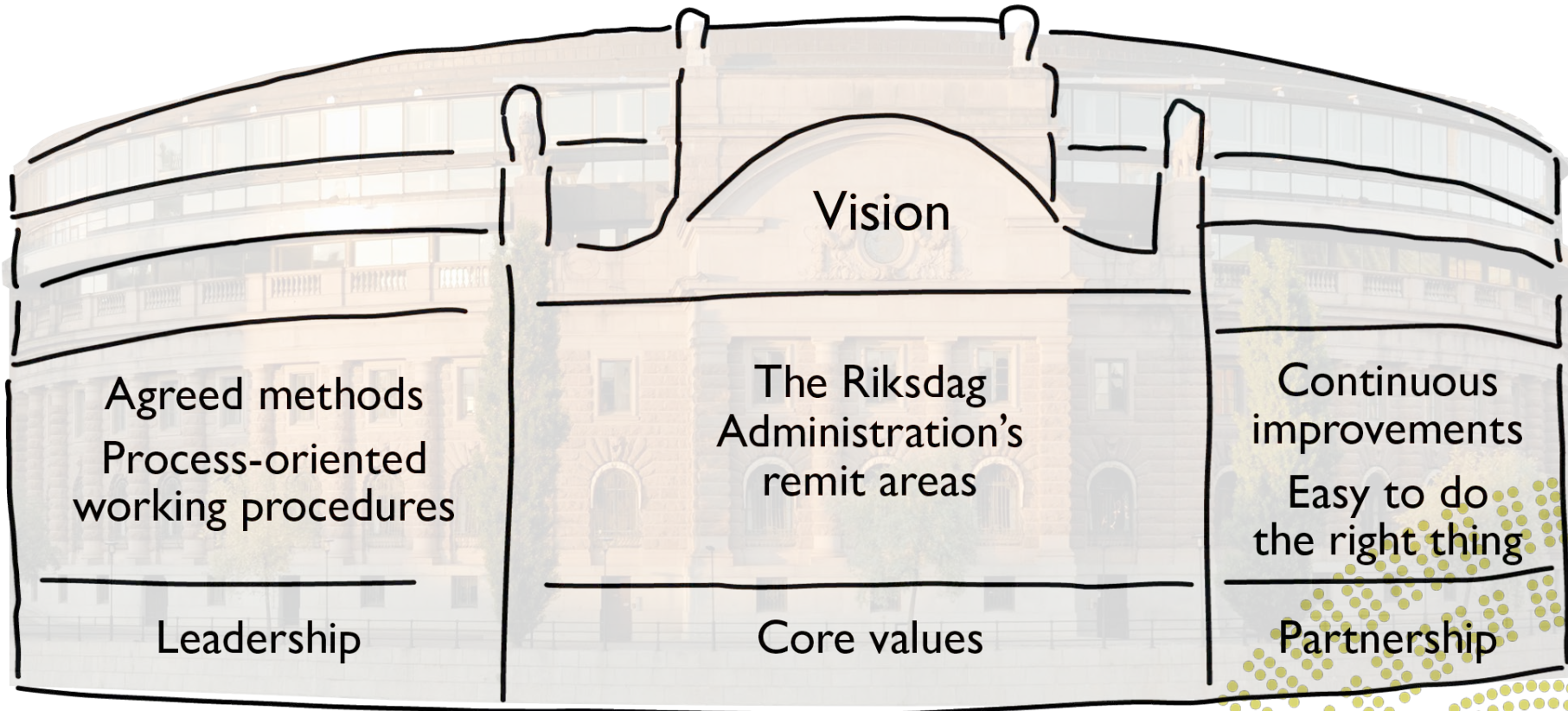


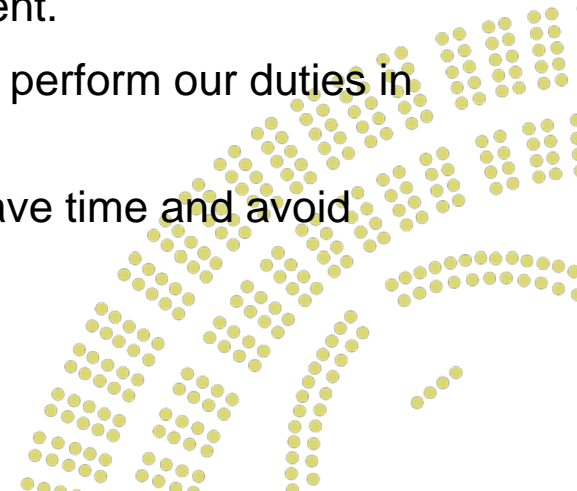
”Plain language – a promising strategy in the Swedish Parliament for clear communication and improved efficiency”

Kathrin Flossing, Secretary General of the Swedish Parliament





Plain language - background

- Swedish Plain Language Board is appointed by the Government, part of the Language Council of Sweden's activities.
 - The modern “Plain Swedish campaign” began in the mid-1960s when there was a growing awareness of the need to simplify and modernise officialese.
 - Swedish Parliament adopted a Language Act in 2009.
 - The language of the public agencies is to be “cultivated, simple and com-prehensible”
 - A question of democracy. Individual citizen has the right to understand what is being said, written and decided by the Swedish Parliament.
 - Important internally in the Administration, so that we can perform our duties in the best possible way.
 - Help to prevent mistakes and misunderstandings. We save time and avoid irritation. We can work more efficiently.
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Swedish Parliament's plain language initiative

- Started in the autumn of 2011.
- Objective: to lay the foundations for systematic plain language work.
- Basic training initiated to increase knowledge of plain language and awareness of the benefits of using plain language.
- Working groups established, to review in-house templates, terminology and linguistic correctness.
- The goal: plain language should become a natural part of the daily work of the entire Administration.

