





# FINLAND: THE HAPPIEST COUNTRY IN THE WORLD





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



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, the silhouettes of a crowd of people are visible, many 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 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.





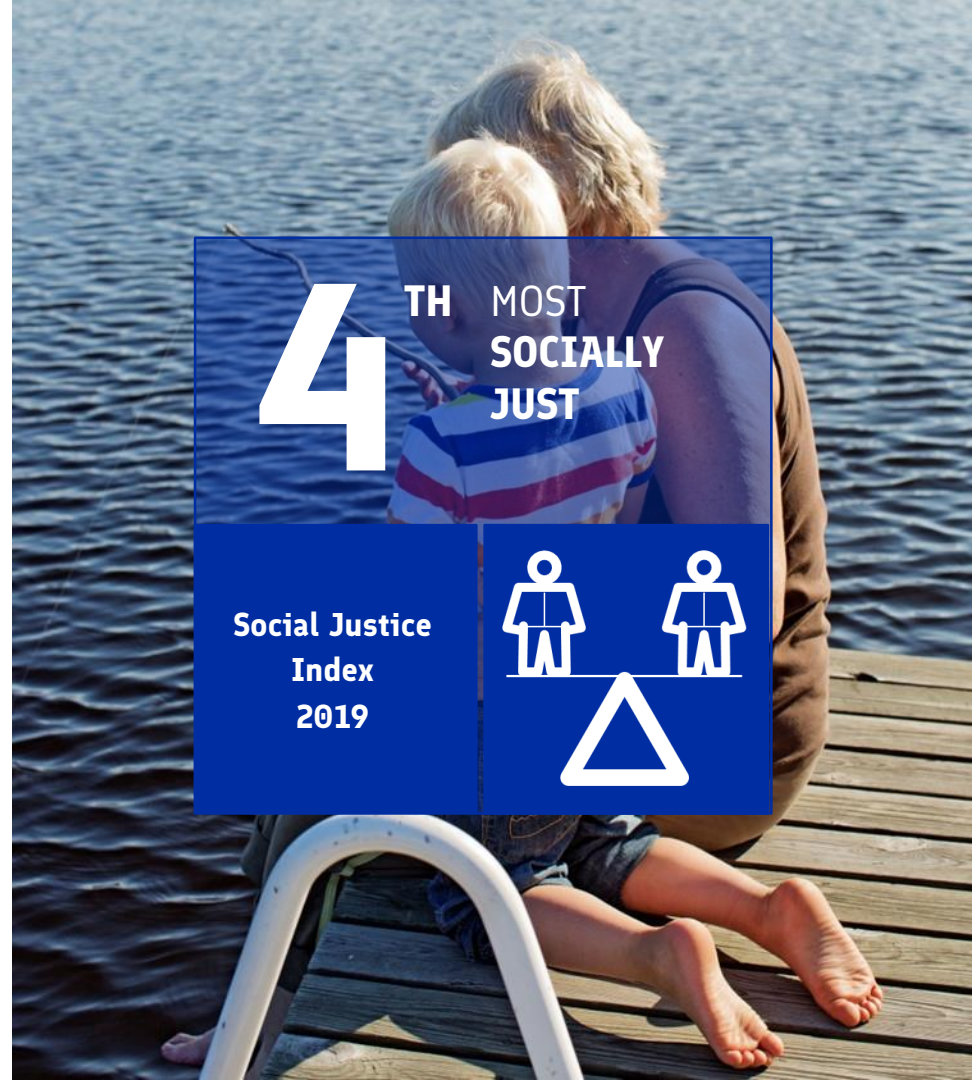
SUOMI  
FINLAND

Why are Finns so happy?



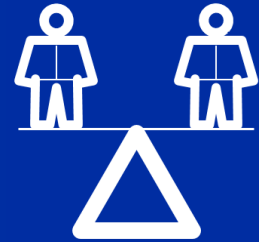


Happiness starts with the basics: healthcare, poverty prevention and labour market access. In Finland, healthcare and income security are guaranteed to everyone.



**4** <sup>TH</sup> 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?







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.





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



**1<sup>ST</sup> MOST STABLE NATION**

**Fragile States Index  
2021**





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



**2<sup>ND</sup> PRESS FREEDOM**

**Reporters  
Without  
Borders 2021**



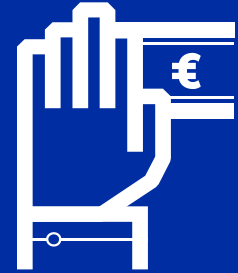



And Finland measures the least amount of corruption in the world.



**1<sup>ST</sup>** LEAST  
**CORRUPT**  
**COUNTRY**

Corruption  
Perceptions  
Index 2021





**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.



**3<sup>RD</sup> 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.



**1<sup>ST</sup>** 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.



# 3<sup>RD</sup> SOCIAL CAPITAL

The Legatum  
Prosperity  
Index 2021





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

**1<sup>ST</sup> TRUST IN FELLOW CITIZENS**

**Eurobarometer 2018**

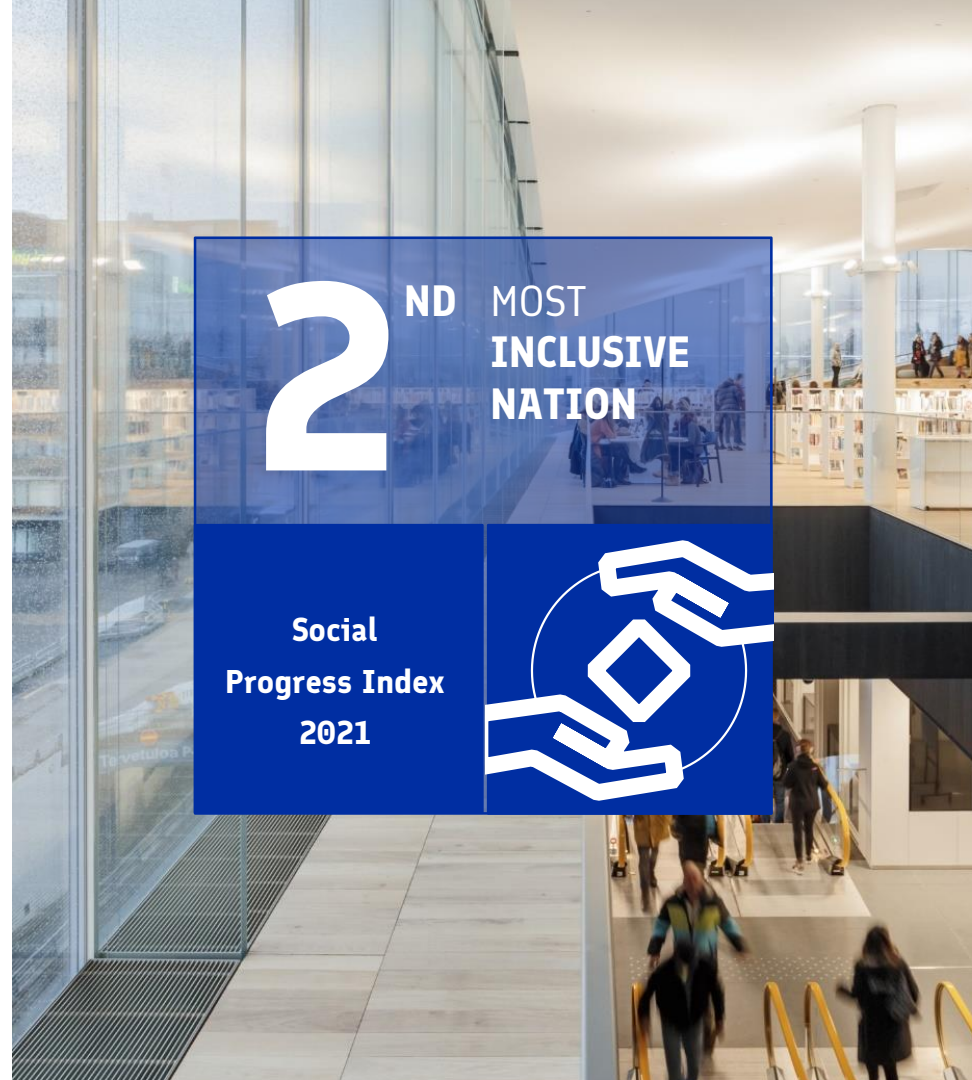
An icon of two stylized human figures shaking hands, symbolizing trust or agreement. The background of the infographic is a photograph of a park with a large, modern sculpture made of many vertical, white, rectangular columns.

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 rectangular windows. The building on the right is a taller, brick building with many windows and small balconies. The sky is blue with scattered white clouds. The overall scene conveys a sense of community and shared space.

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

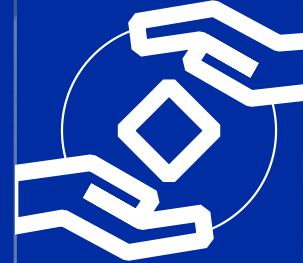


Finland places strong emphasis on social rights and equality. Basic welfare is a priority, as is equality of political power by gender, social group and socioeconomic position.



**2<sup>ND</sup>** MOST  
**INCLUSIVE  
NATION**

**Social  
Progress Index  
2021**





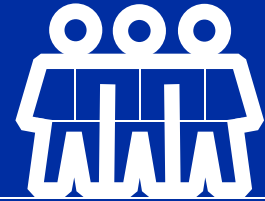
Inclusivity includes minorities, too. There is very little discrimination or violence against minorities, and a high acceptance of sexual minorities.



1<sup>ST</sup>

MOST  
INCLUSIVE  
FOR  
MINORITIES

Social  
Progress Index  
2021





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



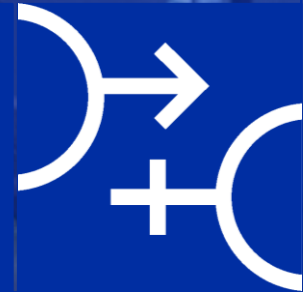


Finland would not be the happiest country in the world had it not been for its strong commitment to equality.



**2** <sup>ND</sup> **GENDER  
EQUALITY**

Global Gender  
Gap Report  
2021



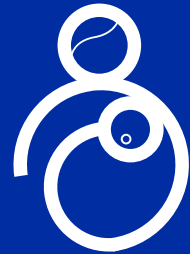


Women make up 49% of the Finnish labour force. Affordable child care and strong maternity rights make it easy for mothers to have a career in Finland.



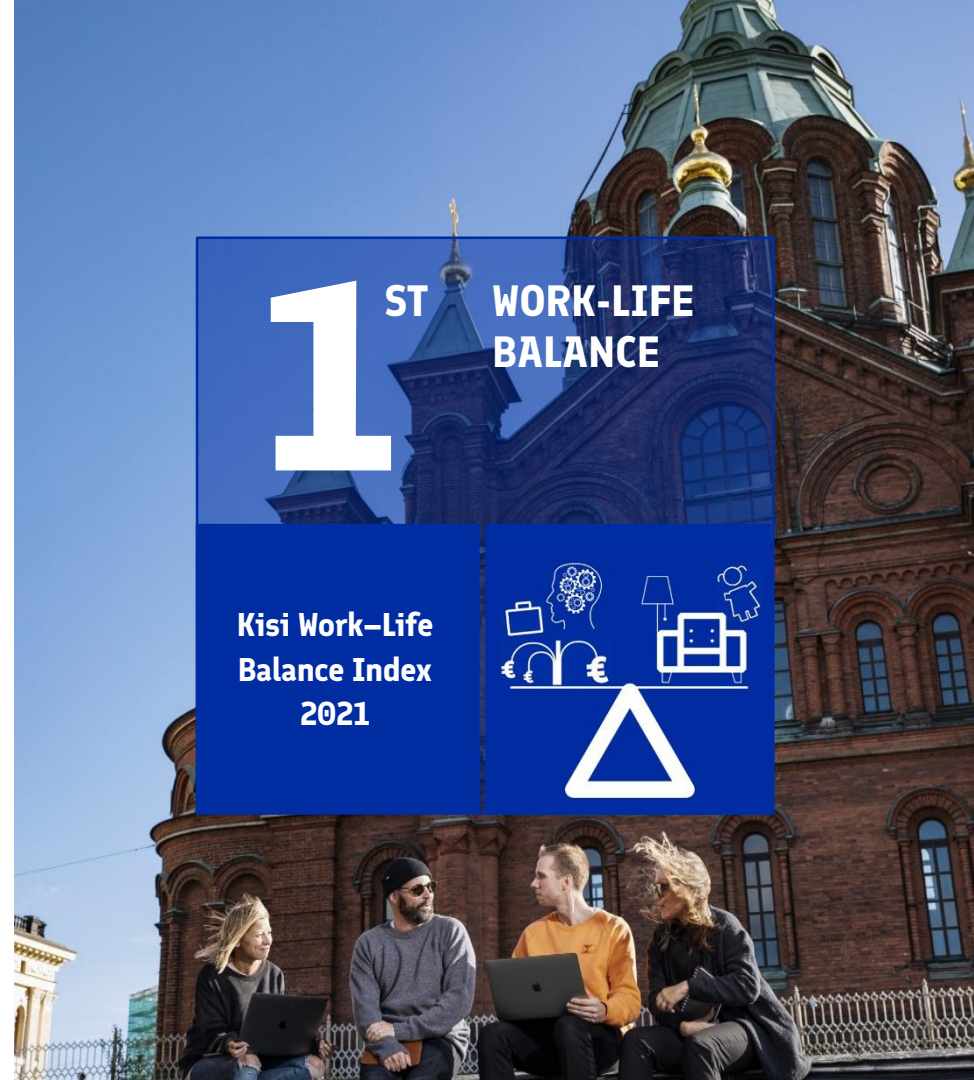
**3<sup>RD</sup> BEST COUNTRY FOR WORKING MOTHERS**

**The Economist  
Glass-Ceiling  
Index 2021**





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.



# 1<sup>ST</sup> WORK-LIFE BALANCE

Kisi Work-Life Balance Index 2021





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, and they are wearing a white onesie with a vibrant, colorful pattern featuring flowers and birds. 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.



**3<sup>RD</sup>** CHILDREN'S RIGHTS

KidsRights  
Index  
2021







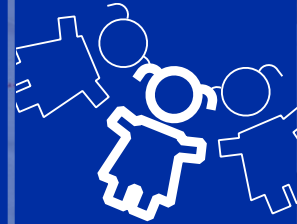


An equal start for everyone requires healthy and happy mothers. Finland offers free prenatal care for mothers and nearly a year of paid parental leave when the child is born.



**2<sup>ND</sup> BEST COUNTRY TO BE A MOTHER**

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





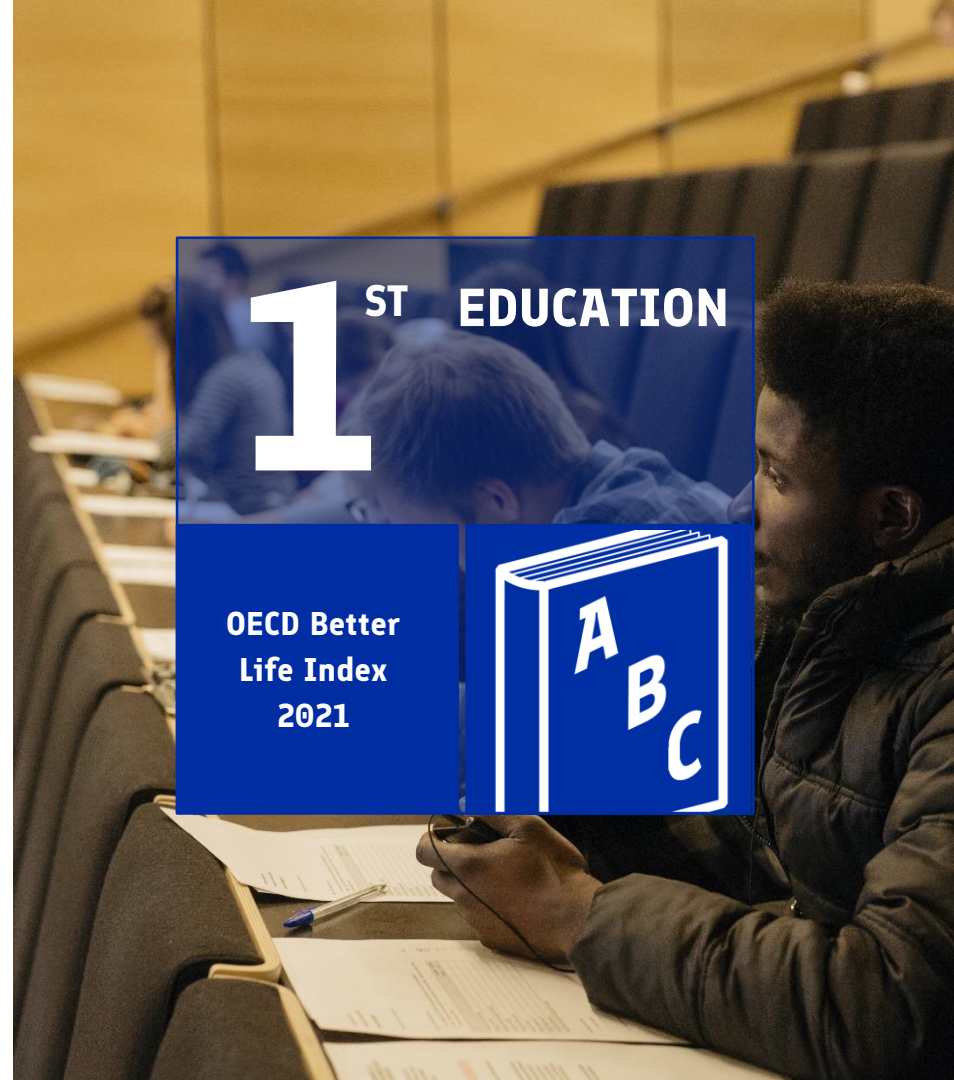
All children and their families are provided with healthcare and practical advice free of charge at *neuvola*, a national network of maternity and child health clinics.



**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.



**1<sup>ST</sup> EDUCATION**

OECD Better  
Life Index  
2021





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.



# 1<sup>ST</sup> SKILLS DEVELOPMENT AT WORK

European Skills Index Technical Report 2020





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.



<b>1<sup>ST</sup></b>	<b>CLEANEST COUNTRY</b>
<b>Environmental Performance Index 2016</b>	



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.



**1<sup>ST</sup>** 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.



**1<sup>ST</sup>** MOST FORESTED IN EUROPE

Eurostat 2021

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





**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.



**1<sup>ST</sup>** 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 blue text box is overlaid on the lower left portion of the image.

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.

