



DISSEMINATION STRATEGY

REPUBLIKA SRPSKA
INSTITUTE OF STATISTICS



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REPUBLIKA SRPSKA INSTITUTE OF
STATISTICS

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1. LEGAL BASIS FOR THE ADOPTION OF THE STRATEGY

The constitutional basis for the adoption of the Dissemination Strategy in the Republika Srpska Institute of Statistics is contained in Amendment XXXII, item 9, Article 68 of the Constitution of Republika Srpska, which stipulates that Republika Srpska collects statistical and other data of general interest. Pursuant to Article 4, paragraph 1 of the Law on Statistics of Republika Srpska ("Official Gazette of Republika Srpska", no. 85/03), the Republika Srpska Institute of Statistics (hereinafter: the Institute) is the competent authority for statistical affairs. Paragraph 2 of the same Article of the Law lists other legally authorised producers of statistics, who produce statistics within their activities and, in cooperation with the Institute, participate in the implementation of the Statistical Programme of Republika Srpska, a multi-annual strategic and planning document adopted by the National Assembly of Republika Srpska, as well as the Annual Work Plan of the Institute, adopted annually by the Government of Republika Srpska.

The Law on Statistics of Republika Srpska, in the provisions of Article 17, paragraph 2, stipulates that the statistics of Republika Srpska aim to objectively reflect the actual state of affairs, ensure the neutral and impartial distribution of data, and respect the citizens' right of access to public information.

In accordance with the said law, the Institute is authorised to independently, professionally and responsibly produce high-quality official statistics and to make them available to all users impartially, competently and in a timely manner. The production of statistics includes all activities necessary for the preparation, collection, storage, processing, compilation, analysis and dissemination of statistical data. The Institute carries out the aforementioned statistical activities in accordance with applicable regulations, international standards and modern technology, with maximum protection of statistical confidentiality, optimal use of resources and reasonable burden on data providers.

The strategic development of official statistics of Republika Srpska is directed towards the harmonisation of legislation, statistical standards and best practices with the countries of the European Union. Official statistics represent a public good of society; therefore, statistical data obtained through statistical surveys are of great significance to the public, creating both an obligation and a need for their dissemination.

The primary objective of producing statistics is to meet the growing and diverse demands for data by users. In order to properly highlight the comprehensiveness and diversity of statistical data, it is necessary to develop and improve the statistical data dissemination system. With the intention of expressing its strong commitment to taking all necessary measures and activities towards achieving full alignment with the statistics of the European Union and international standards in the field of statistical data dissemination, the Institute has prepared the document "Dissemination Strategy".

The Dissemination Strategy is based on the provisions of the Law on Statistics of Republika Srpska ("Official Gazette of Republika Srpska", no. 85/03), and is fully aligned with the Statistical Development Strategy of Republika Srpska 2020, the Statistical Development Strategy of BiH 2020 and the Dissemination Strategy of BiH.

2. OBJECTIVES OF STATISTICS DISSEMINATION

The mission of the Institute is to provide reliable, high-quality, understandable, timely and internationally comparable statistical data that meet the needs of decision-makers, researchers

and other domestic and foreign users, reflecting the state and changes in the economic, demographic and social areas, as well as in the environment and natural resources.

To understand the purpose of the Strategy, it is first necessary to define the term dissemination. In a broader sense, dissemination (Lat. disseminatio) refers to the spreading or distribution of news and information. In a statistical sense, **dissemination is the statistical activity undertaken by official statistics producers to present the results of official statistics, make them accessible to users and provide information about the methods and sources that form the basis of official survey results.**

The Statistics Dissemination Strategy is an important document of the Institute, the purpose of which is to clearly formulate the main directions of statistical data dissemination at the Republika Srpska Institute of Statistics, to more precisely define the statistical principles of data dissemination and to determine in detail the statistical activities to be undertaken in order to facilitate user access to the desired statistical data.

The first goal of the Dissemination Strategy is to establish an appropriate framework for publishing and presenting statistical data, which will ensure the continuous and modern development of the statistical system of Republika Srpska. A well-defined dissemination strategy ensures that society is timely and appropriately informed about changes in socioeconomic trends essential to the economic development of Republika Srpska.

The second goal of the Strategy is to create conditions for improving the dissemination process of statistical data in order to better meet user demands and the market's need for statistical data. This will enable the timely distribution and availability of statistical data to users and help determine publishing priorities to be developed in line with growing user demands.

Since the production of high-quality, timely and objective statistical data and their publication is a core activity of the Institute, the third goal of the Dissemination Strategy is to strengthen trust in official statistics. It is of great importance for the statistical system of Republika Srpska to ensure the enhancement of statistical data transparency in order to enable all users to access the desired statistical data in a simple and accessible manner.

3. STATISTICS USERS

Users of statistics include all legal and natural persons who need statistical data to make decisions related to their activities.

As part of its regular statistical activities, the Institute distributes statistical publications (printed and electronic), as well as published data from databases, free of charge in accordance with the provisions of the Rulebook on the Publication of Publications of the Republika Srpska Institute of Statistics.

Published statistical data are those collected and processed by the Institute in accordance with the multi-annual statistical programme and the annual work plan, as well as other statistical activities. These data are published based on the Rulebook on the Publication of Publications of the Republika Srpska Institute of Statistics and in accordance with the Publication Plan, i.e. the Release Calendar.

Different users have different data needs. The Institute offers a wide range of products and services at various levels, from entity and municipal to settlement level.

Users of statistical data are categorised (without priority) into the following user groups:

- Government, republican administrative bodies, republican administrative organisations,
- Public institutions and public enterprises,
- Units of local self-government,
- Students, scientific researchers and educational institutions,
- Media,
- Business entities,
- Investors,
- Non-governmental organisations (associations and foundations),
- Foreign users and international institutions (UN, IMF, World Bank, EUROSTAT, etc.),
- Citizens

Statistical information is published to meet the general need for information on important topics, and the aim of dissemination is to meet the specific needs of each user. One way to improve the statistical literacy of users of disseminated data is to establish a quality dialogue with data users, especially with the media and educational institutions. Therefore, improving the statistical literacy of the population is an important task.

User categorisation will help focus attention on the most important user groups. The importance of a particular group may change over time, but the media, educational institutions and government are the most important in most cases.

4. PRINCIPLES OF DISSEMINATION

In its work on producing high-quality, comprehensive, reliable, relevant and internationally comparable statistical data, the Institute is particularly guided by the European Statistics Code of Practice (containing 15 principles), the United Nations Fundamental Principles of Official Statistics (containing 10 principles) and the Special Data Dissemination Standard (SDDS). Accordingly, the Dissemination Strategy of the Republika Srpska Institute of Statistics fully reflects international principles of statistical data dissemination.

4.1. Accessibility and Clarity

Taking into account the Law on Freedom of Access to Information ("Official Gazette of Republika Srpska", no. 20/01), and respecting users' right to free access to published statistical data, statistical data are presented in a clear and understandable manner and made available to users on an impartial basis, along with metadata and unambiguous explanations to avoid misinterpretation and misuse.

Data are always published in one of the official languages in use according to the Constitution of Republika Srpska (specifically, in Serbian), and the Institute also publishes data in English. This principle also requires that data be clear and concise at the time of publication and understandable to all users.

In applying the principle of accessibility and clarity, special attention must be paid to the equal treatment of all user categories, so that no user group can have privileged access to official statistics. That means no user group (including Eurostat, public authorities/state administration, and the media) can have access to official statistical results before others. Access to statistical data must be equally available to all.

The release dates of official statistics must be published in advance.

Particular attention will be paid to ensuring website accessibility for persons with disabilities in accordance with international standards (possibility to change font size, colour contrast compliance, etc.).

4.2. Professional Independence

All statistical data published must be scientifically independent from any control by political or other organisations, and must be professionally impartial to reflect an accurate, truthful and precise picture of a society. The Institute produces and disseminates statistics in an independent and objective manner, treating all users equally. This principle also obliges the professional independence and impartiality in the broader sense to be ensured throughout the production of statistics. This includes official statistics producers, data providers, and data users.

4.3. Relevance

The principle of relevance is a crucial statistical principle that implies statistics must meet user needs. As society's data needs change over time, user feedback continuously challenges the Institute to find new ways of developing the statistical system and adapting to emerging user demands.

Communication with users aims at understanding their needs. Therefore, regular and organised contact with current and potential users is vital. User satisfaction and needs are continuously monitored and systematically addressed. To this end, the Institute will regularly measure user satisfaction through surveys, thus improving cooperation with existing users.

Users should easily find all relevant statistical information, including publication schedules, revisions, final data and corrections.

Statistics usage data (e.g. downloads and subscription figures) are analysed to support priority setting and consult users on website improvements.

Statistical data lose their value if not appropriately presented and made accessible to the public. Communication with users is key to understanding their needs, hence the importance of regular and structured contact with both existing and potential users.

Statistical visualisation often helps better understanding of data, which can be presented in tables, graphs, text or databases. Data visualisation should reflect users' interests.

Official statistics must be accessible to all interested users. Every user contact must be recorded to track user needs and requests.

Important information includes the number of data requests within a month, quarter or year, who made the requests and what was requested. This helps meet the needs of new users or improve cooperation with existing ones.

4.4. Statistical Confidentiality

The principle of statistical confidentiality is one of the most important in statistics, enabling public trust in statistical data. Mutual trust among all parties involved in statistical production (users, data providers and producers) is crucial and necessary. The protection of data confidentiality in the legal system has broad normative capacity and importance, arising from both domestic and international legal instruments. Article 23(1) of the Constitution of Republika Srpska guarantees

the protection of personal data confidentiality, while Article 23(2) explicitly prohibits the use of personal data contrary to their intended collection purpose. According to the Law on Statistics of Bosnia and Herzegovina (Official Gazette of BiH, nos. 26/04 and 42/04), Article 19 states that confidential data collected for statistical purposes may not be used for other purposes unless prescribed by law. The protection of statistical confidentiality produced by the Institute is further regulated by the Law on Statistics of Republika Srpska, which elevates this principle to a legal requirement under Article 17. Article 27 of the Law stipulates that statistical data must not be provided to users if they contain or disclose confidential information. Confidential data are defined as data used for statistical production from which individual reporting units can be identified directly or indirectly (Article 2, paragraph 5). In addition to these laws, the Institute is also obliged to apply the Law on Personal Data Protection.

Recognising the importance of this matter, the Institute adopted the Rulebook on the Protection of Confidential Data. Article 4(6) of the Rulebook stipulates that confidential data may not be used for administrative purposes, especially if doing so could directly or indirectly result in administrative consequences for individuals or businesses. The Rulebook prescribes legal, statistical and organisational methods of data protection. In addition to the Rulebook, the Institute also implements the Fundamental Principles and Guidelines on statistical confidentiality and data protection applicable to statistical institutions in BiH.

Given the importance of statistical data confidentiality, the Institute strictly ensures full implementation of this principle in data dissemination. Special attention will be paid to this principle when providing dissemination services aimed at supplying statistical data at users' request.

4.5. Commitment to Quality

The principle of commitment to quality is one of the most important statistical principles. In line with this principle, the Institute will systematically and regularly identify the strengths and weaknesses of its statistical data dissemination in order to continuously improve the quality of statistics. This principle mandates that statistical institutions systematically identify advantages and shortcomings of disseminated data to continuously enhance the statistical data production process.

The Institute will continuously inform users about the quality of statistical data and their comparability with European statistics.

4.6. Timeliness and Punctuality of Release

Timeliness of statistical results refers to the time gap between the reference period of the data and their availability, i.e. publication date. Each statistical publication has a defined timeliness level. Timeliness is closely linked to the frequency of data publication; for instance, timeliness for monthly data is significantly different from that of annual surveys.

Timeliness and publication deadlines are measurable dimensions but often difficult to improve.

This principle is primarily implemented through transparent publication of the Release Calendar on the Institute's website and its consistent application in practice.

The Release Calendar defines the name of the publication, its reference period and publication date. The exact time of release should be stated on the website, preferably within the release calendar.

The publication time must be publicly available, and user requests respected to the greatest possible extent.

The Institute publishes preliminary data only in statistical areas where required to ensure statistical timeliness. Preliminary data are always followed by final results published shortly thereafter.

If the release pertains to preliminary data, a note is added to the heading of the publication.

To ensure users can distinguish between preliminary and final data, a note is added in the Release Calendar clearly stating the data are preliminary.

Any deviation from the release schedule is published as soon as possible, with an explanation and a new publication date.

Punctuality refers to the gap between the planned and actual publication dates. When these dates match, punctuality is achieved.

Thus, if statistical data are released on the scheduled date and time, punctuality has been achieved, making them a credible indicator of society during the observed period. Only in this way can statistical data fulfil their purpose of improving the economic, social and cultural life of Republika Srpska.

4.7. Sound Methodology

Sound methodology supports the quality of statistics and methodological guidelines provide information about data sources and collection methods, as well as coverage and definitions used in statistical surveys.

The methodological framework used for producing statistics follows European and international standards, guidelines and best practices.

Cooperation with the academic community is organised to improve methodology and effectiveness of applied methods.

Methodological guidelines are available on the Institute's website and all publications will include links to relevant methodological instructions.

All relevant metadata should be available on the Institute's website.

4.8. Accuracy and Reliability

During statistical data preparation, numerical and other errors may occur. This principle sets the obligation for the Institute to notify users immediately upon detection of errors and correct them promptly.

Errors identified in electronic statistical publications are corrected as quickly as possible and the corrections published on the Institute's website. Corrections are made in accordance with adopted manuals, instructions, and rulebooks.

For errors discovered in printed publications before distribution, the observed mistakes must first be reviewed and, in cases of serious errors, a correction slip inserted into the publication. If an error is found after distribution, users must be informed via the Institute's website.

5. CHANNELS, PRODUCTS AND SERVICES

The dissemination of statistical data involves specific channels, products and services through which users can access the desired information.

5.1. CHANNELS

The means and methods used to disseminate statistical data constitute the channels of dissemination. The Institute disseminates data through the following channels:

5.1.1. The Institute's Website contains all other textual dissemination channels. Improving the website should reduce the institution's burden of responding to individual user requests. Electronic versions of all publications are available on the website. Where appropriate, web publication coincides with other dissemination channels. The website offers various services such as RSS (Rich Site Summary), Twitter and others

The website is the Institute's primary channel for disseminating official statistics, where all published data are free of charge. As part of the efforts to enhance website functionality and facilitate data collection, the Institute has developed a system for electronically filling in digital statistical forms, which can be freely downloaded from the site.

The website includes an RSS system that enables users to receive the latest statistics and publications daily without visiting the Institute's site.

Continuous development of the internet and technologies that enable its functionality, along with its rapid geographical expansion and increased data transmission speed, offers new opportunities for the Institute to participate more actively in data dissemination at both national and international levels. Given the constant rise in the number of internet users, a software solution should be established on the website to allow monitoring of the number and categories of users registered on the Institute's site.

Online publication enables dissemination according to the principle of faster, broader, better and cheaper access. To ensure complete and equal access to basic statistical data for all categories of users, the Institute will continuously implement measures to improve website content and the user experience.

5.1.2. The Online Database is an integral part of the Institute's website. It is updated when new data become available or published within a particular publication. New subject areas should be included in the databases during the implementation period of the Strategy.

5.1.3. Social Media may be used for communication with users where relevant. Twitter and RSS are modern tools for informing users about data publication and news related to the Institute. These services are integral parts of the Institute's website.

In the coming period, the Institute will monitor the dynamic development of the internet and implement services that enable easier and faster access to statistical data for website visitors.

5.1.4. Printed Publications are produced in accordance with user needs. They are always published in digital format on the Institute's website (PDF and Excel formats), and may also be published in Word format.

As part of the Annual Work Plan, the Institute publishes an Annual Publishing Plan and a Release Calendar on its website. The Publishing Plan classifies the Institute's statistical publications by subject area, type and title of publication, frequency, and type of published data (preliminary or final). The Release Calendar defines the publishing dates, reference period and publication title.

Printed publications include statistical bulletins (published annually), statistical overviews (published monthly), the Statistical Yearbook of Republika Srpska and the publication "This is Republika Srpska", which are published annually.

Considering the widespread use of the internet among all user categories, efforts should be made to reduce the print run of printed publications. This will improve cost-efficiency by saving on printing and delivery expenses. Furthermore, the layout of printed publications should align with international recommendations regarding content, design and format. Publication structure will be enhanced through the inclusion of metadata and dissemination database links.

The number of pages in publications should be regularly analysed to reduce volume and repetition of data across multiple publications should be avoided.

5.1.5. Press Conferences are held when necessary, usually once a month. A media release is issued during the conference, containing up-to-date statistical data of interest to Republika Srpska published during the previous month. The release is then published on the Institute's website.

The data presented must be clear and concise, with the most important information placed at the beginning of the release.

5.1.6. E-mail Service is used for receiving data requests. Typically, responses are also sent via this channel.

5.2. PRODUCTS

The main dissemination products include the Institute's printed and electronic publications and electronic statistical data organised in dissemination databases available on the website, internally or within statistical databases accessible to statisticians.

The editorial policy of the Institute is developed and implemented by the Department for Publication Databases and Statistical Publications. Staff in this department define the design, structure, scope, and presentation method of publications.

The editorial policy of the Department should be based on:

- Identifying current and future (potential) user types/groups;
- Recognising the types of information users are interested in so that statistical products meet the needs of target user groups;
- Willingness to change and adapt publications in line with user group demands;

- Analysing user needs for printed vs. electronic publications, online data or responses to specific data requests;
- Developing publication formatting standards to ensure consistency regardless of the statistical area covered by the authors.

The Institute disseminates the following products:

5.2.1. The Statistical Yearbook is the most important and comprehensive publication of the Republika Srpska Institute of Statistics, containing key data for Republika Srpska. A special chapter provides an overview of key municipal-level indicators. This publication offers insights and trends in population, social life and economy by highlighting the most recent year and comparing it to previous years based on annual statistics.

It is published annually and is available in both printed and digital format on the Institute's website, as well as via RSS subscription and Twitter.

5.2.2. "This is Republika Srpska" is a statistical publication published annually, intended for a broad audience. It contains key indicators of the economic and social life of Republika Srpska. The purpose of this publication is to offer a brief, simple, yet comprehensive statistical overview of interesting facts about Republika Srpska.

It is published annually and is available in both printed and digital format on the Institute's website, as well as via RSS subscription and Twitter.

5.2.3. Statistical Publications (monthly, annual and thematic bulletins) are available both on the Institute's website and in printed form. Statistical bulletins contain extensive data from one or more surveys within the same field. These are current, periodic issues that provide comprehensive results of individual or multiple surveys in a particular domain. Each bulletin includes methodological notes, data sources, definitions, comparability notes, graphs, maps and statistical tables spanning the last five or more years. They are published according to the Institute's Work Plan and Release Calendar.

In the coming period, print runs should be reduced, given the growing tendency of users to access publications online.

Printed publication formats should align with international recommendations. Structure will be enhanced by including links to relevant metadata and dissemination databases. The Institute also publishes thematic publications, methodologies, methodological guidelines, classifications and reports as needed.

All statistical publications are available both in print and online on the Institute's website, as well as via RSS subscription and Twitter.

5.2.4. Statistical Releases contain data from a single statistical domain. These are current issues that provide the latest results from individual surveys and are issued according to the Institute's Work Plan and Release Calendar. Releases are short, concise publications issued in line with the regular schedule of statistical surveys (monthly, quarterly, semi-annually, annually and biennially).

Statistical releases are available on the Institute's website and via RSS subscription and Twitter.

5.2.5. Media Notices/Releases are short news items based on selected recently completed official statistics, used to inform the public of the availability of the latest data in a specific statistical domain.

5.2.6. Methodological Explanations contain information on sources and methods of data collection, coverage and definitions used in statistical surveys. These publications are intended for those conducting statistical research and surveys, as well as for users seeking to better understand the data.

5.3. SERVICES

In order to present dissemination products to users in a clear, precise and reliable manner, the Institute shall provide certain services in a professional and competent way, with the aim of communicating statistical data to users. The dissemination services of the Institute include the distribution of statistical publications and the provision of statistical data upon user request.

The Institute of Statistics offers the following services:

5.3.1. Informative Services (Data Requests) are provided in response to users' requests for published or processed data submitted by users of statistical data.

In addition to the distribution of statistical data through publications, users may obtain data through individual data requests. As statistical data may contain confidential information, the procedure for processing requests for published data is governed by the Rulebook on the Protection of Confidential Data at the Republika Srpska Institute of Statistics.

To be eligible for processing, a request must include the user's full name and address, as well as a more precise description of the information requested (type of data, reference period, data delivery method, and intended purpose of use). In accordance with the Rulebook on the Protection of Confidential Data, the exchange and provision of confidential data may be authorised under conditions set out by applicable laws and bylaws, based on a specific written request submitted to the Institute.

When processing each individual request, statisticians must ensure that data delivery is of high quality, comprehensive, timely and in line with strict statistical principles. For scientific research and survey purposes, access to individual data may be granted only in the form of microdata and exclusively to the registered scientific research institutions and registered researchers whose primary activity is scientific work. Microdata are data that have been modified in such a way that the statistical unit to which they refer cannot be identified. As for public administration bodies, microdata may be provided only if the purpose is scientific research and the procedure is the same as for research institutions.

The quality of data must not be significantly compromised. In terms of organisational protection measures, all employees of the Institute are obliged to maintain the confidentiality of statistical data. For this reason, the Rulebook on the Protection of Confidential Data prescribes that each employee must sign a Declaration on the Protection and Confidentiality of Data. It is important to emphasise that the signing of this declaration does not have a constitutive character but a declarative legal effect, meaning that the obligation to preserve confidentiality arises by law and not at the moment of signing. If third parties may come into contact with protected statistical data due to the nature of their work, they are also required to sign this Declaration.

Requests for published or processed data shall be responded to within at least three working days and are free of charge. Informative services are considered public goods and are provided without financial compensation. These services should be centralised to create a simple and efficient process.

In addition to the aforementioned informative services, the Institute provides a library service as a physical location where users can receive advice, view data, or access publications.

5.3.2. Customised Services are special services provided in order to deliver data that are not available in the official database, statistical publications or on the Institute's official website (i.e. unpublished statistical data). This method offers more detailed data based on a specific request.

Unpublished statistical data are those collected and processed by the Institute under its multiannual statistical programme and annual work plans, but not published in accordance with the Publication Plan or the Rulebook on the Publication of the Institute's Publications. These data do not constitute official, business, or other secrets, nor are they considered confidential data.

The provision of unpublished data is carried out in accordance with legal regulations governing the distribution of published statistical data and the Rulebook on the Provision of Unpublished Data.

Requests for unpublished statistical data are processed by statisticians depending on the type of data requested.

For the Institute, customised services may be a way of determining the importance of statistical data based on their frequency of request.

This service implies additional processing and analysis of data. Accordingly, a response to the request will be provided within at least eight working days from receipt of the request, with more complex requests requiring additional processing to be completed within 15 days of receipt.

Responses are provided in the same format (hard copy or electronic) in which the request was submitted.

5.3.3. Media Information Services involve actively informing the public about relevant and interesting new releases, publications and events related to statistics in general, including holding press conferences and giving interviews.

The Institute actively notifies media outlet about relevant newly published statistical data. In addition, it undertakes activities aimed at presenting and explaining these data to media representatives.

Quick support to the media is of essential importance.

The Institute ensures equally high-quality services for all journalists, regardless of the type or policy of their media outlet. It provides statistical data to the media while respecting the confidentiality of data providers, protecting the information they supply and guaranteeing its use strictly for statistical purposes. The same rules apply even if the journalist's perspective differs from the principle of statistical confidentiality.

6. PROMOTIONAL ACTIVITIES IN THE FIELD OF DISSEMINATION

The Institute pays special attention to improving promotional activities related to the dissemination of statistical data to inform the public about official statistics. Promoting statistical products involves identifying the link between data demand (based on market demand analyses) and the statistical products or services delivered to users. This objective is achieved through the following:

- Developing appropriate products that meet public expectations;
- Developing promotional activities to ensure that users are regularly informed about the range of statistical products (press conferences, round tables, workshops, etc.).

The aim of promoting statistics is to strengthen user confidence in the use of statistical data. The overall promotional strategy should encompass the promotion of the Institute's products and services, thereby contributing to the strengthening of the Institute's professional reputation.

Appropriate promotion of statistical data enables society to form an accurate perception of the significance of statistics. The Institute recognises that a high-quality product which is not adequately promoted will not be noticed by potential users. Therefore, the Institute must inform the public about all statistical publications it releases.

Activities aimed at promoting statistical publications to inform users about available publications include:

- Publishing notifications on the Institute's website;
- Sending electronic notifications to users or offering the first edition of a publication;
- Promoting statistical products through participation in various events (fairs, seminars, workshops, professional training);
- Organising press conferences and preparing public statements.

Understanding and properly using statistical data, standards and methodologies, as well as their accurate interpretation, is important for all users, whether they are public institutions, media, students or citizens. To build public trust in official statistics and raise awareness of their importance, the Institute should continuously work on promoting statistical literacy. Activities to promote statistical literacy should include:

- Organising press conferences, seminars and public discussions on selected statistical topics to provide detailed explanations of subject areas and statistical results;
- Publishing information on the website about applied methodologies in sample selection and data collection, definitions, standards and data sources used;
- Giving radio and television interviews to promote major statistical operations such as censuses or new surveys that produce results of particular public importance and raise awareness about official statistics;
- Providing detailed explanations on the correct use and interpretation of official statistical data in cases of misuse or misinterpretation by users.

Protocol no:

Date:

Director
Radmila Čičković, PhD