

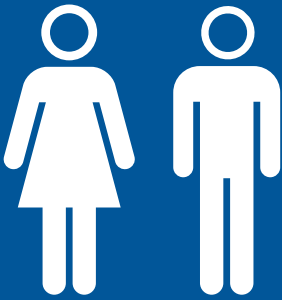
FACTS ABOUT FINLAND

A brief overview of Finnish society



Finland AND THE FINNS

The population of Finland is around
5.52 million.



42.9
average age

84.2 78.7
life expectancy/years

The average population
density is **18 inhabitants/km²**.



It varies from 170 inhabitants
per km² in the capital region to
2 per km² in Lapland.

Lapland covers
1/3 of the total
area of Finland,
but has only
180,000
inhabitants.

Oulu
202,000

Kuopio
118,000

Pori 85,000

Jyväskylä 140,000

Tampere 232,000

Turku
190,000

Lahti
120,000

Capital Region 1,400,000

Helsinki 640,000 • Espoo 279,000
Vantaa 223,000 • Kauniainen 9,600

The total length of the country is more than 1,000 kilometres.

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Ministry for Foreign Affairs of Finland, 2019.
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A land of four seasons

In Finland we enjoy all four seasons.
Summer is lush, a season of light. Autumn
is our harvest time when the weather gets
cooler, often rainy. Winter is cold, with fair
snowfall. Spring brings back greenery after
the winter.



Free, equal and supportive country

The de Nier family enjoys the relaxed life-style they have in Finland. The children can cycle to school and education is free. Their oldest daughter has a chromosomal abnormality and they have received a lot of support from the state for her health care and education.

Finnish **Sari** and South African **Jan Joost (JJ) de Nier** met in 2004 in South Africa, where Sari was attending a friends' wedding. JJ was the chef at the wedding. Sari had worked at the Embassy of Finland in Pretoria the previous year and liked South Africa a lot. She was ready to move there and after a while the couple got married.

Their oldest daughter **Lisa** was born in 2008 in South Africa and she was in and out of hospital as a baby. Nobody really knew what was wrong with her.

"My mother wanted us to come to Finland to have Lisa checked by local doctors. The doctors went the extra mile to find the cause of all the

symptoms. Finally, we got the diagnosis: Lisa has a chromosomal abnormality called Turner syndrome, which is very rare," Sari explains.

The de Niers moved to Finland in 2010.

"We've had a lot of help from the public health care services and state support to pay for Lisa's medication. When I was pregnant with our second daughter **Amy**, I got maternity services and maternity leave as well. JJ attended Finnish language courses offered by the employment services," Sari says.

ENTREPRENEURIAL SPIRIT

JJ decided to start his own catering company, *The J.J. de Nier Food Experience*, in 2012.

"It wasn't easy to find work with limited Finnish skills, but Finland provides a lot of support for people who want to start their own companies. I got a loan to start up and free business advice in English from Enterprise Finland. It took some



Lisa, who has Turner syndrome, receives excellent health care and assisted learning in Finland. The de Niers live happily in a small seaside village where nature is always near.



FINLAND VALUES FAMILIES WITH CHILDREN

When a baby is born, the family has the right to:

- **Maternity grant: Maternity package** (A Finnish innovation since 1938) containing clothes and care supplies or a cash benefit of 170 EUR. 95% of families choose the package.
- **Maternity leave: 105 working days.**
- **Parental leave: 158 working days after maternity leave.**
- **Maternity or parental allowance, based on taxable income.**
- **Paternity allowance for 54 working days during paternity leave.**

More information: kela.fi/en

time to build up my customer base, but happy customers have recommended me to others and now things are going well,” JJ says.

Sari is also working now, and the kids are at school.

“Amy attends the small school in our village. Lisa is in a bigger school in town, where she has a special needs assistant to help her in a normal class,” JJ explains.

FOREST IN THE BACKYARD

The de Niers live in Merimasku, a seaside village near Naantali in South-Western Finland. Sari and JJ like the atmosphere in the area.

“We know everybody here and it’s very safe. Amy can walk or cycle to school or visit her friends on her own,” Sari says.

Nature is always near – even at home.

“We have a forest starting from our backyard, and we like to grill outside when the weather is good. The beach is a short walk away and we have a lot of space around here,” JJ says.

Sari says that living in Finland has several benefits.

“Generally, people have good values here. You can trust the police and the legal system in Finland. You can make a difference and influence the society, if you want to. I also value it that women and men have equal rights.”

Living



50%

live in a house or a semi-detached house.



13%

live in a row house.

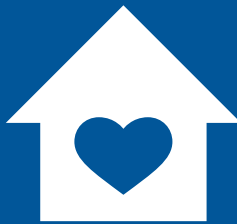


35%

live in an apartment, that is almost two million Finns.

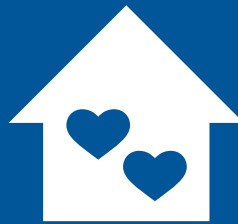
3/4 of Finns own their homes and about 1/4 live in rented accommodation.

Families



43%

In Finland, 43% of households are made up of only one person.



32%

Finland has the largest proportion of households made up of two adults in the EU, 32% of households.



ADULTS IN FAMILIES

64% married couple

23% unmarried couple

12% single parent



26,542

MARRIAGES

2017

SAME-SEX COUPLES

2.1%

OPPOSITE-SEX COUPLES

97.9%

At the end of 2017, the average size of a family was **2.8** persons.

Languages

88%

Finnish as a first language



5.2%

Swedish*



1.4%

Russian



0.04%

More than 2,000 Finns speak Sámi** as their first language.



5.4%

other

Religion

70%

Nearly of Finns are members of the Evangelical Lutheran Church of Finland.

1%

Around belong to the Orthodox Church of Finland.

1.5%

Around of Finns are members of other faiths.

A significant proportion of the members of the Evangelical Lutheran Church are cultural Christians, meaning that they do not actively participate in religious practice.

20%

More than do not belong to any church.

* According to the Finnish constitution, Finnish and Swedish are the official languages of the republic.
** The Sámi people of Lapland are indigenous people.



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SUCCESSING TOGETHER THROUGH EDUCATION

The more equal a society is, the happier its citizens are. In Finland, equality can be seen in the trust in the state: we take care of even the most vulnerable citizens.

Finland uses almost a third of its GDP to support the welfare state. Equal education for everyone is a part of this welfare.

All children in Finland are entitled to free pre-primary and basic education. There are no separate schools for girls and boys. Day care centres and schools provide pre-primary education for six-year olds. Children begin comprehensive school at the age of seven. Teaching and educational materials are free. Transport is free if the child lives more than five kilometres from the school.

Finland's education system is not based on competition or the comparison of schools or teachers. It is developed in order to be supportive of all children's learning and growth. It is one of equity, community and shared success.

The free lunch served for everyone at school is a concrete way of supporting the learning process. Daily, about 900,000 Finnish learners from six-year-old pre-schoolers to 18-year-old high school students and vocational training students enjoy a warm meal at school instead of packing their lunch boxes.

KIVA SCHOOL

KiVa is an innovative anti-bullying program. It was launched in 2007 and is now used in most comprehensive schools in Finland. The programme provides all students with lesson

content that focuses on preventing bullying. The effects of the programme have been evaluated in numerous studies. The first international studies in the Netherlands, Estonia, Italy, and Wales are emerging, and show that KiVa is effective outside of Finland as well.

FINNISH EDUCATION ABROAD

The Pisa success, school visits and the export of the Finnish education system have built a reputation: there is demand for the Finnish education system abroad. There is a willingness to buy a whole Finnish school adapted to local circumstances. And that suits us perfectly!

Finns export school concepts, vocational degrees and learning technology, like digital learning materials among others. The quality and efficiency of Finnish education is a great export asset.



PUBLIC HEALTHCARE

Finland has a state-funded communal social service and healthcare system. This is why the fees charged for doctor's services, hospital nights or laboratory visits, for example, are very low.

The Finnish public healthcare system consists of primary healthcare, specialised medical care and highly specialised medical care services. Municipalities are responsible for organising both primary and specialised health care for residents.

Alongside the public sector, private companies also offer healthcare services. There are also many social and health organisations in Finland that offer both free services and those subject to a charge.

The Finnish healthcare centre model, where many doctors and other healthcare professional work under the same roof, is one of the most advanced in the EU.



© Lehtikuva

WHAT DO FINNS DO IN THEIR SPARE TIME?

Finns say they like to spend their free time reading, walking and travelling in their own country or abroad. More than half of the nation are members of some association, for instance, various sports and cultural societies. Lifelong learning is close to the hearts of Finnish people. Adult education centres offer instruction in a wide variety of subjects, including languages, IT, arts and crafts, music, sports and cooking.

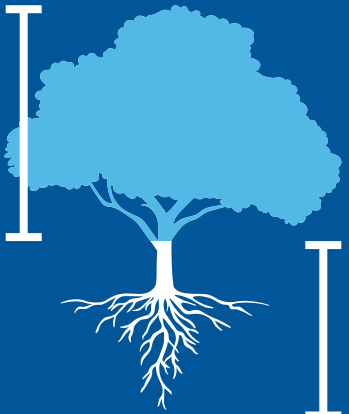
85 percent of Finnish children say they have one or more hobbies. The most popular ones are exercise, computer and console games, reading, video filming and photography, visual arts and music. Almost two thirds of all children and young people have sport as a hobby. The most popular sports are football, floorball and ice hockey. About 75,000 ice hockey players are licenced to compete, but there are almost 200,000 young people who have ice hockey as a hobby. Ice hockey is also the most attended spectator sport in Finland.

Education

72%
of the Finnish population
older than 15 have completed
a degree after
comprehensive school

Finns are avid readers
• 863 communal or city libraries
• 348 scientific library branches
• Hundreds of special libraries
• Libraries of companies and
organisations also available

Source: Finnish library services, libraries.fi



1% post-graduate
31% university
or polytechnic
40% high school
or vocational training

28%
no degree after
comprehensive
school

Literacy
100%



Finland is the most literate
country in the world.

Source: J. W. Miller and M. C.
McKenna, *World's Most Literate
Nations: Rank Breakdown*

The average Finn lends as
much as
12 books a year from the
library. In 2018 the total annual
lending was 84.5 million items.

The English language
skills of Finnish adults
were found to be the

8th best out of
eighty-eight
countries.

Source:
*Education First (EF),
EF English Proficiency Index*



The forest feels like home

Kannaphat Mahasing from Thailand has lived in North Finland since 2006. She owns a Thai restaurant in Oulu and she experiments in cooking with Finnish wild food. In the autumn, she picks mushrooms in the forest for hours every day.

Kannaphat Mahasing met her Finnish husband **Sami Torvela** at the Siam University in Bangkok, where they both studied business. After they moved to Oulu, Kannaphat started taking walks in the local forests. It soon became her favourite pastime.

"I'm very relaxed in the forest and I always feel safe and more alive there. The scenery is versatile with hills, swamps and open areas. My husband jokes that it's difficult to get me to come back home from the forest," Kannaphat says.

Every autumn she spends many hours in the forest picking mushrooms.

"When you look for mushrooms, you end up walking a lot. Berries are much harder to pick. The

forest reminds me of home, since I'm from the mountain region of Thailand. These days, I feel as much at home in the Finnish forest as in Thailand."

Kannaphat also hunts moose and birds, especially because she wants to get the internal organs that she is used to eating in Thailand.

"Nowadays, I try to eat hunted meat as much as possible and that's why I got my hunting licence last year. I hunt with my friends and sometimes with my father-in-law, and I'm interested in the parts of the animal others would throw away."

Kannaphat does not mind the cold Finnish winter.

"The darkness in the autumn can be hard, but the snow brightens things up. I enjoy cross-country skiing and I even like ice swimming," she says.

NOODLE BAR: A DREAM COME TRUE

Kannaphat has made a career in the hospitality industry. In 2014, she opened a restaurant called the Noodle Bar 9 with her husband.



Kannaphat enjoys a cup of tea leaning on a tree trunk – a little break before her wintery walk continues. Her favourite season is autumn when she can pick mushrooms.

“It is really a dream come true for me. Our customers are interested in Thai food, but they also like the Finnish flavours I’ve added to the menu,” Kannaphat says.

She has used her mushrooms in the restaurant, as well as some wild herbs.

“Every autumn, I make fried dishes or soups with funnel chanterelles and boletes that I pick in the forest. I have also added some wild herbs like fireweed and fern to the meals. Sometimes I even make healthy tea from chaga mushroom (pakurikäppä).”

LIKE MOTHER, LIKE DAUGHTER

Kannaphat has two children, a 12-year-old daughter and 11-year-old son, who are learners at the international school in Oulu. Her daughter has just started girl scouts and enjoys camping.

“I was so happy when I realised that my daughter is also interested in nature! We already went camping in the forest once for three nights and she just loved sleeping in the tent with me in the silent forest,” Kannaphat smiles.

Find Kannaphat Mahasing’s forest photos on her Instagram account: N43NG.



EVERYMAN’S RIGHT

Finnish forests are full of healthy food that is available for everyone. According to the public right of access, “everyman’s right”, anyone can pick berries and mushrooms regardless who owns the land. Permission from the landowner is not required. Wild berries like arctic wild blueberries, raspberries, cloudberries or lingonberries have several health benefits. Autumn is the season to pick mushrooms like golden chanterelles, trumpet chanterelles and boletus mushrooms.

Everyman’s right of access also allows you to pick flowers and go camping. Fishing is also included in the public right of access when angling with a hook and line.



THE FINNISH LANDSCAPE AND MIDNIGHT SUN

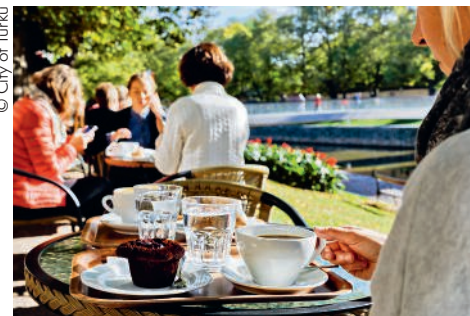
Seen from a plane, Finland is surprising. Around 78% of its area is covered by forests, and nearly 10% is covered by lakes and rivers. Naturally, Finland also has cities, towns, suburbs, fields, villages, airports, industrial areas, motorways, railways and sea areas — but forests dominate the scenery.

The northern location of Finland also affects the amount of light. Lapland, north of the Arctic Circle, has “nightless nights” in the middle of summer, when the sun does not set below the horizon at all. This period starts at the end of May and continues to mid-July. In winter, the sun stays below the horizon for an equal period of time around Christmas. During this polar night, the winter scenery reflects a magical blue light for a few hours a day.

PURE WATER

Clean water is a source of great pride for Finns. Accessible groundwater can be found in almost every part of Finland. It is utilised by homeowners and waterworks. Tap water can always be consumed without any treatment.

© City of Turku



COFFEE, MORE COFFEE!

Finns consume more coffee per capita than any other nation in the world. They have coffee several times a day. Coffee adds rhythm to life. The legal breaks during the working day are called coffee breaks. Having coffee is a social activity in Finland. If you visit someone, you will be served coffee, probably with a bun. The blond roast, traditionally drunk in Finland, is found alongside an increasing amount of darker roasts.

RYE BREAD AND OATS IN ALL FORMS

Rye bread is something really Finnish. Unlike in other countries, Finns prefer rye over wheat. Finns have voted rye bread as the Finnish national food.

Finns are specialised in oat research and developing health-enhancing oat products. The uniqueness of Finnish oats arises from the Arctic environment, which produces the highest quality oats.

© Mira Narkki/The Flow Festival



LET’S EAT TOGETHER! FINNISH FLAVOURS AND TASTY FOOD

Finnish food is unique, but at the same time it is influenced by international trends and cultures.

When we look at the food choices Finns make, we can see ethical choices and a preference for locally produced food, fish, mushrooms, grains and seasonal vegetables. Finnish raw materials grow in the cleanest soil and waters of the world. Finns appreciate simplicity and pure tastes.

In Finland, lunch is eaten earlier than in many other countries. At work and at school, lunchtime is generally around noon. Meals bring people together. On workdays, lunch is enjoyed with colleagues and dinner at home with the family around five or six o’clock in the afternoon. On weekends, Finns often meet their friends and relax around good food and drinks.

During the summer, there are numerous food events, festivals and markets, which bring people together to enjoy food and drinks, often accompanied by music and art. The Flow Festival (picture above) is the leading music and art boutique festival in Europe. It has been organised in Helsinki since 2004. Beyond music, Flow offers an exceptional array of culinary treats.

Nature



THE FINNISH LANDSCAPE

Around **78%**

of Finland's area is covered by forests, and nearly 10% is covered by lakes and rivers.

There are about a million (1,000,000) forest owners in Finland; about one in five Finns owns forested land.

INLAND WATERS

In terms of inland waters, Finland is second to none: it has hundreds of kilometres of varied waterways, with plenty of space, privacy and uninhabited coves.

Finland has around

188,000 lakes.



Weather



Summer

– warm and fair, ample rain, green nature. The average temperature during the summer in southern Finland is about +18°C and in northern Finland +15°C.



Winter

– snowy in the north; Northern Lights through the Lapland nights. The average temperature during the winter is about °–2°C in southern Finland and –12°C in northern Finland.

Source: Finnish Meteorological Institute



Autumn

– begins in September, it can still be quite warm in autumn. Forests aglow with tinted foliage.



Spring

– thawing starts; Lapland alone keeps its snow for winter sports.



THE ARCTIC CIRCLE

The Arctic Circle runs in Lapland at 66.5 degrees latitude. On its northern side, the climate is subarctic and the vegetation mainly boreal forest.

At midsummer, the sun doesn't set and it is light

for **24** hours a day.

ONE OF THE RAREST SEALS

390

There are only Saimaa ringed seals (*Pusa hispida saimensis*) left in the world. Saimaa ringed seals are only found in the Lake Saimaa area in South-Eastern Finland – or on live camera! Watch luontolive.wwf.fi/en



© Lehtikuvä

FINLAND'S NATIONAL ANIMAL

is the Eurasian brown bear (*Ursus arctos arctos*) and

THE NATIONAL FLOWER is the Lily of the valley (*Convallaria majalis*).



Food



COFFEE, ICE-CREAM AND RYE BREAD

Finns drank **9.6kg** of coffee per person in 2017 – more than in any other country in the world.



Finns eat the most ice cream in Europe –

more than **13 litres** per person a year.

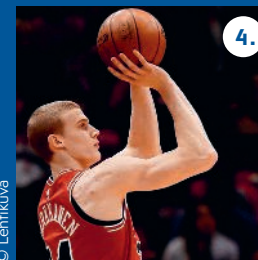
Finns consume up to

16kg of rye per person a year.



Finntastics

1. An iconic piece of Finnish glassware design, the Aalto vase, created by Alvar and Aino Aalto.
2. The classic quality Fiskars scissors are known all over the world.
3. The Suunto watch – Finnish technology meets Finnish design.
4. Professional basketball player Lauri Markkanen is the fastest player in NBA to reach 100 career 3-pointers.
5. F1 driver Kimi Räikkönen is known as the "Iceman".
6. The biathlete Kaisa Mäkäräinen.



© Lehtikuvä



Sauna

There are more than

3.2 million

saunas in Finland. All Finns could go to the sauna at the same time if they wanted to!



SUPERCCELL AND ROVIO

First there was Rovio with Angry Birds, then came Supercell with Hayday, Clash of Clans and Brawl Stars. After these significant success stories we now have

over **200** game industry companies in Finland.



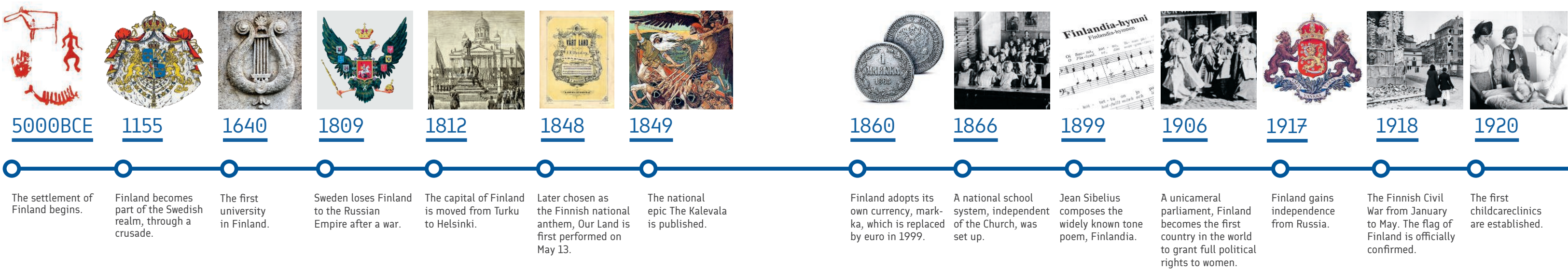
© Rovio.com



© Supercell.com

How Finland became Finland

Over the course of time, Finland has developed into a proactive Nordic welfare state characterised by equality, social safety networks and equal opportunities for all.



More than 10,000 years ago, northern Europe was covered by ice that was believed to have formed 110,000 years earlier. When the ice finally retreated, people begin to arrive in the area that now is Finland. Regional rulers and administrative organisations were typical of the following eras. Key sources of livelihood included hunting and fishing, as well as international trade, even with faraway countries. Christianity reached Finland from the east and the west. Perhaps as early as in 900, Christi-

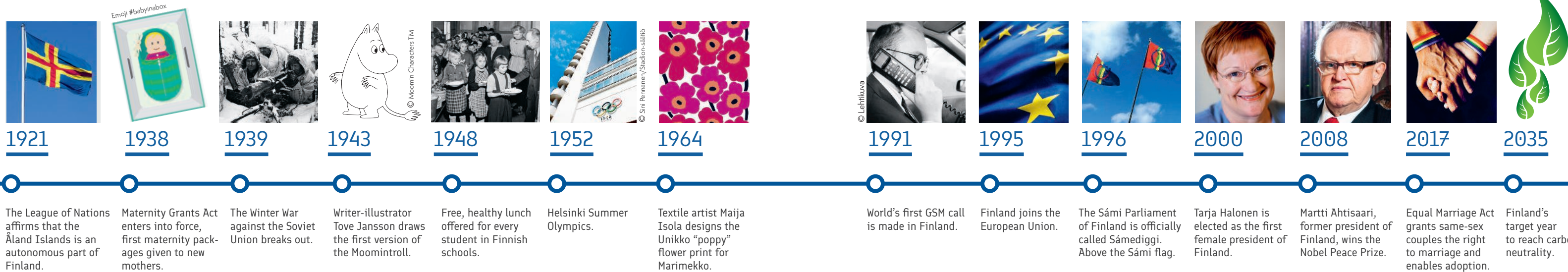
anity prevailed in a significant portion of southern Finland. Beginning in the 12th century, crusades from Sweden sealed the faith of Finns. The force of the cross and the sword integrated Finland into Sweden and Catholic Europe for over 600 years. The Reformation began in Sweden and Finland in the early 16th century. It was followed by religious wars in the 17th century that involved Sweden, including Finns. Sweden and Russia had battled over the location of their border for centuries. The wars with Russia did not end until Sweden

lost the Finnish War in 1808–1809. Finland became a Grand Duchy under Russian rule, but retained its earlier legislation and administration. Finland was part of the Russian Empire for more than 100 years. This marked an era of progress, particularly during the last decades. Finland developed from the eastern periphery of Sweden into an autonomous and the most highly developed part of Russia. Finland established a parliament and adopted its own currency under Russian rule. Its business and industry developed.

The publication of *The Kalevala* in 1849 was probably the most important event in terms of national identity. The Kalevala is an extensive heroic epic based on folklore. It gave Finland a history and was a source of inspiration for artists, composers and authors. Composer **Jean Sibelius**, poet **Eino Leino** and painters **Akseli Gallen-Kallela** and **Albert Edelfelt**, among many others, created the Golden Age of Finnish Art — the cultural core of Finland — in the late 19th century. The Kalevala also inspired the idea of independence. Finns put

up resistance when Russia arbitrarily began to change the laws of Finland and otherwise subdue the country in the late 19th and the early 20th century. In northern Europe, the World War I ended with the collapse of the Russian Empire and the independence of Finland in 1917. **INDEPENDENT FINLAND** The Finnish Civil War broke out in early 1918. The Reds wanted to maintain close ties with Soviet Russia. The Whites supported Finnish independ-

ence for nationalistic and political reasons. The war divided Finland into two camps for decades. The first years of Finnish independence mainly marked a period of development and growth. Significant reforms included the establishment of childcare clinics in the 1920s. Expecting and young mothers were included in public health care services, and the infant mortality rate declined steeply. Around the same time, the elementary school system reached even the remotest parts of the country, and school attendance became



compulsory. During the great land reform, the landless population in the countryside was provided with arable land to dismantle class structures.

The two wars in 1939–1944 disrupted the favourable development. The Winter War broke out after the Soviet Union attacked Finland. Despite its superior enemy, Finland remained independent. The Continuation War broke out in 1941 after Germany attacked the Soviet Union. Finland made peace with the Soviet Union in 1944 and repelled the German troops from its territory. As a result of

the two wars, Finland lost a significant portion of its total area. The population of the areas ceded to the Soviet Union was moved to Finland, meaning that the country needed to resettle more than 400,000 people. It was an extensive undertaking.

After the war, Finland began to develop into an industrial nation. The country remained a democracy. Its heavy war reparations turned out to be a blessing in disguise: Finland had to create many industries, particularly the metal industry, practically from scratch.

FINLAND IN THE WORLD

Sweden, Norway, Denmark and Iceland founded the Nordic Council in 1952 to facilitate cooperation. Finland joined the Nordic Council in 1955, after international tension had eased. The countries agreed on the Nordic Passport Union and a joint labour market.

The year 1952 was a time of great changes — a new beginning. Finland had paid its heavy war reparations and the Helsinki Summer Olympics attracted visitors from all over the world.

Trade with the Soviet Union provided significant financial benefits. Finland imported raw materials, oil in particular, and exported industrial products. Finland also systematically strengthened its ties with the West. It joined the United Nations in 1955 and became an associate member of the European Free Trade Association (EFTA) in 1961 and a full member in 1986. Finland entered into a free trade agreement with the European Economic Community (EEC) in 1973. This trend culminated in Finland joining the European Union in 1995.

MODERN FINLAND

Cooperation between private enterprises and the public sector is highly typical of Finland, as is a strong third-sector input. Organisations play an important role, particularly in health care and recreation, and many significant foundations operate in the fields of science and culture.

Finland's economy has benefitted from industrial peace: employee and employer organisations have been able to agree on difficult issues. Finland is a Nordic country with strong political and

cultural ties with the other Nordic countries. It is a European democracy, a member of the European Union and an active member of the United Nations.

For decades, Finns have participated in peacekeeping operations and conflict resolution all over the world. **Martti Ahtisaari**, a former president of Finland, won the Nobel Peace Prize for his conflict resolution work. In 1988, the Nobel Peace Prize was awarded to the United Nations Peacekeeping Forces, including around 20,000 Finns.



© Roni Lehti/Bayer Oy

Most Finnish health tech companies operate globally. Their innovations often benefit from the investments the Finnish state has made in research.

Bayer's R&D in Turku delivers innovative pharmaceutical products based on polymer-based drug delivery (left). In 2016, Bayer's Mirena (below) became the first Finnish blockbuster pharma product. It is being exported to more than 130 countries. Kaiku Health's digital application (below left) follows up cancer patients' symptoms.



© Roni Lehti/Bayer Oy

Research-based industries prosper with open data culture

Companies based on research and development benefit from the Finnish state's investments in research. The culture of co-operation between universities and companies is important. One of the leading export industries in Finland is health technology.

"Finland has invested heavily in medical, pharmaceutical, life science, ICT and artificial intelligence research for decades. This research has acted as a springboard for innovations at many companies," says **Saara Hassinen**, the CEO of Healthtech Finland.

In order to succeed in international competition, companies need knowledge from different fields.

"The standard of education is high in Finland. Health tech companies, for example, benefit from cooperation between medical and technological

faculties at universities. There are enough well educated professionals like engineers and doctors available for R&D."

USEFUL PRODUCTS THAT ARE TRULY NEEDED

Health tech companies operate globally and most of their products are exported.

"Big companies export 98–100% of their products, smaller ones around 50%. Finland is such a small market for health tech that it serves best as a reference. If the product works in Finland where the health care system is high-class, it most likely will work elsewhere."

The cooperation between hospitals and companies supports product design.

"We have five university hospitals around Finland and most health tech companies operate

near these centres of knowledge. Many products are designed to answer real needs in hospitals,” Hassinen explains.

Finnish legislation allows the integration and sharing of anonymous health data for further research purposes. Researchers can deposit samples they have collected into bio banks and gene banks for other researchers to use.

GROWTH THROUGH COOPERATION: KAIKU HEALTH

Finnish company Kaiku Health has developed a digital application based on artificial intelligence for following up cancer patients’ symptoms. Kai-ku’s unique algorithms screen symptoms and alert care teams when needed.

“Kaiku Health was founded in 2012 at the Aalto University in Helsinki. The aim was to develop a digital method to support cancer patients during treatment and recovery. Our cooperation with the university and with all the Finnish university hospitals in clinical trials has been essential for our product development,” Kaiku Health’s CEO **Lauri Sippola** says.

According to Sippola, the Finnish operating culture is very supportive of international business growth.

“Finland offers excellent technological and medical expertise and an atmosphere of mutual

trust. Now our application is used in a growing number of the best European cancer hospitals.”

CREATING A FAIR DATA ECONOMY
Sitra’s fair data economy project *IHAN®* helps to create general European rules for an ethical and consumer-friendly data economy. The GDPR regulation gives citizens the right to know what personal data has been collected, and often the right to have the data removed. However, when a person has deliberately chosen to share information with a company, it is possible to create new services and new business models based on that data. Everybody wins: consumers, service providers and data providers.

A good example of this is the Sitra-funded health tech pilot project *My Travel health, Tokyo 2020*. It introduces Finnish citizens to a new way of accessing their official health data during the 2020 Olympics via a mobile app. It is part of Sitra’s *Data follows the patient everywhere* concept. The app will provide international travellers convenient and reliable access to health data recorded in Finland. Such new service innovations are enabled by Sitra’s *IHAN* technical framework and a new Finnish law on the secondary use of health and social data.

sitra.fi/en/topics/fair-data-economy

Startups



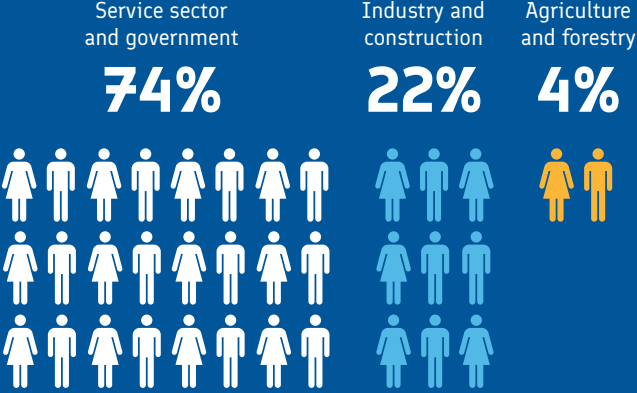
Slush, held in Helsinki, is Europe’s leading startup event. It was launched in 2008 and brings together 4,000 startup businesses, 2,000 investors and 20,000 visitors from 100 different countries every year.

Helsinki

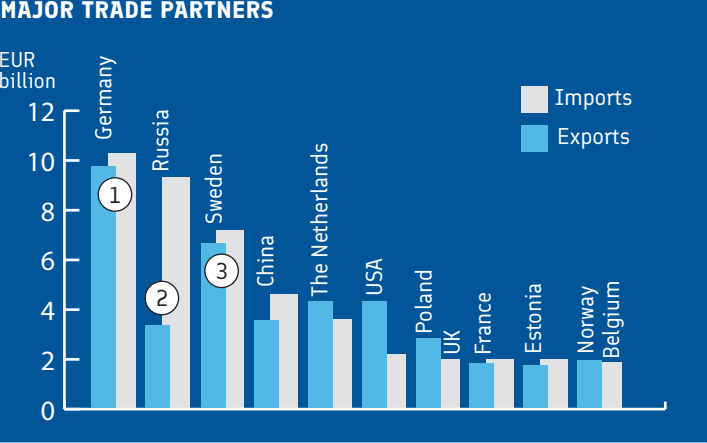
is the **2nd** best city to settle in as a startup professional. “Certain cities may offer bigger paychecks, but after considering taxes and living expenses, the return may not be so high. Similarly, professionals should consider quality of life: will vacation days be adequate to visit home? Is healthcare as accessible as you would like it to be.”

Source: Nestpick, Startup Cities Index

Economic structure

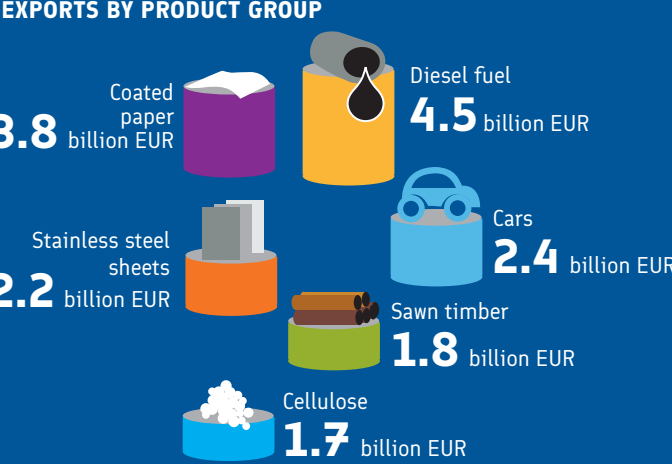


Trade

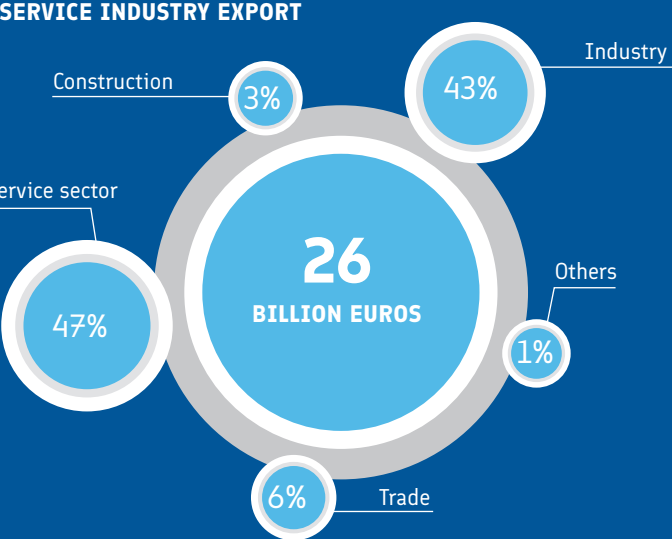


LET’S INNOVATE!
Patent activity drove Finland to the **3rd** place on the list of most innovative countries. Finland has got a high per capita number of patents just after South Korea and Germany.

Export



Top 10 includes: medical instruments, uncoated paper, cruise ships and electrical transformers.



The value of Finnish service exports is 26 billion euros. The most common exports are information communication technology, transport, licencing and tourism services.



THE FINNISH ECONOMY

- Finland is a wealthy Nordic country with a gross domestic product per capita of EUR 42,300. In Belgium, Germany and United Kingdom, the level of wealth is similar to Finland.
- Finland has an even distribution of income much like the other Nordic countries. Finland adopted the euro in 2002.
- Finland is a world leader in technology, and tops global rankings in environmental protection, social security, and education. The service industry is the largest employer by a clear margin. The Economist ranks Finland among the ten best business environments in the world.
- Finland is a leading country in shipbuilding and the manufacturing of large diesel engines, lifts and paper machines. New businesses are being created in the game industry, electronics and software production as well as cleantech. The annual Slush start-up event is among the largest in the world.



MAKING THE MOST OF AI

Finns are tapping into the vast opportunities provided by artificial intelligence (AI). The European Union recently indicated that it intends becoming a world leader in ethically responsible artificial intelligence and that it will concentrate on opportunities in the key business-to-business market. Finland is also targeting these markets with its strengths in AI technologies essential for industrial solutions, such as hybrid approaches and an emphasis on industrial B2B operations. Our potential fields are the software industry, process industry and automation, power tools and ships, health technology and the utilisation of forest resources. According to research conducted in 15 European countries, Finnish companies are leading Europe in utilising AI. Finland benefits from its good level of education and free movement of data. In the photo above, robots are presented during the Slush startup and technology event in Helsinki.

DID YOU KNOW? Everyone can learn to understand AI. The Finnish online course *Elements of AI* has attracted tens of thousands of participants from all over the world and about 7,500 people have already passed the course. The course is run by the University of Helsinki and technology company Reaktor.



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FINLAND VALUES EDUCATION

Finland is one of the leading countries in education within the OECD. This is explained by the following factors:

- Consistently high quality of basic education for the entire age group across the country; highly skilled teachers; neighbourhood school principle: the school that children attend is determined based on their area of residence; a well-functioning and high quality library system.
- After nine years of comprehensive school, young people continue to vocational education or an upper secondary school.
- Upper secondary schools provide general education that prepares students for further studies. At the end of their schooling, students take a matriculation examination. About 58% of all students who took the matriculation examination in 2017 were girls.



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INNOVATIONS FOR A SUSTAINABLE FUTURE

The Helsinki Institute of Sustainability Science (HELSUS) is a cross-faculty research unit at the University of Helsinki. The institute is a response to a call for universities and research institutions to take a more significant responsibility in finding new pathways towards sustainability transformations.

HELSUS combines core expertise from different universities and research institutes. It also includes non-academic stakeholders in order to contribute to sustainability transformations in society. The institute forms an international and interdisciplinary research community for professors and researchers working with sustainability topics. The research focuses in particular on Urban Studies, Consumption and Production, and Global South and Arctic contexts.



CMI is involved in more than ten peace processes every year in different parts of the world.

CMI works with the African Union and African Regional Economic Communities to foster regional collaboration in the field of peace and security. Photo taken at the National Dialogues Conference in Helsinki, April 5th 2017. CMI's Executive Director Tuija Talvitie third from the left in the front row.

Working for peace

The Crisis Management Initiative (CMI), founded by Nobel Peace Prize laureate and former President of Finland **Martti Ahtisaari** in 2000, is an independent organisation that works to prevent and resolve violent political conflicts through dialogue and mediation.

"CMI's independence is our strength. CMI's unofficial dialogue processes often complement the official negotiations. We're trusted, because we don't have a hidden political agenda. We work in close cooperation with the EU, the African Union, the OSCE and the UN. We're often invited to engage by one these organisations or by a conflict party," CMI's Executive Director **Tuija Talvitie** explains.

CMI has a close and well-functioning partnership with the Foreign Ministry of Finland. Peace mediation is one of the foreign policy priorities of Finland.

"The Government of Finland is our biggest funder. Finland is often seen as a fair, non-aligned, pragmatic and equal country with a difficult history. CMI has definitely profited from that reputation."

THE KEY SKILL IS TO LISTEN

"We have about 80 staff members and they are our most important asset. Our people have experience of crisis contexts and knowledge of international politics. They represent about 20 different nationalities and various educational backgrounds," Talvitie says.

In the dialogue, CMI includes all relevant parties in the conversation.

"An outsider cannot design peace for others, the process has to be locally owned. All we can do is facilitate the conversation and help build trust. The most important thing that leads to sustainable peace is listening to others and understanding their point of view."

Building peace is slow and hard work and everybody's contribution is needed.

"President Ahtisaari always emphasises the value of gender equality in any peace process. Women have different viewpoints to society than men, and they often see the first signals of change at the grassroots level. Inclusive peace processes have better chances of bringing about sustainable peace."

ACTIVATING LIBYAN WOMEN

CMI's work in Libya is a good example of the inclusion of women. Almost a decade after Gaddafi, the country is still unstable and divided. There are many interest groups trying to affect the negotiations.

CMI has worked in Libya since 2015.

"We're using inclusive dialogue in order to support the transition process. We've brought together different political parties and we insisted that 50% of their representatives should be women. Through this dialogue, an increasing number of political parties are willing to commit to a democratic and unified Libya," Talvitie explains.

Conflict situations are always unpredictable.

"The aim of the inclusive dialogue is to build a bedrock for a more just and stable society. Even if the conflict takes two steps forward and one step back, the seed for long-term progress has been planted."

Finnish society

Finland joined the UN in

1955

and the European Union in

1995

Finnish voters elect 13 members to the European Parliament.



6

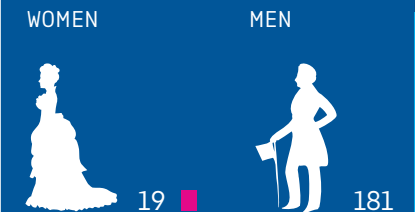
 years / presidency

The President of the Republic of Finland is elected in a direct popular vote for a period of six years at a time and a maximum of two successive periods.

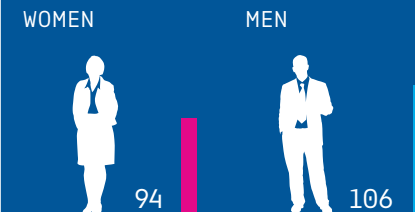


Sauli Niinistö, the current president, was elected for his second term in 2018. The President of the Republic of Finland is in charge of foreign policy in cooperation with the Government of Finland.

FIRST PARLIAMENTARY ELECTIONS 1907



PARLIAMENTARY ELECTIONS 2019



300

 municipalities with extensive autonomy (municipal administration)

Finland has around 300 municipalities, which have extensive autonomy to make local decisions. The municipalities have power of decision over land use and the organisation of basic education and health care, among other issues.

200

 members of Parliament for a

4

 year period

Finland's 200-seat Parliament is elected every four years. All Finnish citizens aged 18 and over are entitled to vote.

9

 parliamentary groups in the Parliament

Nine parliamentary groups are currently represented in the Parliament. Finland has a coalition government, meaning that political parties must be able to cooperate regardless of their ideological differences.

Free and equal

THE LEAST CORRUPT COUNTRIES TOP 7

- 1 New Zealand
- 2 Denmark
- 3 Finland
- 4 Norway
- 5 Switzerland
- 6 Singapore
- 7 Sweden

Source: Corruption Perceptions Index 2017

Finland, Hong Kong SAR and Switzerland have the most stable financial markets in the world.

Source: The World Economic Forum (WEF)

GENDER EQUALITY TOP TEN

- 1 Iceland
- 2 Norway
- 3 Finland
- 4 Rwanda
- 5 Sweden
- 6 Nicaragua
- 7 Slovenia
- 8 Ireland
- 9 New Zealand
- 10 Philippines

Source: Global Gender Gap Report 2017, World Economic Forum (rank out of 144 countries)

COUNTRIES WITH THE MOST FREEDOM

Finland, Sweden and Norway **100** points
The Netherlands and Canada **99** points

Out of the **195** countries included in this report, **88** are designated as free.

39%

 of the world's population live in these countries.

Source: Freedom House, Freedom in the World 2018

Safe and secure

1.

Finland is the most stable country in the world.

Source: Fragile States Index 2018

Finns, Norwegians and Icelanders experience the second lowest levels of insecurity in the world.

Source: Research company Gallup, Law and Order Index 2018



86% of Finns trust the police. Of all institutions, Finns have most confidence in the police. The second most reliable institution is the President of the Republic and the third is the Defence Forces.

Source: Finnish Business and Policy Forum EVA

Together, the Finnish Police and internal security are the second best in the world.

Source: The International Police Science Association, World Internal Security and Police Index

1.

A comprehensive assessment of Finland's internal security and safety focused on four key areas: sense of security and access to assistance; crime; accidents and injuries; and stability and social harmony. The statistics compiled in the report and international comparisons show that Finland is the safest country in the world.

Source: The Review of Finland's Internal Security and Safety 2019

In international comparison, Finland has the lowest levels of organised crime.

Source: The World Economic Forum (WEF)



FINLAND SUPPORTS GIRLS' AND WOMEN'S SCHOOLING IN DEVELOPING COUNTRIES

Finland has supported girls' and women's education for decades. It continues to be one of the most important targets of Finnish development cooperation. When you can read, you know what kinds of decisions politicians are making in the society and when you can read, you can earn a living. There is a lot that needs to be done: Even if girls start attending school, they often do not finish because of child marriages, teenage pregnancies or economic reasons.

The education of girls receives special attention from Finland, because it has multiple effects on the family and the whole society. Finland pays particular attention to the proportion of girls that attend upper comprehensive school, because it is a critical turning point on their educational

path. Finland also helps to improve access to comprehensive school and vocational training for handicapped women and girls.

The Finnish development policy is guided by human rights, which entails their systematic integration as the means and objectives in development cooperation. Gender equality is a crosscutting objective in Finland's development policy. In addition to specific gender interventions, it is taken into consideration in all development policies. Finland has vast experience in mainstreaming gender in various sectors. UN Women is one of Finland's principal strategic partners in the promotion of gender equality. Finland also gives core funding to the United Nation's Population Fund (UNFPA) and the UN Children's Fund (UNICEF).



NUMBER ONE ON GOOD COUNTRY INDEX

Finland has been ranked first in the Good Country Index, which measures levels of national commitment to global issues. Relative to its size, Finland contributes more to humanity and burdens the planet less than any other of the 153 countries involved. The country saw off close competition from Ireland, Sweden, Germany, and Denmark for the top spot.

Finland ranks best in terms of its scientific journal exports, number of patents, freedom of movement, press freedom, cyber security, refugees generated, environmental agreements compliance, open trading, FDI outflows, and food aid.



... AND OTHER RANKINGS

Finland consistently performs in international rankings:

- Happiest country in the world (*UN World Happiness Report 2018*)
- Greenest country in the world (*Yale University, Environmental Performance Index 2018*)
- First in skills development at work (*European Working Conditions Survey 2018*)

More information: businessfinland.fi/en

TOWARDS A CARBON NEUTRAL FINLAND

Finland is gradually phasing out the use of fossil fuels in energy production and moving towards an emission-free energy system. In early 2019, the Government of Finland decided to

abandon the use of coal in energy production by 2029.

Currently, about 7% of Finnish electricity consumption is produced with wind power. The wind power industry's goal is that wind power will produce at least 30 terawatt-hours i.e. 30% of Finnish electricity consumption in 2030. Currently (2019), there are 79 wind farms under construction.

THE VALUABLE AND VULNERABLE ARCTIC

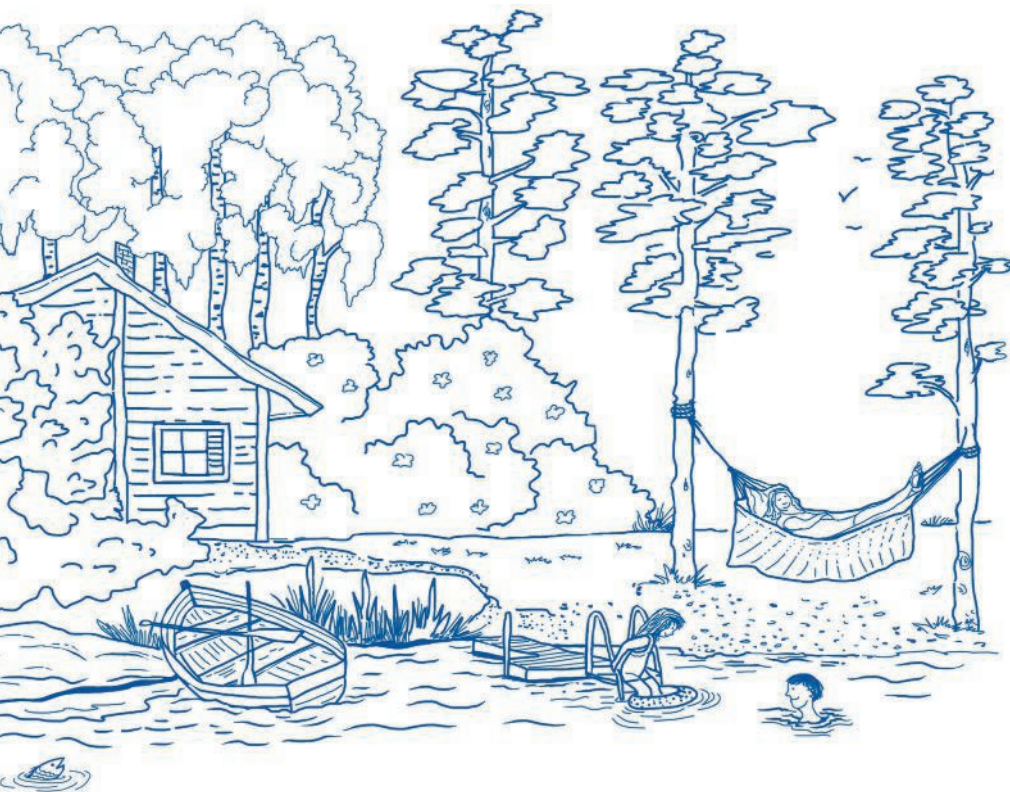
In Finland, Arctic research is conducted in many branches of science. The country wants to combine the boundary conditions of the Arctic environment and business possibilities in a sustainable way. Research is taking a central role in this, supporting the Arctic policy. The guiding principle for Finland's Arctic Strategy is to become



a forerunner in the sustainable development of the Arctic region.

The Arctic region is warming more than two times faster than the Earth on average. The warming effects circular movement in the atmosphere and melting glaciers are raising sea levels everywhere on Earth.

The Finnish Meteorological Institute (FMI) is boosting climate change assessment by providing global and continuous information on soil freezing and thawing in the arctic region. Soil frost is one of the key parameters in understanding global carbon and water cycle processes. The systematic provision of data opens up new opportunities for carbon cycle and arctic research. Finnish research on ice and snow is well known around the world.



Did you know?

There are about 507,200 summer cottages in Finland.

About 820,000 people have some kind of connection to a summer cottage, either as an owner or as a family member of the owner.

The views expressed herein are solely those of the authors.

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**SUOMI
FINLAND**

