Survey on Communication Tools: Results and Conclusions

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UNECE Workshop on Dissemination and Communication
28-30 June, 2017
Prior Workshop Outcomes and Conclusions

- 2014
  - “There is a need for an online platform where countries can share their experiences”
- 2015
  - “Share strategies ... including using interactive channels”
- 2016
  - “Create a repository of images, videos and tools for NSOs to use”
Other Similar Initiatives

- DissComm
- Other UNECE groups

Results
- Initial interest
- Drop in participation
- Rapid obsolescence
Gauging Interest

- Steering Group distributes survey on dissemination tools in March, 2017

- Sent to 57 NSOs and related institutions
  - 22 responses received
  - Comparable to typical ~30% response rate
### Summary Results

- **Would you visit and use a repository of tools, products, and best practices created by other NSOs?**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tools</strong></td>
<td>21</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><strong>Products</strong></td>
<td>20</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Best practices</strong></td>
<td>21</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>
Summary Results

Would you contribute to a repository of tools, products, and best practices created by other NSOs?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Tools</td>
<td>17</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Products</td>
<td>19</td>
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<td>1</td>
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<tr>
<td>Best practices</td>
<td>19</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Commercial Tools Reported

- Types of output
  - Data visualisation/Infographic (12)
  - Web publication (7)
  - Social media post (4)
  - Video (3)
  - Public engagement (blog, chat room, crowdsourcing) (2)
  - Mobile app (1)

- Adobe products, Wordpress, Shutterstock, Tableau, Camtasia, Highcharts, etc.
In-House Tools Reported

- Types of Output
  - Web publication (8)
  - Data visualisation /Infographic (4)
  - Digital library (on-line publications) (1)
  - Mobile app (1)

- Public engagement (blog, chat room, crowdsourcing) (1)
Willingness to Share

- **Tool**
  - Commercial – No
  - In-house – Mostly yes, with qualifications

- **Experiences**
  - Mostly yes

- **Products**
  - Almost all yes
Next Steps

- On-line repository (wiki)?
- Periodic survey and report?
- Other?

- What do you think?