



**SUOMI  
FINLAND**

# **THE NEW ARCTIC**

**If it works in Finland, it works anywhere**



# Finland chairs the Arctic Council from 2017 to 2019

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Chairing the Arctic Council provides Finland with the opportunity to strengthen its Arctic image and make Finland even better known as an expert at operating in cold conditions.

Finland's Arctic brand communications aim to:

- 1. Redefine** the Arctic region: Finland is an Arctic nation from head to toe, not just in the upper third of the country located above the Arctic Circle. Emphasise the changing seasons, the natural contrasts, and all the pleasures that accompany them.
- 2. Spotlight** Finland's Arctic expertise and solutions.
- 3. Position** Finland as a leading country in Arctic issues and a cooperation-oriented participant in Arctic-related matters.



## THE STORY: **The New Arctic**

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**Finns are born with an Arctic attitude.** Finland is a world leader in many categories **because** of its Arctic climate, not in spite of it. Finnish people don't just deal with it – they enjoy it, too. Roads, airports and sea routes stay open all winter; machinery keeps right on working. Ideas must withstand the challenges of the changing seasons. This goes for everything from tech to food to recreation. **Finland has indisputable Arctic expertise and globally recognised, state-of-the-art solutions.**

Finnish companies are pioneers in many Arctic-related sectors, from winter seafaring to digital services. **Finnish companies have designed almost 80% of the world's icebreakers;** about 60% of them were built in Finnish shipyards. **Finland also offers a great testing environment** for new tech and business models, with an extensive test-area network and flexible regulation.

**Climate change is rapidly altering the Arctic region. New transport routes** are opening up, tourism is increasing, and energy and mineral resources are being developed. Finland responds to environmental challenges through **international cooperation, seeking a sustainable balance between the Arctic environment's limitations and opportunities.**

**Finland's Strategy for the Arctic Region (2013) forms the basis of its Arctic vision.** Finland wishes to achieve growth via **environmentally friendly operations.** Finnish priorities reside in foreign policy, EU policy, sustainable tourism, regional infrastructure and Arctic expertise.

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## Message map: The New Arctic

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### IF IT WORKS IN FINLAND, IT WORKS ANYWHERE

Northern nature is the ultimate test bed for functionality, and also inspires us to be creative and sustainable.



Finland's world-class expertise, education system and research help it find positive solutions to both local and global challenges.

The Finns look for practical innovations both in industry and in people's everyday lives.

Finland chairs the Arctic Council 2017–19: **EXPLORING COMMON SOLUTIONS**



**KEY WEBSITES**

[Arctic Finland](#)

[Arctic Cooperation and the Arctic Team at the Ministry for Foreign Affairs](#)

[Northern Dimension at the Ministry for Foreign Affairs](#)

**PUBLICATIONS**

[Finland's Strategy for the Arctic Region \(2013\)](#)

[Government policy regarding the priorities in the updated Arctic Strategy \(2016\)](#)

Toolbox: [Industry Outline / Maritime Solutions \(PDF\)](#)

**PRESENTATIONS**

Toolbox: [Finland – A Cool Arctic Country with Snow-How \(PPT\)](#)

**VIDEOS**

Toolbox: [Arctic Council, Chairmanship of Finland \(short version\) \(MP4\)](#)

Toolbox: [Arctic Council, Chairmanship of Finland \(long version\) \(MP4\)](#)

Toolbox: [Black Carbon – What a Waste \(MP4\)](#)

Toolbox: [World Ideas in Maritime and Offshore \(MP4\)](#)

**VISUALS**

ThisisFINLAND.fi: [Arctic Emojis \(PNG\)](#)

Toolbox: [National Image Banks](#)

**ARTICLES**

[Cold is the new hot in Finland \(ThisisFINLAND.fi\)](#)

[Finland and Arctic Council take aim at climate change \(ThisisFINLAND.fi\)](#)

[Icebreakers clear a polar path \(ThisisFINLAND.fi\)](#)

[The Mighty Icebreaker Sampo \(Visit Finland\)](#)

**EXPERTS**

Harri Mäki-Reinikka, Senior Advisor for Northern Policies, Secretary General for Finland's Arctic Advisory Board / MFA / harri.maki-reinikka@formin.fi

Kimmo Kanto, Director / Business Finland / kimmo.kanto@businessfinland.fi