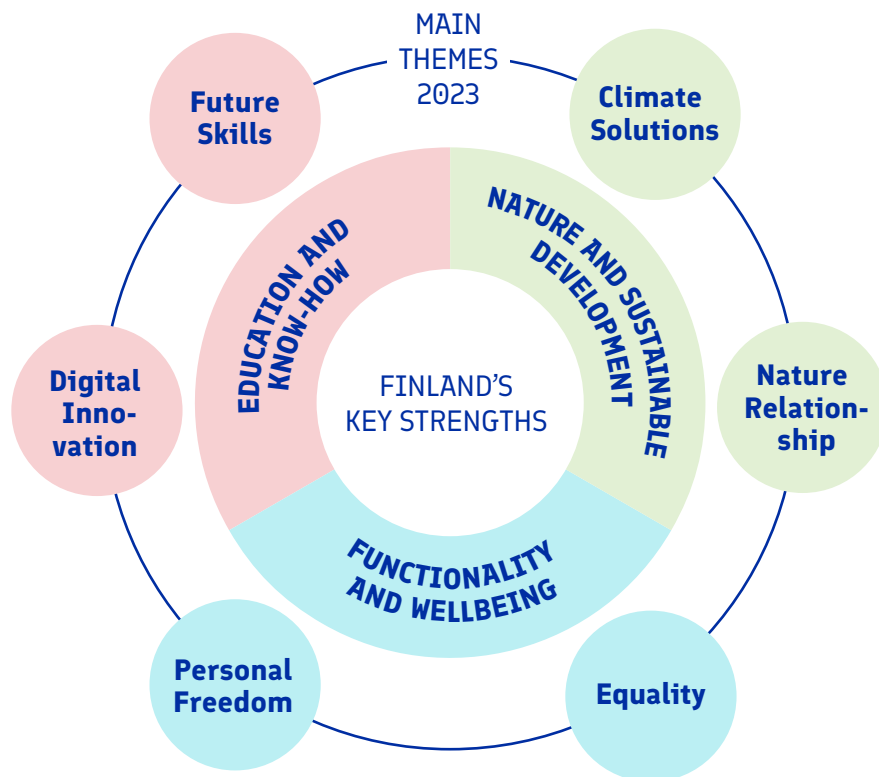


2023

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



this is **FINLAND**

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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

12.6.-17.9 Helsinki Biennial
14.-18. Midnight Sun Film Festival, Sodankylä
14.-20. Kuopio Dance Festival
24. Midsummer Day, Day of the Finnish Flag
27.-30. SuomiAreena Public Debate Forum, Pori

 Quirky Culture

JULY

FINLAND

10-15. Helsinki Cup Football Tournament
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.