FINLAND: THE HAPPIEST COUNTRY IN THE WORLD
For the third year in a row, Finland ranks as the happiest country in the world in the UN World Happiness Report.
Some people are having trouble understanding this. We cannot see why.*

*Literally. We really can’t see anything in this weather.
Joking aside, happiness does seem to come in many forms.

You don’t have to be all smiles to be happy.

Did you know? According to studies, heavy metal fans are happier than people listening to other genres of music.
What is the World Happiness Report?

The UN 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 factors.
Why are Finns so happy?
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 the most stable nation in the world.

Source: The Legatum Prosperity Index 2017, Fund for Peace 2018
In addition to the quality of governance and stability, Finland also ranks high in transparency of government practices, and has well-distributed political power.

It is easy to have confidence in government in Finland.

Finns can trust the system and each other.

Finland is one of the least corrupt countries in the world, and 85% of Finns agree or strongly agree that they can trust most of their fellow citizens. That is the highest percentage in the EU.

Source: Transparency International 2018, Eurobarometer 471, 2018
Finns truly have the freedom to make decisions.

Finland ranks first among countries with the most political and civil freedom. Finns are also in the global top three when it comes to opportunities available to a nation’s citizens.

Source: Freedom House 2018, The Legatum Prosperity Index 2018
Wealth and wellbeing play a part in Finns’ happiness. Finland ranks high in prosperity when measuring economic growth, quality of life and other related categories.

Finland also comes out on top when ranked according to innovations and business environment.

Source: The Legatum Prosperity Index 2018, Bloomberg Innovation Index 2019
Healthcare and income security are guaranteed for everyone in Finland.

This means a better chance at happiness for all. It is no coincidence that Finland ranks as one of the most socially just countries in the world.

Source: Bertelsmann Stiftung 2017
FINLAND IS ALSO A HIGHLY EQUAL SOCIETY
Gender equality is one of the core values of Finnish society.

Finland would not be one of the most advanced – and happiest – countries in the world had it not been for its strong commitment to equality.

Source: Global Gender Gap Report 2019
Women and men are equal – both at work and at home.

Finland is the only country in the developed world where fathers spend more time with school-aged children than mothers do.

Also, 80% of dads go on paid paternity leave.

Source: OECD 2018
Everyone gets an equal start in Finland.
Finland is one of the fairest countries in the world for children.

To guarantee a more equal start to life, every Finnish child is welcomed into the world by a **maternity package** containing clothing and baby-care products.

Source: UNICEF 2016
An equal start for everyone requires healthy and happy mothers. Finland offers free prenatal care for mothers and nearly a year of paid maternity leave when the child is born.

Affordable child care makes it easy for mothers to combine work and family life.

Source: UNICEF 2016
Equality also means equal access to education.

Education is free for everyone from preschool to higher education. This means that every Finn has a right to go to university tuition-free.

**Everyone’s potential is utilised.**

Source: Legatum Prosperity Index 2018
EVERYTHING JUST WORKS IN FINLAND
Finland: The Happiest Country in the World.*

*Can be very subtle or invisible to the naked eye.