



## DEVELOPING STATISTICS - ADVOCACY STRATEGY

### A proposal for PARIS21

#### Part I - Review

##### 1. Introduction

Advocacy has been a key part of the PARIS21 work programme since the partnership was first established in 1999 and the videos on statistics “*Measuring the Change in World Poverty*” and “*La Statistique au Service du Développement*”, as well as Chris Scott’s “*Measuring Up to the Measurement Problem*” have been particularly well received. Progress has been made but the case for official statistics still needs to be made with policy makers and data users at all levels. And PARIS21 remains in a unique position, not only to undertake advocacy itself at the international and regional level, but also to provide support and access to advocacy material to the managers of national statistical systems.

#### **PARIS21’s goal and purpose**

*The goal of PARIS21 is to “Develop a culture of evidence-based policy making and implementation which serves to improve governance and government effectiveness in reducing poverty and achieving the Millennium Development Goals (MDGs)”.*

*The partnership’s purpose is to help to achieve this by stimulating “Greater demand, availability and use of better statistics and statistical analysis in national, international, and civil society decision-making”.*

*This is achieved through advocacy, facilitation, knowledge development, information-sharing, resource mobilisation and other support for countries and donor co-operation.*

Much of what the Secretariat does is about advocacy, whether it is: advocacy for evidence-based policy and decision-making; advocacy for user-focused strategic planning and about the way in which that is done; advocacy for more funding and technical support for statistical capacity building; advocacy for better donor behaviour; etc. So advocacy is not new to PARIS21. But can we do better? This paper sets out to review what we are doing now and whether there are new or improved ways of working in order to improve the effectiveness and efficiency of our advocacy: whether through more and better incremental progress and/or through ‘big bang’ solutions:



- Incremental progress: how can we best continue, and build upon, the work that is already in progress by the PARIS21 Secretariat and partners, ensuring that we target our advocacy towards key people who can make a difference in a way that they will take notice?
- 'big bang': can we make more progress more quickly by focussing our advocacy activities on some major high profile events, e.g. UN General Assembly, joint World Bank/ IMF Annual meetings/ Development Committee, G8/ G20, etc? Can our materials and presentations be of interest and used in these fora?

The paper starts with a review of the key audiences and key messages, reviews the effectiveness of what we are doing now, considers whether we can do better and concludes with an implementation plan.

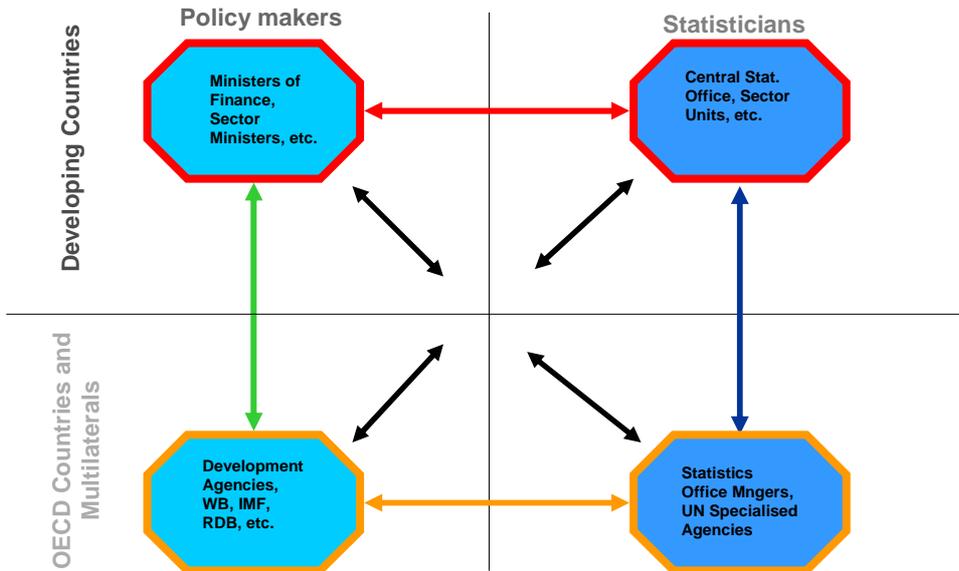
## 2. Audiences

The target audiences for our advocacy are the four broad groups who constitute PARIS21's constituencies:

1. Policy makers, senior managers and funders in developing countries
2. Policy makers and funders in OECD countries and multilateral development agencies
3. Statisticians and analysts in developing countries
4. Statisticians and analysts in OECD countries and multilateral development agencies

These advocacy audiences and linkages between them are represented in the following diagram. The bottom half of the diagram represents donor institutions; that is, essentially OECD countries and multilateral organisations. The top half represents developing countries. The left-hand side represents policymakers and the right-hand side statisticians.

**Advocacy audiences: policy makers and statisticians in both developing and developed countries**





### 3. Advocacy aims and key messages

The aims and key messages that PARIS21 wants to promote with each group are:

#### 1. **Aim: Policy makers, senior managers and funders in developing countries make better use of statistics and provide an appropriate allocation from national budgets**

##### Key messages:

- Role and importance of statistics in improving development outcomes
- Desirability of developing a culture of evidence-based policy and decision-making
- Integration of statistics into policy frameworks (PRSs, SWAps, etc)
- Need for better statistics and better use of statistics to improve use of resources, including aid effectiveness
- NSDSs as a coherence framework to organise the development of their statistical system
- Appropriate and sustained financing for statistics from national budget

#### 2. **Aim: Policy makers, senior managers and funders in OECD countries and multilateral development agencies make better use of statistics and support statistical capacity building in partner countries**

##### Key messages:

- Better understanding of the role and importance of statistics in improving development outcomes and integration both into national policy frameworks and donor country assistance strategies
- Need for better statistics and use of statistics to improve aid effectiveness, by informing aid allocations and monitoring implementation and outcomes, including aid channelled through partner government budgets
- Desirability of supporting the design and implementation of NSDSs to help countries to develop their statistical systems
- More financial and technical assistance, placed within the context of NSDSs (alignment and coherence)
- Donors and specialised agencies should coordinate better; and harmonise their demands for statistics and align their reporting procedures with national systems

#### 3. **Aim: Statisticians and analysts in developing countries make best use of available resources to produce quality statistics in support of national policy frameworks**

##### Key messages:



- Role of statistics to under-pin development progress; and to address the key priorities for statistics
- NSDSs to serve as a coherence framework for all national/ official statistics and statistical programmes, however they are funded, including to coordinate donor programmes

**4. Aim: Statisticians and analysts in OECD countries and multilateral development agencies provide quality technical assistance to support the development of statistics in partner countries**

Key messages:

- Role of statistics in development and of new priorities for statistics to under-pin development progress
- Importance of NSDSs as a coherence framework and for technical assistance to be provided within the context of NSDSs
- Donors and specialised agencies should be better coordinated; and should harmonise their demands for statistics and align their reporting procedures with national systems
- NSOs to provide more technical support to developing countries (scaled up and better organisation and collaboration)

**4. What are we doing now?**

In addition to producing and disseminating materials such as advocacy videos and papers, the Secretariat delivers advocacy through regional workshops and through other meetings and events, as follows:

Existing advocacy materials developed by PARIS21 Secretariat

- Advocacy films:
  - “Measuring the Change in World Poverty” (2002) for Anglophone Africa
  - “La Statistique au Service du Développement” (2005) targetting decision makers in Francophone Africa
  - A third film is currently in production in collaboration with the FAO and IFAD on agricultural statistics. It will be in both English and French and should be finalised in the coming months.
- “Measuring Up to the Measurement Problem” paper and pamphlet (2005): target audience is senior policymakers in developing countries and development agencies
- “Why government needs statistics”, being updated (2006) based on MUMP: target audience is even busier senior policymakers in developing countries and development agencies



- “Making the case” for NSDSs (2004)
- PowerPoint presentations e.g. on Why statistics? Why NSDS? (2005)
- Papers written and commissioned by Secretariat, e.g. “Models of statistical systems”, “Lessons learnt from strategic planning”, “Technical assistance for strategic statistical planning in developing countries” for EU Partnership Group, Frequently Asked Questions on NSDSs (all 2005)
- Light Reporting Exercise (Africa): advocacy to improve partner collaboration
- PARIS21 website

### Meetings and events

- PARIS21 regional workshops for statisticians and policy-makers (e.g. PRS coordinators, financial and technical partners): advocacy for evidence-based policy making; NSDSs and funding for NSDSs
- PARIS21 Consortium meeting: planned for end 2006 – general advocacy for statistics, NSDS and funding between the stakeholder groups
- PARIS21 donors meeting (next planned for April 2006): funding of PARIS21 work programme and wider perspective
- Participation in international and regional events, e.g.:
  - Annual UN Statistical Commission meeting
  - International Statistical Institute sessions and sub-groups meetings
  - Commonwealth Conference of Statisticians: advocacy for NSDSs and development-focused statistics programmes
  - Regional meetings such as STATCOM-Africa and FASDEV: heads of NSOs and donors
  - Africa Statistics Day events (e.g. Kampala: 2005)
- Targeted audio and video interventions for specific international and regional meetings, e.g.:
  - DAC Chair (who is also co-chair of the PARIS21 Steering Committee) recorded a speech for the UNSC meeting (2004).
  - Audio interviews for Radio France’s coverage of African Statistics Day celebrations (2004)
- Each region and PARIS21 constituency is represented on the PARIS21 Steering Committee: opportunity for two-way advocacy between the stakeholder groups and the Secretariat

Annex 2 shows how these existing PARIS21 materials and activities are being used to deliver the key messages and target the key audiences.

## **5. How effective is it? What can we do better? What else can we do?**



Since 1999, the PARIS21 Secretariat and partners, such as World Bank, African Development Bank, UNECA and countries have succeeded in raising the profile of statistics with increased recognition among policy makers of the need for statistics both to influence and to monitor development outcomes. Also statisticians are now more aware of the new data challenges placed upon them by policies to reduce poverty and to accelerate development progress in the poorest countries. Many countries are developing strategic plans for statistics (NSDSs), with support from development partners. These are important steps towards PARIS21's goal.

Attribution is impossible and clearly PARIS21 has been helped by the increasing attention to managing for results (more focus on development performance and the achievement of outputs, outcomes and impact) and by the evolution of PRS/Ps, MDGs and the aid effectiveness agenda. But feedback from countries is positive and, intuitively, it seems that the materials and events mentioned in the previous section have played a part. But what should our future direction be and can we do better? Do we need a new approach or greater focus and targeting? Some issues are:

- **How can we best target high profile events?**
  - There are lessons to be learnt from the relatively low profile of the UN Secretary General's MDG report at the Millennium Review Summit in September 2005, despite the huge amount of effort devoted to it and a detailed dissemination strategy - why? Are our subject and materials not of interest to these fora?
  - If we can make our points in these fora we need to keep materials, speeches and presentations short, attractive, simple and focused
  - Country participants, especially donors, are briefed in advance of high profile events and bring supporting officials with them – based on UN experience, the best impact might be made ahead of the meetings through focused lobbying supported through contacts with officials in the margins of meetings
  - For PARIS21's voice to be heard, we need to strengthen alliances with our partners and other partnerships; and work with and through them to target key meetings and other advocacy opportunities led by their agencies or where they may be better placed to intervene
  
- **How otherwise can we target our advocacy towards key people who can make a difference in a way that they will take notice?**
  - How can we avoid, whatever our good intentions, spending much of our time talking to other statisticians and those already converted? – by who we choose to invite to PARIS21 events, which other meetings we go to and the messages we deliver



- For instance in 2004 and 2005, the Secretariat participated in the ISI session in Sydney and IAOS satellite meetings in Amman and Noumea, as well as the Conference of Commonwealth Statisticians in Cape Town and the UN Statistical Commission in New York - and a number of meetings in Africa and Asia - where the main audiences were statisticians
  - We need to target carefully which events and meetings we focus on in 2006?
- **Are we making best use of what we have? How can we build on – and sustain – what we have achieved so far?**
    - Many of our materials need updating and/or need to be extended to appeal to new audiences, e.g. the Anglophone Africa video on both counts
    - Other materials need to be translated and used in different language areas - e.g. the translated MUMP pamphlet in francophone Africa and Central America
    - More advocacy materials need to be developed in other original languages for non-Anglophone audiences. So far all materials, apart from the Francophone and FAO videos, were developed in English, which is surprising given the location and language balance in the Secretariat
    - The website is not user-friendly and doesn't serve well as an advocacy tool. It is organised around NSDSs, but even key NSDS documents are not found easily, which has prompted adverse feed-back
    - Advocacy is needed to continue and reinforce existing funding as well as advocacy for new funding. Both national and international funders need to see evidence of what they have paid for.

Resolving these issues is the key to successful advocacy. The following "Advocacy strategy and implementation plan" sets out how this can be achieved, which will require a higher priority to be given to advocacy within the PARIS21 programme.

## **Part II - Advocacy strategy and implementation plan**

### **Objective**

Our objective is to contribute to achieving PARIS21's goal and purpose by delivering key messages to key audiences through advocacy materials and activities; and by following through with what is advocated, remembering that: *"Advocacy is only the starting point, if not to be failed propaganda"* (from Colombo workshop)

### **Approach**



Our approach will be to develop the advocacy messages and develop and use advocacy materials and activities to deliver the key messages to the key audiences effectively and efficiently. How will this be done?

The strategy divides into three main streams: (1) developing the advocacy messages; (2) developing mainly generalised materials (production); and (3) delivering or drawing attention to them (delivery):

(1) Section 5 above summarises the **advocacy aims and messages**, which can be grouped into the following seven key messages about:

- Role and importance of statistics in improving development outcomes
- Evidence-based policy/ integration of statistics into policy frameworks
- Role of statistics for better allocation of resources and increased aid effectiveness
- NSDSs as a coherence framework
- Better coordination of donors
- Appropriate and sustained financing from national budgets
- More financial and technical assistance from donors, within context of NSDSs

These messages are developed in Annex 1, which presents both the generalised messages and any variations for different audiences. There is repetition in the messages, but this is intended because the messages are over-lapping.

(2) While some **advocacy materials** (such as the proposed letter from the PARIS21 Chairs: below) will target specific messages and audiences, most can be used to deliver a range of advocacy messages and address a range of audiences. While there are differences in the optimal message for different audiences, as illustrated in the list of key messages, 90% of the message is the same across the audience groups. This means that generalised advocacy materials can work well apart from to deliver specialised messages (such as on harmonisation and aligned reporting, which is best delivered with and through the Joint Venture on aid effectiveness). Also, once attention is gained, a range of messages can be delivered to any audience.

(3) But the **means of delivery** will vary. Access to senior policy makers is more difficult for PARIS21 than access to statisticians, who have many meetings which we can attend. A key element therefore is the opportunities that exist or can be manufactured to address senior policy makers.

Media such as the website, Newsletters and letters from the PARIS21 Chairs can serve both as advocacy materials in their own right and as means of delivering or drawing attention to advocacy materials. The advocacy messages have been developed and are



presented in Annex 1. The following two sections outline a strategy for producing and delivering advocacy materials about those messages.

### **Production: developing new advocacy materials**

We will:

1. **Identify needs for new materials** which deliver the key advocacy messages. For instance, the rationale for “Measuring Up to the Measurement Problem” was that: “National governments and donors will provide more funding for statistics only if they are convinced that poverty reduction and development generally (and/or aid effectiveness) is constrained by inadequate statistics; and that the substantial increases in investment required will result in sustained improvements in the efficiency and effectiveness of National Statistical Services”. This relates to at least four of the key messages and is relevant to all four audience groups (see table 1 attached)
2. **Seek targeted funding** for these new materials (e.g. DFID funded MUMP following a request from the PARIS21 Secretariat).
3. **New materials already identified include:**
  - Update and shoot new videos, including a new Anglophone film for wider application than Africa. Maintain a library of video clips, including the best of what is available and still relevant from the existing films
  - Update presentations and prepare new materials, including materials in original languages other than English
  - Update and maintain list of quotable quotes, e.g. *“Statistics are unsung yet essential ingredients for economic and social progress”*, says U.N. Under-Secretary-General for Economic and Social Affairs Jose Antonio Ocampo at launch of “World's Women 2005: Progress in Statistics”.
  - Revitalise the Newsletter
  - PARIS21 to update and adapt DFID’s “Statistics Matter” as an international document
  - Update examples used in “Measuring Up to the Measurement Problem”

### **Delivery of advocacy materials**

We will:

1. **Make best use of what we have already and look for quick wins**, including:
  - Make better use of existing advocacy materials across the language groups (involving translation, dissemination and use)



- Ask Richard Manning and Grace Bediako to write to Ministers of Finance and heads of development agencies after the FASDEV meeting
- Re-vamp the website with the focus primarily on advocacy; followed by information sharing and providing access to the knowledge base – highlighting key messages and documents on the front page

## 2. **Strengthen the partnership**, by:

- Working with and through PARIS21 partners, especially ‘Founding Fathers’ to target key meetings led by their agencies, e.g. UNSD/UNDP for ECOSOC or General Assembly; Bank/Fund for Annual Meetings; Eurostat for EU Partnership Group; and with DFID on influencing the UK’s next White Paper on international development
- Work with and through other partnerships (e.g. Joint Venture on Aid Effectiveness and Health Metrics Network) to target key meetings and other advocacy opportunities led by their agencies or where they may be better placed (e.g. Third Roundtable on Managing for Development Results and World Health Assembly)
- Offer visits to countries and donors to help with their advocacy, including working with developing country statistics offices to promote a statistics “culture”

## 3. **Target key events and meetings**, including

- Decide where can we make most impact, taking account of likely costs and chances of success, internationally and in regions? We will target for special attention those meetings and events which provide the best opportunities to deliver key messages to key audiences, working with partners (e.g. Forum on African Statistical Development, 3<sup>rd</sup> Round Table on managing for development results, IADB international seminar on the role of statistics in evidence-based policy-making in Latin America, DAC HLM and SLM, OECD Statistics Committee, EU Partnership group, World Bank PREM week, UN Statistical Commission). A list of meetings in 2006 is at Annex 3, showing the audiences, specific messages and potential speakers and advocacy media. The speakers who will be lobbied to present PARIS21’s messages include the DAC Chair, World Bank Chief Economist, Statistical Office Managers from OECD Countries, etc.
- Organise senior-level meeting between OECD/European NSOs and donors to discuss scaling up technical support
- Country-level advocacy – targeting developing country policy makers and donor operational staff to influence the integration of statistics (both use of statistics and support for statistical capacity building) at the beginning of cycles such as poverty reduction strategies and donor country assistance strategies



4. **Encourage and provide training** to countries, as part of the PARIS21 regional programmes, including:
  - Provide access to material to support advocacy and advice on developing and using country-level advocacy materials, e.g. country-level MUMP
  - Help on designing national advocacy strategies and to build skills including developing training packages aimed at senior statistical managers in developing countries that can be delivered in one or two days.
  
5. **Re-focus PARIS21 workshops** on the key advocacy messages and activities, including but not limited to advocacy for NSDSs, and look for **other creative/inventive solutions which will make an impact.**

#### **Additional resources and budget**

A budget has not been developed pending discussion of this paper. Some of the proposed activities can be carried out through a re-focusing of activities with few additional costs. But additional resources will need to be devoted to advocacy to cover material costs such as the production of specific advocacy products (videos and documents, including translation), staff time and associated costs for travel.

A full-time senior statistical advocacy adviser will be needed, with communication and advocacy skills as well as experience of the organisation and management of statistical services in developing countries. Additional resources will also be required to hire technical expertise when this is not available within the Secretariat. We will consider engaging top-flight PR/ marketing consultants, learning lessons from the Health Metrics Network (for which Gates Foundation has retained GMMB).

PARIS21 Secretariat  
28 March 2006



## Annex 1: Advocacy messages

### Role and importance of statistics in improving development outcomes

#### Key Points

1. **Better use of better statistics is needed both to influence the design of development policies and programmes and to monitor their outcomes.**
2. **The likely success of development policies in achieving their aims can be greatly enhanced by the use of statistics at key stages.**
3. **In many of the poorest developing countries, the availability of statistics is inadequate to support effective development progress**

#### General message

The successful design and implementation of Poverty Reduction Strategies, Sector-Wide Approaches, other national development policy frameworks and the Millennium Development Goals require better use of better statistics. Improved statistics are needed urgently to tackle the most pressing issues as part of the investment in the wider development frameworks and strategies.

Statistics enables the detailed analysis of complex social or economic problems, appropriate policy interventions and monitoring of the impact of government policies over time. But in many of the poorest developing countries the availability of statistics is currently inadequate to support effective development progress.

There are well documented examples of cases where the use of good statistics has had a positive effect on policy processes, as well as situations in which either the absence of statistics, or the failure to use them, has had a negative effect on policy impact. For example:

- In India, Population Census figures on the ratio of females to males have highlighted the key issue of reduced life expectancy amongst women.
- In Uganda, a public expenditure tracking survey helped to increase the proportion of non-wage funds reaching schools from 13% to between 80% and 90%.
- Using data to produce maps of poverty can highlight key areas for targeting interventions to reduce poverty.



- Population Census and survey data played a key part in design of relief efforts when Mozambique suffered devastating floods in 2000 and to assess the distribution of needs on Montserrat after the volcanic eruption in 1997.
- In Tanzania an innovative pilot scheme which compared data on the local disease burden and the distribution of local health expenditures had a major impact on health outcomes.
- In Mexico the decision to make cash transfers to mothers, rather than to fathers, to secure higher benefits to children's health and education was based on evidence from research studies.

But

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- in Malawi absence of accurate data about food production and the contents of the strategic grain reserve delayed an effective response to famine.
- most of the rural population of southern Africa has been beyond the reach of HIV/AIDS surveillance systems.

#### Variation in message for different audiences

- Statisticians face new challenges and priorities in meeting the data needs of MDGs, PRSs and other development policies.
- Statisticians need to be aware of, and advocate for, the above message but also need to put their houses in order in order to be well placed to meet these needs.



## Evidence-based policy/ integration of statistics into policy frameworks

### Key Points

1. **Monitoring and reporting on publicly agreed indicators, using reliable statistics, are a core part of Poverty Reduction Strategies. Reliable statistics also lie at the heart of the Millennium Development Goals and the new results measurement system agreed for the 14th replenishment of the International Development Association.**
2. **Progress is being made, but much more still needs to be done to enable all countries to produce better statistics for national and international use by the time of the next major reviews of the Millennium Declaration in 2010 and 2015.**
3. **Support for statistics should be channelled through locally owned national statistical development strategies that will themselves support Poverty Reduction Strategies.**

### General message

The demand for good quality statistical data is increasing. Timely and reliable statistics are a key input to the broad development strategy that is often referred to as “managing for results”.

Better use of better statistics leads to better policy and better development outcomes. However, low-income countries vary greatly in the quantity and quality of information available to policy-makers and in the extent to which this information is used:

- **In Vicious circle countries** statistics are weak and policy-makers make little use of them. Evidence-based policy-making is not practised which results in poor policy decisions and poor development outcomes
- **In data supply-constrained countries** although statistics are weak they are increasingly used by policy-makers. However, data deficiencies reduce the quality of decision-making which results in poor development outcomes.
- **In data demand-constrained countries** the quantity and quality of statistics are improving, but they are not used for decision-making because policy-makers lack the incentives and/or the capacity to utilize them. This results in poor policy design and poor development outcomes
- **In virtuous circle countries** statistics are improving and are being increasingly used for decision-making. The production of improved statistics is matched by



their increased use in decision-making. These two processes mutually reinforce each other and result in better policy design and better development outcomes

Statistics need to be integrated into policy frameworks, both national and international, and into donors' country assistance strategies. Progress is being made, but much more still needs to be done to enable developing countries to produce better statistics by the time of the next major reviews of the Millennium Declaration in 2010 and 2015

NSDSs can help countries meet these challenges. A good statistical development strategy, adequately funded and successfully implemented, can make a big difference to the performance of a national statistical system and help resource starved statistical services to break free from the vicious cycle of under funding and under performance.

How does an NSDS fit into country processes? An NSDS should be aligned with wider national development programmes and strategies. In many countries, the processes of preparing and updating these programmes and strategies provide an important opportunity to identify data needs and to highlight the priority areas where investment and improvements are needed. An NSDS will provide a framework for mobilising, harnessing, and leveraging resources (both national and international) and a basis for effective and results-oriented strategic management

#### Variation in message for different audiences

- Set within the context of desirability of developing a culture of evidence-based policy and decision-making (all, but with focus on policy makers)



## **Role of statistics for better allocation of resources and increased aid effectiveness**

### Key Points

- 1. Investment in statistical capacity will pay for itself many times over by improving the efficiency with which Governments allocate resources between public sector services.**
- 2. Better statistics will help donors by informing aid allocation decisions and by facilitating improved monitoring of the implementation and outcomes of previous investments: including aid channelled through direct budget support.**

### General message

Statistics are needed to ensure that scarce resources are used more effectively by improving the allocation of available funds to meet identified needs efficiently. Managing for results requires statistics to provide baseline estimates and to track progress. The trend towards spending aid through national budgets as direct budget support means that aid is more vulnerable to bad public policy decisions than ever before.

The Paris Declaration on Aid Effectiveness stressed the need to:

- Put control in the hands of partner countries
- Align donor support with partner countries' development strategies, institutions and procedures
- Harmonise donor actions to be collectively more effective
- While monitoring implementation and outcomes within a framework of mutual accountability.

This requires a sound statistical base for more effective aid.

But better statistics are needed most importantly for greater effectiveness of public expenditure generally, however it is funded, and much more remains to be done to ensure the better use of better statistics as part of the enabling environment for development. This means that governments and civil society need to demand better statistics and donors should stand ready to support this according to partner country priorities, either directly or indirectly as part of budget or sector support.

The NSDS approach enshrines the principles of: country ownership, leadership and demand focus; being developed in a consultative and inclusive way; comprehensive and coherent; and integrated into national development policy processes.



Variation in message for different audiences: None



## NSDSs as a coherence framework

### Key Points

1. **The NSDS approach looks at statistical capacity building across the whole national statistical system; and through a development and management lens. It provides a linkage between statistical and information strategies and national development policy frameworks such as poverty reduction strategies.**
2. **An NSDS will provide a vision for where the NSS should be in five to ten years and provide a robust framework and action plan for building the statistical capacity to meet both the current and future data needs of Governments.**
3. **Donors must avoid distortion of national priorities and ensure that they place their support within the context of well designed nationally owned NSDSs, in order to build long-term capacity for producing and using data.**

### General message

An NSDS is a strategic approach to planning statistical capacity building across the entire national statistical system (NSS), encompassing data production, analysis and use, and all actors in the system, including line ministries.

An NSDS can help by:

- Addressing data limitations which are constraining development progress
- Providing a framework for prioritising the use of limited resources
- Integrating statistics within policy processes
- Providing a robust and coherent framework for all statistics and statistical capacity building programmes across the NSS
- Acting as a catalyst for change.

The NSDS approach looks at statistical capacity building through a development and management lens; and looks at development policy and best management practices through a statistical lens - all in pursuit of better development outcomes. A good strategy, adequately funded and successfully implemented can make a big difference to the performance of a national statistical system and help those countries locked in the vicious cycle of under funding and under performance to break free.

International initiatives have tended to focus on specific indicators or just one kind of activity such as household surveys. While, in many cases, these programmes have been able to improve data availability, often these improvements have not been sustained. Often there has been weak country commitment and ownership, and capacity has



actually been reduced as scarce resources have been taken away from other activities. A basic problem has been that many of these programmes have been designed to meet immediate data needs rather than to build long-term capacity. Relatively few activities have been part of a well-coordinated and prioritised programme, addressing organisational and institutional constraints as well as producing statistical data. Although it is vital that many of these international activities continue, it is equally important that developing countries regain control and that international support is placed within the context of an NSDS.

NSDSs should:

- provide a coherent overview of national statistical needs and priorities across the whole statistical system, including the information needs of sectoral ministries
- And take a long-term view of needs and sustainability issues, looking both to, and beyond, immediate data needs.

For their part, donors must avoid distortion of national priorities and make best use of scarce national and international resources. They need to ensure that they place their support within the context of well designed nationally owned NSDSs, in order to build long-term capacity for producing and using data.

Countries need to be in control and be allowed to coordinate international support to improve its relevance, effectiveness and efficiency.

#### Variation in message for different audiences

- NSDSs as a coherence framework to organise the development of their statistical system (developing country policy makers)
- More financial and technical assistance, placed within the context of NSDSs (donor country policy makers)
- NSDSs to serve as a coherence framework for all national/ official statistics and statistical programmes, however they are funded (developing country statisticians)
- TA for statistics should be placed within the context of NSDSs (donor country policy makers and statisticians)



## Better coordination of donors

### Key Points

1. **By funding activities solely to meet their own information needs donors actively distort national statistical activities, reducing efficiency and encouraging duplication of effort.**
2. **A well thought through policy relevant NSDS will help national governments coordinate donor activities by providing a coherent strategy for donor support.**
3. **Donors should seek to provide basket funding of nationally owned, policy relevant statistical activities and avoid sponsoring or funding activities not covered by the NSDS.**

### General message

Donor coordination is as important for statistical activities as for other aid investments. The Paris Declaration on Aid Effectiveness stresses the need for donors to harmonise their support and align activities with partner countries' strategies, institutions and procedures. By promoting statistical surveys and other activities that meet their own special interests without regard for the wider national context donors actively distort national efforts, reducing efficiency and encouraging duplication of effort.

A well thought out, policy relevant statistical strategy (NSDS) will help national governments who are seeking to improve their statistical systems to present a coherent and convincing case for co-ordinated funding to donors.

Donors, for their part, should work towards providing co-ordinated funding of nationally owned, policy relevant statistical activities and avoid sponsoring or funding activities not covered by the NSDS.

Specialised UN agencies have a joint role in supporting development and promoting and monitoring activities in their own specific areas of specialisation. They should seek to promote their agendas in a sympathetic way that explicitly acknowledges the often fragile state of statistical systems in developing countries and avoids over-burdening them.

### Variation in message for different audiences

- Use NSDSs to help to coordinate donor programmes (developing country statisticians)



- Donors and specialised agencies should be better coordinated; and should harmonise their demands for statistics and align their reporting procedures with national systems (donor country policy makers and statisticians)



## Appropriate and sustained financing from national budgets

### Key Points

1. **Statistics deserves its fair share of funding from government budgets, no more and no less.**
2. **Effective statistical systems require a long term investment strategy with predictable annual financing streams.**
3. **Funding for building statistical capacity must be increased. But for better use of better statistics governments should also invest in building analytical skills to improve their ability to use information effectively in developing and implementing appropriate policies.**

### General message

Statistics are just one among many demands upon government finances. But they deserve a fair share of funding from government budgets and in many cases an increase is needed.

Statistics must be seen as a key cross-cutting component when governments allocate resources and given an appropriate share of national budgets. The successful design and implementation of PRSs, Sector-Wide Approaches and other national development policy frameworks will be dependant on the availability and use of timely, relevant statistics. And unless sufficient funds are allocated to build appropriate statistical capacity this simply will not happen.

Moreover as sustainable statistical capacity takes time to build, and is easily lost with stop/go financing, investment in this area requires a long term investment strategy with predictable annual financing streams. The NSDS approach provides an ideal basis for developing such a strategy.

However, building statistical capacity will have no impact unless governments can also increase their ability to use this information in developing and implementing appropriate policies. Currently even when countries do produce statistics many lack relevant analytical skills and developing these should be tackled at the same time as improving the supply of data.

The contributions made by developing countries are the most important for sustainability as success depends on country commitment and ownership. However for many low



income countries in the foreseeable future additional support and technical assistance from donors is likely to be required.

Variation in message for different audiences: None



## **More financial and technical assistance from donors, within context of NSDSs**

### Key Points

- 1. All donors agree on the importance of statistics to underpin development. However too few take individual responsibility for providing appropriate financing or technical assistance. Donors should actively consider integrating support for statistical capacity building into their country assistance strategies and/or channelling funding for this purpose through regional and international development agencies.**
- 2. Donors must resist funding statistical activities that solely meet their own special interests in favour of supporting comprehensive and coherent nationally owned strategies.**

### General message

While most donors recognise the importance of statistics, few see them as a priority in their own right. Statistics are just one amongst many demands made upon development funding but they deserve a fair share of funding and an increase is needed.

Statistics must be seen as a key cross-cutting component when aid resources are being allocated. The successful design and implementation of PRSs, Sector-Wide Approaches and other national development policy frameworks will be dependant on the availability and use of timely, relevant statistics. And unless sufficient funds are allocated to build appropriate statistical capacity this simply will not happen.

Moreover as sustainable statistical capacity takes time to build, and is easily lost with stop/go financing, investment in this area requires a long term investment strategy with predictable annual financing streams. The NSDS approach provides an ideal basis for developing such a strategy.

However, building statistical capacity will have no impact unless governments can also increase their ability to use this information in developing and implementing appropriate policies. Currently even when countries do produce statistics many lack relevant analytical skills, and developing these needs to be tackled at the same time as improving the supply of data.

The contributions made by developing countries are the most important for sustainability as success depends on country commitment and ownership. However for many low income countries in the foreseeable future additional support and technical assistance from donors is likely to be required.





### Variation in message for different audiences

- More attention is needed from technical partners to the provision of technical assistance to enhance and sustain the capacity of national statistical services (donor country policy makers and, particularly, statisticians).
- Donor country NSOs need to provide more technical support to developing countries (scaled up and with better organisation and collaboration)



**Annex 2: How existing PARIS21 materials and activities deliver messages and target audiences**

Audiences/ advocacy for (summarised messages):	Policy makers in developing countries	Policy makers in development agencies	Statisticians and analysts in developing countries	Statisticians and analysts in OECD countries and development agencies	Existing advocacy platforms	
					Advocacy materials	Meetings and events
Role of statistics in improving development outcomes	XXX	XXX	XXX	XXX	Videos MUMP Why statistics Presentations	MfDR Round Tables NSDS workshops Consortium meetings Africa Statistics Day
Evidence-based policy/ integration of statistics into policy frameworks	XXX	XXX			Videos MUMP Why statistics Presentations	MfDR Round Tables NSDS workshops Consortium meetings Africa Statistics Day
Role of statistics for better use of resources and aid effectiveness	XXX	XXX			Videos MUMP Why statistics Presentations	MfDR Round Table Consortium meetings Africa Statistics Day
NSDSs as a coherence framework	XXX	XXX	XXX	XXX	MUMP Why statistics Making the case Presentations, papers	MfDR Round Tables NSDS workshops Consortium meetings International and regional statistics meetings



								Africa Statistics Day
Better donor collaboration	XXX	XXX	XXX	XXX	XXX		Light Reporting Exercise (Africa)	MfDR Round Tables MDB-OECD Joint venture
Appropriate and sustained financing from national budgets	XXX						Videos, MUMP by implication	MfDR Round Tables NSDS workshops Consortium meetings Africa Statistics Day
More financial and technical assistance, within context of NSDSs		XXX			XXX		Presentations, papers	MfDR Round Tables NSDS workshops Consortium/ donors' meetings EU Partnership Group Africa Statistics Day



**Annex 3: PARIS21 Advocacy Program – Possible Venues of intervention in 2006**

Organization	Event	Date	Location	Audience	Message	Speakers	Medium
World Bank/IMF	Annual Meetings	Sept 19-20, 2006	Washington, DC	Country Policy-makers High-level managerial staff of donor community WBI capacity building staff	Integration of NSDS in PRSP and donor strategies MDG monitoring Funding of NSDS implementation	Bourgignon Baidee Tuluy AFR?? LAC?? Sarbib, HD WBI?? Head of WDR? Manning	Presentations Panel discussions (economists from AFR/LAC/MENA; Simonpietri) Distribution of salient documents Champion: Aline Coudouel??
World Bank	PREM Week (Poverty Reduction & Econ. Mgmt) Human Development (HD) Week	April 2006  June 2006	Washington, DC  Washington, DC	Macroeconomic staff of Bank/IMF/other int'l organizations HD staff of Bank/other organizations/civil society	Alignment of Bank's country strategies to NSDS MDG monitoring Funding of NSDS implementation in relevant sectors	Bourgignon Manning  Sarbib Frederiksen Jorgensen	PP presentations by regions  PP presentation Panel discussions (include reps of UN agencies)
World Bank	Special Partnership with Africa	???	???	African policy-makers Sr. managerial staff of WB	Support to NSDS implementation	Nankani (VP AFR) WBI Fanny	Videos on Africa Distribution of documents,/brochure
Consultative groups (for		???	???	Senior policy-makers and	Support to NSDS	???	???



countries)								
African Capacity Building Foundation	Annual Meeting	??	??		funders	implementation	Support for statistical capacity building	



Organization	Event	Date	Location	Audience	Message	Speakers	Medium
G8	Annual Summit	June 2006	Russia	Heads of State Senior policy-makers (Ministers: Foreign Affairs, Finance, etc)	MDG monitoring Aid effectiveness Democracy demands availability of reliable information (informed electorate)	Bourignon Manning	Meetings with economic/social ministers Distribution of materials Video
African Development Bank	Annual Meeting	May 2006				Head of Stat Dept., AfDB Simonpietri	Presentations (poverty discussions) Panel discussions Distribution of salient documents
UN Statistical Commission	37 <sup>th</sup> Session	March 2006	New York City	Statisticians of international organizations and heads of national statistical offices?? Key stakeholders in Africa	Continue TA for NSDS implementation		Progress reports on PARIS21 work programme Call for TA for NSDS design and implementation
New Partnership for Africa Development (NEPAD)					Why Statistics? Funding for NSDS implementation		Brief presentations Africa videos





Organization	Event	Date	Location	Audience	Message	Speakers	Medium
Inter-American Development Bank	Annual Meeting	March 2006??	??	Senior policy-makers of LAC countries and donors	Progress on NSDS (2 TFSCB) Funding for NSDS implementation	Director, Sust. Dev. Dept. SDD staff on Andean community and Central America	Panel discussions on poverty and need for monitoring MDGs monitoring Distribution of completed NSDS
Inter-American Development Bank	International Seminar on "the role of statistics in evidence-based policy-making" in Latin America	Mid-2006	Washington	Senior policy-makers of LAC countries and donors		DAC Chair	
Economic Commission for Africa/ African Development Bank/ World Bank/ PARIS21	STATCOM, FASDEV	February 2006	Addis Ababa	Heads of African NSOs, representatives from donor agencies	Importance of statistics, new framework for African statistical capacity building, donor funding, donor collaboration	DAC Chair Bank VP for operations and country services	Speeches, presentations, PARIS21 papers



Organization	Event	Date	Location	Audience	Message	Speakers	Medium
OECD	DAC high level and senior level meetings and partnership forum	HLM: 6-7 April 2006	Paris	Development ministers and senior reps from aid ministries and organizations; and key partners	Role of statistics in development including aid effectiveness/ managing for results agenda.  Funding of statistical capacity building	DAC Chair and, through P21 contacts, ministers, etc	Meetings with development ministers Text in speeches Distribution of materials Video
OECD statisticians	OECD Stats Committee/ UNECE Conference of European Statisticians	??	Paris??	Heads of NSOs	NSDS, funding, More and better TA for statistics	Giovanni, Cheung, Badiee, Simonpietri	Papers, presentations
MDB-OECD Joint venture	3rd International Roundtable on Managing for results	November 2006	China or Vietnam	Country Policy-makers High-level managerial staff of donor community International statisticians	Implementation of results agenda, including follow up on MAPS/NSDSs Costs and financing	DAC Chair Bourguignon Badiee, Simonpietri, etc	Videos, papers and presentations Side meetings



Organization	Event	Date	Location	Audience	Message	Speakers	Medium
EC	Development Council	??	Brussels	EC Development ministers and senior reps from aid ministries	Role of statistics in development/ managing for results agenda.  Funding of statistical capacity building	??	Meetings with development ministers Text in speeches Distribution of materials Video
EU	EU Partnership Group	2006	Luxembourg	Heads of EU NSOs	More and better organized TA for SCB/NSDSs	UK, France heads of NSOs	Lobbying, papers