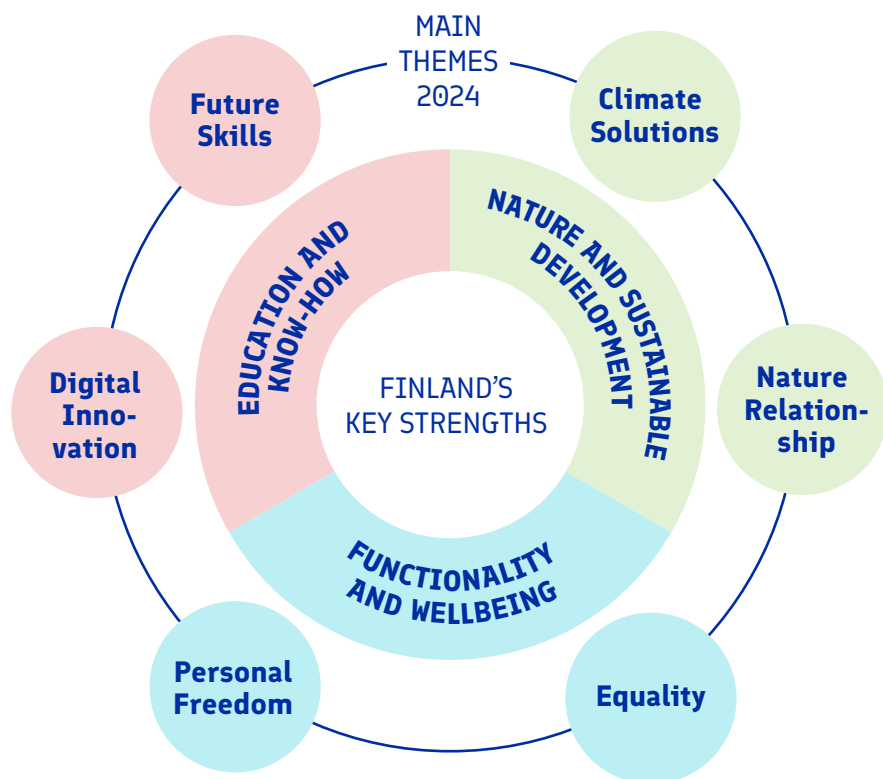


2024

FINLAND PROMOTION BOARD CALENDAR

Finland's Values and Identity

Reliable Quirky Problem-solving Equal Inclusive



Key Elements from Finland's Country Branding Strategy

Finland is known for embracing demanding challenges; when the situation looks impossible, we take action. In Finland, everyday life is the best in the world. Finland is an open, caring, innovative and well- functioning society, where competitiveness is built on high proficiency, sustainable development, and collaboration. Finland engages in international dialogue and seeks solutions through cooperation.

Highlights: The Infrastructure of Happiness

Since 2018, the World Happiness Report has ranked Finland the happiest country in the world. What is Finland's secret? It's the country's infrastructure of happiness. 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. Finland is built on trust. This makes us resilient – and happy.

At the heart of Finnish happiness is **equality**, which forms the key to a happy, well-functioning society. Everyone in Finland is free to fulfil their potential. Of course, there is more to the country than good governance and equal opportunity – Finland and its culture are also people, cities, festivals, art, dance, architecture and cuisine, not to mention more than three million saunas. And around it all, there is an abundance of easily accessible, unspoiled nature to discover.

From **digital innovation** to **future skills** in education, culture, research and business, Finnish people are always looking for new ways to add to quality of life. To ensure future happiness, sustainable development is a necessary priority. Finland has focused its resources and expertise on producing climate solutions to help move the world in a better direction.

From social innovations to sustainable action, Finland is eager to share its solutions with others to tackle common challenges.

Your tools



toolbox.finland.fi



this is
FINLAND

finland.fi

Finland Promotion Board Calendar 2024

JANUARY

INTERNATIONAL

15.-19. Davos Dialogues, The World Economic Forum
24. International Day of Education

FINLAND

3.-7. Lux Helsinki
19.-21. Nordic Travel Fair
26.-27. Educa Fair of Teaching and Education
28. The Finnish presidential election, first round
30.1.-4.2. Helsinki Documentary Film Festival

 TRANSFORMING TECHNOLOGIES

FEBRUARY

INTERNATIONAL

6. Sámi National Day
11. International Day of Women and Girls in Science
11. European 112 Day
21. International Mother Language Day

FINLAND

3. Alvar and Aino Aalto day, Day of Finnish Architecture and Design
5. Runeberg Day
11. The Finnish presidential election, (possible) second round
28. Kalevala Day, Finnish Culture

 OUR HIDDEN HEROES

MARCH

INTERNATIONAL

3. World Wildlife Day
8. International Women's Day
20. International Day of Happiness
21. International Day of Forests
22. World Water Day
23. Nordic Day/Nordens Dag

FINLAND

6.-10. Tampere Film Festival
12.-24. Oulu Music Festival
13.-15. Gastro Helsinki
19. Minna Canth's Day, Day of Equality

 WILDLIFE IN FINLAND

APRIL

INTERNATIONAL

7. World Health Day
18. World Heritage Day/International Day for Monuments and Sites
22. Earth Day

FINLAND

9. Mikael Agricola Day, Finnish Language Day

 SKILLS FOR WELLBEING

MAY

INTERNATIONAL

3. World Press Freedom Day
9. Europe Day
7.-11. Eurovision Song Contest, Malmö, Sweden
15. International Day of Families
17. International Day Against Homophobia, Transphobia and Biphobia
TBA The World Circular Economy Forum

FINLAND

1. Vappu, the Day of Finnish Labour
12. Mothers Day in Finland

 A PLACE FOR EVERYONE

JUNE

INTERNATIONAL

5. World Environment Day
6.-9. European Elections
8. World Oceans Day
18. Sustainable Gastronomy Day
20. World Refugee Day

FINLAND

6.-7. Arctic15 startup event
12.-16. Midnight Sun Film Festival, Sodankylä
12.-18. Kuopio Dance Festival
22. Midsummer Day, Day of the Finnish Flag
25.-28. SuomiAreena Public Debate Forum, Pori
29. Helsinki Pride

 SUMMER SUSTAINABILITY

JULY

INTERNATIONAL

26.7-11.8. Paris 2024 Olympics, France

FINLAND

12.-20. Pori Jazz Festival
8.-13. Helsinki Cup Football Tournament
24.-27. Maritime Festival, Kotka
TBA Bättre Folk Festival, Hailuoto

 CULTURE CONNECTIONS

AUGUST

INTERNATIONAL

9. International Day of the World's Indigenous Peoples
12. International Youth Day

FINLAND

5.-11. Tampere Theatre Festival
9. Tove Jansson and Finnish Art Day
9.-11. Flow Festival
30.-31. Finland-Sweden Athletics International
31. Finnish Nature Day
TBA Night of the Arts, Helsinki
TBA Helsinki Festival

 FOND OF FORESTS

SEPTEMBER

INTERNATIONAL

8. International Literacy Day
10.-24. UN General Assembly, New York
15. International Day of Democracy
21. International Day of Peace
26. European Day of Languages

FINLAND

4. National Finnish Food Day
TBA Helsinki Design Week
TBA Helsinki International Film Festival, Love & Anarchy
TBA Nordic Business Forum, Helsinki

 BACK TO WORK

OCTOBER

INTERNATIONAL

5. World Teacher's Day
11. International Day of the Girl Child
16. World Food Day
24. United Nations Day

FINLAND

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

 LIFELONG LEARNERS

NOVEMBER

INTERNATIONAL

16. International Day for Tolerance
20. Children's Day

FINLAND

6. Finnish Swedish Heritage Day
TBA Helsinki Education Week
1.-30. Slush startup event

 CITIES IN ACTION

DECEMBER

INTERNATIONAL

3. International Day of Persons with Disabilities
9. International Anti-Corruption Day
10. Human Rights Day

FINLAND

6. Independence Day of Finland
8. Jean Sibelius Day, Day of Finnish Music
24. Santa Claus embarks on his annual journey from his home in Finnish Lapland

 ADVENT CALENDAR

Main themes 2024

-  Nature and Sustainable Development
-  Functionality and Wellbeing
-  Education and Know-how

 ThisisFINLAND monthly theme

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