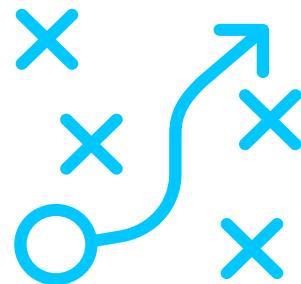


Strategy 2025–2027



Statistics Iceland

Informed society



External environment

In recent years, data has gained increasing social importance. They are used to increase the quality of services, measure and analyse problems and prepare for decision-making. The increasing importance of data has led to growing specialisation in the use and processing of data in society.

Users expect to be able to receive and use data in a simple and efficient way. Data must be accompanied by good descriptions that explain assumptions and methods.

It is important for users to get the right information as quickly as possible, but also that information has internal consistency and is comparable. It allows users to view trends over time as well as view the current state of affairs. Users also demand reliable and accurate information.

Users need accessible information based on good data. If information is put into context, a deeper understanding of the subject is obtained, which contributes to increased knowledge. Knowledge is the basis of informed decisions and discussions in society.



Statistics Iceland's response

Statistics Iceland is constantly working on reforms to strengthen its role as the main source of information for the society. Statistics Iceland promotes increased knowledge and innovation in a good working environment to provide accessible and objective information.

Statistics Iceland is service-oriented and strives to ensure that users can easily find the information they need. Emphasis is placed on metadata to increase the usefulness of information.

Statistics Iceland emphasises quality work practices and organised data storage as well as efficient processing in order to provide users with the best possible service. With the consistent shaping of data, it is simpler to develop new products with less risk and more efficiency.

Statistics Iceland emphasises analysis and improving the context of information. With powerful human resource in a work environment characterised by knowledge and innovation and in close cooperation with users, Statistics Iceland can use data for the benefit of society.



Services

We are service oriented and transform data into knowledge for informed decisions and discussion.

We focus on collaboration with users, minimising response burden, harmonising data and facilitating access to information.



Reliability

We are independent, professional and show responsibility by reporting methods and applying objective work practices.

We respect confidentiality and ensure data security.



Progress

We look to the future, are open to innovations, change when needed and promote increased knowledge and innovation.

We work together in a positive and encouraging environment where communication is characterised by trust and respect.



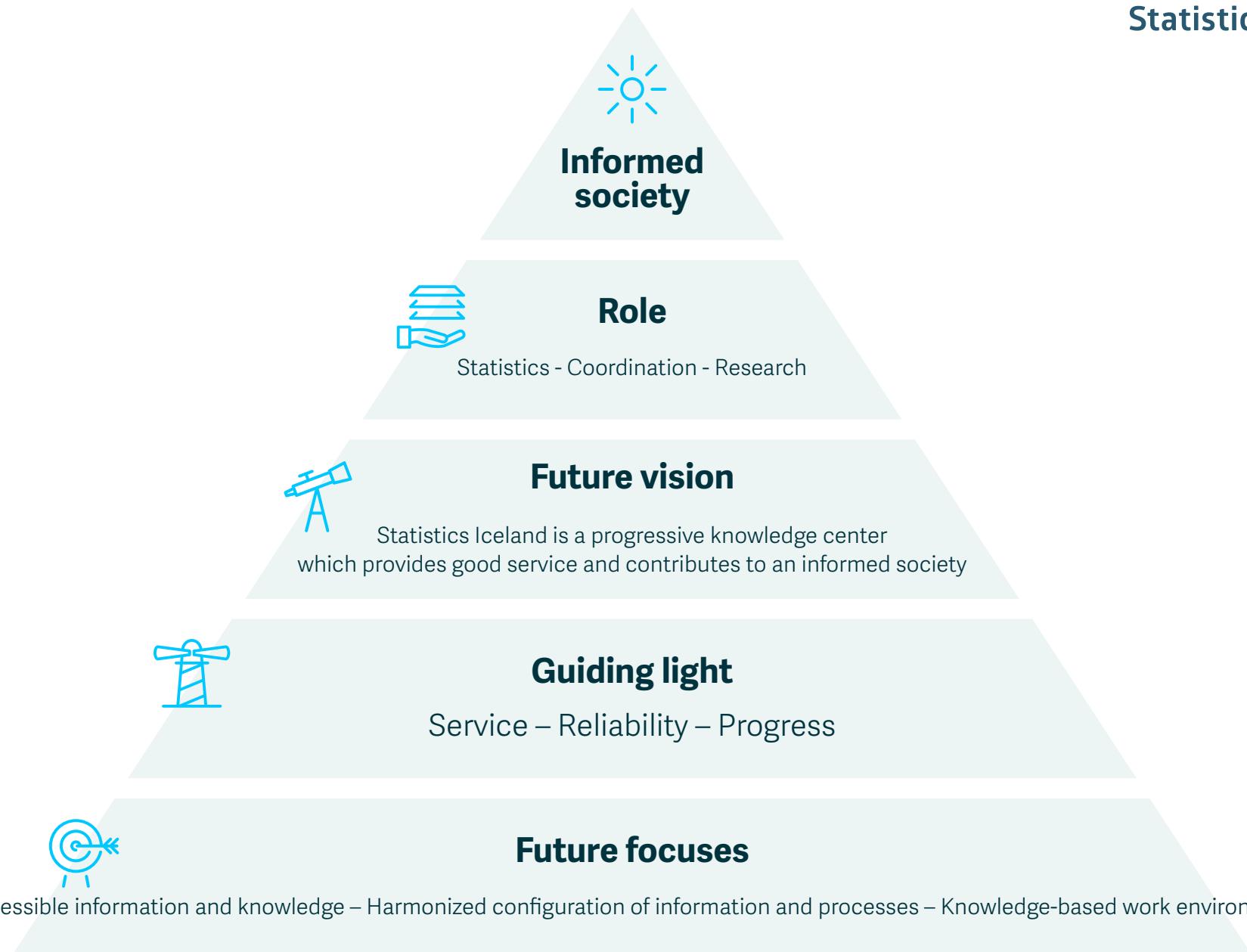
Statistics Iceland
is a **progressive knowledge center**
that provides **quality services**
and promotes an **informed society**

Future focuses until 2027



Statistics Iceland

Accessible information and knowledge	Know the needs of the society Have an active dialogue and consultation with users and data providers	Improve services Develop clear service channels and ensure efficiency in service	Increase the value of statistics Improve the coherence of statistics and review publication methods	Maintain trust Increase Statistics Iceland's visibility and strengthen relations with the media
Harmonised configuration of information and processes	Strengthen data infrastructure Harmonise data and implement systems that support harmonised data management	Coordinate strategies and automate processes Increase the efficiency of processes and documents in the quality system	Activate innovation Focus on innovation and improvement and increase visibility	Ensure operational security of technical infrastructure Promote security awareness and standardise the technical and operational environment
Knowledge-based work environment	Increase cooperation Ensure clear roles and responsibilities of units and promote teamwork	Ensure professionalism Empowering action, building knowledge, and focusing on results	Support and encourage Emphasise motivational management and communication	Strengthen the work environment Ensure good working conditions and support a positive work ethic



Service | Reliability | Progress



Statistics Iceland

Informed society