

Strategy of dissemination and communication with users of the Statistical Office of the Republic of Slovenia (SURS)

The strategy of dissemination and communication with SURS's users is based on the National Statistics Act, Regulation (EC) No. 223/2009 on European statistics, the European Statistics Code of Practice, the Fundamental Principles of Official Statistics and SURS's vision and values.

The National Statistics Act defines SURS's professional independence, ensures the credibility of national statistics and stipulates the main framework of operation of national statistics in Slovenia. With its efforts to raise the quality of statistical products and services SURS follows the concept of so-called "data revolution". This means that it develops the statistical infrastructure, concepts, classifications and methods, and assumes a proactive role for increasing the use of statistical products and services. SURS actively promotes (markets) users' knowledge of high-quality statistical results, raises public awareness of the importance and need for appropriate statistical data (improving statistical literacy) and informs decision-makers about the possibility of adopting decisions on the basis of statistical products and services. In all these activities SURS strictly adheres to the principles of confidentiality and quality.

SURS works for timely detection of new user initiatives and needs and responds to them appropriately. It uses modern technologies for presenting and publishing objective, impartial and quality statistical results. It closely monitors and responds to the declining number of "classical" users and the growing number of "digital natives" and "digital immigrants", and follows the guidelines for providing open data. To reach as many users as possible, SURS uses different channels. Statistical products and services meet user needs and purposes because they are easily accessible and published in a user-friendly way and because they are appropriate in time and place. To achieve larger applicability of statistical products and services, SURS includes users in the process of preparing new statistical products and services and also prepares tailor-made products and services.

Statistical results and services are available free of charge, in the same way to all users, published according to the advance release calendar and available also in English.

SURS's objective as regards dissemination and communication with users is for them to use SURS's statistical results and services for satisfying their data needs. This objective supports strategic objectives of increasing the use of statistical data, preserving trust and confidence of all stakeholders, and increasing the recognisability of national statistics.

SURS will achieve the objective by implementing various activities:

1. Meeting a large spectrum of user needs

SURS will consider various groups of users and their needs for statistical data in terms of relevance, accessibility and timeliness, computer literacy of users and their communication equipment. To this end SURS will update the classification of users. To make statistical products and services meet user needs, SURS will regularly monitor user satisfaction with statistical products and services, shorten time between the appearance of phenomena and publication of data on them, present data comprehensively, improve the consistency of data obtained from various sources, their detail and temporal and international comparability, and show them at the lowest possible territorial level and in various release formats.

SURS will enable the most demanding users to tabulate selected variables and time points according to their needs, the use of interactive tools and graphical/mapping presentation, satisfy their needs for open data and data journalism.

2. Use of different dissemination and communication channels for effective dissemination of statistical products and services

A website rich in information, simple in terms of navigation, visually attractive and applicable for smartphones and tablets will be the main dissemination and communication channel. SURS will improve the efficiency of search and obtaining statistical data with a common advance release calendar of the entire statistical system and the tool for comprehensive spatial presentation of national statistics. Detailed data will be available in the user-friendly database.

SURS will exploit the possibilities offered by social networks, it will be present within the framework of the National Interoperability Framework, and statistical results and services will be a potential input material for classical and data journalism. SURS will organise press conferences and cooperate with presentations in the events organised by interest groups. SURS will decrease the share of printed products, which will remain available in most public libraries as well as in the form of electronic publications. In this way SURS will expand the set of “mediators” of statistical products and services.

3. Developing the understanding and use of statistical products by taking into account the elements of statistical literacy

For better understanding of statistical products, SURS will comment the data neutrally and objectively and show them in simple and easy to understand tables, charts and maps, including interactive tools and videos. SURS will publish various sets of indicators showing and highlighting mutual influence of several factors.

Information on data will be understandable, easily accessible and updated, and will contain the assessment of the quality of statistical products.

Improving statistical literacy is of key importance for appropriate use of statistical products and services. SURS will cooperate with journalists and data journalists, people in education and the general public; it will attempt to address them via the website that will contain various possibilities for interactive work, e-learning and using open data. With statistically protected microdata that will be available in the Social Science Data Archives, SURS will cooperate in training future researchers.

4. Use of statistical products and services in policy-making

SURS will promote the use of statistical products and series in making decisions at national and local levels and as the provider of education within the Administration Academy. Statistical products and services will be adjusted to the needs of managing the country. A large emphasis will be put on data visualisation. On the request of national and local institutions and interest groups, SURS will prepare additional analyses and publish them appropriately. It will enable the use of microdata for analyses and research work as well as for modelling the proposals of key development reforms.

5. Recognisability and reputation of SURS's trademark

SURS will promote its trademark since in the future an even larger importance of trademarks for users can be expected. It will focus on raising public awareness of official statistical data, so that users will perceive them as official statistics, being aware of their quality and compliance with professional standards. SURS will improve the corporate design of statistical products and services.