

Global Working Group on Big Data Advocacy and Communication Strategy

I. Current situation/Background

Using big data to produce official statistics requires significant mind-set and culture change in the statistical community and among users of statistics. This change will require statisticians to understand that new methods based on big data can complement production of official statistics and are comparable to the traditional methods based on surveys and censuses. Before the statistical community fully embraces big data in official statistics, the right information will need to be acquired. Policy makers, as users of statistics, will need to be acquainted that the official statistics produced using big data can be used for policy setting and evaluation. As well as, producers of big data, mostly private sector entities, will need to see data as common good and allow for sharing of these data sets with the statistical community.

II. Overall objectives

The overall objective of this strategy is to effectively communicate the opportunities and challenges of big data for official statistics and advocate the importance of active engagement and collaboration of NSOs with key public and private stakeholders. To that end, the specific objectives of the strategy are to:

- i. **Convince the statistical community** and policy makers of the benefits in using Big Data for official statistics.
- ii. **Raise awareness of relevant issues** surrounding the use of Big Data for official statistics. For example: need to modernize statistical systems to make them capable of working with Big Data sources, managing expectations about what Big Data can accomplish and what it cannot, and privacy.
- iii. **Develop alliances and partnerships** with international agencies, NSOs, producers of Big Data, and research entities/think tanks such as DataPop, to better advocate the role Big Data can play in official statistics.

III. Target audience

- **Primary target audience** would be the leaders/chief statistician in the national statistical offices.
- **Secondary target audience** would be policy makers in strategic ministries such as ministry of finance. Producers of big data will also be secondary targets.

IV. Approaches

- **Direct approach:** Face to face meeting/conference/workshops
- **Indirect approach:** Websites, social media, information brochures etc.

V. Activities and outputs

	Activities	Outputs
1	Prepare and continuously maintain a list of potential audiences, and of meetings and events on Big Data for effective outreach	An up-to-date list of a) chief statisticians/senior managers of NSOs, and other target audiences, and b) Big Data events

2	Formulate key themes and messages that need to be communicated to different audiences	List of key messages and themes that need to be communicated. This list can be updated/reviewed to reflect on-going developments and will provide guidance on information materials to be produced
3	Produce and develop information materials such as websites, one-page information brochure, factsheets, communication emails, advocacy materials, social media accounts	Webpages, social media accounts, one-page information brochures, factsheets and other information material that contain key messages relevant to different issues surrounding the use of Big Data in official statistics Selection of theme(s) for celebrating a day for Big Data internationally
4	Prepare and maintain a list of examples that demonstrate successful use of Big Data for official statistics	Case studies that demonstrate successful use of Big Data in complementing official statistics
5	Identify key partners and stakeholders to advance advocacy/communication for Big Data	Partnership agreements with different entities such as international organizations, NSOs, think tanks and such
6	Arrange meetings/workshops, policy dialogues, events to advocate for Big Data in official statistics, and disseminate the produced knowledge products. Engage policy makers and leaders of statistical communities in these events	Successfully completed meetings/workshops, policy dialogues to advocate for Big Data in official statistics

VI. Implementation and evaluation

- The strategy is implemented through the workplan which is endorsed by GWG. The GWG will review the work plan at the end of each year to evaluate its progress against the objectives.
- For evaluation, updates will be made quarterly and annually to the GWG.
- Implementation of this Strategy will require close collaboration with colleagues and partners to obtain the material and substance for advocacy materials and case studies
- Implementation of this Strategy will require financial resources or in kind contributions. Sources of potential funding should be identified as soon as possible.