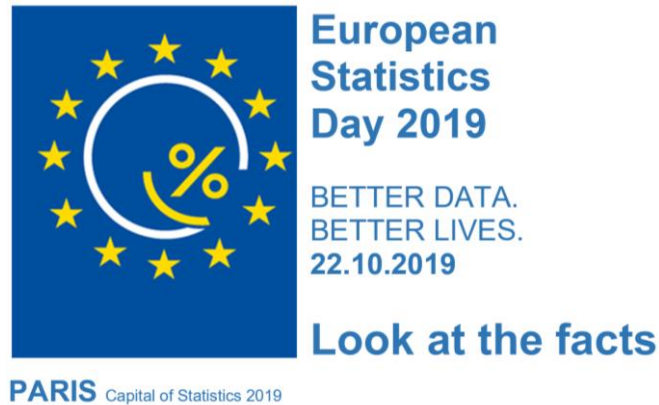


# Declaration ESD 2019



**Key words:** Quality Data and Reliable Statistics; Data communication and Literacy; Checked facts; Informed Citizens;

**Motto:** Look at the facts!

One of the main aims of statistics is to serve modern democratic societies, allowing us to know the reality and help citizens, enterprises, organizations and institutions to make informed choices or decisions. If we do not base our decisions on trusted statistics, this could have serious long-term consequences, for all data users, be it politicians, public institutions, media, enterprises or private citizens.

Statistics should not be an abstract discipline, but must produce independently a relevant, transparent, consistent, accurate, and often timely, representation of reality. **Statistical facts** are the best mirror of ourselves and our society, as they reflect, in a collective way, our most significant and frequent behaviour and decisions. As statistical facts are essential to **understand** the world we live in and to **support well-founded opinions and policy decisions**, we need to encourage strategies for fostering the use of **verified facts**.

The **enormous amounts of volume, variety and speed in the availability of data** is a reality in the Information Society in which we live. New technologies and the Internet are the most important drivers for having such an exponential increase in data. The risk that data collected without careful and correct processes of collection, compilation and analysis may produce potentially false “alternative facts”, i.e., a partial and frequently incorrect presentation of the real world and society. Strategies for producing high quality verified data, leading to valid and accurate conclusions, are vitally important. To achieve that goal, producers of statistics must be operationally independent from the interference of any external interest groups, political or otherwise, and need to apply statistical methodologies based on scientific criteria only. Fostering statistical **communication and data literacy** is also essential, in order to guarantee the correct transmission and the ability to properly understand the information content of the data.

In summary, the heart of our message for the European Statistics Day 2019 lies in the need to improve the importance of statistics in citizens' daily lives, mitigate the risks of producing low quality data or the misrepresentations of statistical facts.