



SUOMI  
FINLAND

# MAKING HAPPINESS HAPPEN

FINLAND'S COUNTRY BRAND STRATEGY

# 1. THE CORE MESSAGE

## Finland makes happiness happen

Finland is built on trust, equality, freedom, and functionality. Life is well designed for living, solutions are smart and sustainable, and people have the space – and permission – to be themselves.

This is how happiness happens: not by accident, but *by design*.

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A well-established country brand strengthens Finland's global position and long-term success – from diplomacy and trade to travel and talent attraction. It builds trust in Finland's capabilities, increases visibility, and offers resilience in a changing world. In good times, it opens doors; in challenging times, it offers protection.

Building and maintaining a strong country brand requires consistent messaging and across-the-board alignment nationally. Finland's country brand strategy aims to ensure that decision-makers, stakeholders in all sectors, and everyone contributing to Finland's story share a clear understanding of Finland's key strengths and narrative. This helps support and guide both promotion and policy, and safeguards Finland's role and relevance in a rapidly changing world.

With the six building blocks contained in this strategy, we position Finland as a country that makes happiness happen – both at home and internationally.

# 2. WHAT FINLAND VALUES

Frame what Finland offers as **people-first, purposeful, and made to support both everyday life and innovative ideas.**

# 3. WHAT FINLAND OFFERS

Show these values in action – **not just in words, but in how things are done.**

## Equality and freedom

Fairness and the freedom to live a life that reflects who you are.

## Trust and reliability

A way of working and living where words match actions, and people trust each other and institutions.

## Creativity and curiosity

A culture of open-minded exploration and discovery.

## Nature and balance

A lifestyle shaped by nature and a pace of living that leaves room for your own priorities.

## Responsible real-world impact

Smart, sustainable and meaningful solutions that put people first and make a difference where it counts.

## Simplicity, surprise and sauna

A lifestyle that supports balance, embraces quirkiness, and finds happiness in everyday experiences.

## Freedom to grow

A safe and open environment where ideas matter more than titles, and taking a risk doesn't mean going it alone.

## Tools for what's next

Education, curiosity and competence to meet change with confidence, and play a part in shaping the future.



## 4. HOW FINLAND COMMUNICATES

### **By being honest and approachable**

Speak with integrity and warmth.  
Avoid exaggeration and hype.

### **With character**

Clear doesn't mean dull; wit and a touch of the unexpected go a long way.

### **By substance over spin**

Be informative, and focus on usefulness and purpose.

### **With many voices**

Represent Finland through diverse people, perspectives, and places.

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**Communicate with  
substance, transparency,  
and confidence.**

**Dare to be playful, and  
deliver on your promises.**

## 5. HOW FINLAND CONNECTS

### **By telling real stories**

Relatable stories and human perspectives spark connection. Inspire more than just admiration – inspire discovery.

### **With culture that resonates**

Culture creates meaning, builds recognition, and helps Finland connect emotionally. Use it to express Finland's identity in ways words alone can't.

### **By making it relevant**

Show people how Finland fits into what they care about. Connection happens when people see why something matters to them.

### **Through collaboration**

Finland's brand is not a campaign, it's a long-term relationship. Instead of just presenting Finland, look for shared goals and build partnerships.

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**Create connection by inviting, not insisting.**

**Be relevant and relatable, and leave a lasting impression with culture.**

## 6. FINLAND'S STORY IS YOURS

### **Make it personal**

Finland's story becomes real when it's made personal. Build on the shared story and make it your own.

### **Make an impression**

Every encounter is a chance to show what Finland stands for. Your words, actions and ideas help shape how the world sees us.

### **Make it real**

Show how Finland's perspective helps you work better, connect more meaningfully, or do things differently. You are the proof.

### **Make the most of it**

Finland's values and strengths are there to support you and your message. Use what Finland has to offer to your benefit.

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**Telling Finland's story is a shared responsibility  
– and a shared opportunity.**

**We know Finland and what it stands for,  
so it's up to us to tell it right.**



**Finland Promotion Board**  
**[www.finland.fi](http://www.finland.fi)**

Photo: Julia Kivelä / Helsinki Partners