



SUOMI
FINLAND



Finland in the World Media

The Ministry for Foreign Affairs'
observations about 2021



Prime Minister Sanna Marin has been in headlines several times as a government leader of the happiest country in the world. – **GREAT BRITAIN**



The Ministry for Foreign Affairs' observations about Finland in the world media

SUOMI
FINLAND

This compilation was designed to examine the topics associated with Finland in international media coverage. It comprised all delivered media, with a particular focus on newspapers.

The information is based on observations made by the embassies and missions. In most of the missions, media-related activities were conducted alongside other work. Approximately fifth of the embassies and missions have staff members who work full-time on communications and boosting the image of Finland.

The missions responded to the survey between December 2021 and January 2022. A total of 74 out of 89 missions responded to the survey.

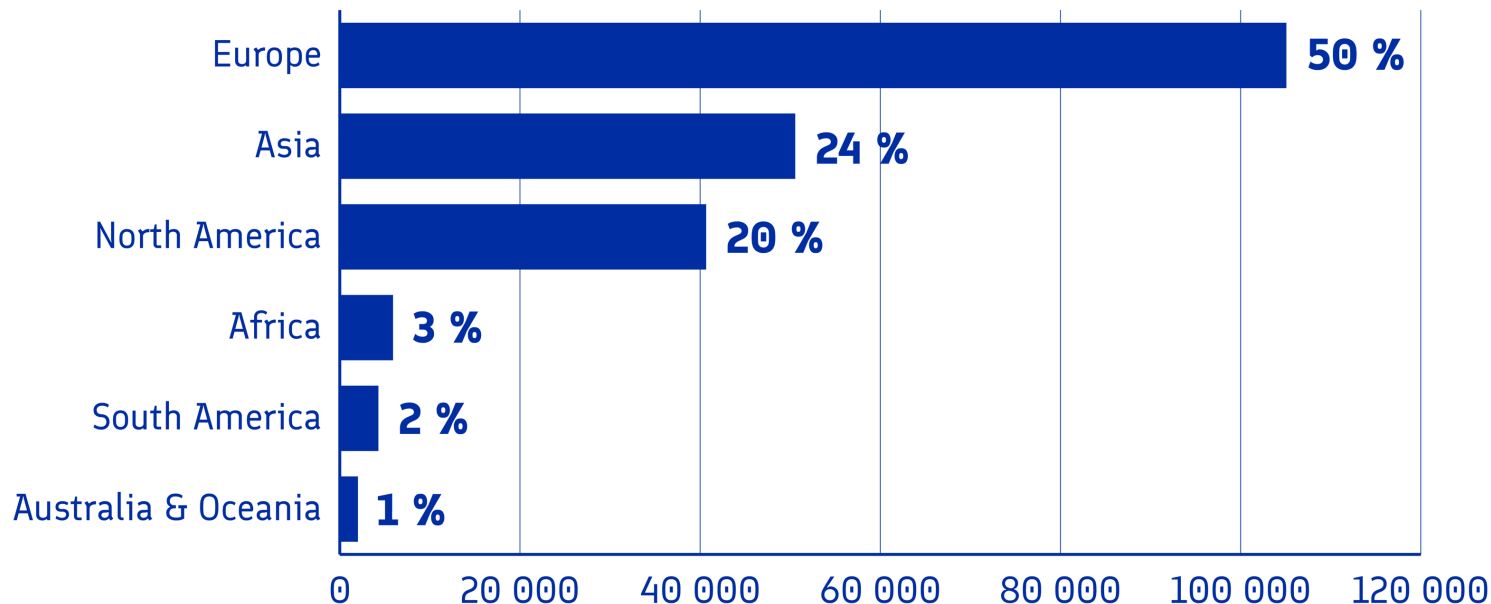
In addition to the results provided by the missions, this year's report also includes a quantitative analysis based on global, multilingual data compiled using media monitoring software. The analysis was carried out by Meltwater.

Finland's media visibility: Key figures



More than 200,000* mentions of Finland in the international media

SUOMI
FINLAND

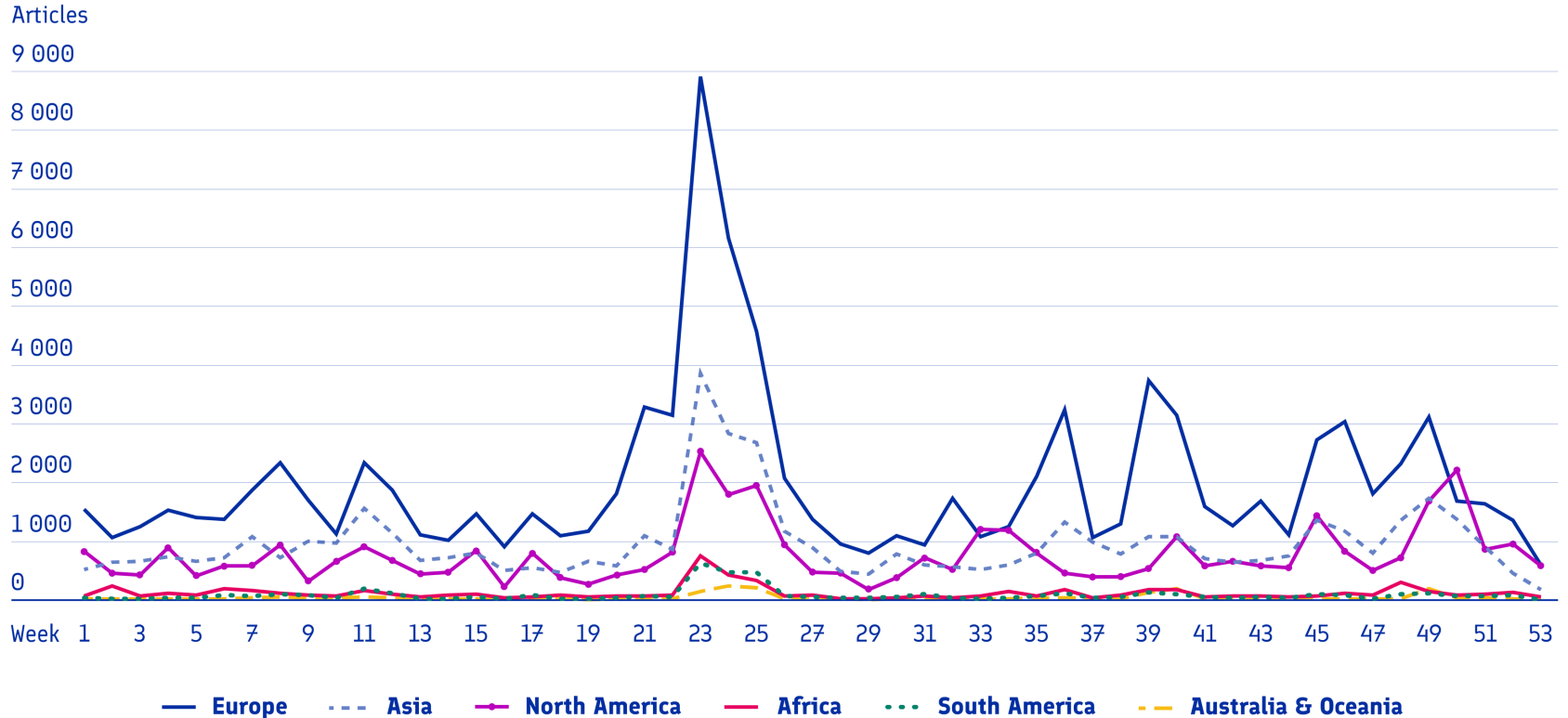


* N= 208,506. The search is limited to editorial content in the international media in which "Finland" or "Finnish" is mentioned in the title. The search covers more than 60 languages. The data was collected using Meltwater's software, which monitors more than 260,000 global editorial media sources.



Variations in visibility by region and week

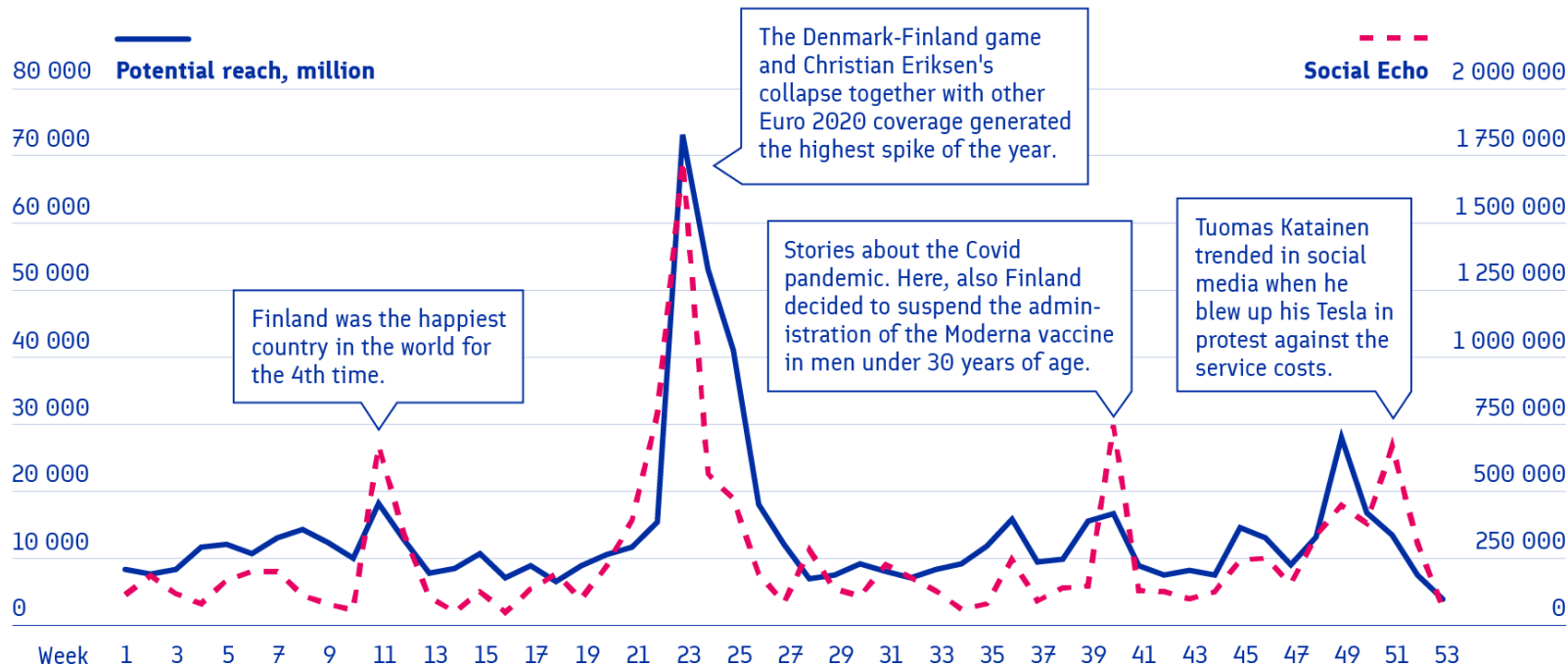
SUOMI
FINLAND





Football, happiness and the pandemic are the clearest spikes

SUOMI
FINLAND

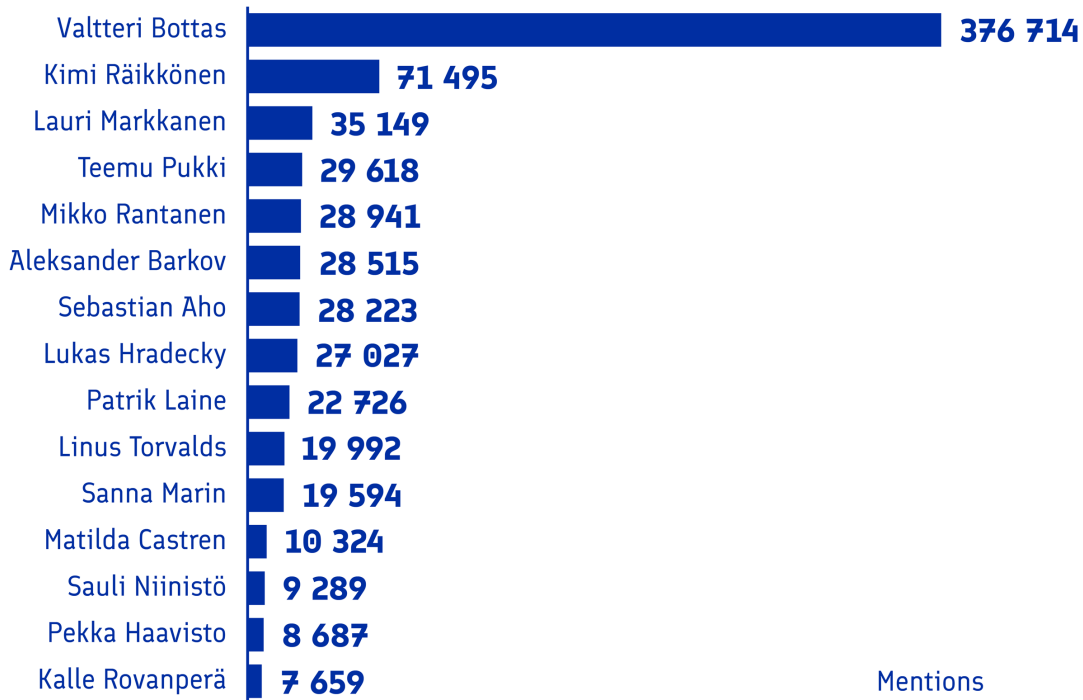


The graph reflects the potential reach during the period under consideration, compared to the number of reactions to an article on Facebook, Twitter and Reddit.



The most visible Finns

SUOMI
FINLAND



Athletes clearly gained the most visibility. The most visible politicians were Sanna Marin, Sauli Niinistö and Pekka Haavisto. In the field of culture, the most mentioned Finns included the late greats Jean Sibelius, Tove Jansson and Alvar Aalto.

The chart shows the Finns with the highest number of mentions in the international news media



Notable articles and topics about Finland

SUOMI
FINLAND

LE FIGARO
BOURSE ET PLACEMENTS

Finlande : le pays le plus heureux du monde, cherche main-d'œuvre étrangère désespérément

Par Le Figaro avec AFP
Publié le 23/06/2021 à 07:20, mis à jour le 23/06/2021 à 10:29

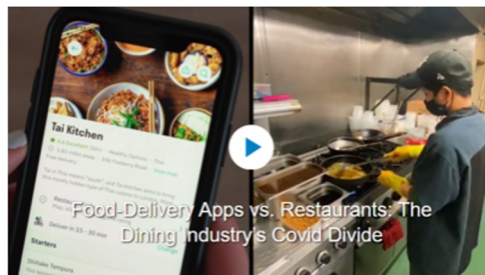


Le Figaro, 23 June 2021
Potential reach 29,257,443
[Link to the article](#)

THE WALL STREET JOURNAL.

DoorDash to Buy Finland Food-Delivery Startup in Deal Valued Above \$8 Billion

Deal to acquire Wolt comes amid a wave of consolidation in the competitive food-delivery segment



Food-Delivery Apps vs. Restaurants: The Dining Industry's Covid Divide

Demand for food delivery has soared amid the pandemic, but restaurants are struggling to survive. In a fiercely competitive industry, delivery services are fighting to gain market share while facing increased pressure to lower commission fees and provide more protection to their workers. Video/Photo: Jaden Urbi/WSJ

The Wall Street Journal, 9 November 2021
Potential reach 34,152,430
[Link to the article](#)

Clarín Mundo

World Happiness Report

Revelan cuál fue el "país más feliz del mundo" durante la pandemia: qué puesto ocupó Argentina



El primer puesto volvió a tener el mismo dueño por cuarto año consecutivo. El mejor latinoamericano es Costa Rica, mientras que en último lugar quedó Afganistán.

Clarín, 19 March 2021
Potential reach 24,541,577
[Link to the article](#)



Notable articles and topics about Finland

SUOMI
FINLAND



到底要不要看？芬兰拟立法允许员工互看工资，网友：给我看我都不看.....

Do you want to see it? Finland proposes legislation to allow employees to look at each other's wages (Translated by Google Translate)

据报道，此举的目的为缩小男女之间的工资差距，芬兰总理马林所在的中左翼联盟正在推动完成立法。一名芬兰官员表示，“政府计划的核心是消除不公平的薪酬差距。”



Sohu, 12 November 2021
Potential reach 71,462,640
[Link to the article](#)



Finland orders 64 Lockheed F-35 fighter jets for \$9.4 bln



HELSINKI/WASHINGTON, Dec 10 (Reuters) - Finland has chosen U.S. defence giant Lockheed Martin's (LMT.N) F-35 fighters to replace ageing F/A-18 combat jets and plans to order 64 planes with weapons systems in a \$9.4 billion deal, the government said on Friday.

Reuters, 10 December 2021
Potential reach 38,778,673
[Link to the article](#)



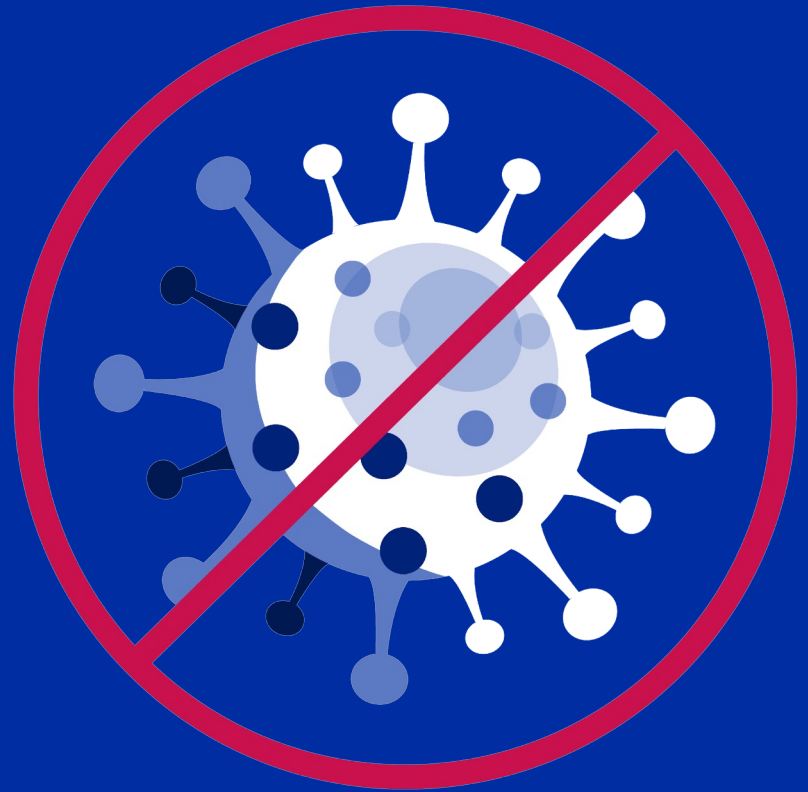
Finland's win against Denmark overshadowed by Eriksen collapse



■ 'A tough night': football world sends well wishes to Christian Eriksen - video
It was a game that felt simultaneously extraordinarily trivial and hugely significant. When Christian Eriksen collapsed four minutes before half-time, needing CPR on the pitch, it seemed inconceivable - unthinkable - that it could continue. As he lay, limp, surrounded by protective and clearly distressed teammates, there seemed a possibility the tournament might be cancelled.

The Guardian, 12 June 2021
Potential reach 96,922,151
[Link to the article](#)

**Themes highlighted
by the missions**





The missions' views on words and themes related to Finland

SUOMI
FINLAND

2021



2020



2019



The coronavirus pandemic continued to be the topic most reported on in Finland

- ” The media paid close attention to coronavirus restrictions in Finland, which varied throughout the year. [...] Especially at the start of the year, there were very positive stories that described Finnish society from the perspective of Covid expertise. The weekly news magazine L’Obs reported that Finland’s strategy was based on trust, prevention and collective discipline. Finnish people were said to follow the guidelines without protest, at least compared to the French. – FRANCE
- ” Finland received positive and quite wide news coverage for its donation of medical equipment and supplies to Nepal to help tackle the Covid-19 pandemic. The Rising Nepal for example wrote [...]: ‘The timely support received from the Government of Finland reflects the longstanding development partnership and friendship among the people of both countries. The Government of Nepal deeply appreciates Finland’s solidarity to Nepal at this hour of difficulty’. – NEPAL
- ” The media listed several reasons for the low number of Covid cases in Finland: traditionally good health literacy in all age groups, government transparency, long tradition of crisis communication, the high level of digitalisation in schools, broad acceptance of Covid measures among the population, geographic location. – AUSTRIA
- ” The coronavirus pandemic due to its scope and universalism turned out to be the most important media event. Of particular interest were the changes to the restrictions due to traveling reasons. Finland’s interest in fighting the pandemic grew towards the end of the year as the epidemic deteriorated alarmingly after a few relatively stable months. – POLAND

Sanna Marin was still one of the most visible Finns, though the tone of the news stories varied

” The most significant news about Finland and India was the virtual bilateral meeting between PM Sanna Marin and PM Narendra Modi in March this year. The meeting generated great press coverage that was seen across various media channels. – **INDIA**

” Prime Minister Sanna Marin has been in headlines several times as a government leader of the happiest country in the world. – **GREAT BRITAIN**

” Prime Minister Sanna Marin hit the headlines over ‘breakfastgate’ and for failing to comply with the government’s Covid guidelines. The ‘insignificance’ of both cases drew attention in the Hungarian context. – **HUNGARY**

” The Prime Minister’s entry in the TIME100 Next list was noted by the [...] media here. – **INDONESIA**

” Prime Minister Sanna Marin received a lot of media coverage in Germany throughout the year. Stories about Marin in the German media are almost invariably positive, and they often highlight the equality of Finnish society in general. The Marin government is often highlighted as an example of well-functioning equality and something for Germany to aspire to. – **GERMANY**

” As every year, the most attention got H.E. Sanna Marin this year mainly due to three events: returning of money for family breakfasts, law about publishing of incomes of employees and her visit of a bar after meeting with her corona virus positive colleague. – **THE CZECH REPUBLIC**

” One of the stories that attracted the media’s attention in Singapore was Prime Minister Sanna Marin’s night out, which was discussed for a couple of weeks in December. A few eyebrows were raised in a country where Covid measures have been very strict [...]. – **SINGAPORE**

Finnish equality is already an established concept in the world

” The theme of equality in Finland featured several times in the Swiss media (newspapers/online news) – both in terms of gender and sexual minorities. The year of the adoption of women’s suffrage was also mentioned. – SWITZERLAND

” Indeed, gender equality in the Finnish political context remained of interest to the Japanese media throughout 2021, many comparing Sanna Marin’s cabinet and the ’famous five’ female party leaders to the new male-dominated cabinet of Japan. – JAPAN

” Different articles mentioned about gender equality in Finland several times of the year. Finland is known as the safest place for women and girls. It was also mentioned as the best place for immigrants and the best country to be a mother. – IRAN

” Finland was described as a country ‘where even people on a low income and the disabled have a car, which they can park in the space reserved for them without other motorists taking the space from them. [...] The more effort a country makes to correct inequalities, the happier its population will be. – THE NETHERLANDS

Finland was the happiest country in the world for the fourth time

” When the Happiness Report was published, [...] stories featured issues such as Finland’s various freedoms, safety, low level of corruption, well-functioning democracy and the welfare state. – THE UNITED STATES

” Finland’s continued success in the happiness ranking caused a lot of interest in Japanese media. [...] The answer to the question ‘why Finns are so happy’, was often found in the rich welfare system, well-functioning and digitalized society, and realisation of gender equality. – JAPAN

” The most significant story in 2021 was, as usual, [...] Finland’s happiness and the results of the UN World Happiness report. The news coverage was similar to 2020: Finland was described as a well-functioning and low-corruption society with pure nature. – SPAIN



Climate action and sustainable development were important themes related to Finland

” Finland has been using 43,1% sustainable energy. Finland has also been mentioned many times in connection with the topic of nuclear energy being seen as a neutral source of energy in lowering of usage of fossil fuels. Finnish nuclear waste management and waste management is also known in the Czech Republic and Slovakia. – **THE CZECH REPUBLIC**

” During the virtual bilateral meet between PM Modi and PM Marin, it was agreed that India and Finland are natural partners to enhance efforts for furthering the Sustainability Partnership between the two and combating climate change. Finland’s commitment to Carbon Neutrality by 2035, its sustainable packaging, renewable energy, cleantech, and climate action were some points that were raised through almost every interview and press interaction the Ambassador had through the year. – **INDIA**

” Le Figaro ran a very positive article about the European Green Capital, Lahti. The story covered topics such as Lahti’s ambitious goal of becoming carbon-neutral by 2025, ten years before Finland and 25 years before the European Union. – **FRANCE**

” The Fit for 55 climate package was discussed in terms of Finland’s reaction to it, as is commonly done in Estonia in relation to various topics. Finland was said to want the package to give more weight to the special features of each country. Finland is usually quoted as an example of how nuclear power plants can be built safely and in a modern way when nuclear power is discussed in Estonia. – **ESTONIA**

Good governance and low levels of corruption received positive coverage

” Many stories highlighted Finland as a model country for good governance and low levels of corruption. – CROATIA

” The news and the social media comments about the investigation on Prime Minister Marin’s breakfast cost had very wide media coverage and was widely discussed in social media. The comments were in favor of Finland’s low level of corruption and decisiveness in implementing the rule of law, which also relates to freedom of speech. – TURKEY

” The themes of equality and good governance are often entwined with the subject of an article about Finland. Finland’s reputation as an egalitarian society results in its use as a [...] or benchmark against which to judge local performance. For example, Finland’s response to COVID was seen as practical, function and efficient. All qualities of a well run government. – CANADA

The Finnish education system is a global benchmark

- ” Finland is seen as a pioneer in the digitalisation of schools, but the pedagogical freedom and passion of its teachers are also praised. – GERMANY
- ” Education is always a hot topic in Korea, and the HEI Schools concept, for example, has been widely covered in online media. – SOUTH KOREA
- ” The Finnish school system was often mentioned in the media in stories about the shortage of teachers in the Netherlands and pupils’ poor performance in language skills and mathematics. The secret of Finland’s success in international comparisons was seen to be the comprehensive school that ‘respects individual differences’, as well as the high level of teacher training and appreciation of teachers. – THE NETHERLANDS



Hightech and ICT expertise were seen to spearhead exports on different continents

” In terms of exports, education as well as environmental expertise and technologies received the most visibility in the national media. The coverage of environmental expertise is related to issues such as the waste management reform in Russia. Finnish energy expertise has featured in the Russian media mainly because of the energy company Fortum, which actively operates in Russia. – **RUSSIA**

” Aiven, a Finnish software company that combines the best open source technologies with cloud infrastructure, today announced a \$60M Series C extension at a \$2B valuation, bringing the total Series C round to \$160M. Aiven has an office in Sydney, Australia. – **AUSTRALIA**

” The sale of [...] the food delivery company Wolt to DoorDash attracted quite a lot of attention. Singapore is a very investor-oriented country so large deals/contracts make it to the news. – **SINGAPORE**

” Finnish know-how and tech solutions including quantum computing, 5G and 6G among others were reported through various news coverages across the year in traditional and digital media. The overall tone was positive and showed Finland as a leading nation in future tech, especially in the ICT. – **INDIA**

Tourism-related stories focused on Lapland's exotic winters

” Lapland and Santa Claus are definitely the most popular topics, and so is the Finnish nature in winter. Finland is seen as a winter wonderland, where you can meet Santa Claus and try out winter activities. [...] Finland and winter offer a good alternative for Singaporeans looking for a more exotic destination. – SINGAPORE

” Finland featured in the Mexican media above all as an exotic and exclusive winter tourist destination. Santa Claus, the Northern lights, dog sleds and other experiences offered in Lapland in winter were covered in a positive light in many media. Exclusive places to stay and celebrities' trips to Lapland received a lot of coverage again this year. – MEXICO

” Just before Christmas, several online portals, social media platforms and women's magazines in Croatia featured stories about tourism in Lapland, illustrated with beautiful Instagram-style winter landscapes, snow, Northern lights, Santa Claus and reindeer. The tone of the stories was always positive, downright raving. The Journal.hr portal, for example, [...] wrote: 'If you want to experience truly idyllic winter, you can only find it in Finland.' – CROATIA

Helsinki – the world's happiness capital

” [...] many writers seem to be surprised at how modern Helsinki is now. Several media outlets published articles in the style of 'the five best travel tips', highlighting the numerous saunas, the Oodi Library, Design District Helsinki, restaurants and ice swimming. – SWEDEN

” The Helsinki Biennial was mentioned several times in the media, and Helsinki was generally described as the must-see destination for design and art lovers. – GERMANY

” One of the most impressive stories was the M6 channel's programme about Helsinki, the world's happiness capital. – FRANCE



Finns across the world



New names in the creative sector made it to the news

” July brought cheerful news when Juho Kuosmanen’s *Compartment No. 6* won the Cannes Grand Prix award. The film and its young stars were also praised later in the year when the film was released in the cinemas. Many critics said that it was one of the best films of the year. – FRANCE

” Parts of Juho Kuosmanen’s film *Compartment No. 6* were shot in Murmansk, and thus gained coverage in the local media. – RUSSIA

” The media were interested in the author Monika Fagerholm and the Nordic Council Literature Prize that she received. Fagerholm’s novel *Kuka tappoi bambin?* (‘Who killed Bambi?’) received several excellent reviews, and she was interviewed by several publications. – NORWAY

The missions’ view of the key artists in the media

Juho Kuosmanen
Tove Jansson
Alvar ja Aino Aalto
Blind Channel
Kaija Saariaho
Mika Kaurismäki
Alexi Laiho
Pajtim Statovci
Klaus Mäkelä
Susanna Mälkki
Monika Fagerholm
Sofi Oksanen
Apocalyptica

” Of all the Finland-related articles published in 2021, *Le Figaro*’s story about the death of guitarist Alexi Laiho reached the largest readership, almost 32 million people. – FRANCE

” Pajtim Statovci’s nominations for literature awards were reported in the press, and concerts with Finnish conductors were also widely covered. – THE UNITED STATES

” Mika Kaurismäki visited Sofia to receive Sofia Award at the Sofia International Film Festival [...] interview for BTV, Bulgarian National Radio, Darik Radio [...] very positive tone. – BULGARIA

This was the first time that football enhanced Finland's image in sports

” Finland and Finns [...] gained exceptionally high visibility in Denmark after the Denmark-Finland football game. [...] The event played a big role in how Finland was perceived. What was also unique in terms of reputation was the fact that the event reached practically everyone in Denmark – from the man on the street to the crown prince. It left a positive emotional impression on Danish people. – DENMARK

” The Finnish team and Teemu Pukki, who were in the European Championships for the first time, were covered in a very positive light, highlighting the great team spirit. The compassion and great manners shown by the Finnish players and supporters when Christian Eriksen collapsed were very much appreciated in Hungary. – HUNGARY

” Sport – It remains Finland's most significant and relevant cultural link in Australia. Primarily thanks to Kimi Räikkönen and Valtteri Bottas. Räikkönen's retirement from F1 received attention and had a positive tone. – AUSTRALIA

The most visible sportspeople:

Valtteri Bottas
Kimi Räikkönen
Lauri Markkanen
Teemu Pukki
Aleksander Barkov
Sebastian Aho
Lukas Hradecky
Kalle Rovander

” Volleyball coach Tuomas Sammelveuo is highly esteemed in Russia and regularly features in the Russian sports media. – RUSSIA

” Jukka Toijala, the coach of the Estonian basketball team, features regularly in the media. – ESTONIA

Santa Claus is a well-known goodwill ambassador

” Finland’s media visibility in Portugal reached a very positive climax when the commercial TV channel SIC shot the last episode of its Christmas series in Rovaniemi [...] The episode had about 1.3 million viewers [...]. - PORTUGAL

” Santa Claus visited the paediatric oncology hospital Elpida in December [...] A very positive tone. - GREECE

” Lapland featured in several stories in the Slovenian media. The most important of these was social media influencer Mrs. B. Rose’s project, in which she collected Christmas letters from Slovenian children and hand-delivered them to Santa Claus in Lapland. The project was carried out for the third time, and is very popular. - SLOVENIA





Extracts of the content by region

The Nordic countries

Sweden

- ” Finland’s overall security was discussed in the Swedish media during the year. Not the concept as such, but its components, such as security of supply, nuclear power, nuclear waste disposal and access to electricity, the NATO option, the purchase of fighter jets (for which the Swedish JAS Gripen was a candidate) and Covid measures. These issues have been raised in political debates in Sweden, and Finland has often been used as an example in a positive but sometimes negative light.” – **SWEDEN**
- ” There were several news stories and analyses in the media about Sanna Marin’s ’breakfastgate’ and the nightclub hoo-ha. Dagens Nyheter’s column in December described Marin’s visit to the nightclub in an extraordinarily negative tone as ’shameful and like-baiting’ behaviour.” – **SWEDEN**
- ” There were a lot of news stories about the restrictions on crossing the border between Sweden and Finland caused by the pandemic. The Swedish Minister for Defence, Peter Hultqvist, was scrutinised early in the year when he was found out to have been on a private New Year’s trip to Finland despite the clear recommendations. The Finnish-language media in Sweden wrote reports about the relatively long queues for passports at the consulate and the closing of the Gothenburg office.” – **SWEDEN**
- ” The commissioning of the new reactor at the Olkiluoto nuclear power plant and the EU dispute over whether nuclear power is classified as green energy. These topics were widely covered by many media later in the year. The tone varied; some praised Finland’s investment in nuclear power, while others considered it a bad decision.” – **SWEDEN**

Other Nordic countries

” The most important media event in 2021 in Denmark was the attention received by the Finland-Denmark football match in June 2021. Danish Foreign Minister Jeppe Kofod’s tweet on the evening of the intense and dramatic game sums up the feeling shared by many Danish people: ‘A heartfelt thank you to #FIN supporters who chanted ‘Christian!’ & lifted the spirits of us Danes when everything seemed dark. You embody the very essence of FairPlay!’ Thousands of social media posts and stories in the media were full of admiration, appreciation, love, warmth, a sense of unity and praise for Finnish supporters and Finland; Denmark has never seen anything like this in relation to Finland as a country or nation.” – DENMARK

” Prime Minister Sanna Marin’s evening out in a bar in December and the uproar that followed were also widely covered in Denmark. The main media that wrote about it included the newspaper BT (“Prime Minister in nightclub after close contact”) and the newspaper Berlingske ran the headline ‘Finnish Prime Minister hits international headlines: I should have used better judgement’. The article describes the chain of events and refers to a few tweets on the subject.” – DENMARK

” Prime Minister Sanna Marin was definitely the most prominent topic related to Finland. Events such as the controversy over PM Marin paying back breakfast allowances and her visit to a nightclub made headlines. The biggest single news story about PM Marin was a multi-page interview published in Aftenposten’s weekly supplement A-magasinet in December. PM Marin was also on the cover of the magazine, and Aftenposten highlighted the interview on its social media channels.” – NORWAY

Other Nordic countries

” Perhaps the best known Finn in Norway is Sanna Sarromaa, who writes columns on social themes for the newspaper VG. Sarromaa comments in particular on Norway’s school and education system and compares it to Finland’s. Many Norwegian people find Sarromaa’s columns provocative, although some also recognise the issues that she writes about.” – **NORWAY**

” The deal agreed by the aluminium boat manufacturer Kewatec and the rescue authorities in Iceland was covered in various media as well as in government press releases. The contract is important for Iceland as it needs modern ships. Iceland’s Prime Minister was present at the signing of the contract.” – **ICELAND**

” Culture-related news stories gets a lot of visibility in Iceland [...]. The Chief Conductor of the Iceland Symphony Orchestra, Eva Ollikainen, is a highly regarded musician, who has received good reviews and coverage in the Icelandic media, e.g. on RÚV, the Icelandic public broadcaster.” – **ICELAND**

Russia and the Baltic countries

Russia

” Finland mainly received media coverage in connection with international sporting events: the European Football Championships in the summer, the World Ice Hockey Championships in the spring and the EHT tournament in Moscow in December. The most visible of these events was the European Football Championships.” – **RUSSIA**

” The European Football Championships were played in St. Petersburg in June 2021 (EURO2020). The media in Northwest Russia became interested in the number of Finnish supporters and in football tourists’ impressions of St. Petersburg and their attitude towards the Covid situation about a month before the games started.” – **RUSSIA**

” The topics with the second most coverage after sporting events in the Russian media related to tourism between Finland and Russia, transport connections, restrictions on traffic across the border and visa issues. For example, the resumption of air traffic between Finland and Russia in January was one of the most popular news stories relating to Finland to be covered by the Russian media. Another related and high-profile event was the relaunch of the Allegro train connection between Helsinki and St. Petersburg in December.” – **RUSSIA**

” In 2021, the most prominent bilateral political events between Finland and Russia were the meeting between President Niinistö and President Putin in October, telephone conversations between the presidents throughout the year, and the speech by President Niinistö at the 60th anniversary of the Finnish Institute for Foreign Affairs on 29 September, in which he stated that it was important to maintain a dialogue with Russia, a statement that was especially widely quoted by the Russian media.” – **RUSSIA**

The Baltic countries

” The strict travel restrictions related to Covid and their effects on travel between Tallinn and Helsinki were widely covered in all media in the first six months of the year. The tone became sterner in the spring as Finland refused to open up passenger traffic despite Estonia’s demands. Finland was accused of being callous as workers commuting to Finland were seen to be forcibly separated from their families. The sharpest comments were heard in early June when Finland gradually allowed commuting between the countries. Estonians were very disappointed with Finland’s policy, which was considered too cautious. Prime Minister Kallas invited Ambassador Kantola to a meeting, which was widely reported.” – **ESTONIA**

” The energy price debate that accelerated later in the year repeatedly referred to Finland as a country that is building modern nuclear power and will soon be energy self-sufficient. The media also highlights Finland’s well-functioning wind farms, while most of the wind farms in Estonia are still at the planning stage.” – **ESTONIA**

” Finland’s experience in coping with bullying at schools. This topic was discussed in conversation festival Lampa August 21 during the event ‘Nordic approaches to countering bullying-what can we learn’ organized by the embassy together with NORDEN. [...] On Latvian TV1 and in www.lsm.lv 28.08 ‘How Finland copes with bullying’.” – **LATVIA**

” Cooperation between Finland and Latvia in the sphere of defense and security. Visit of Minister of Defense of Finland Antti Kaikkonen to Latvia and signing of agreement on purchase of armored vehicles and cooperation in their production.” – **LATVIA**

The Baltic countries

” The Finnish Embassy in Vilnius, together with the embassies of the other Nordic countries and the Nordic Council of Ministers, organised an online education conference, NordEd, which was a great success: for example, the event in May attracted around 12,000 participants. There were several speakers from Finland, including Professor of Educational Psychology Kirsti Lonka from the University of Helsinki, Principal of the Finnish VET organization Riveria Esa Karvinen, Professor Jari Lavonen from the University of Helsinki and Annakaisa Tikkinen from Sitra. [...] Lithuanians have been interested in the Finnish education system for years, and the opportunity to attend an event such as this has been long hoped for. The event was very well received.” – **LITHUANIA**

” 14 October 2021 marked 100 years since Finland recognised Lithuania’s independence. The foreign ministers of both countries sent a solemn online greeting to the people of Lithuania and Finland to mark the event. The Lithuanian Embassy in Finland and the Finnish Embassy in Lithuania also opened a joint virtual exhibition dedicated to the historical development of their diplomatic relations.” – **LITHUANIA**

Europe, excluding the Nordic and Baltic countries

Europe, excluding the Nordic and Baltic countries

- ” Finland’s nomination as the happiest country in the world even during the Covid pandemic received positive coverage on several German media channels [...] Deutschlandfunk mentions public confidence in the state as one of the reasons for the successful management of the pandemic.” – **GERMANY**
- ” The Swiss quality media group Tamedia published a double page spread about Finland’s three-time top rank as the happiest country in the world and the background to this achievement. The article strengthened Finland’s already favourable image and made Finland stand out as the best country in the Nordic countries among Swiss people.” – **SWITZERLAND**
- ” Sustainable development in Finland drew the attention of the Spanish media, and the topic is discussed in Spain in general, due to the green transition and the EU recovery package. There were positive news stories about Finnish cities such as Lahti (El Periódico) and about rental skis for commuting in the city. Salla’s 2032 Olympic campaign, which seeks to draw attention to climate change, also received a lot of visibility in the media.” – **SPAIN**
- ” Iittala’s 140th Anniversary was reported in Financial Times as a double pager. The article touched upon the exhibition at the Design Museum in Helsinki as well as the book accompanying the show. [...] just the fact of giving so much space in FT for Iittala is very positive for the company and Finland’s country brand in design.” – **GREAT BRITAIN**
- ” All Irish media outlets ran a story late last summer about Finland’s help in evacuating Irish people from Afghanistan.” – **IRELAND**
- ” Finland bought 64 F-35 fighters from the American company Lockheed Martin. [...] Finland chose the F-35 fighters since they are better suited to Finland and Finland’s needs.” – **GREECE**

Europe, excluding the Nordic and Baltic countries

” As for the most famous Finns, in France they are probably Santa Claus and Ari Vatanen. But the number one celebrity last year was another Ari, Finnair captain Ari Huusela. He became known as a participant in the Vendée Globe, the solo, non-stop round the world yacht race. Le Figaro said that Huusela really was the best known Finnish person in France, as there were so many stories about him.” – **FRANCE**

” The exemplary handling of the coronavirus pandemic was the most widely reported topic related to Finland in Austria even in 2021. The media were especially amazed at how the infection rates in Finland remained so low for so long even though the coronavirus measures in the country were so moderate (cf. Austria, which spent almost six months of the year in lockdown).” – **AUSTRIA**

” Most read Romanian language piece of news mentioning Finland was the news about PM Marin going to a club despite being exposed to Covid.” – **ROMANIA**

” The event with the most hits in the local media – traditional and social media – was the win of Finland by 1-0 over Denmark for EURO in their first major tournament appearance. Unfortunately the match was overshadowed by Danish midfielder Christian Eriksen requiring emergency medical treatment on the pitch. After the event, the press was, for many days, referring to it with very positive mentions regarding the behavior of the Finnish fans who watched the match, the reaction of the Finnish football players and the fact that UEFA thanked both Finland and Denmark national teams for their exemplary behavior.” – **CYPRUS**

Asia and Oceania

Japan

” Equality was the main story in relation to Finland in Japan in 2021. Stories about Finland and gender equality were prominent in Japanese media, especially due to Japan ranking 120th in the Gender Gap Report. [...] Gender equality issues were also discussed in connection with the Tokyo Olympics. Hundreds of reportings in newspapers, online media and in TV news programmes resulted from the Finnish Embassy’s joint tweet with the hashtag ’Don’tBeSilent’ together with German, Swedish and other EU member state embassies. [...] In relation to the Olympics, gender-neutral toilets at the Metsä Pavilion or ’Home of Finland’, the official Olympic National Partner House for the Finnish Olympic and Paralympic teams, also made stories nationwide as a futuristic form of gender equality.” – **JAPAN**

” Tokyo Olympics and Paralympics was the biggest event to have taken place in Japan during 2021. The Finnish Embassy gained much visibility via the Metsä Pavilion or ’Home of Finland’, the official Olympic National Partner House for the Finnish Olympic and Paralympic teams that was built on the grounds of the Embassy in the center of Tokyo. It was one of the handful of partner houses to actually remain open during the pandemic [...] The Metsä Pavilion, as the Home of Finland was called outside the Olympic period, served as a venue for multiple online, hybrid and physical events throughout the year, where it was introduced as symbolically Finnish, sustainable and design-oriented building.” – **JAPAN**

” Japan established a new Digital Agency in September 2021 and with this opportunity in mind, the Embassy promoted Finnish digitalisation strongly throughout the year. [...] Direct interview pitches to journalists and Embassy’s hybrid seminar ’Finland’s Digitalisation Success’ resulted in approximately 20 solid broadsheet and magazine articles [...] which explained extensively how widespread digitalisation is in Finland and how convenient everyday lives are made, causing a wow-effect among the Japanese public.” – **JAPAN**

China

” Finland’s preparations for the Beijing 2022 Winter Olympic and Paralympic Games as well as Sino-Finnish winter sports relations received overall positive media coverage. For example, NOC Chairman Jan Vapaavuori was interviewed in People’s Daily (daily circulation 3 million) and figure skaters Juulia Turkkila and Matthias Versluis’ video interview received 1.4 million views online on people.cn. Also Finnish companies’ participation in the construction of Olympic venues and Finnish coaches’ participation in training the Chinese national team received positive media coverage.” – CHINA

” Finnish education received positive media coverage especially in the second half of the year after the Chinese government released its ‘double reduction’ policy aiming at reducing the time spent in class and on homework. Finland was seen as a prototype of ‘double reduction’.” – CHINA

” PM Sanna Marin’s night club visit and Covid-19 exposure was widely covered in the Chinese social media. The Chinese-language hashtag ‘Prime Minister of Finland’ became Weibo’s trending topic. The tone of the news and comments was largely playfully sarcastic but some comments condemned the Western ignorance on the Covid-19 pandemic.” – CHINA

” Visit Rovaniemi opened a Kuaishou account for Santa Claus in December 2021. The opening event organized at the Finnish Ambassador’s residence in Beijing was covered in the Chinese online media with video stories about the event receiving 700,000 views online. However, topics related to Santa Claus were censored by some state media outlets due to the sensitivity of Western holidays.” – CHINA

” The Chinese media covered Finland’s ranking as the happiest country in the world for the fourth year in a row. The overall tone of the coverage was neutral, with most brief and factual. This topic was not featured in the major state media outlets.” – CHINA

Asia and Oceania, excluding Japan and China

- ” The most significant news about Finland and India was the virtual bilateral meeting between PM Sanna Marin and PM Narendra Modi in March this year. The meeting generated great press coverage that was seen across various media channels [...]. The news highlighted various topics discussed during the meeting and reported that the meeting has set the stage for a stronger and more collaborative future between India and Finland.” – **INDIA**
- ” The Finnish participants of the ‘Welcome, First Time in Korea?’ series, Petri, Vilppu, Sami and Ville, returned to Korean TV in the summer and received a lot of attention. The group of friends highlighted Finnish cuisine and Finnish products in the programme. The series has a positive impact on Finland’s image in Korea.” – **SOUTH KOREA**
- ” The opening of the Nokia 5G Experience Centre and the University of Oulu in Surabaya, Indonesia, was the most covered topic related to Finland’s exports and export products [...]. It was mainly covered in the media that follow this industry. The news coverage was positive and highlighted the development opportunities for the digital economy of the region and the entire country.” – **INDONESIA**
- ” An example from the more traditional food industry that made headlines was coffee grown in a laboratory and developed by researchers in Finland; an article about this was also published in the Business Times print edition.” – **SINGAPORE**
- ” In relation to Finland, sports was clearly the most important area of culture to be covered in Malaysia in 2021. The biggest single theme was Finland’s first appearance at the European Football Championships, but Kimi Räikkönen finishing his career was also covered.” – **MALAYSIA**

Asia and Oceania, excluding Japan and China

- ” The most significant news event related to Finland came in December with PM Sanna Marin’s nightclub story. This was presented as somewhat scandalous by media outlets trying to evoke outrage. This particularly resonated in Australia due to the long lockdowns and restrictions endured by the public here. A leader of a country seemingly breaking the rules was an easy target for Australian media. [...] The tone of this particular news story was an anomaly for Finland in the Australian media as coverage is overwhelmingly positive.” – **AUSTRALIA**
- ” ‘GRAPE to foster climate resilience and green economic growth in Nepal’ [...] The EU, Finland and Germany received positive news coverage when launching their joint, co-funded new project on the World Environment Day, in June 2021.” – **NEPAL**
- ” The article published by the APF in summer 2021 about the additional workforce needed in Finland attracted wide attention in the Philippines, and numerous people contacted the mission. Finland is interesting as a country in which to work. Health-care staff in particular are moving from the Philippines to Finland.” – **THE PHILIPPINES**
- ” The Bangkok Post ran a news story about Johanna Nordblad’s under-ice freedive record.” – **THAILAND**
- ” Hockey-related news remains one of the most popular topics regarding Finnish culture. The views especially skyrocket, when either a Finnish player is going to play for the local Barys team or the Jokerit hockey team is arriving to Kazakhstan.” – **KAZAKHSTAN**

North Africa and the Middle East

North Africa and the Middle East

” News stories related to Nokia, which is very well-known here, made headlines in the newspapers.” – **ALGERIA**

” Technology and Nokia are topics that appear relatively regularly in the Tunisian media. News stories about Finland continued to be neutral in 2021, mainly in the country rankings. According to the media, Finnish universities carry out advanced development work in the technology sector and are involved in collaboration with Tunisian universities.” – **TUNISIA**

” Last year, there was one major incident that generated a lot of ’negative press’ for Finland in Egypt for the first time in years. The negative perception was not only by state-owned media and private media channels but there was a wave by the general public on social media, too. The incident is the Human Rights statement about Egypt that Finland read at the UNHRC. [...] Other than that, Finland’s reputation ’bounced back’ to be between positive and neutral once again.” – **EGYPT**

” In a series of articles a number of Moroccans living abroad were interviewed. During the year, a Moroccan musician and football coach living in Finland told their stories. High quality of life, clean nature, and work opportunities were mentioned as reasons for wanting to stay in Finland. Climate and racism were mentioned as negative factors.” – **MOROCCO**

” Prime Minister Sanna Marin stayed in a nightclub until four in the morning, despite having been exposed to the coronavirus. Several media channels, especially the tabloids, published stories about this incident. There are many interesting factors in this story: a female leader, her young age, adherence to the coronavirus rules.” – **ISRAEL**

North Africa and the Middle East

” News stories and social media posts circulated in the embassy’s host states in July and August, suggesting that Finland would be open to more immigrants. The mission was contacted by almost 200 people as a result.” – **LEBANON**

” Finnish motor sports have been covered due to the well-known Finnish drivers Mika Häkkinen and Hannu Mikkola.” – **SAUDI ARABIA**

” Finland’s expertise in circular economy and education exports were highlighted at the Expo 2020 Dubai World Expo and the events held at Finland’s Pavilion.” – **THE UNITED ARAB EMIRATES**

” ‘Helene’ by Antti J. Jokinen received the Certificate of Award by the Iranian Cinema Critics Association at the International Fajr Film Festival in Tehran. [...] Laura Birn stars as the Finnish painter Helene Schjerfbeck in ‘Helene’ and won the best actress award of International Fajr Film Festival.” – **IRAN**

” Dancing until morning – the prime minister apologizes after a grave mistake.” – **IRAQ**

Other African countries

Other African countries

” Nordic Nigeria Connect 2021 – A business forum organized by the four Nordic Embassies in Nigeria with the topic Smart City Lagos with focus on wastewater management, green energy, transport and finance sector.” – **NIGERIA**

” Finland’s development cooperation in the forest sector is occasionally covered in the media. [...] The main focus is clearly on forest projects, and exports are only mentioned at a very general level. Such reports, however, support Finland’s reputation as a forest sector expert.” – **TANZANIA**

” The reputation of Finland and other similar countries deteriorated in Ethiopia, including in its media, in 2021. The crisis in northern Ethiopia in particular has brought with it a significant increase in anti-Western sentiment. [...] Foreign Minister Pekka Haavisto’s comments on Ethiopia as an EU special envoy in June also provoked a strong reaction in the country.” – **ETHIOPIA**

” Finland’s participation in the European Football Championships was widely covered in the news and the media. Finland was also mentioned several times due to the Finland-Denmark game, which was suspended after a player collapsed.” – **KENYA**

” Health security in Finland was mentioned in a short article, which stated that Finland had been ranked the happiest country in the world for the fourth year in a row in a UN report.” – **ZAMBIA**

” Sport is always a popular topic in the news. Football and motor sports are the most interesting themes, especially if there is an African/South African player on the team. Golf is somewhat interesting.” – **SOUTH AFRICA**

Other African countries

” Finland’s Covid aid received a lot of attention in the Namibian media. The press release issued by the Mission was quoted, and the Deputy Chief was interviewed on the radio. The President of Namibia also thanked Finland, which was reported in the main channel’s evening news, and the Minister of Health sang ‘Maa on niin kaunis’ in the evening news on another occasion when supplies arrived in Namibia by plane.” – **NAMIBIA**

” Wärtsilä supply a major power plant to Mozambique.” – **MOZAMBIQUE**

The United States and Canada

The United States and Canada

- ” The Finnish Prime Minister’s clubbing trended on Twitter and Instagram, and late night comedy shows with several million viewers such as the Daily Show with Trevor Noah, the Late Show with Stephen Colbert, and the Tonight Show with Jimmy Fallon either brought up the topic in their opening monologue or had sketches about it.” – **THE UNITED STATES**
- ” CNN’s list of the best destinations to visit in 2022, published on New Year’s Eve, included Lahti (the cleanest drinking water in the world and the European Green Capital).” – **THE UNITED STATES**
- ” The statements made by Päivi Räsänen that led to a lawsuit regularly inspired stories about the freedom of expression and religion in small conservative media. Finland’s good reputation as a model country for freedom of the press remained intact, but the topic also led to themes of online hate speech, such as harassment and hate speech against women.” – **THE UNITED STATES**
- ” In March and April, after the publication of the Happiness Report, The New York Times discussed the reasons for happiness, Business Insider wondered what life is like in the happiest country in the world, and Forbes wrote about what makes Finland the happiest country in the world, for example. The stories featured issues such as Finland’s various freedoms, safety, low level of corruption, well-functioning democracy and the welfare state.” – **THE UNITED STATES**
- ” Pajtim Statovci’s nominations for literature awards were reported in the press, and concerts with Finnish conductors were also widely covered. Susanna Mälkki made a big headline in the New York Times in December: A Conductor Considers Her Future.” – **THE UNITED STATES**

The United States and Canada

” Finnish sporting history was made in basketball: Awak Kuier made headlines when she was selected 2nd overall in the 2021 WNBA Draft by the Dallas Wings.” – **THE UNITED STATES**

” Various celebrities ensured that the Oura Ring received visibility; Jennifer Aniston even flaunted her ring on the Jimmy Kimmel talk show.” – **THE UNITED STATES**

” Finland’s plan to help homeless people received a lot of positive coverage. CBC interviewed the CEO of the Y-Foundation, which sparked a debate about using the same model in Canada.” – **CANADA**

” Finland’s circular economy target has received a lot of positive attention in Canada. The topic has mainly been covered in professional publications, not so much in the mainstream media.” – **CANADA**

” Finland’s female-led government, ministers and especially the Prime Minister have been admired as proof of equality.” – **CANADA**

” Finland often features in the media in relation to ice hockey and Finnish NHL players. Canadians follow ice hockey closely. Due to the Covid pandemic, the creative sectors have received less attention. Hopefully this will change in 2022 when the great Nordic art and culture cooperation programme is launched here in Canada.” – **CANADA**

Latin America

Latin America

” Prime Minister Sanna Marin has consistently been portrayed in various media as an example of a young, charismatic woman in a leadership position. As a leader who has succeeded in managing the pandemic, for example. The media’s positive attitude towards Marin has been so strong that even her quarantine violations were handled in an understanding manner.” – **MEXICO**

” The video of the Tesla being blown up was widely covered by different media channels. It was repeated for weeks, and the stories were clearly on the car owner’s side.” – **MEXICO**

” There was extensive coverage in Columbia in the last week of June [...] of labour shortages in Finland. The story was shared in newspapers, on the radio and on television. The mission’s customer service team received a record number of enquiries and phone calls concerning the possibility of moving to work in Finland. The stories used phrases such as ‘Finland badly needs to find immigrants’, ‘good wages’ and ‘we need a huge number of people’.” – **COLOMBIA**

” Finnish companies participate in the rebuilding project of 75 schools in Peru, which attracted some attention in the media in Nov. 21. The project is financed by the Ministry of Education.” – **PERU**

” There were several positive stories about the Nordic and Finnish models of society, especially in the context of the debate on the constitutional reform in Chile. The Nordic and Finnish models also received media coverage during the run-up to the presidential elections.” – **CHILE**

Latinalainen Amerikka

” The breakfast scandal of prime minister of Finland and how intolerant the Finns are when it comes to corruption. Very positive for Finland, it was discussed in humoristic tone comparing it to Argentina.” – **ARGENTINA**

” The number of enquiries about moving to Finland increased significantly after the media painted a picture of Finland as a country with a desperate shortage of labour. Enquiries kept coming in for about a week, then the interest declined rapidly.” – **URUGUAY**

” According to reports, Finland is the country in the OECD with the greatest shortage of skilled labour. Most news stories report Finland being as the happiest country in the world where the quality of life is one of the best in the world, but learning the language, the climate and the 'reclusive' and reserved nature of its business world make it difficult to attract people. – **COLOMBIA**



**SUOMI
FINLAND**



**Ulkoministeriö
Utrikesministeriet
Ministry for Foreign
Affairs of Finland**

Unit for Public Diplomacy, email: VIE-50@formin.fi