

## World Statistics Day - Events in Japan -

In June 2010, the UN General Assembly (UNGA) decided to designate October 20, 2010 as the World Statistics Day (WSD) to celebrate the many achievements of official statistics, and invited stakeholders to observe the Day appropriately.

The followings are various activities we have conducted for the Day.

### 1. Digital publicity

From April 2010, the official WSD logo has been posted on our website so that visitors shall be guided to a special page of the WSD. The page is designed so that the visitors are able to get fundamental knowledge of the WSD and information of our activities. Through the hyperlink to the UN WSD website, visitors may get more detailed information on the WSD.

In order to increase awareness of the WSD, we developed contents for our website: one is to collaborate with the Japanese Population Census which was taken as of October 1 and the other is for the children's learning site to let them know the importance of the Day.

We also informed the WSD by two email magazines, one from the Ministry of Internal Affairs and Communications (MIC) and the other from the Statistics Bureau of Japan (SBJ).

In addition, the Public Relations Office of the Japanese Government introduced the WSD on the event calendar of its website.

### 2. Events

On October 23 and 24, 2010, we had a special WSD exhibition at the Statistical Data/Graph Fair. The Fair is held yearly on the occasion of Japan's National Statistics Day (October 18) and allows visitors to learn about statistics through the exhibition of statistical data and graphs, interactive games highlighting statistics, etc.

The 2010 Fair was held at the event section of Shinjuku station, the busiest station in Tokyo with approximately 3.5 million passengers a day. The Fair was hosted by the MIC, Tokyo Metropolitan Government, and the Statistical Information Institute for Consulting and Analysis, with cooperation from other official statistics producers as well as the UN Information Centre.

At the Fair, international statistical data, reports including UN statistical publications such as the Millennium Development Goals Report 2010, as well as promotional materials were displayed so that visitors could better understand how official statistics contribute to the international society. The WSD promotional video "Honouring Statisticians Globally" subtitled in Japanese was shown on a large display. We also displayed Japanese versions of the UNGA resolution proclaiming the WSD and of the UN Secretary-General's message for the Day. Other events related to the WSD are:

- WSD official poster exhibitions
  - The Statistical Museum, May to December 2010 (Tokyo)

- The Open Government Offices for Kids, August 18 and 19, 2010 (Tokyo)
  - The Grand Conference of Japanese Statistical Academies, September 5 to 8, 2010 (Tokyo)
  - The Statistics Day Poster Exhibition, October 8 to 21, 2010 (Kagawa Prefecture)
- Introduction of the WSD at a lecture session for survey enumerators, July 20 and 21, 2010 (Aomori Prefecture)
  - Digital information display at the entrance hall of SBJ, August to October 2010
  - Electrical Bulletin Board in front of MIC, October 1 to 20, 2010



The 2010 Fair at the event section of Shinjuku station

### 3. Articles in publications and a radio broadcasting

The Director-General for Policy Planning (Statistical Standards), MIC distributed a press release for the Day.

Administrative agencies producing their own statistics publicized the WSD using articles in their publicity magazines and a newsletter for households surveyed.

A radio program announced the WSD and commented on the significance of official statistics.

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As for the WSD on our website, see the below.

<http://www.stat.go.jp/english/info/meetings/index.htm>