ICP COMMUNICATION AND DISSEMINATION STRATEGY

3rd Meeting of the ICP Technical Advisory Group
May 2-3, 2019, Paris, France
Guiding Principles

Friends of the Chair

- ICP stakeholders should reach out and demonstrate the value of ICP data to policymakers and other important users and donors, and accelerate and coordinate outreach efforts at the global, regional and national levels.

Governance Board

- The communication of ICP results should clarify the correct uses and limitations of PPPs and related measures.
Communication Strategy Elements

- **What** should be released – the package of outputs encompassing the 2017 benchmark data, the revised benchmark results for 2011, the timeseries bridging the 2011 and 2017 benchmark results, and accompanying material.

- **When** should these outputs be released – the timings of pre-release, release, and post-release;

- **To Whom** are they targeted – the audience for the outputs, such as the ICP stakeholders, policymakers, the development community, academia and the media;

- **How** should these outputs be conveyed – what vehicles are to be used to disseminate the outputs, and what messaging and audience takeaways should accompany each output.
## Schedule of Pre-release Activities

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<tr>
<th>Output</th>
<th>Audience</th>
<th>Message</th>
<th>Vehicle</th>
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| Announcement of forthcoming ICP Results | All | - What will be released, when and how?  
- What are the correct uses and limitations of the ICP results? | ICP Website; ICP Data Blog |
| | ICP Stakeholders | + Why is the ICP important to stakeholders? | + ICP Newsletter |
| | WB internal audience | + Why is the ICP important to the WB? | + WB Intranet; + WB Data Day 2020 |
| | External audience | + Why is the ICP important for development?  
+ What are the uses beyond poverty and size of the economy?  
+ Why should we trust ICP data? | + WB/Stakeholders’ Websites; + WB/Stakeholders’ Social Media; + Key events for national policymakers |
## Schedule of Release Activities (1)

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<tbody>
<tr>
<td>ICP Data and Metadata</td>
<td>All</td>
<td>- How can ICP results be accessed?</td>
<td>ICP Website; WB Databank; WB Development Data Hub;</td>
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<tr>
<td></td>
<td></td>
<td>- How can underlying ICP data be accessed?</td>
<td>World Development Indicators; ICP Github portal; WB Data Help Desk</td>
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## Schedule of Release Activities (2)

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| **ICP Main Findings, Methodology and Guidance** | All | - What are the main socio-economic findings from the ICP results?  
- How are the ICP results produced and what has changed since last time?  
- What are the drivers behind the 2011 revisions?  
- What are the correct uses and limitations of the ICP results? | Press Release(s); ICP 2017 Report; ICP website; WB Let's Talk Dev. Blog; FAQs; Global and Regional Launch Events |
<p>| | ICP Stakeholders | + What does this mean for WB outputs? | + ICP Newsletter |
| | WB internal audience | + What does this mean for WB outputs? | + WB Intranet; + ICP Data Blog; + User Meetings |
| | External audience | | + WB/Stakeholders Websites; + WB/Stakeholders Social Media |</p>
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| ICP Analytical Products            | All      | - Why are PPPs crucial for analysis and essential to many development indicators?  
- How have the secondary indicators been revised as a result of new PPP data?  
- What can users expect from the permanent ICP program? | Dashboard Portal with Visuals;  
Visual Compendium of PPP Uses and Applications;  
World Development Indicators Data Stories;  
WB Data Briefs;  
ICP Data Blog;  
ICP Newsletter;  
WB/Stakeholders Social Media;  
PPP e-Learning Courses;  
World Data Forum 2020                                                                 |
Executive summary

Background
- Friends of the Chair evaluation of the ICP and United Nations Statistical Commission resolution
- The ICP as a permanent program - ICP cycles

PPPs and real expenditures
- Correct use of PPPs and real expenditures
- Main uses of PPPs and real expenditures
- Reliability and limitations of PPPs and real expenditures

ICP governance and organization
- Governance
- Regional and country participation
- Special participation cases

Results and analysis
- Overview
- Summary tables of results [2017, revised 2011, and timeseries]
- Analysis of results
- Survey coverage and other metadata
Methodology and innovations

- Data and metadata requirements
- ICP 2017 methodology [indicate no change from ICP 2011]
  - National accounts
  - Household Individual Consumption: Main Survey Household Individual Consumption: Housing
  - Government Consumption
  - Gross Fixed Capital Formation: Machinery and equipment
  - Gross Fixed Capital Formation: Construction
  - Special considerations for Actual Individual Consumption
  - Calculating basic heading PPPs
  - Aggregating basic heading PPPs
  - Reference PPPs
  - Linking regional results
  - Special cases [Iran, Georgia and Ukraine, CIS, and the Caribbean]
- Revision of 2011 results
- Time series bridging 2011 and 2017
- Imputing PPPs for nonparticipating economies
Final report – Outline (3)

Looking forward
- The ICP 2020 cycle
- The ICP research agenda

Appendices
A. History of the ICP
B. ICP governance framework
C. Eurostat-OECD PPP program
D. ICP 2017 expenditure classification and changes from the ICP 2011 classification
E. Reference PPPs used in ICP 2017 and comparison with those used in ICP 2011
F. Comparison of revised ICP 2011 results with original ICP 2011 results
G. Comparison of 2011-2017 PPP timeseries with timeseries extrapolated from the ICP 2011 results
H. ICP research agenda
I. ICP data access and archiving policy
J. ICP revision policy
Visual Compendium - Outline

The economy
Size of the economy; Standards of living; Classification of economies; Wealth of Nations

Trade and competitiveness
Competitiveness index; Trade integration; Productivity

Poverty and inequality
Material well-being; Income inequalities; Household income; SDG - poverty measures

Information and Communication Technology
ICT Tariffs

Labor and wages
Comparison of public sector pay and wage bill; Government wages/Worldwide Bureaucracy Indicators; Asia’s living wage; GDP and employment shares changes over time

Administrative purposes
Country voting rights; Allocation of structural funds

Human development
Human Development Index; Health; Education

Energy & Environment
SDG - Energy intensity; SDG - CO2 emissions

Price levels
Price levels; Food prices

The World Bank used visual storytelling to illustrate trends and patterns in data for the SDGs in the Atlas of Sustainable Development.
Standards of living – GDP (PPP) per capita

GDP per capita in high income countries 20 times higher than in low income countries

GDP per capita (2011 PPP international $)

Source: World Development Indicators (NY.GDP.PCAP.PP.KD; SP.POP.TOTL).
Energy intensity – energy used to produce one unit of economic output
Health – people pushed into poverty by out-of-pocket expenditures

In 2010, 800 million people spent over 10 percent of their household budget on healthcare, and 97 million were pushed into extreme poverty by health spending.

Number of people pushed into poverty by out-of-pocket healthcare expenditure (millions)

Source: Wagstaff and others. WDI (SH.UHC.NOP1.TO; SH.UHC.NOP2.TO; SH.UHC.OOPC.10.TO; SH.UHC.OOPC.10.ZS).
Labor productivity – output per unit of labor input

Labor productivity is lowest in Sub-Saharan Africa - averaging $9,520 (2011 PPP $) per person employed.

GDP per person employed (constant 2011 PPP $), 2018

Source: WDI: SL.GDP.PCAP.EM.KD • Get the data
Inequality – consumption or income per capita across society

The USA has the largest gap in absolute purchasing power between the average for total population and the poorest 40 percent.

Survey mean consumption or income per capita, (2011 PPP $ per day), countries with largest absolute difference (top 15), most recent value 2008 - 2017.

Source: WDI: SI.SPR.PC40; SI.SPR.PCAP • Get the data

//datawrapper.dwcdn.net/ftp3z/1/
The Governing Board recommended that the Regional Implementing Agencies prepare their own regional communication and dissemination strategies, reflecting on the importance of ICP data for regional priorities.
Next Steps

- **March 2019**: GB reviewed draft communication strategy.
- **April 2019**: IACG reviewed the strategy and outline of the final ICP 2017 report.
- **May 2019**: TAG reviewed the strategy and outline of the final ICP 2017 report.
- **Mid-2019**: GB to review and endorse final strategy and outline of the final ICP 2017 report.
THANK YOU