

THE STORY OF FINLAND

OUR 50-YEAR JOURNEY WITH THE OECD



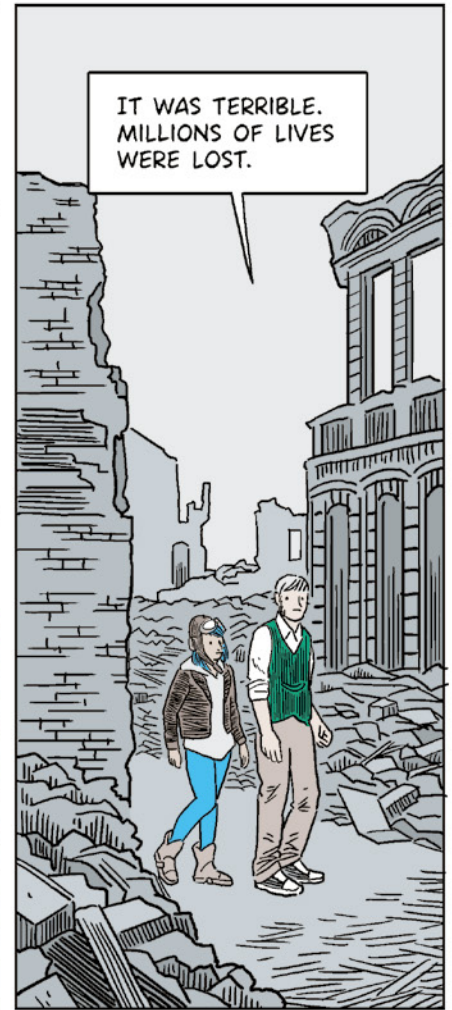
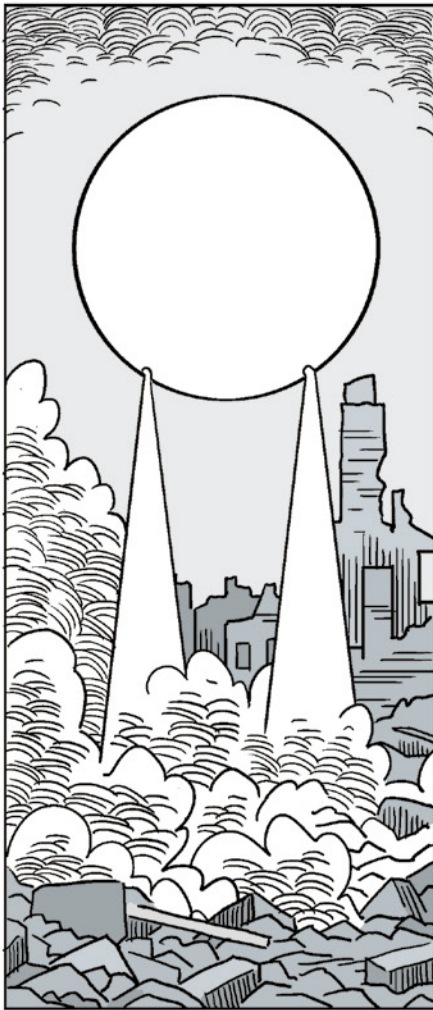
THE STORY OF **FINLAND**

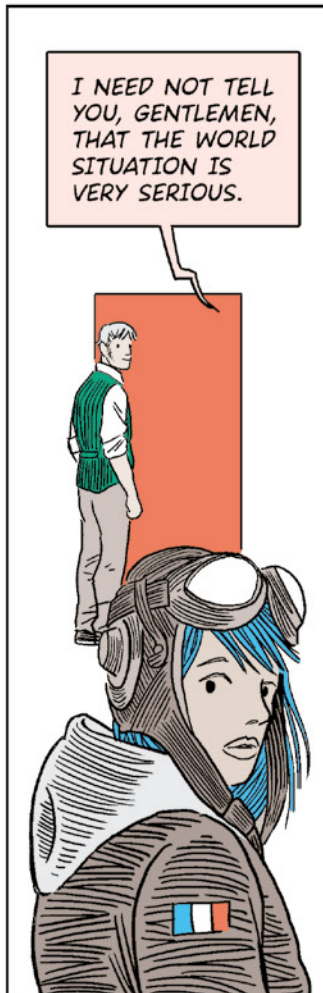


OUR 50-YEAR JOURNEY WITH THE OECD

Written and illustrated by Mika Lietzén





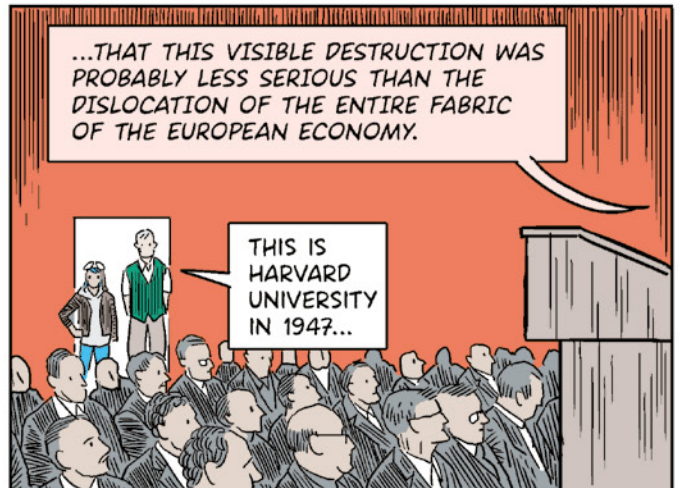


I NEED NOT TELL YOU, GENTLEMEN, THAT THE WORLD SITUATION IS VERY SERIOUS.



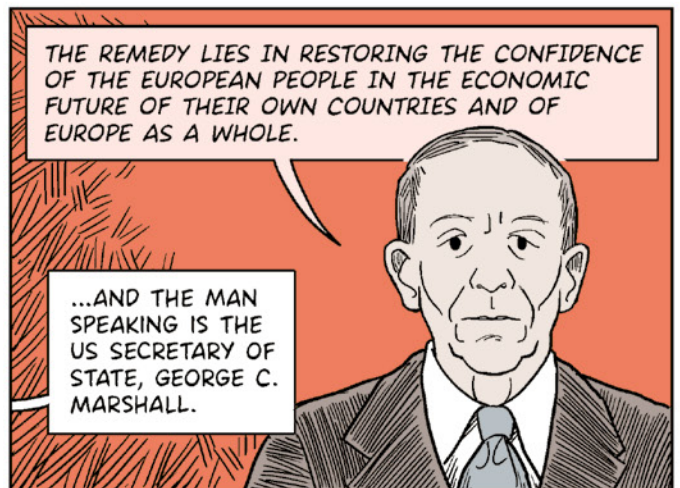
...IT HAS BECOME OBVIOUS DURING RECENT MONTHS...

WHAT IS THIS PLACE? WHO IS THAT MAN?



...THAT THIS VISIBLE DESTRUCTION WAS PROBABLY LESS SERIOUS THAN THE DISLOCATION OF THE ENTIRE FABRIC OF THE EUROPEAN ECONOMY.

THIS IS HARVARD UNIVERSITY IN 1947...



THE REMEDY LIES IN RESTORING THE CONFIDENCE OF THE EUROPEAN PEOPLE IN THE ECONOMIC FUTURE OF THEIR OWN COUNTRIES AND OF EUROPE AS A WHOLE.

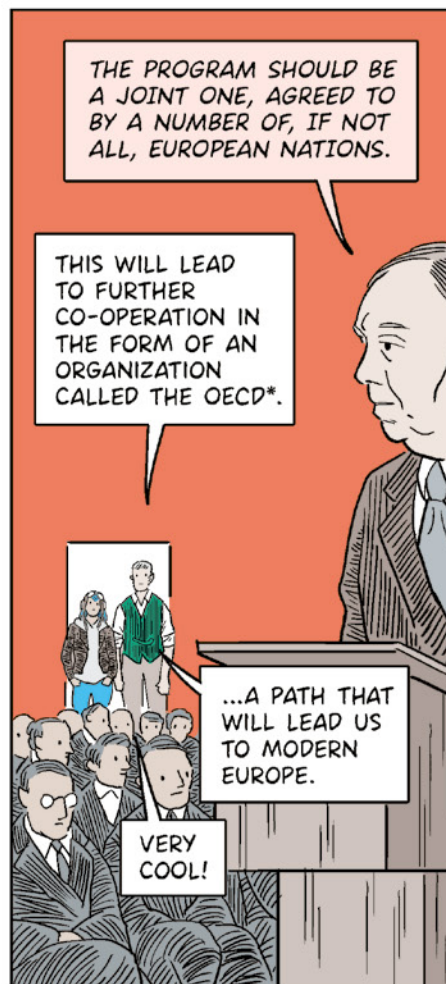
...AND THE MAN SPEAKING IS THE US SECRETARY OF STATE, GEORGE C. MARSHALL.



ITS PURPOSE SHOULD BE THE REVIVAL OF A WORKING ECONOMY IN THE WORLD SO AS TO PERMIT THE EMERGENCE OF POLITICAL AND SOCIAL CONDITIONS IN WHICH FREE INSTITUTIONS CAN EXIST.

OH I SEE! HE'S TALKING ABOUT REBUILDING!

YES. HE'S OUTLINING THE PROGRAM THAT WILL BE KNOWN AS MARSHALL AID. IT WILL HELP EUROPE HEAL FROM THE RAVAGES OF WAR.

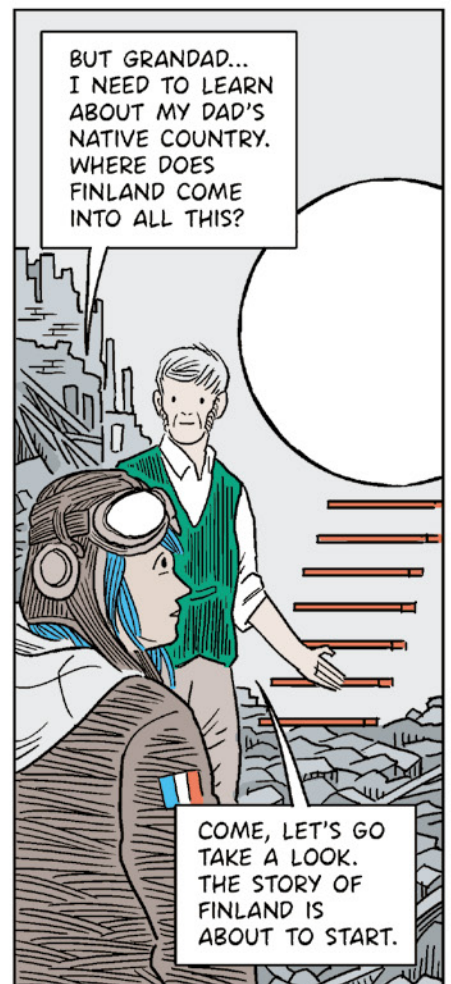


THE PROGRAM SHOULD BE A JOINT ONE, AGREED TO BY A NUMBER OF, IF NOT ALL, EUROPEAN NATIONS.

THIS WILL LEAD TO FURTHER CO-OPERATION IN THE FORM OF AN ORGANIZATION CALLED THE OECD*.

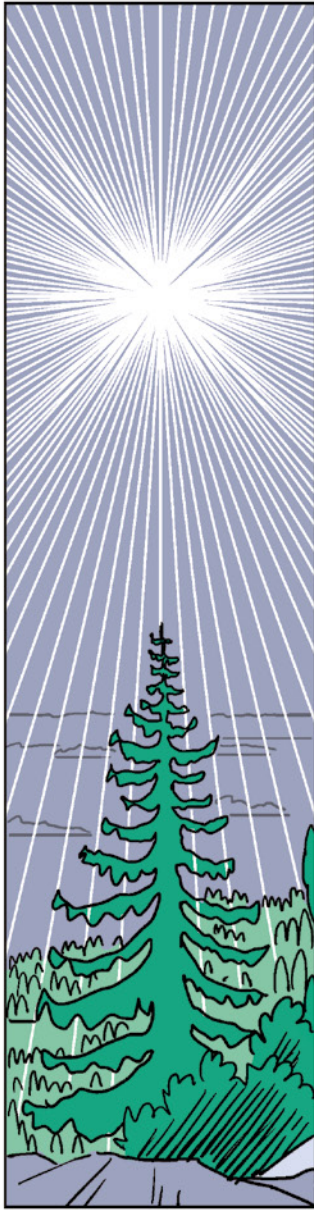
...A PATH THAT WILL LEAD US TO MODERN EUROPE.

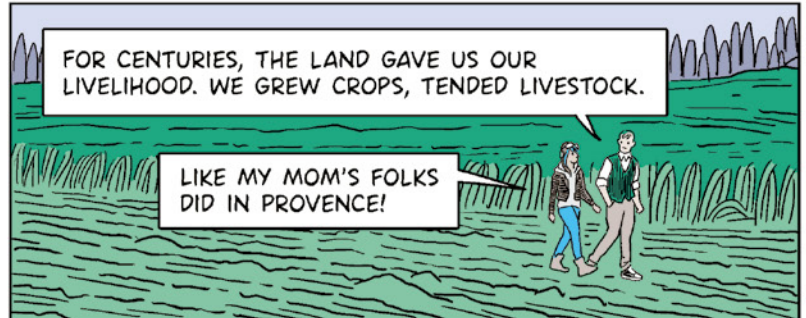
VERY COOL!

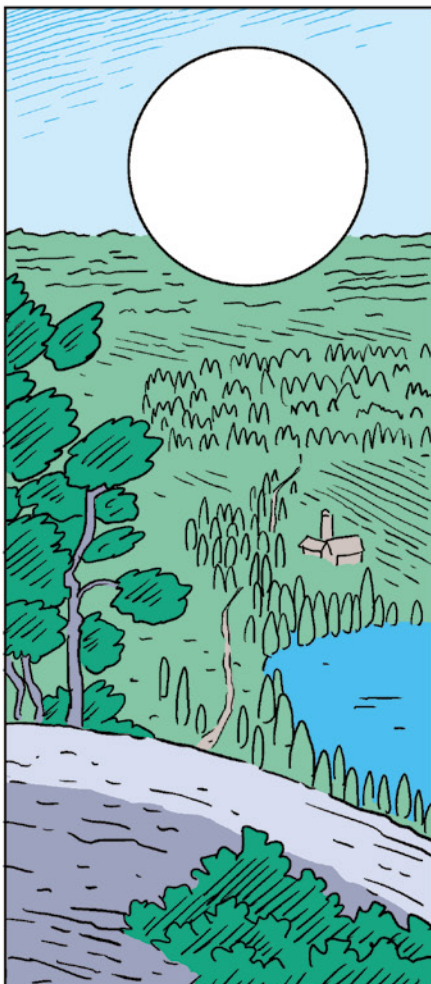
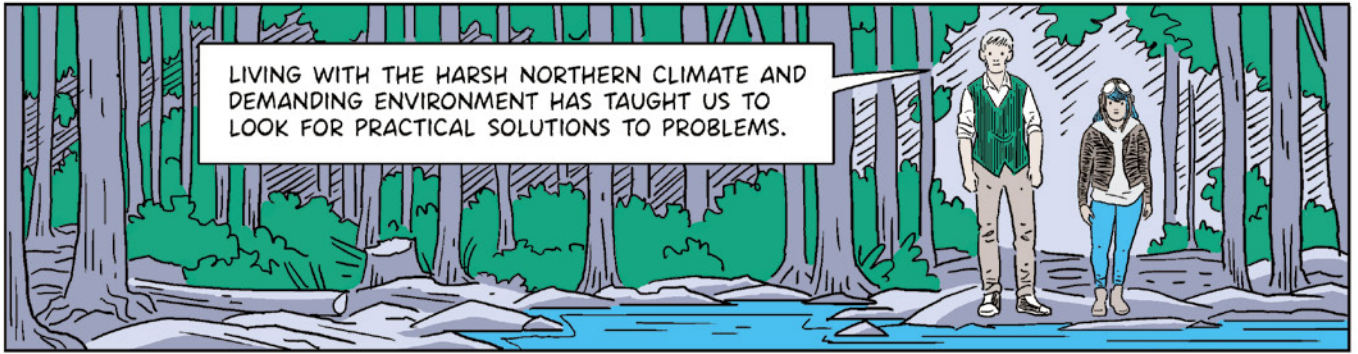


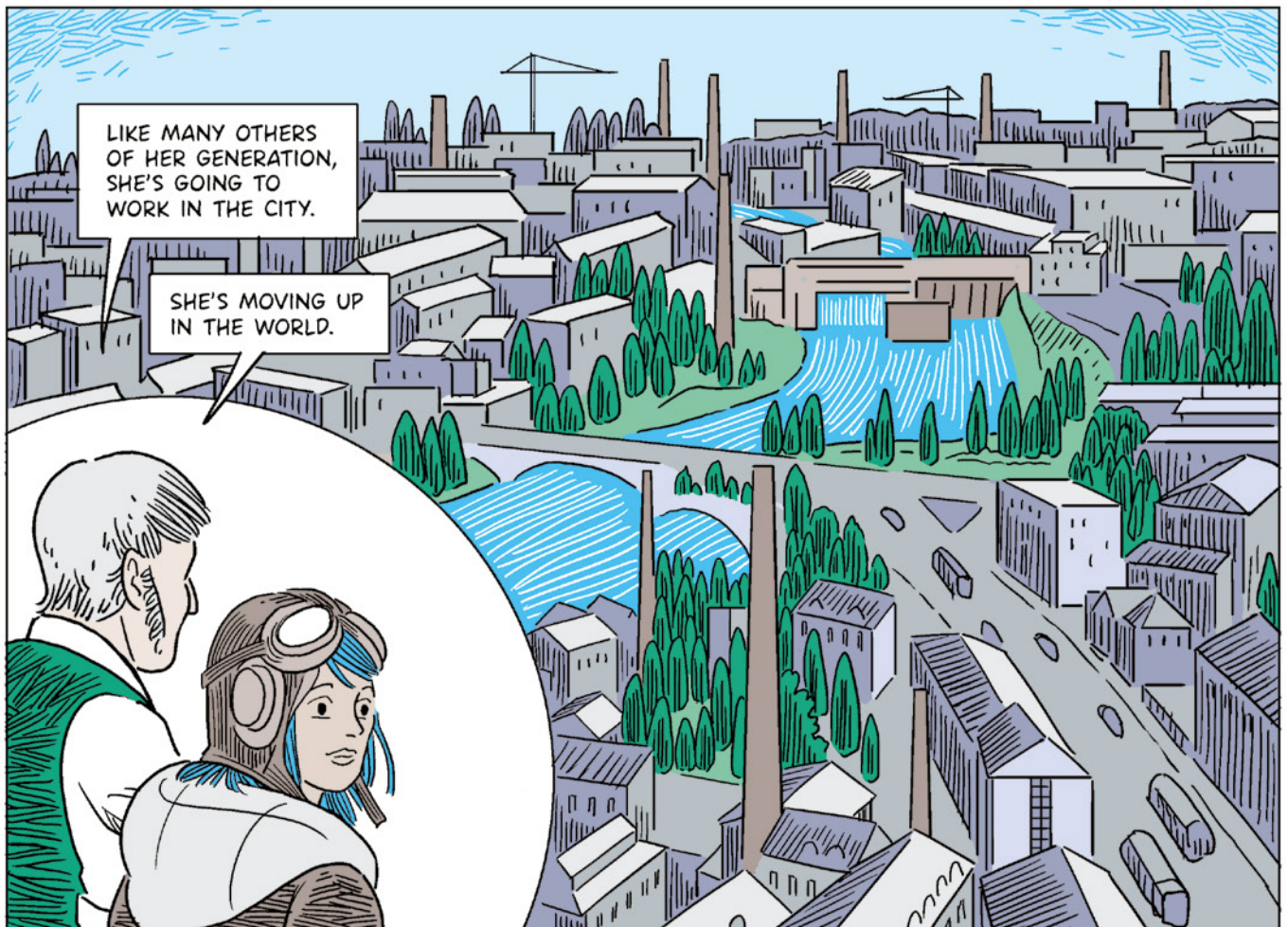
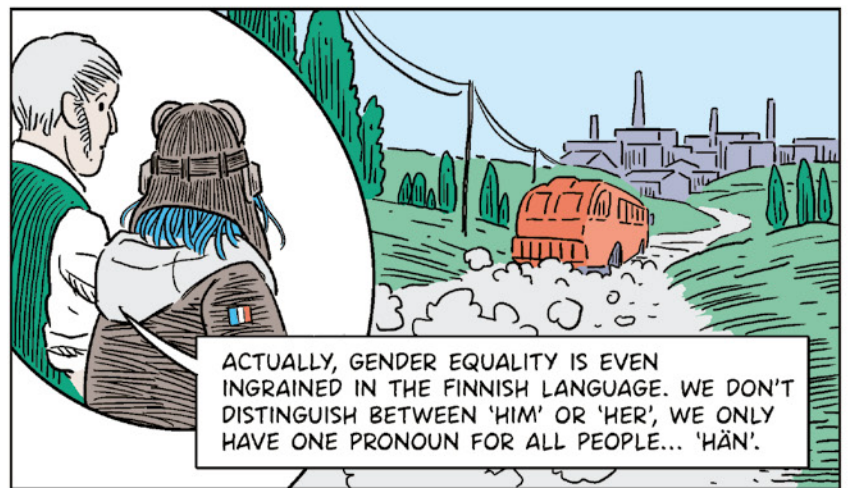
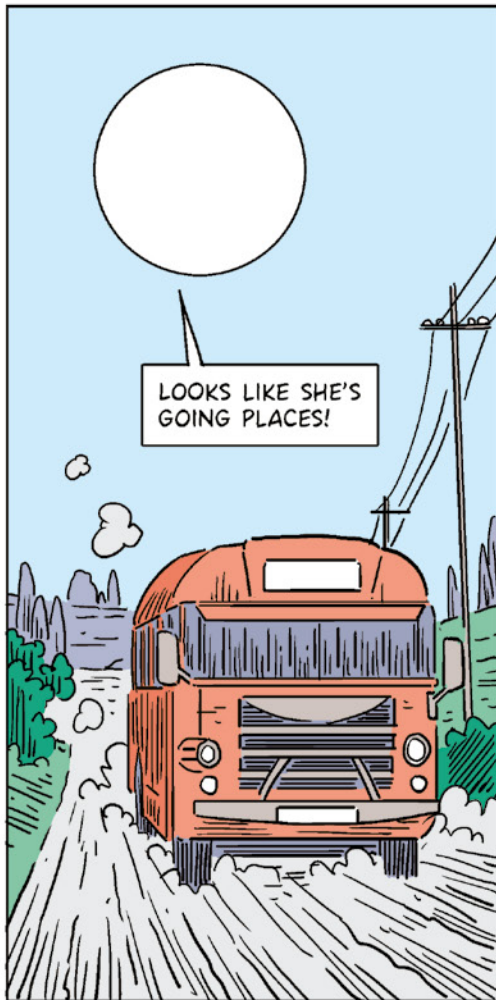
BUT GRANDAD... I NEED TO LEARN ABOUT MY DAD'S NATIVE COUNTRY. WHERE DOES FINLAND COME INTO ALL THIS?

COME, LET'S GO TAKE A LOOK. THE STORY OF FINLAND IS ABOUT TO START.







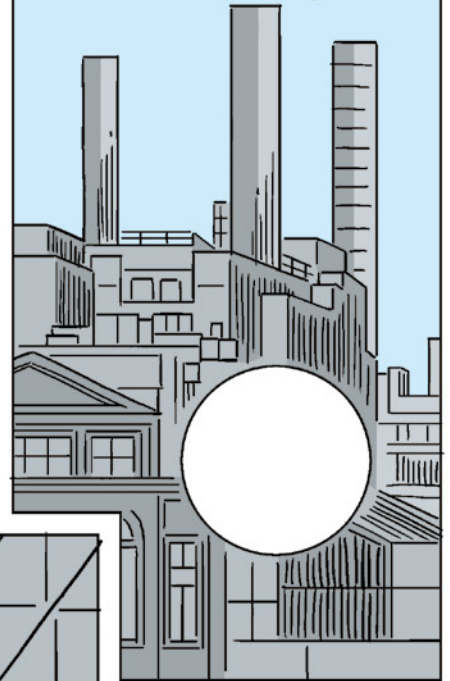


AFTER THE WAR, MANY FINNS LIKE HER CHOSE TO LEAVE THE COUNTRYSIDE FOR BETTER WORK OPPORTUNITIES.



IT WAS A BIG CHANGE! BUT DUE TO TECHNOLOGICAL ADVANCES, TRADITIONAL AGRICULTURAL PROFESSIONS REQUIRED FEWER WORKERS. ONE PERSON COULD DO THE WORK OF MANY.

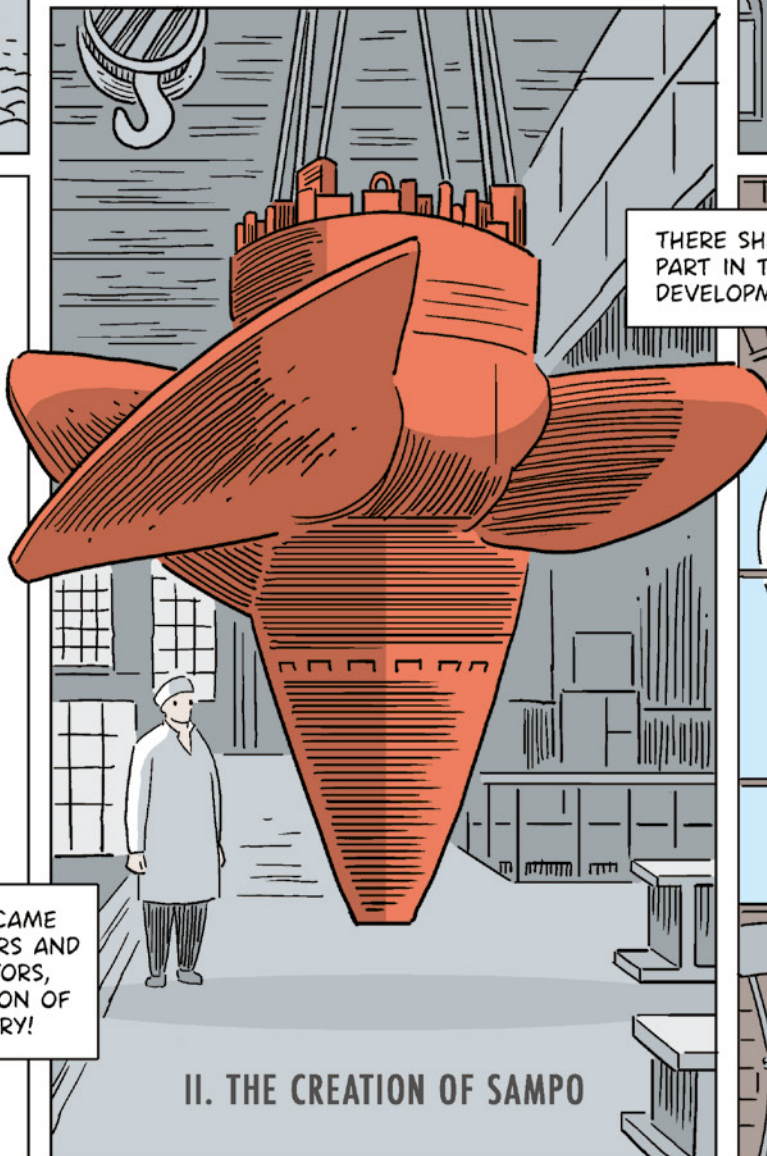
IN ADDITION, THERE WAS A POSTWAR BABY BOOM. BY THE EARLY 1960S, A RECORD NUMBER OF YOUNG ADULTS WERE LOOKING FOR WORK.



WITH ALL THE TECHNOLOGICAL PROGRESS GOING ON AFTER THE WAR, THE CITIES OFFERED ENDLESS POSSIBILITIES.

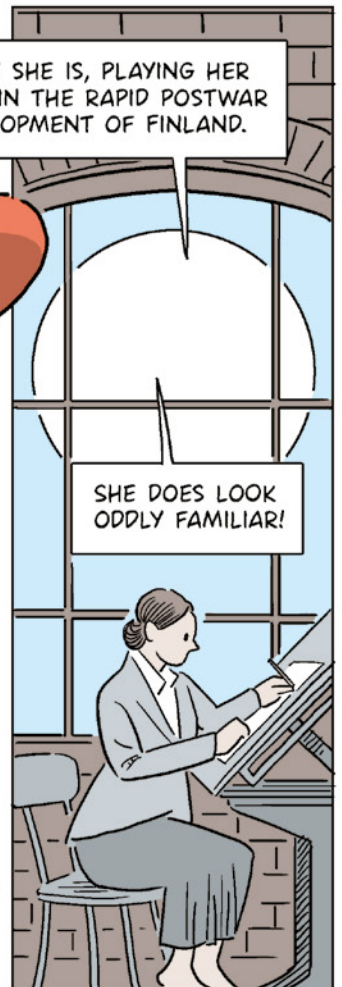


WE BECAME BUILDERS AND INVENTORS, A NATION OF INDUSTRY!

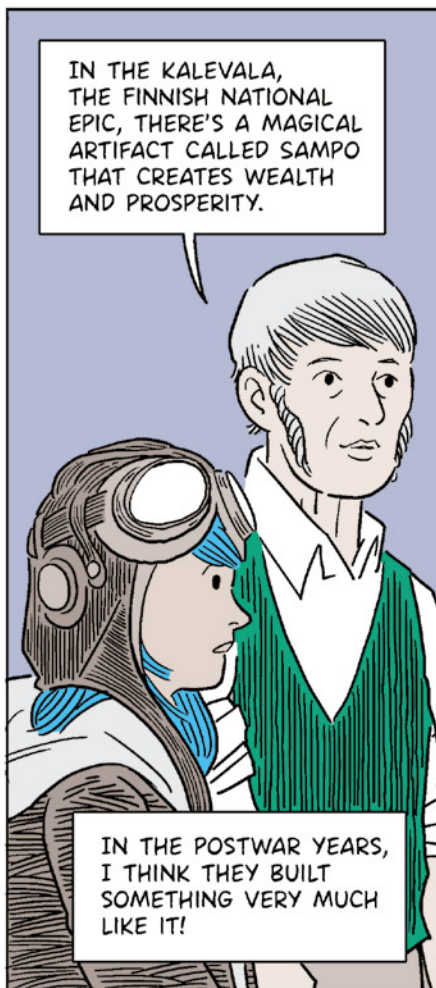
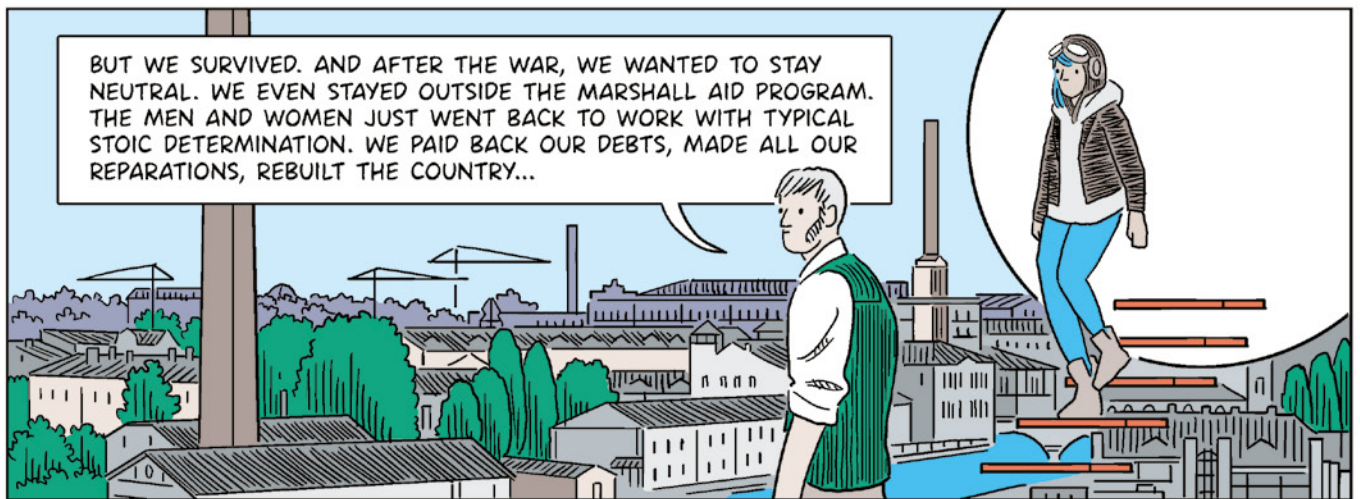
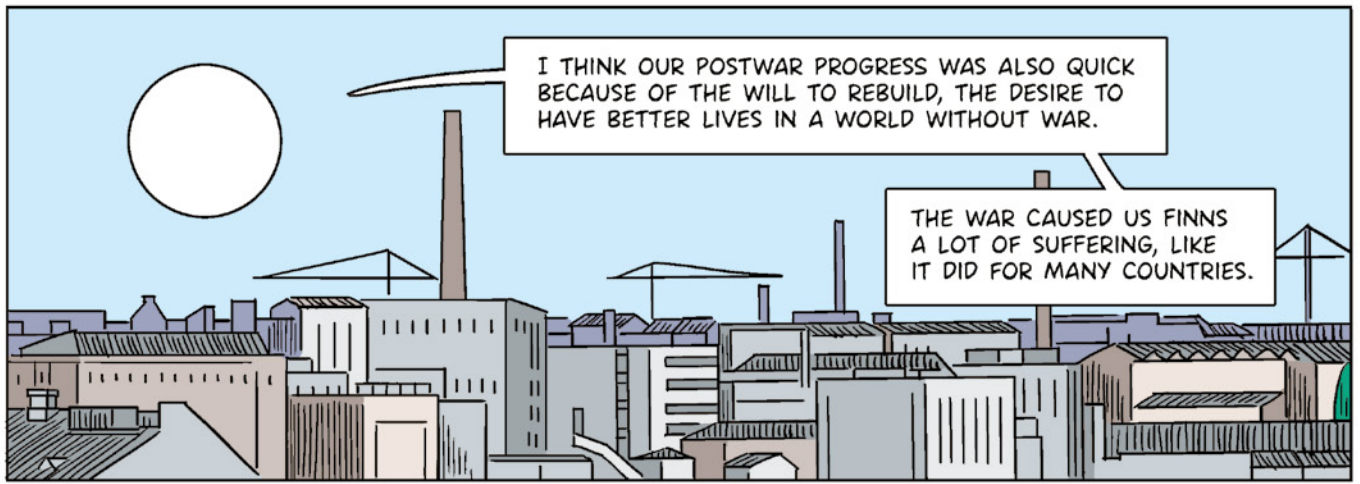


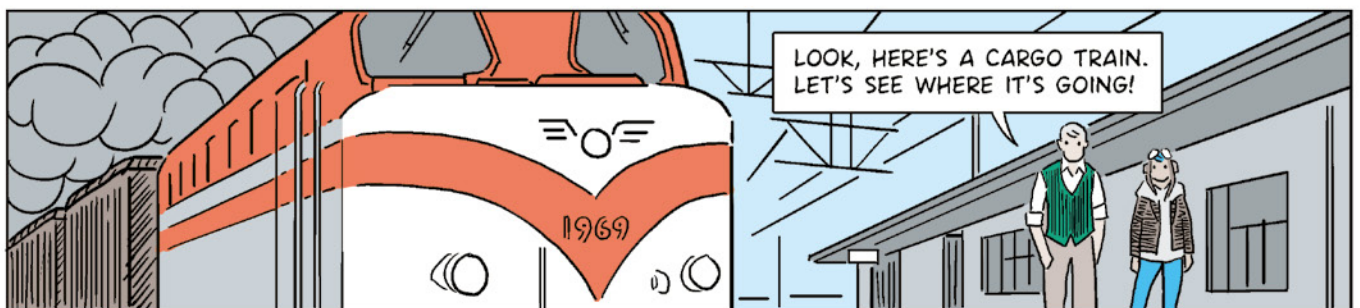
THERE SHE IS, PLAYING HER PART IN THE RAPID POSTWAR DEVELOPMENT OF FINLAND.

SHE DOES LOOK ODDLY FAMILIAR!



II. THE CREATION OF SAMPO





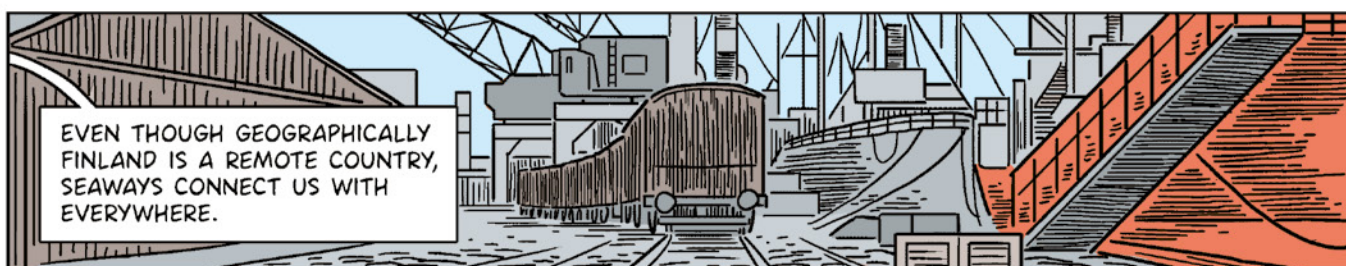


SINCE FINLAND IS A SMALL COUNTRY, WE'VE ALWAYS BEEN A NATION THAT THRIVES ON TRADE.



PRODUCTS ARE SHIPPED OUT TO THE WORLD EACH DAY FROM OUR HARBOURS. THIS IS TURKU HARBOUR, BUT THERE ARE MANY OTHERS LIKE IT.

SO MANY SHIPS!



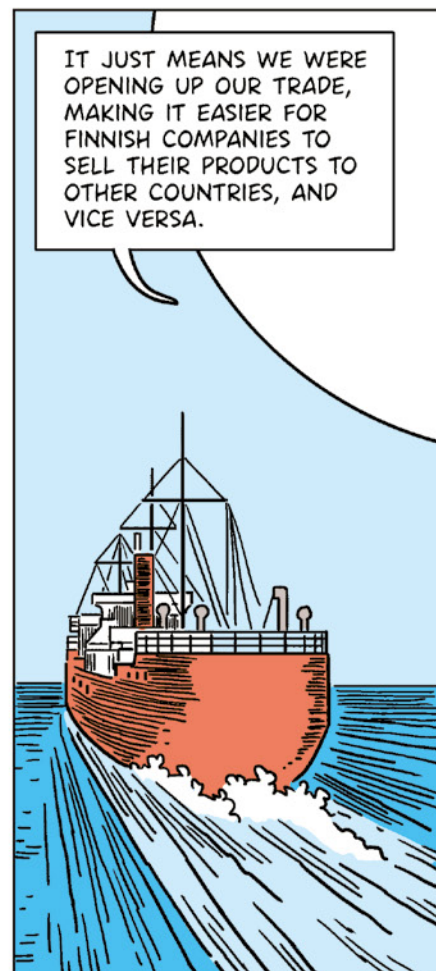
EVEN THOUGH GEOGRAPHICALLY FINLAND IS A REMOTE COUNTRY, SEAWAYS CONNECT US WITH EVERYWHERE.



IN THE 1960S, THE TIME WAS RIGHT TO DEVELOP OUR RELATIONSHIPS WITH OUR TRADING PARTNERS IN EUROPE. WE BECAME AN ASSOCIATE MEMBER OF EFTA IN 1961 AND SIGNED A FREE TRADE AGREEMENT WITH THE EEC IN 1973.

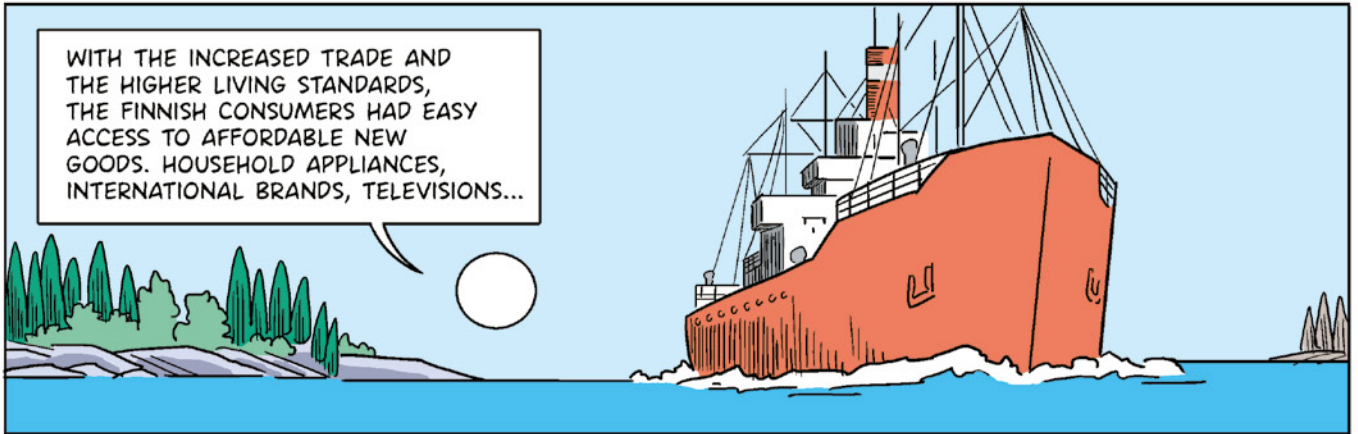


SO MANY ABBREVIATIONS!

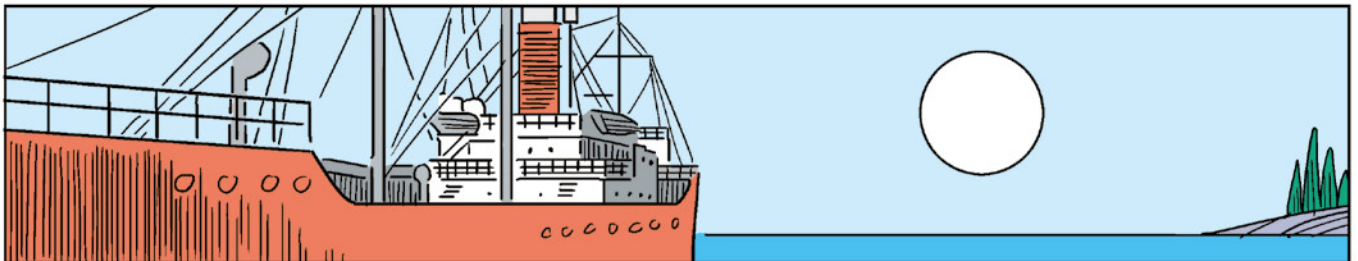


IT JUST MEANS WE WERE OPENING UP OUR TRADE, MAKING IT EASIER FOR FINNISH COMPANIES TO SELL THEIR PRODUCTS TO OTHER COUNTRIES, AND VICE VERSA.

WITH THE INCREASED TRADE AND THE HIGHER LIVING STANDARDS, THE FINNISH CONSUMERS HAD EASY ACCESS TO AFFORDABLE NEW GOODS. HOUSEHOLD APPLIANCES, INTERNATIONAL BRANDS, TELEVISIONS...



THE WORLD, PREVIOUSLY SO FAR AWAY, WAS SUDDENLY IN OUR LIVING ROOMS...



IN THE 1960S, DESPITE ALL THE RAPID GROWTH GOING ON, WE WERE STILL FINDING OUR FEET A BIT.



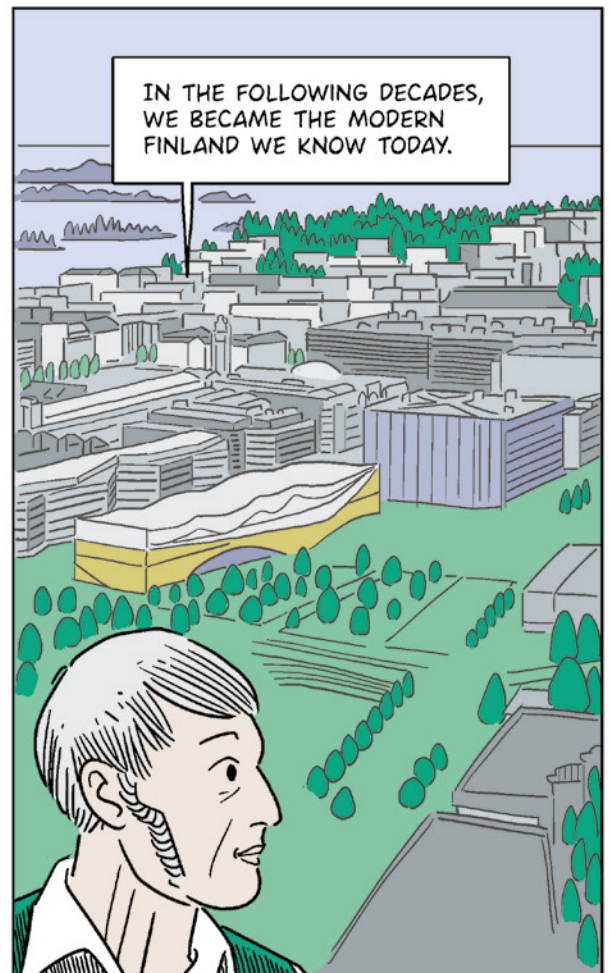
THERE WAS MUCH TO DO BEFORE WE GOT TO THE MODERN FINLAND WE KNOW. OUR INSTITUTIONS AND METHODS WERE STILL SOMETIMES A LITTLE OLD-FASHIONED. DO YOU REMEMBER THE OECD?



MR. MARSHALL?
OF COURSE!

AFTER EUROPE WAS BACK ON ITS FEET AGAIN, THE ORGANISATION GREW INTO AN ONGOING PROJECT FOR MAKING EUROPE, AND LATER THE WORLD, INTO A BETTER PLACE FOR ALL TO LIVE, TO TRADE AND TO WORK.

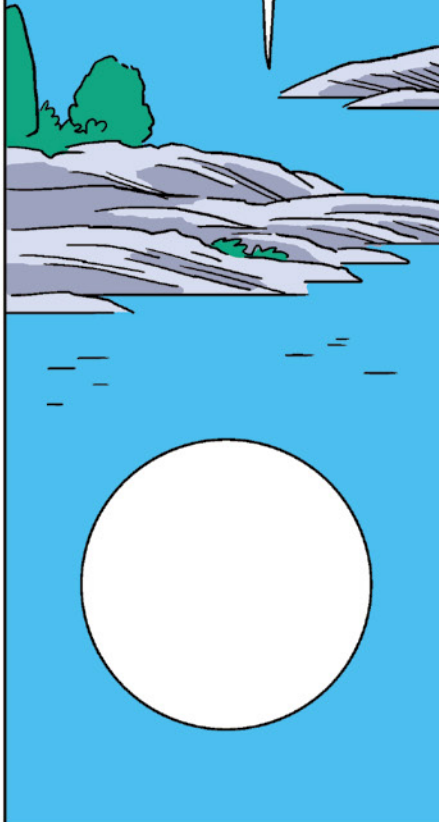




NATURALLY, NAVIGATING THE
TENSE GLOBAL POSTWAR
POLITICAL SITUATION
PRESENTED A CHALLENGE...



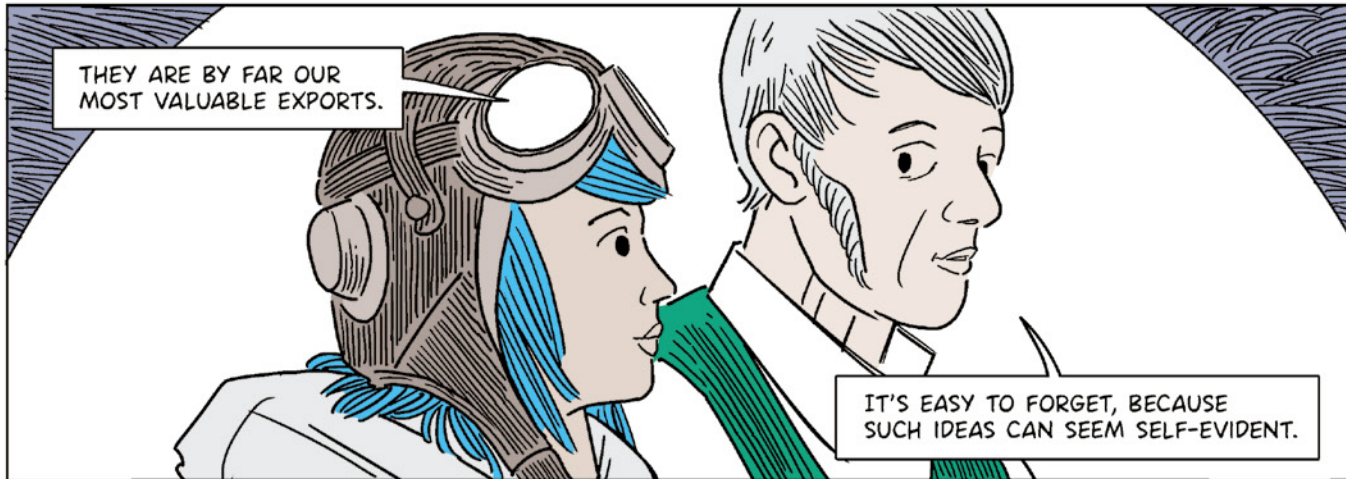
BUT FINLAND STUCK TO ITS
OWN INDEPENDENT PATH,
JUST LIKE WE ALWAYS HAVE.



LIKE THE OECD, WE
FINNS FIRMLY BELIEVE IN
FREEDOM AND EQUALITY,
IN GIVING EVERYONE THE
OPPORTUNITIES TO PROSPER.
THESE ARE THE IDEAS THAT
FOSTER WELL-BEING FOR
THE WHOLE OF SOCIETY.



THEY ARE BY FAR OUR
MOST VALUABLE EXPORTS.

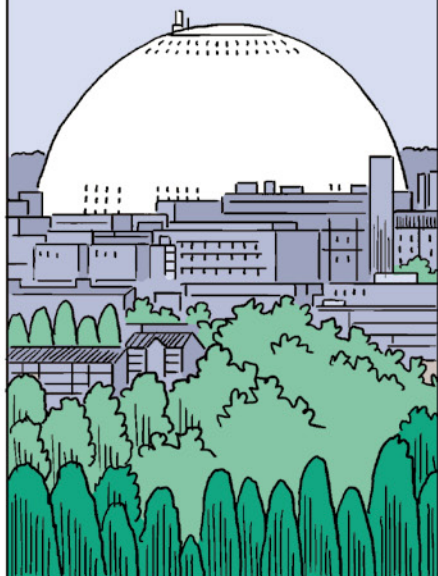


IT'S EASY TO FORGET, BECAUSE
SUCH IDEAS CAN SEEM SELF-EVIDENT.

COME, TIME IS RUNNING FASTER.
IT'S ALMOST 1995. WE HAVE
A GAME TO CATCH!



III. ENTERING EUROPE





BUT FINLAND WINS ALL THE TIME! WHAT'S SO SPECIAL ABOUT THIS ONE?

THIS WAS OUR FIRST CHAMPIONSHIP. THE WHOLE COUNTRY WENT NUTS!



IN ORDER TO FULLY UNDERSTAND THE FINNS, ONE NEEDS TO UNDERSTAND THEIR PASSIONS, HOWEVER TRIVIAL THEY MIGHT SEEM... AND ICE HOCKEY IS A BIG ONE!



THERE MUST BE LOADS OF PLACES TO SKATE WITH ALL THOSE THOUSANDS OF LAKES FREEZING OVER IN THE WINTER!



AND IT WAS OUR NEIGHBOUR SWEDEN WE BEAT IN THE FINAL MATCH. IT WAS SO SWEET! LIKE BROTHERS, WE'VE ALWAYS BEEN IN FRIENDLY COMPETITION WITH EACH OTHER, ESPECIALLY IN SPORTS.



THIS TIME, AT LONG LAST IT WAS THE LITTLE BROTHER'S TURN TO WIN!

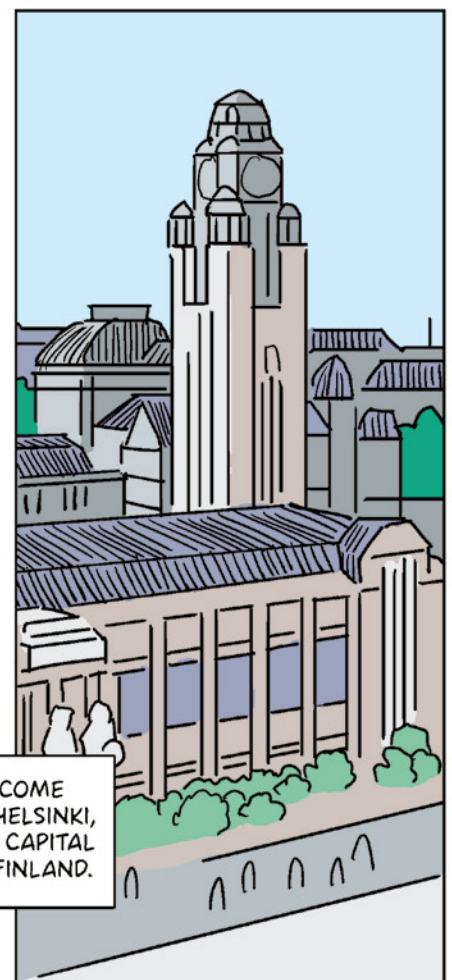
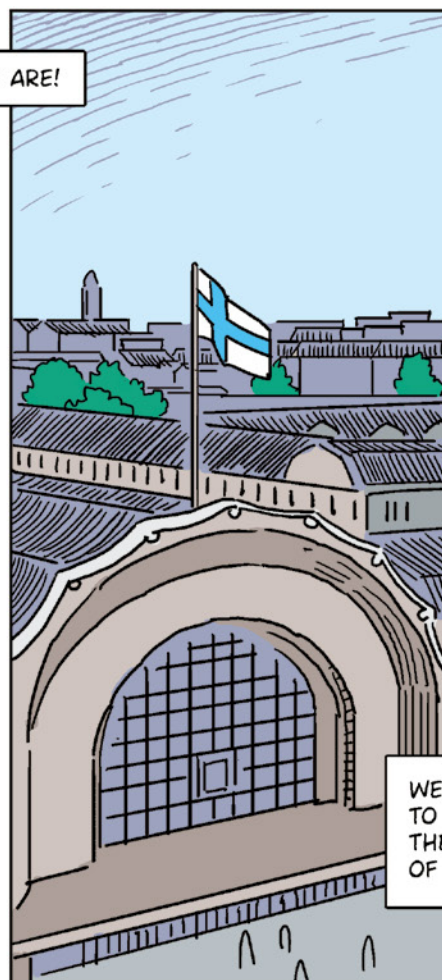
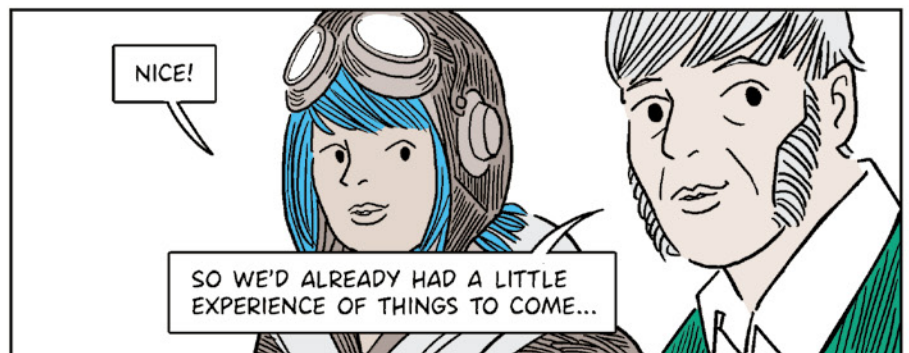


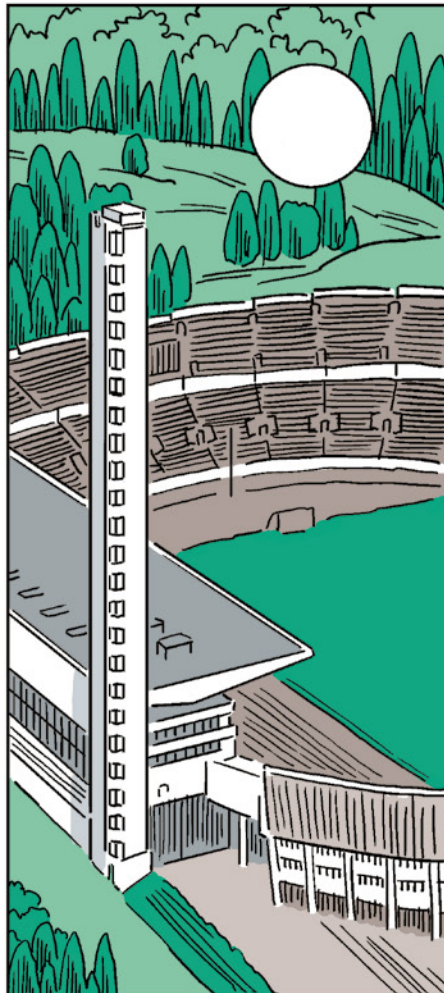
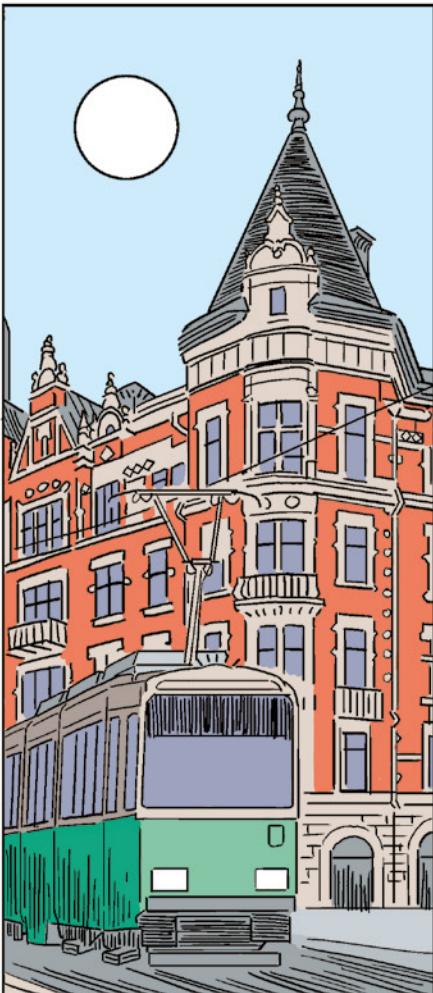
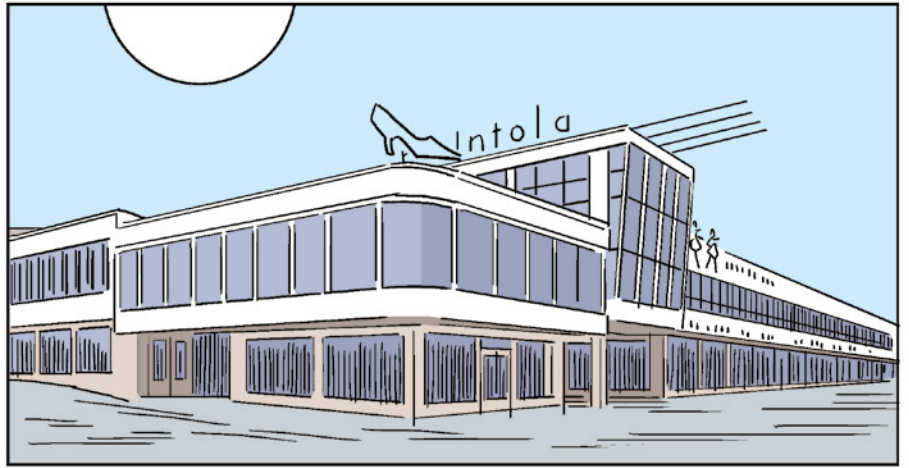
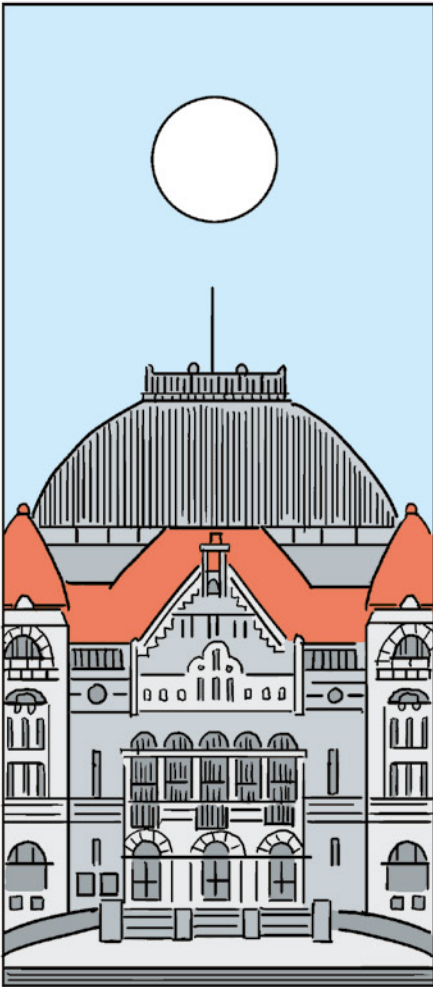
GOAL!

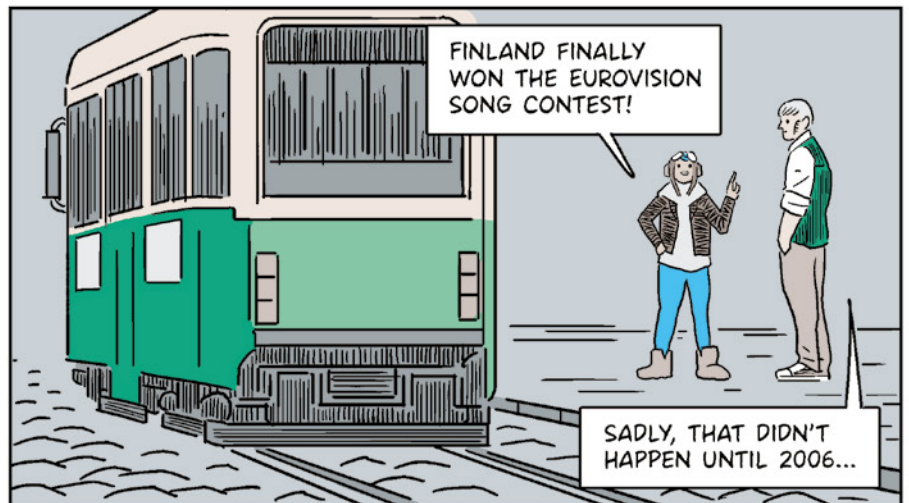
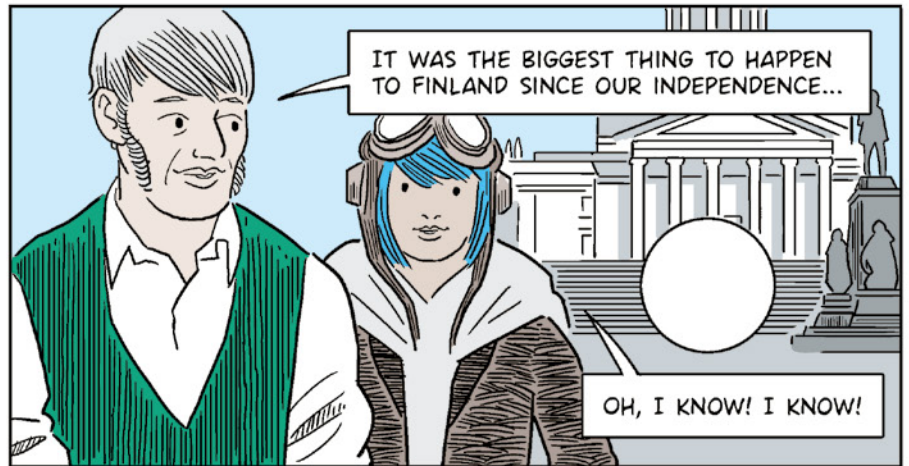


AND IT WASN'T JUST IN SPORTS. WE WERE BECOMING VERY SUCCESSFUL IN MANY OTHER AREAS AS WELL.

COME, LET'S GET BACK TO FINLAND. SOMETHING VERY IMPORTANT IS ABOUT TO TAKE PLACE!





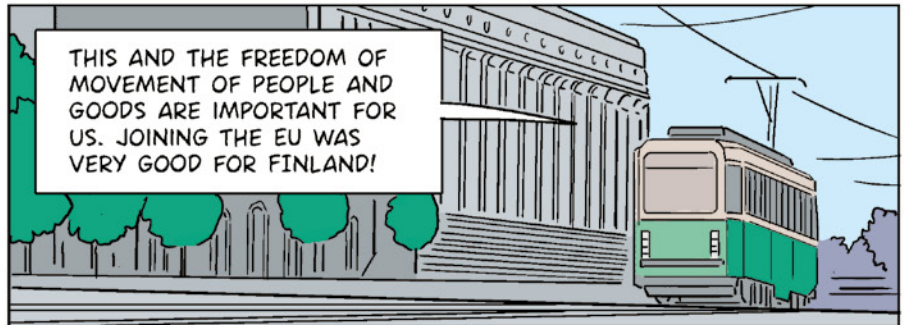




A SMALL COUNTRY ALONE DOESN'T CARRY MUCH WEIGHT IN THE WORLD.



BUT A GROUP OF COUNTRIES TOGETHER IS ANOTHER MATTER. CO-OPERATION IS THE KEY TO SUCCESS.



THIS AND THE FREEDOM OF MOVEMENT OF PEOPLE AND GOODS ARE IMPORTANT FOR US. JOINING THE EU WAS VERY GOOD FOR FINLAND!



BUT GRANDDAD... AREN'T THE EU AND THE OECD ALMOST THE SAME THING?



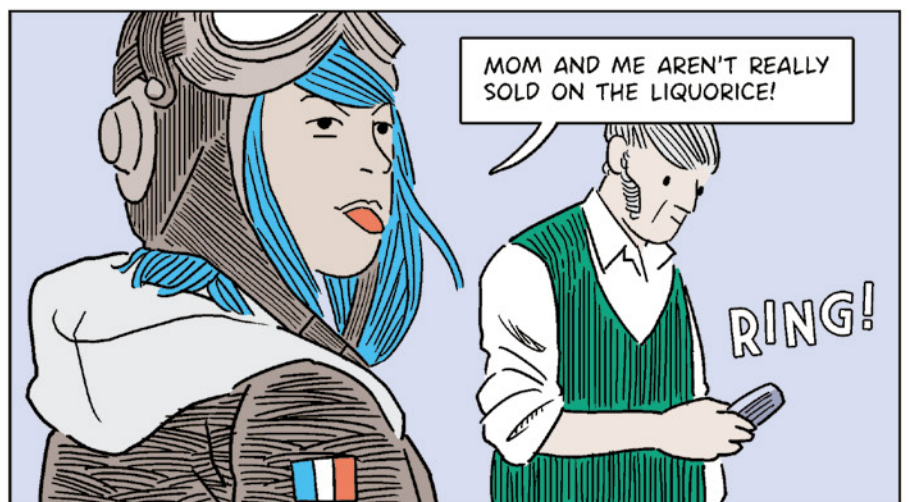
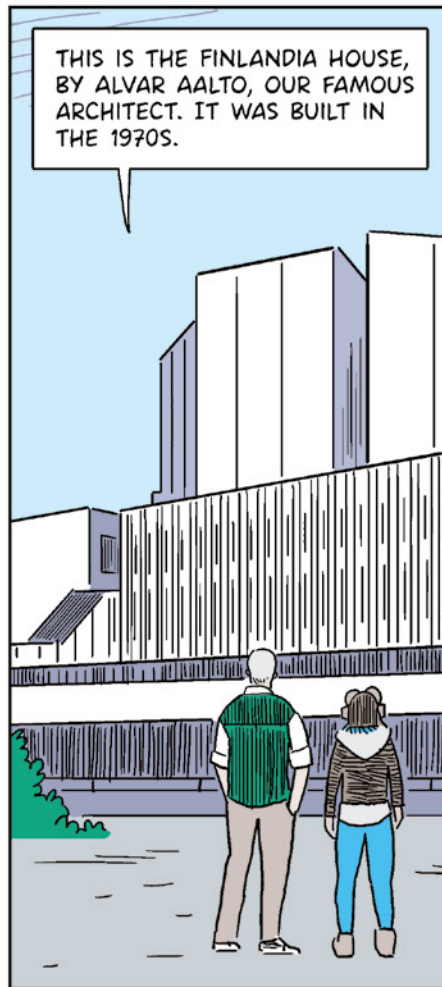
NOT AT ALL. SINCE THE 1960S, THE OECD HASN'T BEEN JUST A EUROPEAN ORGANIZATION, BUT AN INTERNATIONAL ONE.



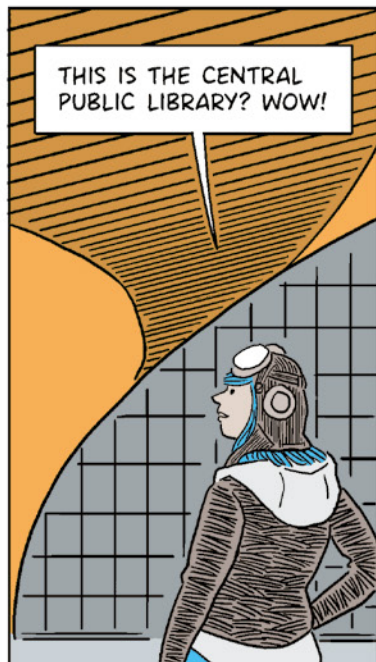
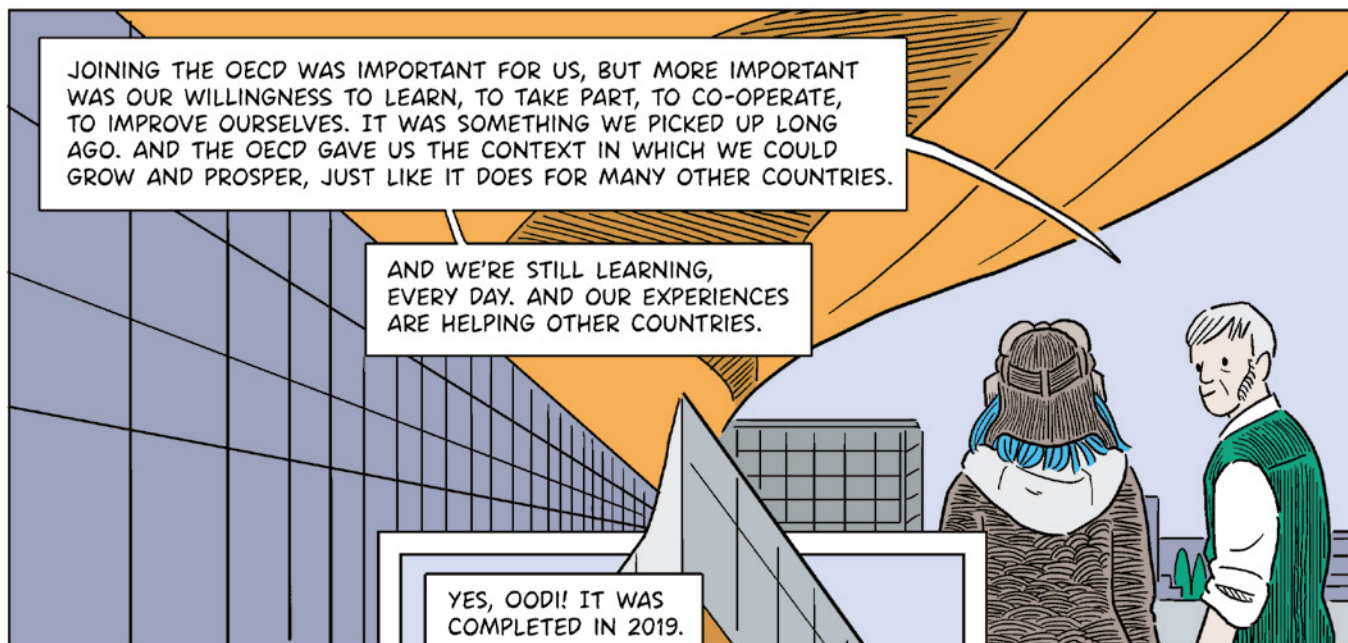
WHEREAS THE EU IS A POLITICAL ORGANIZATION WITH BINDING RULES, THE OECD IS LIKE A REPOSITORY OF KNOWLEDGE, A MEETING PLACE. THE OECD CAN TEACH, GUIDE, SUGGEST, SET STANDARDS, BUT IT CANNOT LEGISLATE.

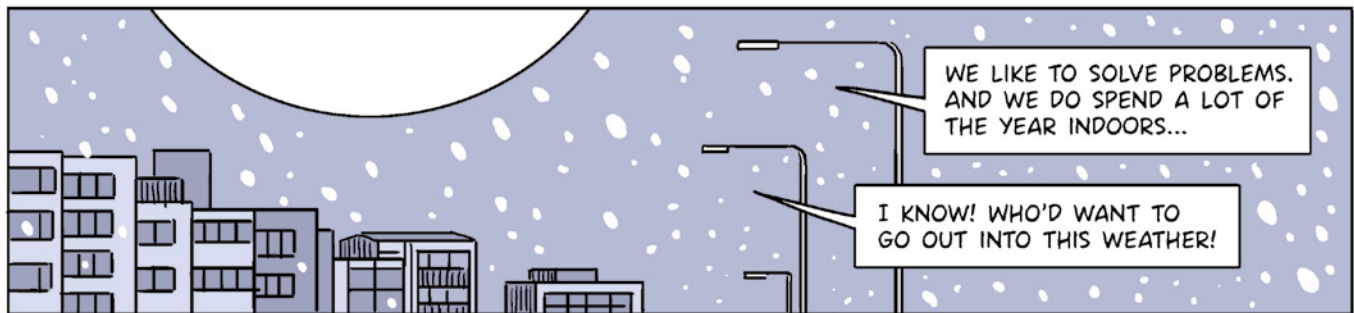


IN MANY WAYS, THE EU IS A PRACTICAL APPLICATION OF THE IDEAS THAT WERE DEVELOPED AT THE OECD TO IMPROVE THE ECONOMIC WELL-BEING OF ITS MEMBERS!





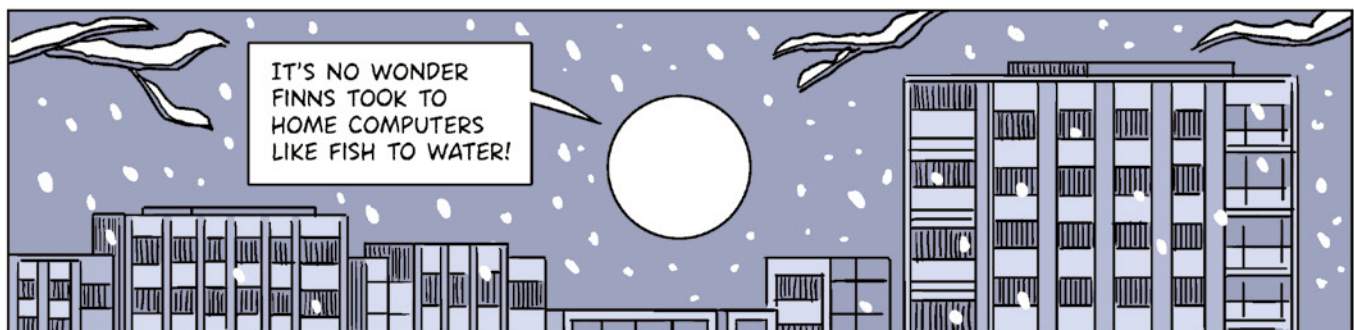




I KNOW! WHO'D WANT TO GO OUT INTO THIS WEATHER!



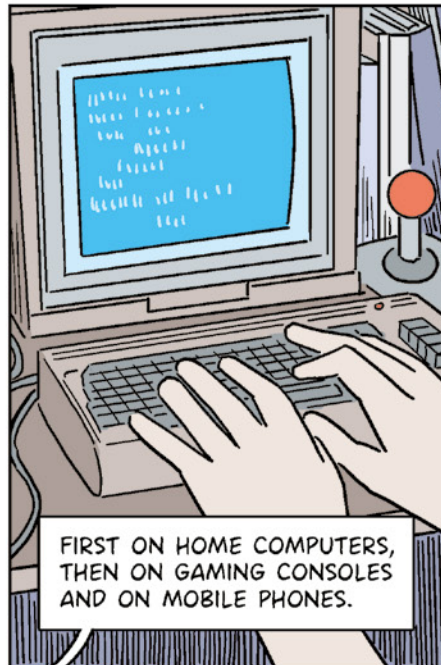
SINCE FINLAND IS A SMALL, REMOTE COUNTRY AND WE HAVE ONLY A FEW VALUABLE MATERIAL RESOURCES, CONCENTRATING ON IMMATERIAL AND HIGH TECH GOODS COMES NATURALLY TO US.



IT'S NO WONDER FINNS TOOK TO HOME COMPUTERS LIKE FISH TO WATER!



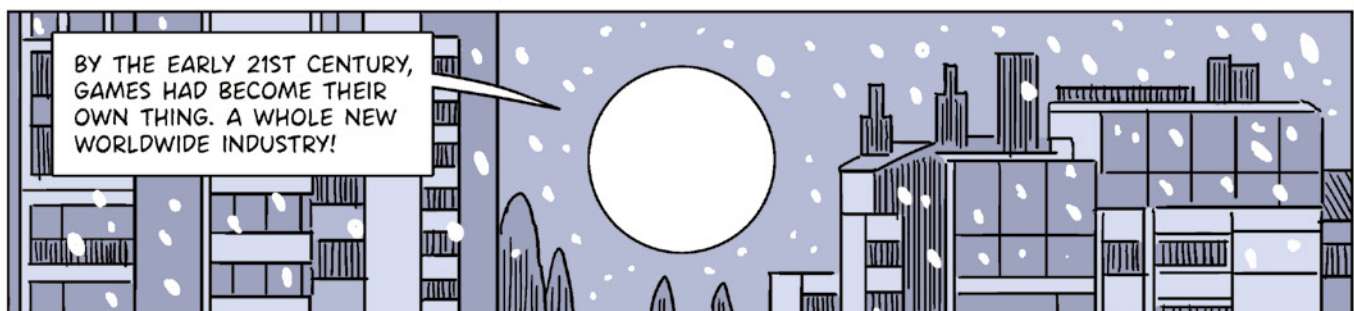
THEY AREN'T JUST PLAYING. AT SOME POINT, THEY START DESIGNING AND PROGRAMMING THEIR OWN GAMES.



FIRST ON HOME COMPUTERS, THEN ON GAMING CONSOLES AND ON MOBILE PHONES.



EVEN THIS TIMESHIP WE'RE IN HAS ITS ROOTS IN THESE PROGRAMS!

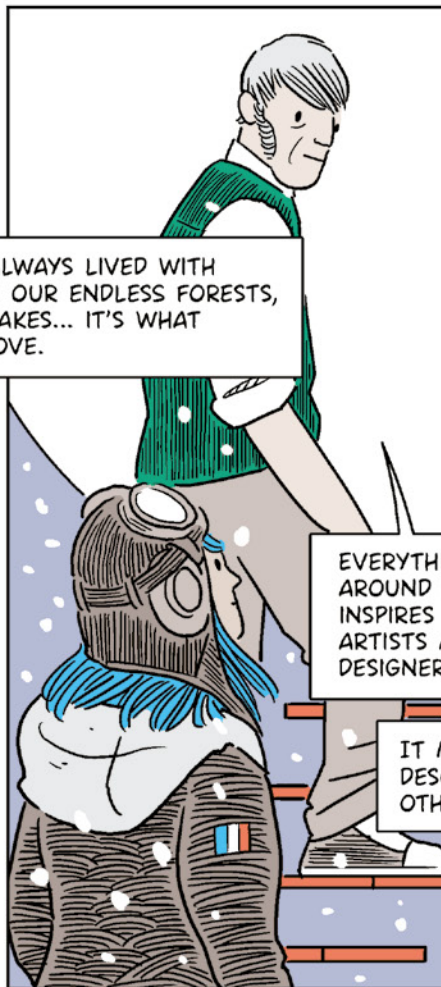


BY THE EARLY 21ST CENTURY, GAMES HAD BECOME THEIR OWN THING. A WHOLE NEW WORLDWIDE INDUSTRY!

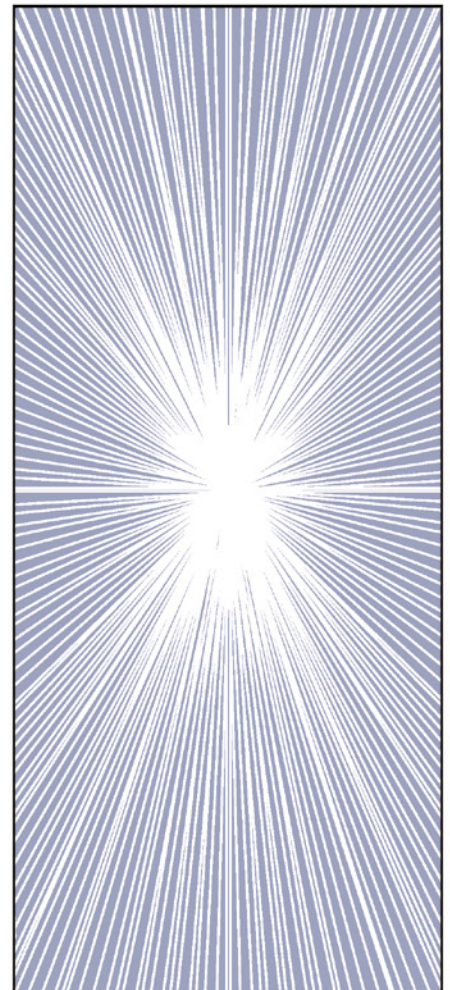
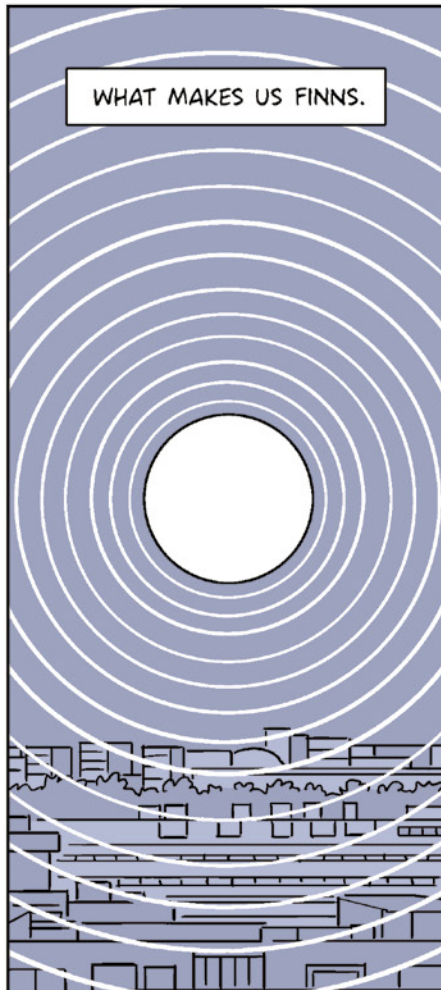
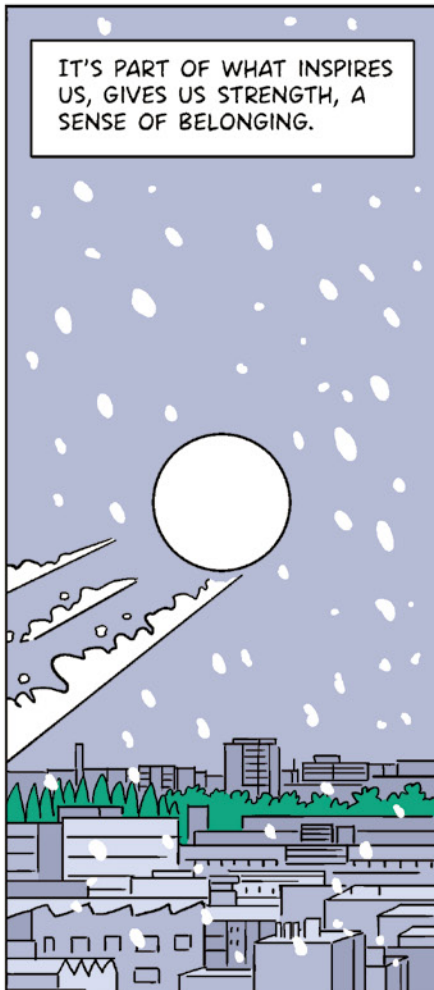


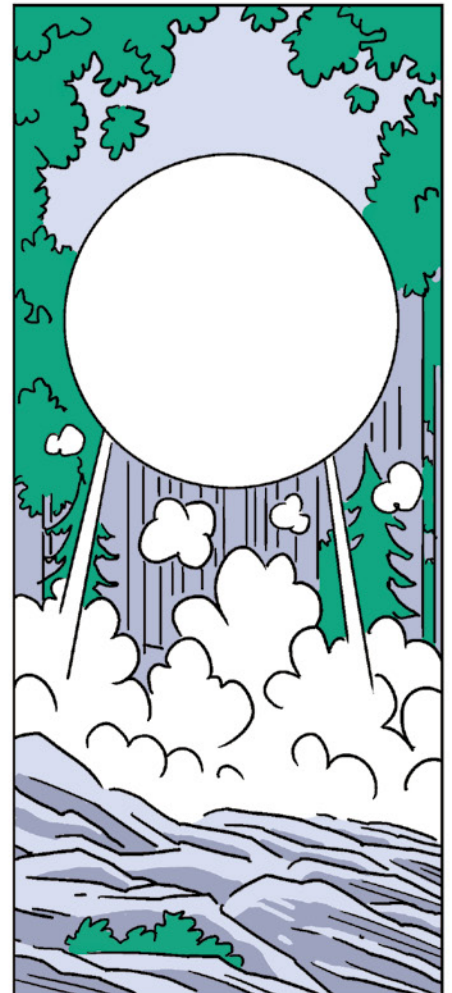
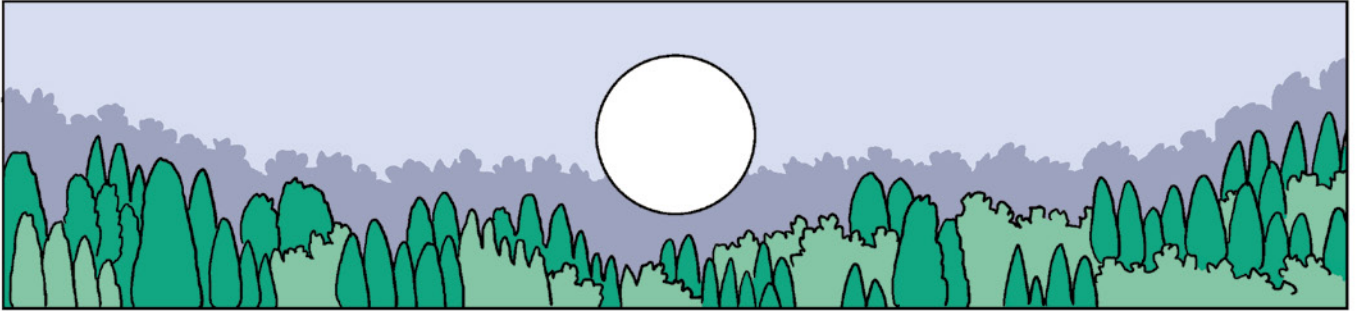
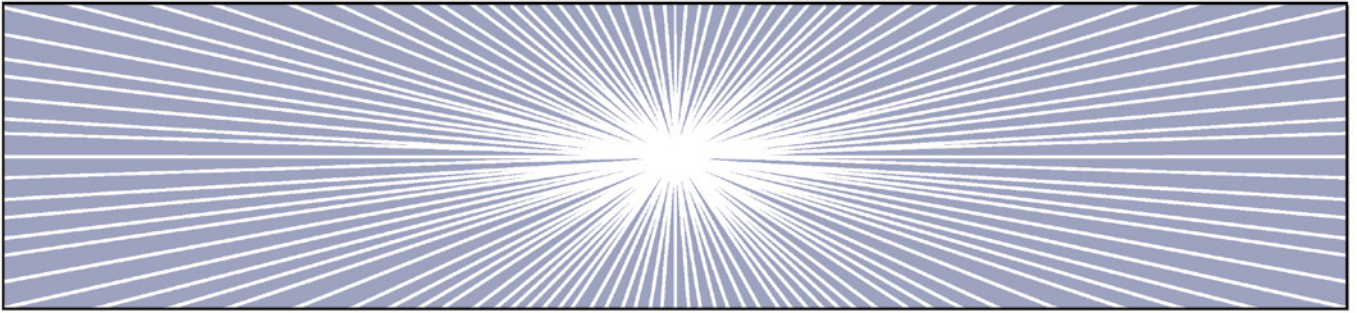


WE FINNS HAVE ALWAYS LIVED WITH OUR HARSH LAND, OUR ENDLESS FORESTS, OUR THOUSAND LAKES... IT'S WHAT WE KNOW AND LOVE.



IT MAY SOMETIMES SEEM DESOLATE AND DARK TO OTHERS...



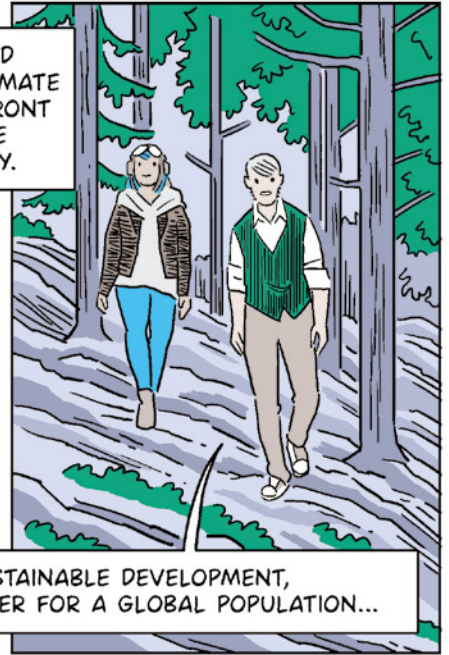




THE EARLY 21ST CENTURY WAS A GOOD TIME FOR FINLAND...



FINNS, WHO'D GROWN ACCUSTOMED TO CLEAN NATURE AND HARSH CLIMATE CONDITIONS, WERE AT THE FOREFRONT OF DEVELOPING SOLUTIONS TO THE CHALLENGES OF THE NEW CENTURY.



CLEANTECH, SUSTAINABLE DEVELOPMENT, DRINKABLE WATER FOR A GLOBAL POPULATION...



FINLAND IS A COUNTRY WITH MANY TREES AND LAKES BUT FEW PEOPLE.



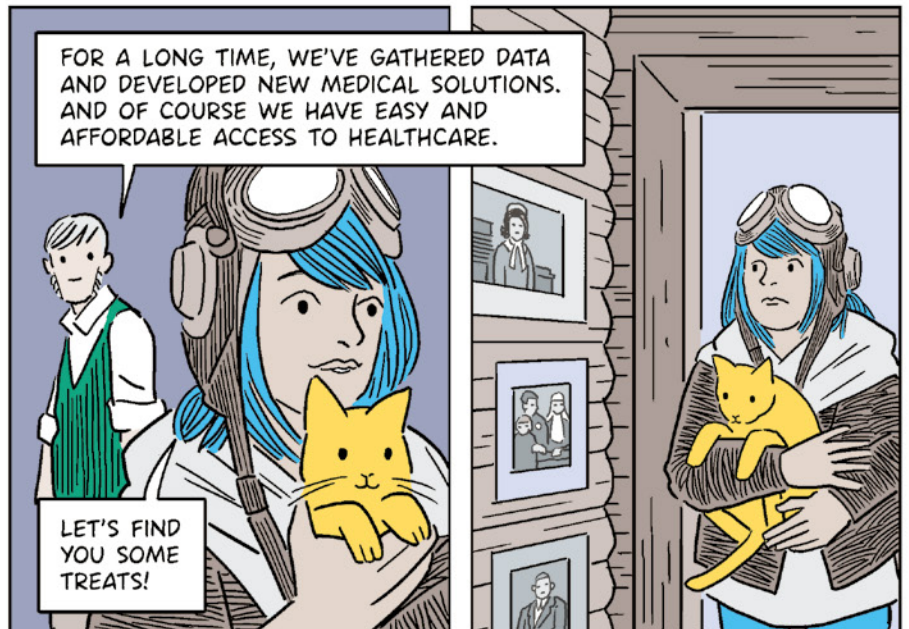
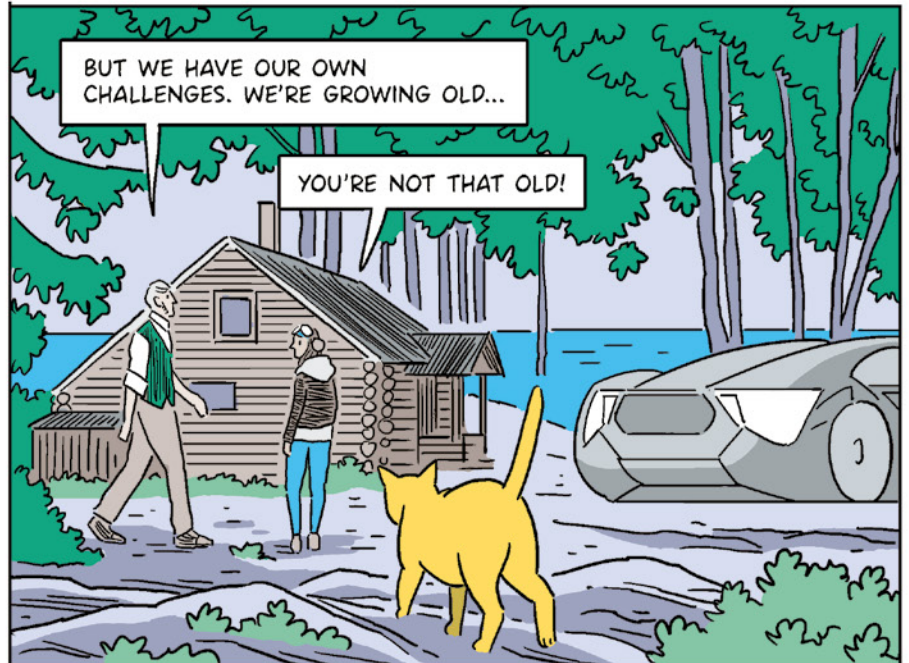
EVERYONE CAN ENJOY NATURE IN FINLAND. "JOKAMIEHENOIKEUS", OR EVERYMAN'S RIGHTS, GUARANTEE IT.

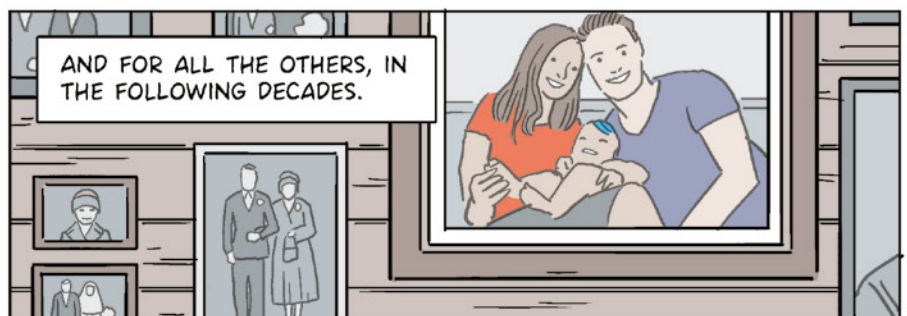
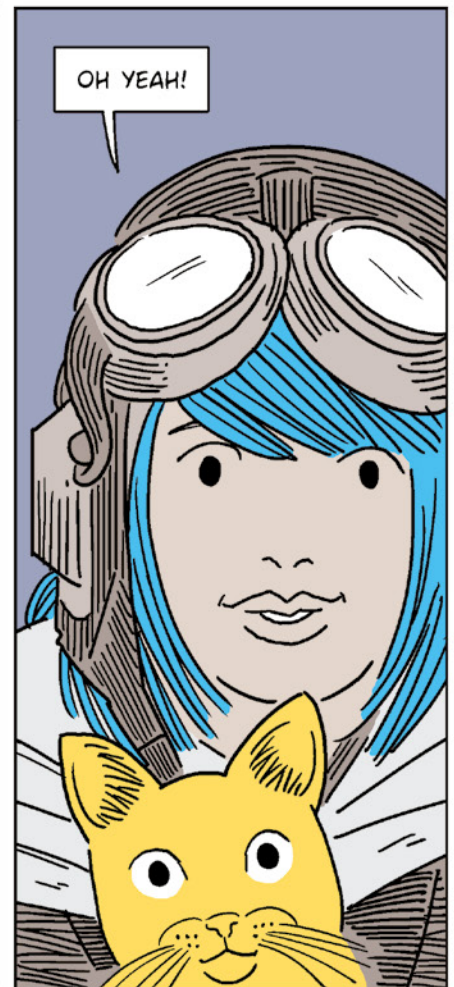


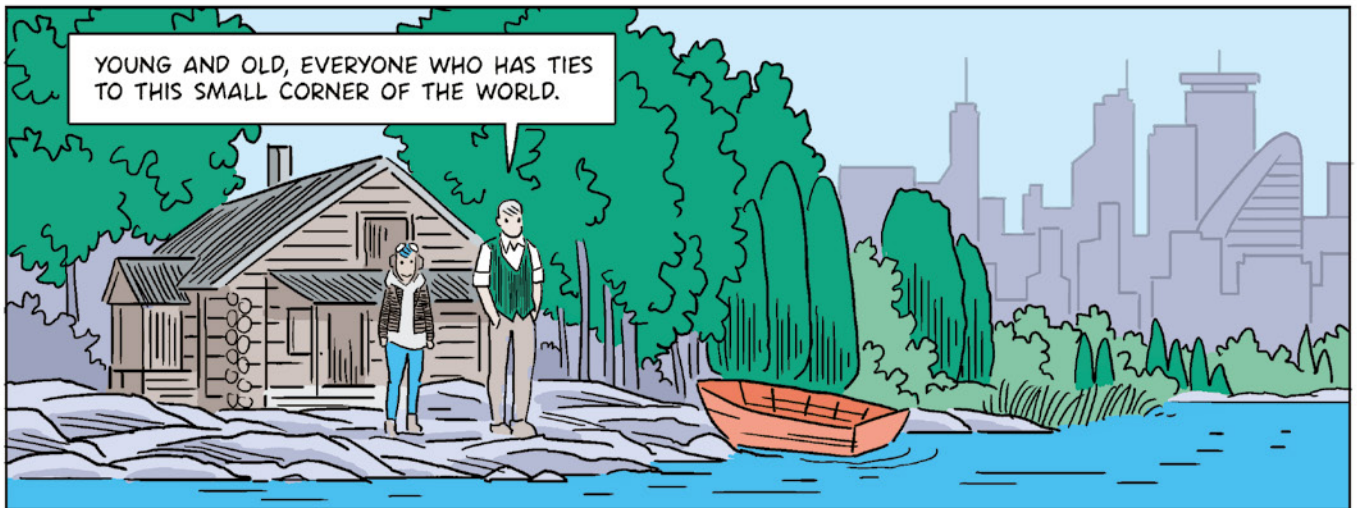
I'M ENJOYING THESE BLUEBERRIES!

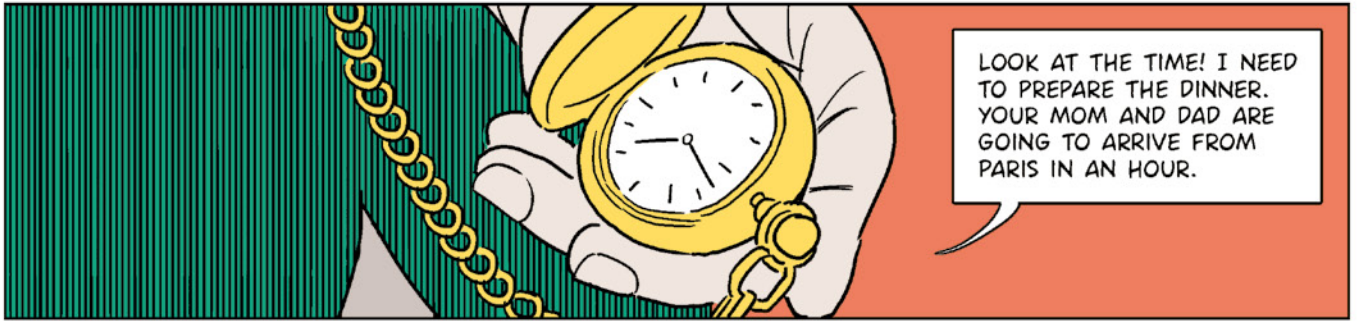


OUR EXPERIENCE WITH HIGH TECH APPLICATIONS COMBINED WITH THE INSTINCTIVE RESPECT FOR NATURE THAT ALL FINNS HAVE FROM BIRTH HELPED US HELP THE WORLD.











Château de la Muette, Paris, 23 July 1968

Finland signs the Memorandum of Understanding with the OECD

Left to right:

Tankmar Horn, Under Secretary of State for Foreign Affairs, Finland
Thorkil Kristensen, OECD Secretary General

Finland became a full member of the OECD on 28 January 1969

THE STORY OF FINLAND

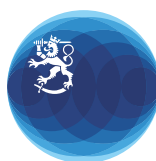
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Written and illustrated by Mika Lietzén

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Ulkoministeriö
Utrikesministeriet



Ministry for Foreign
Affairs of Finland