



Improving lives
through better statistics



2013 ANNUAL PARIS21 MEETINGS

9–11 April 2013

OECD Conference Centre, room CC9, Paris

PARIS21 Draft Communication Plan 2013

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I. Introduction

This draft communication plan for the PARIS21 Partnership is a living document to be adapted as we amass experience and lessons learnt from the different communications tools outlined below. To this effect, the Secretariat has started to implement a number of items in 2012 and is planning to adjust and add elements in 2013.

A communication plan is key to any project success. As a living document, it frames communications activities, including internal and external communications, clarifies the project's priorities, target audiences, resources and staff assignments.

Over the years, PARIS21 has put in place a strong, worldwide network of actors involved in development and statistics, including policy makers and statistics experts from developing countries and bilateral and multilateral agencies. The Secretariat has managed to build an extremely rich online library of publications, reports, guidelines and advocacy materials on statistical development. This knowledge has helped developing countries to plan and implement National Strategies for the Development of Statistics (NSDS), enhancing their statistical capacities. In addition, PARIS21 has been active at the local and regional level in organising workshops and seminars. At the global level, PARIS21 participates in high-level conferences and events on statistics and development in general.

With its close collaboration with National Statistical Offices, PARIS21 benefits from a positive image throughout the developing world. In particular, the production of specific advocacy tools has helped countries to develop their own communication plans.

The area of statistical development is an ever-changing environment. In spite of the numerous achievements in the field since its creation, improvements must be made in order to better convey PARIS21's main mission to a wider audience as well as to its strategic targets. The introduction of new communication tools and approaches is crucial to increasing the outreach and impact of the Partnership and in addressing the realities of the changing field of development.

The Secretariat should also improve the consistency and regularity in its communication with its main partners and stakeholders, a crucial action towards the strengthening of the Partnership.

Given that co-ordination and advocacy are at the heart of the work and activities of the Partnership, the present document will guide PARIS21 Secretariat staff members on how to plan for and implement communication strategies for their own specific projects and activities.

Accordingly, this document presents the PARIS21 Secretariat communication plan and different ways to promote the Partnership as a whole. More engagement of all partners in sharing knowledge and experience is required in order to deliver on the main mandate of the Partnership. The Busan Action Plan for Statistics (BAPS) sets out the broader strategic framework to which this strategy will contribute.

II. Objectives

- ✓ **VISIBILITY:** To increase the visibility, interest in and knowledge about PARIS21.
- ✓ **IMPACT:** To maximise the outreach and impact of PARIS21 activities and events.
- ✓ **CO-ORDINATION:** To scale up PARIS21 as a resource for statistical knowledge, capacity development and co-ordination between statistical actors.
- ✓ **DIALOGUE:** To promote the role of PARIS21 as a central partnership for dialogue and advocacy in the field of statistical development.



III. Vision

PARIS21's main role is to bring together users and producers of statistics in developing and developed countries in order to strengthen statistical capacities in low-income countries.

The Partnership's main message/tagline should be engaging and motivating for the target groups, while reflecting the PARIS21 mandate in:

- » **Bringing together development actors involved in statistics:** co-ordinating local, regional and international efforts in favour of better use of statistics.
- » **Advocating for better use of statistics:** raising awareness about the importance of statistical capacity development and production of related materials and toolkits.
- » **Providing technical advice and support:** advising developing countries on how to design and implement their National Strategy for the Development of Statistics (NSDS).
- » **Generating Knowledge:** archiving, documenting and disseminating existing statistical data (through ADP/IHSN).

According to this model, the PARIS21 tagline has been updated: "Improving lives through better statistics", which distills our mission, mandate and profile into a simple, punchy message.



Improving lives
through better statistics



Banner in April 2013

In 2012, the Board mandated PARIS21 to act as secretariat to the BAPS. A **SAMS** structure reflecting the needs of the BAPS has been devised that considers linkages between BAPS action and the four key features which constitute the pillars of a BAPS secretariat: **STRATEGY – ACCESS – MONITORING – SKILLS/KNOWLEDGE SHARING**. Advocacy and co-ordination run through all four key items. It will be important to develop a coherent framework that reflects *vision to mission* in the work programme with the BAPS plan at its core.

IV. Target Groups

The communication strategy will target the following groups with specific messages tailored according to the profile of each group:

- » Donors/Board members/All partners
- » Decision makers in developing countries as primary users (e.g. ministers of planning, ministers of finance)
- » Data producers and users (e.g. Directors of National Statistics Offices, economists, academics, students)
- » Civil Society, Business, Trade Unions, Media.



V. Communication channels

External communication: Short-term

1) Website

The website (www.paris21.org) is the primary tool for external communication. However, website traffic has been low compared to websites of a similar profile. The average number of unique visitors to the PARIS21 site per month is approximately 1 000, while that to comparable institutions is 3 000 on average). Furthermore, the majority of visitors are mainly from OECD countries (France, US, Canada, UK).

The site's main challenge for the coming phase will be to increase the number of visits from developing countries.

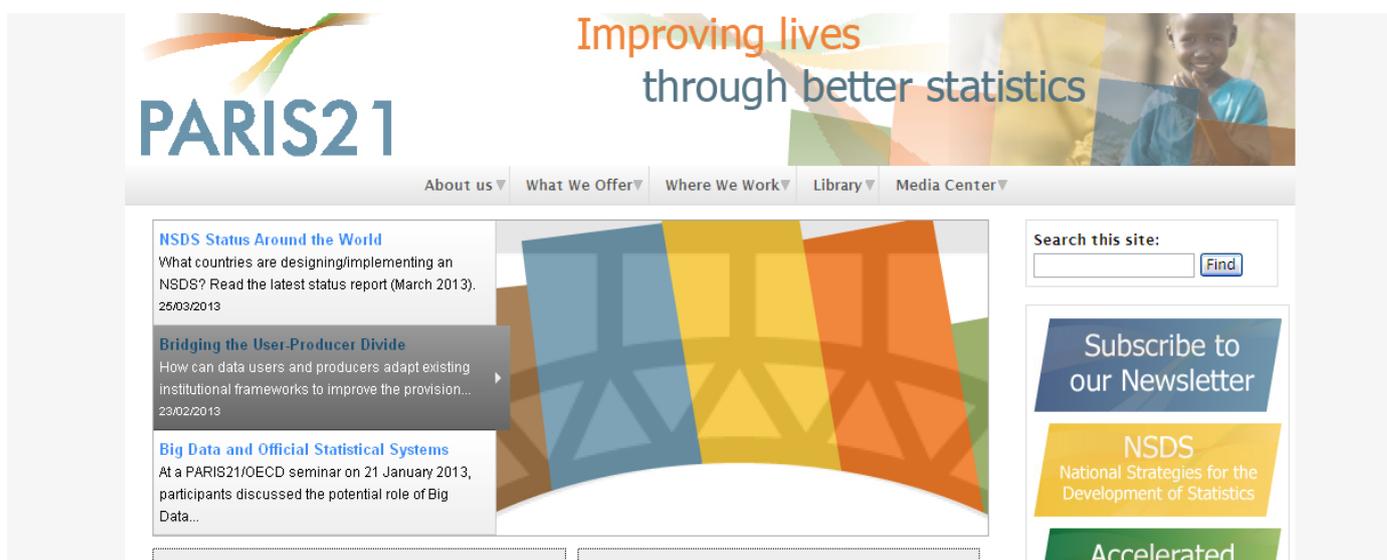
Areas improved

- » **Layout and Structure:** The website was too static, full of text, jargon and lacks illustrations. Information was not easily found by web users.
- » **Target:** The website targets a tiny group of people who already know or have dealt with PARIS21.
- » **Language:** A website exclusively in English represents an obstacle for other non-English speaking regions (Africa and Latin America).
- » **Content:** The web didn't fully reflect the real mission of PARIS21 and the support it offers to developing countries.

Recommendations

- » Improve the design of the website. *DONE*
- » Find a cost-effective solution for the multilingual aspect of the website - French and Spanish. *DONE*
- » Restructure the menus and specific sections. *DONE*
- » Create a homepage that targets a wide audience with more technical details and reports to be found in sub-sections. *DONE*
- » Link PARIS21 web to other partners' websites with at least one partner per country (donors websites, NSOs, ministries). *DONE*
- » Find new tools that help increase the website traffic with users mainly from developing countries (e.g. social media, newsletters). *DONE*

N.B. The website layout and structure has been improved significantly. Measures are in place to have the site made available in French and subsequently Spanish. Monitoring of the impact is continuing. *Screen shot below: April 2013.*



2) News

Donors and national decision-makers are the top target groups of PARIS21. It is highly probable that these groups do not consult the PARIS21 website regularly. Accordingly, the development of new communication tools like a regular News Flashes and Newsletters will help to increase outreach to these specific target groups, as well as other audiences.

A) Electronic Newsletter

The newsletter is an important tool in increasing the awareness about PARIS21 activities and initiatives, as well as to enhance the flow of information between development actors (mainly partners in developing countries and international donors).

The PARIS21 Newsletter comes out 3 times a year: in January, June and October. It is sent electronically but is also available on the website. It provides analysis, interviews with public figures and experts, featured articles, information on new statistical resources and opportunities for statisticians.



B) News Flash

The News Flash will be sent on a regular basis to inform the partners about PARIS21 upcoming events, new developments, new reports, publications. In contrast to the newsletter, the content of the News Flashes will be short and targeted to a specific geographical area or actors.



PARIS21 Contact database

In order to ensure effective outreach and maximum impact for PARIS21 News services, the Secretariat is reorganising and updating its current contact database, which hadn't been regularly updated since 2010. The list currently consists of Director-Generals of National Statistics Offices, decision-makers, NSDS co-ordinators as well as bilateral and multilateral partners. In the long term, the Secretariat will extend its contact database to include, among others, civil society representatives, consultants and academics.



3) Social media



Recent data show that usage of social media in developing countries has significantly increased in the last year in comparison to Western countries. Facebook for instance saw the largest growth rate in the MENA Region with 63% growth followed by the Asia-Pacific region up 62% and Latin America up 55% ([Source](#): Comscoredatamine.com 2013). Accordingly, social media could be a useful tool to reach a wider audience which will help increase traffic to the PARIS21 website.

Recommendations:

- » Build a Facebook Page and create Twitter account to be directly linked to the PARIS21 website in a way that news published on the web appear automatically on Facebook and Twitter. **DONE**
- » It is important to keep Facebook and Twitter regularly updated with content to be generated by Secretariat staff themselves. **ONGOING**
- » The page will first serve to spread PARIS21 news and later on as a platform for debate, and a space to post interesting articles, opinion pieces and reports from other partners' websites where people can express their opinion on a specific issue. **ONGOING**
- » Create a Flickr account which could serve as an image bank for photos from PARIS21 events and activities.
- » Create a YouTube Channel to upload previously produced videos.
- » Update the LinkedIn account of PARIS21.

Main Challenges

- » Choosing the right social media tools to reach the intended target group (Facebook, Twitter, Blogs, etc.)
- » In sub-Saharan Africa, social media like Facebook and Twitter are rarely used by the local population and might not be very attractive for them.
- » There's a language issue while using social media, will it be in French, English or both?

N.B. Regarding Twitter and Facebook, entries are being made on an almost daily basis as of 2013.

4) Advocacy materials

Activities and events represent a great opportunity to increase PARIS21 visibility. Accordingly it should be ensured that communication is considered at the start of the programming process. Every activity organised requires a communication plan and message adapted to the relevant aims and scope of the activity and the concerned target group.

Recommendations:

- » It is important to dedicate for each project / event a budget for specific communication activities.
- » Activities could include:
 1. Press involvement and mobilisation at the local/regional level.
 2. Press conferences / briefings.
 3. Trips for 1 or 2 journalists from major French or international newspapers to attend and cover the event for their media.
 4. Audio-visual materials, photos, and live webcasts for regional or global events.
 5. Production of promotional materials to be adapted to the local context (posters, leaflets, giveaways etc.).
 6. Televised debate.
 7. Creation of a special webpage for the event.
- » It is necessary to prepare a range of corporate promotional tools, from brochures to banner stands and information folders, aimed at ensuring an appropriate level of visibility for PARIS21 during the events.

N.B. Progress on items 3 and 4 is documented in the Action Plan table on p.9.



5) PARIS21 Champions

Champions are public figures, experts in the field of development and/or statistics who have been involved in the work of PARIS21 and who can play a role in communicating PARIS21's main messages.

They could be used in various communication activities:

- » Giving a keynote speech during events.
- » Writing an opinion piece to be published in a magazine/newspaper.
- » Giving interviews to the media.
- » Writing articles for the PARIS21 newsletter.

Recommendations

- » Compile a list of potential Champions to be suggested by PARIS21 members, each one according to his/her area of expertise.
- » Specify which Champions can be used for promotion. at the local, regional or global level.
- » Specify the kind of communication activities the Champion can be used for (writing opinion pieces, giving public speeches, etc.).
- » Sound out potential champions to measure interest and availability.

External Communication: Long-term

1) PARIS21 Statistical Award

Awards can be a successful tool to increase visibility of an initiative by recognising achievements and accomplishments done by a specific target group (for example, it could be an award for statistical journalists, or for a statistical institution, or for a policy-maker who has been at the forefront of implementing NSDS in his country, etc).

Some Statistical Awards already exist, but very few of them are regional or international awards, and almost none dedicated to statistical actors in developing countries.

The long-term objective will be to establish a circle of "friends" of PARIS21, who are fully supportive of its mission and will serve as good communicators and advocates among their community.

2) Advocacy Materials

PARIS21 has produced a series of statistical advocacy materials to promote the increased use of statistics in decision making and the development of statistical capacity. However, these materials, which date from 2010, need to be updated, revised and rechecked in order to meet the new challenges in statistical development and incorporate new tools, messages and priorities. This is the case as well for the main PARIS21 brochure.

It will also be important to increase collaboration between the PARIS21 Secretariat and other partners (joint publications), in order to produce common advocacy materials. *N.B. this work has been started, see table p.9.*

3) Partnership Forum 2014/15

A meeting of all stakeholders in 2014/15 would be an opportunity to explore new technologies and innovative tools in the field of statistics. It would also be an excellent channel for advocacy, particularly in light of 15 years of existence of PARIS21, bringing all statistical partners together to reflect on the objectives and organisation of statistical capacity development in the future.



VI. Action Plan October 2012- April 2013

Activity	Oct '12	Nov	Dec	Jan '13	Feb	Mar	April
	1. Website						
- Proposal for new structure for the website	DONE						
- Contract a service provider and work on the new structure		STARTED	DONE				
- Launch of the website				DONE	ONGOING	ONGOING	ONGOING
2. Contact database							
- Proposal for a restructure of the database	DONE						
- Updating the database		STARTED	DONE	ONGOING	ONGOING	ONGOING	ONGOING
3. News							
- Launch of the News Flash system	DONE	ONGOING	ONGOING	ONGOING	ONGOING	ONGOING	ONGOING
- Proposal for a Newsletter	DONE						
- Preparation of 1st issue of the Newsletter		STARTED	DONE				
- Launch of the Newsletter				DONE	ONGOING	ONGOING	ONGOING
4. Social media							
- Launch of Twitter and Facebook accounts				DONE	ONGOING	ONGOING	ONGOING
5. Promotion materials							
Production/update of PARIS21 Promotional materials (brochures, banners, calling cards etc.)					STARTED	DONE	ONGOING
6. Compiling a list of PARIS21 Champions							
Discussion about who should be a champion	NOT STARTED	NOT STARTED	NOT STARTED	NOT STARTED	STARTED	STARTED	STARTED

Key :

- DONE
- ONGOING
- STARTED
- NOT STARTED



VII. Monitoring and Evaluation

Communication activities should be subject to regular follow-up so that the results can be evaluated and adjustments integrated in the next phase if necessary. With this intention, output and results indicators will be defined for each type of communication tool and action developed, as per the table below.

Communication medium	Indicators	Expected Outcomes
Website	<ul style="list-style-type: none"> » Number of news published on the website. » Number of page views and unique visitors. » Number of hits per page. » Percentage of visitors from developing countries. » Results from a survey among partners. 	<ul style="list-style-type: none"> » More reference to PARIS21 website » More downloads and use of documents available on the web
News Service (News Flash and Newsletter)	<ul style="list-style-type: none"> » Number of News Flash and newsletters sent. » Number of questions received. » Number of new subscriptions. » Results from a survey among partners. 	<ul style="list-style-type: none"> » Increase in the outreach and impact of PARIS21 activities and events
Social media	<ul style="list-style-type: none"> » Number of status updates/ tweets. » Number of links shared. » Regularity of updates. » Number of fans/followers. » Number of page views per month. » Number of retweets and shares. 	<ul style="list-style-type: none"> » Increase in the visibility, interest in and knowledge about PARIS21
Promotion during events	<ul style="list-style-type: none"> » Number of promotional materials distributed. » Results from a survey among participants . 	<ul style="list-style-type: none"> » Positive feedback from participants



VII. Looking forward

1) Consolidating what has been achieved

Considering the progress since November 2012 outlined above, it will be important to continue to monitor the impact of the communications tools that have been put in place. Equally important will be the maintenance of these products, keeping them up-to-date and interesting to a broad range of users, strengthening their influence.

2) Improving communications between the Secretariat and partners

The Secretariat is currently researching the best solution to improve communication between members of the PARIS21 family. The collaborative tool Clearspace (Facebook for official groups) could be a good option. As a member, one would be able to access documents, information, announcements and discussions with rights to read everything on the site and to interact by posting information for others to see. This tool would therefore help Partners and the Secretariat alike to collaborate on work in progress. Automatic e-mail notification would be available, allowing members to receive an e-mail notification each time something new goes onto the site. From this e-mail one could connect directly to the site via the live link.

