Sweden in figures

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The Statistical Yearbook of Sweden

- One hundred years – little change.
Behaviour changes

- Information technologies have driven changes in the ways users want to consume statistics.
- Most people aged 15-19 have never heard about Statistics Sweden.
A new concept

- The Communication Department was assigned the task to create a new concept.
- New opportunities and resources to rethink our communication strategies.
- January 2014 the last issue of the Statistical Yearbook of Sweden was released.
- September 2014 the new concept “Sweden in figures” was approved by the Director General.
Sweden in figures

- New content on the website:
  - Based on the social science curriculum for 10-15 year olds.
  - Presented in a simple, graphical, interactive and attractive way.

- Multi-channel communication strategy, including:
  - A yearly release of a publication called Sweden in figures.
  - A new concept for study visits.
  - A teacher’s guide.
  - A social media strategy.
Target audiences

- Teachers: Based on the social studies curriculum for 10 to 15-year-olds.
- A 15-year-old should be able to use and understand the content.
- Will benefit an unaccustomed user of statistics.
The project group

- The project started running in January 2015.
- Close cooperation with IT and the departments for statistics production.
Effects

- Extend our democratic duty by making the statistical information accessible for as many as possible.
- Help the public use statistics as a tool to better understand the world, build argumentation, critically examine statements and crush myths.
Questions ?
Cooperation

- We look forward to exchanging experiences with others in the same transition process! Lessons can be learned from creating new content for specific target audiences.

- Please feel free to contact me: sara.brinkberg@scb.se
Thank you!

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