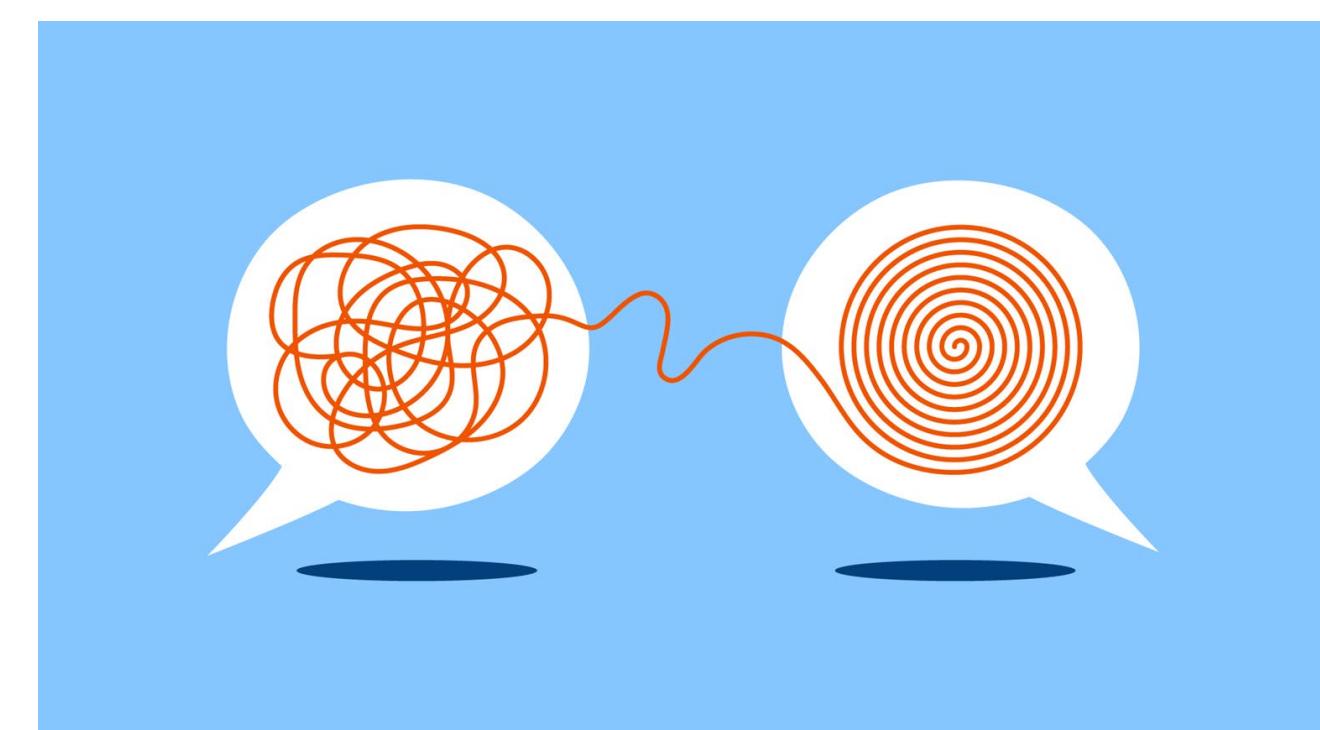


A PLAIN LANGUAGE AWARENESS CAMPAIGN

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



Getimages

Spring 2024

Language profile

Autumn 2024

Promoting plain language introduced as key sign of progress for Communications for 2025

Spring 2025

Attending course "Implementing Plain Language as a Strategic Priority"

Summer 2025

Plain Language Team set up

Autumn 2025

Blog and language tips on Intranet

Spring 2026

Pilot project for Legal Department

Autumn 2026

Mainstream workshops and evaluate progress to date against goals

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

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

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

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



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 **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