

Tree of Truth

Visualisation of Estonia's SDGs and other key indicators

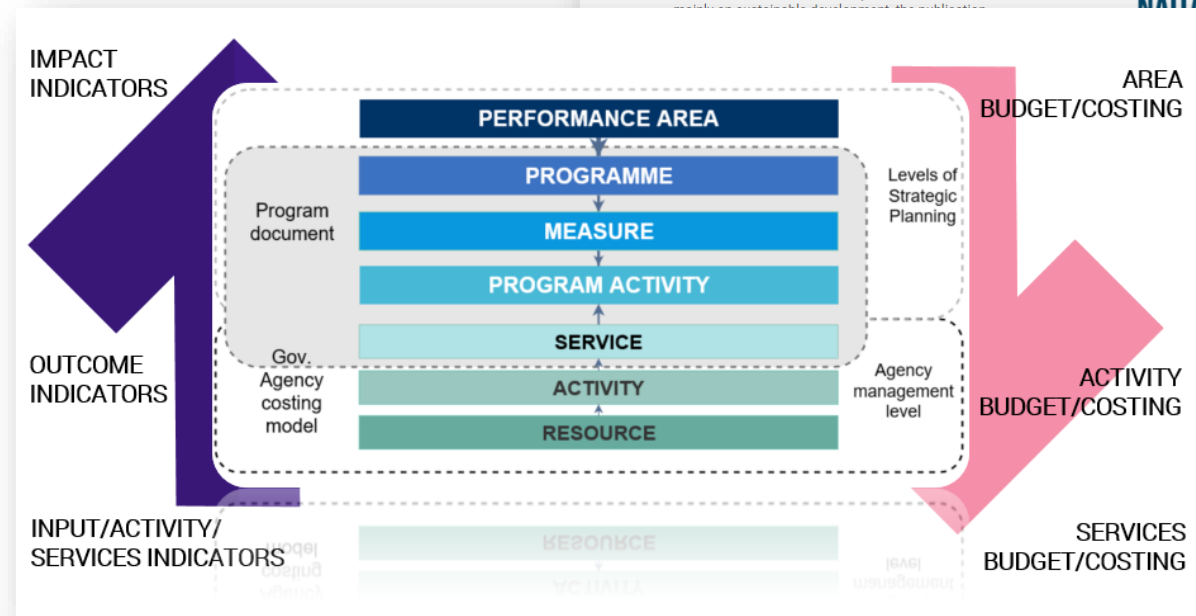
The purpose of official statistics is to reflect the situation of and changes in the society and to provide the society with information relevant to the demographic, social, economic and environmental development, including for preparing development plans and forecasts, developing different policies, conducting scientific and applied research, and making knowledge-based decisions.

Official Statistics Act, subsection 1.2

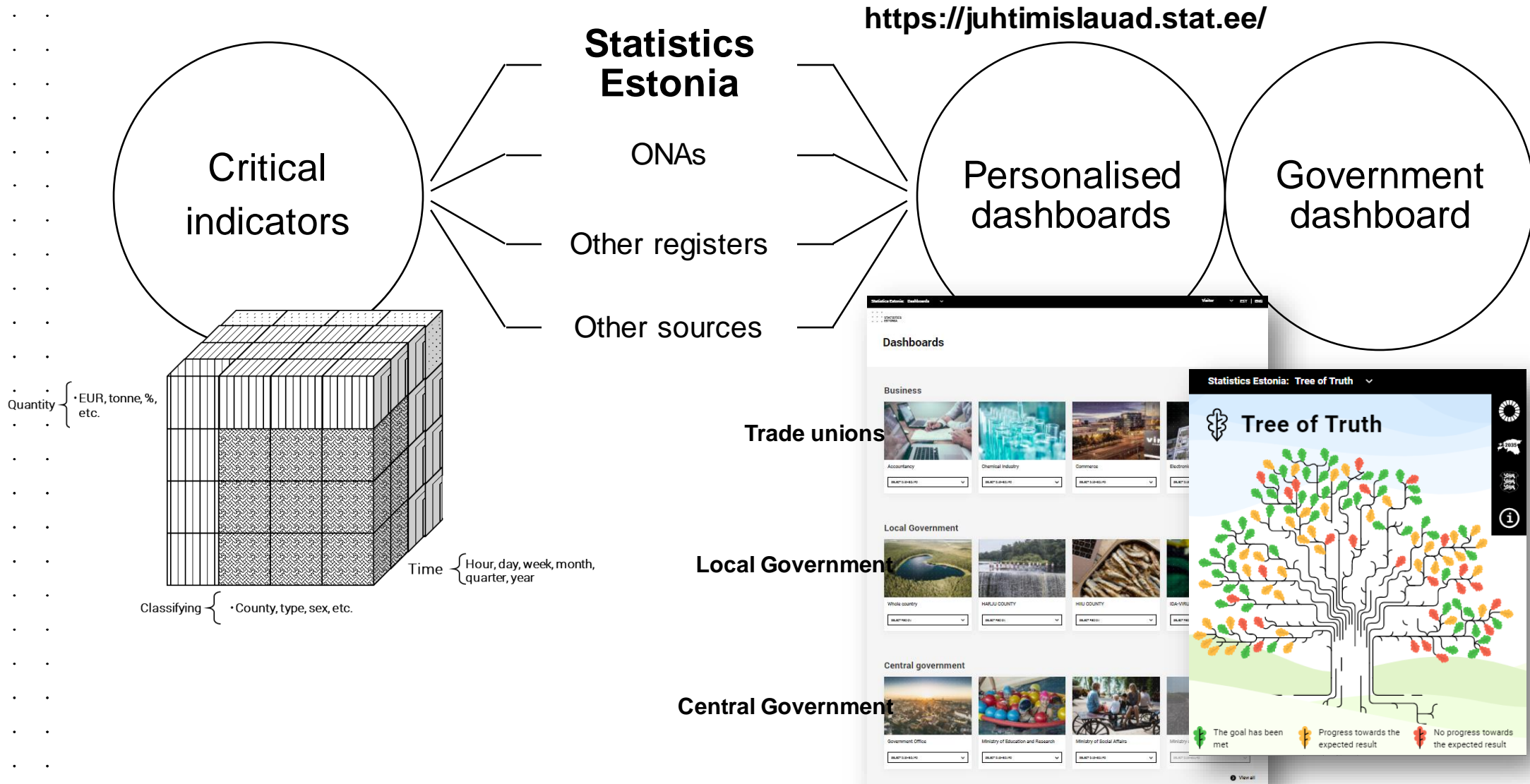
Estonia's strategic planning

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

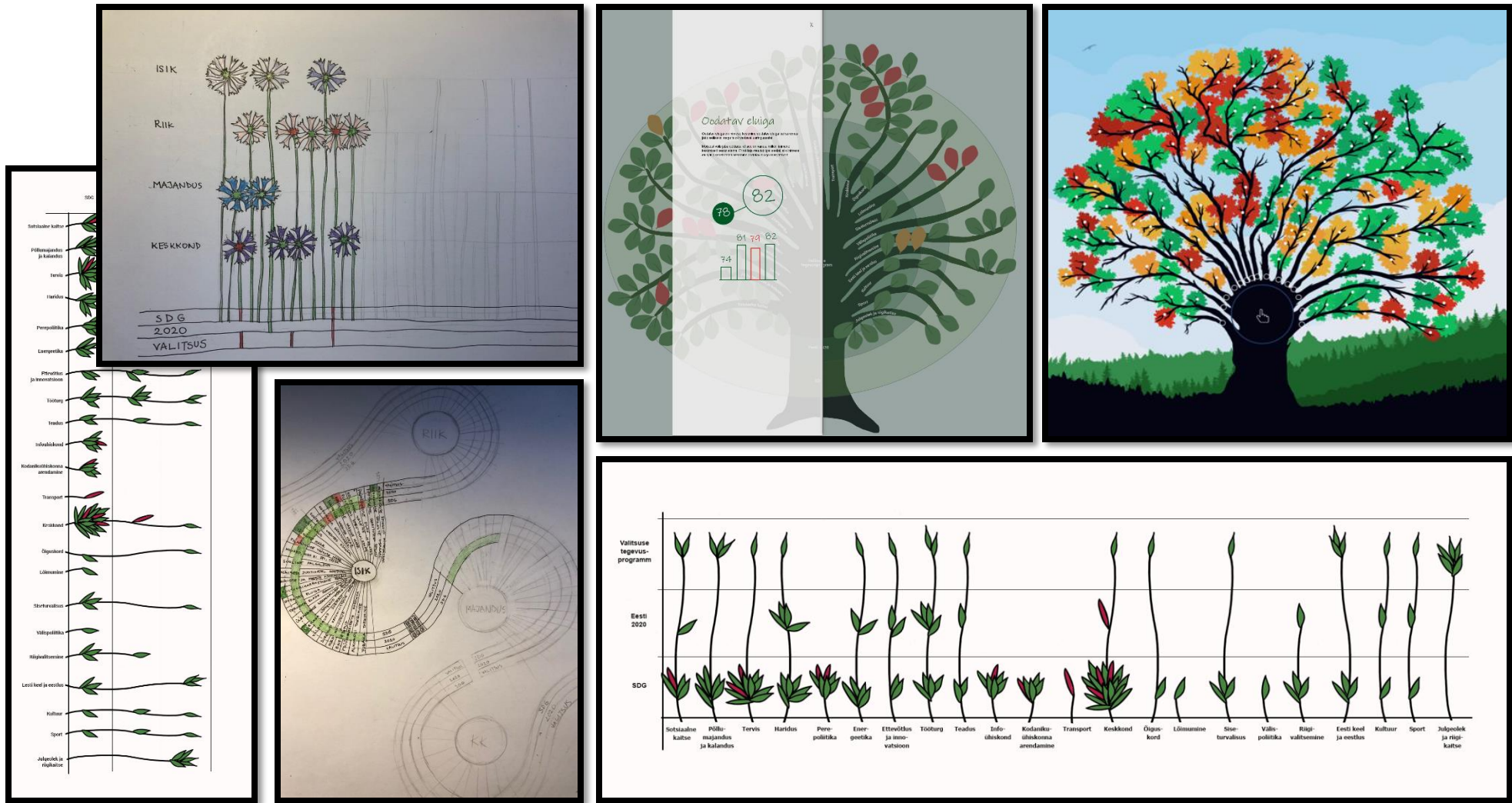
- **Sustainable Development**
- **Estonia 2035**
- **Government Action Plan** (for 4 years)



Same information in a personalised format



Sketches of visualisation



The Tree of Truth

OPTIMIST / CREATIVE

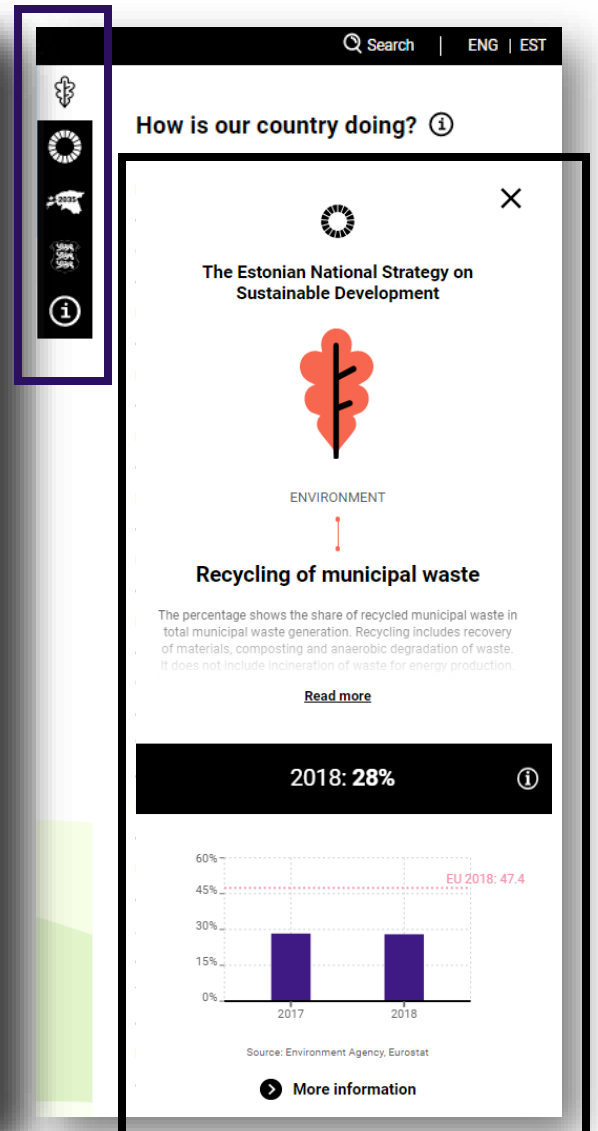
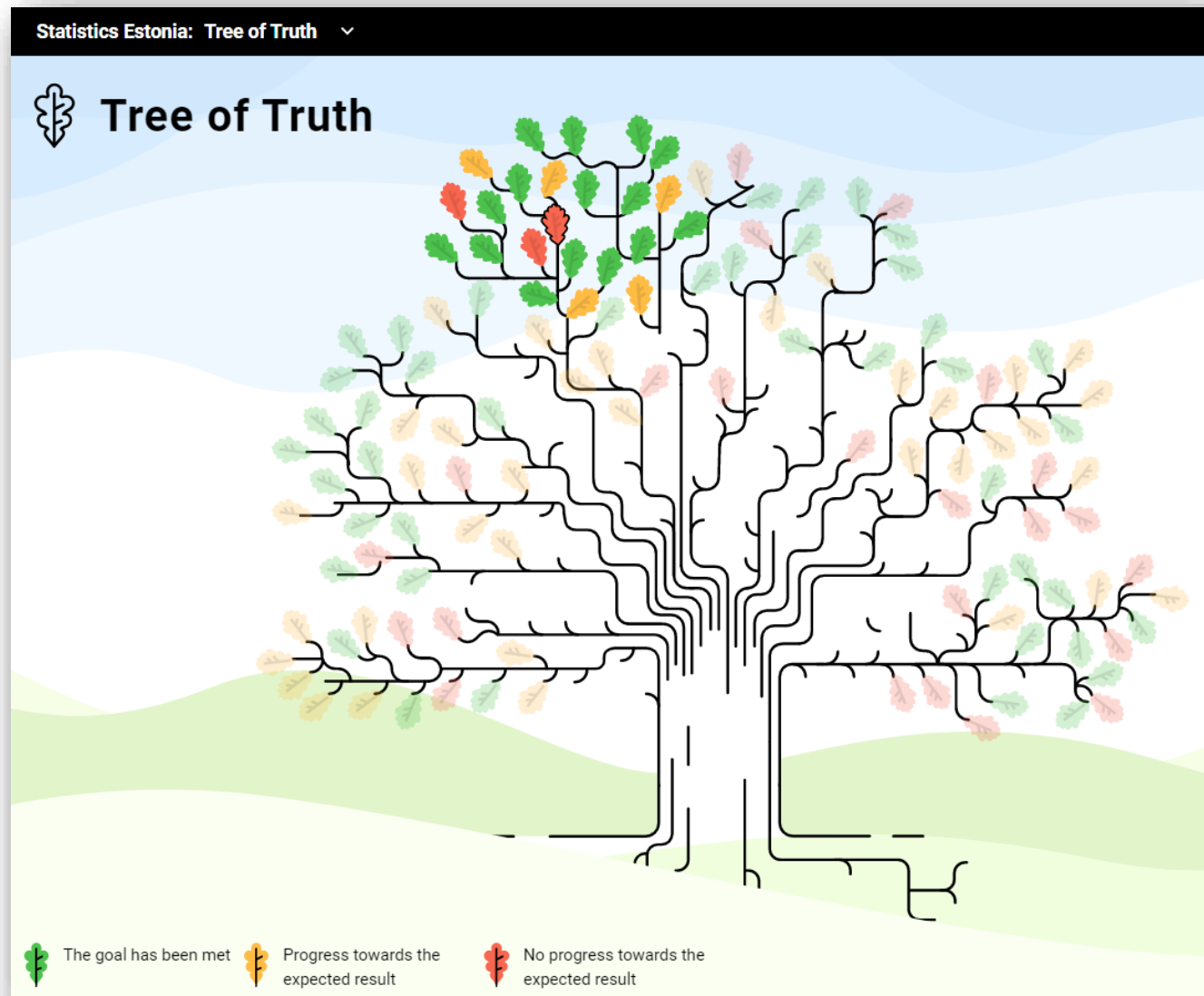
<https://tamm.stat.ee/>

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

The Tree of Truth shows how Estonia is doing

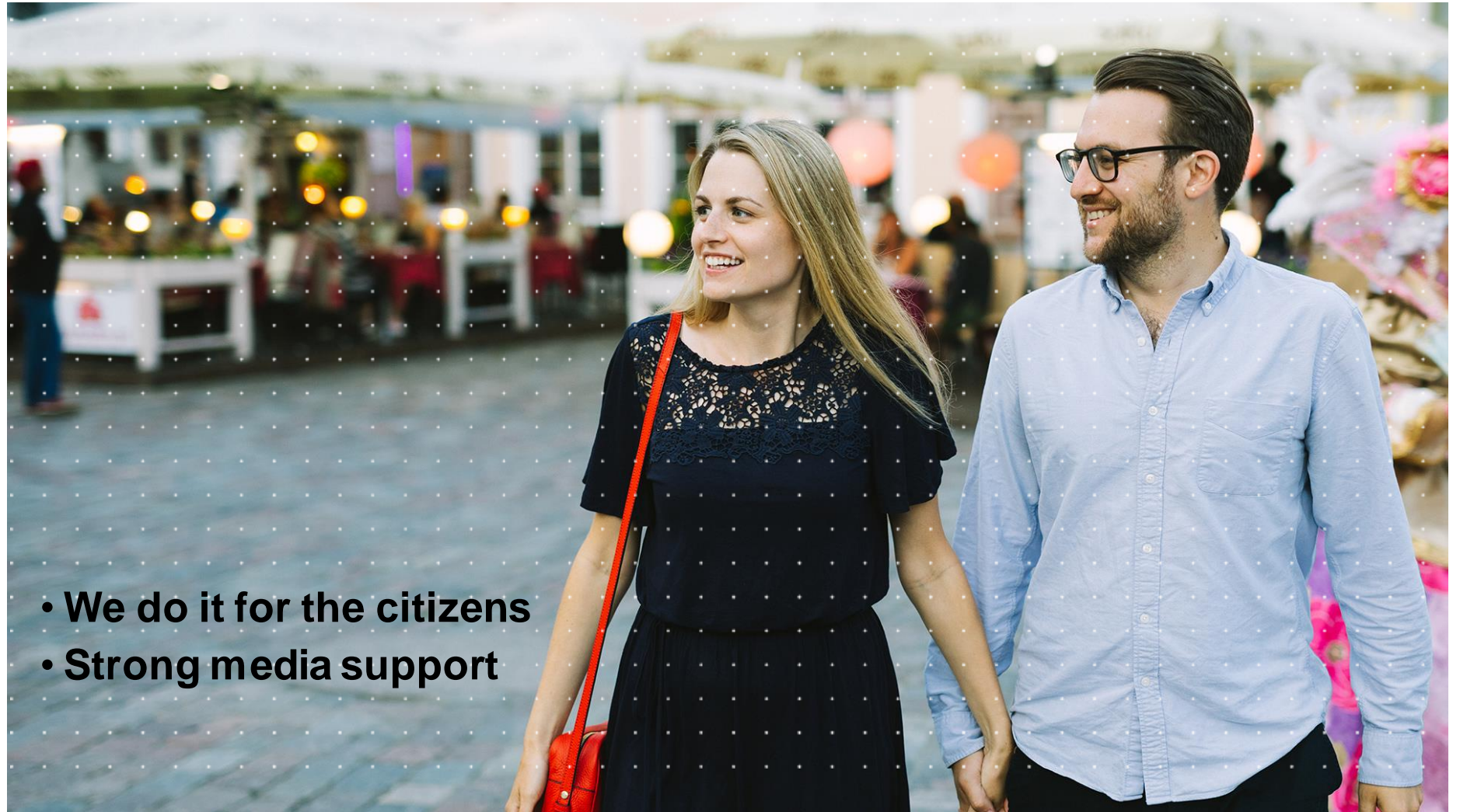
NEWS Posted on 17. October 2019 11:00

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!

Mart Mägi
Director General
Statistics Estonia