

TOGETHER WE MAKE IT BETTER

HOW A MULTIDISCIPLINARY
TEAM UNLOCKED THE
STATISTICAL
COMMUNICATION
FUNCTION AT THE BANCO
DE PORTUGAL

19 SEP. 2022 | LISBOA

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EXPECTATION



REALITY





DO I REALLY NEED TO HIRE SO MANY PEOPLE TO PROMOTE CENTRAL BANK STATISTICS?





MAYBE NOT....

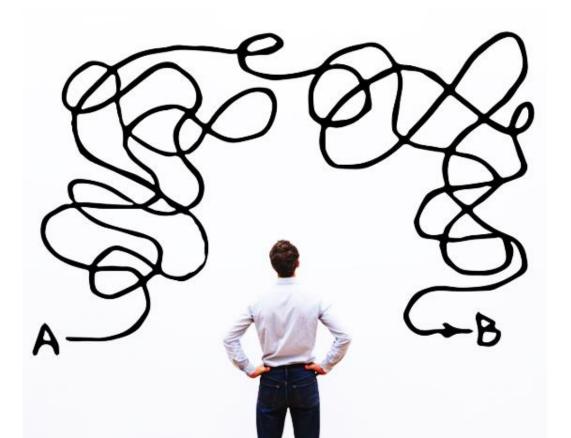
MAYBE YOU ONLY NEED TO COMBINE

THE RESOURCES YOU HAVE WITH A

BUNCH OF CRIATIVITY....



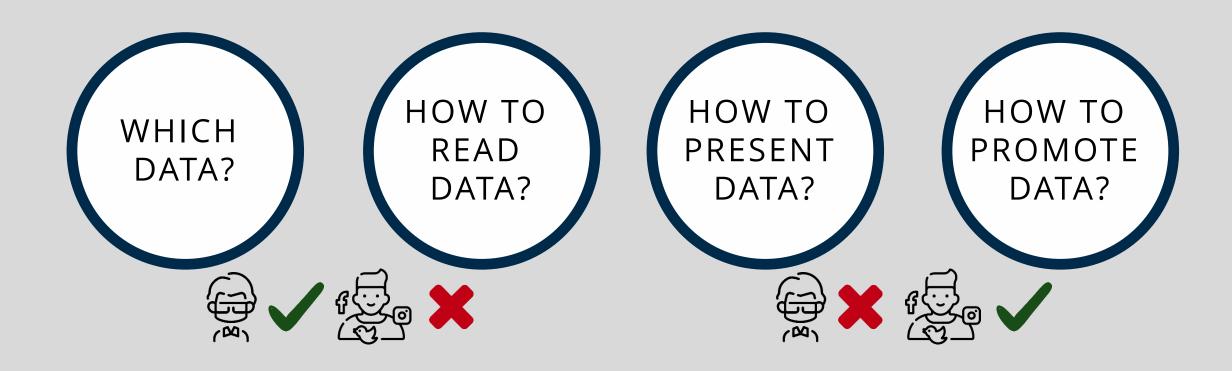
HOUSTON, WE HAVE A PROBLEM



- During the COVID-19 pandemic, central banks felt the need of giving users the statistical information they needed to reduce the uncertainty of that times
- We had the strategy and the channel- to create a BPstat webpage where users could find the main statistical indicators (GDP, inflation, public debt, tourism, corporation's profitability, etc.) but also to understand their evolution in that specific context
- PROBLEM: who would be in charge of creating that content?



WHAT DID WE NEED?





WE PRESENT THE STATSCOMM TEAM 1.0







METHODOLOGICAL DEVELOPMENT UNIT



DATA INTEGRATION AND SHARING UNIT

STATISTICS AUDIT UNIT

STATISTICS DISSEMINATION UNIT



STAFF SUPPORT UNIT

MONETARY AND FINANCIAL STATISTICS AND CENTRAL CREDIT REGISTER DIVISION



BALANCE OF PAYMENTS AND INTERNATIONAL INVESTMENT POSITION STATISTICS DIVISION



CENTRAL BALANCE SHEET DIVISION



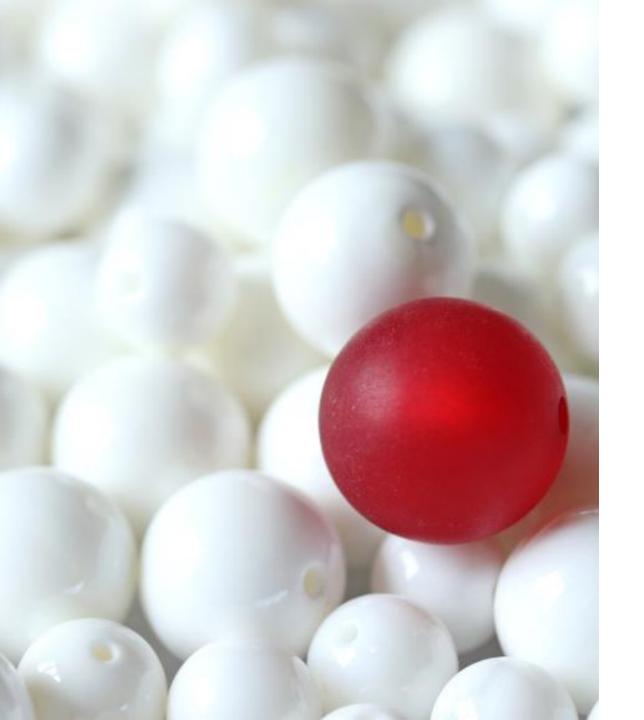
NATIONAL FINANCIAL ACCOUNTS AND **SECURITIES STATISTICS DIVISION**











DO NOT **EXPECT** DIFFERENT RESULTS **DOING THE** SAME THINGS.

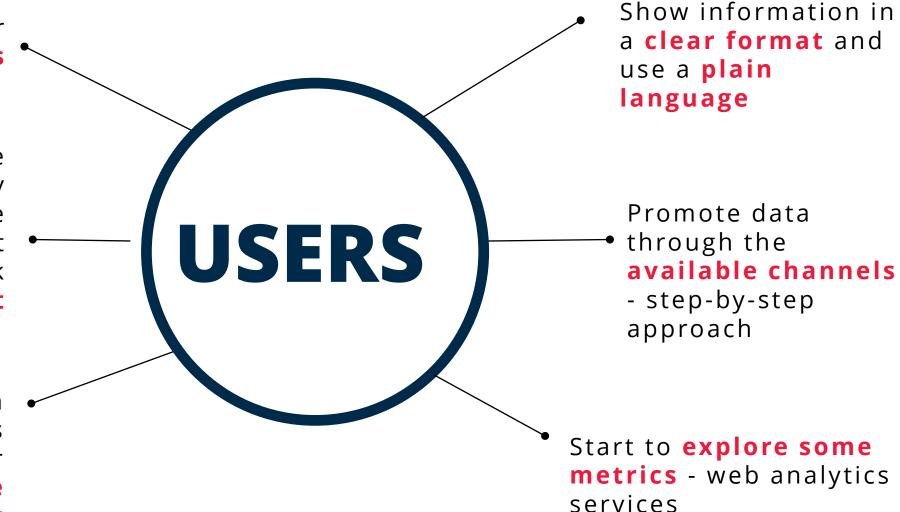


DOING DIFFERENT MEANS...

Define your target users

Give users the information they need and not the information that promotes your work - relevant content

Explain to users in which way data is important for their lives - relatable content



REGULAR INTERNAL TRAINING

- Sharing individual knowledge with the team;
- Sharing lessons learnt from training sessions
- Training sessions with the Communication and Museum Department
- Communication on Central Banking statistics

 Post-graduate
 programme

ANNUAL AND QUARTERLY COMMUNICATION PLANS

- Hot topics
- New statistics
- Relatable content (back to school campaigns, the year in numbers, summer statistics, etc)

REGULAR ANALYSIS OF RESULTS

- Number of visits to BPstat
- Most searched statistics
- Impact of statistics on media
- Questions from users

WE PRESENT THE STATSCOMM TEAM 2.0







MONETARY AND FINANCIAL STATISTICS

EXTERNAL STATISTICS

CENTRAL BALANCE SHEET FINANCIAL ACCOUNTS

DATA MANAGEMENT FINANCIAL SYSTEM MICRODATA

COMMUNICATION AND PLANNING

STATISTICS QUALITY

































Good things happen gradually. What can we do with the resources we have?















