Visualizing ADB's Key Indicators
Cover Design Competition

Around the World in 24 hours:
"Driving change with quality statistics and data for everyone"
Celebrating World Statistics Day, 20 October 2025

WORLD STATISTICS DAY
20.10.2025
QUALITY STATISTICS AND DATA FOR EVERYONE

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Outline

- Overview: Key Indicators – ADB's Flagship Publication
- Key Indicators: Cover Design Competition
- Post-Competition Engagement
- Efforts to Demystifying Data
- Take Aways

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Overview: Key Indicators Publication

- Evolved into one of **ADB's flagship publications**
- Showcasing key regional development statistics from its first publication in **1969** to the latest edition in **2025**

1969 → 1970 → 1980 → 1990 → 2000 → 2010 → 2020 → 2025



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Cover Design Competition [1]

- The **Second Cover Design Competition,** first was in 2019.
- The **2020 Key Indicators Data Visualization and Storytelling Challenge** was held in 2020 to celebrate World Statistics Day.
- Enhance the role of data in **shaping public understanding** and **promote innovative visual storytelling** through Key Indicators
- Competition – managed through an **online platform**: https://challenges.adb.org/

The KI 2025 competition focuses on visual designs showcasing themes **such as data-driven development, sustainability, inclusive development, and key sectors like the environment, economy, and digital transformation.**







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Cover Design Competition [2]



- Applications opened from **14 April to 30 May, with a 10-day** review period, and results announced by **11 June 2025.**
- ADB announced the competition through **social media platforms, digital pop-ups, and emails.**



- Relevance to Theme --- 40%
- Creativity and Originality --- 30%
- Visual Impact --- 20%
- Statement Coherence --- 10%

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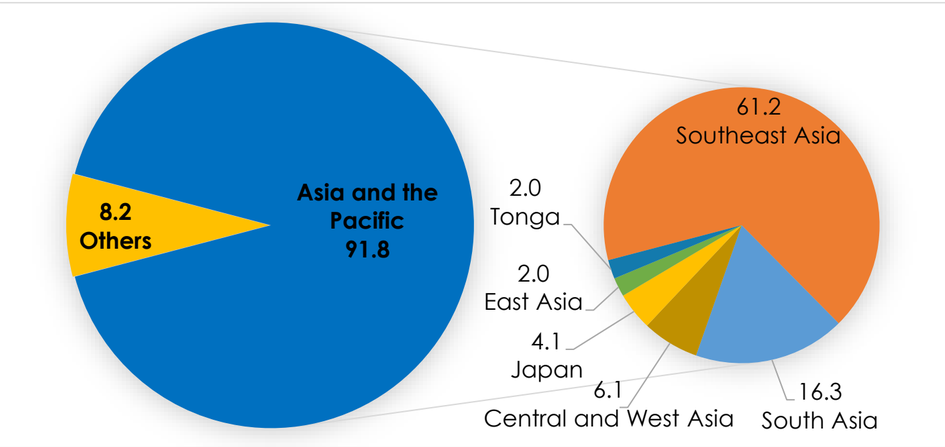
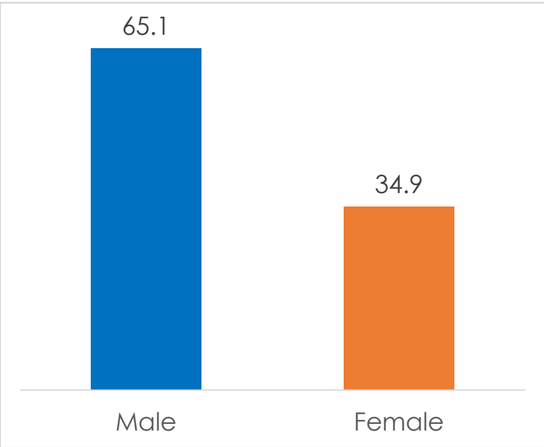
Cover Design Competition [3]

- Total of **49 exceptional submissions** were received
- Participants from Asia and the Pacific: the Philippines, Indonesia, India, Japan, Singapore, Sri Lanka, Cambodia, Pakistan, Azerbaijan, Bhutan, Türkiye, Tonga, and the People's Republic of China.
- Entries from the United States, the Netherlands, and Norway were also received.

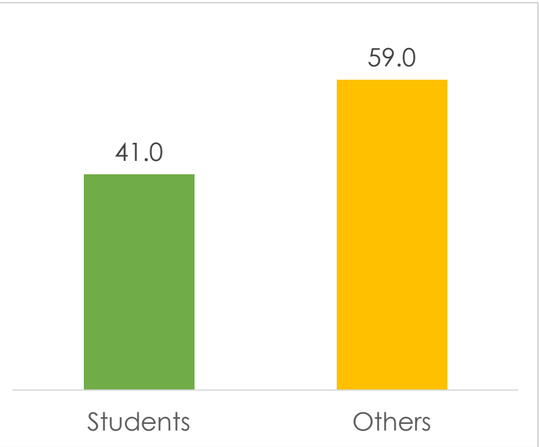
By Residence (Regions)



By Gender



By Startup Names



Note: The term "Asia and the Pacific" includes economies such as the Philippines, Indonesia, India, Japan, Singapore, Sri Lanka, Cambodia, Pakistan, Azerbaijan, Bhutan, Türkiye, Tonga, and the People's Republic of China (PRC). Central and West Asia consists of Azerbaijan, Pakistan, and Türkiye; South Asia covers India, Bhutan, and Sri Lanka; Southeast Asia includes the Philippines, Indonesia, Singapore, and Cambodia. East Asia in this context refers only to the PRC.
Source: Information based on ADB Key Indicators 2025 Design Cover Competition registration.

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Cover Design Competition [4]



First Place

Through the Lens of Data

RK (Philippines)

Symbolizes the connection between humanity, environment, and data, using colors and dynamic elements to represent sustainable growth and accessible information.



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Cover Design Competition [5]

Second Place

The Measure of Hope: Visualizing progress, Empowering people
Gen Z Manobo (Philippines)



Symbolizes data-driven empowerment, collaboration, and the interconnected progress toward inclusive, resilient, and sustainable development in Asia and the Pacific.

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Cover Design Competition [6]

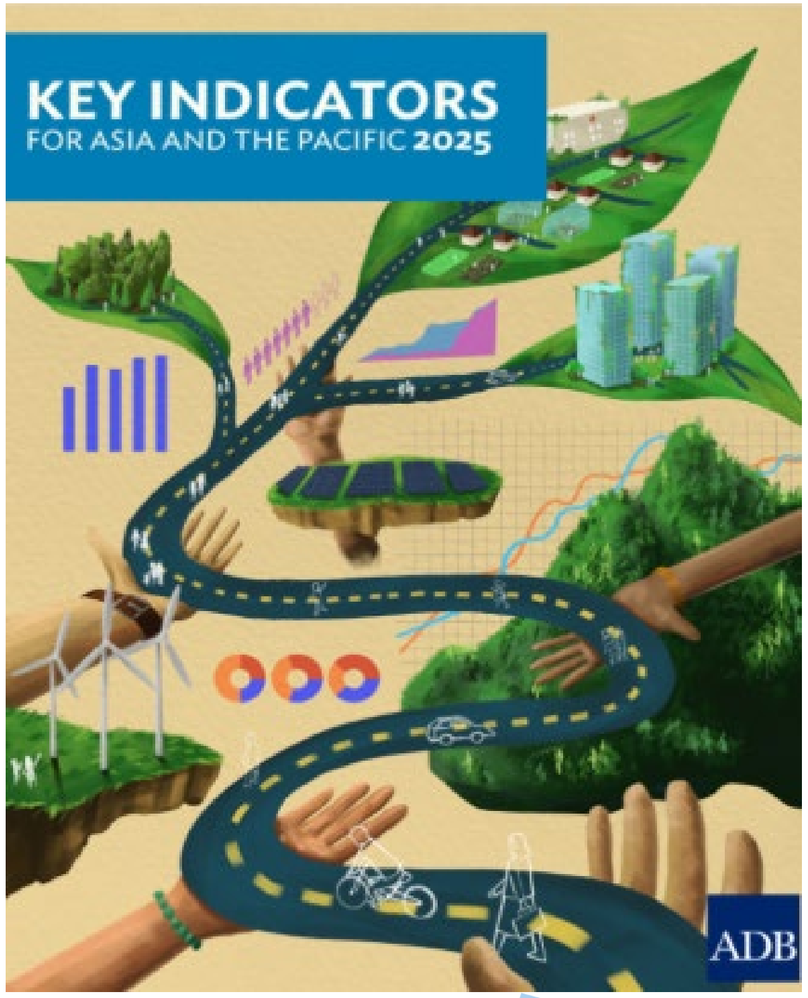


Second Place

Driven by Data, Built by All

Artifacts Studio (Philippines)

"Driven by Data, Built by All" highlights Asia and the Pacific's united, data-driven journey toward inclusive, sustainable development, emphasizing urban progress, environmental protection, and ADB's mission for a resilient future.



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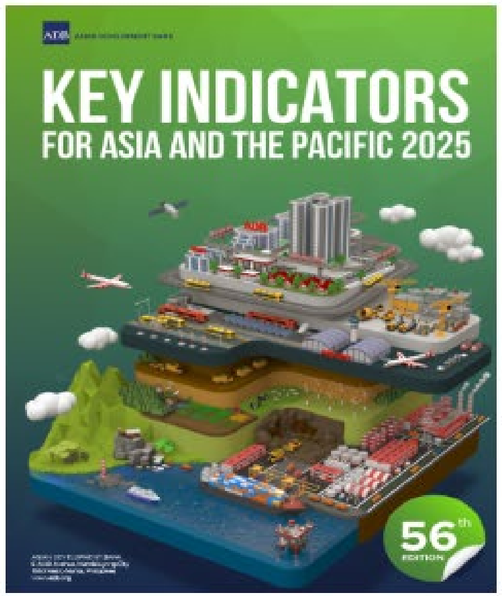
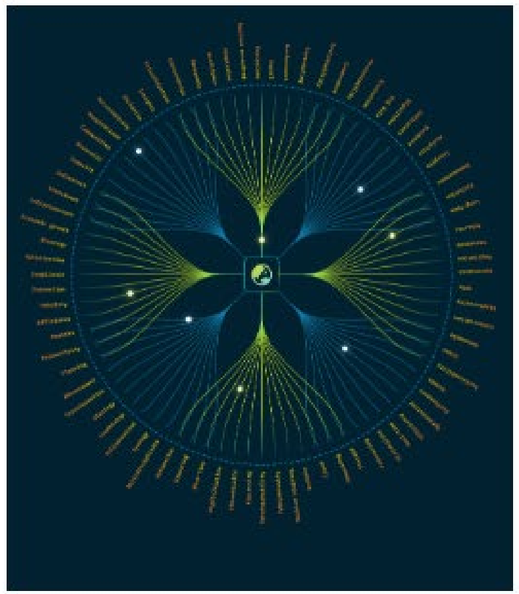
Cover Design Competition [7]

Third Place



Building Prosperity

3D Isometric Design (Indonesia)



Nodes of Change

Hyperstacks (Philippines)



Reaching Through Screens

ARKIteksto (Philippines)

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Cover Design Competition [8]

Finalists



Key Indicators for Asia and The Pacific 2025: Data-Driven Development, Sustainability, and Inclusive Growth
(Indonesia)



Data-Driven Growth: The Power of Information
(Philippines)



Pathways to Progress
(Philippines)



Data to Impact: Designing for a Better Tomorrow
(Philippines)



Wired for Progress: Data as the Lifeline of Growth
(India)

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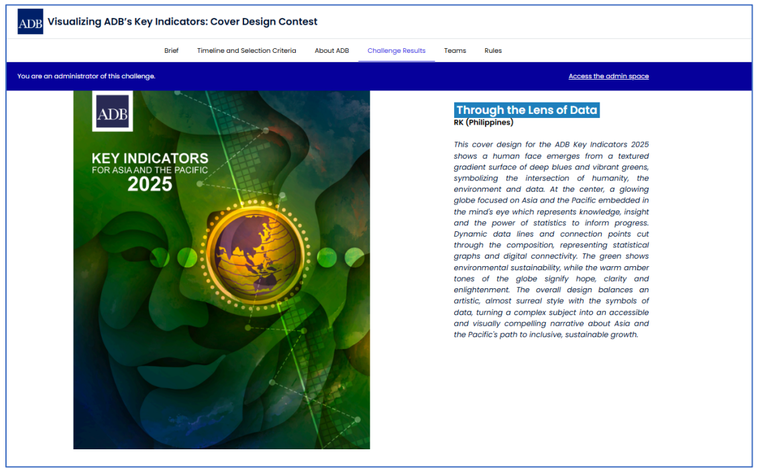
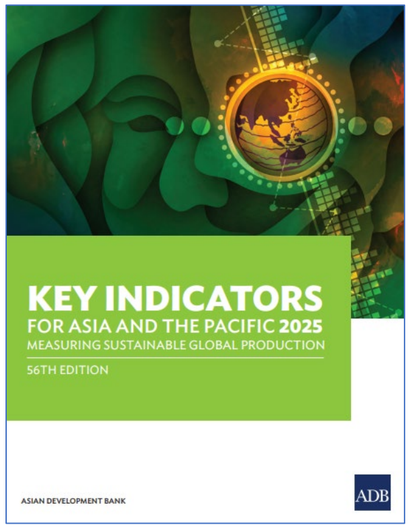
Post-Competition Engagement

- ✓ **Announcements of winners and finalists** are posted at https://challenges.adb.org/
- ✓ All winners received **prizes**, and all participants were given an **e-Certificate**





- ✓ Winning designs can be used for the cover of the Key Indicators 2025 publication and its subsequent editions, with this year's winning design appearing on the **56th edition of Key Indicators 2025, published in August 2025**. https://www.adb.org/sites/default/files/publication/1067171/ki2025.pdf

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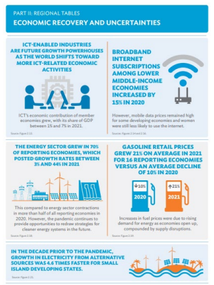
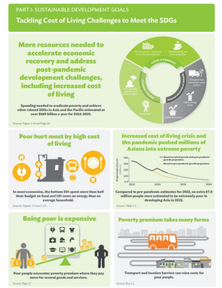
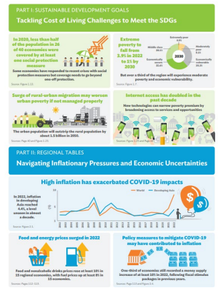
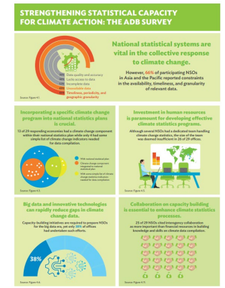
Efforts to Demystifying Data

- ✓ Data presentation improved over time – incorporating **infographics** and **videos** during KI release

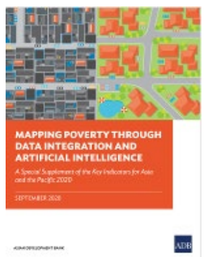
















- ✓ Launched a **KI Special Supplement** on key development issues beginning in **2018**

- ✓ Including more **granular data** as it becomes accessible
- ✓ Ensuring **timely release** of Key Indicators publications
- ✓ **Improved Key Indicators Database**, a centralized source for comprehensive data on macroeconomic and social metrics throughout Asia and the Pacific.

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Take Aways

- Demonstrated **storytelling power**
- Helps **communicate complex development narratives** to a broader audience.
- Encouraging participants to **think critically** about how data supports development goals.
- Providing a **platform for creative expression** that **reinforces the value of data**.
- Inspires **new ways to present data** beyond traditional charts and tables and encourages participants to **reflect ADB's priorities by creating engaging visuals**.

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Thank You.

Find out more about Data Division's Knowledge Products and Capacity Building

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