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Items for discussion and decision

World Statistics Day

Report of the Secretary-General

Summary

The present report, which was prepared in accordance with Economic and Social Council decision 2019/210 and past practices, pertains to the progress made in the preparations for the observance of World Statistics Day in 2020, which, pursuant to General Assembly resolution [69/282](#), will be marked for the third time on 20 October. Described herein is work carried out by the Bureau of the Statistical Commission to finalize the slogan and by the Statistics Division of the Department of Economic and Social Affairs of the Secretariat, in consultation with the Bureau, to develop a logo and a suitable communications platform. The Commission is invited to comment on the status of the preparations.

* [E/CN.3/2020/1](#).



I. Background

1. On 3 June 2015, the General Assembly adopted resolution [69/282](#), in which it designated 20 October 2015 as the second World Statistics Day and decided to celebrate the Day every five years on 20 October. The third Day will therefore be held on 20 October 2020.

II. Slogan: “Connecting the world with data we can trust”

2. The first World Statistics Day was celebrated on 20 October 2010 with the theme “Service, professionalism, integrity: celebrating the many contributions and achievements of official statistics”. The second Day was celebrated on 20 October 2015 with the theme “Better data, better lives”.

3. In 2019, the Bureau of the Statistical Commission and the Statistics Division of the Department of Economic and Social Affairs of the Secretariat consulted during regular conference calls and by email on modalities and possible themes for World Statistic Day in 2020. It was decided to centre the slogan for 2020 around the theme of trust, authoritative data, innovation and public good, as a modern national statistical office should have all those elements.

4. The Statistics Division, with the help of communication experts from Statistics Canada, developed three proposals. In December 2019, the Bureau selected “Connecting the world with data we can trust” as the slogan for World Statistics Day in 2020. In developing the slogan, the Bureau and the Division bore in mind that the theme needed to be broadly relevant so that it could be adapted to country-specific issues. The global slogan also needed to lend itself to easy translation into many languages.

5. As for the first two global events, the Statistics Division will provide translations of the slogan into the six official languages of the United Nations. Member States are invited to undertake additional translations and share them with the Division.¹

III. Logo

6. In December 2019, the Statistics Division began working with the Graphic Design Unit of the Department of Global Communications to produce possible logos. The Bureau is expected to select a logo in January 2020, whereupon it will be officially launched during the fifty-first session of the Commission, in March 2020.

IV. Campaign

7. As in the past, the organization of World Statistics Day in 2020 will be decentralized, with materials developed by the Statistics Division and made available to countries. The Division will function as the global coordinator of the campaign, defining global key messages and the global social media campaign in English. The Division will operate a central website, provide the logo and promotional materials and maintain a calendar of national, regional and global events. National statistical offices will act as national coordinators, translating promotional materials into

¹ The slogan and logo for World Statistics Day in 2015 were used and adapted by national statistical offices and associations for a wide range of promotional materials and banners and translated into an additional 45 languages.

national languages and organizing events and a (social) media campaign at the national and, possibly, subnational levels. National statistical offices are invited to coordinate with the Division. International organizations will amplify campaigns at the global and regional levels and organize their own events. They are also encouraged to coordinate with the Division.

8. The Statistics Division will continue to use the custom domain worldstatisticsday.org for the campaign, which was first used for the Day in 2015. The website will host the following features: a newsfeed, a blog with the possibility of including articles from third parties, a calendar of events and promotional material and infographics to be downloaded and used by national statistical offices and other stakeholders. In addition to the website, the Division will operate social media channels. A hashtag to be used in conjunction with the Day throughout 2020 will be defined.

V. Action to be taken by the Statistical Commission

9. **The Statistical Commission is invited to comment on the status of the preparations towards the celebration of World Statistics Day in 2020.**
