



Statistics Sweden

Statistiska centralbyrån

Sweden in figures

Sara Brinkberg
Communication Department
Statistics Sweden



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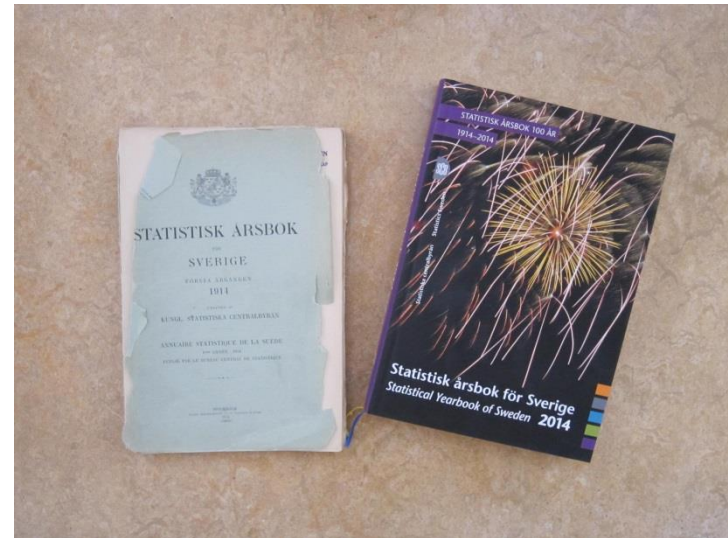


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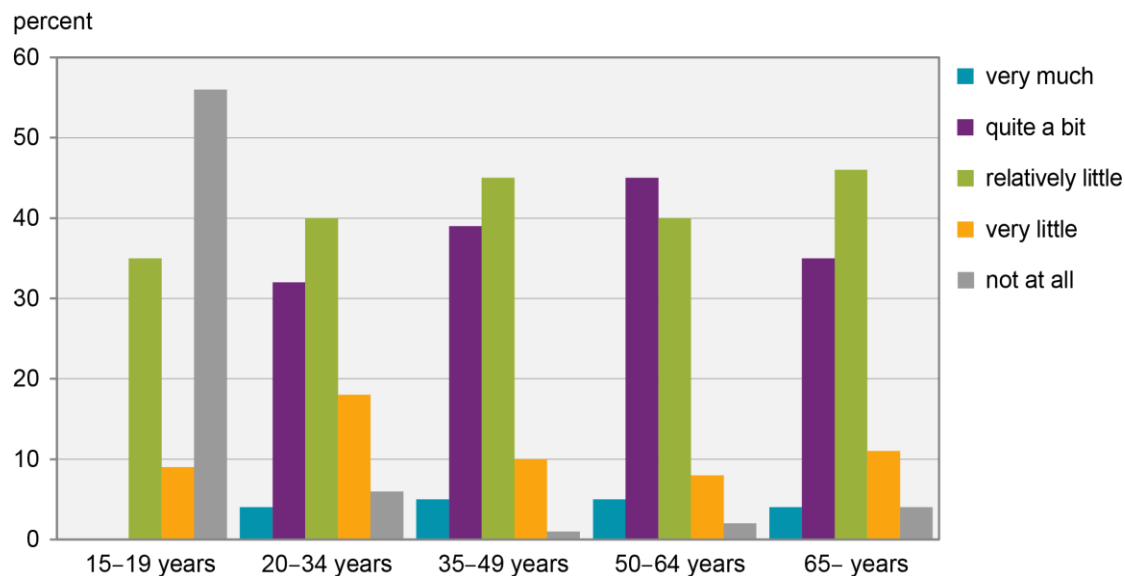
The Statistical Yearbook of Sweden

- 1914 – 2014.
- 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.





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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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