WORLD STATISTICS DAY
20.10.2025
QUALITY STATISTICS AND DATA FOR EVERYONE

Around the world in 24 hours: "Driving change with quality statistics and data for everyone"

Celebrating World Statistics Day – October 20, 2025

(03:30 – 05:00 UTC / 10:30 – 12:00 Bangkok Time)

Concept Note

Session 4: Demystifying Data and Getting Data Used

Background and Rationale

On 20th October 2025, the world will celebrate World Statistics Day under the theme "Driving change with quality statistics and data for everyone"[1] – a call to ensure that reliable and inclusive statistics reaches all population groups. Quality statistics are the backbone of informed policies for sustainable development. Yet many people still struggle to use data and statistics in their work and everyday lives. National statisticians and experts often rely on complex tables and charts to convey their messages which are not always well-received or accurately interpreted by policymakers and the public. As the late Hans Rosling said "the world cannot be understood without numbers, and it cannot be understood with numbers alone. Love numbers for what they tell you about real lives."[2]

To portray real lives with numbers, we must find creative ways to use statistics to show compelling narratives and visuals to demystify statistics and reveal their stories. This need is especially urgent in the Asia-Pacific region, where data access and digital literacy vary widely. Asia and the Pacific is home to roughly 60 per cent of the world's population, including rapidly emerging economies and vulnerable communities. However, recent ESCAP reports and papers revealed that adult literacy rates are lagging

[1] 2025 World Statistics Day, 20 October 2025

[2] Hans Rosling, 2018. *Factfulness: Ten Reasons We're Wrong About the World—and Why Things Are Better Than You Think*

behind targets[3] and only about 40 per cent of the population have basic digital skills[4]. This digital divide means many might not be able to process and comprehend complex statistics on their own.

Storytelling and data visualization can achieve this goal: they turn raw numbers into engaging insights that inform, inspire and empower policies and actions. Such approaches help policymakers and the general public to "see" the patterns behind the numbers and understand the context and meaning of statistics, revealing their stories. They make data and statistics accessible to the public and leaders alike, enabling everyone to participate in evidence-based dialogue.

This session aims to showcase how members and associate members of ESCAP and development partners in Asia and the Pacific have demystified statistics and facilitate their usage in policymaking and programme design. The specific objectives of the session are as follows:

Objectives

1. **Demonstrate the power of storytelling with data:** Showcase the importance of using data and statistics to develop compelling narratives and visuals to get key messages across to different stakeholders.
2. **Highlight creative methods to make data accessible, understandable, and actionable:** Introduce best practices from Asia and the Pacific to inspire creative approaches for reaching policymakers and the public.
3. **Build commitment to data literacy and use:** Encourage collaboration among policymakers, national statistics offices and development partners to improve data-driven decision-making.

Agenda

Time	Agenda
10:30 – 11:15 45 mins	Presentations on creative ways to make data accessible, understandable, and actionable with audience participation. Interactive activity: Mentimeter **What do you think makes data most powerful in influencing decisions? (Rank the top 3)** A. Visualizations B. Personal stories behind the numbers C. Timeliness and relevance D. Simplicity and clarity E. Trust in the source F. Something else

[3] See 2025 Asia and the Pacific SDG Progress Report

[4] See ESCAP/MCDIT/3

	• Ms. Hataichanok Chinauparwat, Deputy Director-General, National Statistical Office of Thailand (Thailand's data camp) - ***LIVE*** • Mr. Hisashi Kitahara, Director-General for International Statistical Affairs, Office of the Director-General for Policy Planning on Statistical Policy, Ministry of Internal Affairs and Communications, Japan (Advocating Statistics for All: Japan's World Statistics Day Initiatives) – ***LIVE*** • Mr. Baasan Dorjdamba, Director, Public Relations Division, Integrated Statistics Department, Mongolia (Engagement with data and statistics produced by NSO) ***- LIVE*** Interactive activity: Mentimeter **What's the most creative way you've seen data presented or communicated? (Open ended question)** • Mr. Ranto Ramananjato, Data & Analytics Manager, UNICEF East Asia and Pacific (MICS EAGLE and MICS LINK) ***- LIVE*** • Ms. Jessica Gardner, Technical Lead, Violence against Women Data and Research, UNFPA (The impact of the kNOwVAWdata Initiative) - ***LIVE*** • Mr. Selahattin Selsah Pasali, Social Affairs Officer, Social Development Division (Leave No One Behind initiative) **[VDO]**
11:15 – 11:55 40 mins	Panel discussion: Demystifying data for policymaking Interactive activity: Mentimeter **What do you think is the biggest barrier to improving data literacy in your organization or country? (Word Cloud)** **Can you share one invention, tool, or moment that made statistics suddenly 'click' or feel much simpler for you in everyday life?** • Moderator: Ms. Rikke Munk Hansen, Chief, Economic and Environment Statistics Section, Statistics Division, ESCAP • Mr. Robert Ewing, Program Manager for Advancing Economic Statistics Branch, Australian Bureau of Statistics • Mr. Gogita Todradze, Executive Director, National Statistics Office of Georgia • Mr. Peter Ellis, Director, Pacific Community • Ms. Aritita Tekaieti, Republic Statistician, Kiribati National Statistics Office • Mr. Rustem Makhammadiev, Deputy Chairman of the National Statistics Committee of the Republic of Uzbekistan • Q&A
11:55 – 12:00 5 mins	Closing: • Closing remarks by Ms. Rachael Beaven, Director, Statistics Division, ESCAP

	• Introductory video to the Global Network of Data Officers and Statisticians • Passing the baton to ESCWA

Presentations with interactive audience questions(45 mins)

The presentations will showcase creative approaches countries and partners have adopted to make data more accessible, understandable, and actionable.

Format: 5 minutes per presentation with some audience questins. Suggested number of slides (if any): 2-3

Interactive activity: Mentimeter

What do you think makes data most powerful in influencing decisions? (Ranking)

A. Visualizations
B. Personal stories behind the numbers
C. Timeliness and relevance
D. Simplicity and clarity
E. Trust in the source
F. Something else

Speakers:

- Ms. Hataichanok Chinauparwat, Deputy Director-General, National Statistical Office of Thailand (Thailand's data camp) ***- LIVE***
- Mr. Hisashi Kitahara, Director-General for International Statistical Affairs, Office of the Director-General for Policy Planning on Statistical Policy, Ministry of Internal Affairs and Communications, Japan (Advocating Statistics for All: Japan's World Statistics Day Initiatives) ***- LIVE***
- Mr. Baasan Dorjdamba, Director, Public Relations Division, Integrated Statistics Department, Mongolia (Engagement with data and statistics produced by NSO) ***– LIVE***

Interactive activity: Mentimeter

What's the most creative way you've seen data presented or communicated? (Open ended question)

- Mr. Ranto Ramananjato, Data & Analytics Manager, UNICEF East Asia and Pacific (MICS EAGLE and MICS LINK) ***- LIVE***
- Ms. Jessica Gardner, Technical Lead, Violence against Women Data and Research, UNFPA (The impact of the kNOwVAWdata Initiative) ***- LIVE***
- Mr. Selahattin Selsah Pasali, Social Affairs Officer, Social Development Division (Leave No One Behind initiative) [VDO]

Panel discussion (40 mins)

Interactive activity: Mentimeter

What do you think is the biggest barrier to improving data literacy in your organization or country? (Word Cloud)

The panel will explore different perspectives on how data can be demystified to improve their uses in policymaking.

Format: The panel will consist of three rounds of discussion, each with a decreasing time limit to encourage concise, impactful contributions.

- First round (icebreaker): 30 seconds per speaker
- Second round: 3 minutes per speaker
- Third round: 2 minutes per speaker

Panellists:

- Mr. Robert Ewing, Program Manager for Advancing Economic Statistics Branch, Australian Bureau of Statistics
- Mr. Gogita Todradze, Executive Director, National Statistics Office of Georgia
- Mr. Peter Ellis, Director, Pacific Community
- Ms. Aritita Tekaieti, Republic Statistician, Kiribati National Statistics Office
- Mr. Rustem Makhammadiev, Deputy Chairman of the National Statistics Committee of the Republic of Uzbekistan

Questions:

- **First round** (icebreaker, 30 seconds per speaker):

  Can you share one invention, tool, or moment that made statistics suddenly 'click' or feel much simpler for you in everyday life? (The question (wordcloud) will be posted on Mentimeter for audience engagement too)

- **Second round** (3 minutes per speaker):

  Can you share how your organization has worked to make statistics more accessible and useful for policymakers or other key stakeholders? What approach worked best?

- **Third round** (2 minute per speaker):

  If you could give one piece of advice to the participants to help NSOs better engage stakeholders in the use of official statistics, what would it be?

Q&A (5 mins)

Moderator Wrap-Up:

The moderator will summarize key takeaways from the session including from the Mentimeter questions, highlight common themes, and reflect on how the region can continue to demystify data and statistics for better policymaking. The session will close with a call to action:

"Let's continue to work together to portray real lives with data and statistics, inspiring their uses in policymaking."

Closing (5 mins)

Formally concluding the World Statistics Day celebrations for Asia and the Pacific and "passing the baton" to Western Asia to carry on the 24-hour webinar.

Format:

- Closing remarks by Ms. Rachael Beaven, Director, Statistics Division, ESCAP
- Introductory video to the Global Network of Data Officers and Statisticians

Short Bios -Panelists

	**Mr. Robert Ewing is Program Manager for the Advancing Economic Statistics Branch at the Australian Bureau of Statistics**, following two years as head of Business Statistics. Robert's career across a number of Australian Government agencies has focused on using the power of data to inform Government decisions and explain what's happening in the economy.
	**Mr Gogita Todraze, is the Executive Director, National Statistics Office of Georgia.** He has been working in various positions in the National Statistics Office of Georgia (GEOSTAT) since 2002. Since November 2017, he has been a member of the Business Statistics Expert Group of the United Nations Economic Commission for Europe (UNECE). In addition, he was the Chair of the Bureau of the Committee on Statistics of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) from 2018 to 2022. Mr. Todradze holds higher education qualifications in the fields of Economics, Statistics and Legal Studies. He received his PhD in Economics in 2006. He speaks English, German and Russian languages.

	**Peter Ellis, Director Statistics for Development Division, Pacific Community (SPC)** Mr Ellis brings more than 20 years of leadership experience in the public sector and consultancy, in Australia, New Zealand and Timor-Leste. He has particular expertise in helping teams of technical staff through change, including transformation of official statistics production. He holds a Master of Applied Statistics from the Australian National University and a Master of Development Studies from Murdoch University. He is an Accredited Statistician with the Statistical Society of Australia.
	**Aritita Tekaieti, Republic Statistician, Kiribati National Statistics Office, Ministry of Finance & Economic Development.**
	**Rustem Makhammadiev Dilshodovich, Deputy Chairman of the National Statistics Committee of the Republic of Uzbekistan** Mr. Rustem Makhammadiev is a financial sector and statistics specialist with more than a decade of professional experience in central banking, financial stability, and international economic governance. Since August 2025, he has served as Deputy Chairman of the National Statistics Committee of the Republic of Uzbekistan, where he contributes to the modernization of the national statistical system, strengthening institutional capacity, and advancing the integration of financial and macroeconomic statistics in line with international standards. He has held several leadership and advisory roles at IMF and Central Bank of Uzbekistan before joining the National Statistics Committee. He holds a Master of Business Administration (MBA) in Finance from the Korea Advanced Institute of Science and Technology (2015–2017), and a Bachelor's degree in Finance from the Tashkent Financial Institute (2006–2010).