





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.



**1ST HAPPIEST
COUNTRY**

For the third year in a row, Finland is the happiest nation in the World Happiness Report, which ranks 156 countries by how happy their citizens perceive themselves to be.



A photograph of a city street during a heavy snowfall. In the foreground, a person in a dark coat and hat walks towards the camera, holding a black umbrella and carrying a light-colored shopping bag with the word "Orsa" on it. In the background, other pedestrians are visible, some also with umbrellas. The street is wet and reflective, and the air is filled with falling snow. On the left, there is a wooden planter box with some greenery.

**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.





SUOMI
FINLAND

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.



1ST

**BEST
GOVERNANCE
IN THE
WORLD**

Finland has the best governance in the world as measured by voter turnout, legislative independence and the number of women in Parliament.





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.

Source: U.S. News & World Report 2018, Transparency International 2018





**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.





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



**1ST MOST
POLITICAL
AND CIVIL
FREEDOM**

Finland ranks 1st among countries with the most political and civil freedom. The index uses indicators such as status of freedom, political rights and civil liberties.





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





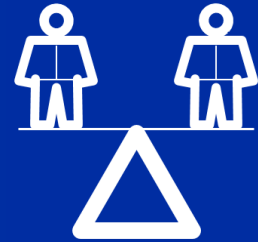
Healthcare and income security are guaranteed for everyone in Finland.

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.



3RD MOST SOCIALLY JUST

Finland ranks as the 3rd most socially just country in the EU, measured according to poverty prevention, equitable education, labour market access, health and other factors.



A photograph of a man and a woman in a sauna. The man, with a beard and smiling, is shirtless and sitting. The woman, also smiling, is wrapped in a striped towel and holding a can. In the foreground, a blurry figure is holding a glass of beer. The background shows a wooden rack with hooks and a white towel hanging. The text "FINLAND IS ALSO A HIGHLY EQUAL SOCIETY" is overlaid on the left side of the image.

**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.





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.





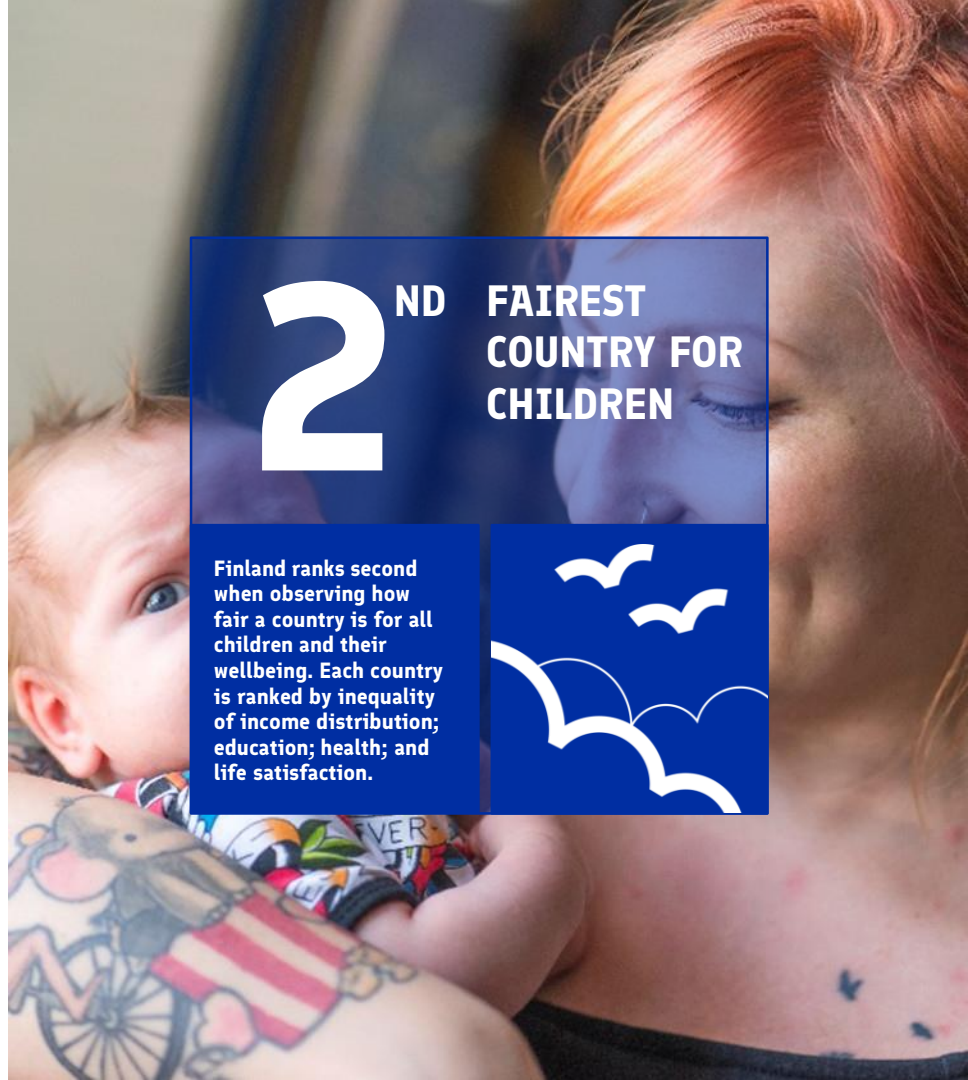
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FINLAND

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.



2ND **FAIREST
COUNTRY FOR
CHILDREN**

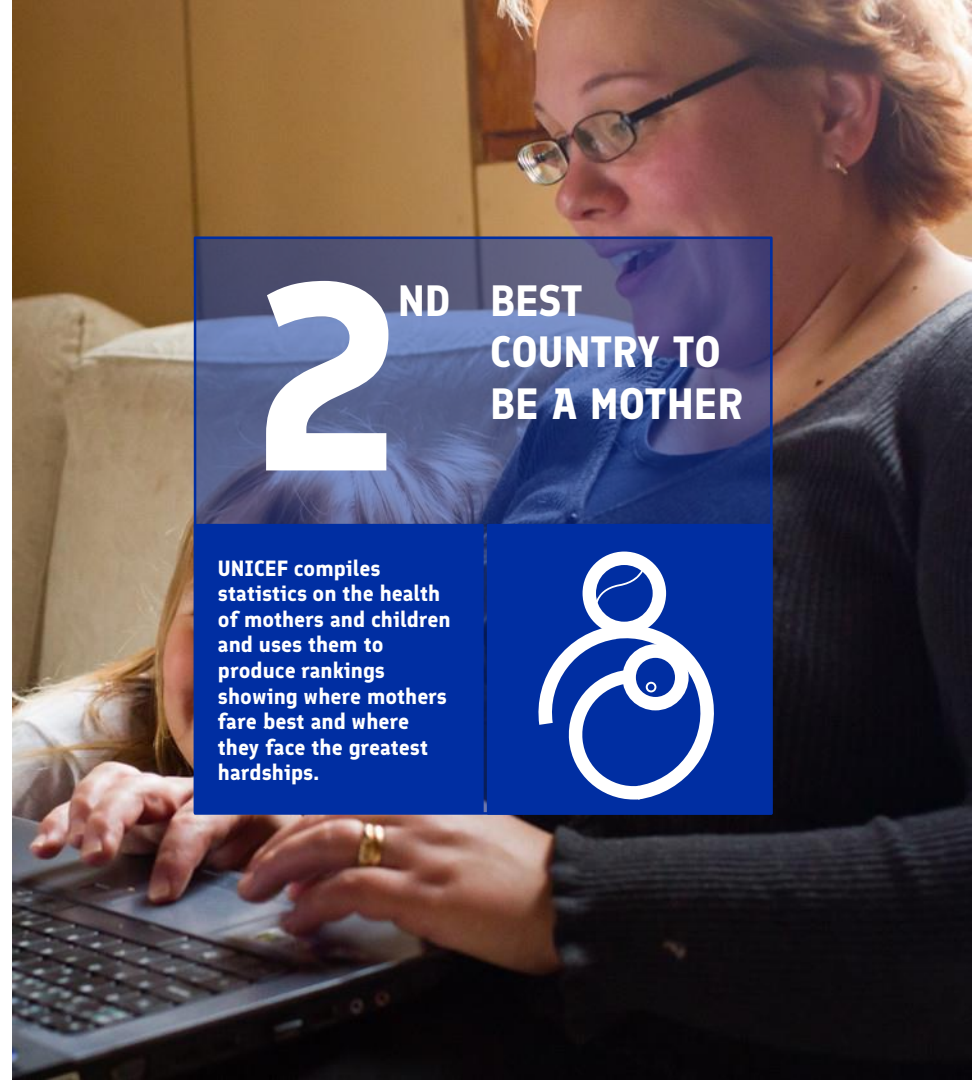
Finland ranks second when observing how fair a country is for all children and their wellbeing. Each country is ranked by inequality of income distribution; education; health; and life satisfaction.





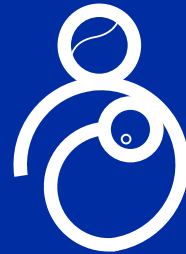
An equal start for everyone requires healthy and happy mothers. Finland offers **free prenatal care** for mothers and nearly a year of **paid maternity leave** when the child is born.

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



2ND BEST COUNTRY TO BE A MOTHER

UNICEF compiles statistics on the health of mothers and children and uses them to produce rankings showing where mothers fare best and where they face the greatest hardships.





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

1ST EDUCATION

Finland ranks number one in education out of 149 countries. The Legatum Prosperity Index measures access to education; quality of education; and human capital.



A man wearing a white long-sleeved shirt, dark pants, a white cap, and sunglasses is riding a black bicycle with a black bag on the back. He is on a cobblestone path that curves along a harbor. In the background, there are several boats, including a small wooden boat with orange chairs, and a city skyline with modern buildings. The sun is setting behind the buildings, creating a warm, golden glow. The sky is cloudy.

**EVERYTHING
JUST WORKS
IN FINLAND**



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FINLAND

Finland: The Happiest Country in the World.*

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