

Tree of Truth

Visualisation of Estonia's SDGs and other key indicators

Our mission...

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

and challenge

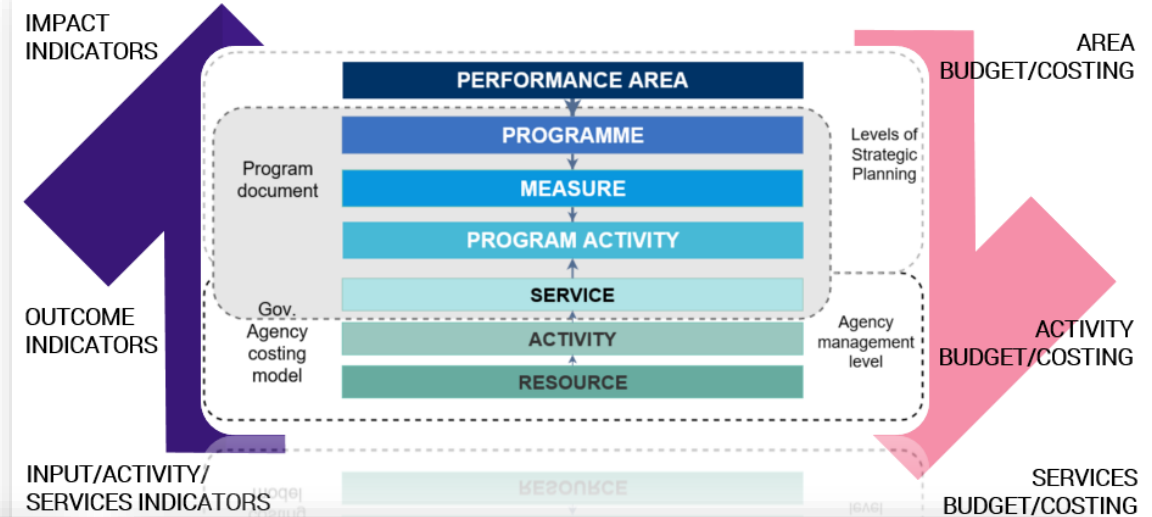


The Guardian: 19 Jan 2017

Estonia's strategic planning

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

- Sustainable Development
- Estonia 2035
- Government Action Plan (for 4 years)



STATISTICS ESTONIA 100

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Home > News > Indicators of Sustainable Development

Indicators of Sustainable Development

NEWS Posted on 30. November 2018 8:00

ISBN 978-9985-74-621-9

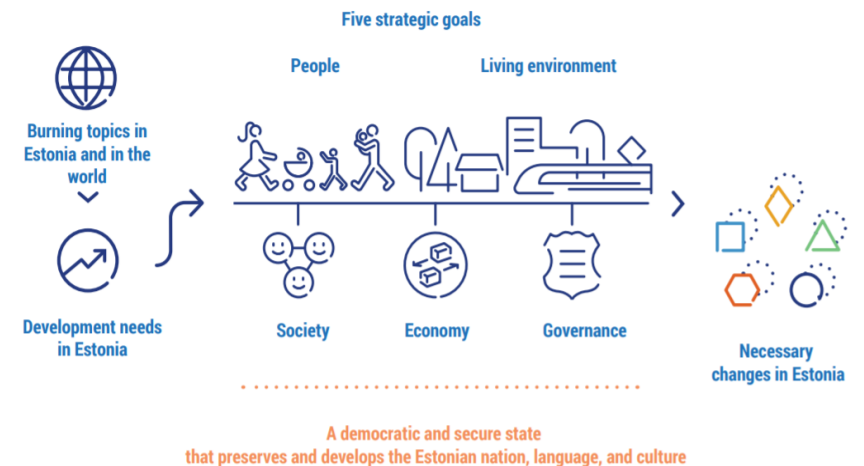
Inglise keeles
Formaat A4, 223 lk
Ilmus: 30.11.2018

How has Estonia developed in the light of the United Nations global sustainable development goals? The publication includes 87 visualised and analysed indicators. Links are drawn to the Estonian National Strategy on Sustainable Development and to several national development and action plans. The publication was prepared in cooperation with the Strategy Unit of the Government Office and field experts. While the focus is mainly on sustainable development, the publication provides a wide range of information for people interested in the developments of Estonia.

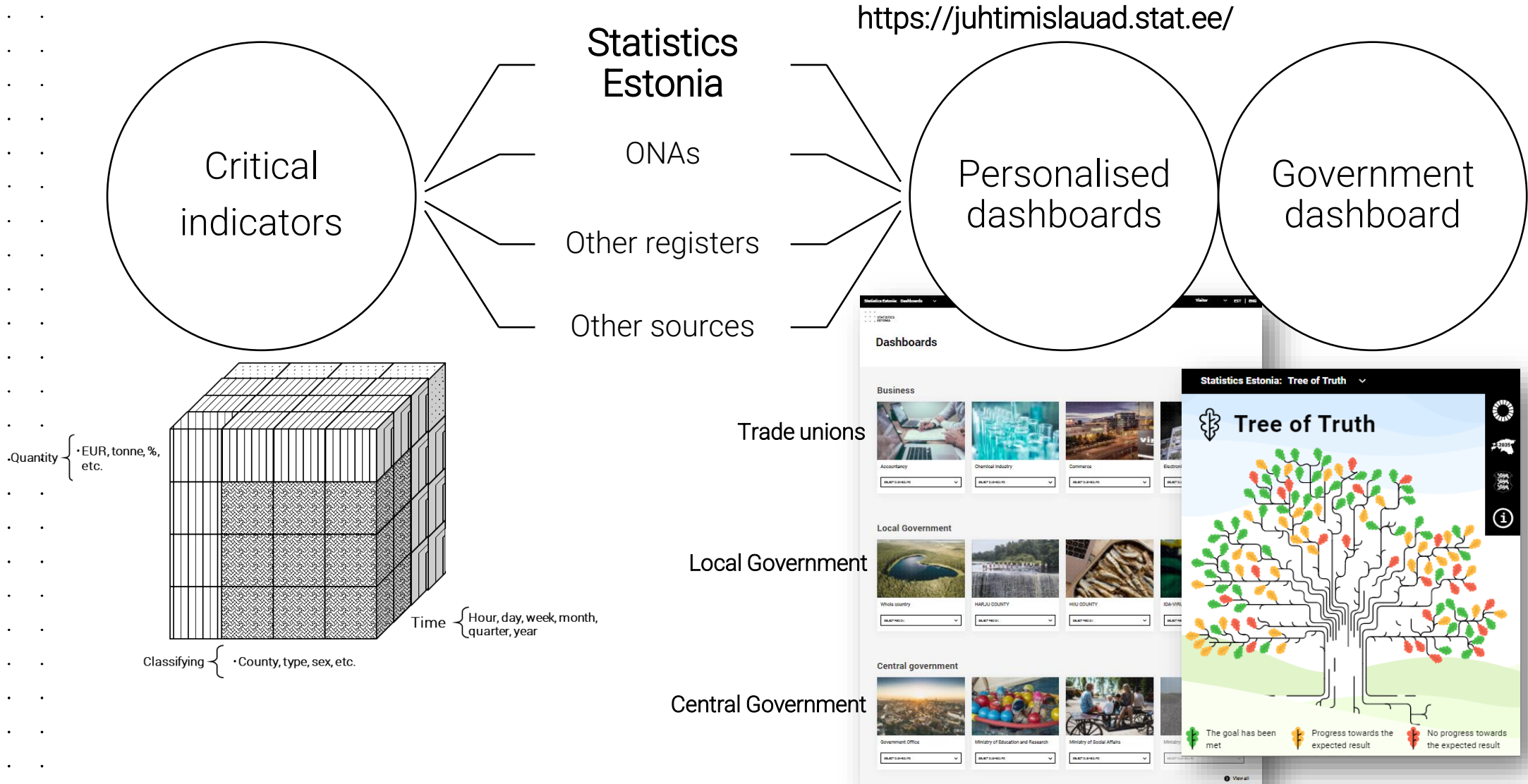
SÄÄSTVA ARENGU NÄITAJAD

Indicators of Sustainable Development

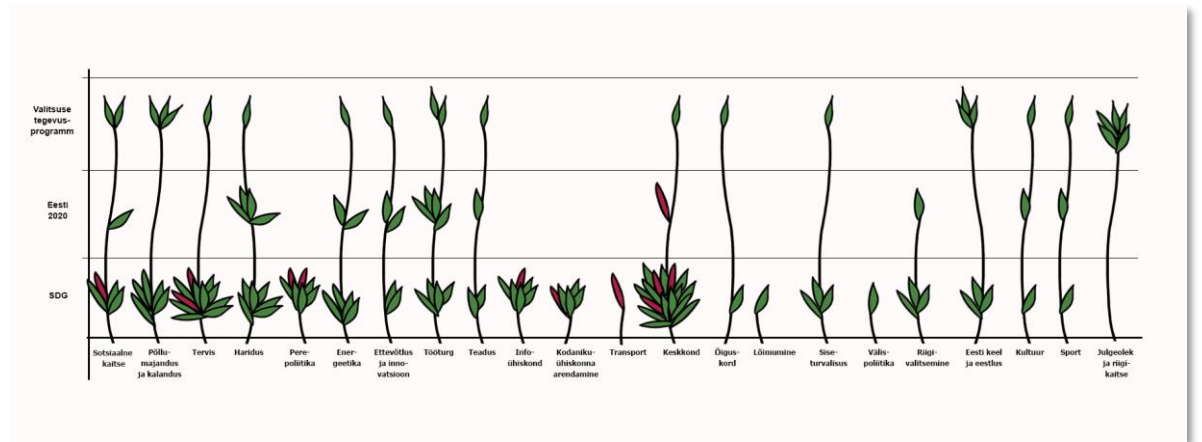
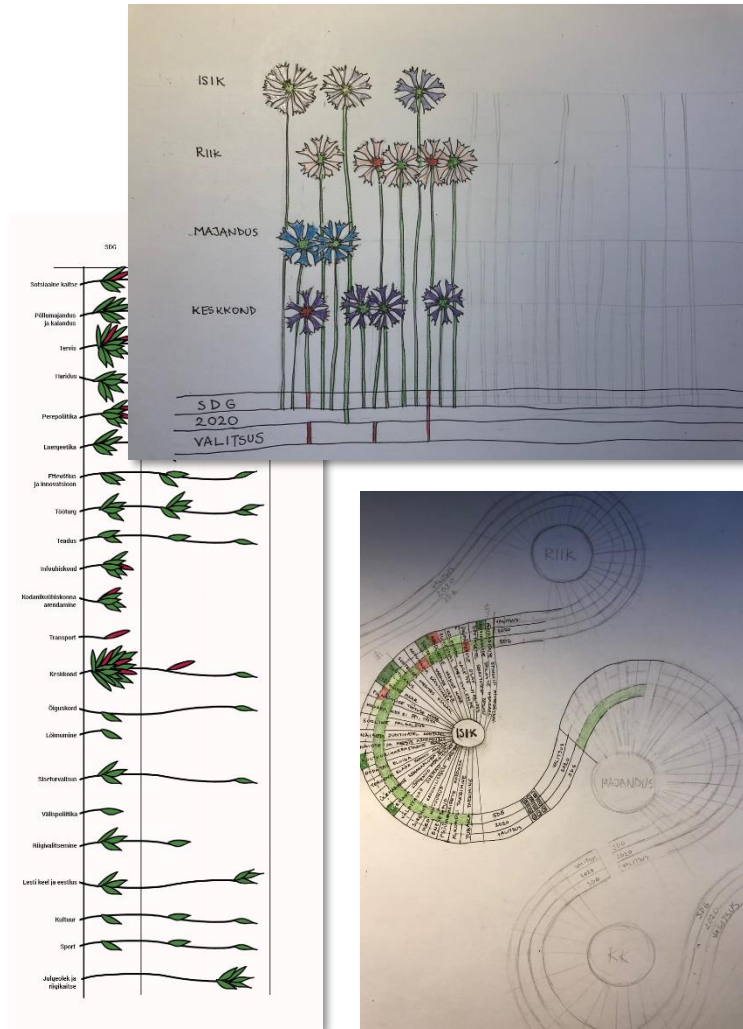
Overview of the strategy "Estonia 2035"



Same information in a personalised format



Sketches of visualisation



The Tree of Truth

OPTIMIST / CREATIVE

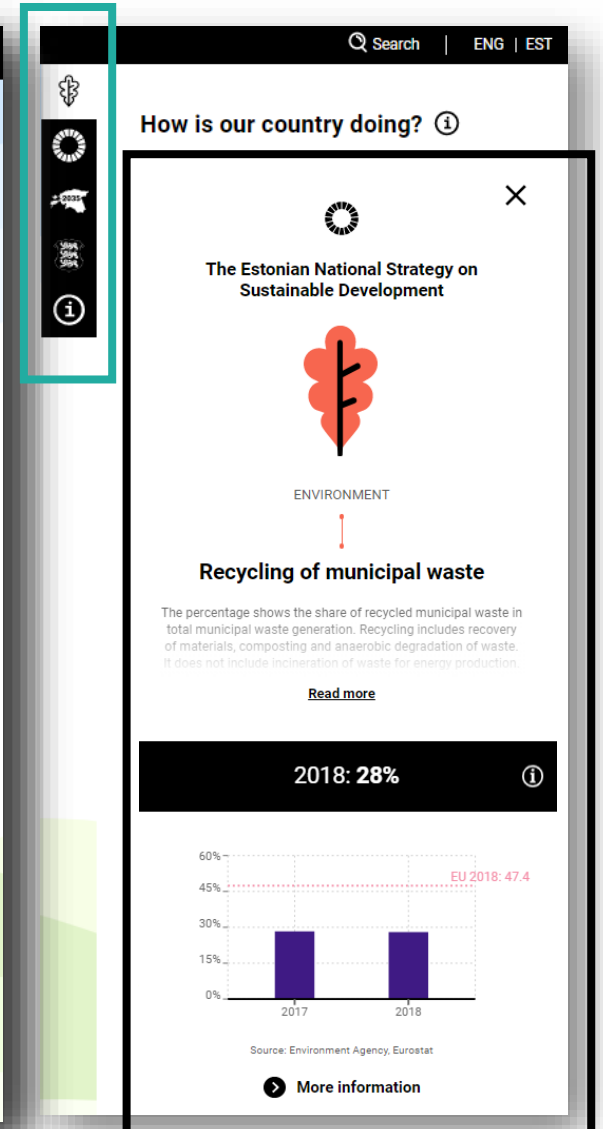
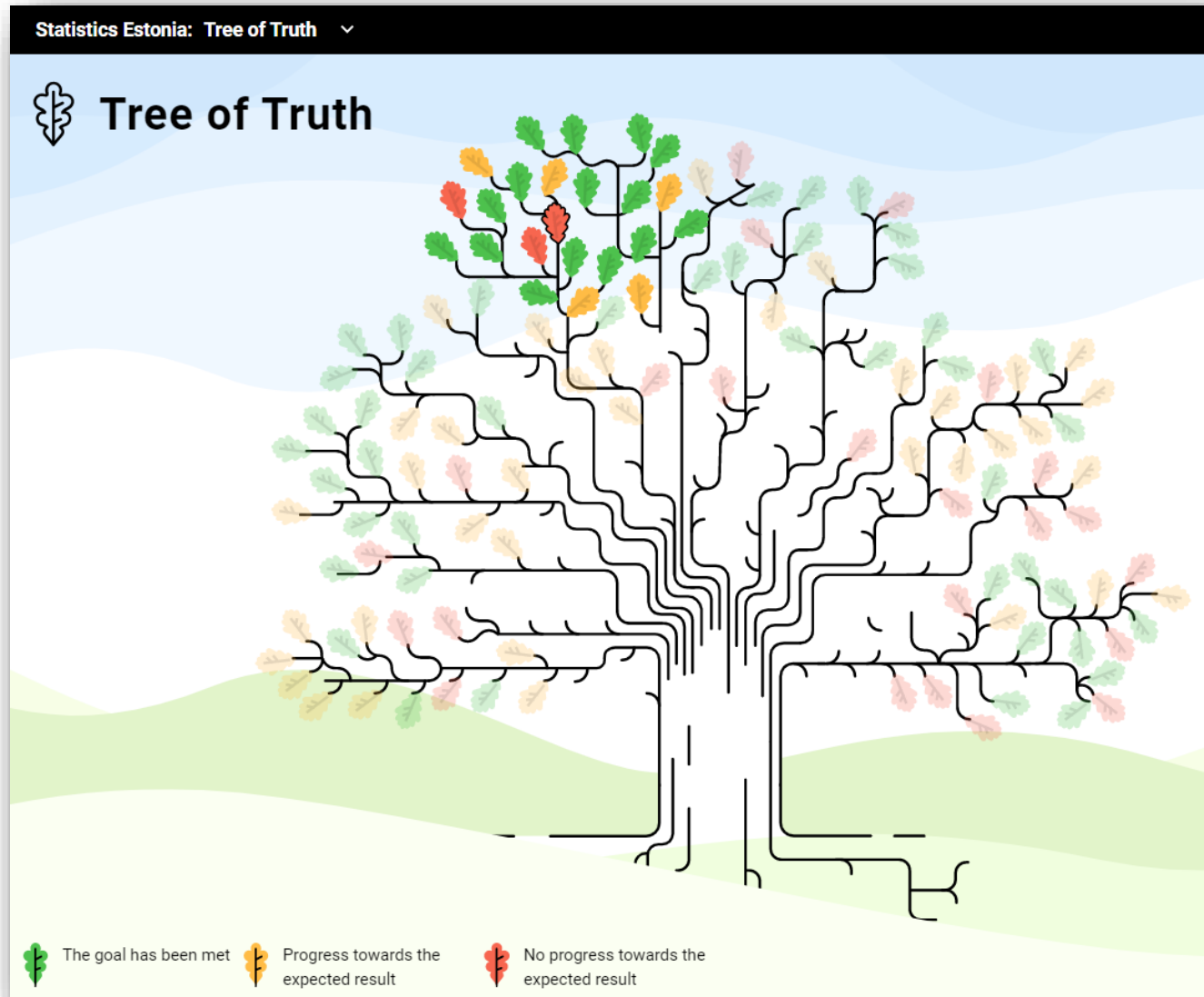
<https://tamm.stat.ee/>

Layers:
strategic plans

Branches:
performance areas

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

STATISTICS
ESTONIA
100



Launch: 17 Oct 2019, International Statistics Day

- 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

The Tree of Truth shows how Estonia is doing

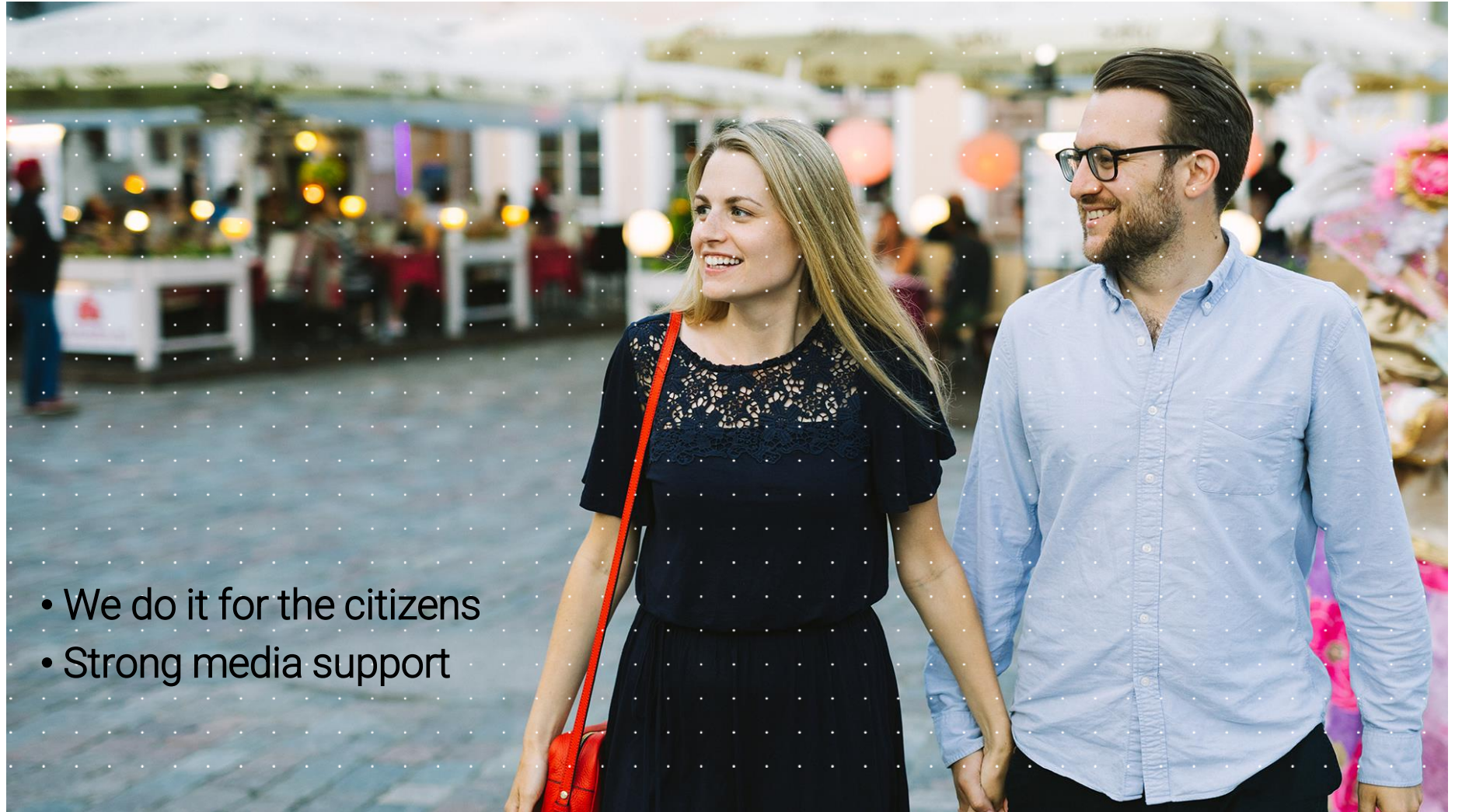
NEWS Posted on 17. October 2019 11:00

Today, Statistics Estonia and the Government Office presented a new web application called the Tree of Truth. It is a gauge of important national indicators, giving a simple, honest and objective picture of how the country is doing.



President of Estonia, Kersti Kaljulaid

Empowering



- We do it for the citizens
- Strong media support

Thank you!

Jaana Tael

Head of Government Affairs

Statistics Estonia