



# Finland in the World Media

The Ministry for Foreign Affairs'  
observations about 2022



The media admired Finland's defence capability, preparedness, security of supply, realistic attitude towards Russia and collectedness in a difficult situation. – SWEDEN



# The Ministry for Foreign Affairs' observations about Finland in the world media

SUOMI  
FINLAND

This compilation was designed to examine the topics associated with Finland in international media coverage. It comprised all media, with a particular focus on digital news media.

The report consists of both quantitative and qualitative analyses. The quantitative section is based on global, multilingual data compiled using media monitoring software. The data were collected by Meltwater.

The qualitative analysis is based on the observations made by the embassies and missions. In most of the missions, media-related activities were conducted alongside other work. Around one-fifth of the embassies and missions have staff members who work full-time on communications and boosting the image of Finland.

The missions responded to the survey between December 2022 and January 2023. A total of 68 out of 89 missions responded to the survey. The analysis was carried out by Meedius International.



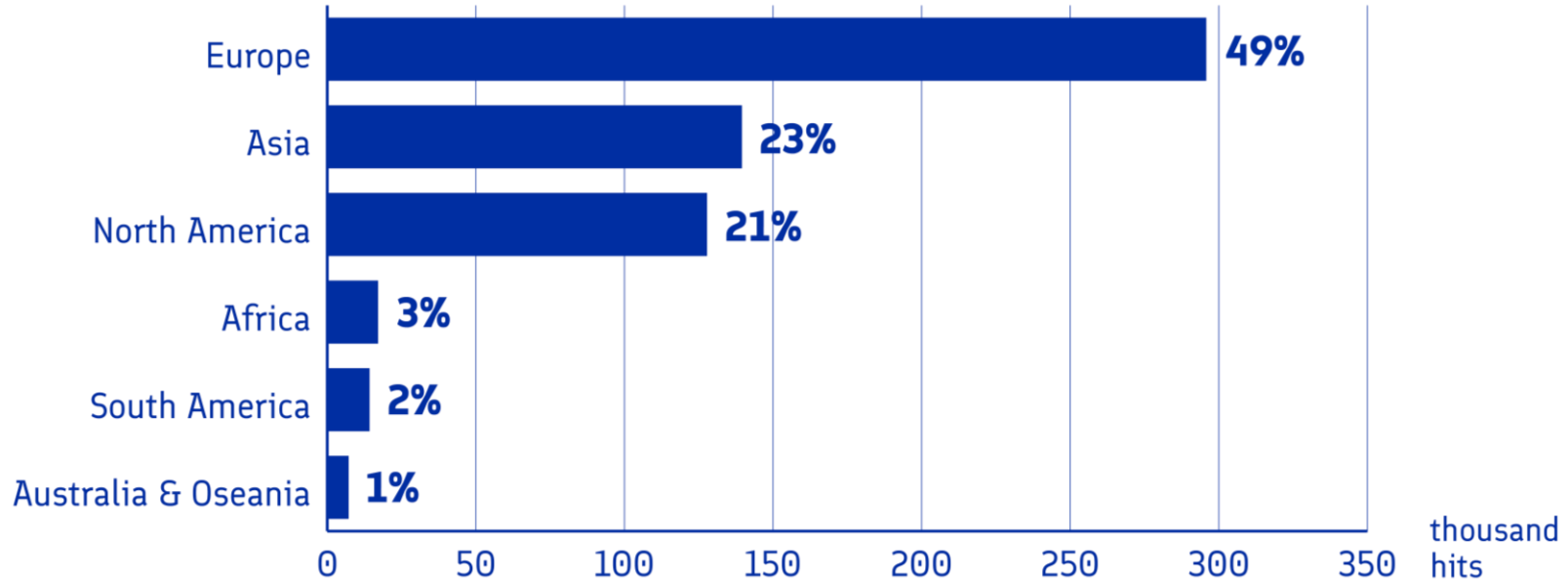
# Finland's media visibility: key figures





## More than 600,000\* mentions of Finland in the international media

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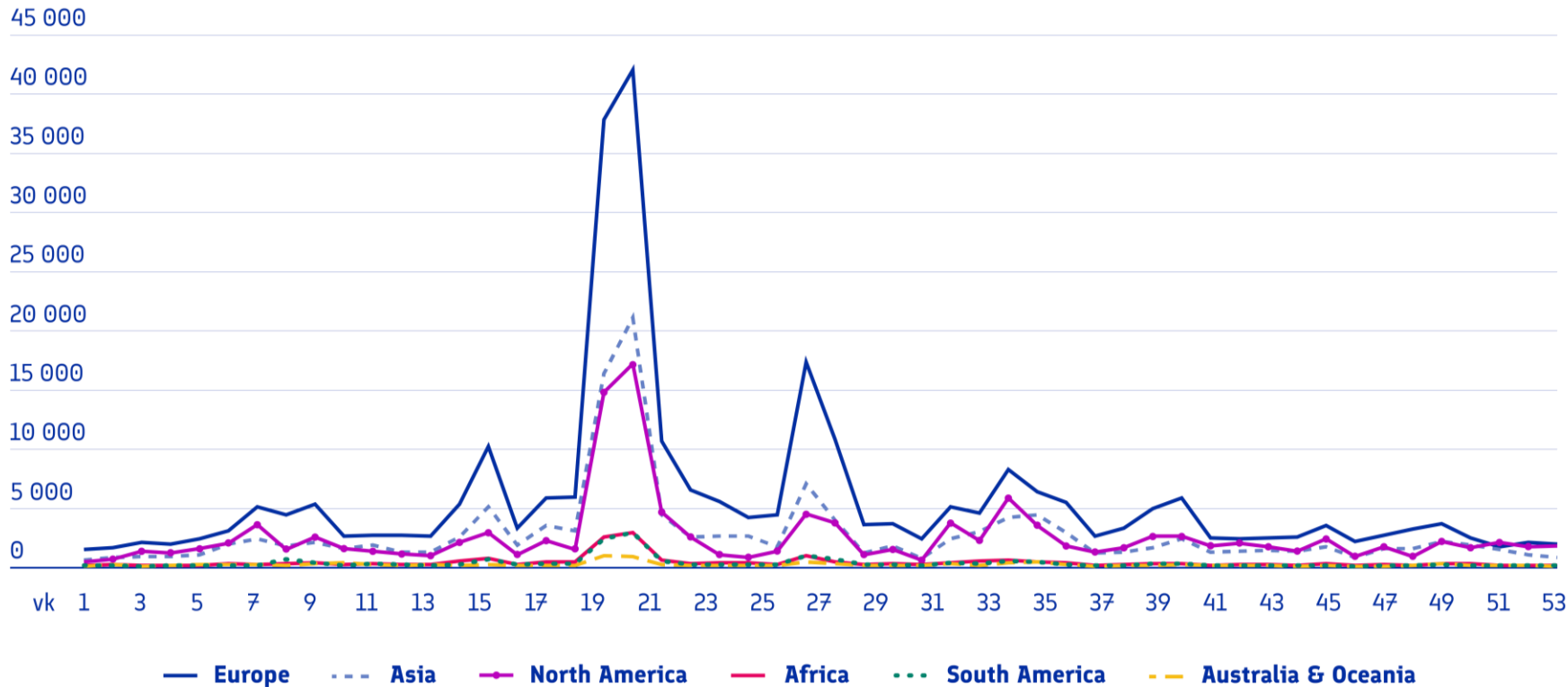
\* N= 601,607. The search is limited to editorial content in the international media in which “Finland” or “Finnish” is mentioned in the title. The search covers more than 60 languages. The data were collected using Meltwater’s software, which monitors more than 260,000 global editorial media sources.



# Variations in visibility by region and week

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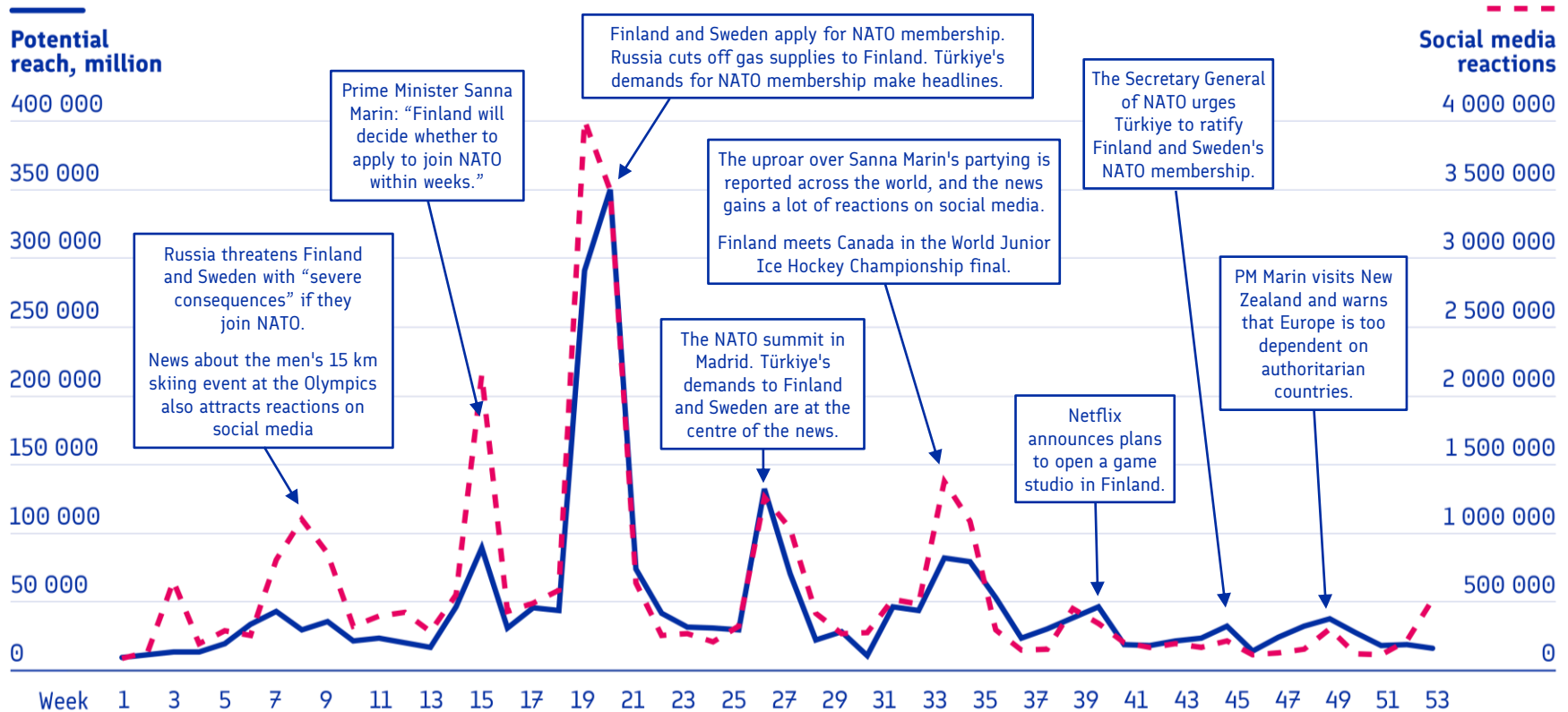
Articles





# Issues related to NATO membership and security were the most visible in the news media

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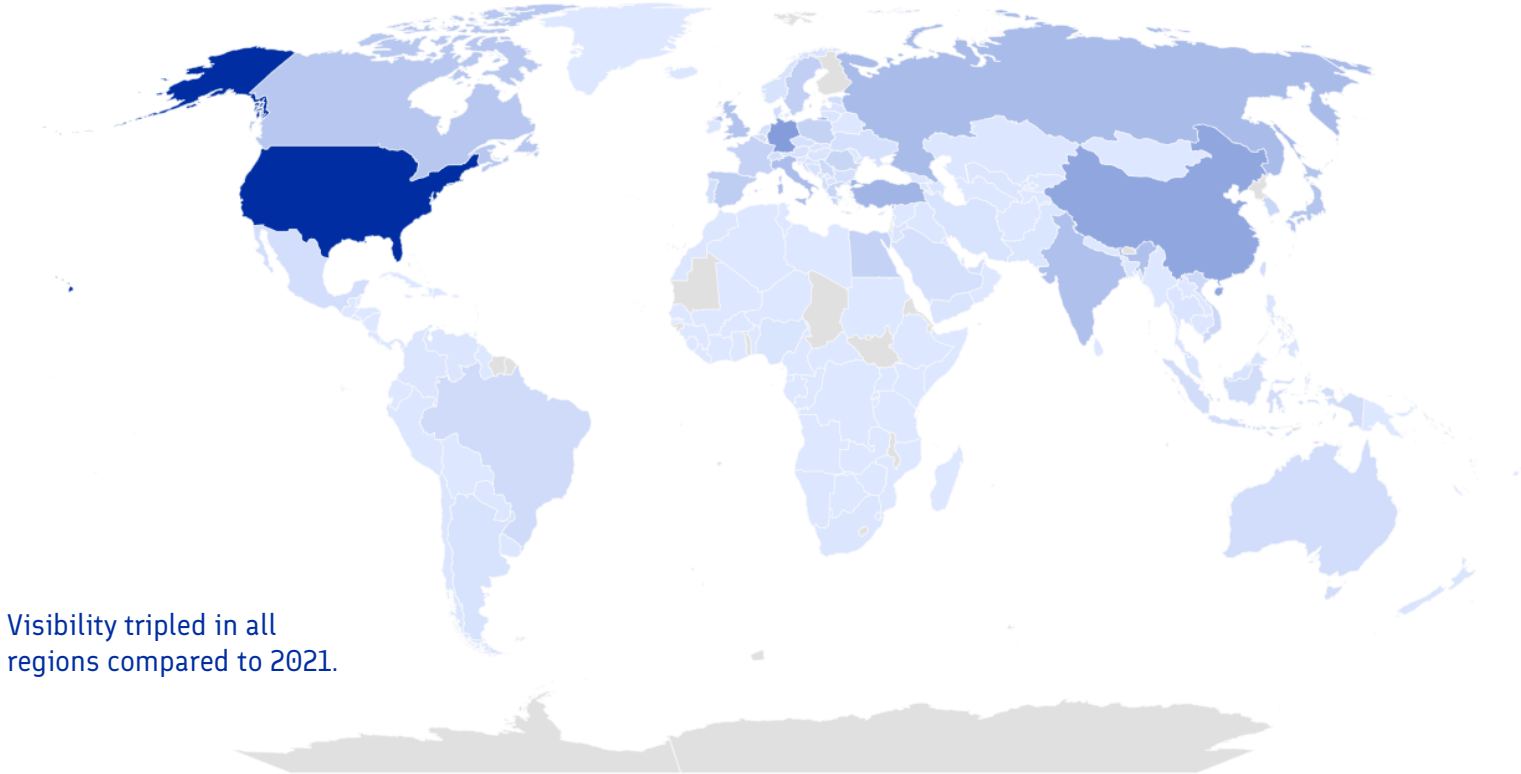
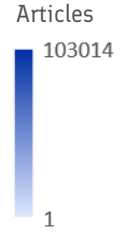


The graph reflects the potential reach during the period under consideration and the number of reactions to articles on social media.



# Distribution of visibility by country

**SUOMI  
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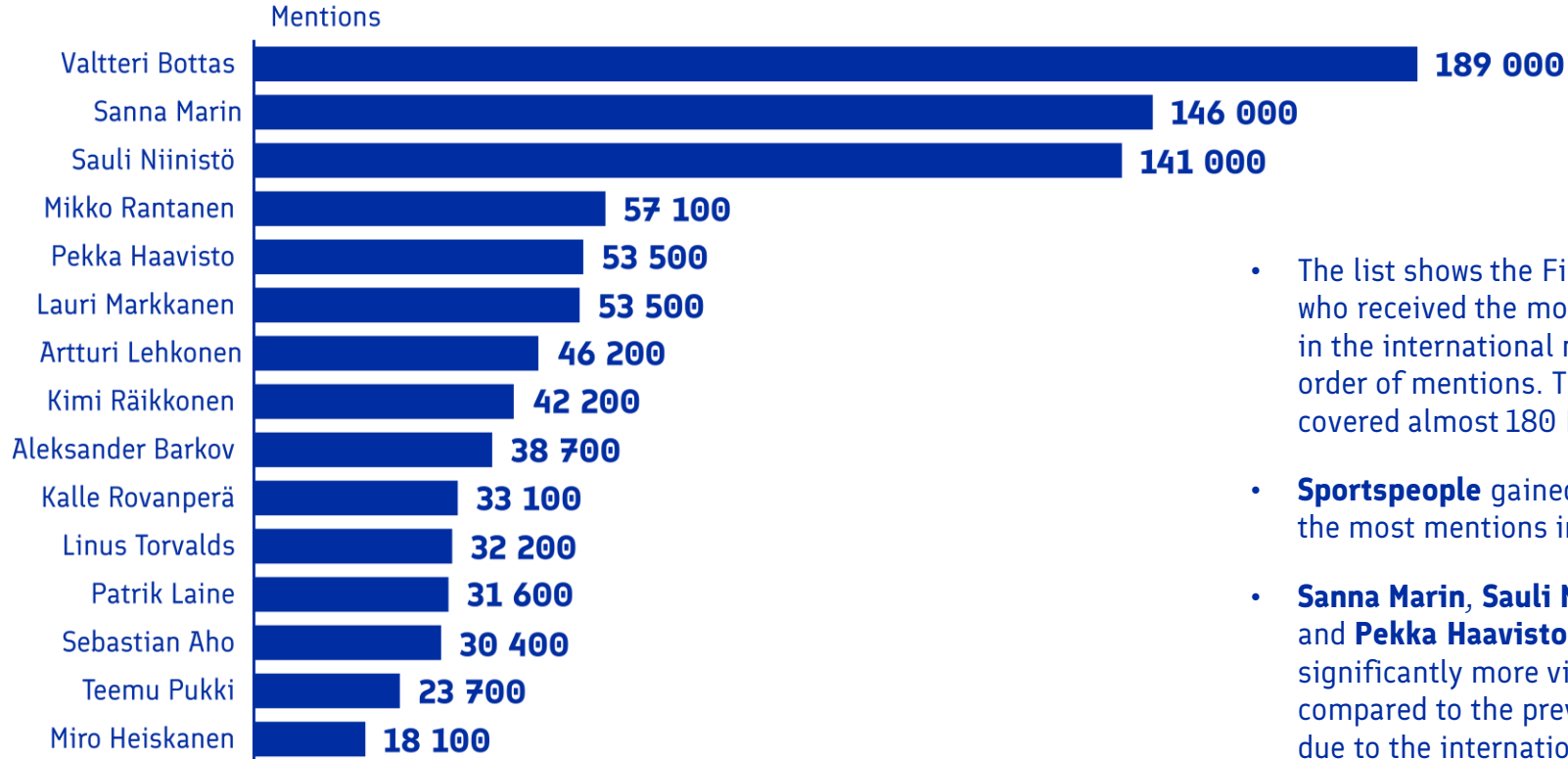


Visibility tripled in all regions compared to 2021.



## Finns with the most mentions


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- The list shows the Finnish people who received the most mentions in the international news media in order of mentions. The search covered almost 180 Finns.
- **Sportspeople** gained by far the most mentions in the media.
- **Sanna Marin, Sauli Niinistö** and **Pekka Haavisto** gained significantly more visibility compared to the previous year due to the international situation.




# News highlights from the international news media



**NBC NEWS**

**NATO invites Finland, Sweden to join as alliance eyes 'direct threat' from Putin**

President Joe Biden earlier announced an increased U.S. military presence in Europe as the alliance began a summit in Madrid with a series of moves made with Russia in mind.



NATO SUMMIT\_ FINLAND AND SWEDEN INVITED TO JOIN ALLIANCE

**NBC News**, 29 June 2022  
Potential reach: 41 million  
Social Echo: 4,033  
[Link to the article](#)

**svt NYHETER**



25 meter under centrala Helsingfors ligger ett av hundratals skyddsrum

00:04 / 01:59

Tommi Rask vid Helsingfors räddningstjänst höll i samband med landets Natoansökan en pressvisning i en av Finlands modernaste skyddsrum. Foto: Reuters

**Följ med ner i Finlands modernaste mega-skyddsrum**

PUBLICERAD 27 MAJ 2022

**Sveriges Television**, 27 May 2022  
Potential reach: 4.3 million  
Social Echo: 8,910  
[Link to the article](#)

**Le Monde**



Sanna Marin, une première ministre moderne qui dérange les conservateurs

Nommée fin 2019 en Finlande, cette trentenaire voulait « secouer » la fonction. Elle y est parvenue au-delà de ses propres attentes.

**Le Monde**, 26 August 2022  
Potential reach: 17.6 million  
Social Echo: 3,403  
[Link to the article](#)

# News highlights from the international news media

## The New York Times

### Finland beats Russia, 2-1, to win its first gold in men's hockey.

The Finns brought an aggressive attack to the ice that neutralized the Russian team, which had been a pretournament favorite.



**The New York Times**, 20 February 2022

Potential reach: 119 million

Social Echo: 19,603

[Link to the article](#)



Finnish cross-country skier wins gold, watches rest of race and waits to embrace last-place finisher



Show Caption ▾

Finland's fivo Niskanen displayed the ultimate act of sportsmanship at the [2022 Beijing Olympics](#).

**USA Today**, 13 February 2022

Potential reach: 55 million

Social Echo: 26,095

[Link to the article](#)



La revolucionaria batería de arena desarrollada por Finlandia que "podría resolver el mayor problema de la energía verde"



La planta con una batería de arena ya está funcionando en el oeste de Finlandia.

**BBC News Mundo**, 6 July 2022

Potential reach: 205,000

Social Echo: 32,227

[Link to the article](#)



# Visibility themes 2022

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SUOMI  
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**Visibility  
highlights  
compiled  
by the missions**





# The Finnish missions report: The most significant topics and stories related to Finland

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By far the most visible media story was about Finland's NATO membership application and the new security policy landscape.

Sanna Marin featured almost as prominently in the media as NATO in various countries.

As in previous years, Finland gained significant visibility in the top spot of the World Happiness Report. Other topics that were widely covered included the Finnish education system and nature, sustainable development themes as well as individual and team athletes.





# Russia's full-scale invasion of Ukraine

SUOMI  
FINLAND

Russia's invasion of Ukraine and its effects on Finnish and European security policies were widely covered overseas.

Finland's position as Russia's neighbour, the change in the two countries' bilateral relations, the President's and the Prime Minister's statements on the war made headlines.

The press covers topics such as sanctions, Finland's long border with Russia and the dramatic reduction in border traffic due to travel restrictions and reduced rail connections.

Issues related to energy policy were also highlighted.

” Russia's war against Ukraine stirred enormous interest in Finland's views.

– **MEXICO**

” As the war progressed, the themes featured included the relationship between Finland and Russia and recent history: the Winter War, Finlandisation and Finland's “historical neutrality”. – **SPAIN**

” The sanctions imposed on Russia as a result of the war as well as the visa and travel restrictions imposed on Russian people have been of great interest to the media.

– **RUSSIA (STP)**



# Finland's and Sweden's NATO membership applications

SUOMI  
FINLAND

One of the most significant news stories of 2022 was the joint decision of Finland and Sweden to submit an application for NATO membership. Reporting in other countries was mainly neutral and based on reports by international news agencies.

Finland's preparedness and defence capability were mentioned in the media in several countries.

In the European media, there was an abundance of coverage and the tone was positive. The most clearly negative stories could be found in the Russian and Chinese media. Some news stories were covered in a matter-of-fact way in the Russian media but the NATO membership news was reported in a negative light. The Chinese media thought that the future NATO membership of Finland and Sweden could endanger security in Europe.

” In the context of NATO, Finland was shown as a country well prepared for war and constantly developing, and it was emphasized that Finland's presence in NATO would strengthen the alliance.

– **POLAND**

” A persistent and difficult to address theme in the coverage was the labelling of Finland as a neutral country, rather than militarily nonaligned.

– **GREAT BRITAIN**

” Quotes have, in general, been both matter-of-fact and neutral in tone. However, it must be remembered that many Russians may be apprehensive about Finland's NATO process, so they may interpret even a neutral message as negative.

– **RUSSIA (MOS)**



## Sanna Marin attracted positive publicity in the media

SUOMI  
FINLAND

Prime Minister Sanna Marin was the most prominent Finnish politician in the international media, especially in connection with the NATO membership application.

The Prime Minister's visits to Japan, India, Australia and New Zealand received a lot of attention in the local media.

Thanks to Marin's female-led government, Finland received a lot of favourable publicity. Finland was described as an equal and highly developed country in news stories about the Prime Minister.

The uproar over the Prime Minister's partying drew sympathetic and admiring comments around the world, as well as some surprised remarks about the gendered political culture.

” Gender equality continues to be a favourite topic in Japan, with the media depicting Prime Minister Marin and her all-female-led Government as a global symbol of gender equality. – **JAPAN**

” The public debate highlighted Prime Minister Marin's image and exceptional situation as one of the youngest prime ministers in the world, as well as her achievements during the pandemic and the difficult foreign policy environment in spring 2022. – **PORTUGAL**

” The fuss about Prime Minister Marin's partying was discussed on television and radio, mainly in a rather positive tone. Many people said that things must be going well in Finland if such a story managed to create such a fuss. – **TUNISIA**

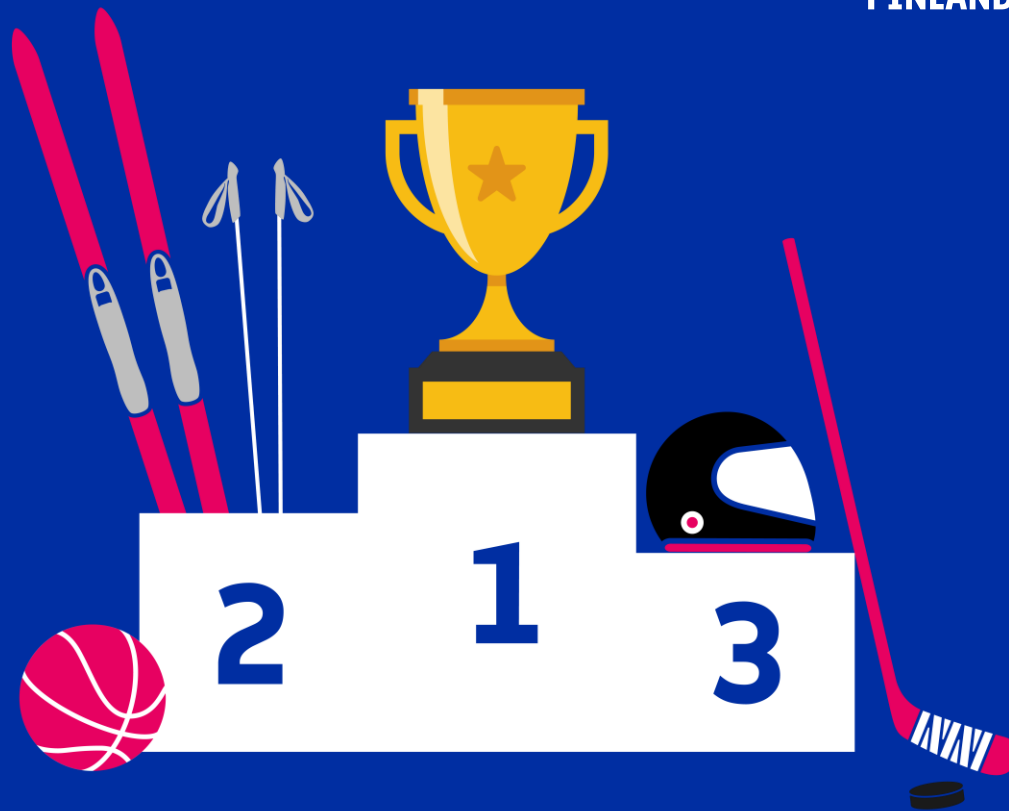




SUOMI  
FINLAND

” To Estonian people, Finnish sports heroes are almost like their own, so people were especially eager to follow ice hockey, skiing, motorsports and athletics – sports in which Finnish sportspeople did well.

– ESTONIA





## New names among the top Finnish athletes

SUOMI  
FINLAND

Basketball player Lauri Markkanen's career progression in the NBA and rally driver Kalle Rovanperä's historic world championship victory as the youngest driver of all time were widely covered.

The gold medals won by the Finnish ice hockey team at the Beijing Olympics and the Ice Hockey World Championships as well as the country's successful skiers received a lot of attention. As usual, Finland was also a visible part of Formula 1.

The Finnish outdoor game M $\ddot{o}$ lkky is gaining popularity in Japan. More than 300 teams took part in the M $\ddot{o}$ lkky Japanese Championships.

” Kalle Rovanperä was celebrated in the media as the youngest World Rally Champion. – **JAPAN**

” Lauri Markkanen's career, which is on the up, was widely featured in sports media. – **THE UNITED STATES (NYC)**

” Iivo Niskanen's gesture at the Beijing Olympics as he waited for Carlos Quintana, who was last to finish, was greatly admired by Colombian people. – **COLOMBIA**



## What is the happiest country in the world made of?

SUOMI  
FINLAND

Finland was ranked happiest country in the world for the fifth time. This subject is prominently covered in the world's media every year. Finns are described as happy people who trust public institutions and the functioning of society. A strong relationship with nature has a positive impact on Finnish people's well-being.

The media analysed the reasons for Finland's high ranking in the World Happiness Report. There was a lot of discussion about the building blocks of a happy society, especially in places where there is a shortage of these.

” The news story that had the most readers was about the parental leave reform in Finland, which was presented in quite a positive light.

– **BELGIUM**

” A report on the elements that make the people of Finland the happiest in the world creates an excellent opportunity to share information about the implementation of the welfare state in Finland, equality, trust in authorities and fellow citizens, freedom of expression, the functioning of society, etc. These issues and related problems are topical in Chile and, consequently, of interest to many people. – **CHILE**



## Acclaimed Finnish culture made headlines

SUOMI  
FINLAND

The film *Compartment No. 6* continued to attract audiences across the world, especially in the United States and France, where Finnish conductors were also widely featured, with Klaus Mäkelä especially in the limelight. Finnish arts and literature were also discussed around the world, and photographs by Sanna Kannisto and Elina Brotherus, for example, were highly praised.

In Italy, Finnish artists were celebrated in various locations, from the Venice Biennale to the Nordic culture event in Rome and the Sibelius Festival in Liguria. Heavy metal has a devoted fan base, especially in South America. Finnish design featured in a positive light, as did the Moomins, already well-known overseas.

” The Moomins were the cultural phenomenon cited as an example of resilience and a sense of togetherness in times of war and crisis. – **SPAIN**

” In culture, Finnish series on Netflix, Tove Jansson and heavy metal were given the most column space. – **MEXICO**

” 22-year-old conductor Tarmo Peltokoski was appointed Music Director of the Orchestre National du Capitole de Toulouse. Other Finnish conductors in the media included Klaus Mäkelä and Hannu Lintu. – **FRANCE**



SUOMI  
FINLAND

” Sauna culture is also featured in travel magazines and features highlighting the benefits and its popularity in Finnish culture, in positive tone. – **INDIA**





## Nature, sauna and Santa Claus are tourists' favourites

SUOMI  
FINLAND

People across the world are fascinated by things that Finnish people find familiar, such as unspoiled nature, sauna, Santa Claus, Lapland, Rally Finland, holidaying at a cottage and the Northern Lights.

Helsinki and Lapland are not the only places that attract tourists: Tampere and the Turku archipelago were added to the range of Finnish tourist destinations in the world media.

Everyman's right, or the right to roam, is considered a fascinating Nordic speciality.

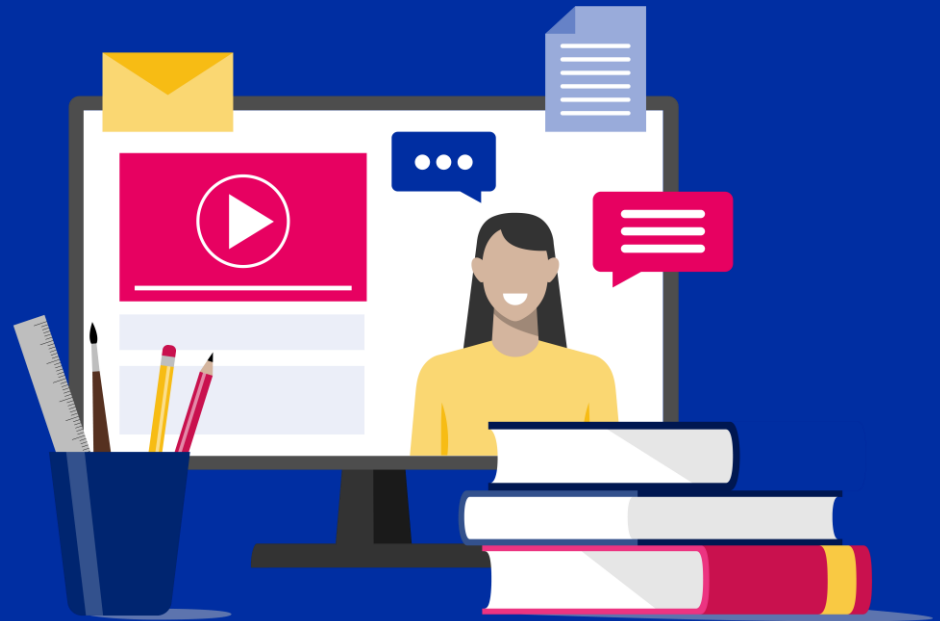
” Finland's ability to employ Santa Claus in marketing efforts was praised, and happy tourists and even Santa Claus himself were interviewed. – **SWEDEN**

” Japan is currently enjoying the “3rd wave” of popularity of sauna, where people indulge themselves in “sakatsu,” a Japanese word created meaning to “actively go to sauna”. – **JAPAN**

” The British travel press is discovering Finland's summer, archipelago and cities like Helsinki and Tampere. The image of Finland is much more multifaceted than the old image consisting mainly of Christmas and Lapland - which are still widely reported. – **GREAT BRITAIN**



There were various articles about the reasons for Finnish educational system being one of the best in the world. The reasons are fewer hours at school, professional teachers, free school meals, free and equal facilities for all, cooperation not competition, less homework, and a more relaxed atmosphere during the school hours. – **IRAN**





## Finland as a model for education and media literacy

SUOMI  
FINLAND

Education is one of the most important country brand elements for Finland. The Finnish education system was widely considered to be a trailblazer, and the way it prioritises the well-being of children and teaching staff was one of the features mentioned.

Finnish people's media literacy and its central role in curricula was given significant visibility in 2022. Digitalisation and lifelong learning were also education-related topics that were covered.

” When it comes to education, Finland is still widely regarded as a leader and a benchmark in Australia. Finland is consistently employed as an example for comparison against Australian primary and secondary. – **AUSTRALIA**

” Finnish people's media literacy was pointed out as a tool against propaganda in the Russian media. – **HUNGARY**

” Many media articles in 2022 introduced the secret of Finnish education all the way from kindergarten to university. The decrease of Finland's PISA ranking has not affected the general opinion or interest by the media. – **CHINA**





## Finland in the vanguard of circular economy

SUOMI  
FINLAND

Finland received a lot of positive coverage as a leader in sustainable development, clean energy and, in particular, circular economy. In the field of circular economy, reducing the use of plastics and innovations in packaging materials aroused particular interest. Some attention was also paid to circular economy start-ups, such as Solar Foods, Rens and Sulapac.

Energy-related topics that were covered included the sand battery and solutions for the final disposal of nuclear waste. The delays at the Olkiluoto 3 nuclear power plant and wind power projects gained visibility due to the energy crisis.

” Finland featured in a positive light with regard to nature conservation, circular economy and climate solutions. – **GREECE**

” Finland is known in Japan as an advanced country when it comes to sustainable development goals, with the country topping the Sustainable Development Report again in 2022. – **JAPAN**

” The energy crisis was one of the biggest news stories of the year. People were interested to learn how countries coped with the difficult situation. It was said that Finnish people try to save water and reduce heating and bathe in the sauna less often. The nuclear superpower also closely monitored the progress of Olkiluoto 3. – **FRANCE**



**SUOMI**  
**FINLAND**

# **Content extracts by region**





SUOMI  
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# The Nordic countries and the Baltic countries



## The Nordic and Baltic countries – NATO & energy policy

SUOMI  
FINLAND

Media coverage in the Nordic countries was abundant and positive. The most prominent theme was **security policy** as well as Finland and Sweden's application for NATO membership. Several media covered Finland's defence capability, which was widely admired. The media also discussed Finland's border control regulations in relation to Russia.

**Energy policy** was also on the agenda due to Russia's invasion of Ukraine and rising electricity prices. The press in various countries discussed the late commissioning of the Olkiluoto 3 nuclear power plant and technical problems. Finland is mentioned, almost without exception, in articles published in Estonia about nuclear power or wind power.

” Finland is presented as a master of contingency planning, and we have armed forces that can make NATO stronger. Our renewable energy sector is very advanced. – **ESTONIA**

” Numerous stories about Finland's defences and its people's willingness to defend the country were published in the media. The Berlingske newspaper wrote that Denmark's defence pales in comparison with the other Nordic countries. “Denmark has a reserve of about 3,400 soldiers, while Finland has almost 900,000.” – **DENMARK**

” Finland has always been one step ahead of Sweden in the process. The coverage climaxed when the joint application with Sweden was submitted in May. The Expressen newspaper published its editorial in both Swedish and Finnish, with the title “Thanks for helping us with NATO – Finland, our big brother!” – **SWEDEN**



## The Nordic and Baltic countries – Topical political issues

SUOMI  
FINLAND

For reasons of geographical proximity, the media in the Nordic and Baltic countries follow Finnish daily politics very closely. Political topics covered included Päivi Räsänen's trial, revised rape legislation and Minister of Defence Antti Kaikkonen's paternity leave.

Visits by ministers and President Niinistö were covered in the local media. Even the fuss about Prime Minister Marin partying was presented in a mainly positive light.

” Many media outlets took note of the change in Finland's abortion legislation, which is said to have been one of the strictest in Europe – “no longer the Poland of the Nordic countries,” said one of the interviewees. – **SWEDEN**

” MP Päivi Räsänen's trial over freedom of speech was extensively covered in Christian publications, and dozens of articles were published about it. – **NORWAY**

” Finnish people feature in the Estonian media every day. Especially the country's leaders, PM Marin, President Niinistö and Minister of Foreign Affairs Haavisto. The prime minister also attracted other kind of attention; her leisure activities and wardrobe were talked about, but so was her strong role as an international leader. – **ESTONIA**



SUOMI  
FINLAND

The rest of Europe





## The rest of Europe – Finland's security policy

SUOMI  
FINLAND

Media coverage in Europe was abundant and positive. Special attention was paid to Finland's **geopolitical position**, which was discussed in relation to the news coverage of the NATO membership application.

Becoming a member of a military alliance was seen as a significant but understandable change in European security policy.

In Türkiye, Finland's and Sweden's **NATO membership application** was one of the main foreign policy news topics. The media coverage was mostly neutral or positive, except in the context of Türkiye's demands for NATO membership.

” It was considered understandable that Finland would decide to apply for NATO membership. It also made Austria realise that the number of its peers would be radically reduced if/when Finland and Sweden join the defensive alliance.

– **AUSTRIA**

” In the scope of the signing of the memorandum, Turkish government's request for the extradition of terrorists, Finland was featured together with Sweden, however in a softer tone than Sweden, in line with the statements of Turkish officials. – **TÜRKIYE**



## The rest of Europe – Equality, circular economy & sustainable development

SUOMI  
FINLAND

In Europe, Finland is seen as an equal and highly developed country, which focuses on sustainable development goals, renewable energy and circular economy.

**Equality** was underlined by the number of female ministers in the government, something that was highlighted in headlines in France and Italy in an admiring tone.

The fuss created by Prime Minister Marin's partying generated a lot of positive publicity and debate about the limits of acceptable behaviour and traditional values in Central Europe.

” When France began to hand out the “bébé box”, people were delighted that Finland's example was being followed. – **FRANCE**

” Equality in Finland is something that regularly comes up in the news in Germany: Germans often admire Finland as a paragon of equality; a country that Germany could learn from.  
– **GERMANY**

” In Portugal, almost 64% of waste still ends up in landfills, which is why the reporter saw Finland as a model for sustainable development and said it was two generations ahead of Portugal in the culture of sustainable development.  
– **PORTUGAL**





**SUOMI**  
**FINLAND**

**Russia**





## Russia – Travel restrictions & application for NATO membership

SUOMI  
FINLAND

Relative to other news stories, the media coverage was moderate and mostly neutral or negative. By far the most visible theme was **Russia's invasion of Ukraine** and its consequences.

In addition to the war, there was also some discussion about **visa and travel restrictions**. Press releases written jointly by embassies, consulates and the Ministry for Foreign Affairs gained a lot of visibility regardless of their small number and were mostly quoted in the Russian media in a neutral manner. However, some news stories depicted Finland not as an independent actor in the NATO membership process but as a country whose decisions had been subject to the influence of Western countries, especially the United States.

” In Russia, most of the news stories about Finland over the past year concerned the change in the foreign and security policy operating environment and the NATO process. It is somewhat surprising, however, that the coverage of Finland's NATO process has generally been neutral and matter-of-fact in tone.

– **RUSSIA (MOS)**

” The Russian media have mainly tried to explain Finland joining NATO as something that Americans have tried to achieve for years by sweet-talking Finland into joining; Finland is not presented as an independent or active player when it comes to accession to NATO.

– **RUSSIA (MOS)**



SUOMI  
FINLAND

# Asia and Oceania





## Asia and Oceania – NATO & ministerial visits

SUOMI  
FINLAND

**The application for NATO membership** was the top news story regarding Finnish politics in the region.

Prime Minister Sanna Marin's **visits** to countries such as India, Japan, Australia and New Zealand were widely covered.

Sanna Marin's joint press conference with New Zealand's Prime Minister Jacinda Ardern was noted in the media.

” The joint strategy of Finland and Sweden for the accession has been in the news several times. Türkiye's reluctant attitude towards Finland's NATO membership has often been mentioned in connection with the news, but Finland has always been presented as a neutral or good-natured party.

– SINGAPORE

” The volume of news coverage about Finland increased significantly in the Malaysian media in 2022, due to the war started by Russia and Finland's NATO process. This increase, however, does not appear to be particularly significant for Finland's country brand as the reporting has been mainly [...] brief and neutral. – SOUTH KOREA



## Asia and Oceania – Education system & unspoiled nature

SUOMI  
FINLAND

The Finnish **education system** featured in the media, especially in Asia. Interest has not been diminished even by the decline in Finland's PISA results. Themes related to the well-being of schoolchildren were highlighted, and in Vietnam, for example, attention was paid to the less stressful school days that schoolchildren enjoy in Finland.

The media in mainland Asia were fascinated by Finland's **unspoiled nature** as a tourist attraction.

Minister of Defence Antti Kaikkonen's parental leave was covered in a positive light in Japan.

” Education continues to be the most central topic in terms of Finland's country brand in the Malaysian media. – **MALAYSIA**

” Most of the news about Finnish nature are about travelling or travel recommendation. But this year Finland was also known for its good air quality. – **INDONESIA**

” Minister Kaikkonen received much praise in the Japanese media for taking a longer parental leave, with article titles saying “Finland's Defense Minister taking paternity leave even while applying for NATO membership”. – **JAPAN**



SUOMI  
FINLAND

# Northern Africa and the Middle East





## Northern Africa and the Middle East – Security policy

SUOMI  
FINLAND

In general, there were relatively few news stories about Finland in the region, but they were rather positive in tone.

Finland's **application for NATO membership** was the most widely reported topic in the region.

Related topics included Türkiye's position on Finland's and Sweden's NATO membership applications, Nordic defence cooperation and Finland's defence capability.

**Energy policy issues** and how the war has affected the policies were discussed to some extent. There was a perception in the media that Finland was dependent on Russian energy.

” The most important topics were about the changes in Finland’s foreign and security policies. Strength and preparedness of Finland were reported in various articles. The importance of society’s resilience such as internal security and civil defence were highlighted. – **IRAN**

” The application for NATO membership made headlines in the UAE on a regular basis in 2022. In-depth stories about this and Finland's preparedness were published in The National, the UAE's leading publication, which is close to Abu Dhabi's royal family. – **THE UNITED ARAB EMIRATES**



## Northern Africa and the Middle East – Education system & innovations

SUOMI  
FINLAND

The reasons given for the success of the Finnish **education system** were short school days, highly qualified teachers, free school meals and equal opportunities for all.

Among the Finnish **innovations** highlighted in the media were the quantum computer and the sand battery. Some mentions were also made of Finnish food innovations.

” Finnish early education has appeared in the media during the year with connection to the opening of local Finnish -inspired early education schools. – **MOROCCO**

” There were various articles about the reasons for Finnish educational system being one of the best in the world. The reasons are fewer hours at school, professional teachers, free school meals, free and equal facilities for all, cooperation not competition, less homework, and a more relaxed atmosphere during the school hours. – **IRAN**





SUOMI  
FINLAND

**Other African  
countries**





## Other African countries – Finland's development aid

SUOMI  
FINLAND

Finland was not very visible in the media in African countries, and the tone was mainly neutral.

New **development aid projects** and their funding and objectives were presented in the media in Tanzania, Ethiopia and Mozambique.

The Finnish education system did not feature as strongly as elsewhere in the world. When the topic was raised, it was about the secondary education in Finland and its high quality.

” Education export: The aviation training centre, Demola, cooperation in the training of maritime engineers. – **NAMIBIA**

” Finland's development aid projects in Tanzania have been reported, especially in connection with the launching of new projects or other significant events. Finland's funding for a project and the project objectives have been highlighted.  
– **TANZANIA**

” Finland is one of the best partners and long-time donor in the education sector in Mozambique.  
– **MOZAMBIQUE**



## Other African countries – Russian invasion of Ukraine

SUOMI  
FINLAND

Russia's invasion of Ukraine and the changed **security policy situation** in Europe were covered in African countries. As a rule, the tone of the news stories was neutral. The war increased media audiences' awareness of the long land border between Finland and Russia.

Finland's application for NATO membership was not as prominently covered as elsewhere in the world. Russia's reactions to Finland's and Sweden's NATO membership was given some column space, but the sovereignty of all countries is respected.

” Biggest topic gaining attention was Finland's NATO membership application. The discussion was focused on Türkiye's opposition to Finland and Sweden joining the alliance, and Russia's warnings, yet the overall tone was rather neutral. – **ZAMBIA**

” The top 5 articles of 2022: Finland stops buying gas from Russia, Finland's support packages to Ukraine, Finland's and Sweden's NATO accession process, Finland was not neutral during apartheid – Finnish Foreign Minister Haavisto asks South Africa to choose its side on the war. – **SOUTH AFRICA**

” Lots of news of Finland applying to join NATO. Increased awareness that Finland shares a border with Russia. – **ETHIOPIA**



SUOMI  
FINLAND

**The United States**



## The United States – NATO, culture & Prime Minister Marin

SUOMI  
FINLAND

Finland featured in a very positive light in the United States. The most visible theme was Finland's **application for NATO membership**. Finland is seen as a security producer in Europe.

In the news, Finland came across as a more significant country in terms of culture and sports than its size would suggest. A wide range of cultural and sports influencers featured in the media – from **conductors** to basketball players and film makers.

Prime Minister Marin was prominently covered in a positive light.

” The Finnish people who were visible in the media were President Niinistö, the Minister of Foreign Affairs, the Minister of Foreign Trade, and the Minister of Transport and Communications. The tone was almost exclusively positive. – **THE UNITED STATES (WAS)**

” The elements of Finnish culture that were visible in the media included the Ice Hockey World Championships, Lauri Markkanen, and the films Girl Picture and Hatching by Finnish female directors. In music, names such as Dalia Stasevska and Esa-Pekka Salonen. – **THE UNITED STATES (LA)**

” No money paid to a marketing agency could have bought such visibility for Finland in the media as its dancing Prime Minister did. Everyone from taxi drivers to supermarket cashiers had positive things to say about the Prime Minister. – **THE UNITED STATES (NYC)**



SUOMI  
FINLAND

Latin  
America





## Latin America – NATO & the public role of women

SUOMI  
FINLAND

Finland's **application for NATO membership** was the most significant news story about Finland in Latin America. The news coverage was mainly neutral. Türkiye's demands for NATO membership were mentioned in the media, but this was not the focus of the news coverage. The impact of the war on Finnish security policy was discussed to some extent.

Prime Minister Marin's role was visible in stories about Finland. The uproar about Marin's partying drew some attention. It led to a discussion about **the public role of women** in politics, which was largely positive in tone.

” The media coverage of Prime Minister Marin's leaked video was not actually sensationalised as the media gave a factual and positive account of the activities of Marin's young and mainly female government and Finnish society. – **CHILE**

” The coverage about Finland in terms of foreign and security policy has multiplied in Mexico with the NATO membership process. The tone of the news coverage has varied considerably depending on the political views and sympathies of each individual medium. [...] Finland's position has gained understanding, and emphasis has also been placed on Finland's strengths, which the country would bring to NATO. – **MEXICO**



## Latin America – Media literacy & the education system

SUOMI  
FINLAND

Finland's top ranking in the World **Happiness Report** was widely reported in the media. It also raised the questions of equality and security.

The Latin American media were fascinated by the success of the Finnish **education system**. Equal access to education was especially valued.

” Finland, the happiest country in the world, has been given such spectacular coverage in the Mexican media that, along with education, happiness is the first thing that comes to mind when people think about Finland. Santa Claus and Kimi Räikkönen are far behind. – **MEXICO**

” A report on the elements that make the people of Finland the happiest in the world creates an excellent opportunity to share information about issues such as the implementation of the welfare state in Finland, equality, trust in authorities and fellow citizens, freedom of expression and the functioning of society. These issues and related problems are topical in Chile and, consequently, of interest to many people. – **CHILE**





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