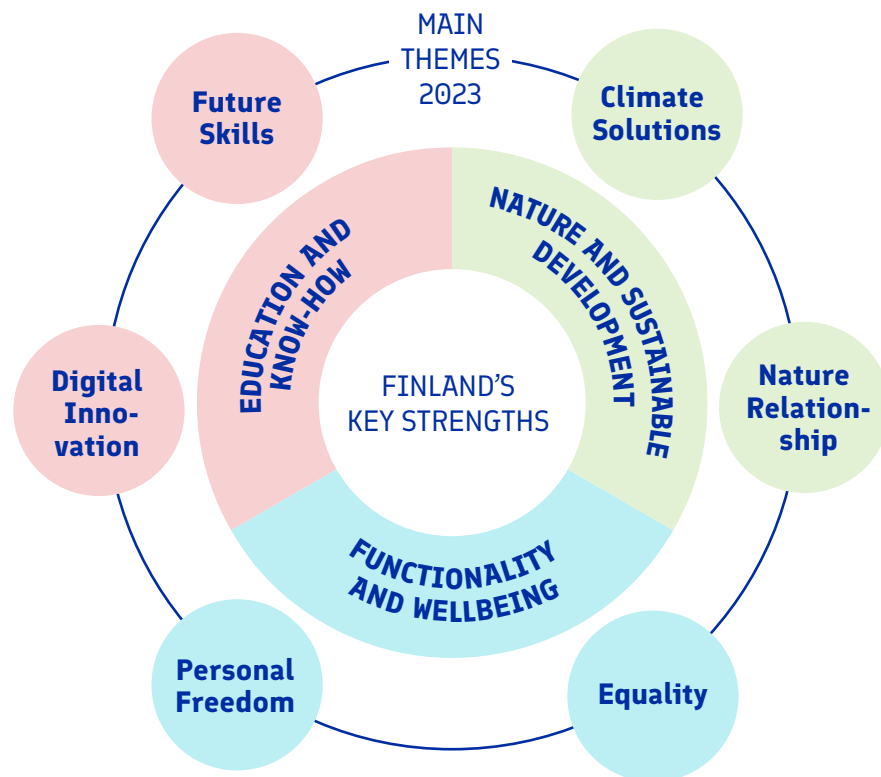


# 2023

## FINLAND PROMOTION BOARD CALENDAR

### Finland's Values and Identity

Reliable      Quirky      Problem-solving      Equal      Inclusive



### Key Elements from Finland's Country Branding Strategy

Finland is known for embracing demanding challenges; when the situation looks impossible, we take action. In Finland, everyday life is the best in the world. Finland is an open, caring, innovative and well-functioning society, where competitiveness is built on high proficiency, sustainable development, and collaboration. Finland engages in international dialogue and seeks solutions through cooperation.

### Highlights: The Infrastructure of Happiness

Finland is built on trust. This makes us resilient, and is a foundation for happiness. Since 2018, the World Happiness Report has ranked Finland the happiest country in the world. What is Finland's secret? It's the country's infrastructure of happiness. Finnish society is built to allow happiness to thrive. People in Finland have the **personal freedom** to make decisions, to learn and grow, in surroundings that are safe and secure. For recreation, there is an abundance of unspoiled nature to discover.

At the heart of Finnish happiness is **equality**, which forms the key to a happy, well-functioning society. Everyone in Finland is free to fulfil their potential. Of course, there is more to the country than good governance and equal opportunity – Finland and its culture are also people, cities, dance, architecture and cuisine, not to mention more than three million saunas.

From **digital innovation** to **future skills** in education, culture, research and business, Finnish people are always looking for new ways to add to quality of life. To ensure future happiness, sustainable development is a necessary priority. Finland has focused its resources and expertise on producing **climate solutions** to help move the world in a better direction. The country's long-standing experience in sustainability stems from a strong **nature relationship**. Finland is a strong advocate of democracy, good governance, human rights, equality, and sustainability. Finland contributes to the world and is eager to share its solutions with others to tackle common challenges. Change may seem inconceivable, but only until we act.

### Your tools



[toolbox.finland.fi](https://toolbox.finland.fi)



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**FINLAND**

[finland.fi](https://finland.fi)

# Finland Promotion Board Calendar 2023

## JANUARY

### INTERNATIONAL

- 15.-20. Davos Dialogues, The World Economic Forum
- 24. International Day of Education

### FINLAND

- 27.-28. Educa Fair of Teaching and Education
- 31.1.-5.2. Helsinki Documentary Film Festival

 Space Innovations

## FEBRUARY

### INTERNATIONAL

- 6. Sámi National Day
- 11. International Day of Women and Girls in Science
- 11. European 112 Day
- 21. International Mother Language Day

### FINLAND

- 3. Alvar and Aino Aalto day, Day of Finnish Architecture and Design
- 5. Runeberg Day
- 28. Kalevala Day, Finnish Culture Day

 Freedom at Work

## MARCH

### INTERNATIONAL

- 3. World Wildlife Day
- 8. International Women's Day
- 20. International Day of Happiness
- 21. International Day of Forests
- 22. World Water Day
- 23. Nordic Day/Nordens Dag

### FINLAND

- 8.-12. Tampere Film Festival
- 12.-26. Oulu Music Festival
- 13.-15. Gastro Helsinki
- 19. Minna Canth's Day, Day of Equality

 Active Citizens

## APRIL

### INTERNATIONAL

- 7. World Health Day
- 18. World Heritage Day/International Day for Monuments and Sites
- 22. Earth Day

### FINLAND

- 2. Parliamentary Elections
- 9. Mikael Agricola Day, Finnish Language Day

 Finland in Film

## MAY

### INTERNATIONAL

- 3. World Press Freedom Day
- 9. Europe Day
- 15. International Day of Families
- 17. International Day Against Homophobia, Transphobia and Biphobia
- The Eurovision Song Contest, United Kingdom

### FINLAND

- 1. Vappu, the Day of Finnish Labour
- 14. Mothers Day in Finland
- The 13th International Jean Sibelius Violin Competition

 Lessons on Food

## JUNE

### INTERNATIONAL

- 5. World Environment Day
- 8. World Oceans Day
- 18. Sustainable Gastronomy Day
- 20. World Refugee Day

### FINLAND


- 14.-18. Midnight Sun Film Festival, Sodankylä
- 14.-20. Kuopio Dance Festival
- 24. Midsummer Day, Day of the Finnish Flag

 Quirky Culture

## JULY

### FINLAND

- 10-15. Helsinki Cup Football Tournament
- 10.-14. SuomiAreena Public Debate Forum, Pori
- 26.-29. Maritime Festival, Kotka
- Bättre Folk Festival, Hailuoto
- Pori Jazz Festival

 National Parks for All

## AUGUST

### INTERNATIONAL

- 9. International Day of the World's Indigenous Peoples
- 12. International Youth Day

### FINLAND

- 7.-13. Tampere Theatre Festival
- 9. Tove Jansson and Finnish Art Day
- 28. Finnish Nature Day
- Night of the Arts, Helsinki
- Helsinki Festival

 Media Education

## SEPTEMBER

### INTERNATIONAL

- 8. International Literacy Day
- 12.-30. UN General Assembly, New York
- 15. International Day of Democracy
- 21. International Day of Peace
- 26. European Day of Languages

### FINLAND

- 4. National Finnish Food Day
- Helsinki Design Week
- Nordic Business Forum, Helsinki
- Helsinki International Film Festival, Love & Anarchy

 A Child's Perspective

## OCTOBER

### INTERNATIONAL

- 5. World Teacher's Day
- 16. World Food Day
- 24. United Nations Day
- World Circular Economy Forum

### FINLAND

- Sibelius Festival, Lahti
- VocalEspoo International Festival of Vocal Music
- Helsinki Book Fair and Wine and Food Fair, Helsinki

 Safety Nets

## NOVEMBER

### INTERNATIONAL

- 16. International Day for Tolerance
- 20. Children's Day

### FINLAND

- 6. Finnish Swedish Heritage Day
- Slush, Helsinki
- Helsinki Education Week

 ABCs of ICT

## DECEMBER

### INTERNATIONAL




- 3. International Day of Persons with Disabilities
- 9. International Anti-Corruption Day
- 10. Human Rights Day

### FINLAND

- 6. Independence Day of Finland
- 8. Jean Sibelius Day, Day of Finnish Music
- 24. Santa Claus embarks on his annual journey from his home in Finnish Lapland

 Advent Calendar

## Main themes 2023

-  Nature and Sustainable Development
-  Functionality and Wellbeing
-  Education and Know-how

 ThisisFINLAND social media campaign

The up-to-date version of this calendar is available as a web page in Finland Toolbox.