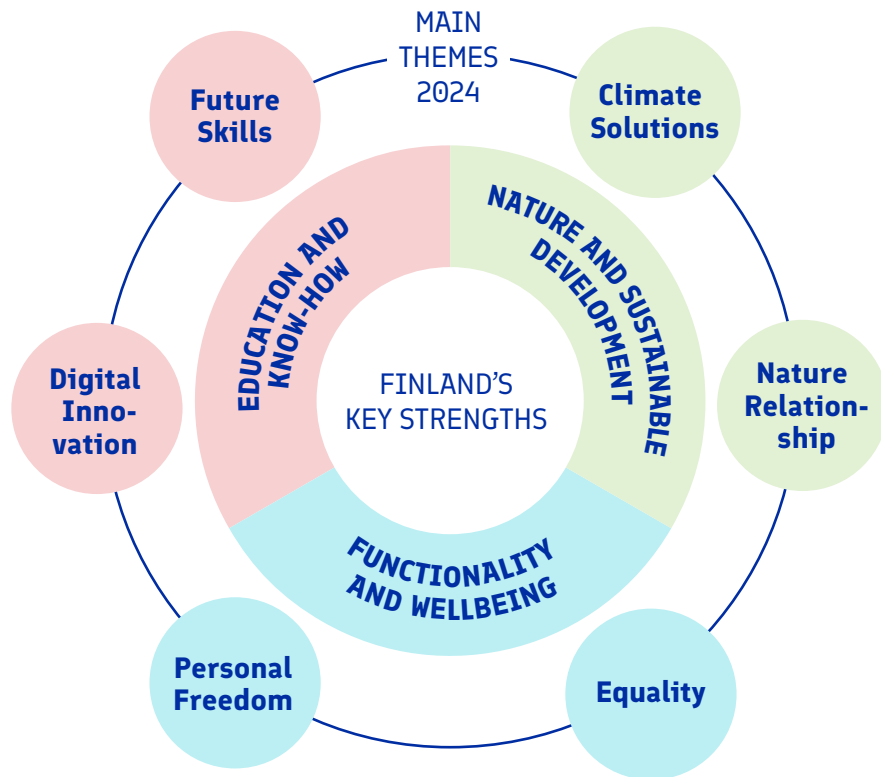


2024 FINLAND PROMOTION BOARD CALENDAR

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

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 constructed 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. Finland is built on trust. This makes us resilient – and happy.

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, festivals, art, dance, architecture and cuisine, not to mention more than three million saunas. And around it all, there is an abundance of easily accessible, unspoiled nature to discover.

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.

From social innovations to sustainable action, Finland is eager to share its solutions with others to tackle common challenges.

Your tools



toolbox.finland.fi



this is **FINLAND**

finland.fi

Finland Promotion Board Calendar 2024

JANUARY

INTERNATIONAL

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

FINLAND

- 3.-7. Lux Helsinki
- 19.-21. Nordic Travel Fair
- 26.-27. Educa Fair of Teaching and Education
- 28. The Finnish presidential election, first round
- 30.1.-4.2. Helsinki Documentary Film Festival

 TRANSFORMING TECHNOLOGIES

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
- 11. The Finnish presidential election, (possible) second round
- 28. Kalevala Day, Finnish Culture

 OUR HIDDEN HEROES

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

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

 WILDLIFE IN FINLAND

APRIL

INTERNATIONAL

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

FINLAND

- 9. Mikael Agricola Day, Finnish Language Day

 SKILLS FOR WELLBEING

MAY

INTERNATIONAL

- 3. World Press Freedom Day
- 9. Europe Day
- 7.-11. Eurovision Song Contest, Malmö, Sweden
- 15. International Day of Families
- 17. International Day Against Homophobia, Transphobia and Biphobia

TBA The World Circular Economy Forum

FINLAND

- 1. Vappu, the Day of Finnish Labour
- 12. Mothers Day in Finland

 A PLACE FOR EVERYONE

JUNE

INTERNATIONAL

- 5. World Environment Day
- 6.-9. European Elections
- 8. World Oceans Day
- 18. Sustainable Gastronomy Day
- 20. World Refugee Day

FINLAND

- 6.-7. Arctic15 startup event
- 12.-16. Midnight Sun Film Festival, Sodankylä
- 12.-18. Kuopio Dance Festival
- 22. Midsummer Day, Day of the Finnish Flag
- 25.-28. SuomiAreena Public Debate Forum, Pori
- 29. Helsinki Pride

 SUMMER SUSTAINABILITY

JULY

INTERNATIONAL

- 26.7-11.8. Paris 2024 Olympics, France

FINLAND

- 12.-20. Pori Jazz Festival
- 8.-13. Helsinki Cup Football Tournament
- 24.-27. Maritime Festival, Kotka
- TBA** Bättre Folk Festival, Hailuoto

 CULTURE CONNECTIONS

AUGUST

INTERNATIONAL

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

FINLAND

- 5.-11. Tampere Theatre Festival
- 9. Tove Jansson and Finnish Art Day
- 9.-11. Flow Festival
- 30.-31. Finland-Sweden Athletics International
- 31. Finnish Nature Day
- TBA** Night of the Arts, Helsinki
- TBA** Helsinki Festival

 FOND OF FORESTS

SEPTEMBER

INTERNATIONAL

- 8. International Literacy Day
- 10.-24. 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
- TBA** Helsinki Design Week
- TBA** Helsinki International Film Festival, Love & Anarchy
- TBA** Nordic Business Forum, Helsinki

 BACK TO WORK

OCTOBER

INTERNATIONAL

- 5. World Teacher's Day
- 11. International Day of the Girl Child
- 16. World Food Day
- 24. United Nations Day

FINLAND

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

 LIFELONG LEARNERS

NOVEMBER

INTERNATIONAL

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

FINLAND

- 6. Finnish Swedish Heritage Day
- TBA** Helsinki Education Week
- 1.-30. Slush startup event

 CITIES IN ACTION

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 2024

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

 ThisisFINLAND monthly theme

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