Communication Task Team

Progress and Next Steps

16th Meeting of the Advisory Expert Group on National Accounts,
12-14 July 2021

SANJIV MAHAJAN (ONS, UNITED KINGDOM)

Outline

- Overview of CMTT Deliverables
  - Alignment Framework
  - Terminology and Branding
  - Taxonomy
  - *Compilers Hub*
  - *Digital Manuals*

- Recent progress

- Three DRAFT Guidance Notes (focus for AEG today)

- Next steps

[To note, the position today reflects a snapshot of where we are, the work is rapidly evolving]

CMTT Deliverables

Communication Framework

Terminology and Branding (GN)

*Clarified / consistent terminology and (expanded) definitions to improve **users' understanding** of concepts, methods, and presentation of accounts.*

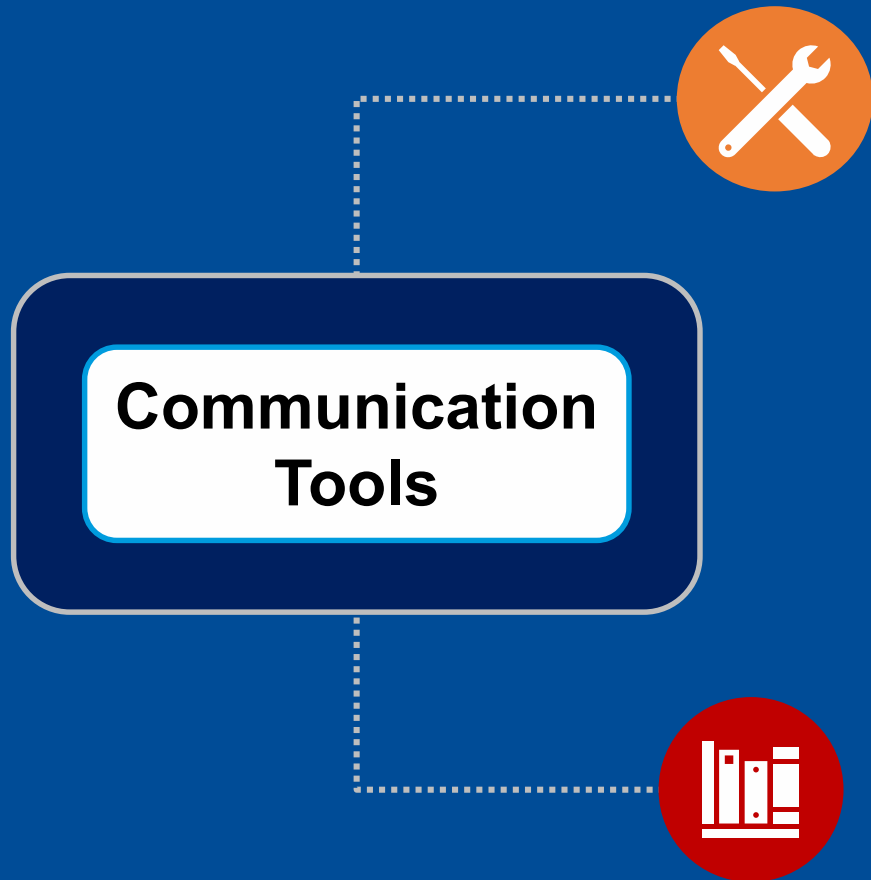*Proposed branding of the statistical guidance and system.*

Taxonomy (GN)

*Improve **users' understanding** of economic statistics with:*

- *Clear and standardized taxonomy for vintages of data.*

- *Detailed revisions framework to explain changes to vintages.*

- *Taxonomy for tables / accounts and for labeling product quality.*

Alignment Framework (GN)

*An internationally consistent framework for **statistical producers to communicate to their users, their alignment with statistical guidance concepts, methods, accounting rules and classifications.***

CMTT Deliverables

Communication Tools

Compilers Hub

A digital platform that will facilitate collaboration among producers and users of economic statistics as well as improve the awareness of new and existing information.

Digital Manuals

Digitally-enabled statistical manuals with interactive tools and cross references.

Recent progress

Recent events

April 2021	**AEG**	Overview of progress
May 2021	**UNECE**	Evolving ideas and proposals
June 2021	**BOPCOM**	Proposals, state of play and way forward
June 2021	**CMTT**	Three initial 'draft' Guidance Notes
Today	**AEG**	Three revised 'draft' Guidance Notes and way forward

Overall, attendees have welcomed the initiatives, direction of travel and supported the evolving proposals to improve the various strands of communication with a focus on comparability and users.

However, some caution:

- **Terminology**: Need to avoid over-simplifying technical terms.
- **Taxonomy**: Applicability of some proposals when considered against existing traditional country practices and how flexibly these proposals could be applied.
- **Alignment Framework**: An 'explicit score' to measure alignment is not favoured but a scoring system would be a useful tool for internal planning, prioritisation and statistical development.

Immediate next steps

Today is a key milestone, the CMTT are presenting three 'Draft' Guidance Notes:

- Each presentation has specific questions upon which we are seeking feedback from the AEG.

- Changes, proposals and confirmation of direction of travel being sought from the AEG.

Over the summer 2021, the CMTT will:

- Complete the various remaining issues (e.g. role and emphasis of net and gross variables)

- Incorporate the feedback from the CMTT and AEG.

It is expected that all three Guidance Notes will be tested but the testing will take a different form for each.

List of Members of the Communication Task Team (CMTT)

JULY 2021

Chair

Sanjiv Mahajan	United Kingdom

Secretariat

Jim Tebrake	IMF
Francien Berry	IMF
Eric Metreau	World Bank

International Organizations

Celestino Giron	ECB
Daniel Suranyi	ECB
Nicola Massarelli	Eurostat
John Verrinder	Eurostat
Orestis Tsigkas	Eurostat
Lanislava Marinova	Eurostat
Edgardo Greising	ILO
Lara Badre	ILO
Kristy Howell	IMF
Achille Pegoue	IMF
Richard Kimuli	IMF
David Bailey	IMF
Kenneth Egesa	IMF
Vanda Guerreiro	IMF
Jorrit Zwijnenburg	OECD
David Barraclough	OECD
Herman Smith	UNSD
Jonathan Gessendorfer	UNSD
Rami Peltola	UNECE
Michael Stanger	UNSD
Ivo Havinga	UNSD
Benson Sim	UNSD
Markie Muryawan	UNSD
Ilaria Di Matteo	UNSD
Amit Joshi	UNSD
Catherine Van Rompay	World Bank

Regional Organizations and Country Representatives

Charles Sessede	AFDB
Tabo Symphorien	AFDB
Ibrahima Sory	AFRISTAT
Luz Garci a Balcarce	Argentina
Michaell Smedes	Australia
Rebeca Palis	Brazil
Erith Nghogue	Cameroon
Franklin Assoumou -Ndong	Canada
Stéphane Crête	Canada
Henry Vargas Campos	Costa Rica
Nahashon K. Mutai	East African Community
Carola Fabi	FAO
Caterina Caracciolo	FAO
Franck Cotton	France
Albert Braakmann	Germany
João Carlos Fonseca	IPSASB
S V Ramana Murthy	India
Lis Soelistyowati	Indonesia
Michael Connolly	Ireland
Mauro Scanu	Italy
Kwangwon Lee	Korea
Peter-Hein Van Mulligan	Netherlands
Peter Kruiskamp	Netherlands
Andrew Hancock	New Zealand
Andrey Tatarinov	Russia
Dave Wasshausen	United States
Claire Evans	United Kingdom
Luke Croydon	United Kingdom
Litia Simbangala	Zambia
Wilson Phiri	Zambia

Additional Slides

Alignment Workstream – Next Steps

Objective: Create clear measures to communicate the degree of alignment with the international standards.

Guidance Note in 'draft' form for AEG.

This includes a proposed alignment framework for SNA, BPM and GFSM.

The next stage will include addressing feedback from CMTT and AEG consultations and obtain approval for global consultation.

Approval for Global Consultation

August - September 2021

Global Consultation and Testing

August - October 2021

Terminology and Branding Workstream – Next Steps

Objective: Review current macroeconomic accounting terminology and propose **simpler alternative** terms and **clarified definitions/descriptions** for more consistent and accurate use in the communication with users **to better convey the meaning and interpretation of the concepts and methods**.

The goal is not to change the concepts or definitions used but to express them in a non-technical easier to understand way.

Guidance Note in 'draft' form for AEG.

Work is on-going to develop a harmonized user-friendly glossary consistent across domains and aligned with existing accounting standards. The next stage will also include addressing feedback from CMTT and AEG consultations and obtain approval for global consultation.

**Approval for Global Consultation
October 2021**

**Global Consultation and Testing
November – March 2022**

Taxonomy Workstream – Next Steps

Objective: Develop a taxonomy to communicate macroeconomic accounts releases, products, and product updates.

Guidance Note in 'draft' form for AEG.

The next stages will include feedback from CMTT and AEG consultations and obtain approval for global consultation.

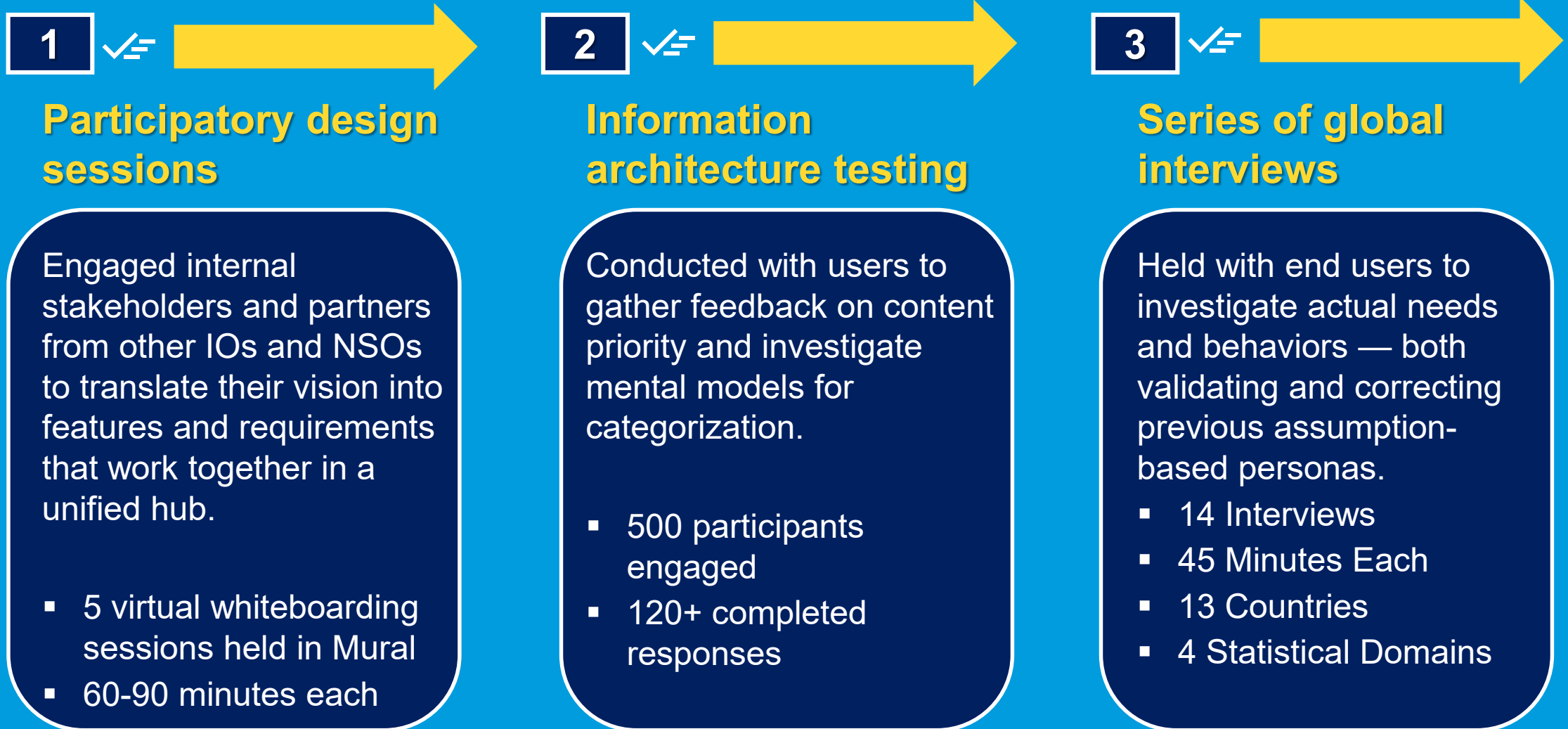**Approval for Global Consultation**

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Global Consultation and Testing

August - October 2021

Compilers Hub: Project Stage and next steps

1

Participatory design sessions

Engaged internal stakeholders and partners from other IOs and NSOs to translate their vision into features and requirements that work together in a unified hub.

- 5 virtual whiteboarding sessions held in Mural
- 60-90 minutes each

2

Information architecture testing

Conducted with users to gather feedback on content priority and investigate mental models for categorization.

- 500 participants engaged
- 120+ completed responses

3

Series of global interviews

Held with end users to investigate actual needs and behaviors — both validating and correcting previous assumption-based personas.

- 14 Interviews
- 45 Minutes Each
- 13 Countries
- 4 Statistical Domains

Compilers Hub: Project Stage and next steps

4 ✓≡ ➡

Low-fidelity wireframes

Mock-ups created considering the user research and stakeholder needs.

Designs are based on 'blue sky thinking' – they are conceptual.
Not all features will make it to the production

5 ⧗ (In Progress)

IT feasibility assessment

IMF will assess which features are feasible (at least at launch).

This will determine the design of the high-fidelity wireframes

6

Production

IMF will start implementing the high-fidelity wireframes.