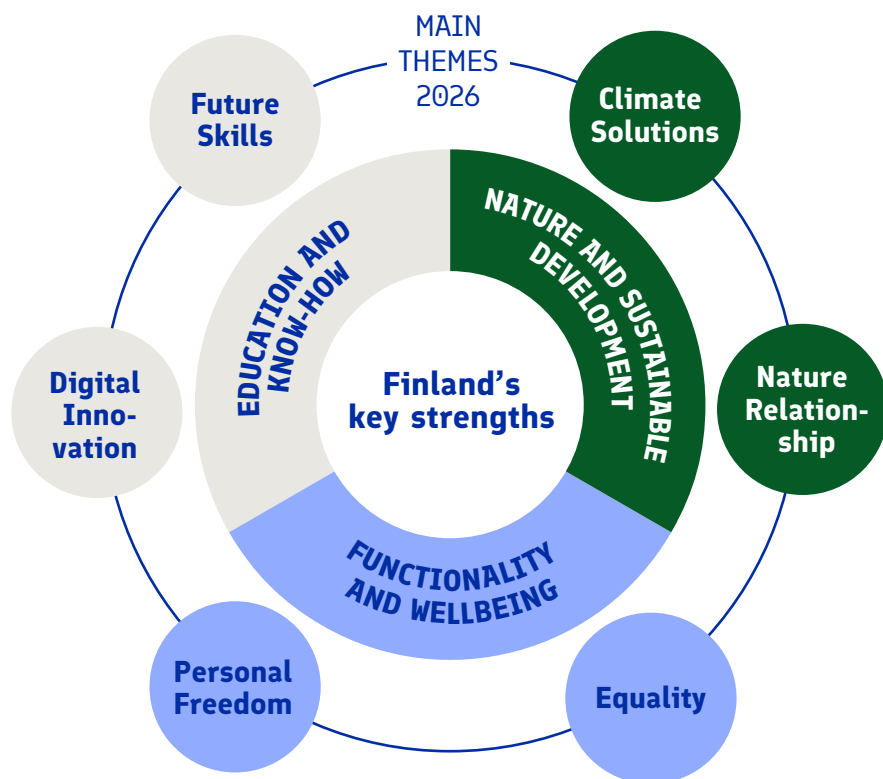


2026

FINLAND PROMOTION BOARD THEME CALENDAR

Finland's values and identity

Reliable Quirky Problem-solving Equal Inclusive



Highlights from Finland's story

Finland is home to the happiest people in the world. They are supported to live meaningful lives in a stable society, where collaboration and social innovation create long-term wellbeing.

Nature is a daily presence. It supports wellbeing, inspires creativity, and drives sustainable innovation. Finland is always looking for partners to help build a more sustainable world.

Learning in Finland is lifelong and future-oriented. Media literacy, critical thinking, and digital skills equip people to participate fully in society. As one of the most advanced digital nations, Finland ensures that technology serves people – not the other way around.

Finland is known for its quality of life, nature, and creativity. Our culture has lots to offer, too. From saunas to science, forests to festivals, and cuisine to cutting-edge startups, Finland blends tradition with bold new ideas.

Your tools



toolbox.finland.fi



this is
FINLAND

finland.fi

Finland Promotion Board Theme Calendar 2026

JANUARY

 FINLAND'S SOUNDTRACK

INTERNATIONAL

19.–23.1. World Economic Forum
24.1. International Day of Education
26.1. International Day of Clean Energy

NATIONAL

Oulu2026 European Capital of Culture
6.–11.1. Lux Helsinki
16.–18.1. Nordic Travel Fair
23.–24.1. Educa Fair of Teaching and Education

Main themes 2026

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

JULY

 URBAN GREEN

INTERNATIONAL

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

NATIONAL

TBC Pori Jazz Festival
TBC Seinäjoki Tango Festival
TBC Helsinki Cup Football Tournament
TBC Maritime Festival, Kotka
TBC Bättre Folk Festival, Hailuoto
TBC World Sauna Forum, Jyväskylä

FEBRUARY

 SCIENCE OF SUOMI

INTERNATIONAL

2.2. World Wetlands Day
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

NATIONAL

3.2. Alvar and Aino Aalto day, Day of Finnish Architecture and Design
3.–8.2. Helsinki Documentary Film Festival (DocPoint)
5.2. Runeberg Day
14.2. Ystävänäpäivä – Finnish Valentine's Day
25.2.–1.3. Helsinki International Horse Show (World Cup Final)
28.2. Kalevala Day, Finnish Culture Day

AUGUST

 SHAPES OF SAUNA

INTERNATIONAL

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

NATIONAL

TBC Tampere Theatre Festival
9.8. Tove Jansson and Finnish Art Day
TBC Flow Festival, Helsinki
TBC Finland-Sweden Athletics International
27.–29.8. Sibelius Festival, Lahti
29.8. Finnish Nature Day
TBC Night of the Arts
TBC Helsinki Festival

MARCH

 NATURE IN ACTION

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

NATIONAL

TBC PoroCup Reindeer Competition
TBC Tornio Ice Fishing Competition
4.–8.3. Tampere Film Festival
TBC Oulu Music Festival
19.3. Minna Canth's Day, Day of Equality, Day of Library

SEPTEMBER

 OUTDOOR CLASSROOM

INTERNATIONAL

8.9. International Literacy Day
8.–22.9. UN General Assembly
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
27.9. World Rivers Day

NATIONAL

4.9. National Finnish Food Day
6.9. Finnish Horse Day
9.9. YLE 100 years old
TBC Helsinki Design Week
TBC Helsinki International Film Festival, Love & Anarchy
TBC Nordic Business Forum, Helsinki

APRIL

 SUSTAINABLE FASHION

INTERNATIONAL

7.4. World Health Day
8.4. International Romani Day
15.4. World Art Day
18.4. World Heritage Day/International Day for Monuments and Sites
21.4. World Creativity and Innovation Day
22.4. Earth Day

NATIONAL

9.4. Mikael Agricola Day, Finnish Language Day
24.4. Dog Day
17.–19.4. Helsinki Coffee Festival (Northern Europe's largest)

OCTOBER

 DESIGN FOR HAPPINESS

INTERNATIONAL

4.10. World Animal Day
5.10. World Teacher's Day
11.10. International Day of the Girl Child
16.10. World Food Day
20.10. Landscape Day
24.10. United Nations Day
31.10. World Cities Day

NATIONAL

1.10. Heijastinpäivä – Reflector Day
18.10. Satupäivä – Story Day
TBC Helsinki Book Fair
TBC Wine and Food Fair, Helsinki
TBC Licorice and Salmiakki Festival, Helsinki

MAY

 TRADITION OF LEARNING

INTERNATIONAL

3.5. World Press Freedom Day
9.5. Europe Day
9.5. World Migratory Bird Day
TBC Eurovision Song Contest, Austria
15.5. International Day of Families
17.5. International Day Against Homophobia, Transphobia and Biphobia
30.5. International Day of Potato

NATIONAL

1.5. Vappu, the Day of Finnish Labour
10.5. Mother's Day in Finland
TBC World Village Festival, Helsinki

JUNE

 FINNISH BOOKS AND FILMS

INTERNATIONAL

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

NATIONAL

13.6. Day of Finnish Sauna
TBC Arctic15 startup event
TBC Kuopio Dance Festival
TBC Midnight Sun Film Festival, Sodankylä
20.6. Midsummer Day, Day of the Finnish Flag
TBC SuomiAreena Public Debate Forum, Pori
TBC Helsinki Pride
TBC Tuska Heavy Metal Festival, Helsinki

DECEMBER

 LIGHT IN THE WINTER

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
21.12. World Basketball Day
31.12. New Year

NATIONAL

6.12. Independence Day of Finland
8.12. Jean Sibelius Day, Day of Finnish Music
23.12. Santa Claus embarks his journey

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