

# MISSION FOR FINLAND

## HOW FINLAND WILL DEMONSTRATE ITS STRENGTHS BY SOLVING THE WORLD'S MOST WICKED PROBLEMS

Final report of the Country Brand Delegation

Summary

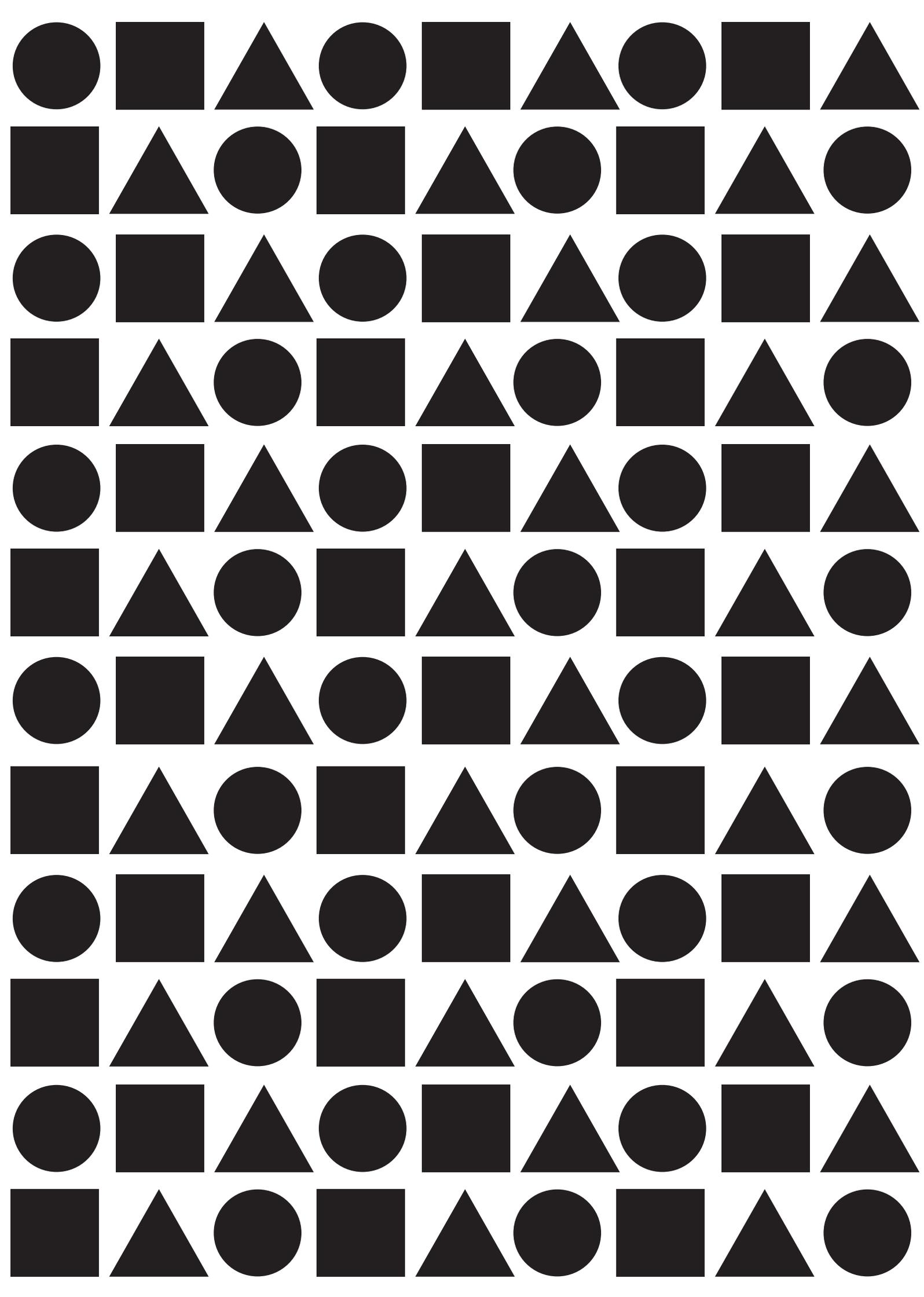
### **IN 2030 FINLAND WILL BE THE PROBLEM-SOLVER OF THE WORLD**

Finland is already the best country in the world. Considering its small size, Finland has an unbelievable array of strengths and opportunities to solve some of the world's most wicked global problems. If Finland did not exist, it would have to be invented. We have a mission.

Finland's greatest strength is the unbiased, solution-focused approach to problems, which derives from our history and culture. When faced with an impossible situation, we roll up our sleeves and double our efforts.

Right now, the state of the world seems in many ways impossible. We are facing global-level challenges: the world must find a sustainable way of life, ways to reduce poverty and ways to produce fewer disposable solutions.

Finland is simply duty-bound to demonstrate that we are able to solve such problems. Finland offers the world functionality and sustainable solutions in the form of both products and services as well as a functional society. Finland offers the world its ability to negotiate so that the world can be a better place to live. Finland offers the world clean water and food and related expertise. Finland offers the world better education and teachers.



We want to harness our solution-focused mindset to solve issues that threaten Finns, Finland and the world in general. There is a demand right now for a problem-solver like Finland. We must also understand this ourselves, proclaim it and even take some blatant pride in it.

The delegation has approached the issue by defining three themes to which our way of working is particularly appropriate. The functionality of Finnish society, our close relationship to nature and a system of basic education that is among the best in the world are not just something to be proud of. If used properly, they can also be efficient tools. The delegation wished to approach global problems from a solution-focused perspective so that culture and the economy, for example, are not regarded as separate areas, but are interwoven under the same themes.

If we are to efficiently utilise our strengths, Finland as a whole must set its targets sufficiently high and involve everyone in the effort to achieve them. If Finland has a mission, there are plenty of sub-tasks for us all. Each one of the three themes – functionality, nature, education – has been divided into concrete tasks, the undertaking of which will help us develop both our own country and the world, while also demonstrating our strengths to the whole world.

Finland's mission is also to learn to tell the world that we are the very ones who can solve the problems.

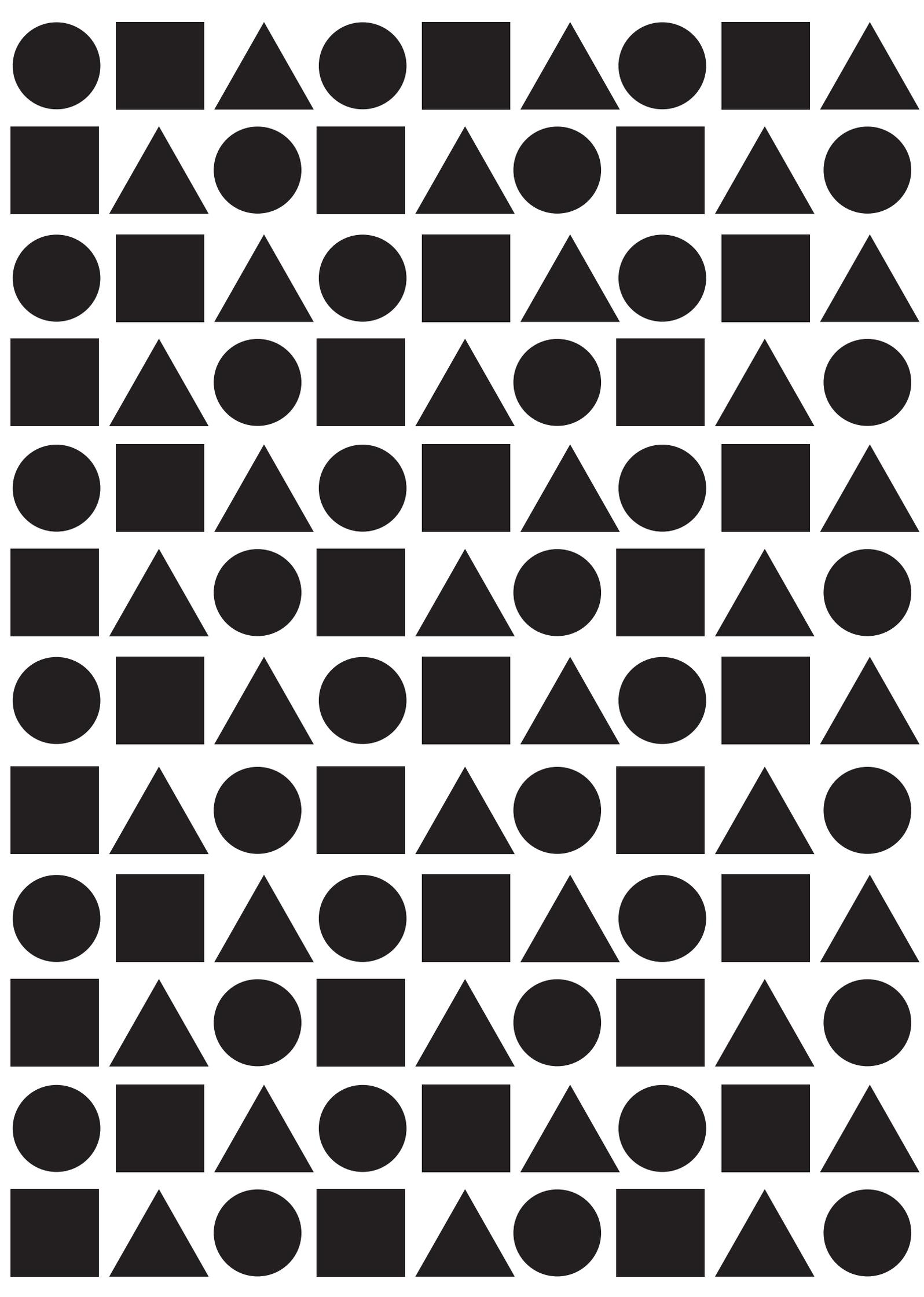
Our goal is that by 2030, Finland as a country, Finnish companies as companies and the Finns as a nation are known for the fact that we are not afraid of challenges, no matter how strange they may sound, but can truly show our mettle when the situation looks impossible. Consider it solved! In this way, we will be developing Finland's image in the only correct way: by making Finland, and the whole world, a better place to live.

## **THEREFORE, THE DELEGATION ASSIGNS A MISSION TO FINLAND**

Below we present a few examples of the missions assigned by the delegation.

### **THE MOST FUNCTIONAL COUNTRY IN THE WORLD FUNCTIONALITY: FINLAND TO BE DEVELOPED INTO A SILICON VALLEY OF SOCIAL INNOVATIONS**

The value of industrial products is decreasing in the global market. China manufactures cheap goods at a pace that leaves others far behind. However, solutions to



problems are in short supply. Climate change, population ageing, a resource crisis and migration are problems for which solutions are currently in high demand.

The employees, facilities and equipment of Finnish companies form a pool of resources, a large proportion of which goes unused. Factories being abandoned and the available labour form a resource which can be exploited. Finland should utilise this resource for the purpose of developing and promoting social innovations. The Young Foundation in the UK has developed a model in which small user- and employee-oriented organisations develop new initiatives, and factories and major organisations use their own efficient machinery to implement them. This model can be put to use in industrialised areas in Finland to develop new production, new kinds of activities, which will contribute even to the export of social innovations.

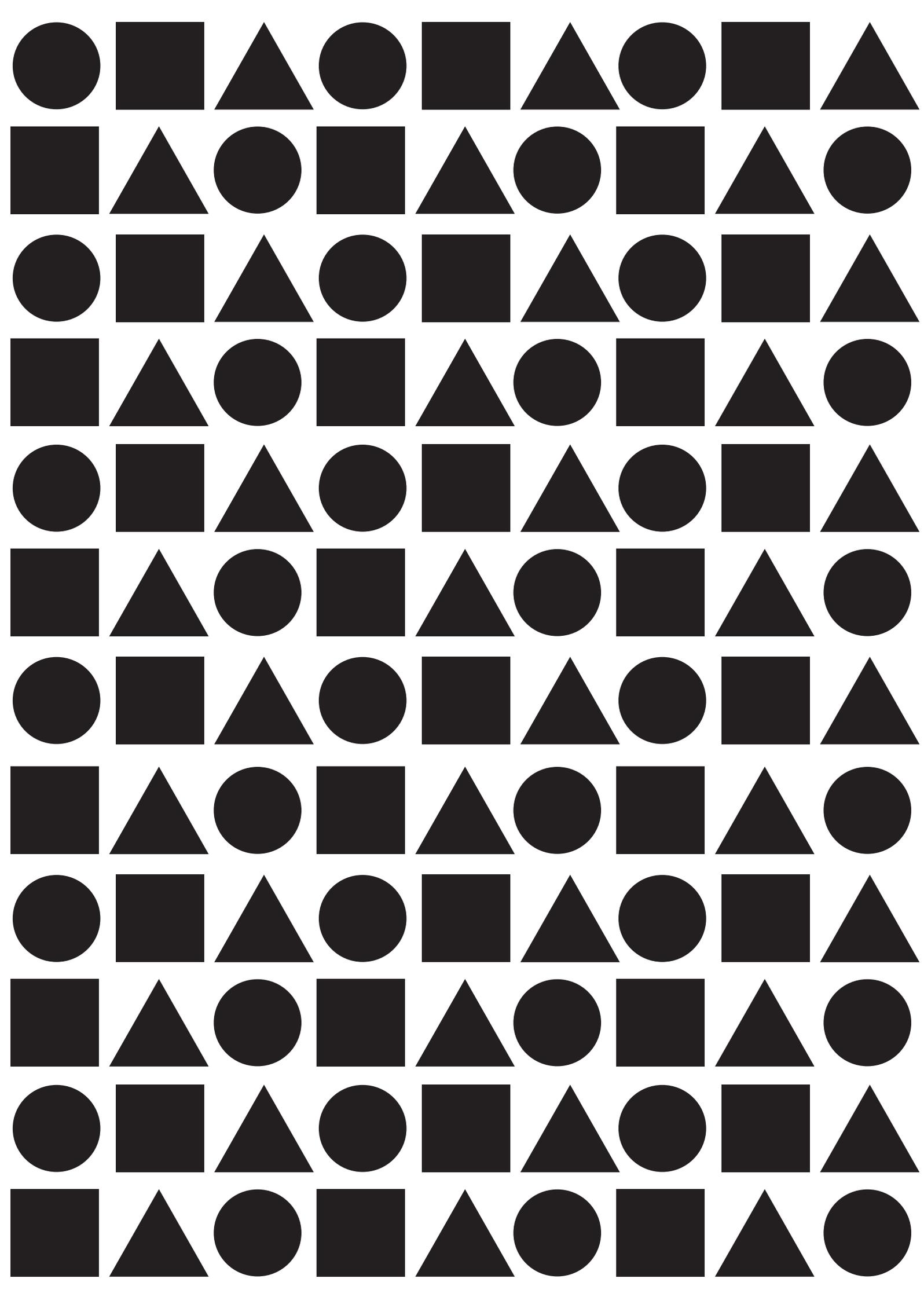
**DRINK FINLAND****NATURE: LET'S MAKE THE LAKES DRINKABLE AND SERVE ORGANIC FOOD**

Thanks to strict protection measures, advanced environmental technology and research, the condition of Finnish inland water systems has improved markedly in the past few decades. But there is still much that can be improved. The delegation is of the opinion that Finland should take action right now to ensure that the majority of our water bodies are potable by 2030.

Cleaning up water bodies is a major national project in which the full range of Finnish water expertise could be utilised. If this project is carried out, it will send a strong signal to the world on the key strengths of Finnish society. Equally as important, it will also enhance the quality of life for all Finns.

Cleaning up the inland waters requires extensive measures in the agricultural and forestry sector in particular. Consequently, the delegation proposes that the emphasis of Finnish agriculture should increasingly be shifted to organic production. The goal is that by 2030, organic production should account for at least one half of the overall production.

If this objective is to be achieved, extensive cooperation is needed between agriculture, research, technology, the food industry and the trade sector. Finland has the opportunity to take the lead in a globally important issue at the image level, in research and in commerce.



### **TEACHERS WITHOUT BORDERS**

#### **EDUCATION: FINNISH TEACHING PROTECTION FORCE IN PEACE WORK**

Numerous international surveys have proved it: Finnish basic education is at the top of the table. High-quality education based on equal opportunity has otherwise played a key role in the success story of Finnish society. Education has created prosperity, safeguarded democracy and evened out differences between regions and social classes.

Our expertise in education also offers Finland an excellent opportunity to help emerging countries ravaged by conflict. The delegation proposes that Finland establish an international organisation that would focus on the provision of basic education in crisis areas and serve as a first aid force in education, in the same way as the Médecins Sans Frontières movement, which was started by the French and acts in the field of medicine.

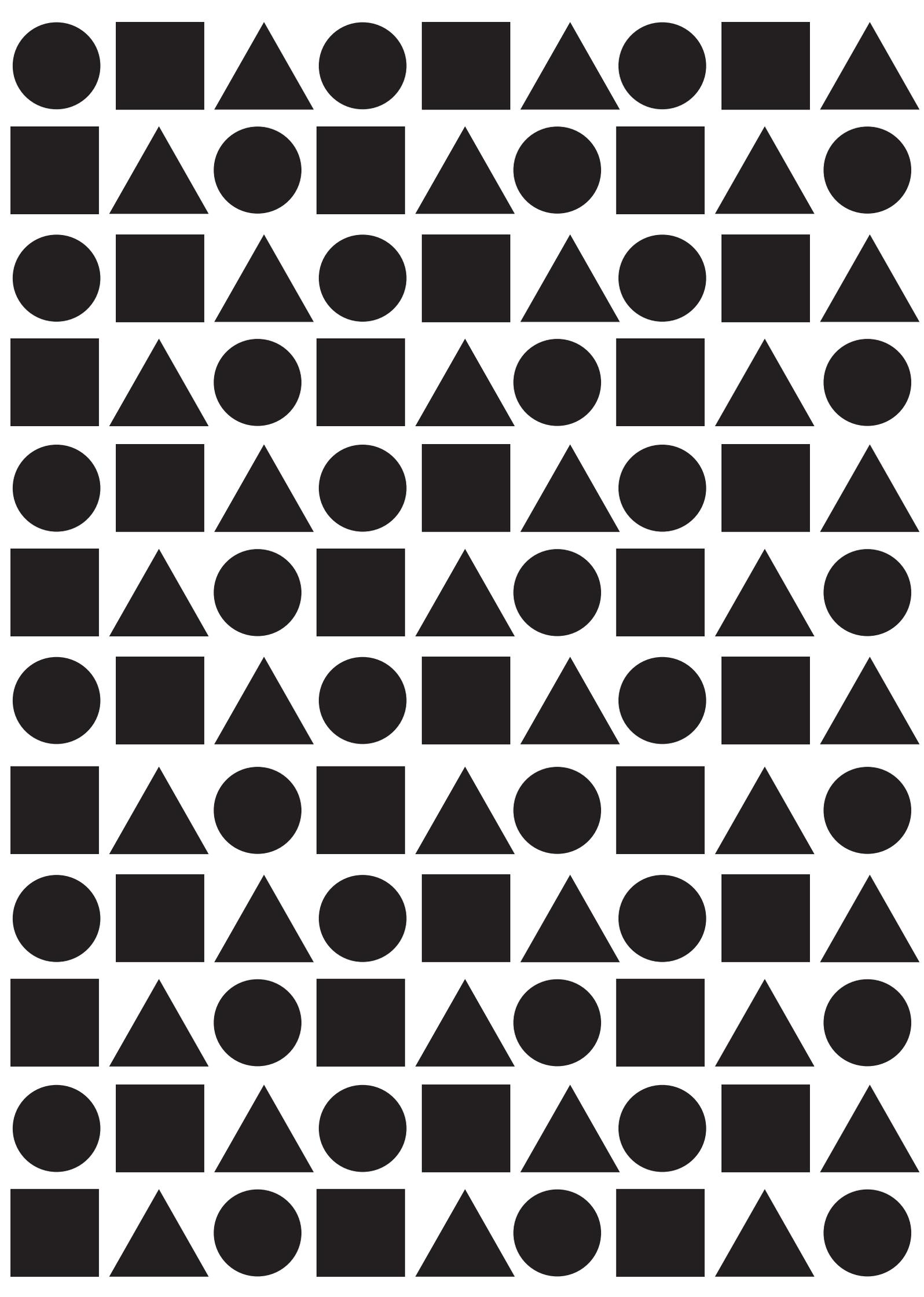
The organisation would assist local teachers in protecting the provision of basic education. With the help of the Finnish example, the organisation would also support the power of education as a remedial force that promotes social change.

### **BOLD ENOUGH TO TELL**

These are just a few examples of the missions assigned by the delegation. The missions are many; some of them major, some minor. Some will take years to complete, some just a moment. The final report of the delegation mainly contains missions directed at society and major actors. However, the website launched at the same time as the publication of the report lists numerous small tasks for all Finns. The principle is that every Finn should find at least one task appropriate for him or her.

The common feature of the missions and individual tasks is that they present a challenge for Finland and Finns. It is not enough that we solve problems and do it well. We must do it in the best way in the world.

We must also be able to tell the world about our achievements. The international communication on Finland's brand will be based on the fact that Finland's strengths can be presented with one voice by as many actors as possible. This is why a strong joint actor is needed for managing international communication and for coordinating and building up the network of key organisations.



### **THE COUNTRY BRAND DELEGATION THANKS EVERYONE**

The Country Brand Delegation was appointed in 2008 for the purpose of creating a strategy for Finland that addresses the external and internal challenges associated with Finland's image.

Building a lasting image requires more than short-term projects or marketing campaigns. We need real actions that capitalise on Finland's strengths and abilities and thus demonstrate them to the whole world.

Most of the impressions people around the world have of Finland are positive, as is demonstrated by a number of international surveys. However, they also show that Finnish reality is even more positive than these impressions and that our country is not at all well known outside our immediate neighbours. International impressions simply do not reveal everything about our genuine strengths. In other words, Finland has not managed to successfully communicate its strengths.

By developing Finland's image we can develop the economy, tourism and international status of our country – as well as a Finland which offers all Finns an even better place to live and work. Through this effort, we can also show Finns even more reasons for being proud of their country, a country which reflects their values.

The delegation thanks all the Finns who have contributed to the country branding work during the past two years: those who participated in the environmental workshop, those who posted their views on the website, the specialists attending business, education and youth seminars, those who attended the session for marketing sector volunteers, those who submitted their ideas to the television programme... and the hundreds and thousands of Finns who voluntarily gave up their time for a joint project.

Our aim was to involve the Finnish people in the country branding work. Thank you for your participation. We hope that the outcome of this work will pave the way for the work that will develop Finland's image as a problem-solver. We also hope that the work done to develop Finland's image will help Finnish students, job-seekers and companies, for example, in the international market. Above all, we believe that this effort will improve our quality of life in this country, the best country in the world.

Now we have a job to do.