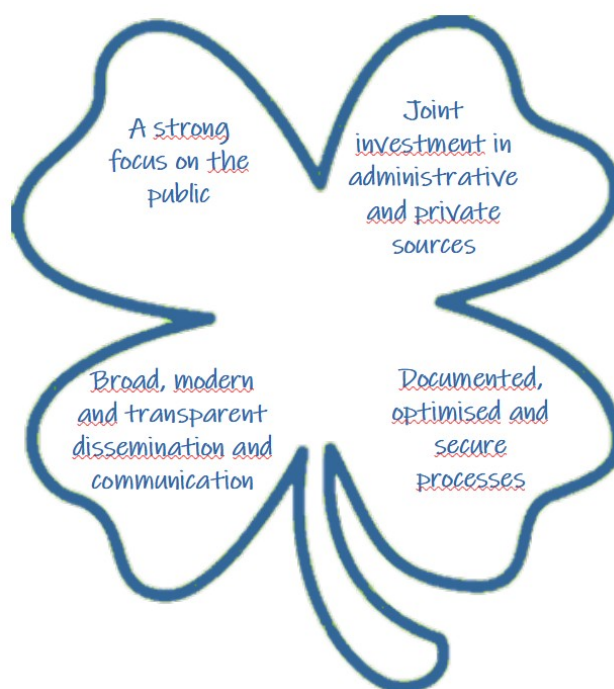


The quality<sup>1</sup> of the French Official Statistical Service (SSP) is ensured on three levels:

- An SSP quality policy, namely  
**"Integrating quality into processes with a view to security and efficiency"**
- A quality strategy, defined as the route to achieving the target set in the quality policy. It also forms part of a logic of continuous improvement and is based on guidelines (axes and themes);
- Roadmaps, which break the axes and themes of the Quality Strategy down into operational actions.

The Quality Strategy 2022–2027 is based on four non-hierarchical axes. Each axis is broken down into themes, introduced by a short text summarising the context and the challenges. Each theme is linked to one or more of the principles of the European Statistics Code of Practice.

For each theme, actions for improvement are included in the INSEE and Ministerial Statistical Departments (SSM) roadmaps. These actions are taken from the European action plan established following peer recommendations during the third review and the areas for improvement identified during discussions with the services. The latter can be either pooled (undertaken by the SSP as a whole) across the entirety of the SSP or generic (applicable for a given stakeholder in a particular context). A common feature of many of the actions could be to seek out and benefit from experience and practices at both national and international level. In this regard, success stories will benefit from greater value with a view to increasing their knock-on effect.



The INSEE and MSD roadmaps will follow the structure of the Quality Strategy, integrating the relevant actions from the European action plan and actions specific to the entity concerned. The latter could be included in additional themes or axes not considered in the current framework.

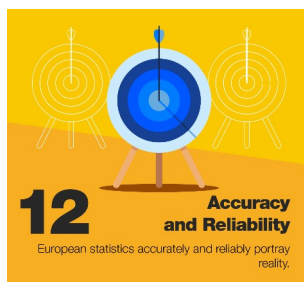
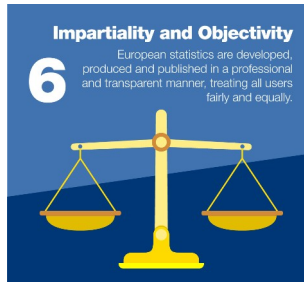
Finally, a clause requiring a mid-term review will allow the actions to be updated depending on the context.

*Warning: the proposed axes and themes are levers for improvement and in no way imply that no action has been taken in this regard. Conversely, there is also other work that contributes to the quality of official statistics that is not included here.*

<sup>1</sup> Quality is understood here within the meaning of the European Statistics Code of Practice (CoP) and the challenge is to improve our compliance with its principles through our practices.

## Broad, modern and transparent dissemination and communication

### Drawing up and applying shared and transparent dissemination rules



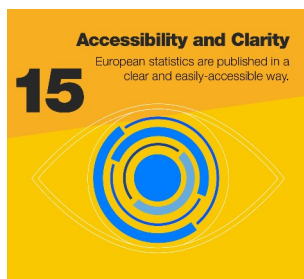
In order to provide users, who are placed on an equal footing, with accurate and reliable information, the Official Statistical Service (SSP) must complete the process that it commenced following the second peer review, which aims to develop clear, strict and transparent shared dissemination principles by means of the homogenisation of practices. More precisely, this involves:

- consolidating the implementation of the rules for disseminating embargoed indicators;
- extending the application of the underlying principles to the rest of its statistical publications;
- promoting its dissemination policies more widely with a view to ensuring their strict application.

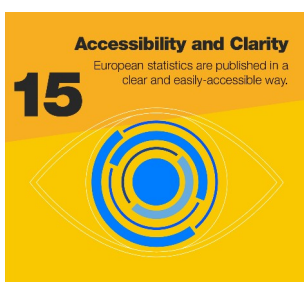
### Continuing to improve online access to data

With a view to allowing for the widest and easiest possible reuse of the information it produces, INSEE and the Ministerial Statistical Departments (MSDs) have a dissemination strategy based on their websites, accompanied by constant efforts to improve access conditions. In particular, the insee.fr website has a responsive design and acts on accessibility recommendations issued by the World Wide Web Consortium (W3C). Since 2018, developers and advanced users have been able to access data via APIs that allow them to automate the collection of streaming data.

In a changing context and environment, marked by the development of open data, the explosion of available data and strong competition between disseminators, the Official Statistical Service (SSP) will continue its investments aimed at improving and diversifying access to data, which will include in particular improvements to the search engine and navigation.



### Developing multi-channel communication strategies



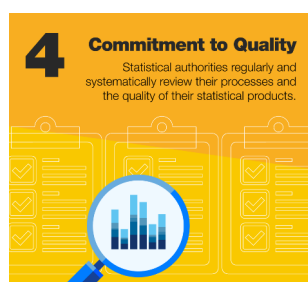
Social networks have taken on a decisive role in communication and make it possible to reach multiple audiences. They require the usual practices to be adapted and editorial lines tailored to each medium must be set. When shared, the experience gained by INSEE in the use of these networks will allow any Ministerial Statistical Departments (MSDs) that are interested to develop their own communication strategy using these channels.

## Drawing upon the values of the SSP to build a brand strategy



The Official Statistical Service (SSP) brand has gained a more prominent position in recent years. It has gradually developed around shared values and projects (Ministerial Statistical Departments (MSDs) charter, creation of the SSP Lab, creation of a network of data scientists, communication policy, SSP quality action plan, etc.). However, this recognition is currently largely internal at the SSP. It is therefore now a question of rolling it out more broadly to ensure that it makes sense to its target audiences and that it is recognised as such by providing a meaning (values, positioning, quality promise), one or more images (particularly logos) and actions that demonstrate the values and commitments of the brand to its target audiences. The SSP will therefore continue to invest in promoting its brand by relying on the strong values of official statistics and defining the scope to be defined (entities and types of operation concerned)

## Promoting the quality of SSP statistics



Faced with growing competition and in view of the investments made for the purpose of producing quality statistics, the SSP must step up its communication aimed at enhancing the activities of the services, the processing performed and the quality of the statistics disseminated.

In particular, the Official Statistical Service (SSP) relies on proven statistical methods to produce its statistics and monitor the statistical quality of data throughout the production processes. Some of these processing operations and quality indicators are disseminated with the source as part of the associated documentation. However, the SSP can go even further when it comes to supplementing the information provided to users. The accuracy of the statistics and, more generally, the quality indicators for the statistics will need to be disseminated on the Internet more systematically, which will allow for the promotion of one of the strong values of the SSP.