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*
Estonia’s strategic planning

47 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
  - ONAs
  - Other registers
  - Other sources

- Statistics Estonia
  - https://juhtimislauad.stat.ee/

- Personalised dashboards

- Government dashboard

- Trade unions
- Local Government
- Central Government

- Tree of Truth

Statistics Estonia: Tree of Truth

Dashboards

Central government

Local government

Trade unions

Time (Hour, day, week, month, quarter, year)

Classifying (County, type, sex, etc.)

Quantity (EU, tonne, %, etc.)
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

*Tree of Truth*

Statistics Estonia: Tree of Truth

https://tamm.stat.ee/

How is our country doing? 📈

The Estonian National Strategy on Sustainable Development

- Recycling of municipal waste
  - The percentage shows the share of recycled municipal waste in total municipal waste generation, reflecting specific recovery of materials, composting and anaerobic degradation of waste.

Read more

2018: 28%

- 2007: 7.4%
- 2018: 47.4%

Source: Environment Agency Estonia

More 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
- Refreshed look of the Tree of Truth revealed at the beginning of this year (4 January)
Empowering

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

Mart Mägi
Director General
Statistics Estonia