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## Experiences of collaboration with customers – cases educational sector and media

Topic 5 – Who uses statistics, what do they need and how should we engage with them?

Keywords: statistical literacy, data journalism, educational sector, media

### Introduction

Statistics Finland's cooperation with educational institutions takes place in collaboration with different partners, such as Forum Virium, City of Helsinki Urban Facts, Helsinki Mathland, Summamutikka centre, University of Helsinki, and teacher trade unions.

Statistics Finland is also responsible for the ISLP project (International Statistical Literacy Project), which operates under the International Statistical Institute (ISI). The aim of the project is to promote statistical literacy all over the world, particularly among young people.

Cooperation projects with educational institutions are based on long-term networking with the target group. Cooperation with educational institutions and schools includes such activities as: Statistical literacy competitions for students, Tilastofi – The Statistical Yearbook for children <https://vimeo.com/106282014>, training of teachers, International Statistical Literacy Project (ISLP) and developing animations

(see <https://dreambroker.com/channel/at5tl6v4/?filterByCategory=0zsl5jv>.)

Statistics Finland also participates in the exhibition actively, visits schools and invites pupils and teachers to office. In the Communication and Information Services Department, a responsibility person is named for developing cooperation with educational institutions. Another case is media. In this paper we will also present our experience with this sector.

### Methods / Problem statement

Communication of statistical information in the digital era: users, needs, partnerships concerning educational sector and media; Enhance Statistical Culture by better communication towards Statistical Literacy

### Results / Proposed solution

Long term cooperation with different organisations. New communication models (for example social media), new products (for example open data).

### Conclusions

Evidence-based decision making is increasing Data science, data journalism, infographics, big data require skilled persons with interest in statistics Statistical literacy is a more important skill in the future for citizens and decision-makers as well