

WORLD STATISTICS DAY FORUM 2025

DRIVING CHANGE THROUGH TRUST AND INNOVATION IN OFFICIAL STATISTICS

Advancing Quality Data for Everyone in a Rapidly Evolving Data Ecosystem



**United
Nations**

Department of Economic and Social Affairs
Statistics

4 December 2025

Asakusa View Hotel | Taito-ku, Tokyo



2025年10月20日

世界統計の日

— 質の高い統計とデータですべての人に変化を —

国連は5年ごとの10月20日を「世界統計の日」とし、
公的統計への一層の理解を全世界に呼びかけています。



From Data Everywhere to Trusted Official Statistics



- **In a world overflowing with data, official statistics transform raw data into actionable knowledge.**
- Produced in accordance with the Fundamental Principles of Official Statistics.
- Ensure impartiality, objectivity, and adherence to scientific methods and ethical standards.
- Serve the public good, meeting the needs of all users: government, business, civil society, and the public.
- Guarantee reliability, comparability, and accuracy across borders, over time, and coherence between statistical domains.
- Strengthen public trust as the foundation for evidence-based policies and for monitoring progress toward the Sustainable Development Goals.

Designing Statistics Around Users



- **Official statistics are a public good that must serve diverse user communities.**
- Main user groups include government, parliament, local authorities, private sector, media, civil society, academia and the wider public.
- Quality and relevance are defined by users' needs – statistics must be fit for purpose for these different communities.
- A modern statistical system is therefore user-oriented, built on structured dialogue and continuous engagement with users.
- In this presentation, the User is at the centre, with five levers around: Inclusiveness, Governance, Quality, Innovation and Ethics.
- If any of these levers is weak, trust and effective use of official statistics are at risk – hence the need to strengthen each in turn.

Ethics and Integrity: Fundamental Principles of Official Statistics



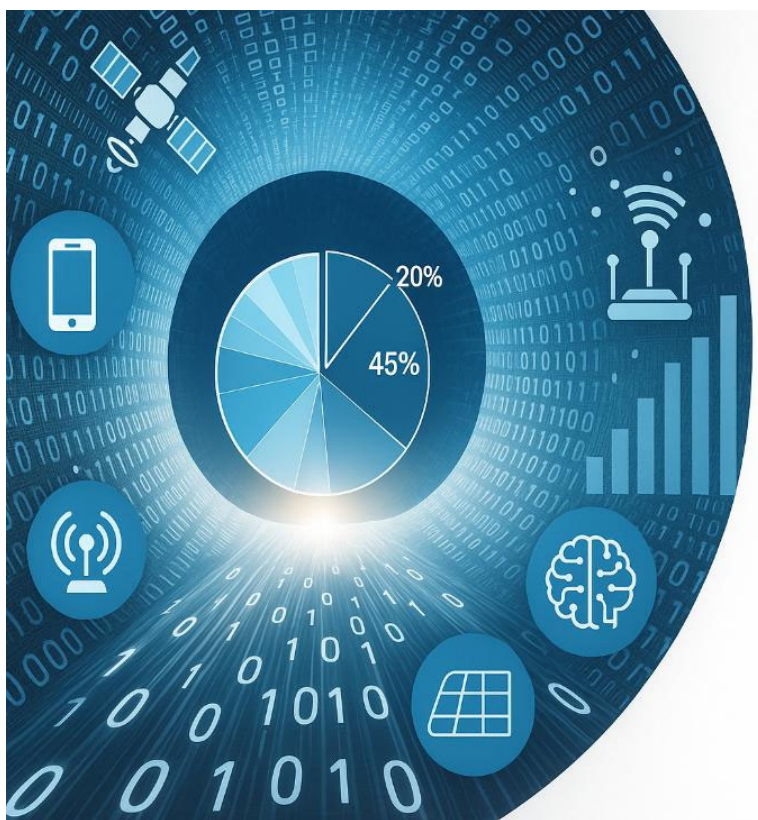
- The 10 Fundamental Principles of Official Statistics provide the ethical and professional foundation for trusted official statistics.
- Endorsed by the General Assembly in 2014 (A/RES/68/261).
- **Principle 1 – Relevance, impartiality and equal access:** statistics must serve the public good, be objective, and be equally available to all users.
- **Principle 2 – Professional standards and ethics:** methods and decisions must follow scientific principles and professional ethics, free from undue external influences.
- **Principle 6 – Confidentiality:** information collected for statistical purposes must be kept strictly confidential and used exclusively for statistical purposes.
- A Consultative Advisory Board on the Fundamental Principles was established in 2025 to provide advisory guidance on their implementation in a fast-changing data ecosystem.

Inclusiveness and User Engagement - Statistics and Data for Everyone



- **Inclusiveness in data:** timely, granular and disaggregated statistics that reflect different territories, sectors and population groups.
- **Inclusiveness in user engagement:** structured and continuous dialogue with key user communities such as policy makers, local authorities, private sector, media, civil society, academia and others.
- **Inclusiveness in access and use:** statistics are presented in user-friendly formats, with clear metadata, appropriate languages and accessible digital platforms.
- User engagement and communication are recognised as **core leadership responsibilities for the NSO** and other producers of official statistics, not as optional activities.
- **UNSD, SIAP** and partners support countries in developing user-centred strategies, tools and training so that inclusiveness and user engagement are embedded in everyday statistical practice.

Embracing Innovation for Better Data and Statistics



- **New data sources** – including mobile phone records, geospatial and satellite imagery, web and scanner data, sensor and IoT streams, administrative records and privately held data – complement traditional surveys and censuses and expand what official statistics can measure.
- **New technologies** – improve users' access to timely, granular and forward-looking statistics, supporting policy responses in a rapidly changing environment and during external shocks, such as COVID-19 pandemic.
- **Modern production architectures** – building on reproducible analytical pipelines as well as AI and machine learning–assisted methods allow surveys and censuses to be combined with new data streams across statistical Domains.
- **UNSD** – and partners, through the UN Committee of Experts on Big Data and Data Science for Official Statistics (**UN-CEBD**), the GIST Task Team on Big Data and Data Science, and the regional hubs for Big Data and Data Science, support countries to test, scale and share innovative approaches.

Quality That Is Fit for Purpose

QUALITY

- 
- ☒ Relevance
 - ☒ Accuracy
 - ☒ Timeliness
 - ☒ Coherence
 - ☒ Comparability
 - ☒ Accessibility

- For policymakers, businesses and citizens, quality means statistics that are “fit for purpose” – numbers they can rely on to make real decisions.
- **Quality is more than accuracy** - users care whether statistics are relevant, timely, coherent, comparable and easy to find and understandable.
- **The United Nations National Quality Assurance Framework (UN-NQAF)** - helps national statistical agencies put in place clear roles, standards and routines for quality management across the whole statistical system, from institutions and processes down to individual products.
- **UN-NQAF** has been extended to cover the use of **new data sources** in the development, production and dissemination of official statistics.
- **UNSD** supports national statistical agencies across the globe in putting UN-NQAF into practice through guidance, self-assessments, roadmaps and peer learning.

Data Governance – Making the Data Ecosystem Work



- **Data governance sets the “rules of the game” for how data are collected, shared, protected and used.**
- **Across the broader data ecosystem** – including government, private sector, civil society and other data providers - frameworks for protection, interoperability, and security allow data to flow safely.
- **Good governance** turns data into a managed shared asset, enabling innovation with new sources while safeguarding privacy and ethical use.
- Clear legal mandates and coordination arrangements may position the **National Statistical Office** as a key steward within the national data ecosystem, working with government ministries, private and public data holders, civil society and other data communities.
- The **UN Working Group on Data Governance** develops common concepts, a data governance framework and practical guidance to help countries implement data governance in their national data ecosystems



World Statistics Day 2025 - Quality statistics and data for everyone



- Celebrate three decades of progress under the Fundamental Principles, establishing official statistics as a trusted foundation for informed decision-making
- Continue to lead in transparency and accountability, ensuring official statistics remain central to evidence-based policymaking and public trust
- Harness digital transformation opportunities and strengthen collaboration with global and national data communities to foster innovation, ensure ethical practices, and integrate new data sources effectively
- Commit to evolving official statistics to address society's changing needs and actively contribute to advancing sustainable development policies

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統計は
数字が話す
物語

令和7年度「統計の日」の標語
小学生の夢 未来



総務省
MIC Ministry of Internal Affairs
and Communications



日本国政府は、2025年世界統計の日に賛同します。

ロゴ提供：国際連合



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SUSTAINABLE
DEVELOPMENT **GOALS**
17 GOALS TO TRANSFORM OUR WORLD