



SUOMI
FINLAND

10 REASONS BEHIND FINLAND'S HAPPINESS

Photo: Aleksi Poutanen, Helsinki Partners, 2021

Finland is

the happiest country in
the world.



Finland has ranked at the
top of the World Happiness
Report since 2018.

Source: World Happiness Report

Photo: Svante Gullichsen, Helsinki Partners, 2024



In Finland,

happiness doesn't just happen.

Finnish happiness reflects the strong social systems and culture of well-being that has been built over the past 100 years.

Photo: Karoliina Bärlund, Helsinki Partners, 2001



We call it an
**infrastructure
of happiness.**

But what is it about Finnish society and way of life that supports personal happiness?





Why is Finland so happy?

Photo: Julia Kivelä, Visit Finland, 2017

1. Trust as foundation

Trust is a cornerstone of Finnish society and plays a vital role in fostering happiness. In Finland, trust extends beyond personal relationships to include public institutions, governance, and even strangers.

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2. Good governance

Finnish happiness rests on good governance and a political system that is transparent, accountable, and a committed to the rule of law.

Photo: Ida Laukkanen, Boksi, 2021



3. Framework of support

Finland offers a societal framework that combines stability and safety nets, creating an environment where individuals can make life choices without fear of failure.

Photo: Julia Kivelä, Helsinki Partners, 2024



4. Shared responsibility

Finns' strong sense of shared responsibility, with over 90% considering paying taxes an important civic duty, strengthens social cohesion and promotes a fair and just society, central to happiness.



5. Participation and dialogue

The Finnish system encourages active participation and open dialogue between the public and authorities, fostering inclusion and empowerment.

The protection of freedom of expression allows Finns to share their views freely, promoting transparency and a thriving democracy that supports happiness.



6. Equality and social justice

Finland's commitment to equality, including gender equality and strong protections for minorities, fosters a socially inclusive environment that contributes to overall happiness.

Photo: Julia Kivelä, Helsinki Partners, 2023



7. Education and information

Finland's world-class education system ensures equal access to high-quality learning, empowering individuals to succeed. Combined with strong press freedom and a focus on media literacy, which enables citizens to navigate information critically, these pillars create an informed and engaged society.



8. Connection to nature

In Finland, the bond between people and nature is an essential part of daily life and well-being. The Finns' immersion in nature promotes calmness, reduces stress, and fosters a sense of contentment. Finland's accessibility to nature, combined with the cultural value placed on it, serves as a vital source of happiness.



9. Simplicity and sauna

Finnish culture is deeply rooted in an appreciation for simplicity, functionality, and the importance of life's small moments. At the heart of this is the sauna, a space where Finns unwind, disconnect from daily pressures, and reconnect with themselves and others in a meaningful way.



10. Balance in life

Finnish society is built to support a balanced life, where personal well-being is prioritized alongside professional commitments. The systems in place, from work policies to social structures, create an environment where individuals can harmonize their responsibilities, fostering a lifestyle that promotes both productivity and personal fulfillment.



A person wearing a backpack and a hat is walking a small dog on a wooden boardwalk that winds through a vast field of tall, golden-brown grass. The scene is captured during the golden hour of sunset, with a warm, orange glow over the landscape. In the background, a line of trees is visible against a clear sky. The overall mood is peaceful and serene.

In a well-functioning, safe, fair, and ‘error-friendly’ society, people can worry less and focus more on living their lives, enjoying the freedom to be happy.

Photo: Mika Huisman, 2018



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Making happiness happen.