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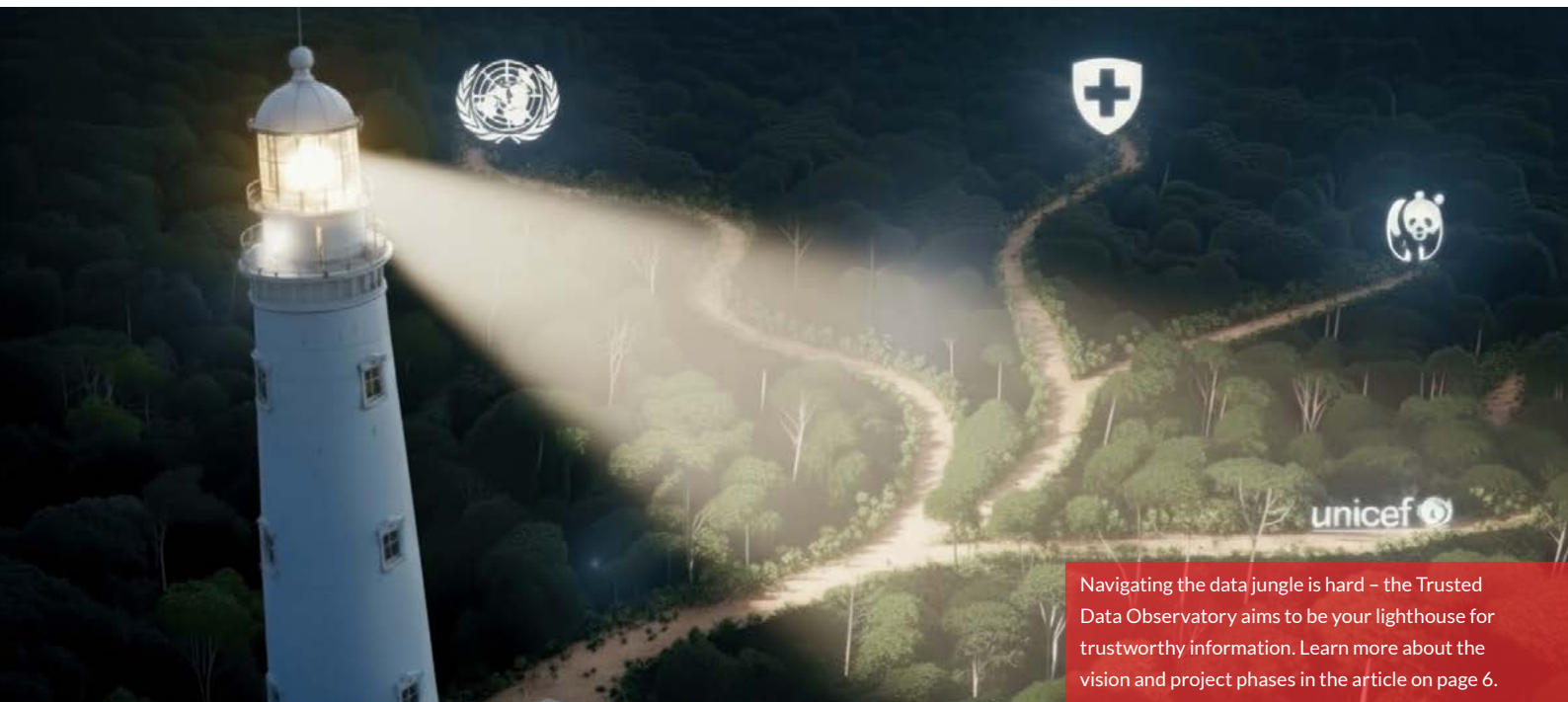
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BEYOND THE HORIZON

INTERNATIONAL NEWSLETTER FROM THE SWISS FEDERAL STATISTICAL OFFICE



Navigating the data jungle is hard – the Trusted Data Observatory aims to be your lighthouse for trustworthy information. Learn more about the vision and project phases in the article on page 6.

EDITORIAL

DATA AND STATISTICS MAKE GLOBAL TRENDS TANGIBLE

Undoubtedly, data and statistics are worth their weight in gold when they offer direction. Properly collected and interlinked, they reflect what moves society and thus provide the basis for decisions. Yet today, their role must extend beyond what was previously expected; they must recognise trends early and make public sentiment tangible. This was evident at the recent meeting of the Directors General of the European National Statistical Institutes (DGINS) held in Split at the end of October in a discussion that centred on a concrete example – resistance to tourism. Acceptance of (mass) tourism is waning in many places – in Croatia, the host country of the conference, as well as in many other countries around the world. Can the statistical system measure public sentiment? For

me, the answer is clear: it must, as part of an international data community that is open to new ideas and willing to develop its practices.

The topic of tourism actually demonstrates this role really well. To understand how factors such as sustainability, mobility and acceptance are interconnected, you need precise, wide-ranging data. New sources such as credit card or mobile positioning data also help to fill gaps in existing methods, deliver data sooner and illustrate trends in a more diversified way. We need to look beyond purely economic figures and embrace internationally comparable frameworks that incorporate the environmental and social impacts. This is the only way to create an overall picture that is truly useful for political and economic

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decision-makers looking to address public concerns.

Switzerland is breaking new ground in this respect. As a pilot country in an OECD and UN Tourism initiative, Switzerland is helping to develop a comprehensive system for measuring tourism sustainability. The project links monetary data with environmental accounts, allowing for more precise monitoring of tourism-related emissions and energy consumption. The fact that Switzerland is organising the next DGINS conference in Bern in 2026 shows how active and committed we are to international discussions. You can find out more about this in the newsletter.

As more data becomes available, a key question is becoming increasingly urgent: What data can we trust? Reliable sources are identifiable, accessible and readable by both humans and machines. They should also be

well-documented. This is where the Trusted Data Observatory (TDO) initiative comes in. The TDO is intended to serve as a global metadata platform, to show where trusted data can be found and how it is structured. Such an observatory would close a gap in an increasingly digital world. You can read more about this in this newsletter's contribution by Pádraig Dalton, Ireland's former chief statistician and a key proponent of the TDO.

The extent of the need was recently demonstrated at two high-level meetings in Paris and Riyadh, which showed how stakeholders around the world are seeking clear guidance in a sea of data. Budgets are tightening and many countries are fighting to protect essential data infrastructures. Shaida Badiee, the managing director of NGO Open Data Watch, describes this powerfully in her contribution to the newsletter.

As we start the new year, there is reason for optimism: we can see the problems and there is growing international consensus on the next steps. Recognising the problems is, after all, the first step to achieving lasting solutions.

I hope this edition leaves you motivated for the year ahead.

Georges-Simon Ulrich,
Director General,
Federal Statistical Office

65TH ISI WORLD STATISTICS CONGRESS, 5-9 OCTOBER THE HAGUE (NL) DATA AND STATISTICS AT THE WORLD STATISTICS CONGRESS 2025

With more than 250 sessions, this year's congress included hundreds of statisticians from around the world, mathematical formulae, graphs, PowerPoint presentations and many topics for debate. The 65th World Statistics Congress, organised by the International Statistical Institute and Statistics Netherlands (CBS), showed that statistics is a rapidly evolving science. Beyond the technical aspects, the conference reflected on the broader role of statistics in helping us understand the world. Themes included health, the economy, climate, governance, data, education and Artificial Intelligence (AI).

Three plenary sessions were among the many highlights. Professor Ionica Smeets, specialising in science communication at Leiden University, shared her experiences and journey to make science more accessible and inclusive. She advocates for stronger science education, emphasising that how data is presented is just as important as the data itself. Even the slightest misrepresentation can have a lasting impact on public opinion. She believes it is crucial that

the numbers be understood by everyone; otherwise, they lose their value. Figures are only valuable if they are accessible and understood.

Professor Bhramar Mukherjee from the Yale School of Public Health then moved on to discuss an equally fascinating subject: data equity. After all, figures can be biased, too. She pointed out that AI systems are human-made and take on the biases of its designers, and



**Professor Ionica Smeets, Chair of the
Science Communication and Society
Department at Leiden University**



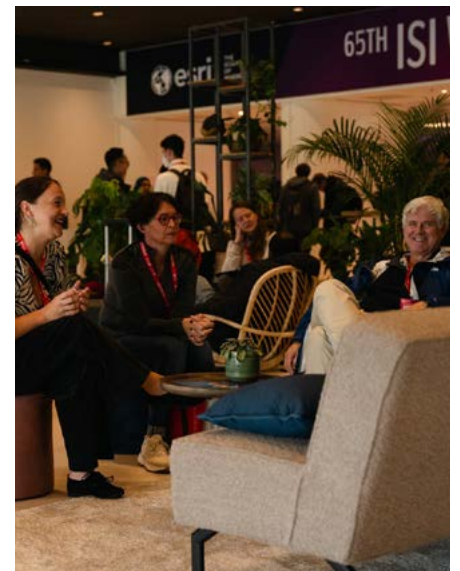
All photos in this article provided by **Britt Flaton**
The **Media Gallery** is available online.



that if the initial data is not fair, the results will not be either. A useful summary on this topic is presented in the World Economic Forum (WEF) whitepaper **Advancing Data Equity: An Action-Oriented Framework**. Given their use-case expertise, statisticians should move beyond traditional datasets and take leadership in data collection. Mukherjee's vision is that of the statistician who is both an expert in ethics and able to express uncertainty without losing their audience.

Finally, Ed Humpherson who heads the UK Office for Statistics Regulation brought a touch of philosophy to the debate surrounding data and statistics. He believes that official statistics should be 'vulnerable'. This means acknowledging mistakes, talking about uncertainties and listening to the public in order to inspire confidence. Because, as he points out, transparency is not a weakness but a strength.

Overall, the conference demonstrated that statistics is not merely a technical discipline, but one that evolves along with its environment. With the introduction of AI, visualisation and communication are playing a greater role. Today's statisticians are no longer only called upon to produce figures; they tell stories, ask questions and help build trust in a world saturated with data. At the end of the Congress, the Hague passed the torch to the next host city, Busan in South Korea, where equally engaging discussions await from 11 to 15 July 2027.



Professor Bhramar Mukherjee,
Biostatistics and Chronic Disease Epidemiology at the Yale School of Public Health.

Ambre Crettenand,
International affairs, FSO



Ed Humpherson,
Head of the Office for
Statistics Regulation (UK)

TOURISM STATISTICS TAKE CENTRE STAGE AT DGINS CONFERENCE

The 110th conference of the DGINS (Directors General of the National Statistical Institutes) recently concluded in Split, Croatia. The FSO delegation enjoyed productive discussions centred on the future of official statistics, particularly in the vital domain of tourism.

The central theme of the 2025 conference was 'European Tourism Statistics: A Forward-Looking and Innovative Response to 21st Century User Needs.' This focus addressed the urgent need for statistical offices to adapt to a rapidly changing sector.

The participants explored methodologies for harnessing innovative data sources, such as credit card and mobile positioning data. The conference highlighted how these can complement but, for now, not replace traditional surveys. The aim is to produce more timely, granular, and comprehensive tourism statistics.

A primary focus of discussions was the challenge of moving beyond purely economic indicators. The conference underscored the imperative to develop harmonised frameworks that measure the environmental and social impacts of tourism (e.g. tourism acceptance), reflecting growing demands from policymakers, industry professionals and the public.

The sessions addressed the need for greater coherence and comparability of tourism data across Europe and beyond, ensuring that national statistics can effectively inform continent-wide policy and decision-making.

The theme of the DGINS conference was of immediate relevance to the Swiss statistical system. Switzerland is currently serving as a pilot country for an initiative by the Organisation for Economic Co-operation and Development (OECD) and UN Tourism to establish a comprehensive framework for measuring the sustainability of tourism.

This pioneering work, known as the Sustainability Indicators of the Tourism Satellite Account (SITSA), which were published by the FSO in collaboration with SECO, moves beyond traditional economic metrics. The Swiss pilot project is developing robust indicators that link the monetary data from tourism (the Tourism Satellite Account) with the environmental accounts. This allows for the precise measurement of tourism's impact on factors such as greenhouse gas emissions, air pollution, and energy consumption. An expansion of this project is planned for 2026/2027.

By developing and testing these methodologies, Switzerland is not only enhancing its own national data for domestic users but also helping to define the future international standard, providing a data-driven foundation for policies.

Fabian Schrey,
Analysis and Intersectoral Activities, FSO



In Split, Georges-Simon Ulrich announced that Switzerland will have the honour of hosting the DGINS conference next year. It will take place in Bern on 28–29 October 2026. This forthcoming event underscores Switzerland's commitment to the international statistical system and its pledge of collaborative innovation.

The 2026 conference will focus on how to make European data and official statistics AI ready and responsibly redistributed; a strategic priority for the European Statistical System and also a topic high on the agenda of the UN Statistical Commission. We are looking forward to a fruitful exchange on data and official statistics in the age of AI and data platforms and to learning from one another.

'We will also work on ensuring that European statistics are discoverable and ready for AI use in the world of specialised data platforms, internet search engines, and generative AI applications.'

ESS common position on the future and strategic priorities of European statistics, May 2025



'WHY PARTNERSHIPS AND TRUSTED, QUALITY, DIGITALISED DATA ARE CRUCIAL FOR HEALTH OUTCOMES' – A WHO, SWITZERLAND AND THE GENEVA DATA COMMUNITY ALLIANCE

On 30 October 2025, WHO and the Swiss Federal Statistical Office jointly hosted the quarterly gathering of the Geneva Data Community. This provided an opportunity to learn more about:

1. **The Swiss government-led Trusted Data Observatory (TDO).** The TDO has potential as a global public good, to make trusted standardised, open, AI-enabled metadata to be more discoverable, comparable and accessible. The aspect of secure, safe cloud hosting is also appealing to multiple partners. The TDO is a potential tool that would equip partners with the ability to address mis- and dis-information, towards ensuring trusted, quality, interoperable and digitalised data is available to better inform policies, budgets and programmes; and
2. **WHO's 2025 prioritisation and restructuring,** that led to the creation of a new Department for Data, Digital Health, Analytics and AI (DDA), sitting within the Division of Health Systems, Access and Data. WHO updated the Geneva Data Community about the new vision of the department and its four new units (Data Standards and Analytics; Information Systems and digital health; Insights, Capacity and Operations; and AI and Frontier Technologies), as well as how DDA would empower health systems with data, digital and AI—for equity, resilience, and universal health.

The meeting also covered other important matters, such as recent decreases in Official Development Assistance (ODA) for evidence production and surveys, as well as the sunsetting of the US Centre for Disease Control and Prevention (CDC). These have all significantly impacted front line health services and exacerbated several challenges, including:

- a) Resources for data and digital infrastructure and capacity building;
- b) Increased reporting burdens faced by countries;
- c) Protecting data security, ownership, sovereignty and privacy;
- d) Interoperability (foundational, syntactic, semantic, organisational);
- e) Data for communities left behind (e.g. humanitarian contexts); and
- f) Ethical and legal standards for data and digital priorities.

Although the **Lusaka agenda** and other regional initiatives increased awareness of the need for national leadership, ownership, capacities, data sovereignty and local data and digital foundations that can support domestic financing and social health insurance, the above mentioned reductions are having a negative impact for moving in this direction.

Despite these challenges, the Geneva Data Community is committed to strong partnership and provided four main highlights in support of addressing these complex challenges:

1. **Setting standards and using tools:** Various WHO flagship products and standards support health systems standards for collection, storage, sharing, interoperability, analysis and use of digitalised health data. These include International Classification of Diseases (ICD-11), the Digital Health strategy, the World Health Statistics report, the AI ethics guide for health, and other various health data related policies. The application of tools and standards is crucial for quality, trusted and interoperable data.
2. **Partnerships:** There is a need for greater collaboration to align scarce resources with country data and digital priorities, sharing

good practices and addressing common challenges from multiple perspectives. The Geneva Data Community is a good example and WHO highlighted the WHO collaborating centre network, as well as the need to collaborate with National Statistics Offices and three other important networks:

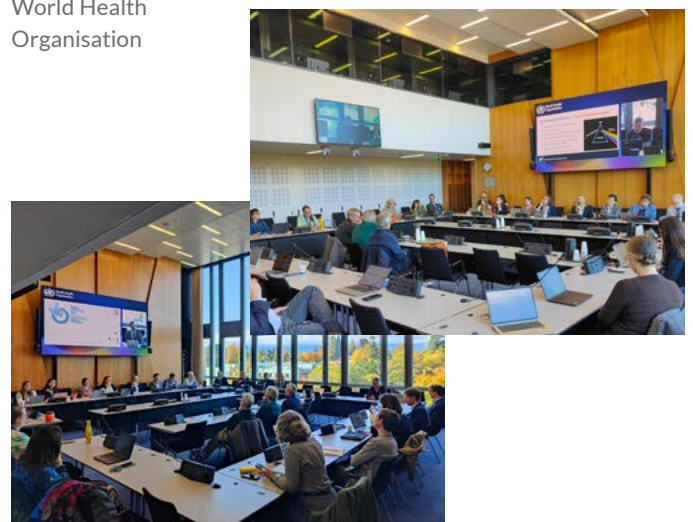
- i) the Health Data Collaborative (HDC),
- ii) Global Initiative on Digital Health (GIDH), and
- iii) Global Initiative for AI for Health (GI-AI4H).

3. **Trusted data:** The concept of trust in health data was unpacked in the post-COVID 19 pandemic context, as was countering mis- and dis-information. 'Trust' is one of WHO's five data principles. The 'trustability' of health data lies beyond purely a transparent audit trail and attributes of data itself (e.g. completeness, quality, timeliness, security, interoperable and ethical use). It also needs adherence to widely recognized International Standards (e.g. General Data Protection Regulations (GDPR), International Health Regulations (IHR), EU Health Data space).
4. **Acknowledging politics:** Trusted, interoperable, quality, secure data is used to influence policies, budgets and programmes to achieve health outcomes (mortality, morbidity and service coverage). However, this requires 'getting the right information, to the right person, in the right format at the right time', which necessarily needs an understanding of political processes and dynamics within institutions and countries to use data as evidence.

Despite resource constraints and rising challenges, the Geneva Data Community remains committed to advancing trusted, interoperable health data as a global public good through partnerships. Together, the TDO, DDA, and the Geneva Data Community can reinforce efforts to ensure strong partnerships, standards, and political engagement to counter misinformation and ensure data drives better health policies and outcomes.

Dr. Craig Burgess

Department of Data, Digital Health, Analytics and AI,
World Health Organisation



METADATA AND THE TRUSTED DATA OBSERVATORY UPDATE NOVEMBER 2025

I am once again back working with FSO colleagues amongst others on a project focussed on enhancing the visibility, discovery and re-use of trusted data – The Trusted Data Observatory (TDO).

The Trusted Data Observatory (TDO) is an international metadata platform, based on standardised, open, machine-readable metadata designed to support discoverability of trusted data sources. The observatory is a metadata platform as distinct from a data platform and there will be no data on the platform which will remain within the data compilers' environment and control.

There are five phases planned within the overall project:

- **Phase 1:** Identification of all relevant stakeholders and detailed engagement to identify needs and develop specification for the TDO
- **Phase 2:** Identify and engage with partners to participate in the Proof of Concept (PoC) and agree on metadata related issues
- **Phase 3:** Observatory development, technical specification for the observatory, build the prototype for PoC, identify host organisation for the platform and ensure technical environment (hardware) and database infrastructure are in place.
- **Phase 4:** Review and refine the TDO post completion based on user experience
- **Phase 5:** Ongoing activity focussed on 'on-boarding' and how the TDO can support the post 2030 agenda

We live in a world saturated with data, where users often do not have the necessary information to distinguish robust, trusted data, evidence and insight, from poor quality data. In what is a very competitive largely unregulated data market, combined with an increasingly AI enabled environment and a growing cohort of users looking for quick answers without wanting or perhaps having the time to undertake the due diligence that would be desirable, the challenge of data discovery is going to become even more acute.

As a global Official Statistical community, we have undertaken considerable work to try and make our data as visible as possible, embracing the Open Data paradigm and providing APIs to support automatic extraction of our data. This is all incredibly important and valuable work but doesn't necessarily address the issue of discoverability.

One of the keys to Data Discovery is metadata, but our metadata is not readily discoverable. It is not optimised for an AI enabled environment. We need to consider inverting the paradigm of 'Data to Metadata' to 'Metadata to Data'.

As we are all aware there are a myriad of metadata standards in operation today across National Statistical Offices (NSOs) and International Statistical Organisations (ISOs). The various standards have been developed over many years and all play an important role in helping to describe our data holdings. Some standards are best suited to microdata (e.g. DDI) while others are more appropriate to describe aggregate data (e.g. SDMX).

As outlined above we have many internationally agreed metadata standards in use. SDMX for example is widely used for data and metadata exchange and indeed is the standard used within the European Statistical System for the exchange of data and metadata between NSOs and Eurostat. This is a prime example of an agreed metadata standard playing an important role within a given context.

However, the context of data discovery presents a different challenge. From a discovery perspective perhaps we need to begin to think of metadata from two different perspectives, 'back-end metadata' which is the detailed metadata associated with any given data source focussed on providing an understanding of the data and 'front-end metadata' which is a subset of the back-end metadata focussed exclusively on addressing the issue of data discovery in an AI enabled world? Could we envisage a situation where the back-end metadata uses one standard (e.g. DDI,



SDMX), and the 'front-end' metadata uses a different standard (e.g. DCAT), with translation from one to the other automated?

None of the above should be taken as an argument for the development of a new metadata standard. That is perhaps the last thing we need. What we do need to reflect on, is how we improve the discoverability of our existing data holdings. The reliance on the concept of Open Data and use of internationally agreed metadata standards doesn't appear to be addressing the issue of discovery.

The community of trusted data compilers has a challenge around data discovery and we need to ask some hard questions, and challenge some 'accepted truths', to try and identify an agreed path forward.

Paidraig Dalton
Director, PD Management Consulting Limited, and Former Director General of the Central Statistics Office, Ireland



Watch the video
on youtube



TWO GLOBAL MEETINGS, ONE CLEAR MESSAGE: STRENGTHEN PARTNERSHIPS FOR PROGRESS

Early November brought two important moments for our data community: the **PARIS21 Fall Meetings in Paris, France** ¹, and the **40th meeting of the UN High-Level Group for Partnership, Coordination and Capacity-Building (HLG-PCCB) in Riyadh, Saudi Arabia** ². Held only days apart, both gatherings were a chance to reflect on shared priorities and reaffirm the value of collaboration at a time when data systems around the world are under increasing pressure.

Across both events, participants acknowledged the wider context: shifting official development landscapes, tightening national budgets, and growing concerns about the sustainability of core data operations. Open Data Watch's recent report **Rebuilding Global Health Data** highlights the tangible impact of funding cuts on health data systems—from disrupted surveys to stalled administrative data efforts—and underscores how essential it is to coordinate investments, avoid duplication, and direct resources where they can have the greatest impact.

But financial pressures are only part of the story. Both meetings surfaced a growing worry about misinformation, declining trust, and the increasing difficulty of ensuring that official data remains the anchor for public debate. Strengthening trust in data has become just as important as strengthening the systems themselves. This is an area where initiatives like the Trusted Data Observatory resonate strongly with many partners.

At the Fall Meetings, two formal days of discussions and a day of pre-meetings brought together a broad community of national statistical offices, development partners, and practitioners under the theme *Learning together to accelerate progress*. As someone who supported the creation of PARIS21 twenty-five years ago, the evolution of these meetings—both

in participation and in the issues addressed—was evident. The agenda reflected a data ecosystem that is changing and increasingly interconnected, with new partnerships emerging to meet today's challenges.

One area where Open Data Watch's role was particularly visible was financing. The Fall Meetings saw the launch of the **2025 Partner Report on Support to Statistics**, which documents the latest funding flows for data and statistics, as well as a side event on Smarter Data Finance and the **Clearinghouse for Financing Development Data**. Born in Bern at the 2021 UN World Data Forum (UNWDF) from an initial vision championed by Thomas Gass, who was then Deputy Director General of the Swiss Agency for Development and Cooperation¹, the Clearinghouse has since grown into an active platform for transparency, shared learning, and coordinated support. It continues to bring together a community of actors committed to ensuring that investments in data are effective, predictable, and aligned with country priorities.

Across all sessions of the Fall Meetings, one message stood out: countries are facing increasingly complex demands and need efficient, predictable, and well-aligned support to plan ahead.

¹ Thomas Gass is currently Swiss Ambassador to Vietnam.



Participants of the PARIS21 Fall Meetings

The HLG meeting in Riyadh the following week continued this momentum. Its agenda focused on the international outlook for statistics, financing for development, capacity-building needs, and preparations for the next **UNWDF in November 2026**. A dedicated session on the **UNWDF's Commit to Data initiative** reinforced the importance of coordinated and concrete action to strengthen national data systems, including Switzerland's commitment to advance work on the Trusted Data Observatory, underscoring the global relevance of trust-building as part of modern data governance.

Discussions also highlighted opportunities for the HLG to enhance coherence across the global statistical system and reinforce a shared vision for long-term capacity development. Taken together, the Fall

Meetings and the HLG demonstrated that even in a challenging context, our community remains committed to constructive dialogue and collective problem-solving.

Johannes Jütting, Executive Head of PARIS21, closed the Fall Meetings by asking participants to choose one word to describe the week. For me, that word is resolve—a reminder that progress depends not only on resources, but on the determination of partners to work together and keep moving forward.

Shaida Badiee,
Managing Director, Open Data Watch



Members of the High-level Group for Partnership, Coordination and Capacity-Building for statistics for the 2030 agenda for Sustainable Development (HLG-PCCB), Riyadh, Kingdom of Saudi Arabia (KSA)



40th meeting of the HLG-PCCB, General Authority for Statistics (GASTAT) Headquarters



GASTAT Headquarters

MY WORK AS A GRADUATE INTERN IN INTERNATIONAL AND NATIONAL AFFAIRS AT THE FSO

After completing my studies, I took the opportunity to do a year-long internship at the Federal Statistical Office (FSO). From January to December 2025 I worked for the International and National Affairs Section. This experience gave me an insight into the workings of the FSO and the federal administration as a whole.

Over the course of the year, I contributed to a number of projects and carried out various tasks on behalf of the section. The first project I worked on was entitled “Stakeholdermanagement”. Faced with an increasingly complex set of responsibilities and a growing number of stakeholders, the FSO had decided to set up an effective stakeholder management system. The aim of this project was to design and implement a system that would meet the needs of the FSO and take into account the types of services provided by a Swiss federal office.

Another important project I worked on was the Unlocking the Power of Data initiative. The initiative aimed to build bridges between the world of data and statistics, and the private sector and civil society. Its goal was to promote high-quality data and trustworthy statistics to support progress towards the Sustainable Development Goals, strengthen democracy and inform decision-making, building on the work begun by the ‘Road to Bern’ programme and the United Nations World Data Forum held in Bern in 2021.

My role was to evaluate and help decide the future of the project. The evaluation identified a number of strengths and weaknesses. In view of its value and achievements to date, the decision was taken to temporarily pause the project for reassessment at a later date.



I was also able to gain an overview of a wide range of topics, such as the organisation of events including the Geneva Data Community, setting up newsletters (including the Beyond the Horizon newsletter) and various other tasks within the scope of INA’s activities.

This experience has given me a better understanding of the current challenges in the official statistics. In today’s increasingly complex information society, access to reliable data and statistics is crucial. The Federal Statistical Office plays a key role, both in Switzerland and internationally, in ensuring such access.

During this internship, I learned to work effectively as part of a dynamic, multilingual team. My work here gave me the opportunity to develop my interpersonal and organisational skills, gain experience in project and events management and familiarise myself with various professional tools.

This experience has been an important step in my career, strengthening my interest in public policy and the need to find effective ways to address the growing challenges of an increasingly complex world.

Above all, I will remember the human connections as part of a diverse professional community and the stimulating working environment at the FSO.

Lucien Tochon,
Graduate Intern, International and National Affairs, FSO



OUTLOOK FOR 2026



The release of ChatGPT on 30 November 2022 hailed a new era of artificial intelligence. Major media outlets like the New York Times soon began reporting on early experiences using AI-supported chat features – sometimes with fascination and sometimes concern. It was clear to everyone that this was a technology with enormous potential for communication and knowledge, but that raised important questions about risks and responsibility. In these first months, the debate centred on the opportunities and risks that continue to shape today's discourse.

Since then, these tools have become part of our everyday lives. We all use them – in public authorities, companies and in the media. Over time, we have gained a sense of what large language models (LLMs) can and cannot do. We have to decide to when we should rely on the answers generated by these systems – and when we shouldn't. One thing is clear: LLMs are not made for trusted and reliable facts. This is a problem because when organisations,

public authorities and editorial teams use these tools to draft texts, errors can easily slip in. Erroneous information is quick to spread, undermining trust in organisations, the media and ultimately in the digital transformation.

Several articles in this newsletter describe the considerable efforts under way in the data and statistics community to address this issue, or at least bring trustworthy data to users' attention. This is the issue that will occupy us in 2026. Both the Friday seminar at the 57th UN Statistical Commission on 27 February 2026 and the DGINS 2026 conference in Bern in October will focus on this topic. We also anticipate that the United Nations Economic and Social Council (ECOSOC) will discuss this topic in the spring. The aim of these efforts is to ensure that official, verified data and statistics remain visible and useable in the era of AI-generated content.

Meanwhile, a number of other important topics will remain high on the agenda next year.

The High-Level Expert Group on Beyond GDP will finalise its report – a milestone that directly affects the ongoing efforts in data and statistics systems. The financing of the national data and statistics systems will also remain a key focus next year. From 9 to 12 November 2026, the 6th UN World Data Forum in Riyadh, Saudi Arabia, will bring together all those concerned with data and sustainability.

As the year draws to a close, we wish you a joyful festive season. Take time to enjoy some quiet moments and recharge, so you can begin 2026 with fresh energy. We look forward to more engaging discussions and collaborations in the year ahead. And one last thought before we go: if the AI suggests putting off your New Year's resolutions until February, feel free to ignore its advice! 😊

Benjamin Rothen, Ambassador,
International and National Affairs, FSO

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