

DISSEMINATION POLICY & GUIDELINES

2025

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Background

The role of INSTAT as the official coordinator of the NSS (National Statistical System), established by Law No. 17 dated 05.04.2018 “On Official Statistics”, is to produce official statistics, to collect, process, analyse, publish and archive data. INSTAT is a public independent legal person and shall be organized at the central level. The regional statistical offices established at the local level, shall operate within the organizational structure of INSTAT, and are subordinate to the latter.

As foreseen in the Law on “Official Statistics”, the approval of the 5-year program OSPOSP (Official Statistics Program) 2017-2021, lays the ground for the objectives and the mission of INSTAT in the coming years. It is the task of the PDIU (Publication & Dissemination of Information Unit) to identify users’ needs and to disseminate the statistical output accordingly. This task is fulfilled in cooperation with other departments of INSTAT. For this purpose, dissemination activities have been defined, comprising dissemination, satisfaction surveys, product design, price policy, selection of distribution channels, and support measures. All of these activities follow the principles of this dissemination policy.

The Statistical Council

The Statistical Council is the highest body in charge of advising and in support in INSTAT in its role for the implementation of statistical activities provided by Official Statistics Program. This body is composed of 11 members who represent users in statistical agencies, the academic world, civil society, media and other main users. The objective of the Statistical Council is to ensure, by giving advice, delivering opinions during planning processes and statistical activities implementations by the National Statistical System. The members of the Council are published on INSTAT website.

The Statistical Council has oversight of INSTAT and it gives opinion on the Draft-Program, the five-year strategic plan, the one-year operational plan, the annual project-budget plan, the organizational structure and reviews the formal reports on the statistical program. The formal report should ideally cover the tasks of the whole statistical work program, in other words including the tasks carried out by ONA’s (Other National Authority for Statistical Production). The Bank of Albania publishes its own report, including a report on its statistical activities,, which shall be an integral part of the annual report of NSS activity.

The dissemination policy of INSTAT is based on the [Law No. 17 dated 05.04.2018](#) the [Official Statistics Program 2017-2021](#), [Regulation \(EC\) No223/2009](#) of the European Parliament and of the Council on European statistics, and the [European Statistics Code of Practice](#).

General principles of dissemination of official statistics

The release and dissemination of statistical information at INSTAT is centralized and coordinated by the Publication and Dissemination of Information Unit.

Dissemination means the activity of making statistics and statistical analysis accessible to users.

Equal Access – INSTAT announces in advance the dissemination dates of official Statistics in its yearly Calendar and all user categoriescategoriescategories including Eurostat, state authorities and media, have access to it at the same time.

Impartial, Objective & Transparent – dissemination is implemented by INSTAT. Article 4 of the Law “On Official Statistics” explicitly identifies ‘impartiality’ as a guiding principle for the organization and implementation of the Statistical Program. Neither political comments nor comments of governmental authorities are added to official statistics. An ‘Error Treatment Policy’ has been put in place and published on the website, along with ‘Revision Policy’ and ‘Commitment to Quality’.

Simultaneous publishing – Official statistics are published in the Statistical Database. In case a press release is published based on the same data, the relevant press release is published simultaneously with the first release of the data in the Statistical Database.

Identical data in all channels – in order to guarantee identical data in all channels, press releases, publications, etc are all used from the Statistical Database.

Distributed with Metadata – official statistics shall always be distributed with metadata and very clear explanations to avoid misinterpretations and misuse.

Confidentiality & human error – INSTAT has enhanced its confidentiality protection in recent years, and the new Data Warehouse has provided additional technological improvement. All staff has signed confidentiality agreements and the Data Warehouse funded by IPA 2013 and in cooperation with the Sida project, is providing a unified framework to enhance access controls.

Free of charge & price policy – as per the Law “On Official Statistics” article 29, official statistics are free to the public and anyone can access them through the website. Custom-designed outputs and analyses requested by users are not allowed to be charged any payment either. Physical publications are distributed to subscribers and a pricing policy shall be put in place in 2018.

Design & Layout meets Eurostat guidelines – Printed Publications have started to comply to Eurostat Graphical Style Guide, however a Brand Guideline for INSTAT will be considered for development in 2018, in order to follow and strengthen its visual image.

Commitment to Quality

Official statistics compliance with internationally approved quality requirements, are observed by INSTAT. As per Article 5 of the Law “On Official Statistics” which requires compliance in statistical production with a set of quality criteria which correspond to the European standards, INSTAT is in the process of upgrading to an overarching quality management policy and guidelines, which will describe regulations and processes including all steps of statistical quality controls.

Under IT department are currently operating the Quality Unit and Database Management and Metadata Unit. During 2017 INSTAT also implemented the quality standards based on SIMSSIMS, such as the quality reports for users ESMS (Euro SDMX Metadata Structure) and quality reports for producers ESQRS (ESS Standard Quality Report Structure). In 2017 14 quality reports have been produced and 21 are planned for 2018.

Quality reports are available to the public and published regularly on the website. Regular communication about the level of quality in all areas of statistics is in continuous process for further improvement.

According to the following quality indicators:

- **Relevance**, in reference to the degree to which statistics meet current and potential needs of the users, INSTAT has conducted for the first time the User Satisfaction Survey in 2017, and shall continue yearly. Other processes are in place to monitor & consult users, such as Request for information management, Website & Facebook user analytics.
- **Accuracy & reliability**, referring to the closeness of estimates to the unknown true values, INSTAT regularly assesses and validates Source data, intermediate results and statistical outputs.
- **Timeliness & Punctuality**, referring to the period between the availability of the information and the event or phenomenon it describes, and the delay between the date of the release of the data and the target date (the date by which the data should have been delivered), INSTAT shall meet European and other international standards. The yearly calendar is published in the website and divergences from target are identified and monitored regularly, and published in advance.

The release calendar is published at the end of the year, as it is dependent on other producers, and it shall make efforts to comply before year's end, on December 20th.

Accessibility and Clarity, referring to the conditions and modalities by which users can obtain, use and interpret data. The new website launched in 2017 provides greatly improved accessibility in compliance with Eurostat standards, and it is bilingual. Events to engage with stakeholders to explain how to interpret statistics are planned in the Operational Plan through a detailed yearly Calendar, approved by the General Director. Statistical information is always released with clear information & descriptions on methodology of statistical processes including the use of administrative data.

- **Coherence & Comparability**, referring to the adequacy of the data to be reliably combined in different ways and for various uses, and to the measurement of the impact of differences in applied statistical concepts, measurement tools and procedures where statistics are compared between geographical areas, sectorial domains or over time, shall be compliant with common standards.
- **Affiliation**, which shall mean that data collection, shall be limited to what is necessary to achieve the requested result.
- **Transparency**, which shall be the right of respondents to have information on the legal basis, the purpose for which the data is required and the protective measures adopted.

Policies & Processes of Distribution of official statistics

Release dates

The release dates of statistics are published in the yearly [Publication Calendar](#), which is available on the website. The yearly Publication Calendar should be available before year's end, on December 20th. By the new statistical law, the ONAs are obliged to publish their calendar within December 20th.

Official statistics shall be made available on the website from 11:00 a.m. on the announced date. Data in most web-based products (for example pre-defined tables) are updated automatically at 11:00 a.m. on the announced date, using data from the Statistical Database. Hard copies of publications are available from 11:00 a.m.

The release dates of extraordinary releases are not announced in advance in the release calendar if the releases are not related to the dissemination of statistics, if they concern crisis communication (for example, in case of misuse of official statistics) or relate to special events (e.g. missions from other statistical organizations, etc.). Also, when these releases may not be published at the traditional time (11:00 a.m.), which is the optimal release time, a time is chosen depending on the contents of the release.

Changing of the release date is allowed only in exceptional cases. If an inevitable need for that occurs, or a public holiday falls on that date, the head of the relevant sector subject-matter department submits a written notification with an explanation to the head of the PDIU, not later than 7 days. The head of the PDIU makes sure that the Publication Calendar is changed and users are notified, if necessary.

If a change occurs in a release date, the revised release date is published and displayed in the release calendar on the website through a note, while keeping visible the original release date. Subscribers are notified of the changes in the release dates of press releases or publications, where necessary.

Revisions

Data reviews are performed according to regulated procedures and in a transparent manner, guided by the [Statistical Revision Policy](#).

There are two types of revisions as specified below:

1. Planned revisions:

- a. Routine revision: such change in the published data, which comes from the regular data production process (e.g. replacing the estimated value of missing data with later received; replacing preliminary data with final data; Adjustments from seasonal effects; data consolidation (benchmarking)).
- b. Larger revision: substantial modifications, revisions in the already published data due to changes in legal basis, classifications and methodologies in the Errors Treatment Policy. Retrospective revision of time series based on censuses implemented in every fifth or tenth year; change of the base period as well as the replacement of weighting factors in indices.

2. Unplanned revision:

- a. Previously unannounced data review, which is necessitated by an unanticipated event (e.g. errors in the collected data, errors in the data processing, technical problems, natural factors).

Announcement of revisions

Users have to be simultaneously notified of planned revisions and the publication of the results.

Information about the release of revised data is also included in relevant press releases. In case of irregular revisions, the release date of revised data is announced in the release calendar three months in advance. In case of regular revisions (publication of preliminary and final data), both release dates are included in the release calendar. Also, information about the conduct of revisions and the release date of the results is provided at the end of relevant press releases at least three months before the publication of revised data.

In case of major revisions (e.g. GDP), a written notice is sent to relevant users at least three months prior to the release of revised data. On the release date of revised data, a detailed overview is published on the website (incl. the reasons and impact of the revision) and user briefings are organized, if necessary.

Publication of preliminary and final data

In the statistical publications of INSTAT, information about the status of the data evaluation is provided in the narrative section, i.e. if the data are preliminary or final. In electronic publications, this kind of information is placed at the end of tables in the following format: Final data; Semi-final data; Preliminary data. In the First Publication, in the space dedicated to the methodological notes is provided information when the next data will be published as semi-final or final.

INSTAT publishes the revision policy and practice of each specialized statistics in the methodological documentation in the website. In the methodological documentation of specialized statistics, INSTAT publishes the scheduling of revisions, the frequency of revisions and the years covered by the revision.

Error Treatment

An [Error Treatment Policy](#) is in place, providing a common framework on the management of errors in all statistical production, areas; with a view to continuously improve the quality of statistical processes, products and services, as well as the image of INSTAT.

Notification of Errors

Identified errors are sub-divided into the following types:

1. **Errors with an insignificant impact/unimportant:** incorrect data that do not modify the published data and information (“mistake”). They include, for example, errors of grammar, expression or spelling, incomplete/out-of-date links, which do not affect the interpretation of the trend by the users.
2. **Errors with a minor impact:** incorrect table, text or graph data:
 - a. whose importance is so small that the content of the information remains unchanged (regardless of the level of aggregation) or
 - b. that occur at any aggregation level and whose importance is great enough to change the content of the information, but which are not of interest to the public.
3. **Errors with a major degree of impact/critical:** incorrect table, text or graph data which:
 - a. occur at any aggregation level, whose importance is great enough to change the content of the information and which are of interest to the public or
 - b. have significant economic consequences or
 - c. represent a breach of data protection and confidentiality.

In all cases, director of a directorate that produces statistics, where the error was generated informs the heads of the dissemination and communication departments, so that they are aware of the issues aroused and able to answer the users’ comments. The head of sector, together with the director of a directorate and with the person responsible for the work, determines the type of error in accordance with the categories defined above. In every printed publication it is mentioned, that in case of error detection, an erratum will be published on the INSTAT website.

Errors with an insignificant impact/unimportant are corrected without any mention in press releases, publications, online data bases or on the website. There is no action of active notification for the known users. In case of press releases, the error will be corrected as soon as possible and the corrected version will be published on the INSTAT website. In case of printed and electronic publications, the error will be corrected and introduced in the next edition of the publication. In case of data published in online data bases, the wrong data sets are replaced by the correct ones as soon as possible. In case of data and information published on the website, the error will be usually corrected at the next revision of the respective page.

Errors with minor degree of importance are corrected in the press releases, in the electronic version of the publications, in the online data bases and on the website.

In case of press releases, a note on the correction will be included below the title, such as "Corrected version of ... (the indicator is mentioned)", the corrected data will be written in bold and a footnote states that the data in bold represents a correction of previously published data, mentioning the number and the date of the press release. The new press release will be posted on the site and will replace the previous one.

In case of printed publications, no new corrected edition will be printed, but an erratum will be published on the INSTAT website.

In case of electronic publications, the incorrect version will be replaced as soon as possible, including the attached Excel files. A note on the data and/or corrected information in the electronic version will be included on the first page. In case the publication, according to the catalogue of publications, is issued both in electronic and printed format, the note will also refer to the errors in the printed publication.

In case of data published in online data bases, the wrong data sets will be replaced by the corrected ones and the space devoted to notifications will include a note on the corrected data. In case of data and information published on the website, the errors will be corrected and the respective page will be replaced as soon as possible.

In case of errors with major degree of impact/critical, the publications and press releases are withdrawn from the website and corrected as soon as possible. Serious errors of content that were detected in a form of dissemination whose relevance has decreased significantly due to the time lag compared to the reference period are exempted from this rule. These later errors are subject to correction criteria of errors with a degree of minor importance.

In case of errors with major degree of impact/critical, the following persons will be advised: the head of the sector in question, director of a directorate that produces statistics and the general director of INSTAT.

The responsible unit urgently produces a corrected version of the press release and/or publication and compiles the following:

- a document that will be published on the INSTAT website, with reference to the detected error, its cause, the mode of correction and the products that will be corrected (press releases, electronic and printed publication, data bases, etc.);
- an internal report showing the cause of the error, how to solve it, the date of the correction and the measures to prevent future occurrence of similar errors.

The European Integration, Projects Coordination Directory, with the support of the directorate that produces statistics, posts the document mentioned above on the INSTAT website. The correction mentioning must be visible, preferably on the home page of the INSTAT website.

The European Integration, Projects Coordination Directory advises the important users/subscribers on the error. Aside from these general rules, depending on the type of product published, a series of specific rules apply.

In case of press releases, a note on the correction will be included below the title, such as "Corrected version of ... (the indicator is mentioned)", the corrected data will be written in bold and a footnote will state that the data in bold represents a correction of previously published data, mentioning the number and the date of the press release. The new press release will be posted on the site and will replace the previous one, being transmitted to the beneficiaries via the same channel as the wrong one.

In case of printed publications, if the publication is reprinted, the error is corrected and is accompanied by a note on the correction placed in a relevant place, usually on the same page where the error was corrected. If the publication is not reprinted, an erratum will be added to the copies not yet distributed and the erratum will be published on the website. The decision for reprinting will be based on a cost-benefit analysis.

In case of electronic publications, the incorrect version is replaced as soon as possible, usually the same day, the attached Excel files included. A note on the data and/or corrected information in the electronic version will be included on the first page and, if necessary, the cause of error. The summarized description of the electronic publication on the website will include a reference to the error, the correction and the date of correction.

In case the publication, according to the catalogue of publications, is issued both in electronic and printed format, but the publication is not reprinted, the note will also refer to the errors in the printed publication.

In case of data published in the online data bases, the wrong data sets will be replaced by the corrected ones and the space devoted to notifications will include, if necessary, a note on the corrected data.

In case of data and information published on the website, the errors will be corrected and the respective page will be replaced within maximum 2 days from the detection of the error. Depending on the technical solutions, a note on the corrected data/information will be included and, if necessary, the causes of the error.

Errors which are a violation of data protection and confidentiality are considered major errors with high impact / critical. Both the correction and the communication of such errors are decided, in accordance with the law in force, "On Official Statistics, , as well as with other specific legislative documents on data protection and confidentiality. The involvement of the head of sectors, of the director of the responsible directorate, of the general director should manage this kind of errors.

Misinterpretation, misuse and criticism of official statistics

Comments on misinterpretation, misuse and criticism, requires INSTAT to facilitate “a correct interpretation of data in official statistics”.

Misinterpretation of official statistics means that, due to the lack of better knowledge of the subject area, the correct statistical indicators have been put into a context where it would be better to use other statistical indicators or add something to the parameters used, in order to draw any conclusions.

Misuse of official statistics means drawing arbitrary conclusions on the basis of correct or incorrect data.

If official statistics have been misinterpreted or misused, the PDIU (or subject to its approval, a representative of the relevant subject-matter department) will contact the user in question, draw attention to the misinterpretation or misuse of data and provide the correct information.

In case of misinterpretation or misuse in the media, the PDIU will coordinate with the editor whether a notification of the error, an explanatory article written by INSTAT or an interview with a representative of INSTAT will be published by the media channel to explain the misinterpretation or misuse. If necessary, INSTAT may publish the explanation in the form of a press release.

In case of criticism of official statistics, INSTAT will act in the same way as in case of misinterpretation and misuse of statistics.

Protection of statistical confidentiality and privacy policy

Statistical confidentiality is guaranteed by Law, Article 31 in Law No. 17 dated 05.04.2018. Data collected, processed and stored for the production of official statistics shall be treated by INSTAT, statistical agencies and any organization or person mandated by INSTAT, as strictly confidential when they allow statistical units to be identified, either directly or indirectly, thereby disclosing individual information that has not already been made public on other grounds.

Pursuant to the principle of statistical confidentiality, the data on respondents can only be used for statistical purposes, meaning that the data cannot be used for administrative, legal, taxation or monitoring purposes. Thus, it is prohibited to disseminate statistics for the use of these purposes. The data are not released to the court or the police. The principle of statistical confidentiality also applies to aggregate data, i.e. results are not obtained by the government institutions before the release date specified in the release calendar, since INSTAT is required to ensure equal access to official statistics for all users.

The institution/person wishing to use the data for scientific purposes shall submit a written application to INSTAT requesting access to anonymized data. The applicant is notified of the approval or rejection of the application within 15 working days from the receipt of the application requesting the specific information.

Personal data are obtained during the collection of data for the production of official statistics. In addition to that, INSTAT may obtain personal data through requests or orders for information, during the conduct of customer surveys, during recruitment, etc.

A privacy policy shall be drafted and published in INSTAT website within 2018, describing how the collected information is used and protected.

Confidentiality agreements are mandatory and signed by all staff and external parties who undertake work on behalf of INSTAT. In case of modification, the agreements must be updated and signed again by all staff or parties concerned. All parties signing a confidentiality agreement are obligated to maintain the confidentiality of reliability even after the end of their working function.

Penalties for non-compliance with the obligations set forth are foreseen by the Law “On Official Statistics”, Article 38.

Copyright

The entire statistical output is an object of copyright and protected by the Law No. 17 dated 05.04.2018 “On official statistics”. Although copyright in a work arises upon the moment of creation of the work by the author and no separate notification thereof is required, all statistical publications include the note “Copyright © Instituti i Statistikave - Tiranë | All Rights Reserved INSTAT” and also the note “When using or quoting the data included in this issue, please indicate the source”. The Copyright symbol should also accompany all publications of INSTAT.

Users may make copies of statistical publications for their own use, but such copies may not be used for any commercial gain. Reference must always be made to INSTAT whenever INSTAT’s data are used publicly.

Referring to the data source

Any publication of INSTAT, in any form such as printed or electronic, must contain the list of sources covering all the entire of data referred to, in the text or tables. When INSTAT uses the data collected and produced by other organizations, references to the data source are made in the output (publication, database, etc.).

If the data comes from a source not included in the Official Statistical Program (e.g. Eurostat, etc.), the reference should be added right under the respective table/figure/map. If a figure contains both external data (e.g. Eurostat's data) and INSTAT data, a reference to INSTAT has to be made as well.

Whenever statistics are published, general instructions are given on how to refer to Official Statistics of Albania. In printed publications, the instructions should be printed as part of the publication under the heading of, for example, "Referring to the data in these statistics." In web publications, a link to the instructions should be placed on the home page of the statistics. Reference should be made primarily to the electronic publications of statistics as they are updated regularly and any errors have been corrected. The primary reference in all referencing should be Official Statistics of Albania. Depending on the source to which reference is made, the URL address directs either to the INSTAT portal or to the producer's website (reference to a certain set of statistics or part of it).

Stakeholders of statistics

Stakeholders of INSTAT include all groups, entities and individuals who interact with statistics in various capacities and intensities. With users of statistics being the key beneficiary category in focus of all statistical activities of the institution, a User Satisfaction Survey conducted in 2017 has structured users in 10 well described segments.

Seeing that many of these segments overlap with other groups of collaborators, for a better mapping of all stakeholders and their relationship to INSTAT, 3 main categories are defined: Users Producers and Internal community, within which, sub segments may fall into one or all categories depending on their need and type of interaction with statistics.

Users

Users of statistics have been grouped into 10 segments, as per the User Satisfaction Survey¹ conducted for the first time in 2017 by INSTAT. The survey was based on a sample of users that have requested statistical data in recent years, with the objective to measure their satisfaction with statistical products and services, to understand their current practices, to identify improvement opportunities and to design processes and new instruments to fulfill their needs.

¹ User Satisfaction Survey 2017

In light of this survey, the **leading users were Students and Researchers**, followed by Others (segment includes court experts, development agencies, science foundations, civil society organizations, communication experts, high school students, religious communities, etc.), Businesses, Executive & Legislative power, Media, NGO's, International Organizations, Embassies and **lowest users were Local government**. Users have an overall mean age of 33 years old with the main purpose of collecting data for research (55.9% of all users). Reflecting the mean population age of the country, 32.9 years, it stands to reason that the largest audience of stakeholders is a fairly young segment with higher education background, perceptive to new and modern ways of information gathering and interactions.

The overall index of the users' satisfaction with INSTAT is around 64.4%, 3.22 average grade, which shows that while the overall dissemination and quality of data & services is well established and with good practices, there is still room for improvement.

Findings such as the fact that satisfaction is highest among younger age groups, less than 20 years old 71.40%, and doctorate level of education at 67.80%, also shows the direction to design communications of statistics for the average user to be better understood.

User behavior of acquiring statistics is mainly done through the website, while social media channels are the least used. In this fast changing technological era, it is a great focus of this strategy to build solid digital strategy to include Social Media branding and content development.

Producers

Formal ONA's (Other National Authority for statistical production) include Bank of Albania and Ministry of Finances and Economy, where relationships and collaborations have improved while needs remain for infrastructural upgrading and more synergies.

Relations with administrative bodies overall have established practices of data dissemination. However, improvements are needed in their data production standards, for which INSTAT has been organizing trainings and seminars with the support of various collaborators, and shall continue to keep this focus on stakeholder engagement strategy. Also, to improve their relations, procedures of data and information exchange, to ease the laws and regulations that may inhibit certain statistical practices, INSTAT has been signing Memorandums of

Understanding (MoU) with key stakeholders, such as producers of official statistics, administrative data providers, academic world etc.

So far 29 MoU's have been signed and more are underway.

1. MoU with Ministry of Finances and Economy,
2. MoU with Bank of Albania,
3. MoU with National Employment Services,
4. MoU with Ministry of Agriculture,
5. MoU with Epoka University,
6. MoU with Statistical Office of Republic of Serbia (SORS),
7. MoU with Financial Supervisory Authority (AMF). Etc.

To strengthen the role of INSTAT as the coordinator of national statistical system, in relation to its internal structure, as of 2016 it is implemented the new position of Coordinator of NSSNSSNSS, responsible for maintaining relationships within the statistical system, a role that is key in improving inter-institutional relations in their common operational goals. As a fairly new position, the sector is still underway to prepare an overarching coordination strategy for the NSS, guidelines and the long-term implementation plan. The Dissemination & Communication Strategy shall keep a keen focus of Stakeholder engagement activities.

Internal stakeholders

Internal audience of INSTAT is also a key stakeholder as the institution has grown to reach a size of 226 positions in its structure. The structure currently holds 9 Directories, 2 national coordinators, and 1 sector, the Council of Statistics, with its latest re-structuring in 2016 as per PM Order No. 126 date 10.09.2015.

INSTAT is over 70% staffed with women employees and 43% age group of 25-34, which is an opportunity to grow a culture of change and embrace the new developments needed to improve standards of, practices overall, overall and in particular for dissemination and communication.

Based on the Staff Satisfaction Survey in 2016, which had a high respondent rate of 86.3% and a satisfaction level of 70.6 % it showed high employee involvement and their aspirations for improvement. Most are pleased with their superiors, the nature of their work and the Image

perception of the Institution, almost all of them, 90.65%. Thus, the communication shall focus on building stronger team spirit for better synergies and increased awareness of INSTAT's strategies, programs and policies.

Feedback and measurement of results

Results are to be measured through various tools, in reference to the goals & objectives set out in the dissemination strategy and the yearly operational plan, produced in a yearly PDIU report of activities. The following instruments shall be used as key measurements of success:

Satisfaction surveys – yearly satisfaction surveys with Users and Internal Staff of INSTAT

Publications – measurement of quantitative & qualitative production of Statistical Publications

Engagement of Stakeholders – measurement of quantitative & qualitative activities

Media Relations – measurement of quantitative & qualitative increased and positive publicity

Customer Service – measurement of quantitative & qualitative activities of Request Database Request

Products & Services offered

Basic data

Pre-defined tables

Pre-defined tables contain basic data on subject areas. The tables are based on tables published in the Statistical Database and feature the unique code of the corresponding database table. Pre-defined tables are updated automatically whenever the data in the Statistical Database are updated.

Standard products and services

Statistical Database

The aim of the Statistical Database is to present all the official statistics that are published. The database is available on the website free of charge and is constantly updated. In addition to the latest statistics, the database includes data for previous periods and all available time series. The database is published in Albanian and in English.

The Statistical Database allows users to choose the table elements and select the required indicators. The defined tables or data can be viewed on the screen (two layout options) or downloadable downloaded and saved in different formats.

Statistical publications

Every year, during the compilation of the release calendar, the PDIU specifies the print runs of printed publications, taking into account the experience of the previous year and planned promotional campaigns. The print runs serve as the basis for the calculation of the costs and prices of publications.

The electronic versions of all publications are made available on the website free of charge at 11:00 a.m. on the release day, in the section “Publications”. To receive e-mail notification about the release of a publication, a registration section is available on the website for all interested users.

The hard copies of publications can be ordered online, by e-mail or by phone. Users can order single issues, take out a yearly subscription or place a standing order for a publication. Single subscriptions are available for yearly and other publications and for single issues of the publication. Yearly subscriptions are available for all publications.

Standing orders are available for all regular printed publications – the order is valid until terminated by the customer.

After receiving the order for a publication, INSTAT will estimate the cost and send an invoice to the customer.

Statistics map application

The statistics map application is an interactive tool for presenting geo-referenced statistics on maps, downloading spatial data and performing spatial queries. The statistics map application mainly contains the data of the Population and Housing Census but it also includes statistics related to the environment, economy, and social life.

The map application can be used to create thematic maps, download the relevant data tables or map data and view graphs of various regions.

Detailed information

Users of detailed information are first and foremost key users, who require statistics to plan future developments, make projections, etc. Key users are representatives of public interest, who participate also in the preparation of the statistical programme. The representatives of public interest (mainly ministries and professional associations) ensure that there are quality

official statistics in their field, needed for improving the life in Albania and national level decision-making. They find the detailed information they require in different products, combining data according to their particular needs.

Micro-data

Micro-data are anonymised detailed data characterizing a specific statistical unit. Micro-data is mainly used by researchers. The use of micro-data is governed by the Law No. 17 dated 05.04.2018 “On Official Statistics”.

The data can be used **for scientific purposes** (Article 31 of Law “On Official Statistics”) at a safe center at INSTAT; **as public use files**, which are available on the website free of charge and contain completely anonymized micro-data. The files are intended for users (especially students) who need to make an analysis based on micro-data.

Services offered by INSTAT

Request for information and/or order of publications

A request for information is an application to receive published or documented information. The information is provided either in Albanian or English language. With a request for information, users can ask for already published official statistics and information about INSTAT and its activities, or more detailed information than published in the Statistical Database. Users can also receive help with finding information published on the websites of INSTAT and Eurostat. Requests for information can be submitted to INSTAT via three channels: Physical protocoled written requests, e-mail and telephone.

Requests for information are usually answered within five working days and the service is free of charge. Requests submitted by journalists are given first priority (answered within 24 hours, as a rule) due to the nature of their work.

Use of anonymized micro data for scientific purposes at a safe centre at INSTAT

Legal persons and organizations can use the anonymized micro data at INSTAT' disposal for scientific purposes. They can access these data at a dedicated safe centre at INSTAT. A legal person or organization wishing to use the service shall submit a written request to INSTAT, which will be reviewed. Further information about the use of confidential data at a safe centre shall be made available on the website.

INSTAT will notify the applicant of the approval of the request within 15 working days. If the request cannot be approved because of insufficiency of the data information, INSTAT will

contact the applicant within two working days in order to specify the necessary details. In case the request is approved, INSTAT will enter sign into a contract with the applicant on the use of micro data.

If the user requests access to a dataset produced as part of the statistical programme, the use of the data is free of charge (e.g. databases of social surveys). If INSTAT compiles a dataset at the user's request, the user will have to pay a fee based on the prices specified in the standard of services.

Remote access

Legal persons and organizations can access the confidential data at INSTAT. This service is subject to the same terms and conditions as the use of confidential data at a safe centre.

Granting data subjects access to data concerning themselves

Pursuant to the Law "On Official Statistics", data subjects have the right to access, free of charge, data concerning themselves, which are collected by a producer of official statistics. To access these data, the legal or natural person shall submit a written request setting out which data the data subject is interested in. Within five working days at the latest, INSTAT will inform the data subject where and when the requested data can be accessed. Further information about this service shall be made available on the website.

User Subscription

To subscribe to INSTAT user groups, a registration section is available on the website for all interested users. Users can subscribe to receive all electronic publications at their release time.

Communication pillars for promotion of official statistics

A Dissemination & Communication Strategy has been drafted separately, laying out the objectives to be achieved and providing a redefined structure of new and existing approaches & activities, establishing a roadmap with pillars of communication as channels for dissemination, and providing guidance for the content that shall fill these channels. An Operational Plan for 2018 is also established and part of the strategy, providing yearly steps towards implementation of the long term strategy.

The strategy is built with a stronghold on 6 pillars of communication: Publication, Media Relations & Publicity, Digital Media, Stakeholder Engagement, Internal Communications and Brand Platform. Resting on the pillars of communication, well planned Campaigns shall be implemented around key products and events of INSTAT.

Publications

Publications of INSTAT products are devised by their nature in monthly, quarterly, bi-annually and yearly products. In focus of building efficient publications, shall be the following:

- ✓ Improve the statistical publications visual layout and content presentation
- ✓ Create Campaigns around important publications
- ✓ Promote through Social Media
- ✓ Promote through innovative graphic & simple visualization
- ✓ New 'Science Magazine' in collaboration with scientific bodies

Media Relations & Publicity

Media plays a key role, as they serve a multitude of roles. In the dissemination of statistics, the media is a target audience as well as a channel to reach other target groups. It is in itself a powerful influencer, a voice that reaches mass population, and a heavy user of statistical products. Hence, in such complex relationships, integrating various actions to build solid media relations is detrimental to achieving several milestones simultaneously.

The strategy focuses on four key pillars of activities, based on which we formulate the content strategy for improved media coverage and continuous optimal publicity: Press Releases, Press Conferences, Articles & Interviews and Media Events.

Press Releases

A press release is a brief, press-like piece of information presenting a selection of recently produced official statistics. Press releases notify the public of the completion and availability of fresh data in a certain subject area of statistics. Separate press releases are published to notify the public of conferences organized by INSTAT or of other major events. Press releases are published on the website and sent to journalists by e-mail.

Statistical releases are solely based on statistical findings and results following experience and best practices from other countries. According to the Law on Statistics, Official Statistics shall provide quantitative and representative information to the general public, parliament, government, other public authorities, economic, business and social organizations, research and academic institutions, and the media, in all cases both nationally and internationally. They

shall reflect the true situation and shall distribute the results in impartial manner. The governmental authorities and other groups mentioned in the Law “On Official Statistics” respect the principles set out in the law, and these authorities are not allowed to influence the staff of the statistical agencies in the performance of their tasks.

Be a Reporter, not an Advertiser

News and Press Releases purport to report on an event, circumstance or occurrence by an independent reporter (a third person). When writing a press release, be that reporter, and bring the content to the attention of readers by putting the information into their perspective. Now people have control over where, when, and how they consume information. As a result, public relations is no longer about feeding into a traditional news cycle; it's about providing relevant content when, where, and how prospects, influencers, and customers will consume it.

Header & Footer

The header must contain the following:

- INSTAT logo; type of document “News Release”;
- subtype of document e.g. “Demographic Indicators”;
- number and date of release.

The footer must contain the following:

- a statement e.g. “INSTAT is an independent public institution, the official coordinator of the National Statistical System of Albania, providing transparent, neutral, timely, relevant, reliable and comparable statistical information to decisions makers, research and education in Albania as well as in the international community.
- Section ‘For more information’ with contact information, and links to related data.

Rule 1: Make Your Headline Attractive to the Media

Use action verbs, clear, understandable language, and keep the headline simple and short. Keep the title to one line to clearly focus people's attention on the topline message.

Rule 2: Facts first

The first paragraph of the release should cover the “who, what, why, where, and how” of the new launch, update, or development. Reporters don't have much time to sift through details and fluffy background information, information; they just need the facts that will help them tell the story to someone else from a position of authority.

Rule 3: Offer a Tempting Quote/Statement (not necessary for statistical releases)

Once the scene is set, it's time to bring the details to life with a quote that reporters can use for context around the announcement and help paint a picture of how the news affects the given industry, customer base, and landscape.

Rule 4: Provide Valuable Background Information

In this paragraph, offer details that strengthen the narrative, like noteworthy ways the launch or project has developed. Or, when applicable, comment on future implications of the announcement.

Rule 5: Provide section of "Methods and Definitions"

Include section detailing the Methodology and Definitions used for statistical releases.

Rule 6: Provide section of "Revision and time table"

Include section detailing revisions and/or changes related to the statistical information.

When Press Releases should be distributed

Press releases are distributed based on the following events and development of the institution:

- Publication Calendar
- New product launches
- Updates/Errors/Revisions to existing products
- Introducing new partnerships/projects
- Promotion/hiring of top Executive Directors
- Receiving awards
- Others depending on their importance and impact on the industry and population at large

Press Conferences

Press conferences are objective and reflect solely statistical findings. INSTAT organizes press conferences for indicators which are relevant to all media and when is judged appropriate to publicize statistical events or information. Regularly INSTAT, shall organize 6 press conferences in a year including 4 quarterly GDP publications, and 2 other press conferences for new publications, or other important events with impact on the industry and population at large.

Press conferences like press releases are exempt from comments on political statements. It is clearly defined in the Law “On Official Statistics” that statistical information follows fundamental principles of statistics.

Key steps to organizing a Press Conference

- Define the message
- Schedule the date and time
- Pick the site
- Select and train internal participants
- Contact the media
- Follow up with the media
- Develop a press kit

Guideline and Timeline

4 Weeks Prior

- Establish Date, Time, and Location
- Attempt to host press conference in morning or early afternoon to allow media partners ample time for editing and producing before the next news hour is published (especially television media)

3 Weeks Prior

- Determine program/speakers
- Anticipate questions from media and practice responses.

2 Weeks Prior

- Confirm media contact list is current and accurate
- Send media advisory/save the date to media partners
- Determine room layout (allow for ample space for TV cameras near electricity outlets and entrance/exit should be at rear of room)

1 Week Prior

- Compose press release to accompany announcement to be made at the press conference
- Send invitation to media partners via email
- Prepare a PowerPoint, if necessary, to be used at press conference
- Promote on social media, if necessary

3 Days Prior

- Assemble media kits (copy of press release, fact sheet, PowerPoint handout, brochure, appropriate business cards, etc.)
- Promote on social media, if necessary
- Designate a staff member to take notes/record questions for follow up.
- Designate a staff person to take photos/video

Day Before

- Arrange room for press conference (consider photo options - use signage on podium or in background)
- Send reminder to media partners via email, and/or confirm through phone calls
- Verify camera and video cameras are operating
- Reminders through social media, if necessary

Articles and Interviews

Another key instrument of media relations to increase positive publicity and knowledge of statistics is to generate extended on-message publicity through journalistic articles and interviews of INSTAT developments and people.

Media originated news articles differ from news and press releases in that news articles are a compilation of facts and contentions developed by journalists, then published as authored content within a given media outlet.

When Articles and Interviews should be issued

Articles and interviews could be requested from e media outlet as one-offs, or instigated by INSTAT as part of a campaign:

- Key products of the Publication Calendar and/or new product launches
- Updates/Errors/Revisions to existing products
- Introducing new partnerships/projects
- Promotion/hiring of top Executive Directors
-
- Others depending on their importance and impact on the industry and population at large

Media Events

Media events help to strengthen relationships between INSTAT and the medias, adding value to other instruments used by being more personal and offering beneficial support to journalists.

Media events to be organized shall focus on the following:

- *Media trips* – send journalists to Eurostat and/or other EU state to visit other institutions of the industry and gain knowledge of the best examples
- *Seminars and workshops* – recruit top industry lecturers on the industry to increase knowledge and understanding of statistics to the media
- *Media breakfasts* – more casual gatherings on a particular topic of interest for both INSTAT and the media
- *Other casual events* may include quarterly ‘Media Club’ event, with 20-50 journalists in a casual environment, e.g. a pub, where INSTAT information can be exchange in a more one-to-one manner.

Digital Media

INSTAT has been making progress towards becoming more present in the digital media, through the successful launch of the new website in 2017, and becoming active in Facebook as the most popular social media in Albania. To continue the progress, the Digital approach shall focus on 4 main pillars of defining:

- ✓ the Channels to convey our messages
 - [INSTAT Website](#)
 - [Facebook page](#)
 - [You tube channel](#)
 - other medias to be considered in coming years, Twitter, LinkedIn, Instagram
- ✓ Branding and structuring channels to INSTAT brand
- ✓ building Editorial
- ✓ Promotional content appropriately

Building INSTAT’s own digital channels is the first important step to having the information ready and available to all users and with the right approach, the audience is pulled to the information.

Stakeholder Engagement

In a country where statistics are not even a specific part of academia focus, it is no wonder that statistics are little understood by most. As such a specific approach must be taken to address the increasing of knowledge and understanding of Statistics among all users. For different target groups different instruments are selected. While a specific 'Statistical Literacy' strategy shall be devised in 2018 in order to penetrate academia and build knowledge from the ground up.

Specific activities with stakeholders to promote brand & product could be organized in an activities calendar for the new Training Centre:

- ✓ Knowledge Forums
- ✓ Roundtables
- ✓ Seminars & Workshops
- ✓ Fairs & Exhibitions

Internal Communications

The intranet shall be a technological endeavour to be implemented by SIDA project, and shall bring the much needed hub of internal communications.

While in building team spirit and culture, a cohesive activity calendar shall be considered in the coming years as an integrated way of bringing people in touch through formal and informal activities.

Brand Platform

INSTAT shall aim to complete its own Brand Guidebook in 2018, and is following Eurostat visual guidelines. A Brand guideline shall be drafted in the coming year to build a stronger brand presence and image throughout its communication

To improve Brand image through a well drafted Brand guideline:

- ✓ Brand iconography & typography strictly applied
- ✓ Improve & unify visual applications on all materials
- ✓ Promotional & branded materials

Campaigns

Campaigns shall be built around key products and events of INSTAT, to be spread out through a quarterly cycle. Campaigns shall be activated around new as well as traditional products of key importance.

Campaigns shall have the following focus:

- Products that are of key interest to the public
- Channels & content
 - ✓ Video in all digital channels
 - ✓ Social media posts & ads
 - ✓ Direct mailing – Newsletter
 - ✓ Launch Event / Press Conference
 - ✓ TV appearances
 - ✓ Articles & interviews in Media

Annex 1.

Rules for the Proper Use and Referencing of INSTAT's Statistical Data

This annex is an integral part of INSTAT's Statistical Dissemination Policy and aims to clarify the correct way of referencing and communicating official statistics by institutional and public users.

1. Mandatory Reference of Sources

All statistical data produced and published by INSTAT must be accompanied by proper reference of source in any form of reuse, whether in:

- Scientific or institutional publications;
- Strategies and policy documents;
- Official presentations;
- International reports;
- Media, social networks, or public information portals.

The standard reference format is:

Source: INSTAT – Institute of Statistics, [title of the publication/statistics], [date or year].

2. Reuse of Data from International Sources

When statistical data are obtained from international platforms (e.g., Eurostat, OECD, UNStats, etc.), users must distinguish between:

- The **publishing source** (the institution that published the data), and
- The **original source** of the data (the institution that produced the data).

In cases where Eurostat data have been reported by INSTAT, it must be stated:

Source: Eurostat (data reported by INSTAT).

This helps maintain the integrity of the source and avoids misinterpretations that might suggest the figures were produced by a foreign institution.

3. Changes and Secondary Processing

If INSTAT's statistical data are processed, aggregated, interpreted, or visualized by other institutions, this must be accompanied by a note clearly stating the processing done:

Processing and visualization: Institution X, based on data from INSTAT.

4. Responsibility for Interpretation

INSTAT bears no responsibility for the interpretations made by institutional or individual users of the published statistical data. Any conclusions, comments, or recommendations derived from the use of INSTAT data remain the sole responsibility of the institution or individual who made them.

5. Request for Clarification

In case of uncertainty about the source or the way a data point should be reported, users are encouraged to officially contact INSTAT for clarification before making the information public.