Informative and social functions of indicator-based communication

- **Informative function** – inform about different phenomena
- **Social function** – instrument of democratic evaluation
  - Construction of a common definition of a situation
  - Prior agreement on the facts

- The indicator-based communication cannot be regarded simply as information transmission but as a specific type of communication with a **high societal engagement** (political/social context – interactivity).

Source: Towards a harmonised methodology for statistical indicators, PART 2
Communicating through indicators, Eurostat, 2017
UN SDG Puzzle – A holistic view

Implementation of the Agenda2030 in Finland
- Key bodies and mechanisms
Commitment 2050 objectives:

1. Equal prospects for well-being
2. A participatory society for citizens
3. Sustainable work
4. Sustainable local communities
5. A carbon-neutral society
6. An economy that is resource-wise
7. Lifestyles that respect the carrying capacity of nature
8. Decision-making that respects nature

Agenda 2030 goals:

National set of SDG Indicators

- **Design by the Follow up and Review Network** in autumn 2016 – spring 2017
  - Members from 25 organizations (public, private, civic society)
  - Chaired by Prime Minister’s Office
- **Confirmed by the National Commission on SD** in spring 2017
- **About ¼ of indicators shared** with the UN Global SDG Indicators
- **10 Baskets**
  - Inequality; Social exclusion; Environment; Carbon neutral society; Housing; Economy; Public and private consumption; Health; Education; Labor; Global responsibility
- **40 Indicators**
  - Regularly available, updated annually, 4-5 key indicators, analyzed annually, responsible producers
  - Citizens’ Panel
Thank you for your attention!

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STATE OF SUSTAINABLE DEVELOPMENT

what do the facts tell?