



**Motto:**  
**“Promoting Statistics for Sustainable  
Development”**

## **Definition of Motto:**

***“Promoting Statistics for Sustainable Development”***

## **Promoting Statistics means:**

- **To increase the awareness of Statistics and take the profession to a more important level;**
- **To advance the general perspective of Statistics to the next higher level;**
- **To bring attractiveness to the profession of the Statistician;**
- **To contribute to the progress and further development of Statistics;**
- **Increase advocacy for Statistics and the use of Statistics through:**
  - **Public awareness- through the media (social media- internet, television, radio, newspapers, newsletters, reports, advertisements, releases, conferences, consultations etc.);**
  - **Key public figures (Presidents, Prime Ministers, Parliamentarians, faith-based leaders, media personalities, various artists, winners of competitions, athletes etc.);**

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- **Institutions and bodies Youth bodies, grass roots organizations, non-government organizations, student bodies, educational institutions etc.);**
- **To implement the adoption of laws enabling, facilitating and strengthening the collection and dissemination of data through laws and amendment of laws.**

**Sustainable Development refers to:**

**Production of goods and services where resources that meet human needs are sustained within their operating systems which includes the environment so that such needs are met both in the present and future and particularly do not negatively affect the future. Development should result in the continued general progress of economic and social well-being.**

**Therefore promoting Statistics can result in effective programs based on empirical evidence that can enable sustainable development.**