



UNECE Expert Meeting on Dissemination and Communication of Statistics
11-13 October 2023, Lisbon Portugal

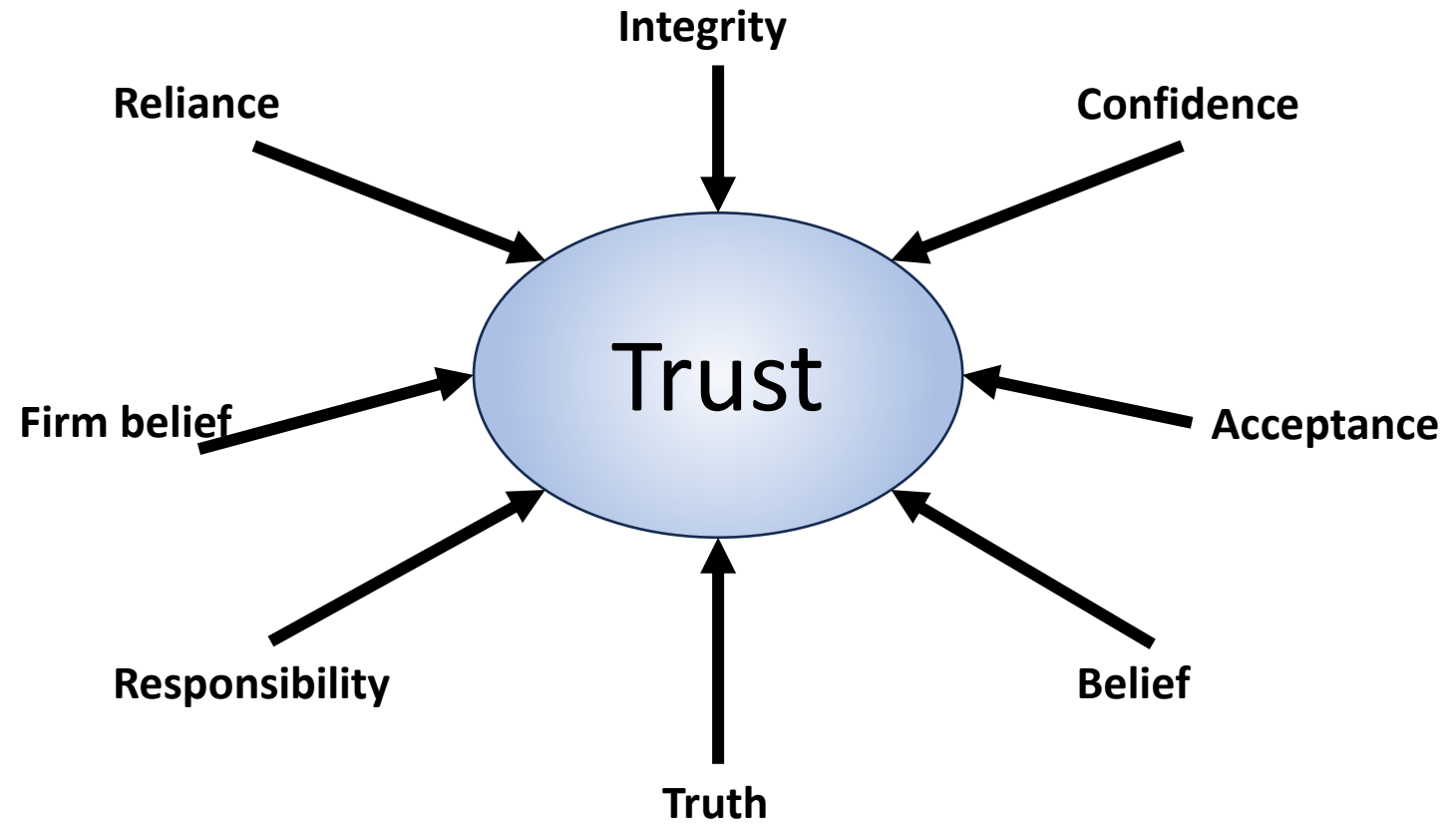
Increasing trust in official statistics in the Republic of North Macedonia

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What is trust?



What challenges trust in statistics?



In the past, official statistics was the ultimate trusted source of information.

Today, with the development of modern technologies, artificial intelligence, internet etc. official statistics are facing many threats, fighting fake information being probably the most challenging one.



What challenges trust in statistics?



All our work is based on the trust that the data NSIs obtain from citizens and businesses are dealt with care and responsibility, and the data are trustworthy and reliable.



NSIs are the “gatekeepers” of official numbers as opposed to other data whose quality cannot be confirmed.





Sometimes, a picture is worth 1000 words

DATA



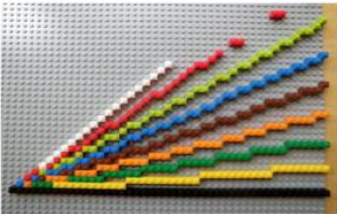
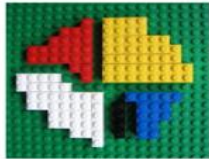
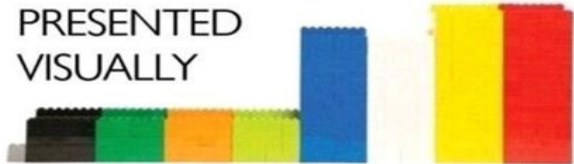
SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY





Building trust in official statistics in North Macedonia

What we do in the national circumstances?



Strategic Plan of SSO conveys the message that SSO intention is to increase trust in official statistics.



Project with Statistics Sweden “Increased availability and use of official statistics in North Macedonia”, funded by Sida.

The project’s development objective is increased user confidence in official statistics.



Building trust in official statistics in North Macedonia



What we do in the national circumstances?

Project “Increased availability and use of official statistics in North Macedonia”.

One of the project’s components is **Improved communications** in order to strengthen confidence in official statistics with all users.

The required change in SSO’s communication procedures is rather comprehensive and includes several internal stakeholders, including not just the dissemination sector but also managers and subject matter experts from other parts of the organisation.

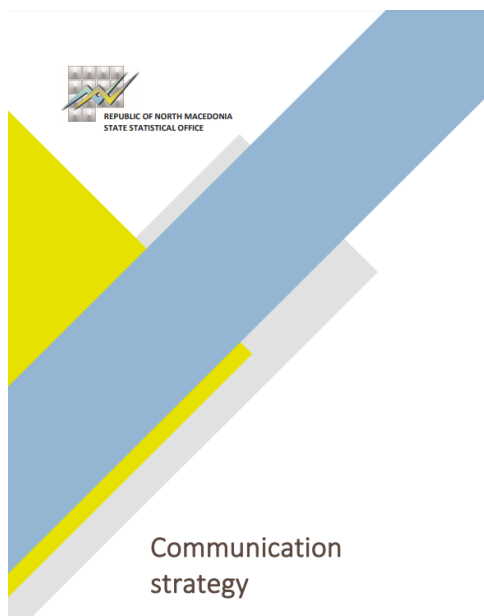


Building trust in official statistics in North Macedonia



Communication strategy

A communication strategy was developed in 2021, setting the overall frame of SSO's external communication and serving as a tool and as support to define communication towards different target groups.



The communication strategy gives the way forward in disseminating and communicating official statistics and it also defines the channels to do so.



Building trust in official statistics in North Macedonia



New website

The website is our main channel of external communication.
Complete redesign of the website.

Current website

Република Северна Македонија
Државен завод за статистика

English | Shop | Контакт | Линкови | Мапа | |

Статистика | Публикации | Активности | Корисничка поддршка | За нас | Прибирање податоци - eStat

Насловна | Критериум за преработување

Соопштение | Публикации | База MAKSTAT

Последни објавени соопштениеја

- Енергија, јули 2023 година - претходни податоци
понеделник, 25 септември 2023
- Електрична енергија, природен гас, јаглен и нафтни продукти, јули 2023 година
- Според податоците на Државниот завод за статистика, во јули 2023 година, вкупната потрошувачка по видови енергенти изнесува: 483 722 МWh електрична енергија, 28 789 мил. мкд природен гас, 335 319 тон јаглен и 99 448 тони нафтни продукти.
- Бруто-домашното производство на електрична енергија учествува. [Повеќе](#)
- Регионални сметки во земјоделството, 2021 година
петок, 22 септември 2023
- Според податоците на Државниот завод за статистика, во 2021 година, во креирањето на бруто-додадената вредност во земјоделството, најголемо учество има Југоисточниот Регион со 28.2 %, потоа Пелагонискиот со 24.1 %, додека најмалото учество има Југозападниот Регион со 3.5 %.
- Во создавањето на вредноста на растителното производство, најголемо учество има... [Повеќе](#)

Индикатори

- 36 286 денари | Просечна месечна нето плата | 07.2023
- 54 434 денари | Просечна месечна бруто плата | 07.2023
- 689 714 | Вработени | II.2023
- 70 424 | Активни дефинитивни податоци | деловни субјекти | 2021
- 1 829 954 | Население | 2022
- [Листа на индикатори ...](#)

Календар на објавување

Активности

- 17.08.2023 | Извештај на Европската комисија од синџиринг процесот – Поглавје 18 Статистика
- 30.06.2023 | Промовиран новиот Индекс на родово еднаквост во Северна Македонија
- 27.06.2023 | Учество на Конференцијата на европски статистичари

Видеа и промотивни материјали

- MICS
GENERATING EVIDENCE TO DELIVER FOR CHILDREN
- инфографици**
- Интерактивни графици
- Туризам
- Надворешна трговија **НОВО**
- Обрасци за давателите на податоци
- Информации за учесниците во статистичките истражувања

New website

STATISTICS NORTH
MACEDONIA

Home | Statistics | Press | Contact | Services | About us | Статистика по области

EN | MK | AL

Statistics North Macedonia

Indicators | All indicators

- Бруто-домашна вредност во земјоделството 2020
531.42
милиони денари
- Популација на селото 2021
1049300
кв. км

Tools and services | All tools and services

- Statistical database
- Name search
- Publications
- Survey of business sector
- Advance release calendar

Contact

State Statistical Office of North Macedonia
ul. "Dama Griev" 4
1000 Skopje

Contact | Shortcuts | Statistics

VS



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New news releases

New templates for news releases created.
Focus on key indicators and take-away messages.

Makstat database redesigned

Makstat database is a real →



Updated version in March 2023 – a lot of positive feedback from users.

Social media

Social media strategy



- Primary social media platform




- Branding / professional community




Building trust in official statistics in North Macedonia



Results, so far

Number of visits to SSO website  from 1 213 335 (2020) to 1 388 123 (2022)

Tables downloaded from Makstat  from 82 581 (2020) to 133 620 (2022)

Written requests  from 889 (2020) to 654 (2022)



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Other activities

Increasing statistical literacy

- Developing of training materials
- ToT
- Planned trainings for representatives of public administration

Building of partnerships

- professional community
- educational community
- international organisations



Building trust in official statistics in North Macedonia



Building trust in official statistics in North Macedonia



Special partnership with the media

- professional and open cooperation
- media – advocates for statistics



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Challenges for official statistics in North Macedonia

- constant decrease of employees
- obscure financial capacities
- reluctance to change the mindset regarding dissemination and communication of statistics
- clash between traditional and modern views



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Thank you!

