





FINLAND: THE HAPPIEST COUNTRY IN THE WORLD





For the fifth year in a row, **Finland ranks as the happiest country in the world** in the UN World Happiness Report.



**1ST HAPPIEST
COUNTRY**

For the fifth year in a row, Finland is the happiest nation in the World Happiness Report, which ranks 156 countries by how happy their citizens perceive themselves to be.



A large geodesic dome structure, possibly a planetarium or observatory, is shown from a low angle. The interior is illuminated with a vibrant blue and green light, creating a starry sky effect. The dome's surface is composed of many triangular panels. In the foreground, a crowd of people is visible, some holding up their smartphones to capture photos or videos of the display. The overall atmosphere is one of wonder and scientific exploration.

What is the World Happiness Report?

The UN World Happiness Report ranks 156 countries by their happiness levels.

People in each country are asked to rate their life on a 10-step ladder from the best possible to the worst possible life for them.



Although the World Happiness Report measures **subjective happiness**, the study also attempts to explain each country's score by referring to a range of factors.





SUOMI
FINLAND

Why are Finns so happy?





Finland has **the best governance** in the world as measured by voter turnout, legislative independence and the number of women in Parliament.

Finland is also the **most stable nation** in the world.



1ST

**BEST
GOVERNANCE
IN THE
WORLD**

Finland has the best governance in the world as measured by voter turnout, legislative independence and the number of women in Parliament.





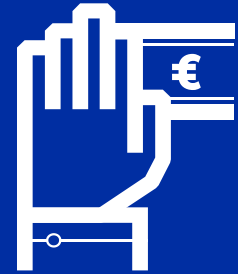
Finns can trust the system and each other.

Finland is one of the **least corrupt** countries in the world, and 85% of Finns agree or strongly agree that they can trust most of their fellow citizens. That is the highest percentage in the EU.



1ST LEAST CORRUPT COUNTRY

In the 2021 Corruption Perceptions Index (CPI), Finland ranks in the shared first place with Denmark and New Zealand.





Finns truly have the freedom to make decisions.

Finland ranks first among countries with the **most political and civil freedom**. Finns are also in the global top three when it comes to **opportunities available to a nation's citizens**.

Source: Freedom House 2021, The Legatum Prosperity Index 2021



**1ST MOST
POLITICAL
AND CIVIL
FREEDOM**

Finland ranks 1st among countries with the most political and civil freedom. The index uses indicators such as status of freedom, political rights and civil liberties.





Wealth and wellbeing play a part in Finns' happiness. Finland ranks high in prosperity when measuring economic growth, quality of life and other related categories.

Finland also ranks in the top ten when ranked according to **innovations** and **business environment**.



4TH GLOBAL PROSPERITY

Finland ranks third in the Global Prosperity Index, which measures wealth, economic growth, wellbeing, life opportunities and quality of life, among other things.





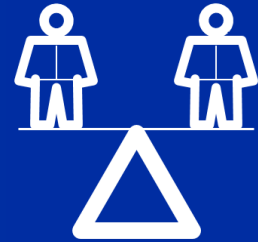
Healthcare and income security are guaranteed for everyone in Finland.

This means a better chance at happiness for all. It is no coincidence that Finland ranks as one of the most socially just countries in the world.



3RD MOST SOCIALLY JUST

Finland ranks as the 3rd most socially just country in the EU, measured according to poverty prevention, equitable education, labour market access, health and other factors.



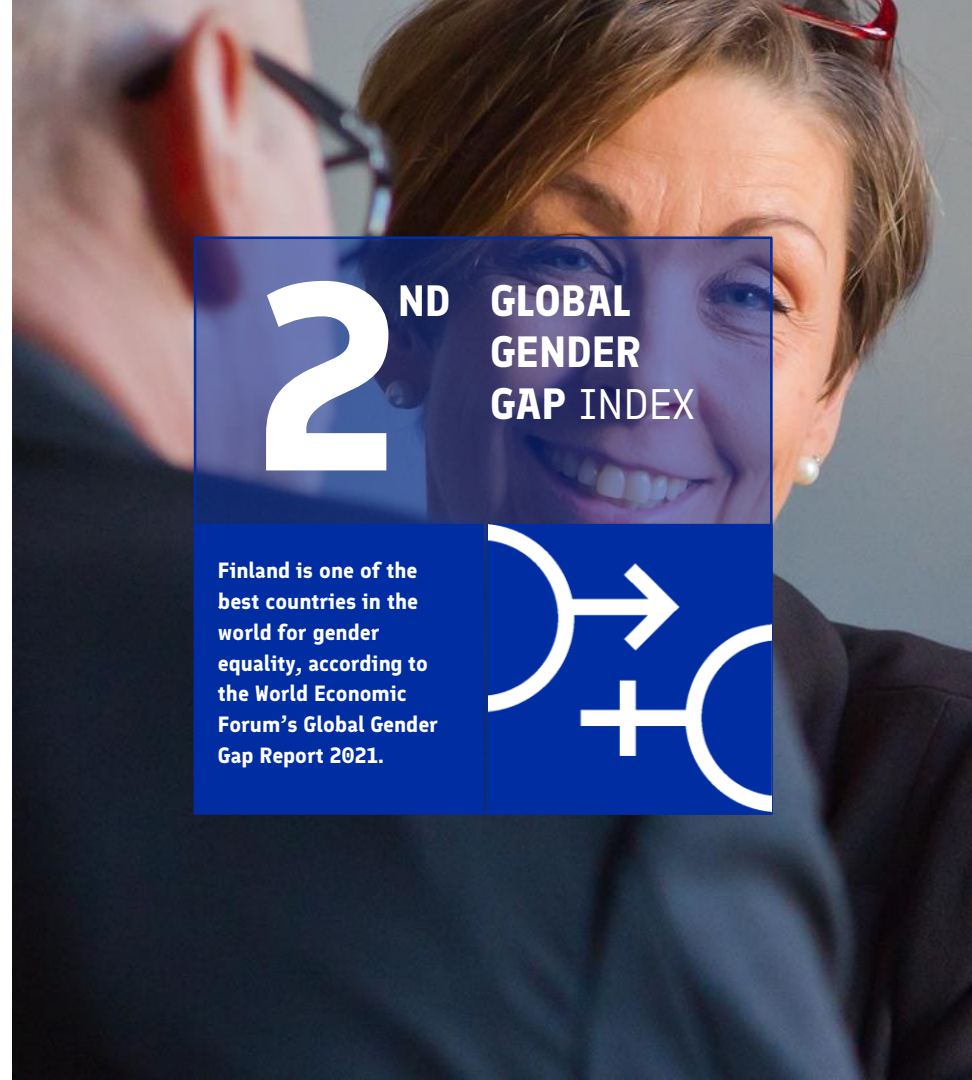
A photograph of a man and a woman in a sauna. The man is shirtless, has a beard, and is smiling. The woman is wearing a striped towel and holding a drink. The scene is lit with warm, soft light. A white box with text is overlaid on the left side of the image.

**FINLAND IS
ALSO
A HIGHLY EQUAL
SOCIETY**



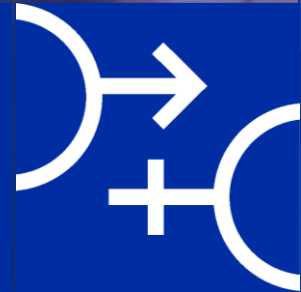
Gender equality is one of the core values of Finnish society.

Finland would not be one of the most advanced – and happiest – countries in the world had it not been for its strong commitment to equality.



2ND GLOBAL GENDER GAP INDEX

Finland is one of the best countries in the world for gender equality, according to the World Economic Forum's Global Gender Gap Report 2021.





Women and men are equal –
both at work and at home.

Finland is the only country in
the developed world where
fathers spend more time with
school-aged children than
mothers do.

Also, 80% of dads go on paid
paternity leave.





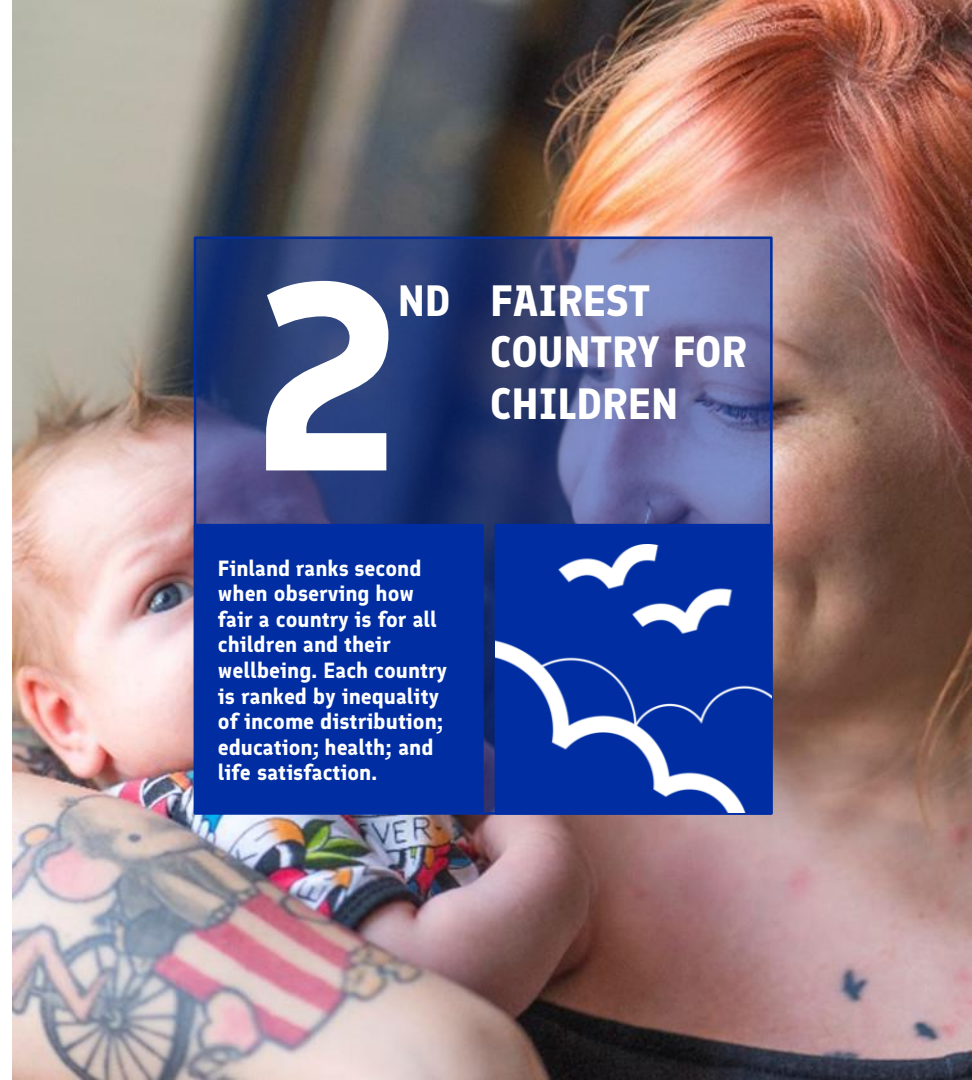
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Everyone gets
an equal start
in Finland.



Finland is one of the fairest countries in the world for children.

To guarantee a more equal start to life, every Finnish child is welcomed into the world by a **maternity package** containing clothing and baby-care products.



2ND **FAIREST
COUNTRY FOR
CHILDREN**

Finland ranks second when observing how fair a country is for all children and their wellbeing. Each country is ranked by inequality of income distribution; education; health; and life satisfaction.





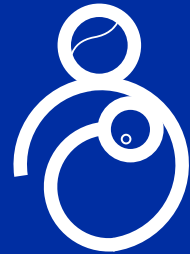
An equal start for everyone requires healthy and happy mothers. Finland offers **free prenatal care** for mothers and nearly a year of **paid maternity leave** when the child is born.

Affordable child care makes it easy for mothers to combine work and family life.



2ND BEST COUNTRY TO BE A MOTHER

UNICEF compiles statistics on the health of mothers and children and uses them to produce rankings showing where mothers fare best and where they face the greatest hardships.





Equality also means equal access to education.

Education is free for everyone from preschool to higher education. This means that every Finn has a right to go to university tuition-free.

Everyone's potential is utilised.



4TH EDUCATION

Finland ranks number four in education out of 167 countries. The Legatum Prosperity Index measures access to education; quality of education; and human capital.





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