



**SUOMI  
FINLAND**

# **SOCIAL INNOVATION**

**A better future for everyone  
through innovation and social experiments**



# Much of Finland's success is due to social innovation, and it remains a priority

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One of the Finnish government's key goals is to promote a culture of experimentation aimed at finding innovative ways of developing society and services.

This makes it possible to:

- 1. Position** Finland as one of the world's most socially innovative countries.
- 2. Highlight** past successes in social experiments and innovations.
- 3. Profile** some of the newest Finnish social innovations and experiments, including the basic income experiment.



## THE STORY: **Social Innovation**

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**Finns have always been pioneers – and a willingness to experiment and to risk failure is a Finnish trait.** So it's no wonder that **much of Finland's success is due to social innovation** – and it remains a priority.

**Numerous studies and surveys consider Finland one of the world's most socially innovative countries:** It's the most stable country in the world, and boasts the best governance. It offers the best quality of life in the EU and the second-best quality of life in the world. It is recognised as one of the fairest countries for children, one of the best places for mothers, and one of the top nations for fathers spending time with their kids. Finland is also one of the most socially just countries in Europe.

**Finland's standing as a socially innovative country is based on a history of correcting social ills.** Take the maternity package, for example: Introduced in 1937, it was intended to bring disadvantaged mothers into the social security system. The “baby box” was so successful that, since 1949, it has been provided to all new mothers.

And Finland hasn't stopped innovating. In 2017, **the Finnish government gave the go-ahead for a basic-income experiment** to establish whether a more streamlined social security system could better serve the needs of the modern Finnish economy and society. The Finnish school system also provides room for experimentation, including a recent move towards interdisciplinary phenomenon-based learning, rather than purely subject-based education.

**A better future for all through innovation and social experiments.**



## Message map: Social innovation

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Finland has historically piloted social innovations to correct social ills. A globally known example of this is the maternity package.



## A BETTER FUTURE FOR ALL THROUGH INNOVATION AND SOCIAL EXPERIMENTS

Finland tends to think ahead, trying to find solutions to societal issues that make the country better equipped for the future.



An advanced country of 5.5 million can cultivate and test solutions to the challenges many societies face.

We haven't stopped innovating. In 2017, the Finnish government gave the go-ahead for one of the world's first basic-income experiments.



**KEY WEBSITES**

- **Social experiments:** <http://kokeilevasuomi.fi> (VNK)
- **Basic income:** <http://kela.fi/basicincome> (Kela)
- **Maternity package:** <http://maternitypackage.kela.fi> (Kela)

**PUBLICATIONS**

[100 Social Innovations from Finland](#) (Book, available at MFA Publication Services)

**PRESENTATIONS**

- **Social policy:** [Toolbox: 100 years of Finnish social and health policy](#) (PDF)
- **Basic income:** [Toolbox: Finland's Basic Income Experiment 2017–2018](#) (PPTX)

**VIDEOS**

- **Basic income:** [Toolbox: Rationale of the Basic Income Trial](#) (MP4)
- **Maternity package:** [Toolbox: The Kela Maternity Package](#) (MP4)

**VISUALS**

- **Basic income:** [Toolbox: Finland's Basic Income Experiment 2017–2018](#) (PDF)

**ARTICLES**

[A great adventure: Finland begins basic-income experiment](#) (ThisisFINLAND.fi)  
[Finland's basic income may boost motivation to accept work](#) (ThisisFINLAND.fi)  
[Writer explores basic income in finland, first-hand](#) (ThisisFINLAND.fi)  
[Finnish basic income facilitates dream job and volunteer work](#) (ThisisFINLAND.fi)

**PRESS RELEASES**

[Basic income experiment launched in Finland](#) (2.1.2017)  
[Contrary to reports, the Basic Income Experiment will continue until the end of 2018](#) (25.4.2018)  
[With the basic income experiment set to finish at year's end, some details on how the ongoing evaluation study will proceed](#) (19.10.2018)

**EXPERTS, BASIC INCOME**

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