





FINLAND: THE HAPPIEST COUNTRY IN THE WORLD





Since 2018, the World Happiness Report has ranked Finland as the happiest country in the world.



**1ST HAPPIEST
COUNTRY**

The World
Happiness Report
2018-2023





What is the World Happiness Report?

The 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 underlying factors.





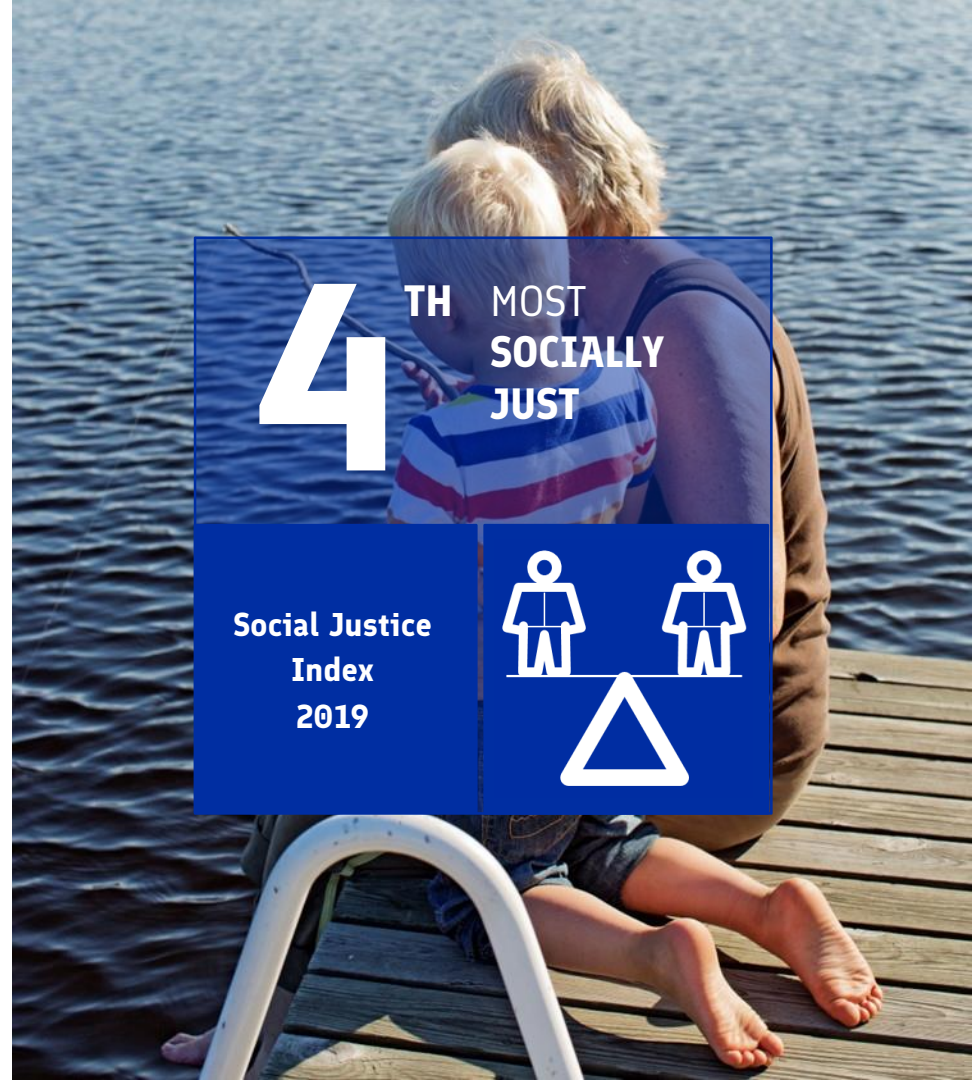
SUOMI
FINLAND

Why are Finns so happy?



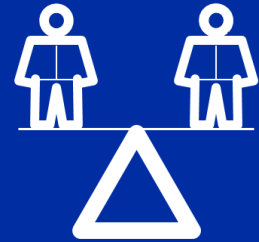


Happiness starts with the basics: healthcare, poverty prevention and labour market access. In Finland, healthcare and income security are guaranteed to everyone.



4 TH MOST **SOCIALLY JUST**

Social Justice
Index
2019





Wealth also plays a part in Finns' happiness. However, according to the World Happiness Report, GDP per capita alone doesn't explain happiness.

What explains it, then?



4TH GLOBAL PROSPERITY

The Legatum
Prosperity
Index 2023





The secret is:
an infrastructure of
happiness.

Finnish society is
arranged in a way that
allows for happiness.





Let's take a look.



**GOOD GOVERNANCE IS AT
THE HEART OF HAPPINESS**





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



1ST BEST GOVERNANCE IN THE WORLD

The Legatum Prosperity Index 2023





Finland is also very stable when measured by political, social, economic and cohesion indicators.



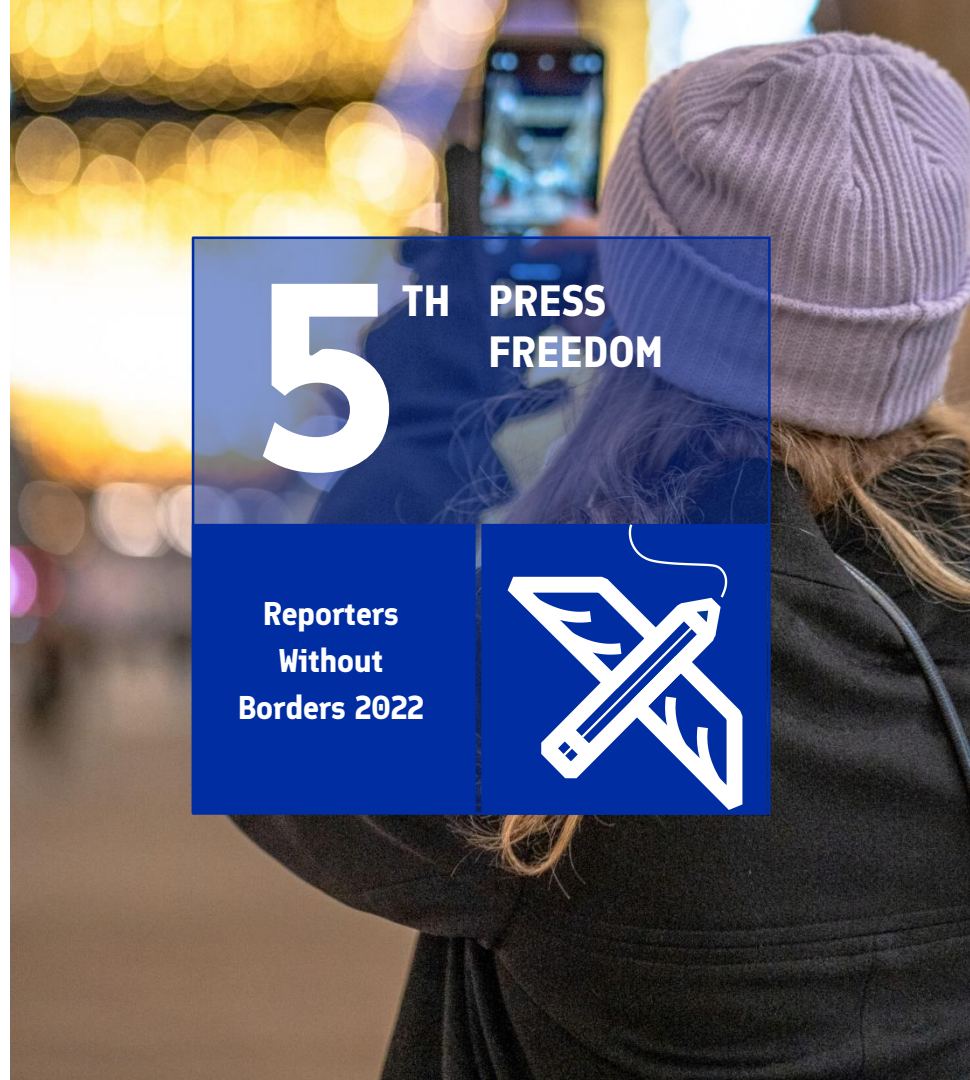
1ST MOST STABLE NATION

**Fragile States Index
2023**





The press is free in Finland. Press freedom entails media independence, pluralism, lack of self-censorship, transparency, good legislative framework and infrastructure.



5TH PRESS FREEDOM

**Reporters
Without
Borders 2022**



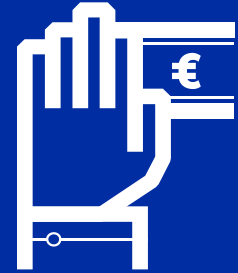



And Finland measures
very little corruption.



2 **ND** **LEAST**
CORRUPT
COUNTRY

**Corruption
Perceptions
Index 2022**





**FINNS CAN TRUST
THE SYSTEM AND
EACH OTHER**



Public institutions are trusted in Finland. People's trust in institutions is a common indicator of public administrations' performance.



3RD TRUST IN INSTITUTIONS

**Government
at a Glance
2021**





The police are one of the most trusted institutions in Finland. More than 90% of Finns say they trust the police.



1ST TRUST IN THE POLICE

Government
at a Glance
2021





Trust in institutions is also a component of social capital. Other elements are high civic participation and strong personal and social relationships.



3RD SOCIAL CAPITAL

The Legatum
Prosperity
Index 2022





85% of Finns agree or strongly agree that they can trust most of their fellow citizens. This is the highest percentage in Europe.

1ST TRUST IN FELLOW CITIZENS

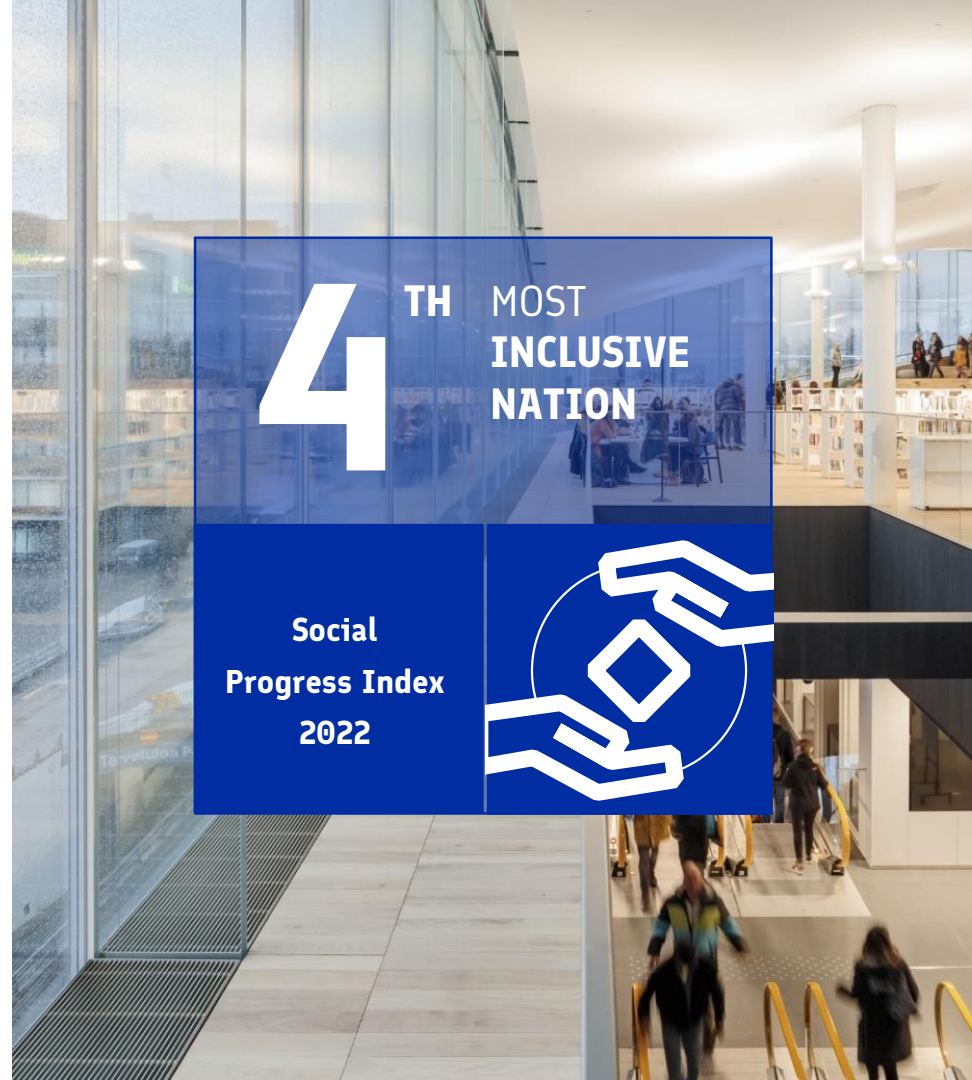
Eurobarometer 2018

A group of about ten young people are gathered on a rooftop terrace. They are dressed in casual summer attire, including tank tops, t-shirts, and shorts. Some are standing, some are sitting on the edge of the terrace, and one person is raising their arms in a celebratory gesture. The terrace is situated between two apartment buildings. The building on the left is a modern, light-colored structure with several windows. The building on the right is a taller, brick building with many windows and balconies. The sky is blue with scattered white clouds. The overall atmosphere is bright and positive.

**TRUST COMES EASY
WHEN FAIRNESS IS
PAIRED WITH EQUALITY**

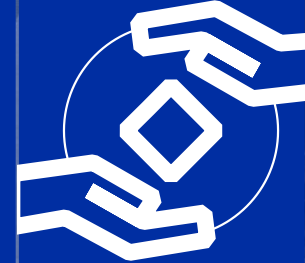


Finland places strong emphasis on social rights and equality. Basic welfare is a priority, as is equality of political power by gender, social group and socioeconomic position.



4TH MOST
**INCLUSIVE
NATION**

**Social
Progress Index
2022**





Inclusivity includes minorities, too. There is very little discrimination or violence against minorities, and a high acceptance of sexual minorities.





**GENDER EQUALITY IS
ONE OF THE CORE VALUES
OF FINNISH SOCIETY**

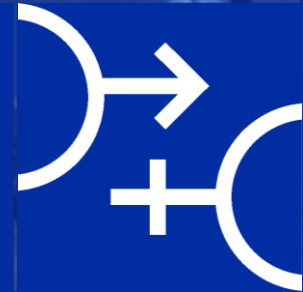


Finland would not be the happiest country in the world had it not been for its strong commitment to equality.



2ND GENDER EQUALITY

Global Gender Gap Report 2022



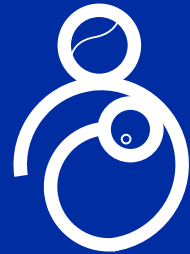


Women make up 49% of the Finnish labour force. Affordable child care and strong maternity rights make it easy for mothers to have a career in Finland.



3RD BEST COUNTRY FOR WORKING MOTHERS

**The Economist
Glass-Ceiling
Index 2022**





A working life that includes parental leave, flexible hours and remote work makes it easy for parents – and everyone else – to combine work with personal life.



3RD WORK-LIFE BALANCE

Kisi Work-Life Balance Index 2022





Women and men are equal –
both at work and at home.
80% of Finnish dads
take paid parental leave.



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



1 **ST** FOR TIME
DADS SPEND
WITH
CHILDREN

The Pursuit of
Gender Equality
2017 (OECD)



A newborn baby is sleeping peacefully in a crib. The baby's arms are raised above their head, and they are wearing a white onesie with a colorful, tropical print featuring parrots and a large red rose. The baby is lying on a grey blanket with a white cat face pattern. The background is dark, suggesting a dimly lit room.

**EVERYONE GETS AN
EQUAL START IN FINLAND**



Happiness starts at birth. Finland is committed to protecting, respecting and continually improving the rights of children.



3RD CHILDREN'S RIGHTS

KidsRights
Index
2022



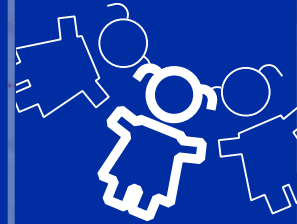


An equal start for everyone requires healthy and happy mothers. Finland offers free prenatal care for mothers and nearly a year of paid parental leave when the child is born.



2ND BEST COUNTRY TO BE A MOTHER

**State of The
World's Mothers
Report
2015 (UNICEF)**





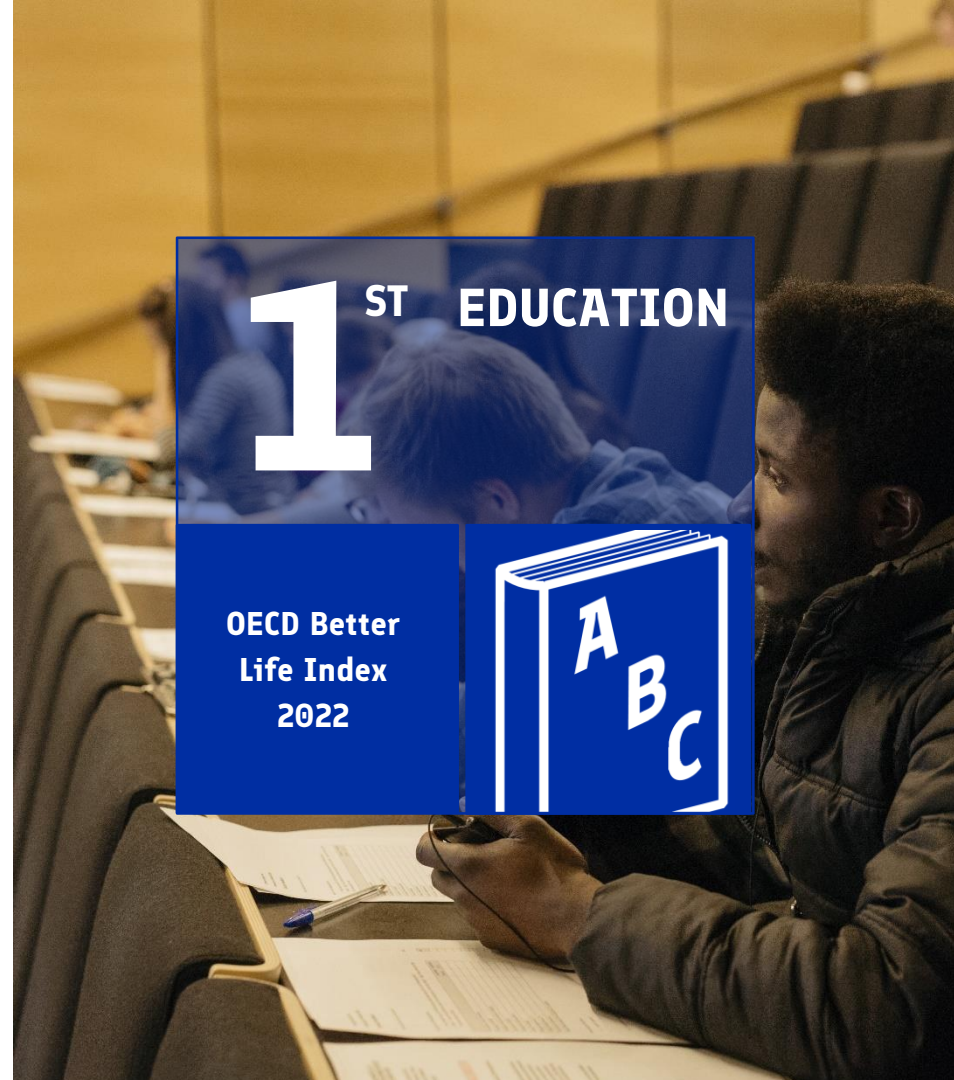
All children and their families are provided with healthcare and practical advice free of charge at *neuvola*, a national network of maternity and child health clinics.



**EVERYONE CAN REALISE
THEIR POTENTIAL**



Equality also means equal access to education. Education is free for everyone from preschool to higher education. This means that everyone has the right to go attend university tuition-free.



1ST EDUCATION

OECD Better
Life Index
2022





And Finns are happy studying, too. According to the OECD's PISA study, Finland is the only nation where both students' reading skills and their satisfaction with life are at a high level.





In Finland, learning doesn't end when you graduate. Finnish societal structures support lifelong learning and skills development at work.



1ST SKILLS DEVELOPMENT AT WORK

European Skills Index Technical Report 2022





Trust, equality and low hierarchies are also staples of Finnish work culture. Employees' opinions are taken into account, and instead of constant monitoring, people are trusted to do what everyone has decided.

CLOSENESS TO NATURE FOSTERS WELLBEING





Clean water, unpolluted air and unspoiled nature greatly contribute to wellbeing and happiness.



3RD CLEANEST COUNTRY

**Environmental
Performance
Index 2022**





Nature is always close in Finland. Even if you live in a city, you are never more than a 10-minute walk from a park or forest.



1ST CLOSNESS
TO NATURE

How's Life?
2020 (OECD)





Finns love the forest.
More than 80% of Finns
say the forest is
important to them.
Serenity, security, joy
and energy are the
words most associated
with the woods.



1ST MOST FORESTED IN EUROPE

Eurostat 2021

A white icon on a blue background depicting a bear's head and three stylized trees below it.



Two-thirds of Finnish forests are owned by ordinary families, but the concept of Every Person's Right means that anyone may hike, camp, and gather mushrooms and berries in any forest, regardless of who owns it.





To ensure future happiness, sustainable development needs to be a priority. This includes clean, affordable energy, responsible consumption and climate action.



1ST SUSTAINABLE DEVELOPMENT

Sustainable Development Report 2022





**PEOPLE IN FINLAND
TRULY HAVE THE FREEDOM
TO MAKE DECISIONS**




Finland ranks first in political rights and civil liberties, while the Finnish infrastructure of happiness allows for even more comprehensive freedom.



1ST MOST
**POLITICAL
AND CIVIL
FREEDOM**

Freedom
in the World
2022



A photograph of three people walking through a field of tall, golden-brown grass at sunset. The sun is low on the horizon, creating a warm, golden glow. In the background, there are trees and a distant building. The people are dressed in outdoor attire: a woman with blonde hair in a ponytail, a man in a bright green jacket and a black cap, and another man in a light blue jacket. They are walking away from the camera, towards the right side of the frame.

People in Finland are free to make mistakes. Poor life decisions or bad luck don't necessarily mean falling too far behind, and people are free to explore and find their own path.



In a well-functioning, safe, fair, equal and ‘error-friendly’ society, people can worry less and concentrate on living their lives. People have the freedom to be happy.





SUOMI
FINLAND

**Finland:
The Happiest Country
in the World.**



Extra slides for questions:



According to a survey commissioned by the Tax Administration in 2019, 80% of Finns are happy to pay their taxes, 96% believe paying taxes is an important civic duty and 98% believe taxes are important for maintaining Finland's welfare state.

