



Statistics Canada
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Environmental accounting in Canada: Communication and outreach

International Conference:

“Global Implementation Programme for the SEEA”

Session V: Outreach and communication strategy for the SEEA

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Statistics Canada

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Strategy?!

- **What do we want to achieve?**
 - We want our data, accounts, and analysis to be available
 - We want them to be understood
 - We want them to be useful and relevant
 - We want them to be up to date (timely, standards, methods, etc.)

Overview



- **Communication**
 - Data
 - Analysis
 - Metadata
- **Outreach**
 - Domestic
 - International

(Who? What? Where? When? Why? & How?)

Communication: Data (what and where?)

- **The Daily (the front line)**

- <http://www.statcan.gc.ca/dai-quo/index-eng.htm?HPA>

- **CANSIM (free online database)**

- <http://www5.statcan.gc.ca/cansim/a03?lang=eng&pattern=1530001..1539999>

- **Environment Portal (subject matter links)**

- <http://www5.statcan.gc.ca/subject-sujet/theme-theme.action?pid=1762&lang=eng&more=0>

- **Environment Summary Tables (popular data)**

- http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/ind01/l2_1762-eng.htm

- **Human Activity and the Environment:
Detailed Statistics (data compendium)**

- <http://www5.statcan.gc.ca/bsolc/olc-cel/olc-cel?lang=eng&catno=16-201-S>

Communication: Analysis (audience: who?)

- **Survey Reports (data and basic statistics)**
 - e.g. EPE: <http://www.statcan.gc.ca/pub/16f0006x/16f0006x2012001-eng.pdf>
- **EnviroStats (brief articles: general audience)**
 - <http://www5.statcan.gc.ca/bsolc/olc-cel/olc-cel?lang=eng&catno=16-002-X>
- **Analytical and Technical Paper Series (detailed methodology/analysis)**
 - <http://www5.statcan.gc.ca/bsolc/olc-cel/olc-cel?lang=eng&catno=16F0021X>
- **Human Activity and the Environment: Feature Article (detailed data and discussion)**
 - <http://www.statcan.gc.ca/pub/16-201-x/16-201-x2012000-eng.htm>

Communication: Metadata (how & when?)

■ Integrated Metadatabase (IMDB)

- e.g. Material and Energy Flow Accounts

<http://www23.statcan.gc.ca:81/imdb/p2SV.pl?Function=getSurvey&lang=en&db=imdb&adm=8&dis=2&SDDS=5115>

■ Concepts, Sources and Methods

- <http://www5.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=16-505-GIE&lang=eng>

■ Analytical and Technical Paper Series

- <http://www.statcan.gc.ca/pub/16-001-m/16-001-m2010014-eng.pdf>

■ Environment Accounts and Statistics Product Catalogue

- <http://www.statcan.gc.ca/pub/16-257-x/16-257-x2013000-eng.pdf>

Outreach: Domestic (relevance: why?)

- **Human Activity and the Environment Teacher's Kit**
 - Outreach to the education community
- **Environment Statistics Advisory Committee**
 - Consultation with the academic community
- **Federal, Provincial and Territorial meetings**
 - Consultation with other jurisdictions
- **Survey design and development**
 - Consultation with other government departments
- **Policy Research Data Gaps initiative**
 - Interdepartmental funding initiatives

Outreach: International (coherence)

■ Participation in:

- The London Group
- The Oslo Group
- OECD (Working Party on Environmental Information)
- UNCEEA
- SEEA editorial and expert boards
- Conference of European Statisticians
- Etc...

■ International Cooperation Projects

- e.g. Statistical Information Management Project Phase II (Environment Component): A collaboration between Statistics Canada and the Chinese National Bureau of Statistics, funded by the Canadian International Development Agency.

Conclusion

Communication and Outreach

Who? What? Where? When? Why? & How?

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