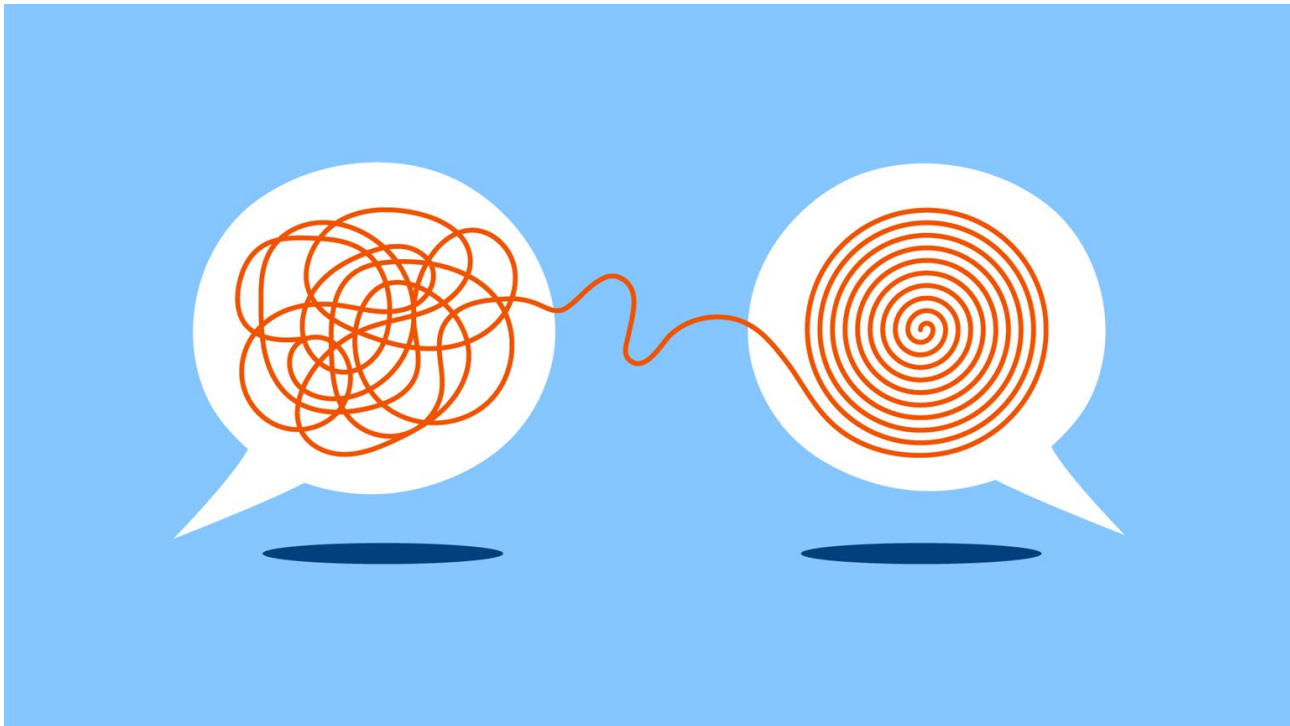


A PLAIN LANGUAGE AWARENESS CAMPAIGN FOR THE FINNISH CENTRE FOR PENSIONS

OUR CAMPAIGN GOALS

- Following the ISO standard on plain language, boost our staff's awareness of the benefits of plain language in all communication to our external stakeholders, such as decision-makers and citizens
- Support our staff to write clearly and inclusively by arranging training for them and provide them with online plain language resources
- Long term, make plain language a key sign of progress (KPI) for the Finnish Centre for Pensions



CAMPAIGN CONTENT ON THE INTRANET

- 3-5 blogs/year with plain language theme
- Plain language tips shared by the Plain Language Team
- Plain language webpage with links to training resources
- Plain language checklists

Metrics (staff of 300)

- Blog on plain language campaign (published 23 Sept. 2025): 174 views
- Plain language tip on skimming through a text (23 Sept. 2025): 215 views
- Plain language tip on copilot's writing coach (7 October 2025): 173 views

OTHER CONTENT

- Plain language info at Department meetings
- Tips on whiteboards around the office
- Request content for Clear Writing Award

Table 1 – SMART objectives for plain language awareness campaign

| SMART campaign objectives | |
|---------------------------|--|
| Specific | For the staff of the Finnish Centre for Pensions |
| Measureable | View rates of blogs and plain language tips, participation in pilot project and mainstream workshops |
| Assignable | Plain Language Team |
| Relevant | First step towards creating a plain language culture at the Finnish Centre for Pension, with the long-term goal of making plain language a key measure of our organisation's success (KPI) |
| Time-bound | Autumn 2025-end of 2026 |

Our plain language campaign is based on

ISO 24495-1:2023

Plain language
Part 1: Governing principles
and guidelines

The plain language workshops
for our Legal Department will draw on

ISO 24495-2:2025

Plain language
Part 2: Legal communication

PILOT PROJECT: PLAIN LANGUAGE WORKSHOPS FOR OUR LEGAL DEPARTMENT

In response to our Legal Department's request for help with statements requested by Finnish ministries and other parliamentary groups

- 2–3 workshops (2–3 hours each) led by a plain language practitioner who is also a lawyer to about 16 of our staff
- Focus on the benefits of using plain language:
 - Reduces misunderstandings
 - Strengthens professional credibility
 - Speeds up decision-making
- Focus on how to deal with the specifics of legal text:
 - Legal precision vs. comprehensibility
 - Complex concepts explained clearly
- Help participants become aware of the difference between the original and the plain language edited text

POSITIVE EFFECTS TO DATE

We were invited by a team in International Services to help them clarify four decision templates and two customer letters!

QR: CONTACTS AND MORE DETAILS ON CAMPAIGN



Lena Koski, lena.koski@etk.fi,
Finnish Centre for Pensions



Finnish Centre for Pensions
ELÄKETURVAKESKUS

REFERENCES

ISO 24495-1:2025 Plain Language Part 1: Governing principles and guidelines
ISO 24495-2:2025 Plain Language Part 2: Legal communication
Plain Language Academies, "Implementing Plain Language as a Strategic Priority", www.plainlanguageacademy.com