Tree of Truth

Visualisation of Estonia’s SDGs and other key indicators
Our mission... and challenge

The purpose of official statistics is to reflect the situation of and changes in the society and to provide the society with information relevant to the demographic, social, economic and environmental development, including for preparing development plans and forecasts, developing different policies, conducting scientific and applied research, and making knowledge-based decisions.

Official Statistics Act, subsection 1.2

The Guardian: 19 Jan 2017
Estonia’s strategic planning

20 development or strategic plans, including 3 horizontal strategic guides:

- Sustainable Development
- Estonia 2035
- Government Action Plan (for 4 years)
Same information in a personalised format

Critical indicators
- Critical indicators
- ONAs
- Other registers
- Other sources

Statistics Estonia
- Statistics Estonia
- ONAs
- Other registers
- Other sources

Personalised dashboards
- Personalised dashboards

Government dashboard
- Government dashboard

https://juhtimislauad.stat.ee/

Dashboard
- Dashboard
- Tree of Truth
- Local Government
- Central Government
- Trade unions

Statistics Estonia: Tree of Truth
- Tree of Truth
- The goal has been met
- Progress towards the expected result
- No progress towards the expected result
Sketches of visualisation
The Tree of Truth

Layers:
- strategic plans

Branches:
- performance areas

Leaves:
- 135 indicators incl. short explanation, current and target state with source of information

- Major event of the period; opening speech was made by President of the Republic of Estonia
- 19,600 webpage visits during the first month
- Chancellor of Justice presented Statistics Estonia with the national Clear Message Award 2020
- Regular use at schools and by the media
Empowering

- We do it for the citizens
- Strong media support
Thank you!

Jaana Tael
Head of Government Affairs
Statistics Estonia