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FINLAND**

FINNISH PEOPLE'S RELATIONSHIP TO THE FOREST

**Finnish people love and value forests,
but also benefit from them – sustainably**



Finnish people are close to the forest, both physically and metaphorically

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Finns view forests in a unique way. We love and cherish them, but we also benefit from them – sustainably. One out of five Finnish people owns some forest land. The Finnish government has also earmarked funding for bio-industry development, research and pilot projects.

This gives us the opportunity to:

1. **Show** a new side of Finnish nature. Not only is Finland the land of 188,000 lakes; it's also more than 70% forest.
2. **Highlight** Finnish people's unique relationship with forests. We care for the forest and maintain it at the same time.
3. **Profile** Finland as a destination for both business and travel.



THE STORY: Finns' relationship to the forest

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With more than 70% of its area covered by trees, Finland is Europe's most forested country. This has always formed the basis of the Finnish way of life. Finland's rise to prosperity is based on expertise in using renewable natural resources sustainably. Every Finn truly has an individual connection to forests; **more than 80% of Finnish people say the forest is important to them.**

Finns feel safe in the forest. They go there to relax and to feel a connection with nature. A desire to preserve nature also figures strongly in Finnish people's relationship to the forest. They associate the woods with serenity, energy, joy, security, closeness and togetherness.

Forests belong to everyone. The Finnish concept of **Everyman's Right** means that anybody may hike, camp, and gather mushrooms and berries in any forest, regardless of who owns it. Two-thirds of Finnish forests are owned by ordinary families. This means **one in five Finnish citizens owns forest land**, accounting for over 80% of the wood used by the forest industry.

Finland is a world leader in sustainable forest management. Commercial forestry must take into account forest biodiversity and carbon sinks. There's a **policy of planting three seedlings for every tree harvested**, and logging never exceeds forest growth. Around 12% (2.7 million hectares) of Finnish forest is protected. The voluntary **METSO forest biodiversity program compensates private forest owners for conservation measures.**

Finns love and value forests, but also benefit from them – sustainably.



Message map: Finnish people's relationship to the forest

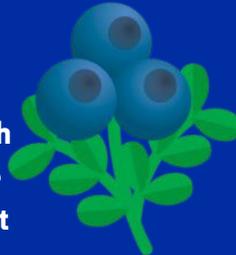
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Finland is the most forested country in Europe, with more than 70% of its area covered by trees, and 2/3 of forests owned by ordinary Finns.



FINNS LOVE AND VALUE FORESTS, BUT ALSO BENEFIT FROM THEM – SUSTAINABLY

Finns associate serenity, energy, joy, security, closeness and togetherness with forests. 80% of Finnish people find the forest quite important or very important to them personally.



Finland's rise to prosperity is based on expertise in the sustainable use of renewable natural resources.

There are many opportunities to visit a Finnish forest, whether you are just stopping over or travelling around Finland. The national parks offer unique experiences.



KEY WEBSITES

[Ministry of the Environment](#)
[Ministry of Agriculture and Forestry](#)
[Metsähallitus](#)
[Finnish Forest Association](#)
[Ministry of Agriculture and Forestry: METSO Forest Biodiversity Program](#)
[Nationalparks.fi](#)

PUBLICATIONS

Toolbox: [Outline / Wood Construction, Building Blocks for a Sustainable Future](#) (PDF)
Toolbox: [Outline / Harvest Bioenergy from the Land of Forests](#) (PDF)

PRESENTATIONS

Toolbox: [Finnish Forests – Growing Ideas](#) (PDF/PPT)
Toolbox: [Sustainable Growth from the Bioeconomy](#) (PDF/PPT)
Toolbox: [Why Finland – Bioeconomy](#) (PDF/PPT)

VIDEOS

Toolbox: [Design from Finland / Finnish Forest](#) (MP4)

VISUALS

Toolbox: [Finland Emojis / Forest](#) (PNG)
Toolbox: [One in Five Finns Own Forest Land](#) (infographic, PDF)

ARTICLES

Finnish forest industry: [Part 1](#), [Part 2](#), and [Part 3](#) (ThisisFINLAND.fi)
[Nature in Finland](#) (ThisisFINLAND.fi)
[Back to nature begins early](#) (ThisisFINLAND.fi)

EXPERTS

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