which was implemented as scheduled. His Majesty the Sultan underscored the significance of data and indicators provided by the Census in enhancing Oman Vision 2040, as well as the Census's important implications to developmental planning in all sectors of the Sultanate.

14 December 2020

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# Introduction

The main objective of any implemented census is to provide data of all kinds, whether those can be viewed by all individuals, or can be allocated to specific identified users based on their specializations, tasks and work entrusted to them as decision-makers and officials in the Country, in addition to specialized researchers who work in various studies.

Countries have accelerated in providing various statistical data and facilitating access to them for various categories used with the emergence of several terms such as open data and big data. The Sultanate, through the electronic census 2020, has sought to integrate and interrelate the databases of the government and private sectors, on building the electronic system that enables data users to obtaining detailed, high-resolution and instantaneously updated data for various demographic information, and other detailed data. It will contribute to serving the country's development plans in line with Oman's future vision 2040.

On the fourteenth of December, the final results of the electronic census 2020 were approved by His Majesty Sultan Haitham bin Tariq - may Allah protect him - and the electronic census portal was launched at a press conference to make data and information available for use by various segments of society.

Through a series of publications that document the electronic census project 2020, this version reviews the electronic census data portal for Population, Residences and Establishments 2020. It will illustrate the importance and objectives of the portal, its components, and the used presentation methods to provide data. In addition to the census library through which issued bulletins are made available.

# 1 | Media Committee for the E-Census Project 2020

## 1.1 Formation of the Media Committee

On the basis of the decision issued by the Higher Committee No. (13/13/2018) to form the media committee for the electronic census project 2020, and on the decision No. (69/2019) issued by the CEO of Statistics and Information in charge of General Supervisor of the census to form the media committee, the media committee was formed under the chairmanship of the Undersecretary of Ministry of Information and the membership of the concerned authorities:

- Director General of Electronic Census 2020
- Royal Oman Police
- Oman News Agency
- General Secretariat of the Council of Ministers
- Public Authority for Radio and Television

**The media committee is generally specialized in developing a media plan, promoting and marketing the electronic census project 2020, whether among community members or various establishments that will be a tributary of the census project data:**

- Studying the draft media plan for the census prepared by the Census Administration.
- Supervising the implementation of the census media plan after its approval, and ensuring its progress in accordance with the specified method and the established schedule.

## 1.2 Media Committee Meetings:

**First meeting:** February 2019, discussing the media plan for the electronic census 2020

**The second meeting:** November 2019 discussing the features and objectives of the campaign of "Your Data is Your Identity".

**Third meeting:** 2019 Follow-up the progress of the national campaign "Your Data is Your Identity".



## 2 | The Identity of the Electronic Census

The visual identity of any project is the gateway through which it overlooks the world and society. It is a fixed, well-established and distinctive imprint of any project. Through it members of the community can distinguish it from the rest of the establishments. Therefore, the visual identity is very significant. It is prepared before the launch stage because it achieves reputation, trust and credibility in dealing with members of the community. It is a strong motivator for employees with their sense of belonging and work with sincerity and dedication.

Accordingly, the census project sought from the beginning to inaugurate the visual identity of the census. They ensure that this identity had connotations and components related to the census and statistics. In addition, they are linking it to elements referring to the Sultanate. The identity should also reflect the qualitative shift in the census mechanism in terms of adopting administrative records and employing technology in data collection, classification, organization and dissemination.

The adopted visual identity of the census was depicted from cultural and historical heritage of the Sultanate through the semantic use of the astrolabe tool. This tool was used in maritime navigation to identify destinations and places. Functionally, the outputs and results of this electronic census will be very helpful to identify development destinations effectively and efficiently. It will provide various sectors with its need of information for sustainable development as well.

### 2.1 Inspiration

On the basis of the importance of information, statistical indicators and national censuses to monitor reality and variables and contribute to building and integrating development plans and policies,

And to the close historical and cultural link of the Sultanate with marine navigation, the visual motto was inspired by one of the most important marine tools used in marine science, it is the "astrolabe".

This inspiration is based on eight main axes that complement each other. Thus, achieving the desired goals of the electronic census 2020.

The Astrolabe: The astrolabe is the instrument used by sailors to determine and reach their destination. It has been used in geographical discoveries and geographical expansion of many historical civilizations.



## Destination:

The idea of linking the astrolabe and the electronic census 2020 came as one of the means used to identify the destination, as the electronic census 2020 aims to provide statistical data and indicators that contribute to achieving sustainable development.

## Building the Symbolic Icon

**The Pointer:** It is the important part of the astrolabe on which it depends to know the right direction as the results and statistics of the electronic census 2020 are an essential element for taking decisions in the right direction to achieve sustainable development.

**Thermometer shape:** an indication of the nature of the data and its passing through the stage of measurement, analysis and matching before being published.

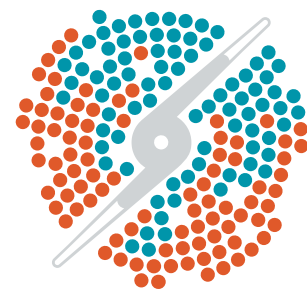
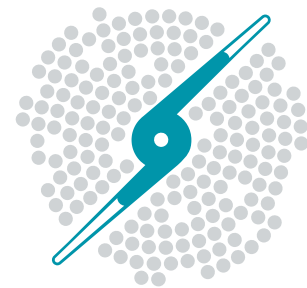
**Consecutive Episodes:** The episodes take their increasing shape from the inside out. The distribution of points and spaces vary in color to indicate the diversity and contrast of this data between the various government administrative records.

**Turquoise:** symbolizes growth and development

**Orange:** symbolizes energy, vitality and interaction.

**Census:** The word "Census" in the identity is the scientific term for collection, classification, evaluation, analysis and dissemination of demographic, economic and social data for the population during a specific period of time.

**11.1 "2020"** is the reference time period for enumerating population, residences and establishments based on Royal Decree No. (15/2015) which stipulated the conduct of the electronic census 2020.



# تعداد 2020

## 2.2 The Four Values of the 2020 Census Project

The curriculum of the electronic census project 2020 was distinguished by focusing on the implementation of the census through four components on which it is based, and its core values are:

### Partnership:

The basis for the implementation of the electronic census 2020 is the cooperation of all government, public and private sector and the community. Therefore, this pillar shows the extent of the census' success through the cooperation of all official and societal segments.

### Professionalism:

Dealing professionally with data and requirements in accordance with the strategy, work plan and the specified time frame.

The presence of a specialized project management team has really given indications of the census' professionalism through the team's ability to keep pace with the changes that has occurred in the project's workflow stages and then treat it and overcome it.

### Clarity:

Clarity of work mechanisms, strategies and methodology of cooperation with partners. The property of clarity in the followed work mechanisms, and the implemented strategies enabled the existence of cooperation methodologies with other partners in the implementation of the project.

### Efficiency:

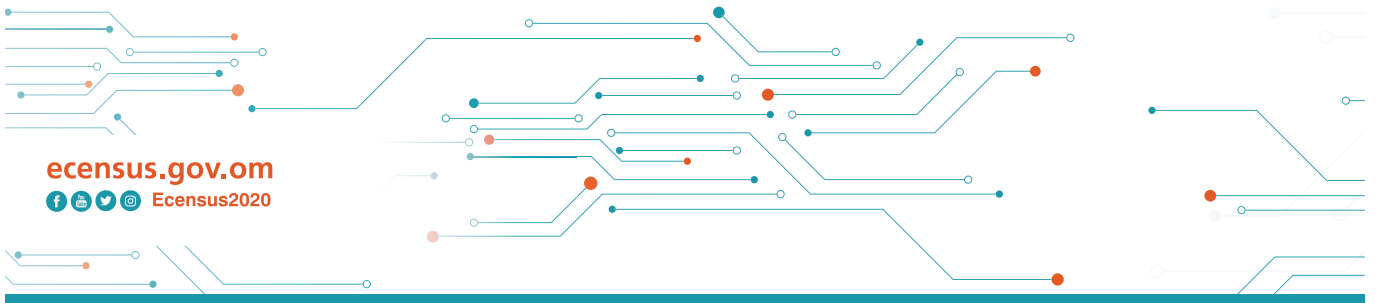
Working to achieve goals in the best and most efficient way, to achieve the highest levels of attainment and fulfil the best results.

## 2.3 Our vision

### Information management for sustainable development.

The Census Management has set its vision in managing information to ensure the sustainability of development for which the electronic census 2020 was conducted. Thus, preserving the census gains is represented in managing it to achieve sustainability.

## إدارة المعلومات لتنمية مستدامة Information Management for Sustainable Development



## 2.4 Our Message

### Building a renewable information system

The government's quest to keep pace with global changes. The rapid growth the world is witnessing in the development of electronic technologies and systems provides a message through the transition from a field census to a census based on national administrative records.

## 3 | Media campaign

Media marketing is the secret of success for any project. Therefore, projects are giving it great importance and use it continuously before the project begins, during work, and after the completion of the project, so it coincides with each stage of the project.

The census project sought to form a committee concerned with the media and marketing aspect of the project. The media committee was formed under the chairmanship of the Undersecretary of Ministry of Information and the membership of:

- Electronic Census 2020
- Royal Oman Police
- Ministry of Information

The committee is concerned with studying the draft media plan for the census which has been prepared by the census administration, supervising the implementation of the media plan after its approval, and ensuring its progress in accordance with the specified method and the established time schedule.

### 3.1 Media campaign for the electronic census project 2020

The project's media campaign initially aims to introduce the census and its importance, and the difference in the mechanism of collecting and enumerating data. Then, the role comes to educate citizens, residents and establishments of the importance and necessity of cooperating with the competent government authorities and participating in conducting the electronic census of population, residences and establishments for the year 2020 as a kind of community partnership for the success of the project .

### 3.2 Media Foundations:

The Electronic Census 2020 project is built on solid media foundations in order to ensure that the electronic census is conducted according to the curriculum and plans that have been developed for its implementation, starting from the Royal Decree No. (15/2015) until the official announcement of the electronic census 2020 results. Among those foundations and pillars:

- Using the most widespread methods and means of mass communication among the

- largest number of citizens and residents.
- Creating means of communication that enhance community participation (such as competitions).
  - Exchange of the target group (citizens and residents) congratulations and weddings on national and religious occasions.
  - Broadcasting awareness messages and brochures to the target groups according to the progress of the project's stages.
  - Attendance of Media at events such as exhibitions, conferences and other events.

### 3.3 Tools used in media coverage of the 2020 census project

The electronic census project 2020 administration works on the media coverage of the census 2020 project by diversifying various tools and means to highlight the project in terms of media, through the following points:

1. Online paid ads
2. Press, radio and television advertisements
3. Text messages
4. Radio, press and television coverage
5. Launching ceremony of the electronic census system (Estidlal)
6. Participating authorities
7. Community clubs
8. Social media platforms
9. External Ads.
  - National Transport Buses Mwasalat
  - Payment outlets in Lulu Mall
  - Automated teller machine screens
  - Screens in the baggage claim area at Muscat International Airport
  - Screen at the entrance to Muscat Wave

## Launching Ceremony of the Visual Identity for the Electronic Census 2020 (Estidlal)

The inauguration ceremony of the visual identity of the census was held to provide decision makers with modern integrative data that would enable them to set strategic and development plans, in line with decision-making.

The Census Management has been keen to launch the visual identity in an appropriate manner in order to receive the greatest popularity and distinguished media coverage. Therefore, the Communications and Information Technology Exhibition (COMEX 2019), implemented at Oman International Exhibition Center, was chosen to launch the visual identity for the census, as this exhibition reflects the development and improvement of establishments participating in the use of technologies and caring of the e-Governments in addition to the great media popularity accompanying this exhibition.



## Fixed advertisements in newspapers, radio and television.

The forms/types of media advertisements chosen by the Electronic Census 2020 project are varied, among those advertisements: editorial advertisements, community-oriented advertisements, and classified advertisements, in various press, radio and television.

## SMS.

A contract was made with one of the telecommunications companies operating in the Sultanate to send text messages at a rate of "twice a month" to a (500,000) subscribers in both Arabic and English about importance of registering electricity account number.

## Press, radio and television coverage

There are many types of media in the modern times, which enabled the electronic census project to pay attention to media coverage with its three tools, "press, radio and television." In this regard, media coverage was carried out using the following means:

- Radio interviews on a number of local radio channels with the representative of the census project and those concerned.
- Radio news reports
- TV news reports on the data update campaign.



## Social Media Platforms

Social media platforms are the fastest and most widespread engine around the world, where the speed of access to information, follow-up of the latest, communication between individuals with each other and interaction with other organizations. Recognizing the foregoing importance of social media, the Department of Electronic Census 2020 has worked to pay attention and use these platforms to be one of the means for contacting the community and relevant establishments.

It is worth noting that 4 languages were used to communicate through these platforms at times (Arabic, English, Urdu, and Bengali).

## Electronic advertisements.

A group of publications and advertising designs employ modern technology to display them through various media, including large screens placed on street sides, public parking, and others. The importance of electronic advertisements for projects in general and the electronic census project in particular is multiple. It is an easy, quick and direct way to address the public and establishments at the same time. It has often an impact on the target group, and among those concerns (the social importance that is directed to all members of society, citizens and residents alike.)

عزيزي المواطن،  
حرصك على تسجيل حالة الوفاة  
لدى أقرب مؤسسة صحية؛  
يسهل تسجيل الوفاة في  
السجل المدني.

Dear Citizen,  
Make sure you report the  
deceased at the nearest  
healthcare institution to  
facilitate the registration of  
the death event in the civil  
registry.

#بياناتك هويتك

عزيزي المواطن،  
احرص على تحديث بياناتك عند  
مراجعة أحد المؤسسات الصحية؛  
لتسهيل استكمال " الملف الوطني  
الصحي " الخاص بك.

Dear Citizen,  
Keep your data up to date in  
healthcare institutions to ensure  
the completion of your " National  
Health Profile"

#بياناتك هويتك

عزيزي ولي أمر الطالب المقيم،  
إن حرصك على استخراج بطاقة مُقيم لابنك،  
يُمكن من تسجيل بياناته في البوابة التعليمية  
لسلطنة عُمان والاستفادة من الخدمات الرقمية  
التي تُقدمها.

Dear Guardian of Resident Students,  
Obtaining resident cards for your children  
will facilitate their registration in the  
Oman Educational Portal to avail the  
benefits of several online services available  
for them.

مع تحيات دائرة الإعلام التربوي بوزارة التربية والتعليم  
Department of Educational Information, Ministry of Education

#بياناتك هويتك

عزيزي المواطن والمقيم،  
تجنب التأخير في اصدار شهادات  
الوقائع المدنية المتمثلة في  
(شهادات الميلاد، والوفاة، وتحديث  
حالات الزواج والطلاق).

Dear Citizens and Residents,  
Don't delay obtaining your vital  
events certificates including the  
birth, and death certificates and  
updating marriage and divorce  
events.

#بياناتك هويتك



## Community Clubs

Coordination and work with the expatriate clubs in the Sultanate was carried out by publishing awareness materials for parents of community schools' pupils on the importance of updating students' data through the educational portal, in addition to updating the address of the current residence and the census logo.

## External Ads:

External advertising service was used as part of the campaign to introduce the electronic census project 2020 through a number of local contracts, including: (Mwasalat / national carrier buses, electronic payment outlets in the commercial center, ATM screens, and screens in the baggage claim area at Muscat International Airport), and the electronic screen at the entrance to the Wave Tourist Area).



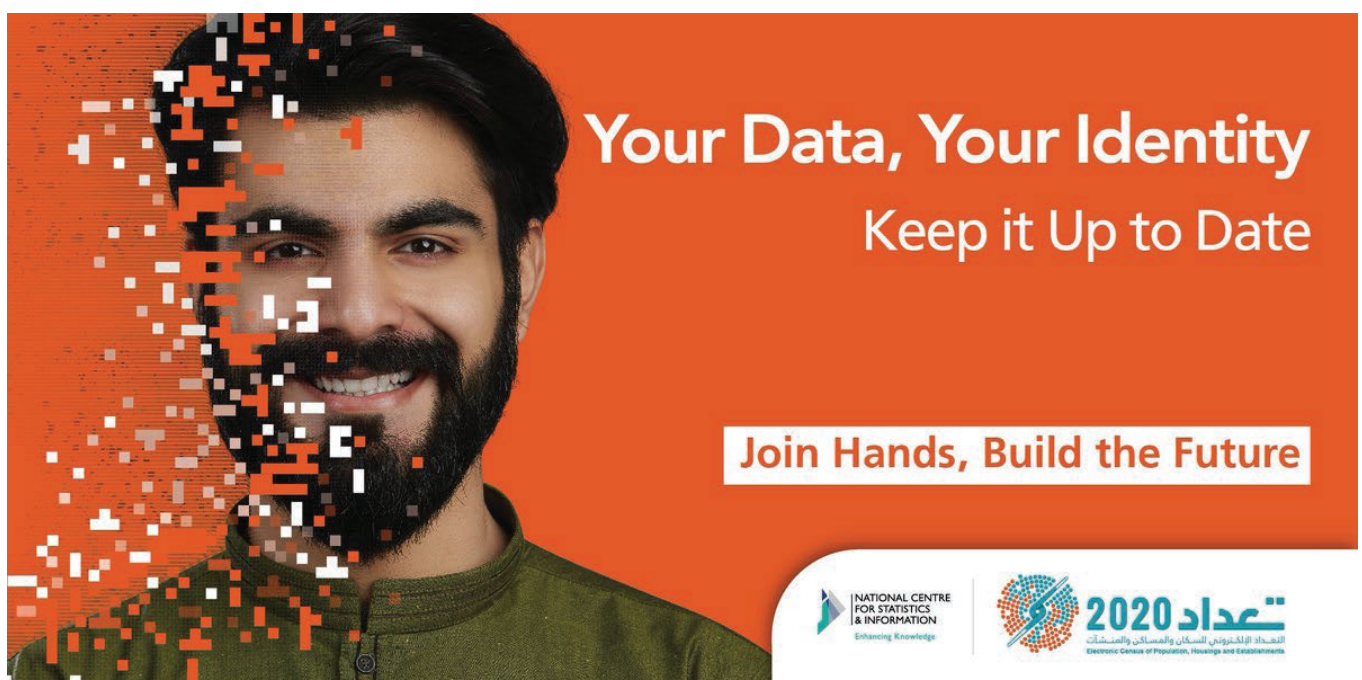
## 4 | The national campaign..“Your Data is your Identity”

### “Your Data is your Identity”:

The national campaign launched by the electronic census 2020 to urge citizens, residents and establishments in various parts of the Sultanate to update their data and ensure its accuracy and comprehensiveness with a number of competent authorities. This is to provide the national registries with updated and accurate data on population, residences and establishments, and to enhance societal and institutional participation in the service of the sustainable development goals in the Sultanate.

The first phase of the campaign focused on intensifying the definition of the project, its importance and objectives, the data that individuals and establishments are required to update, clarifying the required documents and updating mechanisms. The role of the campaign is to spread the culture of updating and completing data and ensuring its accuracy and comprehensiveness until the publication of the results of the electronic census 2020.

The “Your Data is Your Identity” campaign witnessed an interaction from government and private establishments participating in the project, which appeared through participation in radio and television interviews and the preparation of press materials to urge the updating of data. Besides, the use of the project’s visual identity on their websites and official and mail correspondences, in addition to advertising regulations and electricity bills for some companies, and issuing ministerial circulars for broadcasting campaign promotional materials and text messages to urge updating data.



## 4.1 The importance of the national campaign “Your Data is Your Identity”

In light of the project’s endeavor to achieve the highest standards of accuracy and comprehensiveness of data, the campaign was of great importance, as illustrated by the following points:

- Introducing the electronic census 2020 and its importance
- Introducing the role of individuals and establishments in the electronic census 2020
- Spreading a culture of updating data and ensuring its accuracy and comprehensiveness
- Providing national registries with updated and accurate data on population, residences and establishments
- Enhancing societal and institutional participation in serving the sustainable development goals in the Sultanate

## 4.2 What data are required from individuals and establishments to update?

The geographical distribution of the population is an important statistical indicator for planning social services and public utilities such as hospitals, schools and other infrastructure components. Therefore, the electronic census 2020 calls on all citizens and residents to update their current place of residence in Royal Oman Police, bringing with them the electricity bill. It also calls on parents of schools’ pupils to insert the electricity bill account number in the designated field in the e-Portal. Among the data required to be updated are the professional status, civil records, disability data, level and scientific specialization, and updating the electricity bill data. With regard to the data of the establishments to be updated, they are the status of the commercial register, lease contracts and municipal permits.

### Individuals’ data required to be updated

- Residence (current) Royal Oman Police
- Family data: Royal Oman Police
- Electricity Account Details Owner / Tenant: Namaa Group
- Professional status: Public Authority for Manpower Register
- Disability: Ministry of Social Development
- Registration of civil facts: Birth and death certificate: Royal Oman Police
- Marital Status: Royal Oman Police and Ministry of Justice.
- Academic level and specialization: Ministry of Education and Ministry of Higher Education

### Establishments Data Required to be Updated

- Commercial Register Status: Ministry of Commerce and Industry
- Tenancy contracts and municipal permits: Ministry of Regional Municipalities and Water Resources, Muscat Municipality, Dhofar Municipality and Sohar Municipality

### 4.3 Scheme of the first phase of activation path for advertising campaign “Your Data is Your Identity” 24 June (the beginning of Ads Activities)

- External electronic screens
- Websites
- Social communication accounts
- outdoor ads
- printed ads

### Ads of individuals and heads of families (the authorities that participate in the call to amend the data)

- Royal Oman Police
- Ministry of Social Development
- Namaa Group
- Ministry of Higher Education, Scientific Research and Innovation

### Start publishing establishments Ads (authorities who join the call to update data)

- Ministry of Trade, Industry and Investment Promotion
- Ministry of Labor
- Nama Group

### September 30 (The beginning of publishing community Ads) (authorities who join the call to update the data)

- Royal Oman Police
- Ministry of Labor
- Nama Group
- Ministry of Education
- Ministry of Higher Education, Scientific Research and Innovation

## 4.4 Databases to be updated within “Your Data is Your Identity” campaign

### Population database:

- Current residence address
- Social status
- Issuance of birth and death certificate
- family data
- disability
- Employment
- Scientific specialization

### Residence Database

- Electricity account data (owner and tenant)

### Establishments Database

- Municipalities Permits
- Lease contracts
- The icon location of the activity

## 4.5 Official authorities and private sector establishments participating in the campaign of “Your Data is Your Identity”

- Royal Oman Police
- Governorates Affairs (Municipalities)
- Ministry of Labor
- Ministry of Education
- Ministry of Trade, Industry and Investment Promotion
- Ministry of Social Development
- Ministry of Higher Education, Scientific Research and Innovation
- Council of Administrative Affairs for the Judiciary
- Ministry of Health
- Nama Group

## 4.6 Stages of working with the authorities within the campaign of “Your Data is Your Identity”

The following table shows the stages of work with different establishments in the Sultanate within the Your Data is Your Identity campaign to update various data related to individuals and institutions:

Activity	Date	Remarks
<b>individuals</b>		
<b>The official announcement of the campaign and the stage of work with the Royal Oman Police</b>		
Radio coverage of the media meeting to announce the details of the data update campaign	2/7/2019	Youth Radio – Live Youth program at 2 pm
Radio interview on Youth Radio to talk about the campaign and its details with a representative of the census project	3/7/2019	Youth Radio Morning Jasmine
Radio interview on Foreign Radio 90.4 to talk about the data update campaign with a representative of the census project	4/7/2019	
Radio interview at Youth FM with the representative of the census project and the representative of the Royal Oman Police to talk about the data update campaign, its details and importance	4/7/2019	
Meeting on the public radio with a representative of the Royal Oman Police to talk about the data update campaign, its details and its importance	4/7/2019	Good morning my country program
<b>Working Stage with Nama Holding Group</b>		
Broadcasting a radio news report on the public channel about the campaign to update electricity account data	8/7/2019	Providing the authority with information
Radio interview on Al-Wisal channel about the campaign to update electricity account data with a representative of Namaa Group	10/7/2019	
Meeting on public radio with a representative of Namaa Group to talk about the campaign and the data to be updated with the followed mechanisms	11/7/2019	Good morning my country program
<b>Work Stage in Khareef Salalah</b>		
Radio news on Youth channel about the participation of the census project in al-Kahreef Festival and inviting people to visit the corner to learn about the project and the data update campaign	14/7/2019	Nasaem Programme
Radio interview with the representative of the census project at Al-Wisal channel to talk about participation in the festival and its goals	15/7/2019	
<b>Working stage with Ministry of Social Development</b>		
Radio interview with the representative of the Ministry in Youth channel to talk about the type of data required to be updated and the followed mechanisms	18/7/2019	Jasmine Morning
News material on the Ministry’s call to update the data, its quality and mechanism, will be broadcast on public radio	21/7/2019	
<b>Working stage with Ministry of Education</b>		
Publishing a radio advertisement to update students’ data on Youth Channel	24/7-31/8/2019	

Activity	Date	Remarks
Publishing a radio advertisement to update students' data on the foreign radio 90.4	24/7-31/8/2019	
Publishing a radio advertisement in Al-Wisal channel to update students' data	24/7-31/8/2019	
Publishing a radio advertisement to update students' data on public radio	24/7-31/8/2019	
Publication of a radio advertisement to update students' data on the foreign radio station Hi FM	24/7-31/8/2019	
Publishing a radio advertisement to update students' data on TFM foreign radio	24/7-31/8/2019	
Radio interview on public radio with a representative of the Ministry of Education about updating the data, its importance and the used mechanism	29/7/2019	Good morning my country program
Radio interview on the foreign channel Hi FM with a representative of the Ministry of Education about updating the data, its importance and the used mechanism	30/7/2019	
<b>Working Stage with Ministry of Higher Education</b>		
Broadcasting a radio news report on updating data in higher education and the followed mechanisms, with a statement from the representative of the Ministry	19/8/2019	
Meeting in Youth channel with the representative of the ministry to talk about the data to be updated and the followed mechanism	20/8/2019	Live Youth Program
<b>Establishments</b>		
<b>Working stage with Ministry of Commerce and Industry and Ministry of Regional Municipalities and Water Resources</b>		
Radio interview for an official of the Ministry of Commerce and Industry on the public channel to talk about the issue of updating the data	4/9/2019	
Radio interview for an official of the Ministry of Commerce and Industry on the foreign channel 90.4 to talk about the issue of updating the data	8/9/2019	
Meeting in the Al-Wisal forum with representatives of the census project, the Ministry of Commerce and Industry and the Ministry of Regional Municipalities and Water Resources	10/9/2019	
<b>Working Stage with Ministry of Manpower</b>		
Broadcasting news of the public radio about the Ministry's modernization campaign, the data to be updated by the Ministry, and the followed mechanisms	12/9/2019	
Radio interview in the foreign radio station 90.4 with the representative of the ministry to talk about the campaign, its objectives, the type of data to be updated and the followed mechanisms	15/9/2019	
Meeting with a representative of the census project on the live broadcast program to talk about the campaign and its developments	23/9/2019	
Meeting with representatives of the Ministry of Manpower, Nama Group and the census project to talk about the project and its importance	1/10/2019	

#### 4.7 Program of field visits to Establishments:

Emphasizing the importance of knowing the geographical distribution of population, residences and establishments in building national plans and strategies that serve the objectives of the future vision of Oman 2040, the electronic census project for population, residences and establishments 2020 begins its visit program for public and private sector establishments to complete the update of data and follow-up the level of coverage, which includes linking the addresses of establishments and workers to the electricity account number .

- First meeting: The meeting of the Petroleum Development Oman Company. 4 September 2019
- Second meeting: the meeting of Ministry of Interior. 29 September 2019
- Third meeting: Ministry of Commerce and Industry. 7 November 2019
- Fourth meeting: The National Youth Committee. 1 January 2020
- Fifth meeting: Oman International Logistics Group: 19 January 2020
- Sixth meeting: The Public Authority for Investment Promotion and Export Development: 27 January 2020
- Seventh Meeting: The National Center for Electronic Certification. 23 February 2020

#### 4.8 Participations and Activities of the Electronic Census Project 2020:

##### Muscat International Book Fair 2020

The team of the Electronic Census Project for Population, Residences and Establishments 2020 participated in a number of local events, including Muscat International Book Fair, which was held in Muscat during the period from February 22 to March 2, 2020





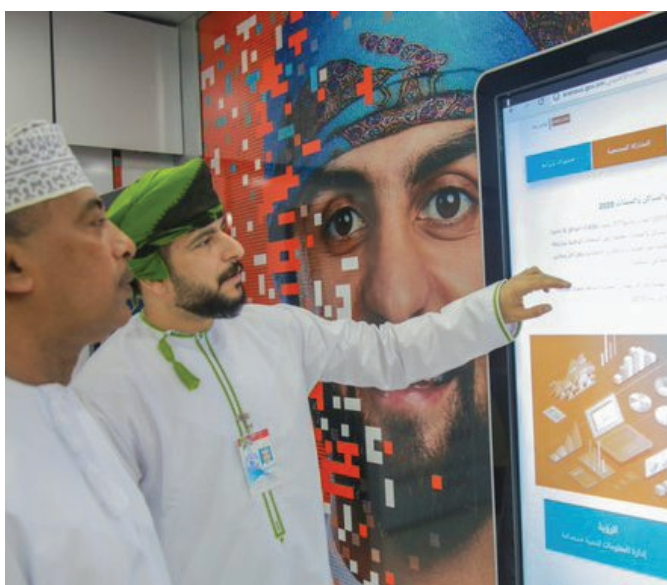
## Participation of the E-Census 2020 project team in the Communications and Information Technology Exhibition

The Executive Management Team of the Electronic Census Project for Population, Residences and Establishments 2020 participated in the Communications and Information Technology Exhibition at the Oman Convention and Exhibition Center in Muscat during the period from 16-19 March 2019



## Participation of the electronic census project 2020 in Salah Tourism Festival 2019.

The team of the Electronic Census Management 2020 participated in Salah Tourism Festival in 2019 with the aim of enhancing communication with the community and emphasizing the importance of cooperation for the success of the national project for the electronic census of population, residences and establishments 2020



## Participation of the electronic census project 2020 in the second Gulf Statistical Forum

The team of the Electronic Census Project for Population, Residences and Establishments for the year 2020 participated in the activities of the second Gulf Statistical Forum, which was launched on Monday, February 17, 2020 in the Sultanate of Oman, under the patronage of His Excellency the Engineer, Minister of Technology and Communications. The forum was held under the Logo (Smart Data) and organized by the National Center for Statistics and Information in Sultanate of Oman, and it lasted for two days.



## External Participations: Participation of the E-Census 2020 project in a virtual meeting/ Kingdom of Saudi Arabia

Participation of the electronic census project in a virtual meeting with the Public Authority for Statistics in the Kingdom of Saudi Arabia





#### 4.9 Summary of local radio and television coverage

The number of television programs reached about 23 subjects, which varied between: covering a media interview, interviews in news bulletins, broadcasting television advertisements, broadcasting news material, television news reports, and a meeting with the representative of the census project and the relevant authorities.

While the radio materials amounted to about 29 articles, the radio materials varied between: radio coverage, radio interviews on local channels in Arabic and foreign languages, broadcasting radio reports, broadcasting radio advertisements, broadcasting radio news, and a meeting with a representative from the project and relevant authorities.

#### 4.10 Ramadan Contest

The National Center for Statistics and Information, in cooperation with the Electronic Census Project 2020, organized a Ramadan competition every Sunday and Monday during Ramadan 1440 AH / 2019 by posting tweets on the Twitter.

**شروط المسابقة**

Reply Follow

أن يكون المشترك متابعاً للحساب: @ecensus2020

الإجابة على أسئلة المسابقة عن طريق الرد على السؤال الذي تم نشره على الصفحة مع ذكر وسم المسابقة: #التعداد\_الإلكتروني\_2020

على أن يتم:

- طرح سؤالين يومي الأحد والإثنين واختيار فائزين بالقرعة يوم الأربعاء.
- يُستبعد كل من يكرر إجابة المشاركة.
- وعلى الفائز التواصل خلال مدة أقصاها أسبوع من تاريخ الإعلان لاستلام الجائزة.
- المشاركة متاحة للعمانيين والمقيمين في السلطنة.

الجوائز:

HUAWEI P30 iPhone XS

\* لا يحق لموظفي مشروع التعداد الإلكتروني 2020 المشاركة في المسابقة.

Ecensus2020

**المسابقة الرمضانية**

كل أحد و إثنين

#التعداد\_الإلكتروني\_2020

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## Photo Album Annex

### Royal Oman Police: (Call to update the personal data of individuals)



### Nama Electricity Holding Company: (An invitation to citizens and residents to register the electricity bill in their name)



### Congratulation post to the Electronic Census Project 2020



# Congratulations

The Statistical Center of The Cooperation Council for the Arab States of the Gulf

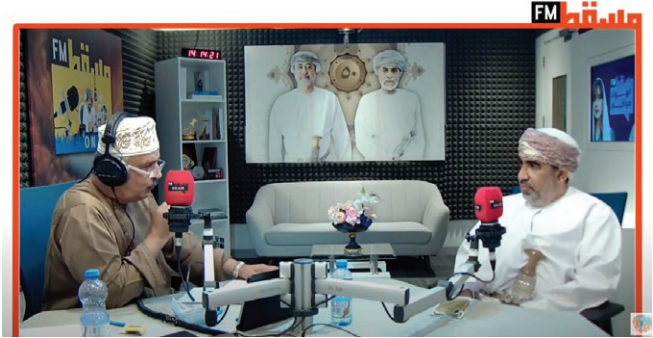
is pleased to congratulate Sultanate of Oman represented by the National Center for Statistics and Information on the occasion of the completion of the first electronic census of population, residences and establishments 2020

wishing them continued success

## TV Coverage



## Photo album for radio coverage



## Meetings with different establishments:



## Various committee meetings



## Conclusion:

The Electronic Census Project for Population, Residences and Establishments 2020 used all capabilities and media to cover the National Electronic Census Project 2020. Each tool of the media campaign had a prominent role in the emergence of the census in its drawn image.

The various means have been integrated in covering all the targeted aspects of the media campaign, whether those directed at introducing the project and marketing for it, or those related to updating data related to individuals and establishments that was adopted by census project.

We should praise the efforts made by the various authorities in the Sultanate, both public and private, in their tireless and continuous quest for the success of the census project, and the prominent role they played in the media aspect, especially in the national campaign "Your Data is Your Identity", which had the greatest role in updating the various census data in various concerned establishments.

In conclusion, it can be said that the media aspect had a clear impact on the success of the census project and its achievement of the desired goals.



# E-Census Documents Series 2020

