

The background is a solid orange color. Scattered throughout are several magnifying glass icons. Each icon consists of a circular lens with a plus sign (+) inside, and a handle extending from the bottom right. The icons vary in size and are positioned around the central text.

# Clear Language

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## Why?

- › Citizens are able to participate in the development of society and decision-making when they can understand the matters being discussed.
- › Effective language in official materials saves citizens' time and trouble and enhances the productivity of authorities' activities.
- › The Administrative Procedure Act obliges authorities to use language that is clear, appropriate and easy to understand.
  - › Instructions, customer letters
  - › Web pages
  - › Reports, studies and memos

## What?

- › Work together to set goals for the quality of the language and organise work accordingly.
  - › Use language that is easy to understand.
  - › Be concise.
  - › Consider who you are writing for.
- › Offer guidelines and training on writing.
  - › On your intranet, add a link to the guidelines for good official language published by the Institute for the Languages of Finland.
  - › Make a habit of commenting on each other's texts.
- › Pay particular attention to the clarity of language used in materials intended for the general public.
  - › Invite customers to test read the texts.
- › Publish the most important material also in plain language.

Guidelines for good official language published by the Institute for the Languages of Finland:

[kotus.fi/ohjeet/virkakieliohjeita](https://kotus.fi/ohjeet/virkakieliohjeita) (in Finnish)