



A wake-up call: Why we have to strengthen awareness about our mission

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Statistics Norway

**The
Economist**

MAY 6TH-12TH 2017

Crunch time in France

Ten years on: banking after the crisis

South Korea's unfinished revolution

Biology, but without the cells

The world's most valuable resource



**Data and the new rules
of competition**

Our case: The household budget survey (HBS)



	Dato	Hva slags vare ble kjøpt? Beskriv varen.	Kryss av hvis varen er kjøpt		Mengde	Hva kostet varen	
			i utlandet	på internett		Kroner	Øre
Eks.1	2/1	Lammestek, fersk			2,3 kg	269	90
Eks.2	2/1	Grovbrød			800 g	26	50
Eks.3	5/1	Jordbær selvplukket			4 kg		
Eks.4	6/1	Laks, røkt			250 g	39	90
Eks.5	9/1	Skummet melk			1 liter	10	90
Eks.6	13/1	Rødvin, kartong (kjøpt i Sverige, svenske kroner)		x	3 liter	149	00
					?	29	00
					0,3	17	90
					?	23	90
17							
18							
19							
20							

New data sources for the HBS

Four grocery chains in Norway have 98 per cent market share

- We asked them for receipt data

4.4 million transactions per year with debitcard

- We also asked for payment transactions from NETS Branch Norway

These sources would provide us with detailed household statistics, collecting data efficiently for us without needing individuals to fill out a survey.



Everything Seamed Aligned for Datacollection



In Norway, the Statistics Act is allowing access to public and private data for official statistics.



We established dialogue with the grocery chains and Nets and got permission to collect test data



The final formal step was the cost-benefit assessment, that led to legal obligations on grocery chains and NETS Norway to provide data



Streaming of data to Statistics Norway from grocery chain and NETS Norway



Datenschutzbehörde stoppt Speicherung von Supermarkt-Bons in Norwegen



Um soziale Daten zu erheben, wollte die norwegische Statistikbehörde die Lebensmitteleinkäufe aller Einwohner:innen speichern. Diese Datenverarbeitung haben die Datenschutzkontrolleure des Landes nun verboten.

02.06.2023 um 16:23 Uhr - Markus Reuter - in Datenschutz - 9 Ergänzungen

Norway DPA investigates statistics agency



Bethan John
06 June 2022



Credit: S...

Norway's statistics provide ir



Samfund 12. jun. 2022 Gem arti

Vil fjerne dine kontanter

Totalovervågning på vej i Norge, men også herhjemme spiller banker, myndigheder og erhvervsorganisationer hasard med vores frihed og sikkerhed ved at indføre det kontantløse samfund. Lyder advarslen

Die



The Case from a Media Perspective: From a trusted source to a privacy-invading entity

How detailed maps of our lives does the government really need to make informed decisions?

Ph.D. Candidate

The Case from a Media Perspective: From a trusted source to a privacy-invading entity

The state, represented by Statistics Norway, simply should not demand a complete overview of citizens' purchasing and eating habits. The Progress Party does not want a total surveillance society. From a practical standpoint, we do not see the point in this.

MP

Main Takeaways for the Communication Department

- **Need for stakeholder mapping**
 - Develop a consistent, clear, and simple message
 - Invest in media training and interview preparation
- **Avoid unnecessary escalation**
 - Focus on long-term reputation and trust-building



Building Trust: A Vital Element for Enhancing Data Collection and Utilization

- To deliver daily statistics and information to the public we are dependent on trust within society to streamline, develop and carry out our data collection, and in the end improve data and data usage.

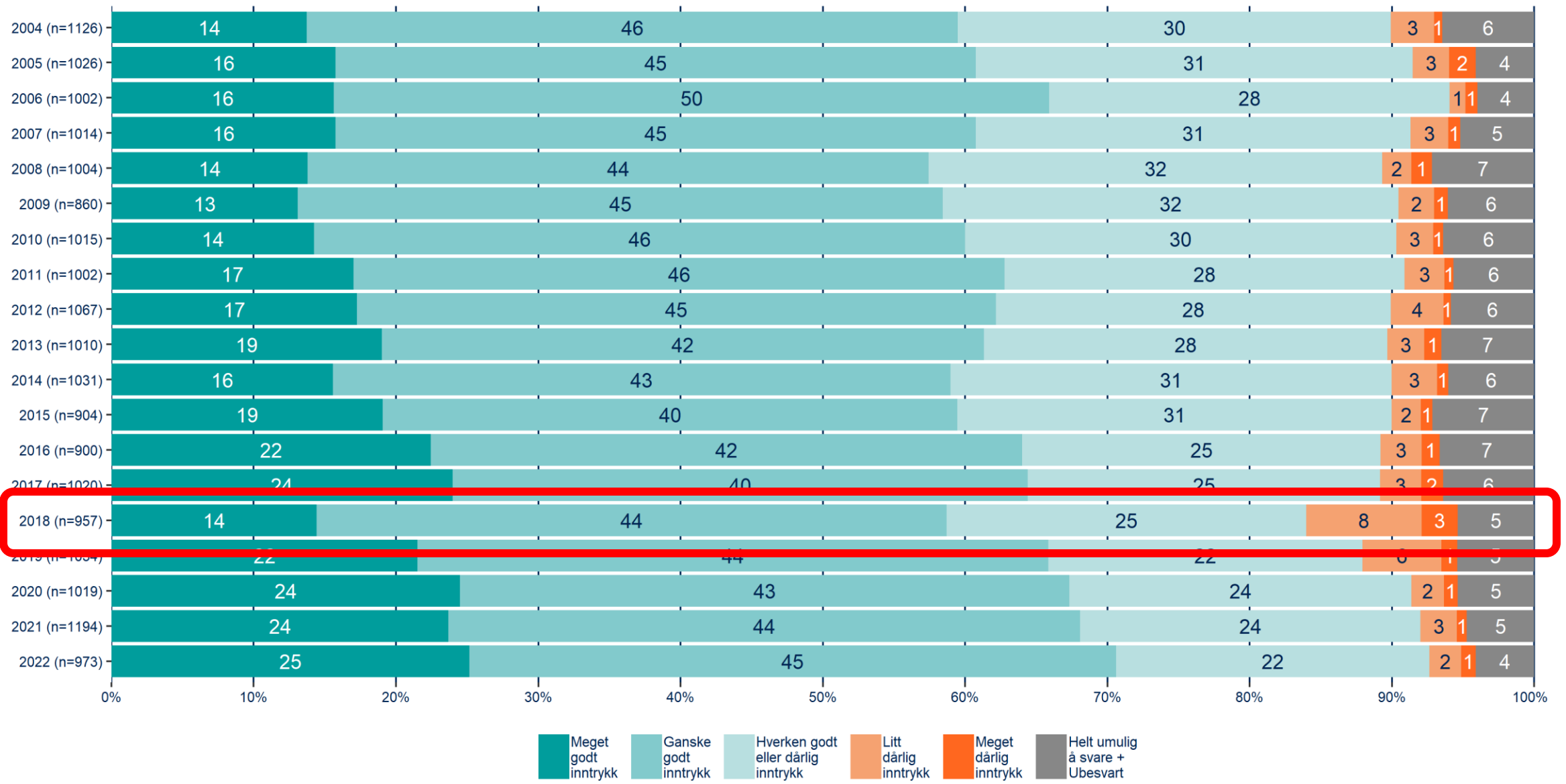


Norway trust in governmental institutions

70%

**has a good overall
impression of
Statistics Norway**





Kilde: Ipsos - profilundersøkelsen

307

statistics

812

publications

52 000

mediamentions



Statistisk sentralbyrå
Statistics Norway



Who:

Statistics Norway - A credible provider of facts

What:

Delivery of socially beneficial content

Why:

- To establish a common factual foundation by enabling the population to form their own opinions

How:

By collecting and processing data responsibly



Work in Progress: Strengthening Awareness about Statistics Norway's Mission

- The goal is to establish a stronger connection between SSB's work and its positive impact on society
- A communication plan is on its way



Thank you!

