

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?

	Yes	No	No response
Tools	21	0	1
Products	20	1	1
Best practices	21	0	1



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Summary Results

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

	Yes	No	No response
Tools	17	4	1
Products	19	2	1
Best practices	19	2	1



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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?
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- What do you think?



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