



PLAIN LANGUAGE AWARENESS CAMPAIGN FOR THE FINNISH CENTRE FOR PENSIONS

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ELÄKETURVAKESKUS

Who am I?



Language Specialist at the Finnish Centre for Pensions since December 2009

Main task: translating from Finnish to English

Member of [PLAIN](#) since 2015

Participated in PLAIN / PLAIN & [Clarity International](#) conferences since 2015

Chair of the recently established Plain Language Team at the Finnish Centre for Pensions



2015 Dublin, Ireland

Clearer Language, Greater Efficiency and Effectiveness



2017 Graz, Austria

Improving Customer Relationships



2019 Oslo, Norway

Clear Communication – Clear Results



2020-2021 Access for All: Plain Language is a Civil Right

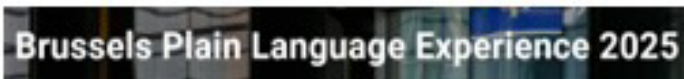
PLAIN & Clarity International, webinar



2023 Buenos Aires, Argentina

Connecting cultures: creating bridges with clear communication

PLAIN & Clarity International



Uniting for a brighter future: A new era for plain language



Finnish Centre for Pensions and plain language - background

- Challenge: no in-house language editor in Finnish
- Language profile for the Finnish Centre for Pensions compiled in the spring of 2024
 - Short description of which languages we serve in (FI, SW, EN)
 - What does national and EU legislation and international agreements say about use of language in services?
 - Future need: services in plain language in Finnish, Swedish and English
- Promoting the use of plain language one of the KPIs of the Communications Department for 2025



Plain language part of the Finnish Centre for Pensions' strategic goals

- Course "Implementing Plain Language as a Strategic Priority" by [Plain Language Academies](#)
 - How do we make plain language a key sign of progress (KPI) for the organisation?
 - 12-week online course with a few live MS Teams sessions
 - Webinars, self-studies, homework + feedback from the trainers
 - Task: plan a plain language awareness campaign for the Finnish Centre for Pensions



PLA QR CODE



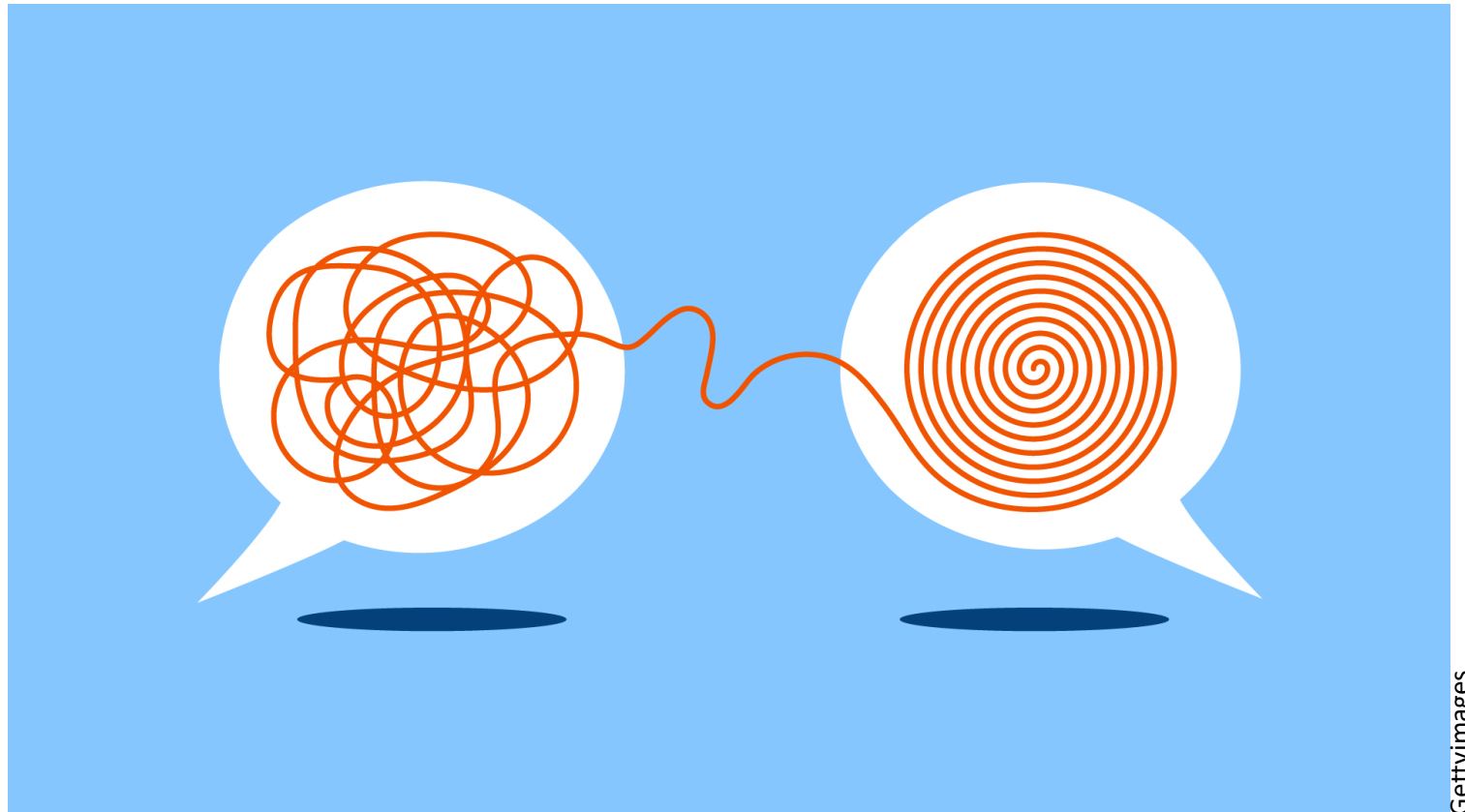
Plain Language Academies dot Org

Plain language as a strategic key performance indicator

A key measure that helps us set and track our long-term goals. It shows where we can do better and helps us improve how we communicate.



Campaign goal



Make staff aware of the benefits of using plain language.

Increase the use of clear language in internal and external communication.

Provide staff with tools and support to help them write clearly and inclusively.





Our Plain Language Team

Participants

- 1 Communications Specialist
- 2 Language Specialists
- 1 lawyer
- 1 Training and Communications Specialist (Legal Dept).
- Director of Communications
- 1 representative from the HR Department
- (in the future: 1 representative from the IT Department)

Support and engagement of top management important!



ISO 24495-1:2023

- Our plain language work is based on the ISO Standard for Plain Language, part 1
- Released in 2023 in English and Finnish
- Describes the central principles for plain language and offers concrete guidelines
- Quality assurance

1.Relevant: The document includes information that the reader needs.

2.Findable: The reader can easily locate the information they are looking for.

3.Understandable: The reader can easily comprehend the information that is presented.

4. Usable: The reader can use the information to achieve their purpose.



ISO 24495-2:2025

- Part 2 of the ISO standard for plain language was published in August 2025
- Part 2 builds on the principles in part 1
- Part 2 offers concrete guidelines and techniques that help the writer create legal documents that are clear, understandable and usable for the intended audience.
- Basing our work on the ISO standard for plain language ensures quality

1. Communicate effectively with different audiences who have various needs.

2. Follow the requirements that legal language sets for the structure and design of legal texts.

3. Explain complicated and nuanced legal concepts in a clear and straightforward way.

4. Describe the processes readers need to understand in order to exercise their legal rights and responsibilities.



Target group and elements of the campaign

Members of staff that communicate with internal and external customers

- Initially, focus on external communication

Pilot project to start in spring 2026: Workshop for staff in Legal Department

- Focus on statements for the Ministry of Social Affairs and Health in Finland and various parliamentary groups
- Plain language practitioner and lawyer who will run 2-3 workshops for 14-16 people
- Legal Department specifies the content of these workshops
- Draws on Part 2 of the ISO Standard for plain language, on legal communication: ISO 24495-2:2025

1-2 general workshops for all interested (2026)



Blogs and plain language tips on Intranet

Blogs

- First blog published on 23 September 2025
 - What is plain language?
 - What are the benefits of using plain language?
 - Plain Language Team and its members
 - Planned future activities
- Blogs published every 3 months to keep staff updated on the progress of the campaign

Language tips

- How to write text that you can skim (published on 23 Sept. 2025)
- Copilot's writing coach (AI) (published on 7 Oct. 2025)
- ISO Standard Part 1 and 2, how to access our licenced online versions (to be published soon)
- Plain language tips published once a month



Measures and metrics *as of 8 November 2025* (staff of 300)

Blog on plain language campaign, published on 23 October 2025: **180** views

Plain language tip on skim-through text

- Published on our Intranet on 23 October 2025
- Views: **223**

Plain language tip on Copilot's writing coach

- Published on our Intranet on 7 October 2025
- Views: **197**

Plain language tip on ISO Standard Part 1 & Part 2

- Published on our Intranet on 30 October 2025
- Views **178**



During and after the campaign?

Regular blogs and
plain language tips
on our Intranet

Plain language tips
on whiteboards
around the office

Briefing on some
plain language issue
at Department
meetings

Annual Plain
Language Award to
person, team or
Department



THANK YOU!

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