



SUOMI
FINLAND

A photograph of two women sitting on a stone ledge by the water. The woman in the foreground is older, with short grey hair, wearing sunglasses and a blue denim-style shirt. She is holding a small, ornate blue and white coffee cup. The woman behind her is younger, with dark hair, also wearing sunglasses and holding a similar coffee cup. They are both looking towards the left, away from the camera. The background shows a cityscape with a tall blue building and other structures under a clear sky. The water is visible in the foreground.

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*.

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.

**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.

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.

**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

Photo: Julia Kivelä / Helsinki Partners