



**INTERNATIONAL COMPARISON PROGRAM  
COMMUNICATION AND DISSEMINATION STRATEGY**

**FEBRUARY 2019**

# INTERNATIONAL COMPARISON PROGRAM

## COMMUNICATION AND DISSEMINATION STRATEGY

### 1. Introduction

The main outputs of the International Comparison Program (ICP) are estimates of purchasing power parities (PPPs) for the world's economies, and comparable price and volume measures of gross domestic product (GDP) and its expenditure aggregates.

The Final Report of the Friends of the Chair Group on the Evaluation of the 2011 Round of the ICP, submitted to the 47<sup>th</sup> session of the United Nations Statistical Commission (paragraph 70), recommended that ICP stakeholders 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.

In this regard, the ICP Governing Board recommended that a communication strategy should be developed with the objective of clarifying the correct uses and limitations of PPPs and related-measures.

This note sets out the broad components of a communication and dissemination strategy for the anticipated release of the ICP 2017 cycle results. This release will include three major datasets:

- data for benchmark year 2017;
- revised data for benchmark year 2011; and
- timeseries data bridging 2011 and 2017 benchmark results.

The release will also encompass main findings, methodological notes, metadata, and guidance on the use of these data.

This note considers:

- **What** should be released – the package of the outputs encompassing the 2017 benchmark data, the revised benchmark results for 2011, and the timeseries bridging the 2011 and 2017 benchmark results;
- **When** these outputs should be released – the processes and timings of pre-release, release, and post release;
- **To Whom** they are targeted – the audience for the outputs, such as the ICP stakeholders encompassing the bodies within the governance framework, policymakers, the development community, academia and the media;
- **How** these outputs should be conveyed – what vehicles are to be used to disseminate the outputs, and what messaging and audience takeaways should accompany each output.

The [Annex](#) sets out a schedule of how these outputs, timing, audience, vehicles and messaging interrelate.

In taking forward this strategy, the ICP Global Office will confer, over the coming months, with the ICP Governing Board, the Inter-Agency Coordination Group and the Technical Advisory Group, as well as the World Bank's corporate communications team, to ensure full outreach to the ICP user base and wide exposure to policymakers, the development community, academia and the media.

The Governing Board is invited to take note of the proposals set forth in this strategy and provide feedback and comments.

## 2. WHAT: Outputs

Outputs will reflect the results of three ICP processes:

- the global ICP 2017 cycle;
- the revision of the global 2011 results.; and
- the interpolation exercise bridging the 2011 and 2017 benchmark results.

These outputs will encompass the announcement of the release; the data and accompanying metadata; main findings, methodological notes and user guidance; and analytical products.

### 2.1 Data and Metadata

The following indicators will be available to users as ICP outputs:

- PPPs by classification heading (US\$ = 1)
- Price Level Indices by classification heading (World = 100)
- Real expenditures by classification heading (US\$)
- Share of world real expenditures by classification heading (World = 100)
- Real expenditures per capita by classification heading (US\$)
- Indexes of real expenditures per capita by classification heading (World = 100)
- Nominal expenditures by classification heading (national currency)
- Nominal expenditures by classification heading (US\$)
- Shares of nominal expenditures by classification heading (GDP = 100)
- Nominal expenditures per capita by classification heading (US\$)
- Population
- Market exchange rates (US\$ = 1)

The publication level of details and the classification headings to be published for the 2017 benchmark results, revised 2011 benchmark results, and the time series bridging the two benchmark year results, will be determined according to the publication criteria adopted by the ICP Governing Board in October 2018.

Metadata will be presented within the database allowing users to easily find background information relating to each indicator and classification heading. Where appropriate, these metadata will cover items such as definition; source; periodicity; statistical concept and methodology; quality indicators; and limitations of the data. Metadata on countries cover basic metadata such as currency, World Bank income group, survey coverage, ICP national agency, and respective ICP region. Regional metadata will include the countries within that region and the ICP regional agency, amongst other metadata.

### 2.2 Main Findings, Methodological Notes and Guidance to Users

Main findings focusing on the relative size of economies, material well-being, and price level analysis will be included in the ICP 2017 report.

ICP methodological notes will be updated, where needed, and included in the report. These will include notes on the composition of the basket of goods and services priced, data collection and validation, calculation and linking of results, as well as any change to regional composition. Additionally, the approach for revising the 2011 results and the methodology for interpolating between the 2011 and 2017 results will be explained.

Guidance to users will discuss the appropriate use of each of the indicators and classification headings, and more broadly the type of analyses for which PPPs are suitable.

## 2.3 Analytical Products

A series of analytical outputs will provide insight into the impact of the results on inter-country socio-economic comparisons. Alongside main findings in the ICP 2017 report, analyses and visualizations will be made available with customizable dashboards allowing users to explore their own queries.

Secondary indicators resulting from the revised 2011 PPPs and new 2017 PPPs include the revision of associated indicators such as those in World Development Indicators, poverty estimates, the Sustainable Development Goals indicators, and international agencies' shareholding formulas, among others. The ICP Global Office will reach out to owners of these secondary indicators to ensure they are aware of the new ICP results.

A visual compendium of PPP uses and applications will be developed and published a few months after the release of the final results. The exact timing of this will depend on the speed with which secondary indicators are updated by relevant owners.

## 3. WHEN: Timing of Release

While the ICP global results are planned to be finalized by the end of 2019, the formal launch of these results is anticipated in early 2020. It might be opportune to coincide the release with the International Monetary Fund-World Bank Spring meetings in April 2020, ensuring a large user audience and wide exposure.

Pre-release activities (to "create a buzz") could start in the first quarter of 2020 with announcements at the World Bank's Second Data Day in February 2020 and the 50<sup>th</sup> session of the United Nations Statistical Commission in March 2020, as well as through other regional events.

Post-release activities could involve launching a visual compendium of PPP uses and applications to coincide with the United Nations World Data Forum in October 2020.

## 4. TO WHOM: Audiences

The audience for the ICP results includes:

### *ICP stakeholders*

- governance stakeholders (United Nations Statistical Commission; Governing Board; Inter-Agency Coordination Group; Technical Advisory Group; National, Regional and Global Implementing agencies)
- donors

### *Internal World Bank audience*

- senior management
- country and thematic economists
- data practitioners

### *External audience*

- national policymakers
- the development community, including international agencies who utilize PPPs
- academics and researchers
- the media
- the general public

## 5. HOW: Messages and Vehicles

Messages will encompass the main findings from the results, and what users need to know to fully understand and use the data.

### *Pre-release*

- What will be released, when, and how?
- What is the relevance of the ICP to users and why should they trust its data?

### *Release*

- What are the main socio-economic findings from the results?
- How are the results produced and what has changed since last time?
- What are the correct uses and limitations of the results?
- How can ICP results be accessed?
- How can underlying ICP data be accessed?

### *Post-release*

- 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?

Vehicles are the suite of tools and media available for the dissemination and communication. They will build upon those currently used by the World Bank and other ICP stakeholders for their outputs. They include:

- Press release(s) by the World Bank and other ICP stakeholders
- Global and regional launch events
- Report of the ICP 2017 cycle
- Visual compendium of PPP uses and applications
- World Bank “Let’s Talk Development”, ICP Data Blogs and ICP stakeholders’ blogs
- ICP Website
- World Bank and other ICP stakeholders’ websites and intranets
- World Bank Databank
- World Bank Development Data Hub, providing access to data and APIs
- World Development Indicators
- ICP dashboard portal – allowing data investigation and user analysis of the results
- ICP Github portal disseminating notes on method and analysis
- User meetings
- PPP eLearning courses
- World Bank and other ICP stakeholders’ social media

## 6. Next Steps

The ICP Global Office will reflect on the Governing Board’s feedback and recommendations and continue to canvas feedback from ICP stakeholders. A final ICP Communication and Dissemination strategy will be circulated to the Governing Board in mid-2019 for their virtual review and endorsement.

## Annex: Matrix of ICP 2017 Cycle Dissemination Components

Timing	Output	Audience	Message	Vehicle
<b>Pre-release</b>	Announcement of forthcoming results	All	What will be released, when and how?	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 Kiosk Announcement; WB Data Day
		External audience	+ Why is the ICP important for development? + Why should we trust its data?	+ WB/Stakeholders Websites; WB/Stakeholders Social Media
<b>Release</b>	ICP Data and Metadata	All	How can ICP results be accessed? + How can underlying ICP data be accessed?	ICP Website; WB Databank; WB Development Data Hub; World Development Indicators; ICP Github portal; WB Data Help Desk
	ICP Main Findings, Methodology and Guidance	All	What are the main socio-economic findings from the results? + How are the results produced and what has changed since last time? + What are the correct uses and limitations of the results?	Press Release(s); ICP 2017 Report; ICP website; Let's Talk Development Blog; FAQs; Global and Regional Launch Events
		ICP Stakeholders		+ ICP Newsletter
		WB internal audience	+ What does this mean for WB outputs?	+ WB Kiosk Announcement; WB Today's Story; ICP Data Blog; User Meetings
		External audience		+ WB/Stakeholders Websites; WB/Stakeholders Social Media
<b>Post-release</b>	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