The role of data users in the NSDS design and implementation

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“If a business does not produce products that provide value to customers, then it will cease to exist. Understanding what customers do and do not value allows businesses to innovate products, services and capabilities to fit these needs, to the business’ advantage”.

Recommendations for Promoting, Measuring and Communicating the Value of Official Statistics. ECE
Users in the global and regional frameworks

Fundamental Principles of Official Statistics

01. RELEVANCE, IMPARTIALITY AND EQUAL ACCESS

04. PREVENTION OF MISUSE

African Charter on Statistics

02. Quality

04. Dissemination
Roles of users from the NSDS guidelines

- **Preliminary stage**
  - 3.3 Assess user needs and satisfaction
  - 3.4 Prepare and validate the NSS assessment report

- **Design stage**
  - 6.6 Conduct mid-term review and make it publicly available
  - 7.1 Prepare final evaluation

- **Deployment stage**
Roles of users from the NSDS implementation

- Review and update priorities
- Annual work programme
- Improve NSDS value

Relevance
Trust
Confidence
We journalists want to be involved in the statistical production processes to ensure that data are produced independently.

We need infographics. Use simpler and more understandable language. We want infographics. We want to have access to all official statistics on a single portal.

NSO’s data are unreliable because all the institutions that work for the State can only produce figures in its favour.

The NSS mainly produces statistics for the State! You must also produce what interests other users. NS must reduce response times to requests for information.

Improve presentation of statistics. Large documents, language not always understandable. Distinguish audiences in the dissemination of results.
What needs to be done?

Culture shift!
From providing to listening, understanding and serving.
See the products and services offered from the users’ points of view.

Put users at the center of any process/activity
- Establishing contact with users
- Establishing and updating user needs
- Consulting users
- Instigating user engagement
- Establishing a feedback loop
Thanks