

**Business Case to improve communication activities
in times of crisis: looking for a shared and incisive strategy; tools and channels
(Follow up on the Strategic Communication Framework)**

This business case was prepared by Istat, and is submitted to the HLG-MOS for their approval.			
Type of Activity			
<input type="checkbox"/>	New project	<input type="checkbox"/>	New activity
<input type="checkbox"/>	Extension of existing project	<input checked="" type="checkbox"/>	Extension of existing activity
<i>Projects are undertaken by separate project teams. Projects are expected to produce a significant contribution to achieving the HLG-MOS vision</i>		<i>Activities are undertaken by Modernisation Groups. These activities produce smaller, more detailed outputs to help achieve the HLG-MOS vision</i>	
See here for more details: https://statswiki.unece.org/display/hlgbas/HLG-MOS+Strategy			
Purpose			
<p>In particularly critical situations it normally happens that people show a growing bulimia of information, such as in the case of the recent pandemic emergency. Thus, a reliable and complete statistical information becomes even more essential than ever for all our audiences.</p> <p>Anyway, data are useless if they remain available to a few experts. Communicating them in the most correct way is fundamental to achieving one's respective <i>Missions</i>. It becomes therefore necessary to quickly plan an emergency communication strategy aimed at explaining all the measures that each Organization decides to put in place for ensuring continuity and quality of statistical production.</p> <p>But from an operational point of view, which ones are the best actions to be rapidly undertaken in these cases? And through which tools in particular?</p>			
Description of the activity			
<p>Identify the main aims to be achieved for an effective crisis communication strategy (i.e., to provide the community with the expected answers; to increase the brand reputation to improve one's credibility among users; to allow those who want to make use of statistical information to be able to move easily in the deluge of data that in these cases overcrowd the network, identifying fake news among the official ones while avoiding at the same time a misuse of the provided information).</p> <p>Select and develop channels and tools to reach the aims in the best and most timely way (i.e., corporate websites, dedicated web sections to topics of interest, social media channels, other direct communications channels to interact with our users).</p> <p>Compare experiences, errors and results with a view to continuous and shared improvement.</p>			
Alternatives considered			
None			
How does it relate to the HLG-MOS vision and other activities under the HLG-MOS?			

For NSOs is important to give quality information to correctly understand a crisis as well as we can be useful for the restart of our respective Countries.

For this purpose, it is important not to lose the expertise acquired by each NSO during this recent emergency situation.

Exchanging experiences, case histories, lessons learned, practical examples and even failures can help us to better deal with existing or future situations.

Utmost goal: to draw up guidelines in which every single organization facing an emergency situation can easily find indications and operational suggestions to quickly implement an effective crisis communication plan. Through what dissemination and communication tools and how to use these ones to their fullest potential.

Proposed start and end dates	
Start: January 2021	End: December 2021