

STATISTICS
FLANDERS

As clear as water

trusted statistics
for a better public debate

Roeland Beerten
Chief Statistician



Flanders
State of the Art





For me, good statistics
is like sound money
or clean water:
it is an absolute
necessity.

If you do not have it
things go seriously
wrong.

Sir Michael Scholar
First Chairman, UK Statistics Authority

What are good statistics?

“Good statistics”

What are good statistics?

“Good statistics”

=

Quality and independence

Trustworthiness

International standards

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+

Relevant communication

Encourage broadest possible use

What are good statistics?

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Relevant communication

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What are good statistics?

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CLEAN

Relevant communication

Encourage broadest possible use

CLEAR

STATISTICS
FLANDERS

Communication strategy



Communication strategy

Key messages

Quality, user relevance and independence

Communication strategy

Key messages

Quality, user relevance and independence

Channels

Digital: web and social media

Communication strategy

Key messages

Quality, user relevance and independence

Channels

Digital: web and social media

Audiences

Expert users and citizens

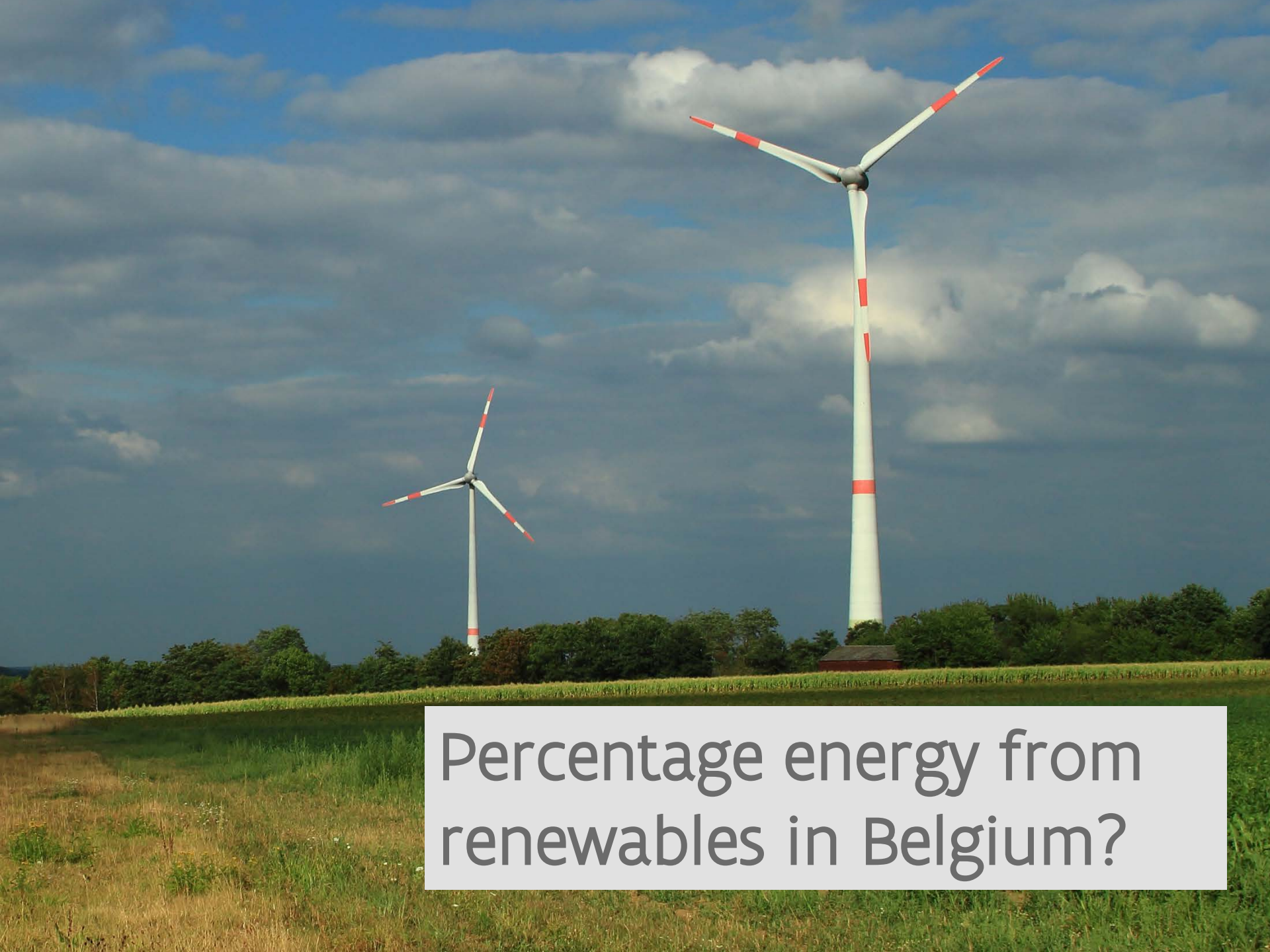
In a democracy, decision making is ultimately made by the people, therefore statistics cannot only be the bookkeeping of the state.

It must be understood and used by many.

Hans Rosling



Public understanding?



Percentage energy from
renewables in Belgium?



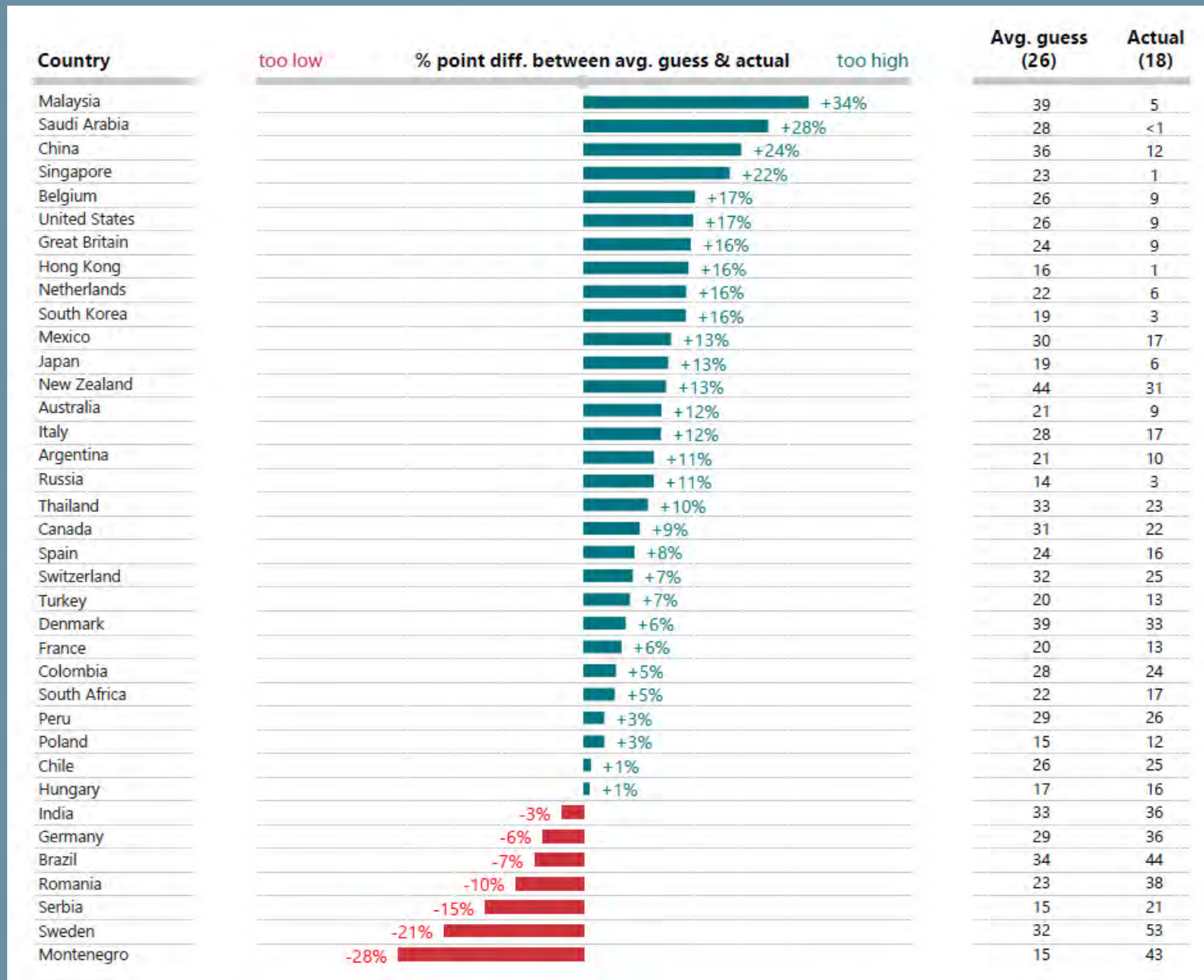
26%

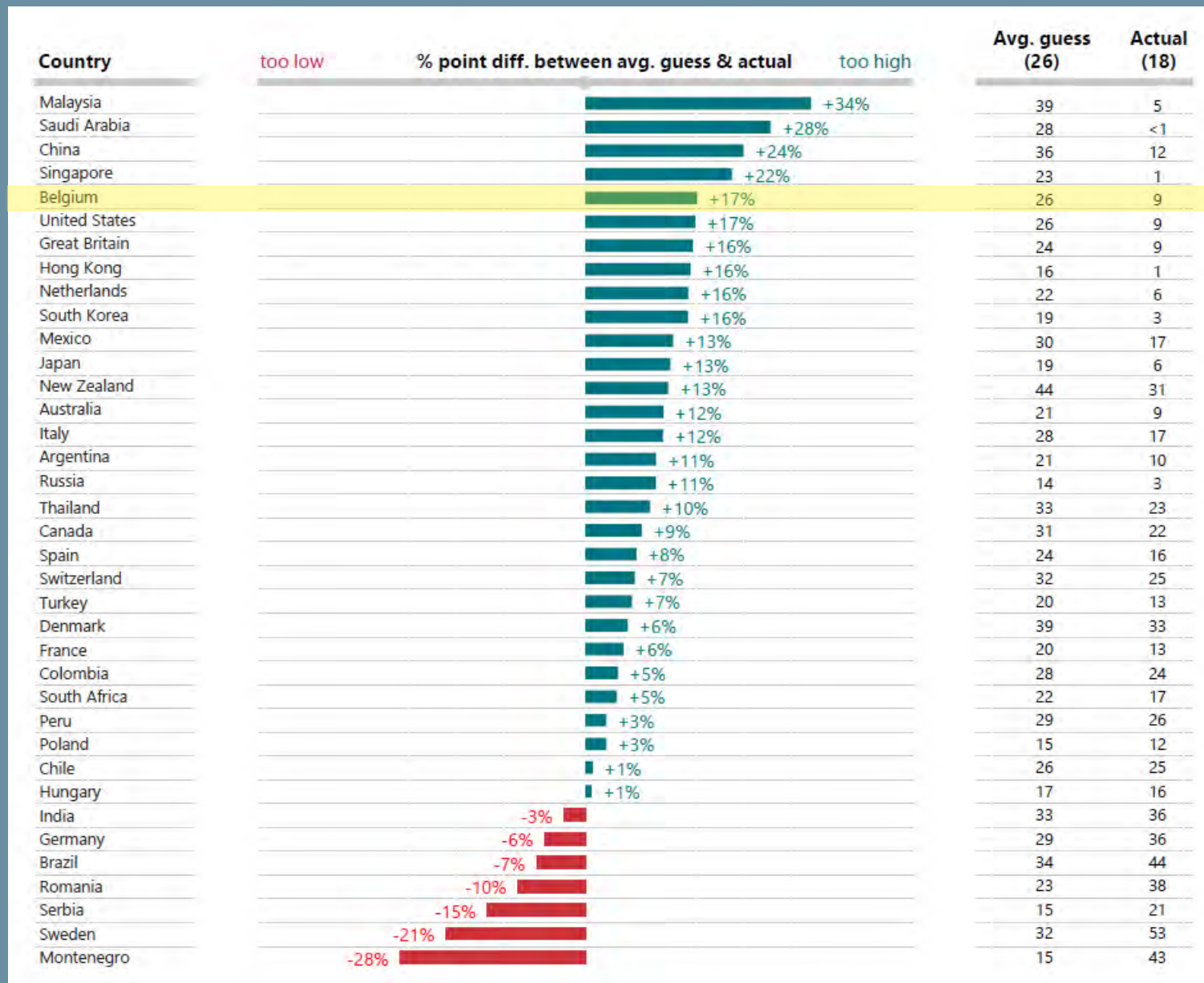
estimate in population



9%

real figure







#PostTruth
#AlternativeFacts
#FakeNews

What to do?



Sir David Spiegelhalter



Martine Zaïda

How can we help?



www.statistiekvlaanderen.be



Interactive workshops

How are we
and our users
doing?



Panel debate

Enjoy today

#openbarestatistieken

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