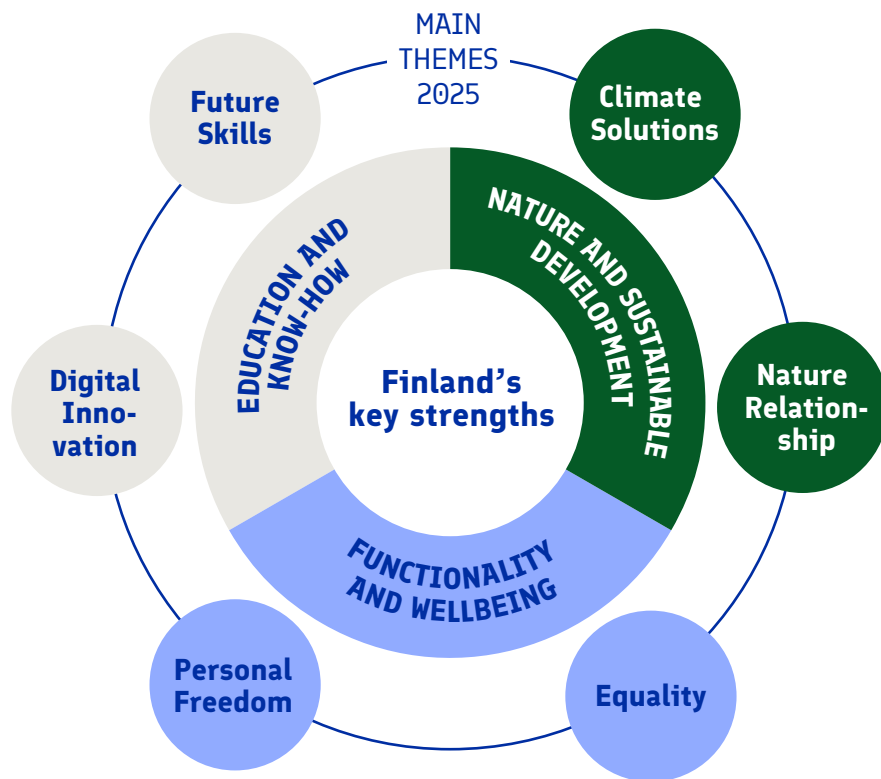


2025 FINLAND PROMOTION BOARD THEME CALENDAR

Finland's values and identity

Reliable Quirky Problem-solving Equal Inclusive



Highlights from Finland's story

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. Equality and trust are the keys to a well-functioning society, where people work together to achieve common goals. Social innovations, such as free school meals, build equality.

People in Finland feel a strong connection to nature, and nature has always formed the basis of the Finnish way of life – environmental education starts in daycare. Spending time outdoors, in all seasons, is vital for recharging your batteries. Finland's rise to prosperity has been based on expertise in the sustainable use of renewable natural resources. Finland offers solutions for a sustainable society.

The education system in Finland prepares students by providing them with future skills. Teaching media literacy, for example, helps people make informed decisions and take an active role in society. Quality education also fosters innovation. Finland is the most digitalised country in Europe, and digital innovation makes everyday life smoother for Finnish people.

Finland is home to the happiest people in the world – and to more than three million saunas, as well as globally renowned orchestra conductors; sumptuous cuisine made with local ingredients; a fantastic variety of music festivals; trailblazing startup companies; record-breaking sportspeople and much more!

Your tools



toolbox.finland.fi



this is **FINLAND**

finland.fi

Finland Promotion Board Theme Calendar 2025

JANUARY

INTERNATIONAL

20.–24.1. World Economic Forum (WEF)
24.1. International Day of Education

FINLAND

TBA Lux Helsinki
17.–19.1. Nordic Travel Fair
25.1. Educa Fair of Teaching and Education
 Moomins 80 years

UNI LIFE IN FINLAND

Main themes 2025

- Nature and Sustainable Development
- Functionality and Wellbeing
- Education and Know-how
- ThisisFINLAND monthly theme

JULY

INTERNATIONAL

15.7. World Youth Skills Day
17.7. World Emoji Day
30.7. International Day of Friendship

FINLAND

TBA Pori Jazz Festival
7.–12.7. Helsinki Cup Football Tournament
7.–12.7. World Orienteering Championship (WOC), Kuopio
TBA Maritime Festival, Kotka
TBA Bättre Folk Festival, Hailuoto
TBA World Sauna Forum, Jyväskylä

FINNS' FAVOURITE HOBBIES

FEBRUARY

INTERNATIONAL

6.2. Sámi National Day
11.2. International Day of Women and Girls in Science
11.2. European 112 Day
21.2. International Mother Language Day

FINLAND

3.2. Alvar and Aino Aalto day, Day of Finnish Architecture and Design
4.–9.2. Helsinki Documentary Film Festival (DocPoint)
5.2. Runeberg Day
14.2. Ystävänäpäivä – Finnish Valentine's Day
28.2. Kalevala Day, Finnish Culture

DIGITAL FINNOVATIONS

AUGUST

INTERNATIONAL

9.8. International Day of the World's Indigenous Peoples
12.8. International Youth Day
19.8. World Humanitarian Day

FINLAND

TBA Tampere Theatre Festival
8.–10.8. World Dog Show, Helsinki
9.8. Tove Jansson and Finnish Art Day
TBA Flow Festival
TBA Finland-Sweden Athletics International
30.8. Finnish Nature Day
TBA Night of the Arts, Helsinki
TBA Helsinki Festival
TBA Air Guitar World Championships, Oulu

FINLAND FOR FOODIES

MARCH

INTERNATIONAL

3.3. World Wildlife Day
8.3. International Women's Day
20.3. International Day of Happiness
21.3. International Day of Forests
22.3. World Water Day
23.3. Nordic Day/Nordens Dag

FINLAND

5.–9.3. Tampere Film Festival
11.–23.3. Oulu Music Festival (35th year anniversary)
19.3. Minna Canth's Day, Day of Equality

CORNERSTONES OF HAPPINESS

SEPTEMBER

INTERNATIONAL

8.9. International Literacy Day
9.–23.9. UN General Assembly, New York
15.9. International Day of Democracy
21.9. International Day of Peace
23.9. International Day of Sign Language
26.9. European Day of Languages

FINLAND

4.9. National Finnish Food Day
27.08.–03.09. FIBA EuroBasket
TBA Helsinki Design Week (20th anniversary)
TBA Helsinki International Film Festival, Love & Anarchy
TBA Nordic Business Forum, Helsinki

ALL-WEATHER FASHION

APRIL

INTERNATIONAL

7.4. World Health Day
15.4. World Art Day
18.4. World Heritage Day/International Day for Monuments and Sites
22.4. Earth Day
28.4. World Day for Safety and Health at Work

FINLAND

9.4. Mikael Agricola Day, Finnish Language Day

LET'S LEARN FINNISH

OCTOBER

INTERNATIONAL

5.10. World Teacher's Day
11.10. International Day of the Girl Child
16.10. World Food Day
24.10. United Nations Day

FINLAND

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

FINLAND GETS COZY

MAY

INTERNATIONAL

3.5. World Press Freedom Day
9.5. Europe Day
TBA Eurovision Song Contest, Switzerland
13.–14.5. The World Circular Economy Forum
15.5. International Day of Families
17.5. International Day Against Homophobia, Transphobia and Biphobia
30.5. International Day of Potato

FINLAND

1.5. Vappu, the Day of Finnish Labour
9–11.5. Comic Con Finland – "Nordics' largest event for popculture"
11.5. Mother's Day in Finland
24.–25.5. World Village Festival, Helsinki

GO TEAM FINLAND

NOVEMBER

INTERNATIONAL

16.11. International Day for Tolerance
20.11. Children's Day

FINLAND

6.11. Finnish Swedish Heritage Day
TBA Helsinki Education Week
TBA Slush startup event

START UP IN FINLAND

JUNE

INTERNATIONAL

1.6. Global Day of Parents
5.6. World Environment Day
8.6. World Oceans Day
18.6. Sustainable Gastronomy Day
20.6. World Refugee Day
21.6. International Day of the Celebration of the Solstice

FINLAND

4.–5.6. Arctic15 startup event
6.–14.6. Kuopio Dance Festival
11.–15.6. Midnight Sun Film Festival, Sodankylä
21.6. Midsummer Day, Day of the Finnish Flag
TBA SuomiAreena Public Debate Forum, Pori
TBA Helsinki Pride Helsinki Biennial

BUILDING FINLAND

DECEMBER

INTERNATIONAL

3.12. International Day of Persons with Disabilities
5.12. International Volunteer Day
9.12. International Anti-Corruption Day
10.12. Human Rights Day

FINLAND

6.12. Independence Day of Finland
8.12. Jean Sibelius Day, Day of Finnish Music
23.12. Santa Claus embarks on his annual journey from his home in Finnish Lapland

CHRISTMAS TRADITIONS

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