

# Country image speaking points: Finland as a climate actor

## Background:

Climate is a Finland Promotion Board priority theme and the Government's International Growth and Export Program sets an objective to raise Finland's climate profile internationally.

Finland's goal to be climate neutral by 2035 and our climate solutions raise international interest. Finland has unique solutions and know how to offer. These speaking points **help you to tell the story of Finland as a climate actor from the country image point of view.**

## Delineation:

Introducing Finland as a climate actor with ambitious objectives and the practical solutions to achieve them. Emphasizing Finland's way of doing things together and in an inclusive manner.

## Key messages:

- **Finland is a solution-oriented and inclusive climate actor.** Finland has a long history as a solution-oriented country, where great challenges have been solved by working together. One of the proofs of concept is our development from one of the poorest nations in Europe to one of the most developed in the world in under 100 years – and our swift and practical climate action will be another.
- Finnish environmental legislation has a strong research underpinning and we believe in collaborating across sectoral and disciplinary boundaries. **In Finland, scientific task groups support the drafting of legislation as well as national strategies.**
- **In Finland, every government must set long-term objectives and track their results.** This creates continuity in climate work. Finland was the first country to establish a carbon tax (in 1990).
- **Finland's climate goals are among the most ambitious globally, and everyone takes part in fulfilling them.** Our goal is to be climate neutral in 2035 and the first fossil free welfare society.
  - Our civil society is very active in climate action with many organisations involved
  - Municipalities and regions set their own climate goals. Half of Finns live in a municipality aiming to be carbon neutral by 2030
  - Climate education is part of the curriculum at all levels of education
  - Businesses and industries develop their action sustainably with road maps
- **Finnish people support Finland's objectives and action widely.** Four in five people in Finland think that we need urgent action to mitigate climate change.
- **Finnish people have a strong nature relationship and want to participate.** Finland is the most forested country in Europe and the every person's right ensures that everyone has equal access to nature.
- **Finland is a front-runner in technology and social innovation, and our society supports this.** We believe that technological and social innovations are the key to solving the climate crisis.
- Finland offers world-class solutions in circular economy, meteorology, energy efficiency among others. **We want to co-create and scale up our solutions together with others globally.**