Finland 100 celebration report

The Prime Minister’s Office appointed a team to oversee the Finland 100 project from 14 August 2013 until 31 January 2018.

The Finland 100 Secretariat was tasked with compiling a report on the centenary celebrations.

This report is a summary of the events held in honour of the 100th anniversary of Finland’s independence and the outcomes of the project. The report is designed to provide more insight into the project and the huge amount of work that Finns and friends of Finland put into the celebrations.

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The centenary of Finland’s independence
Finland became independent in 1917. The country was born from the strong will and hard work of the Finnish people. A moment came one hundred years ago that gave Finland an opportunity – which it took with gusto.

For one hundred years now, Finns have been building an independent country and making decisions about its future together. Finland’s journey is a globally unique success story. In just one hundred years, the small and poor country evolved into one of the most progressive and advanced in the world.

The year 2017 marked the most important national anniversary in our generation’s lifetime. The anniversary was celebrated throughout the year, both in Finland and around the world. The Finland 100 celebrations also became the biggest and most diverse public event in Finland’s history.

All Finns and friends of Finland were invited to contribute to the programme. The most important goal was to strengthen the sense of togetherness in Finnish society. Based on surveys, this was achieved. The aim of the celebrations around the world was to strengthen Finland’s international profile, and this objective was also reached.

The theme chosen for the Finland 100 celebrations was together. This was based on a desire to make the centenary of Finland’s independence a shared, empowering experience for everyone. As the year went on, the significance of the theme grew deeper and broader, until it defined every aspect of the celebrations. The programme focused on celebrating Finland’s strengths, such as equality and democracy, and showcasing Finland’s successes. It provided an opportunity to learn about the past, take stock of the present, and set the course for Finland’s future.

The centenary of Finland’s independence was also widely celebrated abroad. Events relating to the anniversary were held on all continents and in more than 100 countries. Finland also received a record number of congratulatory visits. One of the aims of the Finland 100 programme was to strengthen Finland’s international profile, and, according to the follow-up study, more than nine out of 10 Finns (94%) felt that this had been achieved.

Altogether the programme, which was based on a public call for projects, communications became the other cornerstone of the celebrations. Communications helped to unite the people involved in implementing the programme and showcase its diversity. “Finland 100” was the most popular online search topic in Finland in 2017, and #Finland100 was one of the most used keywords on social media. The centenary celebrations also received an unusually high level of attention from traditional media both in Finland and around the world.

The programme for the centenary celebrations was launched with the Finland 100 opening ceremony on New Year’s Eve, 31 December 2016, and reached its climax on Finland’s 100th Independence Day, 6 December 2017. There were events throughout the year, and the summer of 2017 was the most eventful summer in Finland’s history. The programme covered the entire country, and its scale was unprecedented in other ways as well.

The year culminated in a week of anniversary celebrations at the beginning of December. The traditional timescale of Independence Day celebrations was extended, and several new elements were added. The eve of the big day, 3 December, turned into a national holiday in its own right. A large percentage of Finns felt that the Independence Day celebrations of 2017 were more cheerful than during other years and also that the event touched them more personally.

The Finland 100 project introduced new tones and approaches to the traditional way of celebrating national milestones. The programme was based on content chosen and implemented by various segments of society, and there was no traditional planning committee. The people were free to celebrate the anniversary exactly as they wanted. The role of the Government and the Finland 100 organisation was to advertise the project, build networks, and create opportunities.

Responsibility for planning and coordinating the celebrations was given to the Prime Minister’s Office, which set up a Finland 100 Secretariat and a Finland 100 Board and Commission, in addition to which there was a network of central, regional, and local governments that coordinated events in different parts of the country. The Ministry for Foreign Affairs’ network of Finnish missions and expatriate organisations coordinated most of the events abroad.

The Government earmarked EUR 19 million for the Finland 100 project, to be spent during the years 2015–2018. The total amount of money spent on the celebrations was many times higher, as all key non-governmental organisations contributed to the events and used their own resources. The total budget therefore amounted to at least several hundred million euros.

Finland’s centenary celebrations grew into an exceptionally prominent and inclusive event. Thanks to extensive public participation, the event provided a comprehensive representation of what Finland was in 2017. The anniversary brought up emotions, inspired people to make tangible changes, and provoked wide debate. It created new perspectives, traditions, networks – and friendships.

The celebrations gave Finland an excellent springboard for the next 100 years. They demonstrated the power of cooperation and the importance of the strengths of Finnish society. The anniversary increased trust in society, broadened cultural diversity, inspired tangible actions, and created new approaches.

This report is a summary of Finland’s centenary celebrations and their legacy. Its aim is to explain to people the significance of the event and the huge amount of work that Finns and friends of Finland put into the celebrations.

Helsinki, September 2018

Pekka Timonen
General Secretary, the centenary of Finland’s independence
We did it together

Anniversaries are a great opportunity to take a fresh look at life – whether it is your own life or the history of an entire nation. Milestones inspire us to look back, evaluate our current circumstances, make changes, and plan for the future.

The centenary of Finland’s independence in 2017 was the most important anniversary of our generation. The role of the nation’s milestone and the expectations attached to it were set according to the respect it deserved. The aim was to make Finland’s big year a turning point, a major event in the country’s 100-year history in its own right. The Finland 100 celebrations were also an opportunity to make the country and its people better known around the world.

The celebrations for the centenary of Finland’s independence were deliberately planned and implemented in a way that differed from traditional national milestones. One of the aims in planning and implementing the Finland 100 celebrations was to involve all spheres of society, and all Finns and friends of Finland.

The expectations were high, but the scale and significance of the Finland 100 celebrations still exceeded even the most optimistic predictions. The together theme, the fact that anyone could contribute to the programme, the network-based approach, and heavy advertising created a foundation that allowed 2017 to grow into the biggest thematic year in Finland’s history.
A mission for 100-year-old Finland

The programme for the centenary celebrations and its phenomenal scale did not come about by accident. They stemmed from ambitious objectives, a huge amount of determined work by enthusiastic people, and successful choices. All Finns and friends of Finland were invited to contribute to the programme, together. The bold and innovative approach also came with a conscious risk – the programme would reflect the people behind it.

The significance of the centenary of Finland's independence as a national milestone was recognised well before planning for the celebrations began. Finland has traditionally celebrated round-year anniversaries of the country's independence more formally than other anniversaries. The 50th anniversary of Finland's independence in 1967 and the 75th anniversary in 1992, in particular, were widely celebrated.

Preparations for Finland's 100th anniversary began in 2011, when the Prime Minister's Office set up a working group to plan the centenary celebrations. The working group submitted its report in 2012. The working group wanted the celebrations to focus not only on Finland's history but also on the future and to emphasise the public's contribution.

The Prime Minister's Office launched the official Finland 100 project in 2013. The Finland 100 project team was tasked with planning compelling and exciting celebrations that emphasised Finnish democracy, the inviolability of human dignity, and the freedom and rights of individuals, and promote fairness and openness in society. The programme was to educate the public about Finland's road to independence, what it means to be Finnish in today's world, and the nation's future.
Shared values are at the core of our success story. The year marking the 100th anniversary of Finland’s independence is a good and fitting time to evaluate the Finnish values of today as building blocks for the future.

Professor and historian Martti Haltia, Finland 100 commentary, 8 September 2016

Long maternity leaves + paternity leaves, low infant mortality, high quality communal day care accessible to all families, free education, free healthy school meals, mostly free health care (don’t know where we are going with that, though…) … many reasons why I feel privileged to live in Finland. Thank you #finland100

Facebook comment

Would it not be more appropriate to talk about a commemoration of our independence? After all, our independence was lost in 1995.

Facebook comment

Parties and events alone would not be enough, so instead the aim was to bring about more tangible, perhaps permanent changes in Finnish society. The choice of a wider approach compared to previous anniversaries also raised the expectations to a new level. The goals set for the Finland 100 project were diverse and ambitious.

The organisational structure created for the project was also different from previous years. A multidisciplinary Finland 100 Commission pooled together the most important non-governmental organisations, in addition to which there was also a smaller Finland 100 Board. The Board members worked closely together and acted as experts who oversaw the planning process. A completely separate organisation consisting of a Secretariat led by a General Secretary was set up by the Prime Minister’s Office to coordinate the planning process and the implementation of the centenary programme.

Appropriations were allocated to the planning and implementation of the celebrations from the government budget. EUR 5 million was initially earmarked for the planning stage between 2011 and 2014. The strategy and objectives of the Finland 100 project were approved towards the end of 2014, and the total budget for the years 2013–2018 was set at EUR 19 million.

The goals chosen for the celebrations focused on diversity, public participation, and three time-based perspectives: the past, the present, and the future. As planning progressed, the goals and methodology were ultimately condensed into a theme: together. The idea for the theme came from the Finland 100 Board, and it turned out to be an important and successful choice.

Finland at the start of the planning process

Finland’s anniversary celebrations have traditionally focused heavily on history, which was naturally what was also expected of the centenary celebrations. The Finland 100 organisation set up by the Prime Minister’s Office to plan the centenary celebrations made a conscious choice to challenge the way anniversaries have traditionally been celebrated. Could there be more cheerful forms of celebrating the anniversary and events that resonate with everyone alongside the traditional formal festivities? How could we involve all Finns and friends of Finland?

The message and goals of the centenary programme began to receive more widespread attention in 2014. The mood in the country made advertising the programme a challenging task. Finland was in the depths of a long recession, and the public had lost faith in the future. A sudden increase in immigration in the autumn of 2015 had quickly turned social debate sour. The use of Finland’s national symbols – the Finnish flag and the heraldic lion – had become a controversial issue. Views on the significance of celebrating the country’s independence were conflicted.

In retrospect, the low spirits that prevailed in society in 2014–2015 created a breeding ground for the ideas that ultimately led to the centenary programme. The Finland 100 message had a positive note: it called people to action and restored their faith in the future. The Finland 100 team was a new organisation that was allowed to bring new ideas, new perspectives, and new tones to the table. The Finland 100 Secretariat set out to build a positive and open-minded image of Finland and to shake Finns and friends of Finland into action. This was a bold choice, but it turned out to be a successful one.
The theme: together

The most important strategic choice made during the planning of the centenary celebrations was the theme: together. This was based on a strong desire to make the centenary of Finland’s independence a shared, empowering experience for everyone. This idea was condensed into a theme, together, in the spring of 2014.

The strength of the theme lay in its currentness, its warmth, and the idea of a rebirth. The public associated national anniversary celebrations with governmental committees, works commissioned specifically for the event, and formal galas. Against this experience, the theme was a pleasant surprise and even a relief to the people.

Although the theme soon proved itself to be current and appealing to the public, it took some time to finalise what it meant in practice. As the anniversary year went on, the significance of the together theme grew deeper and broader, and the Finland 100 team adopted it as its guideline for all aspects of the celebrations. The theme also formed the basis for the main goal of the celebrations: strengthening the sense of togetherness in Finnish society.

The launch of the public call for projects in the spring of 2015 made the theme concrete and created a methodology that reflected it. The public call for projects and the hype around the celebrations inspired Finns and friends of Finland to come up with a huge array of ways to implement the theme. Thanks to its broadness, the theme offered endless possibilities and was capable of supporting the wide range of people’s interpretations.

The theme made people feel that they could contribute to the celebrations and helped them to realise the significance and importance of the big year. The theme also defined the target group: all Finns and friends of Finland would be celebrating the centenary together. It would not just be Finland as an independent country that would be celebrated but also the Finnish nation as a community of values. Anyone, regardless of background, could associate with these values, such as equality, democracy, and freedom of speech. The biggest challenge and measure of success was to deliver the theme in the eyes of the public. What kind of celebration would the people come up with and how would they perceive it?

Perspectives on Finland and Finnish identity

The aim of the Finland 100 celebrations was to bring out the importance and value of all perspectives in Finland’s story. This approach was heavily advertised, especially at the beginning of the project, as the public had several preconceived ideas about the festivities. The project team also wanted to prove to the public that the celebrations would not be exclusive but open to everyone. The programme would cover three time-based perspectives: the past, the present, and the future.

The project team also wanted to mark the unique and important anniversary as extensively as possible: it would be celebrated throughout the year, across the whole of Finland and also abroad. One hundred years of independence was a milestone worth celebrating, and all kinds of celebrations would be welcome throughout the year. These priorities meant, for example, that the project team decided to invest heavily in the Finland 100 opening ceremony on New Year’s Eve 2016. The team felt that the launch of the celebrations would create the momentum needed for success and set the mood for the entire year.

The Finland 100 project consisted of three partially overlapping phases: planning and preparations in 2015–2016, execution from the autumn of 2016 until the end of 2017, and reporting and evaluation until the autumn of 2018.
Each of the phases of the Finland 100 project had its own highlights, which the project team used to increase awareness, keep the public interested, and build momentum towards the culmination of the celebrations in December 2017. The highlights were heavily advertised.

One important strategic decision was to use a friendly, down-to-earth tone of voice in advertisements. Avoiding formalities created a relaxed mood and made the celebrations more approachable. One of the key ideas in terms of content was to showcase success stories from Finland. There were plenty of success stories to share if the scale was chosen correctly or if the focus was on a historical perspective, for example. Finland’s development over the 100 years of the country’s independence and our current status as one of the most progressive countries in the world helped to build a credible brand for the celebrations.

The brand of the celebrations was an important element in its own right. It was built on the chosen priorities and the together theme and designed to be four things: inviting, cheerful, current, and healthily proud. The chosen theme, tone of voice, and topics helped to dispel prejudices, came as a positive surprise to many, and motivated the public to get involved.

The year 2017 itself was divided into thematic periods. The periods formed a continuum and told a story that made up the overall experience:

1. New Year’s Eve 2016: Launch of the celebrations – a milestone for the entire nation
2. January–April: Our common Finland – the nation’s strengths
3. May–August: A Finnish summer – a huge range of events and experiences
4. September–November: The 100-day countdown – Finland’s history
5. December: Independence Day – culmination of the centenary celebrations
The Finland 100 programme

The theme chosen for the festivities, together, formed the basis for the Finland 100 programme and defined both the methodology and the content of the celebrations. The decision to base the programme on a public call for projects, extensive public participation, and diversity was a crucial one.

The centenary of Finland’s independence inspired many organisations to start planning their own celebrations well in advance. The Finland 100 Secretariat received dozens of proposals for cooperation as far back as 2013–2014.

The actual planning of the Finland 100 programme began in early 2015. An extremely important decision was made from the perspective of the success of the programme and the entire year: for the first time in the history of Finland’s national anniversary celebrations, anyone could submit a project proposal for the official programme.

The programme would therefore be built on the public’s own ideas and reflect Finnish society in 2017. It would be a broad, colourful, and diverse cross-section of the 100-year-old nation. The project team also estimated the number of different kinds of proposals to be so high that clear principles and an efficient submission system were needed to process them.

This was an untested approach, as the festivities associated with previous national milestones had mostly been planned by groups of experts and committees. The team understood that achieving the goals set for the Finland 100 project required a new, open-minded and diverse operating model. Planning national anniversary celebrations on the basis of a public call for projects and public participation was a globally unique approach.
**Paying homage to Finnish democracy with a public call for projects**

The Finland 100 Board approved the programme priorities and evaluation criteria for project proposals in March 2015 on the basis of agreed strategic choices. The programme was to emphasise cooperation and inclusiveness and strengthen the sense of togetherness in Finnish society.

The goal was to compile a year-long programme of independent projects coordinated by different kinds of organisations and ranging from events and occasions to exhibitions, works of art, development initiatives, and campaigns representing all spheres of society. A public call for projects was launched, and all proposals that met the criteria were incorporated into the official programme. The project team could also add its own events and commission works specifically for the programme.

As was stated in the programme priorities, “the together theme obligates the Finland 100 team to enable different ways to contribute to the programme, ranging from small, local initiatives to nationwide projects”.

The public call for projects made individual citizens’ proposals equal and subject to the same scrutiny as, for example, ministerial initiatives. Building the Finland 100 programme in this way was in itself a celebration of Finnish democracy and civil society.

**Programming principles and project submission system**

Despite the focus on openness and diversity, not all projects could be incorporated into the programme, as the project team wanted to emphasise the uniqueness of the anniversary and the special nature of the occasion. This is why a framework and basic principles were agreed for the programme and criteria set that project proposals had to meet.

In order to qualify for the programme, projects had to be in some way exceptional, related to the centenary of Finland’s independence or celebrating the anniversary, in keeping with the together theme, and focused on one of three time-based perspectives: 100 years of independence, Finland today, or the future of Finland. The projects had to mostly run during the year 2017, they had to be in good taste and in compliance with the law, and their main aim could not be to sell a product or a service.

Projects for which financial assistance was sought also had to cover at least two regions and have a national or international dimension or nationwide significance. The main project coordinator had to be a legal entity, and any financial assistance granted had to be spent on activities other than subsidised business or construction. Projects also had to pass an economic evaluation focusing on impact, uniqueness, and accessibility.

**Involving the entire nation**

The goal of the Finland 100 project was to reach every Finn. The majority celebrated the centenary of Finland’s independence either by organising or attending events. However, there were other ways to join in with the celebrations — the official statistics only cover a fraction of the scope and scale of the festivities. It was practically impossible to avoid the centenary celebrations in Finland in 2017.

The internet and the media were instrumental in creating experiences that united the nation and transcended geographical boundaries. The topic featured in the media daily, and the Finnish Broadcasting Company in particular played an important role both through its own extensive Finland 100 programming and through widely broadcast key moments of the year, produced in cooperation with the Finland 100 Secretariat. Finland 100 status updates and the Faces of Finland application were popular ways to celebrate the big anniversary on social media. The huge range of both official and unofficial Finland 100 products in shops provided yet another means of honouring the centenary.

The nation’s enthusiasm translated into numerous Finland 100 parties in offices, schools, and clubs, as well as in people’s homes and among groups of friends. As the momentous anniversary drew near, the whole country united in a shared Finland 100 experience of flying the Finnish flag, lighting blue-and-white candles, and participating in coffee afternoons on the eve of the big day. Even those who had somehow escaped the hype until December were finally drawn into the celebrations on the big day itself, when a text message in honour of Finland’s 100th Independence Day was sent to almost every Finnish mobile telephone number.
The public call for projects was launched online in Finnish, Swedish, and English on 30 April 2015. The deadline for submissions was the end of October 2017. A total of 6,612 project proposals were submitted and processed during that period, of which 5% were in Swedish and 4% in English. The number of submissions came as a surprise, as it exceeded even the most ambitious expectations threefold.

The web-based system created for the public call for projects was based on an electronic funding application system developed by the Swedish Cultural Foundation in Finland. The system included both a public application form, which anyone could use to propose a project for the centenary programme, and a project database and processing system for the Finland 100 Secretariat’s internal use. The database ultimately contained almost 25,000 entries. A web-based system that was quick to deploy was crucial for the success of the extensive call for projects and the entire programme.

The right to use the Finland 100 logo

All projects that met the criteria were incorporated into the Finland 100 programme. These projects were given the right to use the official Finland 100 logo and were featured in nationwide Finland 100 advertisements. There were no financial obligations or incentives associated with inclusion in the programme.

The project proposals submitted via the web-based system were reviewed by the Finland 100 Secretariat. The final decisions were made by the Permanent State Under-Secretary at the Prime Minister’s Office based on the General Secretary’s proposals. The average processing time was between two and four weeks, but some project proposals were processed within a few days. Cases where further information or details were needed from the project coordinator took longer to process.

Programme projects approved by the Prime Minister’s Office also had to observe the terms and conditions of the Finland 100 programme, which they accepted by submitting their applications. The terms and conditions set out, among other things, programme project’s right to use the Finland 100 logo and their responsibility to notify the Prime Minister’s Office of any changes in the project plan or their contact details or if the project was cancelled.

Successful applicants were sent reference material by e-mail, such as instructions for using the Finland 100 logo and communication channels. A handbook was also compiled for programme projects, which included not just instructions but also general information about safety and amenities at public events. The Finland 100 Secretariat also sent six newsletters to programme projects between October 2015 and December 2017, which contained topical information and tips.

Finland 100 subsidies

The Finland 100 team could grant financial assistance to projects that the team felt were especially crucial for the overall success of the centenary celebrations. Financial assistance could generally only be granted to projects that met certain special criteria, but the final decision was always made from the perspective of the goals of the celebrations as a whole. It was only possible to subsidise a small number of eligible applicants.

The financial assistance to projects was given in the form of state aid. Programme projects representing the central government were given appropriations from the government budget.

In addition to national Finland 100 assistance, funds were channelled to regional projects through a regional Finland 100 network. The Finland 100 team also supported programme projects in other ways, such as by providing information and promoting cooperation between projects. Some works were also put out to tender.

In order to subsidise projects that also satisfied the EU’s state aid criteria, a separate Finland 100 aid instrument was set up. This made it possible to apply Commission Regulation (EU) No 651/2014, declaring certain categories of aid compatible with the internal market, although most of the projects fell within the scope of application of the Finnish Act on Discretionary Government Transfers.
The Finland 100 aid instrument was launched by a decision of the Prime Minister on 8 December 2015 and discontinued at the end of February 2018. The Prime Minister’s Office published a total of three nationwide calls for Finland 100 aid applications in 2015 and 2016, and a total of 1,066 applicants sought assistance.

Targeted calls for aid applications to supplement the national and international programme

An interim assessment of the programme was carried out in early 2016. The results of the assessment led the Finland 100 Board to publish two new targeted calls for aid applications in addition to the generic application organised in 2015. The aim was to supplement the programme with projects focusing on specific topics in order to ensure that the goals set for the programme would be met.

One of the calls was for societal projects that strengthen Finland’s future, and the applicants had to demonstrate that their projects would tangibly strengthen Finland and have long-term impacts. The projects could focus, for example, on democracy, civil society, equality, or the freedom of speech. They could also be aimed at promoting education, the labour market, the business sector, or internationalisation. Applications could be submitted from 4 until 25 April 2016.

Assistance targeted at strengthening the international dimension of the Finland 100 programme was offered to projects outside Finland, and especially in the neighbouring countries and the other Nordic countries, and to projects promoting Finland’s image abroad. The projects had to support Finland’s efforts to make the country and Finnish know-how, for example, better known around the world. This call for applications also ran from 4 until 25 April 2016.

Financial assistance based on the Board’s recommendations

The same online form was used to apply for assistance and to seek inclusion in the programme. New questions were added to the form for the duration of the targeted calls for aid applications. Only aid applications submitted by programme projects whose projects had been specifically accepted into the Finland 100 programme were processed.

The Finland 100 Secretariat drew up proposals for the Finland 100 Board on the basis of the applications and negotiations with programme projects. The assistance was granted by the Prime Minister’s Office based on the recommendations of the Finland 100 Board. The final state aid decision was made once the programme project had, for example, secured enough funding from other sources. A total of 14 projects were cancelled at this stage despite the Board’s backing. The Board also reviewed all rejected aid applications.

Assistance payments were made on the basis of receipts and progress reports, and the final instalment was only paid once the project had been completed and its final report approved. The assistance only covered a portion of project costs, which meant that programme projects also had to have other sources of funding.

Late additions to the programme to draw attention to the highlights of the year

There was no need for new nationwide calls for aid applications after the spring of 2016. The decision was based on the programme that had already been put together and the remaining budget. The long time it took to plan the kinds of extensive projects associated with the nationwide calls also required early decisions on financial assistance, while Finland 100 funding was still available for local and regional projects that were quicker to plan in most regions during the autumn of 2016 and the first months of 2017.
In the case of some nationwide or international projects, the financial contribution of the Prime Minister’s Office was nevertheless deemed important from the perspective of the centenary celebrations as a whole, even after the calls for aid applications had closed. The assistance in these cases was mostly provided in the form of public contracts, although the same assessment criteria as those used for the state aid granted through the Finland 100 aid instrument still applied.

The goal was for the Finland 100 Secretariat to have to produce as little content as possible itself. More content was needed, especially for the opening ceremony and the week leading up to Finland’s 100th Independence Day. All content produced by the Finland 100 team involved cooperation with partners.

**Strengths and weaknesses of the programming model**

The number-one objective of the programme for the centenary celebrations was to be compelling, inclusive, and spread out across the entire year, as set out in the decision launching the Finland 100 project. All solutions aimed to make the programme as good as possible and to meet the agreed objectives.

In the context of the Finland 100 aid instrument, for example, the objective was to subsidise projects that were scheduled specifically for the year 2017 and that were clearly related to the Finland 100 celebrations. The idea was not to create a new, generic funding instrument in honour of the anniversary, as some applicants seemed to think. Rejections, and the fact that the nationwide calls for aid applications closed as early as the spring of 2016, were naturally disappointing for some programme projects.

A programming model based on a public call for projects had never been used in Finland before, and no similar examples can be found elsewhere in the world either. Although public calls for projects had proven successful in connection with the Capital of Culture 2011 project in Turku, for example, the Finland 100 programme was unique due to its immense scale and the diversity of projects and project coordinators.

The final number of projects was many times the number that had been predicted in the spring of 2015. The time available for programming and the financial and human resources of the Finland 100 Secretariat were extremely limited considering the scope of the programme. With more time, money, and people, the team would have been able to...
focus more on promoting cooperation between programme projects and improving the quality of projects, for example. Most of the feedback received by the Finland 100 Secretariat from project coordinators at the end of the programme was nevertheless positive.

From the perspective of the together theme, the model was a great success. Many respondents to the final survey praised the programming model for enabling small actors to get involved in the Finland 100 concept. In fact, most applicants had got involved specifically in order to get the official Finland 100 status for their project, the right to use the Finland 100 logo, and visibility through the nationwide advertising campaign. Some project coordinators felt that their inclusion in the Finland 100 programme had helped them to find new partners. The feeling of being involved in something great that united the whole nation was also important.

Building the programme on a public call for projects was designed to put more emphasis on the right of everyone to contribute to the celebrations by doing something that was important to them personally, rather than on qualitative criteria, for example. The value and significance of the programme for the centenary celebrations would stem specifically from the fact that it was built by Finns and friends of Finland together, and that it was just as diverse as the nation itself.

One flip side of the approach was that big, professional programme projects in particular felt that the huge number of projects included in the programme eroded the prestige of the Finland 100 logo. On the other hand, some smaller programme projects felt overshadowed by the bigger ones. However, based on the final survey, a large number of programme projects felt that being involved in the huge centenary project added value to their own operations.

The ability and need of programme projects to make use of the communication tools and guides provided by the Finland 100 team varied considerably, depending on the nature and size of the organisation. Large organisations that had previous experience of subsidised projects had better resources for administration relating to state aid, for example. On the other hand, smaller programme projects benefited from the nationwide advertising campaign and instructions for organising events more than big, professional project coordinators. The process, which relied heavily on the internet and e-mail, proved challenging for some programme projects, although most found it efficient.

Sharing the Finland 100 brand with so many projects diminished the value of its message. Our large-scale project was buried beneath numerous small ones. This meant that we were unable to provide our partners with added value in the form of Finland 100 collaboration.

Project feedback

It was great to be involved under the Finland 100 umbrella, as it gave credibility to our events and also boosted the enthusiasm of the participants: we felt that the work was important!

Project feedback

All in all the project was interesting and for us, who are involved in regional organisations, a challenging endeavour. We encountered numerous new things, which meant that we would have appreciated moral support in this small project. Nevertheless, regionally speaking, it was great to be involved.

Project feedback
Networking and communications were crucial for coordinating the Finland 100 celebrations. Several bold choices unusual for public-sector projects were made in terms of communications. Finland 100 grew quickly into a strong and distinctive brand that evoked both emotions and widespread debate.

Translating the strategy into centenary celebrations that resonated with all Finns and friends of Finland required considerable effort and skill from the perspective of communications. A huge amount of work was done in a short space of time in terms of planning and implementing communications. Advertising the programme was just as important for the success of the celebrations as the programme itself. Targets and expectations were set high for both the content and the process.

The consistency, timing, content, and tone of communications were crucial for the success of the centenary celebrations. Due to the core idea of the celebrations, the collaborative approach, and the scale of the programme, it was clear that responsibility for communications also had to be shared. In order to succeed together, the needs of all the parties involved had to be identified, and they had to be inspired to contribute to communications on that basis. As long as the network was set up correctly from the start, the process would also run smoothly in practice.

Communications focused on sharing information about the common goal and targets, and the methodology, creating hype, and building team spirit. The Finland 100 organisation created a framework for communications, built a common platform and terminology, and provided advice and tools for the other parties involved. The communications strategy was based on social marketing and crowdsourcing.
For those responsible for communications, the Finland 100 project was both a dream come true and a nightmare. The task was a unique, once-in-a-lifetime opportunity. The topic touched every member of Finnish society and evoked strong emotions and passion. The target group was the entire nation, and missing key deadlines was simply not an option.

**Turning words into actions and images**

The aim was to make the spirit and idea behind the centenary celebrations, the together theme, visible everywhere: in choices, actions, and cooperation, as well as in the visual identity and resources. Every contributor, programme project, and partner was urged to communicate the same image of the Finland 100 project.

The brand was given a unique visual identity consisting of the Finland 100 logo, graphics, and the *Faces of Finland* concept and applications. These gave the project a distinctive look that was also carried over to advertising.

A decision was made to give everyone access to the visual identity of the celebrations and the Finland 100 brand. This would help to make the brand better known, give the whole nation ownership of the celebrations, and encourage everyone to get involved. The visual identity and the associated tools and applications therefore had to be scalable from a tiny pin to stadium-scale billboards.

The Finland 100 logo became the most important visual element of the year, and the right to use it symbolised programme projects’ official involvement in the celebrations and their commitment to the Finland 100 theme. This also made it possible to identify unwanted associations and activities that should not be, and would not be permitted to be, linked to the brand.

**Phases of communications**

The Finland 100 project and communications relating to the celebrations consisted of three partially overlapping phases: planning and preparations in 2015–2016, execution from the autumn of 2016 until the end of 2017, and documentation and evaluation during the first months of 2018.
Initially, communications focused on building networks and sharing tools with the parties involved. For the implementation phase, the focus shifted to continuous content production, customer support, and advertising the highlights of the year’s programme.

**Planning and execution side by side**

The Finland 100 Secretariat began to plan and prepare communications in the spring of 2014. The total communications budget was initially approximately EUR 1 million, and the workload was spread across three years, with a single person in charge.

The situation changed quickly in the spring of 2015, when the total budget for the celebrations was increased, and the communications budget was upped to EUR 4 million. With the new ramped-up scale, it made sense to incorporate marketing into the planning process and to put communications and marketing services out to tender. SEK Oy was chosen as the communications partner and lead agency, and Milton Oy as the marketing partner. Work with the agencies began in the summer of 2015, approximately 18 months before the start of the big year.

The Finland 100 Board approved the communications and marketing policy in the summer of 2015, and a comprehensive plan covering both strategy and tangible actions was finalised in the autumn. Clear targets and operating models were agreed for communications and marketing, but final decisions on practical aspects were left until later. The ever-changing and rapidly-progressing nature of the project meant that the plan had to be flexible, and various experiments and tests relating to communications were carried out during the planning phase with this in mind.

One key choice was to invest more in network-based communications and internally produced content than in commercial visibility. Instead of a traditional campaign-based approach, the goal was to make an impact on the whole society and encourage interaction between people, which was fitting from the perspective of the together theme.

**Network-based communications**

The aim was to invite all Finns and friends of Finland to celebrate the centenary of Finland’s independence. For the purpose of communications, the target audience was nevertheless divided into groups according to roles and interests. Three groups were identified: ‘proprietors’, who were involved in building the Finland 100 programme; ‘pace-setters’, who built hype around the celebrations among the public; and ‘supporters’, who included the rest of the nation. The service model, schedule, tools, channels, and content of communications were built with the needs of these target groups in mind.

Among the most important contributors to communications were Finland 100 coordinators in each region and in the six largest cities, the Ministry for Foreign Affairs’ network of Finnish missions in almost 100 countries, the thousands of programme projects involved, various partners in the business sector, and local authorities and the central government. Thousands of individuals in Finland and abroad also helped to spread the message about Finland’s big year.

Representatives of the media were primarily seen as partners and encouraged to bring their own perspectives to the centenary of Finland’s independence. Finland’s journey to independence also plays an important role in the history of Finnish media. Editors were urged to interact with their respective audiences in various ways and to explore not only the traditional historical perspective but also the future. International media were mostly engaged through Finnish missions abroad. As interest in Finland’s centenary celebrations increased around the world, the Finland 100 team also began to approach international media directly.

One-on-one interaction was recognised as an important means of spreading the message. An effort was therefore made from the start to identify and recruit interesting individuals as spokespersons for the Finland 100 project. This was also taken into account in the construction of the Finland 100 organisation by inviting well-known representatives of various spheres of society onto the Finland 100 Board and Commission.

Contingency planning was an integral part of preparing communications. The centenary of Finland’s independence would evoke strong emotions and passion, and tensions in society made spreading a positive message about the celebrations a challenging task. Risks relating to the project itself were also taken into account in planning communications.

Many of the foreseen risks materialised through the year, but none of them soured the overall mood or took attention away from the core message. This was thanks to the exceptionally strong Finland 100 brand and the widespread public support for the project. On the other hand, the Finland 100 team welcomed critical debate. This demonstrated the importance and significance of the anniversary for the nation and kept the topic fresh and interesting in people’s minds.
Increasing awareness and building hype through marketing

Marketing was targeted at both the communications network and the general public. A wide range of resources and guides were produced for the communications network at the beginning of the project, and marketing applications were added to the mix later on.

Some of the resources were generic and others were tailored to specific target groups. The resources were disseminated to the recipients via online platforms, and some were accessible to all. The Finland 100 logo, instructions and guides, stock photographs, slideshows, and presentation videos were all in high demand.

The most important of the resources was a communications guide, which set out the core messages, the tone of voice to be used in official communications, and the resources, and contained general instructions on building a network of communication channels and working with the media, for example. The first communications guide was published in August 2015, and it was revised several times as preparations for the centenary celebrations progressed. A bespoke centenary guide was devised for schools, in cooperation with the Finnish National Agency for Education, to encourage teachers to incorporate the theme into their lesson plans. The Finland 100 team also published an updated version of the popular guide.

According to the communications policy adopted by the Finland 100 team, the centenary celebrations were mostly advertised by means other than media purchases. The team’s own channels attracted followers by their interactive nature and content. However, successful cooperation with the media also played an important role in increasing awareness about the project.
Continuous search engine optimisation and small-scale digital marketing began in November 2016 on Facebook, YouTube, and Instagram, and in order to make the Finland 100 website better known among the public. Digital marketing was intensified around the biggest events of the year: the opening ceremony in December 2016, the weekend of togetherness in August 2017, and the lead-up to Finland’s 100th Independence Day at the beginning of December 2017. Less than 7% of the total communications and marketing budget was spent on media purchases.

Faces of Finland

Ensuring the visibility of the Finland 100 logo and brand was an important goal. The aim was to make the official logo and applications relating to the visual identity and the Faces of Finland concept as widely accessible to the partner network as possible. A range of promotional products, such as flags, roll-up advertising banners, balloons, and signs, was also launched to increase the visibility of the Finland 100 project. The Finland 100 Secretariat also produced resources for its own events and hundreds of events hosted by the official programme partners and other organisations. Event planners could borrow the resources or request customised versions.

One of the most important marketing concepts of the year was the Faces of Finland application, which made images associated with the centenary of Finland’s independence come to life. The web-based tool could be used by anyone to turn their own photographs into unique, blue-and-white cartoons that they could use as they wished. The Faces of Finland concept made the centenary celebrations accessible to all Finns and friends of Finland all over the world. The application was hugely popular among the public, in addition to which various organisations used it to create collages in honour of Finland’s big anniversary. The application was launched in December 2016, and it was used to produce a total of approximately 100,000 images.

The Finland 100 logo and the Faces of Finland concept became widely recognised symbols of the centenary celebrations and even made appearances in some surprising environments. The Finland 100 logo adorned the walls of government offices and public spaces, as well as Finnish missions around the world, but also, for example, police cars in Finland. The Finland 100 logo was added to the official Finnish passport, and the covers of the Finnish Government’s annual budget document sported a blue-and-white Faces of Finland pattern.
The promotional products were available for anyone to buy through an online store that opened in August 2016 and closed on 31 December 2017. The store’s biggest customers were the official programme partners, local authorities and city councils, non-governmental organisations, and businesses, but private individuals also placed orders. The online store also delivered to foreign addresses. By far the most popular and most widely sold product was a Finland 100 pin, of which the online store shipped almost 120,000.

In the space of a couple of years, the Finland 100 logo and the project’s visual identity with its blue-and-white faces evolved into a well-known brand that featured prominently in social media, newspapers and magazines, the television, outdoor advertising, events, and shops. The most popular of the branded products was the Finland 100 pin, which often adorned the lapels of interviewees’ suits on the evening news.

The appeal of the Finland 100 brand was evidenced by the many imitations it inspired, including a few amusing memes, such as the substitution of ‘Finland’ with ‘Funland’. At the core of the visual identity was the Faces of Finland concept and the application that anyone could use to give themselves a blue-and-white cartoon face. The application was a fun and inspiring way to implement the together theme and emphasise Finland’s independence as the whole nation’s accomplishment.

The visual identity of the Finland 100 project was not only loved by those involved in the project but also praised by professionals. The Finland 100 identity was awarded Gold in the identity category of Grafia’s Best Finnish Creative Design competition on 27 April 2017.

The Finland 100 logo was a registered trademark, presumably the first trademark ever registered by the Prime Minister’s Office. The Finland 100 project also taught the Prime Minister’s Office professional marketing, marketing skills, and brand management. These were new territories for the 200-year-old organisation. It was therefore not surprising that the regular staff of the Prime Minister’s Office were occasionally a little lost.

The first communications guide was published in August 2015 and it was revised several times as preparations for the centenary celebrations progressed. A bespoke centenary guide was devised for schools in cooperation with the Finnish National Agency for Education to encourage teachers to incorporate the theme into their lesson plans.

Suomi 100 viestintäopas juhlavuoden rakentajille ja ohjelmahankkkeille

Tammikuu 2016
Organising the celebrations for the 100th anniversary of Finland’s independence was the responsibility of the Prime Minister’s Office. The Prime Minister’s Office is responsible for organising national anniversaries. The heart of the official organisation consisted of the Finland 100 Secretariat, the Finland 100 Board, and the Finland 100 Commission, as well as the nationwide network of regional coordinators. The entire network of contributors was considerably more extensive. The together theme meant that the project team wanted the whole nation to contribute to the celebrations, which caused the Finland 100 network to expand in all possible directions.

The Finland 100 Secretariat (Appendix 2) was set up by the Prime Minister’s Office for the years 2013–2018, and it had three main duties: coordinating and managing the Finland 100 project, designing and overseeing the implementation of the programme for the celebrations, and communications. The Secretariat was chaired by Pekka Timonen, General Secretary of Finland 100.

The Finland 100 Secretariat had a total of 26 members during its term of office. The number of members varied between 5 and 20, depending on the phase of the project, and there were members who left the Secretariat after a few months while others stayed for several years. The Secretariat was at its strongest from the start of 2017 until the autumn of 2017. The Secretariat was split into three teams: a project coordination and management team led by the General Secretary, in addition to his responsibility for the project as a whole; a communications team led by Päivi Pirttilä, communications manager; and a programming team led by a Suvi Innilä, programme manager.

The Secretariat was responsible for coming up with the concept, operating model, and methodology for the centenary celebrations under the supervision of the Finland 100 Board and Commission. In practice, the Secretariat’s work consisted of building and maintaining the extremely extensive network of project partners and continuously developing and looking for new forms of cooperation. The Secretariat was also responsible for coordinating and supporting the work of the partnership network, meetings, instructions, nationwide concepts, cooperation with businesses, and general management.

In order to achieve the goals set for the centenary celebration, it was necessary to involve outside experts, too. The need to do this was especially acute in communications and marketing, which were tendered out to several framework agreement and contract suppliers. Oy SEK Ab and Miltton Oy served as contract suppliers in delivering communications and marketing communication services. Kokoro & Moi Oy was responsible for designing and implementing...
the visual identity, and Kuudes kerros Oy created the first version of the Finland 100 logo. The webshop that provided visibility materials was run by Grano Oy, while the contractor for business partnerships was Partners United Oy.

Despite its modest size, the Finland 100 Secretariat was an important coordinator of customer service, cooperation with partners, and practical work relating to the centenary celebrations. Its work was both systematic and reactive and often extremely hectic. The Secretariat became known as the go-to organ for information relating to the celebrations and a hive of activity, and brainstorming sessions and meetings held in the Secretariat’s offices on Kirkkokatu in Helsinki were attended by several thousands of members of the Finland 100 network.

Course set by the Finland 100 Board and Commission

The Finland 100 Board (Appendix 3) oversaw the Secretariat’s work. The Board convened at regular intervals, and it consisted of a chairperson and 11 members representing different spheres of society. The Board was chaired between 15 November 2013 and 29 June 2015 by State Secretary to the Prime Minister Olli-Pekka Heinonen, and between 1 July 2015 and 31 January 2018 by State Secretary Paula Lehtomäki. The Finland 100 Board took care of the implementation and coordination of the project plan in accordance with the chosen strategy. The Board also expressed its opinion on state aid proposals for projects. The Board convened a total of 48 times between 2013 and 2018.

According to the agreed division of responsibilities, the Finland 100 Commission (Appendix 4) decided on the project’s guiding principles based on the Board’s proposals. The Commission consisted of representatives from 70 of Finland’s key organisations, and it convened a total of six times during its term of office. The Commission was chaired by Prime Minister Jyrki Katainen (14 August 2013 – 24 June 2014), Prime Minister Alexander Stubb (24 June 2014 – 29 May 2015), and Prime Minister Juha Sipilä (29 May 2015 – 31 January 2018), with the Minister of Finance acting as the deputy chair and the Finland 100 General Secretary as the secretary.

Inspiration and contacts through regional Finland 100 coordinators

In order to take the centenary celebrations to all parts of the country, the Prime Minister’s Office set up a regional Finland 100 network that ended up playing a hugely important role. Regional planning began in September 2015, and the regional Finland 100 network began its work in the spring of 2016.

The regional network (Appendix 5) consisted of regional councils (19) and the six largest cities, and it was responsible for the regional coordination of the celebrations as well as communications. Each region had its own Finland 100 coordinator, who reported to the city or regional council. In addition to the regional coordinators, many local authorities also appointed their own Finland 100 liaison officer. The regional network convened for a total of nine development and planning meetings, which were held between two and four times a year.

The regional coordinators acted as regional representatives of the Finland 100 Secretariat and as liaison officers between the Secretariat and their respective regions. Some regions had two coordinators, in which case one individual focused on communications and the other on liaising with programme projects and applying for regional subsidies. Some of the coordinators also contributed to the official programme in their respective regions.

Communications played an important role in the regional coordinators’ work. The regional coordinators provided advice and inspiration and encouraged local organisations to get involved in building the Finland 100 programme. They were responsible for the visibility of the Finland 100 project, resources, and cooperation with regional media. Almost all the regions set up their own Finland 100 profiles on social media and drew up calendars of regional events. Regional coordinators helped national programme projects to find local partners and searched the nationwide programme for events and projects that were relevant for their local communities. The regional network also played an important role in putting nationwide Finland 100 concepts into practice on a regional level and creating moments that united the whole country.

Governmental coordination by a ministerial committee

Liaison officers and Finland 100 coordinators from various government agencies convened regularly through a ministerial Finland 100 committee. The ministerial committee consisted of representatives of all ministries, the Office of the Chancellor of Justice, the Parliament of Finland, the Office of the President of the Republic of Finland, and the Prime Minister’s Office.

The ministerial committee was responsible for disseminating information about Finland 100 projects relevant to each government department and for planning cooperation. The committee also played an important role in creating a shared centenary experience for the central government and in coordinating communications. The ministerial committee held a total of 14 meetings. There were also other committees, such as a committee of central government representatives for coordinating international affairs.
International Finland 100 events were coordinated by the Ministry for Foreign Affairs and Finnish missions around the world. Events relating to the Finland 100 programme were held in more than one hundred countries on all six continents. In addition to the official organisation, celebrations for the centenary of Finland’s independence were promoted by local branches of the Finland Society in many countries.

**The strengths of networking**

The together theme made a network-based approach to the Finland 100 project a natural choice. The scale of the project and the goals set for the celebrations also supported the choice. The scarcity of resources, considering the amount of work to be done, made a network-based approach even more important.

Instead of a ready-made programme or campaign and top-down project management, a decision was made to share the responsibility with the entire nation. The centenary of Finland’s independence would be celebrated exactly as the nation wanted. The Finland 100 project team took it upon itself to create a framework and a platform for the collaborative effort. Against a backdrop of traditional public-sector initiatives and anniversary celebrations, this was an unusual choice. The approach also came with a conscious risk: no-one knew how this major milestone in Finland’s history would ultimately be celebrated.

With the choice made, it was important to get the whole nation behind the project from the start. The Finland 100 Secretariat and Board put in a lot of legwork to test the waters around the country. The results of the tour were promising. The Finns, a nation built on democracy and a tradition of volunteer organisations and helping one’s fellow man, were ready to accept the challenge. A large number of representatives from regional councils, non-governmental organisations, local authorities, the central government, the media, and the business sector joined the Finland 100 network. Various influential members of society also expressed interest in the project and agreed to contribute to the celebrations. The rest of the nation got an opportunity to get involved when the public call for projects was launched in the spring of 2015.

The network-based approach required efficient communications. The importance of frequent, consistent, and interactive communications was recognised from the start, and communications became the project’s second cornerstone alongside the programme.

**Business partnership programme**

In view of the together theme, the Finland 100 project team also wanted to involve the business sector in the celebrations. A separate programme for commercial partners was therefore launched alongside the public call for projects. This was the first time in the history of Finland’s national anniversary celebrations that a strategy and an operating model were devised specifically to involve businesses. Partnership with the Finland 100 project gave businesses an opportunity to promote well-being in society and honour the together theme.

Businesses were keen to contribute to the centenary celebrations and set to work with enthusiasm. The Finland 100 partnership programme for businesses consisted of two elements: a partnership programme for large corporations in 2016 and a programme tailored to small businesses at the beginning of 2017. The Finland 100 programme also included numerous projects run by businesses, in addition to which many businesses sponsored other programme projects’ events as partners.

The first Finland 100 partnership programme for businesses was targeted at large corporations, and it was launched at the beginning of 2016. This involved businesses and the Finland 100 project team at the Prime Minister’s Office agreeing on each business’s contribution to the centenary celebrations through events and sponsorships, as well as potentially through products and services. Businesses were asked to, for example, develop products or services that supported the together theme, run extensive advertising campaigns, and contribute to services of general interest, which could relate to their other corporate citizenship activities. All businesses that had operations in Finland could join the programme.

A second programme, targeted at small businesses, was run at the beginning of 2017. The programme was called 100 Great Things from Finland, and it aimed to find 100 products or services developed by small businesses to honour the centenary of Finland’s independence. The programme was run in cooperation with the Federation of Finnish Enterprises, the Finland Chamber of Commerce, the Association for Finnish Work, and the Confederation of Finnish Industries. All small businesses as defined by the EU could seek official Finland 100 status for one of their products or services. In addition to meeting the programme criteria, the participating businesses had to sign up to an initiative called Society’s Commitment to Sustainable Development (https://commitment2050.fi/).

What all the participating businesses and their Finland 100 products and services had in common was a background, a story, or a link to a social phenomenon that qualified them for inclusion in the anniversary programme. The participating businesses could use the Finland 100 logo for specific products and services, communications, and marketing.

Business partnerships became an important part of the nationwide centenary programme, and businesses made a big contribution to the visibility of the celebrations as a whole. A liaison officer for business partners was hired for the Finland 100 Secretariat for the years 2016–2017.
One in three Finns volunteers for charity and one in two would do so if asked. OP Financial Group decided to honour Finland’s big anniversary by running a volunteering campaign with multiple partners. The campaign produced a total of 274 years’ worth of voluntary work.

Hampered by hectic lifestyles and fear of commitment

Many people would like to help but do not seem to be able to find the time. Some cannot find a suitable cause. Others are unable to commit. A survey of the nation’s attitudes towards volunteering conducted by OP Financial Group revealed that most people want to help and do something for the common good, but the aforementioned kinds of concerns get in the way. OP Financial Group wanted to honour the centenary of Finland’s independence by doing something good together with its staff, shareholders, and partners. Volunteering seemed like a good way to do this, as the threshold for getting involved is low and there is strength in numbers. The goal was to challenge Finns to work together for the good of their local communities and to enable ideas to be implemented flexibly with the help of a digital platform.

Hiiop100.fi – an online volunteer agency

The aim of the campaign was to produce 100 years’ worth of voluntary work. The idea came from OP Financial Group’s staff, and each of the company’s 12,000 employees was encouraged to volunteer for a day during working hours. These hours would amount to half of the target. In order to make up the other 50 years’ worth of volunteer work, OP Financial Group went in search of a partner to help set up a new, public online volunteer agency called Hiiop100.fi. The website is designed to match volunteers to jobs that need doing. In practice, anyone can use the website to look for volunteers or for a suitable job for themselves.

274 years of volunteering together

The voluntary work completed during 2017 amounted to a total of 274 years. More than 3,000 jobs for volunteers in different parts of Finland were posted on the website.

One of the most popular charitable causes was helping families in need. For example, thousands of people helped an association called Hope to collect and sort donations, and a total of 1,500 schoolchildren were given a new bag in July. Other charitable initiatives during the year included teaching young people household skills, preventing social exclusion, collecting funds on World Food Day, Red Nose Day, and Thirst Day, and cleaning national parks and beaches. Volunteers also kept lonely elderly people company and visited senior citizens’ service centres, helped with household chores, and organised seniors’ dances, celebrations of gratitude for older generations, 60+ parties, and feel-good lunches. A total of 100 elderly people were taken on car journeys in November. Thousands of Finns knitted to help premature babies, children, and veterans.
Finances

The year’s finances are best examined from two perspectives: the spending of the appropriations allocated by the Finnish Government to the Finland 100 project, meaning the project budget, and the estimated total amount of money invested in the centenary celebrations, including the financial contributions of all project partners. Most of the appropriations were spent on programming.

Special appropriations were allocated to the Finland 100 project from the government budget. The total budget for the years 2013–2018 amounted to EUR 19 million.

EUR 5 million was earmarked for launching and planning the project in 2014. The total budget of EUR 19 million was confirmed in 2015 on the basis of the strategy and operating model adopted by the Finland 100 Commission and Board. The Prime Minister’s Office oversaw the spending of the appropriations. Appropriations spent between 2013 and 2018 totalled EUR 18 million (Appendix 7).

Programme spending

A total of 60% of the Finland 100 budget, which came to EUR 11.5 million, was earmarked for programming. EUR 10.9 million was ultimately spent on the programme. The money was used to subsidise national and international projects, support regional programming, and pay for the Finland 100 Secretariat’s own projects and commissioned works, as well as other programming costs.

A total of EUR 6.5 million in state aid was granted to 145 different projects through the Finland 100 aid instrument. Rights to appropriations were transferred within the Government to subsidise a
further 11 projects by a total of EUR 350,000. The Prime Minister’s Office’s average financial contribution to these 156 projects was 16%.

EUR 1.8 million of the programme budget was spent on other aspects of programming, such as planning, the Finland 100 team’s own projects, and partnerships with important programme projects. Approximately 7% of the programming budget was spent on the opening ceremony, almost 13% on events during the week leading up to Finland’s 100th Independence Day, and approximately 10% on international projects.

**Breakdown of the EUR 10.9 million spent on the Finland 100 programme**

![Pie chart showing breakdown of EUR 10.9 million spent on the Finland 100 programme]

- State aid for project coordinators (Finland 100 aid instrument)
- State aid for regional councils and cities
- Other programming costs
- 2.23 M€
- 1.84 M€
- 6.83 M€

**Subsidies for regional programming**

The Finland 100 project team supported regional programming by granting state aid to the regional Finland 100 network. The Prime Minister’s Office launched a call for aid applications targeted specifically at regional development and administration authorities and cities on 7 December 2015 in order to subsidise the regional coordination of the centenary celebrations, communications, and programming. The pot amounted to EUR 2.25 million across the years 2016 and 2017.

A total of 18 regional councils and Finland’s six biggest cities had applied for assistance by the deadline, which was 31 January 2016. In order to be eligible for the subsidies, the applicants themselves had to invest at least the same amount of money in preparing for the centenary celebrations as they sought from the Prime Minister’s Office. The applicants ultimately invested a total of EUR 3.2 million of their own funds. The final amount of state aid granted came to EUR 2.23 million, which was split among the regions (Appendix 15).

Most regions invited programme projects to apply for regional Finland 100 subsidies during the years 2016 and 2017. Each region set its own criteria for applications, its own evaluation process, and its own schedule. The Prime Minister’s Office stipulated that only projects that were included in the official Finland 100 programme (Appendix 8) could be subsidised.

The regional network granted a total of EUR 1.7 million in assistance to 715 locally and regionally important projects. Regional Finland 100 subsidies accounted for 12% of these projects’ total budgets on average.

**The immense value of other sources of funding**

The basic premise was that the majority of projects would be financed with sources of funding other than the Finland 100 budget, such as assistance from various non-governmental organisations or funds, or programme contributors’ own basic funding.

A total of 3.1% of the projects included in the centenary programme received state aid from the Prime Minister’s Office and 15% were granted regional Finland 100 subsidies through the regional network. These subsidies amounted to EUR 8.6 million in total.

Based on the final survey targeted at programme projects, at least EUR 400 million is estimated to have been spent on the Finland 100 programme altogether. The final costs reported by programme projects excluded infrastructure and construction projects carried out in honour of the big year. In other words, at least 36 times the budget reserved for the programme by the Prime Minister’s Office was actually spent on the programme.

**Overall economic impact of the centenary celebrations**

It is difficult to evaluate the overall economic impact of the centenary celebrations, as the emphasis was on self-motivated contributions, networking, and bringing different kinds of programme projects together. In practice, the final budget represents the total sum of resources spent by everyone who contributed to the celebrations. The total budget was therefore at least several hundred million euros.

The parties who contributed to the official Finland 100 programme, namely programme projects, ministries, regional councils, cities, local authorities, and partnering businesses, all stated in their summaries and final reports that they had dedicated hundreds of working hours and spent their own money on the centenary celebrations. It is not possible to evaluate this aspect of the project in more detail.

An economic evaluation also needs to take into account all the activity generated by the anniversary that was not directly linked to the official Finland 100 programme. Some of the financial information relating to events around the world is also incomplete. In any case, the centenary of Finland’s independence was the biggest national anniversary in the country’s history from a financial perspective, as well.
Finland’s jubilee year

The main theme of Finland’s centenary of independence was ‘Together’, which encapsulated both the aim and mode of implementation of the celebrations. During both the planning and carrying out of the centenary celebrations, there was a clear focus on creating a sense of belonging, inclusion, and diversity. The Finland 100 centenary year is in many ways a new kind of national celebration.

The programme for the centenary year was a joint effort by a huge number of participants. Everyone was allowed to find their own way to celebrate Finland, and numerous different ways of taking part in the celebrations existed side by side. This was also a reflection of the core values of Finnish society: democracy, freedom of speech, and equality.

The framework of the centenary programme was formed by the official projects selected through an open application process. In addition to these, there were numerous other Finland 100-inspired projects and activities. The programme covered the whole of Finland, and many events also took place abroad.

The open and inclusive programme, as well as the poignant reason for the celebrations, inspired Finns and friends of Finland alike to make the experience a memorable one. The biggest ever celebration programme consisted of 5,000 projects made possible by 800,000 participants. There were an estimated 170,000 events across Finland and abroad.

The people who participated in realising the various projects came from all walks of Finnish society. Some of the key participants included municipalities, towns, companies, state institutions, communities, associations, and individuals.

The centenary programme started at New Year and ended on 6 December, which is Finland’s Independence Day. During these eleven or so months, numerous content and event highlights brought people together and raised awareness of the programme’s important themes. The grand opening sent a clear message that the upcoming year would be a special one. In August, the ‘Together’ weekend captured the strong community spirit that came out during the summer months, and the celebrations reached their climax during ‘birthday week’, right before Finland’s Independence Day.

The centenary was inclusive, inspiring, and full of joy. The whole thing went over the top – in a good way. Finland 100 became a phenomenon that spread throughout Finland and across the world.
The biggest ever centenary programme

Finland’s hundred years of independence was celebrated with the biggest ever centenary programme. The programme, which covered more than one hundred countries across six continents, consisted of 5,000 projects and 170,000 events. The programme was a joint effort: 800,000 Finns took part in making the programme possible.

The extent and versatility of the Finland 100 programme exceeded all expectations and predictions. The chosen strategy of creating the centenary programme through an open application process proved to be successful and in line with the times. The opportunity to take part in the celebrations by creating something of your own in your own way inspired a huge number of people to contribute to the programme.

Nearly all Finns happy with the centenary programme

The centenary touched the Finnish people in a historic way. According to a study¹ (Appendix 16) by Statistics Finland, nearly four in five Finns felt that taking part in the centenary celebrations was important. The views reported were similar regardless of age, place of residence, or gender.

Up to 93% of Finns were very happy or quite happy with the implementation of the centenary year programme as a whole. Women were slightly more pleased than men, and under-45s were more pleased than over-45s.
In its hundredth year, Finland was an inspiration to many filmmakers. The film programme included a total of 14 films screened at cinemas, with over a million viewers in total during the centenary year. The films recaptured scenes from Finnish history, great emotions, and encounters in modern-day Finland. In addition to films, the Finland 100 programme included television series and productions.

The Eternal Road, directed by A.J. Annila and based on a bestseller by author Antti Tuuri, is a story of how trust in humanity and justice can carry you forward even when all else is lost. The new adaptation of the classic novel The Unknown Soldier by Väinö Linna was inspired by director Aku Louhimies’s desire to tell the story to the younger generations using language and visuals that they can identify with. The documentary The Wages of War by Timo Korhonen discusses the taboo of an inherited national trauma that can only be resolved by addressing it.

Tom of Finland by Dome Karukoski is the story of how the art and vision of one Finnish man, artist Touko Laaksonen, changed the world. A film by Aki Kaurismäki called The Other Side of Hope is a depiction of an encounter between a Finnish businessman and a Syrian refugee. Lauri Mantyvaaran tuhheit ripset (The thick lashes of Lauri Mäntyvaara), a comedy written and directed by Hannaleena Hauru, is a celebration of the young women of the 100-year-old Finland.

The documentary Angel from the North by Jean Michel Roux discusses Finland and Finnishness through Hugo Simberg’s painting Wounded Angel. The nature film Journey to the Sea by Jouni Hiltunen shows the diverse marine habitat and life of the Gulf of Finland, as well as the people who observe and affect the state of the sea.

Finland 100 programme included 5,000 projects

Between 2015 and 2017, a total of 5,529 projects were included in the centenary programme. A review conducted in 2018 showed that the number of projects that actually took place was at least 4,900. However, it is likely that the real number is slightly over 5,000.

Around 300 projects withdrew from the programme after being accepted, or planned to carry out their project at a later date. For some projects, no prior notification was given, which is why the actual number of projects was only reviewed after the centenary year.

A total of 885 project applications were declined. The most common reason for this was that the proposed projects were not clearly linked to the centenary year either in terms of content or time. For example, one project was planned to be carried out outside the centenary year. Any applications related to commercial products or services were transferred to their own application process. There was also some overlap in the applications, or an application was withdrawn before it was processed.

In addition to the official programme projects, Finland’s hundred years of independence was celebrated at countless unofficial events.

A final survey was conducted among the programme project organisers between 2017 and 2018. The projects that responded to the survey were a cross-section of the content, geographical location, and size of all the projects. Based on the data from this survey, we can produce estimations and summaries with sufficient accuracy concerning the projects’ key figures.

Two thirds of centenary year events were free

According to the survey, the 5,000 projects included in the Finland 100 programme consisted of approximately 169,700 events. Typical events included shows and performances, exhibitions, concerts, and parties. Two thirds of these were free events. Over half of the projects included 1–5 events, while only 6% of the projects included no events at all. On the other hand, film projects had a very high number of screenings, possibly even hundreds.

If the main content of a project was not an organised event, it was usually a book, film, website, or campaign.

1 In a follow-up study covering several years, Statistics Finland studied how aware Finnish people were of the centenary year of independence and what their views on the year were. The Finland 100 follow-up study was carried out six times in connection with the Consumer Survey: 09/2015, 09/2016, 03/2017, 09/2017, and the final study was carried out in two parts in spring 2018 (02/2018 and 03/2018). Each time, over a thousand residents of Finland between the ages of 15 and 84 were interviewed, and the results were proportioned to correspond to the entire population.

2 The experiences of the project organisers were reviewed in a final survey aimed at completed projects. Between March 2017 and February 2018, the final survey received responses from 1,468 projects, which is 25% of all programme projects.

Finland 100 was a good year for Finnish cinema

In its hundredth year, Finland was an inspiration to many filmmakers. The film programme included a total of 14 films screened at cinemas, with over a million viewers in total during the centenary year. The films recaptured scenes from Finnish history, great emotions, and encounters in modern-day Finland. In addition to films, the Finland 100 programme included television series and productions.

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Communities took a major role

The people involved in creating the centenary year programme represented all layers of Finnish society. Participants included individuals, public administration organisations, communities, and big and small companies across the country. Many people who would not normally take part in similar celebrations became active.

Communities took a major role in carrying out the programme: the final survey showed that nearly half of the main project organisers were associations or NGOs, and one fifth were private individuals or working groups. Companies took the main role in approximately one in ten projects in the entire programme. However, a quarter of projects that received a state subsidy were run by a company.

One in five Finns contributed to the programme for the centenary year

According to a survey conducted by Statistics Finland in March 2018, nearly one in five Finns over the age of 15 (800,000 people) took part in the preparations for at least one Finland 100 programme project. In September 2017, the number was 600,000, which shows the dramatic increase during autumn 2017, when people really got excited about taking part in the national initiatives in early December, such as the Coffee and Cakes for Independence Day Eve events.

Based on the responses to the final survey, the number of people who took part in organising the official programme in Finland and abroad was 675,000. This number does not include the huge number of people who took part in organising the programme on the actual Independence Day and the birthday week right before it. This means that the estimated overall number is even higher.

A total of 59% of participants were volunteers or trainees. Volunteer work and high spirits were highly significant in making the diverse centenary year programme come together to the extent that it did.

Finland’s centenary celebrated in dozens of languages

The diversity of the centenary year organisers and target audiences was reflected in the number of languages used in the Finland 100 programme. In addition to Finland’s official languages and languages with special status in Finland, Finland was celebrated in dozens of other languages. In addition to projects that took place abroad, many projects were aimed at immigrants in Finland. Moreover, various ethnic and cultural communities in Finland organised Finland 100 events in their own languages.

Geographical distribution of projects
Around half of the official Finland 100 programme projects were solely in Finnish from the point of view of the participants and audience. According to the programme applications, 40% of the projects were multilingual, meaning that at least two different languages were used, with Finnish usually being one of them. English was used as a project language in 27% of the programme projects, while Swedish was used in 15%.

Project organisers from Finland’s Swedish-speaking community created around 5% of the programme. The Swedish-speaking regions were equally active compared to other regions across the country, and the programme covered all Swedish-speaking regions, reflecting their local character. Many Finland 100 projects were also organised in the Åland Islands.

Sámi culture received considerable attention during the centenary year. The Finland 100 programme organised in Paris included a Sámi 2017 event. Many other projects were organised by the Sámi community and in the Sámi languages. Romani, Karelian, and sign languages were used in dozens of projects. Finnish dialects were highlighted by many projects. Project applications specifically mentioned dialects such as the Savo, Rauma, and Forssa dialects.

After Finnish, English, and Swedish, the most commonly used languages in the Finland 100 projects were Russian, German, French, Estonian, Spanish, Japanese, Chinese, and Italian. Each of these languages was used in some dozens of projects. Norwegian, Hungarian, Arabic, Polish, and Danish were each used in over ten projects. In addition, one or more projects used Dutch, Icelandic, Greenlandic, Meänkieli, Lithuanian, Latvian, Greek, Croatian, Czech, Albanian, Romanian, Bulgarian, Latin, Portuguese, Catalan, Basque, Turkish, Kurdish, Hebrew, Persian, Dari, Thai, Korean, Hindi, Malayalam, Punjabi, Igbo, and Somali.

The Unknown Soldier on stage in Swedish for the first time

In summer 2017, The Unknown Soldier premiered as a play in Swedish. The Unknown Soldier in Harparskog is a play performed at an open-air theatre in Raasepori, Finland, both in Swedish and Finnish. The play is inspired by the Finnish classic by author Väinö Linna.

The play is set in the Harparskog defence line on the Hankoniemi peninsula in Raasepori, where the Harparskog Arena was built to hold an audience of 800 people.

The Swedish version of the play was based on the film script The Unknown Soldier written by Edvin Laine and Olavi Veistäjä in 1966. The Finnish-language version of the play also followed this script. The actors on the Harparskog Arena stage were both professionals and amateurs.
Finland 100 events attracted over 20 million visits

The aim of the Finland 100 programme preparations was to get the Finnish people excited so that they would get as involved as possible in the centenary year celebrations. This target was met very well. According to Statistics Finland, nearly half of the Finnish population took part in one or more centenary events during 2017. Women were more active participants than men. A noteworthy detail is that the most active age group was 15–24-year-olds. Up to 58% of this age group took part in the events in one way or another.

Most commonly, people took part in Finland 100-themed parties with family or friends, attended cultural or art events or official functions, or went to the cinema. Over 64% of Finns celebrated Independence Day on 6 December 2017.

The estimated number of visitors (i.e. the number of visits to events) to the official events in the centenary year both in Finland and abroad was at least 20 million. The estimated number of viewers of television and online content was 3.5 billion. These estimations are based on information provided by project organisers.

The project organisers were very happy with the number of visitors they attracted. Nearly 90% of them said that the number of visitors was as expected or exceeded their expectations. Those disappointed with the number of visitors listed the bad weather in summer 2017 and the high number of different Finland 100 events as reasons for not meeting their target. Organisers were also mostly happy with the media coverage received by projects: 58% of projects said media coverage was as expected, and 21% said it exceeded their expectations.

Nearly half of Finns took part in the Finland 100 celebrations during 2017.

1 In a follow-up study covering several years, Statistics Finland studied how aware Finnish people were of the centenary year of independence and what their views on the year were. The Finland 100 follow-up study was carried out six times in connection with the Consumer Survey: 09/2015, 09/2016, 03/2017, 09/2017, and the final study was carried out in two parts in spring 2018 (02/2018 and 03/2018). Each time, over a thousand residents of Finland between the ages of 15 and 84 were interviewed, and the results were proportioned to correspond to the entire population.
Children and young people at the centre

The majority of the 900,000 under 15-year-old Finns who took part in the Finland 100 celebrations did so at various themed parties, exhibitions, or lessons. Many such events were organised in all Finnish schools and nurseries during 2017. Around 730,000 children in this age group take part in early years education or are in school.

In addition to projects created by individual schools and nurseries, the official Finland 100 programme included over 400 projects aimed at this age group or created by schoolchildren and children at nursery themselves. Children were listed as a special target audience in over 800 project applications.

In autumn 2016, the Finland 100 campaign published a Finland 100 guide for teachers, schools, and educational institutions together with the Finnish National Agency for Education. The guide showcased centenary projects aimed at children and young people and contained ideas on how to integrate them into lessons. The updated version, published in spring 2017, included over a hundred such projects. Moreover, the Finnish National Agency for Education assisted and encouraged schools and educational institutions to incorporate centenary themes into their daily work through their own media.

Programme project organizers satisfaction with the number of visitors

The programme project organizers were very happy with the number of visitors they attracted. Nearly 90% of them said that the number of visitors was as expected or exceeded their expectations.

For the first time in living memory, the two sports clubs came together to carry out a shared project, and they cooperated wonderfully. We managed to create a real 1920s feel at the stadium and the competitors and spectators had a blast. We received a lot of positive feedback, and people wanted to know if we were going to do something similar in the future.

During my job placement at a disability day-care centre, we learned the song ‘I’m a Finn’ in sign language for an Independence Day event on Tuesday. 😊 This is a great idea for Finland 100!

LOVELY IDEA!!!
Discussion on Facebook

I only had time to make two pairs of socks before the project target was reached 😊. Finns are too efficient.

Amazing project! Thank you to everyone who took part 😊.
Eyes on the past, the present, and the future

Children and young people had an important role in the Finland 100 programme, both as contributors and as a target audience. This is because the centenary focused not just on the past and the present but also on the future. Many organisers responded positively and were delighted with this focus. The centenary would not self-evidently be about the past and wartimes, as many had predicted.

Highlighting present and future themes clearly encouraged more people to contribute. Various steps were taken to increase the share of projects focused on the future. For example, the possibility to apply for a state subsidy was made available for projects with a societal theme or a focus on building a brighter future for Finland.

However, the events of history did still have a significant role in the programme. A total of 62% of the actual programme focused on the past. The remaining 40% was split between the present and the future. The centenary programme included a wide variety of historical topics. New perspectives on the story of Finland were also brought forward.

Diverse programme – a reflection of Finnish society in 2017

From the point of view of diversity, the content of the Finland 100 programme was a great success. The open application process supported the idea that the contributors, target audiences, and content of the programme in all its diversity would reflect Finnish society in 2017.

The centenary had only one theme – Together. No particular theme was defined for the programme, nor was it divided into smaller thematic subcategories. The Finland 100 website allowed people to search for projects and events by geographical area or theme. Some of the themes included were nature and the environment, arts and culture, societal activities, and community activities.

Youthful celebrations

Contrary to expectations, Finland’s centenary proved to be an important occasion for young adults in particular. The Finland 100 follow-up study by Statistics Finland showed a surprising trend among 15–24-year-olds. This age group went from ignorance and disinterest to active participation and satisfaction during the centenary year. This change in attitude took place in 2016.

In September 2015, awareness of the upcoming centenary year among young people was very low: up to 70% of the age group had no knowledge of the centenary, while nearly 70% of senior citizens were aware of it. After one year – in September 2016 – all age groups were much more aware of the centenary, but the biggest increase in awareness was seen in the 15–24-year-old age group, in which nearly 60% were now aware of the upcoming centenary. In autumn 2017, there were no significant differences between age groups and nearly 100% of people were aware of the centenary.

In autumn 2017, two thirds of Finns said they would celebrate Finland’s upcoming hundredth birthday. Interestingly, the age group most eager to celebrate Independence Day was the 15–24-year-olds (80%). The same survey showed that nearly three quarters of Finns (70.6%) said that they were satisfied with the centenary programme as a whole. Again, 15–24-year-olds stood out as the most satisfied age group. The same levels of satisfaction were observed in the final survey, which was conducted in spring 2018.
Young people’s vision for the next hundred years

The 100vision project, which was invented and implemented by the Regional Council of Satakunta, invited every class in every Finnish school to write a new declaration of independence for Finland as a vision for the next hundred years. A total of 151 classes across Finland sent in their declarations. The visions were expressed through the media of writing, videos, photographs, dance, drawing, and crafts.

The winner and recipients of special recognition awards were announced at the Finnish Parliament building on 15 November. This was the date on which the Finnish Parliament declared itself to be the supreme holder of state authority in Finland one hundred years ago. The awards were presented by Speaker of the Parliament of Finland Maria Lohela with First Lady Jenni Haukio, who chaired the national panel of judges for 100vision. The winning vision was written by pupils at Kuopio Lyceum High School. The winning vision was chosen for its clarity of vision for the future, as well as for the text’s ability to withstand the test of time and speak to both young and old.

Shared experiences

Based on the applications, nearly half of the projects fell under the arts and culture theme, and nearly one in six projects was a community activity. Societal activities made up 9% of the projects, as did science, research, and education projects. The remaining projects fell under the themes of sports and exercise, nature and the environment, and food and drink. However, these divisions were inexact as many projects actually combined several themes.
Emphasis on nature and the stories and strengths of Finnish society

As the programme grew, certain themes started to emerge. In autumn 2015, these were divided into eight content categories (see the figure below). Even though these categories were not used to group projects or in communications to the general public, they do clearly describe the points of emphasis within the programme. The categorisation was also used when reviewing the programme as a whole and when presenting the programme to various interest groups.

All the projects that were made part of the programme could be placed in one or more of these content categories, so they do give a very good overview of the Finland 100 programme.

The central theme within the centenary programme was the harmonious coexistence of different perspectives, practices, and contributors. This diversity and wide range of content did not really receive any criticism because it was seen as fitting for a modern-day celebration. The programme reflected on the story of the hundred-year-old Finland but also took action to affect its future. It showcased and promoted Finland’s strengths. Many projects drew their inspiration from nature and Finnishness. There were also new trends ranging from sock-knitting to sing-alongs. The centenary brought together sportspeople and dancers alike.

Thousands of acts of kindness were performed and gifts presented to the centenarian. Across the world, Finnish education, coding, culture and, of course, sauna were showcased to people all around the world. The works of Sibelius were played, and unique Finland 100 highlights were experienced by people in different countries.

Read also:
Appendix 1 Examples of programme projects from Finland and abroad.
Appendix 2 A list of all the programme projects that submitted a description of their project to the Finland 100 website.
Nature days – the best ever outdoor party

The natural environment is both an ancient and modern source of wellbeing. Due to the extensive access rights to nature in Finland, nature is a kind of public property belonging to all Finns. On Nature Days organised by Metsähallitus (the Finnish State Forest Enterprise), anyone can come and celebrate Finnish nature, take part in events, or organise one of their own. Nature Days are organised four times a year in the different seasons, and everyone is invited to experience, taste, and feel nature at their local park, forest, or lake or in one of Finland’s national parks.

The Nature Days events were organised by a network of nearly 70 organisations in addition to hundreds of local associations. The network could be joined by any organisation that wanted to honour the natural environment of the hundred-year-old Finland through celebrations or by communicating about it to others.

According to careful estimates, 300,000 people took part in the Nature Days events, which exceeded the target many times over. Moreover, the events received considerable attention in traditional and social media. Nature Days were also covered by international media in their reports on Finland’s centenary celebrations.

From winter wonders to romantic summer nights

The first Nature Day was organised on 4 February 2017 under the theme A dive into winter. The day consisted of various wintery activities such as winter swimming, exercise ball golf, sledding, the world’s biggest skiing lesson, campfires, sleeping outdoors, building snow castles and snowmen, and cycling over lakes. In North Savo, asylum seekers were invited to experience winter and try out ice fishing, while in South Karelia, people helped nursing-home residents enjoy the outdoors. Over 300 events were organised, attracting around 30,000 participants.

The second Nature Day with the theme Go wild in the spring was held on 20 May. The theme covered everything from urban events and urban agriculture through Restaurant Day, wild herbs and the health benefits of nature, to birdhouses. Finland’s vast area created its own challenges: in the south, people were wearing shorts while in the north, others were snowshoe hiking. The number of events grew from the previous Nature Day to 257 events, attracting around 33,000 Finns in total. One reason for the success and for so many people getting involved was the weather, which was the best weather of the entire spring, if not the entire summer.

The third Nature Day, with the theme Enjoy a romantic summer night, was held on 17 June. This was also the day on which Finland’s 40th national park, Hossa, was opened. Approximately 300 events were held around Finland, including trekking in the midst of wild flowers, fishing, sleeping outdoors in a ‘forest hotel’, and orienteering in Eno in eastern Finland. The day was also Angling Day, which attracted nearly 1,200 budding anglers to spend the day at one of the 32 official salmon-fishing locations. A total of 37,000 Finns took part in the Nature Day events, and some 150,000 spent the summer night outdoors.

The fourth Nature Day was organised on 26 August, which is also the official Finnish Nature Day. This elevated the celebration of nature to a whole new level. A total of 35,000 people took part in the 260 organised nature events, whether it was to listen to choral performances, trek, share a picnic outdoors, or simply celebrate nature. Over 2,000 choral singers sang in the great outdoors.

Flying the flag for nature

On Finnish Nature Day – 26 August – Finland became the first country in the world to hoist the flag to officially honour its nature. The recommendation to fly the flag in honour of nature reached the public well. Flags were flown outside offices, public and residential buildings, and private homes. This was a collective act to show how proud the nation is of its natural environment.

The aim of the Nature Days project was to celebrate the nature of the hundred-year-old Finland in a fitting way and to promote a change that could lead to happier and healthier citizens. The aim was easily achieved. Nature Days, with their various events, encouraged previously inexperienced people to venture into the wild, and people found new ways to experience nature and enjoy its benefits to their wellbeing. National parks alone received a total of 3.1 million visits in 2017, which was ten per cent more than the previous year.
Finland’s jubilee year

A centenary for everyone

From the very beginning, the aim was to enable everyone to become part of the celebrations. The challenge in a country with such a large land area was to spread the centenary atmosphere all around the country and produce moments and experiences that would bring all Finns together. The Finland 100 project Secretariat, together with the regional network, made sure that the centenary celebrations were evenly and widely spread across the country.

Centenary events naturally took place in communities. It was a celebration of shared moments and experiences, contributing and taking part. Two thirds of programme projects, or 3,300 projects, were local or regional in nature. These projects were important in bringing the centenary close to home for everyone and making it easy to participate. In addition, many national Finland 100 concepts spread around the country, which made all those shared centenary moments and memories possible.

Projects such as Skating Finland by the Finnish Figure Skating Association, or Let’s eat together, Nature Days and Dancing Finland, are examples of projects that took place in nearly every region of the country. Similarly, the many centenary-related films could be watched all over Finland. Municipalities were also active in implementing national Finland 100 concepts such as the Together weekend, Serve coffee, Hoist a flag, illuminate events during the birthday week, and Honour Guard at Cemeteries on Independence Day.

In the centenary year planning process, special attention was paid to ensuring that nationally significant centenary highlights and events took place all around the country. The Finnish Broadcasting Company YLE played an important role throughout the year in sharing many special moments across Finland via television, radio, and the Internet. For example, the official Finland 100 Gala organised in Oulu was one of the key events during the birthday week and was broadcast live at prime time.
A pair of woollen socks for every veteran

Jaana Willman from Oulu had the idea that a pair of woollen socks should be donated to every war veteran in honour of the centenary. This idea grew into a campaign that drew contributions from thousands of people interested in either knitting or helping veterans. The socks knitted were specifically designed for the centenary year in terms of pattern and colour.

The Facebook group Woollen socks for veterans, Finland 100 inspired and brought together people of different ages all around Finland and across the world, who all took part by knitting socks or donating yarn. Facebook was also where the special sock pattern, Juhlasukka, was made available.

The knitters were of all ages, and some lived very far away in places such as Canada. Some knitted one pair, others knitted dozens. The target was reached, and at least 18,000 pairs of socks were donated to veterans throughout 2017 via the Finnish war veterans’ associations Suomen Sotaveteraaniliitto, Rintamaveteraaniliitto and Sotainvalidien veljesliitto. Efforts were also made to reach any veterans who were not members of the veterans’ associations.

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The centenary of our independence is an amazing vantage point. This is exactly what we need: a clear view into the great arches of our own history as well as the stories forgotten under the jubilee events.

Bishop Irja Askola, Finland 100 commentary, 30 November 2016

Many of the key events and people of our country came from small municipalities. Each village has its own story that is justly retold and revered with pride.

Municipal Manager of Suomussalmi Asta Tolonen, Finland 100 commentary, 1 November 2016

were coordinated from the Helsinki area, even though the activities took place across Finland. It was great to see this working the other way, too: the programme included nationwide and international projects that were led by organisers from outside Uusimaa. For example, the organisers of the nationwide The Spruce of the Future and Luminous projects came from North Karelia.

All municipalities took part in carrying out centenary events

All Finnish municipalities and towns took part in carrying out centenary events. Many of these appointed a coordinator or preparatory working group to manage the centenary programme, while others also had a special budget for the year. The regional network provided important support and assistance for municipalities. In April 2016, the Prime Minister’s Office published a centenary guide for municipalities. The guide included practical information and ideas on how municipalities could carry out and acknowledge the centenary.

In addition to various Finland 100-themed events, exhibitions, and other projects, many municipalities and towns took special decisions and action in honour of the centenary year. For example, Vantaa decided to conserve 124 hectares of woodland around the city, and Turku made a special centenary-inspired decision to build a history museum and found the Turku 2029 Foundation. Espoo celebrated Finland by making one hundred sustainable development commitments, while Oulu’s centenary-inspired decisions included the decision to bid for European Capital of Culture 2026.

Not all projects and events by municipalities or other organisers applied to be part of the official Finland 100 programme due, for example, to the limited target audience of the project. The regional network estimated that, in addition to the official programme projects, there were tens of thousands of Finland 100-inspired events and functions organised locally and regionally. The number of these centenary activities in the regions was at least double or, by some estimates, even triple the official programme projects.

From local encounters to strong memories

The regional network and municipalities, as well as the projects and partner companies, saw the same phenomena and results emerge. The centenary inspired new communal ways of doing things, and the shared projects and causes around Finland 100 brought people together in an exceptional way.

One of the aims of the centenary was to create strong memories and to enable people to have unique experiences. The regional and local focus played an important role in this. Even though shared experiences are now increasingly created and strengthened through the media and especially social media, actually getting involved and taking part in something personally leaves a very strong impression. The role of the regional network and towns and municipalities in creating local encounters was vital for a successful centenary year.
Public’s satisfaction with the centenary celebrations by region

The excitement over the centenary that took over Central Ostrobothnia could also be seen in the study by Statistics Finland. When Finns were asked how happy they were with the centenary as a whole, the responses were very positive throughout Finland with no great regional variation. However, people in Central Ostrobothnia were exceptionally satisfied: up to 100% of respondents were quite or very satisfied with the centenary.

Dancing Finland

In honour of the centenary, the whole of Finland was invited to enjoy the joy of dance. The Dancing Finland project organised by Dance Info Finland encouraged everyone to dance, either alone or with others, and to accept a dance challenge. Everyone who chose to accept the Dancing Finland challenge learned one of six dances and shared it as a video on social media, then passed the challenge forward.

Dancing Santa

The tongue-in-cheek dance challenge was very popular and really snowballed into one of the biggest crazes of the centenary year. During the centenary year, 1,935 dance challenge videos were shared across Finland and ten other countries. The campaign reached over 2.5 million people on social media and in workplaces, schools, clubs, and at events all over the country. Dance challenge lessons and open events attracted nearly 90,000 people throughout the year.

The most famous participant must have been Santa Claus, along with his little helpers. The dance frenzy also took over workplaces, where it promoted wellbeing for thousands of Finns. Helsinki City Executive Office challenged all Finnish municipalities and towns to join the campaign.

Demand for a feel-good campaign to bring people together

There was clear demand for a feel-good campaign such as Dancing Finland that was inclusive and brought people together. Taking part in the dance challenge was a fun and easy way for many to join in with the centenary celebrations. The dancers and audience felt like they were part of one big event regardless of location, while Finland 100 gave the event a special context. The campaign also highlighted the many positive effects of dancing for the wellbeing of people and work communities.

The dance challenge lives on. The challenge was also accepted by Estonia, where the campaign – with new dances – continues under the name Eesti Tantsib and is part of Estonia’s centenary celebrations in 2018.
Finland celebrated on six continents

The hundred-year-old Finland was celebrated in over one hundred countries and on all six continents. More than one tenth of the centenary programme took place outside Finland. Finland 100 attracted unusually widespread attention to Finland, which could be seen in the active interest by the international media, programme organisers, and audiences. Finland received record visibility in many countries. The centenary proved that Finland’s hundred years has made it a highly respected state.

Over 500 projects were carried out abroad and thousands of events took place in over one hundred countries as part of the official centenary programme. In addition to these, Finland was celebrated beyond its borders at many other unofficial events and functions. Finland’s missions and Finnish expat communities were the key organisers of this programme. However, programme content and know-how were also exported from Finland, especially in the fields of arts and science.

The extent of the international visibility of the centenary was greatly influenced by the fact that dozens of non-Finnish organisations abroad highlighted Finland’s centenary in their own work, in exhibitions, concerts, and festival themes, for example. This often happened without any significant contribution or support from Finnish operators.

In addition to various Finland 100-themed celebrations, the international programme centred around Finnish expertise in education, equality, the circular economy, and arts and culture, especially music, cinema, and design. Sauna became a central element in the international programme.
It’s wonderful how much Finland is being celebrated. The world seems to think a lot of our country.

Facebook comment

I love that the President of Finland and King and Queen of Finland simply mingle with people and do not distance themselves. This rendition of Finlandia by Sibelious is simply beautiful.

… I meant to write King and Queen of Sweden. Sorry for the typo ...

Facebook comment

Bellissima manifestazione!!!

Facebook comment

The highest number of international Finland 100 projects were overwhelmingly carried out in Sweden and the United States. Germany also saw a programme of dozens of projects. If the number of projects were proportioned to the country’s population, Estonia had the most Finland 100 projects. Iceland and Sweden were also high on this list.

### Distribution of Finland 100 projects carried out by country

<table>
<thead>
<tr>
<th>Country</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>15%</td>
</tr>
<tr>
<td>USA</td>
<td>11%</td>
</tr>
<tr>
<td>Germany</td>
<td>8%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>5%</td>
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<tr>
<td>Russia</td>
<td>5%</td>
</tr>
<tr>
<td>Japan</td>
<td>4%</td>
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<tr>
<td>Canada</td>
<td>3%</td>
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<tr>
<td>Italy</td>
<td>3%</td>
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<tr>
<td>Estonia</td>
<td>3%</td>
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<tr>
<td>Spain</td>
<td>3%</td>
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<tr>
<td>France</td>
<td>3%</td>
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<tr>
<td>Poland</td>
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<tr>
<td>Norway</td>
<td>2%</td>
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<tr>
<td>China</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>32%</td>
</tr>
</tbody>
</table>

The highest number of international Finland 100 projects were overwhelmingly carried out in Sweden and the United States. Germany also saw a programme of dozens of projects. If the number of projects were proportioned to the country’s population, Estonia had the most Finland 100 projects. Iceland and Sweden were also high on this list.
Thank you and happy Independence Day to all Finns all over the world!! Even though I have been away for a long time, my heart will always be in Finland.

Facebook comment

We Finnish gals from Perugia are going to Rome to see the Colosseum being lit up in blue and white!!

Facebook comment

It’s fun to read these comments. There seem to be Finns all over the world! Happy Independence Day to all of us! We are lighting candles in Tokyo also.

Facebook comment

According to an estimate by the Finnish Ministry for Foreign Affairs, Finland 100 produced exceptional visibility for Finland in the world’s media during 2017. In addition to Sweden, Estonia, and Russia, Finland received impressive attention in the United States, Germany, Japan, and the UK. Media hits peaked during the birthday week between 2 and 9 December 2017, during which time over 2,600 international online articles were published.

Great boost for promoting Finland

In summer 2015, strengthening Finland’s image abroad was made the second main objective of the centenary. Years earlier, many Finnish operators had already used the centenary of Finland’s independence as a way to attract international events to Finland. Examples of these include the World Ski Championships in Lahti and the folk dance and music festival, Europeade, in Turku. Appreciation of the great interest shown in Finland 100 abroad and its international potential grew during 2015.

The open project application process was also a factor in enabling the strong international element in Finland 100. The process allowed projects to apply for the official Finland 100 programme in Finnish, Swedish, and English, and applications could be sent from anywhere in the world. Applications were received from numerous countries.

The starting point for the preparations for the international Finland 100 programme was to ensure special promotional highlights for the key regions, which included the neighbouring countries, other Nordic countries, Germany, the UK, Asia, and the United States. The plan was to create at least one Finland 100 highlight in each of these countries. In addition to special Finland 100 content, the highlights typically included a reception hosted together with the local embassy with the presence of state leadership or another eminent Finnish representative.

During summer 2016, the Finnish Ministry for Foreign Affairs together with other operators created the Finland 100 international programme guide for Finnish communities and other operators. The programme guide included presentations of approximately 30 projects that would be as easy as possible to implement in other countries both financially and in terms of production. The guide also provided guidelines on how project content could be utilised and employed abroad, for example, at embassies or events.

Ministry for Foreign Affairs and missions played an important role

The Finnish Ministry for Foreign Affairs and Finland’s missions played a key role in promoting and implementing the international programme for the centenary of Finland’s independence. In autumn 2015, the Finnish Ministry for Foreign Affairs appointed a special Finland 100 ambassador with a 2–3 person team to coordinate the Ministry’s centenary work in cooperation with the Finland 100 Secretariat from the Prime Minister’s Office.

In the centenary year, all Finland’s missions in around one hundred countries organised a Finland 100 gala or reception on Independence Day that was somewhat more high-profile than in previous years. Moreover, missions carried out numerous other Finland 100 projects and events during the year, and their staff took part in the local Finland 100 programme both by communicating about it and networking. The biggest centenary event created by the missions themselves was the extensive STHLM/SUOMI festival in Stockholm.

The centenary events gave staff members the opportunity to meet influential local people and enable partnerships between Finnish and local operators. A Finland 100 theme was included in most visits abroad by the Finnish state leadership.
Showers of congratulations

All the international programme activities followed a simple principle: Finland should take its place at the front and centre – a position fitting to a centenarian. In 2017, Finland received a considerable number of congratulations, gifts, and other international acknowledgements. Many particularly remember the historical joint congratulatory visit by the heads of state of other Nordic countries on 1 June 2017 (Appendix 11).

The heads of state of over 20 countries published videos to congratulate the hundred-year-old Finland. The Vice President of the United States, Joe Biden, was the first to send his own video message right at the beginning of 2017. The German Chancellor Angela Merkel also had kind words for Finland.

In addition to heads of state, many other people sent their best wishes. Congratulations were sent from the United States by director Steven Spielberg, actors Meryl Streep, Hugh Jackman, and Tom Hanks, mythbuster Jamie Hyneman, talk-show host Conan O’Brien, and astronaut Tim Kopra, among others.

Expats flew the blue and white flag all around the world

There are over 1.6 million Finns living abroad. For Finnish expats, the significance of the centenary was particularly great, and the year inspired many of those who are not usually active in the Finnish community to join in.

In February and March 2018, the Finnish expat association Suomi-Seura conducted a Finland 100 survey among Finns living abroad, local Suomi-Seura associations, and Finnish churches around the world. A total of 145 recipients responded to the survey by the set due date, and nearly all of them had organised Finland 100 events. Of these events, only 36% were part of the official Finland 100 programme, which shows that the international programme for Finland 100 was much broader than the official figures would suggest.

The Finland 100 around the world project, which was coordinated by Suomi-Seura together with the Evangelical Lutheran Church of Finland, through its Ministry to Finns abroad, and the Migration Institute of Finland inspired expat communities to contribute to the centenary programme. The project offered concrete help to organisers through idea, material, and performer banks, and small amounts of financial support were granted to some events.

Suomi-Seura’s Finnish Expatriate Parliament centenary session in June attracted a record of around 300 participants from 181 expat communities. The Prime Minister’s Office, together with the City of Helsinki, invited Finns abroad to celebrate the centenary of Finland’s independence with coffee and cakes in August.
Organisers’ estimates on Finland 100 events abroad

- Finnish expatriates attended the events in greater numbers than what is normal in the area: 59%
- The native population attended the events in greater numbers than what is normal in the area: 49%
- Local media showed more interest in the events than what is normal in the area: 33%
- The same people who typically attend events in the area also participated in the Finland 100 events: 19%
Participation in Finland 100 events organised by Finnish expat communities

The Finland 100 survey conducted in February and March 2018 by Suomi-Seura among Finnish communities abroad. A total of 145 recipients responded to the survey, including local Suomi-Seura associations and Finnish churches around the world. Nearly all of these had organised Finland 100-themed events.

The organisers that responded to the survey by Suomi-Seura had organised 6–7 Finland 100 events or functions on average. Over 70% of respondents said that the number of participants in these events was higher than usual for events they organise. Nearly 60% said that Finnish expats took a more active part in events than usual, and around one third said that media coverage was more extensive than usual.

Conquering the sixth continent

The Lynx Adventure Antarctica expedition party reached a previously unconquered peak in the Antarctic. The four-man Lynx Adventure Antarctica expedition party, made up of Icelandic and Finnish explorers, was part of the Finland 100 programme. They carried out the first ascent of the mountain peak in the Antarctic on 4 January 2017. The peak was named ‘Mount Suomi’ to honour Finland’s 100 years of independence.

The Antarctic is the world’s windiest, coldest, and driest continent. ‘Mount Suomi’ is located in the Wohlthat Mountains, and its peak is 2,598 m above sea level. It took the expedition party, which included Pata Degerman, Pekka Ojanpää, Mika Listala, and Jón Ólafur Magnusson, ten hours in total to reach the peak and descend back to base camp.

Shared experiences

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Finland’s jubilee year

Shared moments throughout the centenary

Finland’s centenary was celebrated throughout the year everywhere in Finland. Event highlights and content themes were the backbone of the jubilee year. The programme kicked off with its opening ceremony on New Year’s Eve and continued to gain momentum towards a record-breaking event-filled summer and the Together weekend at the end of August. The celebrations culminated in the autumn with a 100-day period and Finland’s independence week at the beginning of December.

The opening of the Finland 100 celebrations

The celebrations for the centenary of Finland’s independence went off with a bang on New Year’s Eve, 31 December 2016. The main event – the Finland 100 opening ceremony – took place on the shores of Töölönlähtei Bay and in Kansalaisistori Square in Helsinki, where the all-day celebrations culminated in the welcoming of the New Year and a stunning fireworks display at midnight.

The importance of the opening ceremony was recognised as critical for the success of the jubilee year. The aim of the launch was to create an impressive and unique experience to promote the Together theme at the beginning of the centenary. The theme of the event was a happy celebration, the party of the next century, to encourage people to participate and to communicate the nature of the centenary. The opening ceremony featured a joyful, happy, and approachable Finland 100 atmosphere, which was different from previous jubilee years.

The opening ceremony was a major production effort for the Finland 100 organisation, with many risks and challenges – starting with the weather. The action-packed programme for the day was designed by the Finland 100 project team, the City of Helsinki,
the Finnish Broadcasting Company, the Prime Minister’s Office, and dozens of cultural organisations and local businesses. The other partners were the Helsinki Police Department, Helsinki Regional Transport Authority, and VR. Around one thousand employees and performers from various organisations took part in arranging the opening ceremony.

**A historic moment, a historic setting**

The choice of location for the opening ceremony expressed the special nature of the centenary. The event took over the Töölönlahti and Kansalaistori area and filled Mannerheimintie with party-goers. The inclusion of Parliament House and other national cultural institutions added to the event’s gravitas. Smooth cooperation between the authorities and organisations in the area made it possible to arrange an exceptional event.

The 24-hour urban celebrations included activities for people of all ages and provided unforgettable experiences in a festive atmosphere. Three outdoor stages were built in the area, and the stage in Kansalaistori Square was 16 metres high. During the day, events were held in cultural and sports venues, squares, and restaurants in the area. Due to the street party and the show on the main stage, Mannerheimintie was closed to traffic between the Kiasma museum and the National Opera for the evening, which was a unique and demanding operation.

The opening programme was guided by the centenary objectives. The idea was to create a warm, inclusive event that would convey a positive, courageous, and modern image of Finland. Helsinki’s traditional New Year reception was abandoned and a whole new concept was created.

The three-hour evening programme in Kansalaistori Square consisted of video clips, music, circus performances, and other arts. The programme featured more than 300 performers, including some of Finland’s leading musicians, singers, and actors. The jubilee year opening speech was made by the chair of the Finland 100 delegation, Prime Minister Juha Sipilä.

At midnight, the programme reached a climax with the legendary DJ Darude, whose classic song Sandstorm is said to be the most played Finnish song in the world. At the same time, the spectacular fireworks launched from Töölönlahti Bay marked the opening of the centenary.

The number of participants in the opening ceremony exceeded expectations. It was expected that the finale of the event would attract a few more people than the usual New Year’s celebrations: around 30,000-35,000 people. However, a lot more people actually saw in the New Year in Kansalaistori Square and Töölönlahti Bay, since as many as 100,000 people had gathered to welcome the centenary. Over the course of the day, more than 130,000 people attended the various programmes.

Despite the large number of people, the atmosphere was great and there were no disturbances during the event. Feedback from the authorities and from visitors was almost exclusively positive. Event organisers in different venues also reported large numbers of visitors and a good atmosphere.

**Launch of the celebrations for everyone**

Communications played an essential role in the implementation of the event. The goal was to increase the sense of community, to ensure that the event was safe, and to strengthen the centenary brand: together – everywhere in Finland – throughout the year.

The opening ceremony attracted a larger audience than expected. The stories in the media tuned people in to the atmosphere, and the topic was featured throughout the day. More than 95% of the news coverage was either positive or neutral in tone. The evening brought together Finns and friends of Finland not only at the venue but also through the media. Yle’s live broadcasts from the opening ceremony on TV and Yle Areena were watched by hundreds of thousands more viewers than an average New Year’s programme. The event also achieved wide media coverage overseas, and the opening ceremony was followed around the world, especially in Europe and North America.

The opening event also attracted a significant audience on social media. Expatriates were especially eager to take part and sent best wishes to Finland. The Finland 100 content on Facebook reached around two million users in more than 40 countries, and the centenary opening ceremony wall was visited almost 300,000 times.
The Together weekend was the climax of a summer of events

The last weekend of the summer, 25–27 August, saw a great deal of Finland 100 events by a variety of organisers both in Finland and across the world. It also launched a hundred-day period towards the 100th Independence Day in December. The closing of the summer was called the Together weekend, and it was one of the key moments of the jubilee year in terms of events and communications.

The weekend’s programme consisted of events put together by national project teams, local actors, and regional networks. Important international acts were also included in the programme. The aim was to build expectations for the duration of the centenary, to further strengthen the Finland 100 themes, and to get ready for Independence Day itself in December.

During the Together weekend, the 100-year-old Finland was celebrated with the same theme on six continents, and the events attracted hundreds of thousands of people to events all over the world. The programme was very diverse. Finland became the first country to officially fly the flag for nature, government institutions opened their doors to the public, and various village and urban events were held everywhere in Finland.

People gathered for dinner in Finland’s honour in dozens of countries; tables were set under the open sky in cities such as St Petersburg, Cologne, Buenos Aires, Kuala Lumpur, and Tokyo. The centenary festivities also extended to Sweden, where a large STHLM/SUOMI city festival was celebrated in Stockholm’s Kungsträdgården.
**Together on all channels**

Communications operations for the weekend were carried out in collaboration with the programme projects. The Finland 100 organisation created a common communications platform for the weekend, where organisers could link their messages, with the Finland 100 brand enhancing their messages’ visibility and attractiveness.

The efforts resulted in strong growth on Finland 100’s social media channels. The Together weekend events were also widely covered in the media. Most attention was given to the city festival in Stockholm and the Nature Day events in Finland. The international media featured stories about al fresco dinners held in honour of Finland in various countries.

The Together theme was communicated in the media reporting, the organisers’ event reports, and in images shared by participants. Particularly touching were some spontaneously organised dinners and sing-alongs, of which the participants shared a lot of images and videos.
Finland’s jubilee year

Independence Day turned into 100th birthday celebrations – with joy and dignity

Finns’ willingness to celebrate their country’s independence had already risen to historical heights as Independence Day approached. The day, which in itself was the culmination of the centenary, and the week leading up to it became a shared experience that touched the entire nation. The ways to celebrate Finland’s independence also became more diverse. Rather than being opposites, joy and dignity were complementary elements of the celebrations.

Familiar and new traditions – together

The idea behind the week-long Independence Day celebrations was to encourage Finns to celebrate the centennial of Finland’s independence, to highlight the activities by various partners to mark the centenary, and to put the historic moment on the map in Finland and across the world. The goal was to offer every Finn and friend of Finland an opportunity to experience an unforgettable Independence Day and to share it.

The starting point for the planning of the centenary celebrations’ climax was the nature and goals of the celebrations. The emphasis was on the work that hundreds of thousands of people had put into organising the huge number of events; the historic moment was made together. It was also pointed out that all kinds of celebrations were considered valuable: big and small events, traditions and new trends.
The centenary would be celebrated with joy and dignity. 'Birthday' was used as an inspiration for the celebrations, sometimes considered distant and official, so that people would feel that it was 'a day for everyone'. The concept that would invite everyone to join in was 'Serve coffee, hoist a flag, illuminate'.

The concept was challenging to communicate for several reasons. There were thousands of organisers in Finland and around the world. Expectations for the climax of the centenary celebrations were high: what will happen then? The use of all resources had to be considered very carefully to ensure that the plans could be implemented. Risk assessments and preparations were important parts of the process. During the year, the nationwide preparation was supported by the well-known and strong Finland 100 brand and the public’s positive attitude towards the centenary celebrations, which had been verified by surveys.

The birthday message was sent out

The birthday week communications were launched to the partner network in late spring and to the general public in autumn 2017. Communications played an important role in the preparations. Finland 100 built a communications platform and provided practical tools and content for the network.

To support the preparations, a special section was published on the centenary website, together with communications materials and more than 300 updates on the Finland 100 social media channels. Two media events were held and a total of 12 press releases were published, two of which were distributed to more than 30 countries. During the event, there was a media service for media representatives at Helsinki City Hall. The Finland 100 news team attended all major events in Helsinki and produced videos, Facebook live streams, and a large number of stock photos directly for distribution.

The Finland 100 brand film, Believing the impossible, was released in mid-November, and it was shown on the project’s own channels, as well as on TV and in cinemas. The story crystallised the strength and narrative of the 100-year-old Finland: Finns have always dared to look to the future and reach for even those dreams that first appear impossible to fulfil.

Two marketing campaigns were run during the week with the aim of increasing awareness of the ‘Serve coffee, hoist a flag, illuminate’ concept through an online campaign, and the atmosphere of special celebrations was boosted by the outdoor ad campaign 5.5 million birthday people in over 40 localities.

Celebrations throughout the week

The celebration started with Finland’s birthday week, the week before Independence Day. The Luminous project’s blue-and-white illuminations of well-known landmarks launched a festive atmosphere across Finland from 28 November and attracted a lot of attention. A Winter War Memorial was unveiled in Helsinki’s Kasarmitori Square with dignified rites. The national Finland 100 celebration took place in Oulu on Saturday 2 December.

Monday 4 December marked exactly one hundred years since the declaration of independence by the Finnish Senate, the country’s government, to the Finnish people. Prime Minister Juha Sipilä led the government to a special meeting to mark the occasion, and family members of the representatives of the 1917 Independence Senate
visited Government Palace to commemorate the historic day. Another historic meeting was a joint meeting of Finnish female ministers in Smolna on 1 December. There were almost 40 female ministers from different decades.

The eventful Eve

One of the signs that this was a special year was the expansion of the Independence Day celebrations over two days. In Finnish tradition, the day before a holiday is important, and the idea was to make the eve of Independence Day, 5 December, a special day. This also provided an opportunity for more diverse celebrations of independence.

The Finnish Parliament opened Independence Day Eve with a jubilee plenary session, during which each parliamentary group gave a speech. The Parliament also made a celebratory decision that supports the wellbeing and equal development of children in honour of the centenary of Finland's independence.

All Finns were encouraged to join in shared coffee breaks, illuminations, and flying the flag. More than 600,000 people participated in coffee breaks organised all over Finland in the afternoon of 5 December. In addition to families, friends, and co-workers, large companies and organisations also took part in the event. For example, Finnair arranged a celebratory coffee break for its entire workforce, and VR also offered a cup to all train passengers along with its own
The light art ensemble Luminous included six pieces of light art that were situated in different locations in Finland during the centenary of Finnish independence in 2017. Familiar Finnish landmarks, the diversity of nature, and historical sites were underlined in an exceptional manner. The scale was unique even on an international scale.

The light art ensemble by light artist Kari Kola was launched in Töölönlahti Bay in Helsinki at the opening of the centenary celebrations on 31 December 2016, reaching a climax on Independence Day itself, when the illuminations alternated in different parts of Finland. Olavinlinna castle in Savonlinna came out of hibernation on 28–29 November, and the tallest building in Finland, Näsinneula Observation Tower in Tampere, was covered by a dynamic, slowly changing abstract work of light art on 30 November. Next, Luminous illuminated Kuusisaari Event Park in Oulu on 2–3 December, and the series ended with Turku and Turku Castle on Independence Day.

Just before Independence Day itself, on 4–5 December, Luminous illuminated one of the most iconic landmarks in Finland: Saana fell. The slopes of the gigantic fell turned into a unique work of light art of 2.5 million square metres, something that has never been done anywhere else in the world. Saana was a particularly challenging site for Luminous in terms of the weather, the scale, and the schedule. The Saana illumination was also widely covered in the international media.

Important sites such as buildings, statues, bridges, squares, parks, and other well-known landmarks throughout the country were illuminated with blue-and-white lights on 5–6 December. People were also so eager to illuminate their homes, offices, and other private buildings that shops reported having sold out of many sets of outdoor lights.

The Ministry of the Interior announced an exceptional flag flying day for Independence Day Eve, and the flag was flown from 6 pm on 5 December until 10 pm on Independence Day itself. The blue-and-white flags created a dignified atmosphere everywhere in Finland, in both public places and people’s homes. Almost 800,000 citizens said they flew the flag on the eve.

City centres and many bars and restaurants filled with revellers in the evening, and people sang Finnish-themed karaoke at the same time. Libraries held pre-parties and many towns arranged parties that were open to everyone. The atmosphere on Independence Day Eve was joyful and spontaneous everywhere.

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More than five hundred schoolchildren celebrated the centenary of Finland’s independence at an afternoon reception hosted by Prime Minister Juha Sipilä in the House of the Estates in Helsinki. Two 10-year-old children from each Finnish municipality were invited to the children’s independence party.

The official opening of the centenary of Finland’s independence was held in the Market Square in Helsinki at 6 pm on the eve of the Independence Day, 5 December. The event began with a candle-light procession of approximately five hundred children from the House of the Estates to the Presidential Palace. There was an installation of one hundred flagpoles in the square, and Finnish flags were hoisted by children and young people at 6 pm. President Sauli Niinistö, Speaker of the Parliament of Finland, Maria Lohela, and Prime Minister Juha Sipilä also participated in the ceremony. More than 20,000 people attended the event.

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Photo: Antero Lynne
The national Finland 100 celebration offered unique cultural experiences

Finland’s national 100th jubilee celebration was held in Oulu on Saturday 2 December. The invitees were 1,200 organisers of the centenary celebrations from all over Finland.

The fabulous gala featured a wide range of different forms of art and performances by Finland’s leading artists. The event was a unique journey from music, dance, circus, and new technology to Finnish nature, the meeting of different generations and working together. The first performance of the night was Together, a composition by Jaakko Kuusisto for 10 Finnish orchestras, commissioned specifically for the anniversary celebrations. The world’s largest symphony orchestra brought the musical greetings to the 100-year-old Finland.

President of the Republic, Sauli Niinistö, and Mrs Jenni Haukio attended the event. The gala was hosted by Chair of the Finland 100 Delegation, Prime Minister Juha Sipilä, and Chair of Oulu City Council, Juha Hanninen. The Finland 100 project and the City of Oulu were in charge of the planning and production of the event. The Finnish Broadcasting Company streamed the event live to Finns and friends of Finland on Yle TV1 and Yle Areena all over the world.

An emotional Independence Day

The day began with church services and guards of honour performing at soldiers’ graves. The Guards of Honour project, which began in Tampere, spread to several cities during the autumn months. Thousands of young people across Finland set out to remember the deceased heroes who safeguarded Finland’s independence. Hundreds of thousands of people came to observe emotional ceremonies held in cemeteries, and many young people spoke about their relatives who are buried in these graves.

The Finnish Defence Forces’ Independence Day parade in Kuopio and students’ processions in several towns and cities added to the magnificent atmosphere and attracted large crowds of spectators. The hundred-year-old country was also celebrated at the President of the Republic’s reception in Helsinki.

The biggest surprise of the big day was a congratulatory text message sent to more than seven million Finnish mobile telephone numbers. Today Finland celebrates 100 years of independence – Happy Birthday everybody!

During the day, more than seven million anniversary messages were sent, thanks to a unique effort and collaboration between four telecom operators and the Prime Minister’s Office. Receiving the message stirred many comments, as did the failure to receive it by some people due to transmission problems at one of the operators. The feedback received showed how important the gesture was.

The celebrations for the centenary of Finland’s independence culminated in a spectacular fireworks display in Helsinki at 10 pm. More than 100,000 people attended the display in person, and the number again exceeded all expectations. The event went smoothly and had a festive atmosphere. The spectacular Finland 100 fireworks display was arranged to the tune of Sibelius’ Finlandia, and it also marked the closing of the centenary year.

The world turned blue and white for a while

Countries around the world also celebrated Finland’s 100th Independence Day. Almost a hundred famous buildings and iconic landmarks around the world were illuminated in blue and white in honour of Finland’s anniversary. The initiative of the Finland 100 Secretariat was well received, and exceptional solutions were found to implement the light show in many places. The sites illuminated blue and white included the Colosseum in Rome, the Empire State Building in New York, and Niagara Falls in the United States, as well as the Christ the Redeemer statue in Rio de Janeiro.

Several heads of state also sent their congratulations. Video messages were received from leaders of countries including Iceland, Austria, Greece, Latvia, Norway, Portugal, Poland, Sweden, Germany, Denmark, and Estonia. Different countries’ media marked Finland’s big day by publishing special issues, articles, and features.
Children celebrated at the House of the Estates

A new kind of celebration was introduced on Independence Day Eve on 5 December when a national children’s Independence Day party was organised for the first time. More than 600 children – two ten-year-olds from every Finnish municipality – were invited to the House of the Estates in Helsinki.

Dialects from every corner of Finland were heard in the stately setting of the House of the Estates; happy, excited children marked the birthday with cards and drawings, and enjoyed great food and a show by the pop singer Isac Elliot. Prime Minister Juha Sipilä shook hands with all the children. Media representatives boosted the festive atmosphere with interviews and live broadcasts, just as they do at the President’s Independence Day gala.

Municipalities named the children to attend the event, except for the municipality of Savukoski, since only three ten-year-olds live there, so all three were invited.

The event was organised by the Mannerheim League for Child Welfare, the Ombudsman for Children, and the Prime Minister’s Office’s Finland 100 team.
The 100th anniversary of Finland’s independence was celebrated as a party for everyone. In principle, however, it was a state celebration: the independent state of Finland was a hundred years old. The government and other state institutes, from the Finnish Parliament to the ministries, participated in the centenary in various ways.

The Parliament celebrated with citizens

The Parliament cherished traditions and created new ones during the centenary. The jubilee year was present in international collaboration activities as well as in Finland, particularly in the measures taken by the various parliamentary bodies such as select committees. The Parliament also participated in the celebrations by producing more than 70 Finland 100 events in Finland and abroad. Many events belonged to the long continuum of parliamentary traditions, while foundations for new ones were also created. The events for citizens were well received.

The centenary started in the Finnish Parliament in January, when MPs made nearly 600 school visits during the MPs at schools project. In August, MPs made 200 visits to nurseries. Both events exceeded all expectations, and the project will continue.

At the beginning of the autumn session, the MPs moved back into their old building as the renovation was completed. This was important from the centenary viewpoint, as Parliament House was built as a monument to the country’s independence. The successful renovation was well received by both the public and the media. Queues of people formed as Parliament House opened to the public in the autumn, with the four-day event attracting more than 7,000 visitors.

The centenary culminated in a jubilee session on 5 December 2017, when the Parliament decided to fund the Itla Children’s Foundation. The purpose of the foundation is to support the wellbeing and equal development of children and families with children living in...
The great thing about independence anniversaries is that they encourage large numbers of people to reflect on the same issues concurrently, thus facilitating dialogue. During anniversary years, we make a synthesis of where we stand, how we got there, and where we’ll head next.

Mika Maliranta, Professor of Economics. Finland 100 commentary, 18 September 2017

We marked the centenary by having a son, Lionel; at hospital, we were given lovely Finland 100 woolly socks and a hat knitted by the Marthas.

We marked the centenary by having a son, Lionel; at hospital, we were given lovely Finland 100 woolly socks and a hat knitted by the Marthas.

The President of the Republic had a busy year

The Finland 100 jubilee year had a versatile and visible role in the programme of the President of the Republic, Sauli Niinistö. The programme covered all the provinces of mainland Finland as well as the Åland Islands, and he made a total of 15 visits to the provinces. The president’s wife, Mrs Jenni Haukio, also took part in the celebrations, accompanying the president, for example, on numerous visits to the provinces and events overseas.

The presidential couple hosted a number of foreign leaders during the centenary, including the presidents of Estonia, the People’s Republic of China, Russia, Italy, and Poland, as well as the prime minister of Japan and the Duke of Cambridge, Prince William. The president and his wife also visited other countries; the cities where they attended the Finland 100 celebrations and events included Stockholm, Tallinn, Washington, and Minneapolis.

The President of the Republic sent 13 greetings related to the centenary and was the patron of 14 events. The presidential couple sent birthday messages to more than 500 Finns who turned 100 or more in 2017. The veteran members of the Finnish War Veterans’ Federation received a certificate of honour signed by the presidential couple during visits organised by the federation in the autumn.

Younger Finns were also remembered: the 152 children born on Independence Day, 6 December 2017, received a congratulatory message from the presidential couple, together with a baby package from the Martha organisation. The President of the Republic opened the #kannustusryhmä campaign in March, during which one hundred 100-euro stipends were handed out to a hundred groups of students who had worked towards preventing bullying and encouraging others.

The special centenary programme also included an open-house event at the Presidential Palace in May, which turned out to be very popular, as well as a sculpture exhibition at Kultaranta, the president’s summer residence, in the summer. The exhibition featured a sculpture or a group of sculptures from each decade of independence.

For the President of the Republic and his spouse, the centenary celebrations culminated on Independence Day and Independence Day Eve. Sauli Niinistö opened the ceremony and took part in hoisting the flag at the Market Square in Helsinki on Independence Day Eve. The Presidential Palace was illuminated blue and white at the same time. The traditional Independence Day reception continued the Together theme. The reception was watched by a record television audience.

The Commander-in-Chief’s order of the day was issued on Independence Day on 6 December 2017 and culminated in the statement: ‘Finland is the best country for Finns and worthy of defence now and in the future. Three cheers for the 100-year-old Finland! Hip hip hooray!’

Former presidents celebrated the centenary

Former presidents were also prominently present in the jubilee year programme. Those presidents who are no longer with us featured in the themes of programme projects, such as exhibitions or documents.

President Tarja Halonen and President Martti Ahtisaari actively participated in the implementation of various centenary projects. Martti Ahtisaari’s 80th birthday was also celebrated in 2017, and to mark the occasion, the Wisdom Wanted seminar was arranged in May as part of the Finland 100 programme. The seminar, organised by the Crisis Management Initiative, CMI, brought political influencers and leaders to Finland. The seminar was attended by the Elders, led by the organisation’s chair, the former UN General Secretary Kofi Annan.
The death of President Mauno Koivisto on 12 May 2017 and the state funeral held on 25 May deeply touched the Finnish people. The centenary of independence was visible in the funeral; people saw a strong link between the funeral and the jubilee year, as President Koivisto was one of the most important statesmen in independent Finland and his life story closely reflected the story of the nation.

**The Prime Minister was in charge of planning and implementation**

The Prime Minister’s Office was central to the arrangement of the centenary programme, as it was in charge of the planning and implementation of the celebrations, and the Finland 100 Secretariat was part of the office’s organisation. The office also carried out several centenary projects of its own. Its officials worked with the Finland 100 project every day throughout the year.

The Government took a prominent role by opening the door to some government bodies in August. As the climax of the centenary drew closer, Prime Minister Juha Sipilä hosted a Finland 100 event for more than 3,100 officials from all ministries in the Finlandia Hall on 4 December. The occasion was also marked by an impressive blue-and-white illumination of the Government Palace façade.

Prime Minister Juha Sipilä chaired the Finland 100 delegation, which had almost 70 members and outlined the general principles and approved the main themes for the centenary celebrations. Parties in society were widely represented in the delegation. As chair of the delegation, Juha Sipilä encouraged various organisations to actively produce programme content and to participate in the centennial celebrations in the spirit of togetherness.

As Prime Minister, Sipilä hosted or participated in almost 40 Finland 100 events across the country, from the children’s national independence party to the Government’s centenary session and an ice-hockey match. In addition to events in Finland, the Prime Minister also visited events in other countries, including Sweden, Norway, Denmark, Estonia, and Poland.

In honour of the centenary, the Government announced the recipient of the International Gender Equality Prize. This will be awarded every other year with a view to promoting gender equality and encouraging discussion about gender equality. The EUR 150,000...
The Government’s open jubilee session in the Parliament of the Future

The Parliament of the Future event gathered together citizens, policymakers, and experts in Porvoo on 4 May. The event sought to find new forms for the realisation of democracy and public involvement to carry on the continuous, one-hundred-year-old democracy in independent Finland.

History was made in Porvoo when the Finnish Government convened for an open plenary session and discussions in front of a live audience for the first time in 100 years. The theme of the discussions, following the session of the Ministerial Finance Committee and the plenary session, was the development of Finnish democracy.

The ministries were eager to do things together

Finnish ministries were engaged in extensive collaboration with many different organisations during the centenary. The centenary gave the ministries the opportunity to explain their work to a wider audience, and the Togetherness theme also encouraged the inclusion of people in projects where this had never been done before. This enhanced the sense of pride in how well the Finnish society functions, its position, and the esteem it holds.

Each ministry prepared its own implementation plan to accompany the Government’s shared general centenary project plan. The ministries organised Finland 100-themed events both for particular target groups and the general public. Ministers visited hundreds of Finland 100 events across Finland and abroad. All the provinces were visited, and the visits covered small individual project-opening events, panel discussions, and official centenary events. The Finland 100 Secretariat registered more than 300 ministerial visits in 2017.

The ministries were also involved in joint projects, such as the event at SuomiAreena in July, and the Open House event at the Together Weekend at the end of August. All in all, ministries were involved in hundreds of centenary events and activities.
The Ministry of Transport and Communications celebrated its 125th anniversary in 2017 and linked the two causes for celebration together. The themes of the jubilee celebrations were presented at the Ministry’s main annual stakeholder meeting at Finlandia Hall in Helsinki in March, as well as at the 125th anniversary event in September.

The Ministry of Justice had three themes for the centenary: fundamental rights and equality; democracy, civic engagement, and volunteering; and the rule of law and the judiciary. Events and meetings were held throughout the centenary. In the spring, the Democracy Weeks were held and the Democracy Prize was awarded, and in the autumn, the Ministry of Justice organised a tour of seminars on the future of democracy, in collaboration with Sitra, the Prime Minister’s Office, and the Ministry of Finance. The idea of the various events of the centenary was also to reach target groups that were not familiar with the Ministry of Justice’s themes.

The Defence Forces carried out a series of events – 48 events in total – throughout the centenary. The most significant of these were the national Finland 100 general security event and the Finland 100 Summer Tour, as well as the National Veterans’ Day in Lahti on 27 April, the Flag Day parade in Helsinki on 4 June, the Independence Day parade in Kuopio on 6 December, and the Finland 100 concert at Sibelius Hall, Lahti, in November. Thousands of Defence Forces employees and partners were involved in arranging the events and the programme, in particular from national defence organisations and security authorities. The extensive Finland 100 programme formed the basis of the 2018 Defence Forces’ 100th anniversary year.

The Ministry of the Interior marked the centennial year of Finland’s independence by turning the everyday into a celebration, campaigning for the use of the Finnish flag and spreading the word about the safest country in the world.

The administrative sector’s activities that people encounter in their everyday lives were given a new form, and the centenary was celebrated in the everyday activities of the institutions operating under the ministry. Numerous events, such as the 112 event, the Police Day, and the Border Guard oath ceremonies were incorporated into the centenary programme. Finland 100 was also very visible on police and rescue vehicles. Passports issued in 2017 have the Finland 100 logo on the back cover, and even Coast Guard vessels were decorated with the logo.

The Ministry encouraged people to be more active, brave, and playful when flying the flag. It updated its flag protocols and created a humorous layout for the instructions, which attracted a lot of media attention. The flag theme was prominently featured in the media throughout the year; citizens, municipalities, businesses, and organisations were encouraged and instructed to actively hoist the flag. The Ministry of the Interior, in cooperation with various organisations, arranged events under the theme Safe Finland 100.

The Ministry of Social Affairs and Health launched three new extensive and long-term support programmes in honour of Finland’s anniversary of independence. The programmes, which will run between 2017 and 2020, aim to eliminate inequality and to promote equal opportunities. A total of around 36-40 million euros is being allocated to these programmes.
The public embraced the idea of the open house

The Prime Minister’s Office took part in the events of the Together weekend at the end of August by opening its doors to the public. The event was very popular, and almost 3,000 citizens visited Government Palace, the House of the Estates, the Government Banquet Hall, Smolna, and Arppeanum (an administration building).

The public had access to the history, architecture, and art in the buildings. The public could meet Prime Minister Juha Sipilä in his office in Government Palace, and officials described their jobs and careers to the visitors.

Historical characters, played by actors, took the audience back to the first moments of Finland’s independence a hundred years ago in the House of the Estates. A collection of the rare documents that formally recognise Finland’s independence was on display from the archives of the Ministry for Foreign Affairs. In the Government Banquet Hall, Smolna, visitors could see works of art such as portraits by Albert Edelfeldt, and Regent Carl Gustaf Mannerheim’s office.
The power of the centenary took companies by surprise

The Finland 100 business partnership programme was the first of its kind in the history of jubilee celebrations in Finland. It is likely to have become the largest business cooperation project ever carried out in Finland. 59 companies took part in the extensive partnership programme, and there were 174 companies in the 100 Great Things from Finland programme, which was targeted at small businesses. These resulted in hundreds of Finland 100 activities, services, and products.

The aim of the Finland 100 jubilee year was to involve the entire Finnish society in the planned activities. To ensure this, the different groups had to be offered a variety of forms of engagement to suit their backgrounds and ambitions. The significance of companies as builders of the Finnish society and the centenary celebrations was clearly recognised.

The Finland 100 Secretariat created an administrative foundation and an operational model for the business collaboration that differed from traditional forms of collaboration in a number of ways. The companies were expected to have a strong and tangible commitment to the centenary activities, communications, and societal activities. In the spirit of the year’s Together theme, no industry was given any exclusive rights, but instead the focus was on collaboration between companies.

An extensive Finland 100 business partnership programme was launched at the beginning of 2016. The Finland 100 partnership agreement was signed by 59 companies, which represented a variety of industries and included companies that were in competition with one another. The experiences and satisfaction of the participants in the partnership programme were surveyed in spring 2018. 4
It was discovered that the centenary operations by the Finland 100 partner companies proved to be wide-ranging and important. Most of them either carried out activities that benefitted society or made a centenary-related donation. Such donations and activities were strongly related to the future of Finland: education, children and young people, and nature. The total value of these amounted to approximately seven million euros, based on the information gathered from the companies.

**Different types of companies and different goals – working in perfect harmony**

The companies’ participation in the centenary activities was motivated by two different strategic objectives. Some of the companies linked the Finland 100 visibility and operations to commercial campaigns or marketing concepts, while others associated the centenary with the implementation of their social responsibility strategy.

Many companies had a strong connection with the centenary or represent essential Finnishness through their history or their strategic objectives. The owners’ contributions played a major role in the Finland 100 partnerships, particularly in family-owned and cooperative-based companies. Participation in the centenary activities was almost a civic duty. Many companies happened to have their own jubilee year that coincided with the centenary.

The Finland 100 project offered international partnership companies an opportunity to demonstrate their commitment to Finnish society. It also provided Finnish partners with overseas contacts and created new opportunities for them to make good use of their own international networks.

Several companies used the Finland 100 project to engage their staff and to improve interaction. Staff and stakeholder enthusiasm for working together, such as by volunteering, was a positive surprise. The centenary activities gave companies an opportunity to network with other companies and find new partners. Five Finland 100 business forums were organised in the context of the first programme.
Blue-and-white activities and products

Half of the companies that participated in the partnership programme launched Finland 100 products or services. Including all variations, a total of around 250 Finland 100 products were brought to the market. Membership of a collaboration programme and an agreement with the Prime Minister’s Office were required for the provision of products and services.

The centenary products included food products, sweets, textiles, dinnerware, glassware, jewellery, clothing, cosmetics, accessories, homeware, and ornaments. The selection of products also included unique varieties of well-known Finnish classics. There were also some forward-looking technological solutions, content projects, and innovations.

Companies that focused on commercial campaigns were particularly successful in their marketing efforts for familiar and iconic products, some of which were launched in special centenary editions. Consumers became more aware of the fact that many products are designed or manufactured in Finland. It has been shown before that anniversaries of independence have made people more interested in knowing whether products are manufactured in Finland, and this also seemed to be case in 2017.

The Gift to Finland concept, which was part of the Finland 100 partnership programme, unexpectedly made companies think about their social responsibility, their history, and their values. The idea of giving a gift to Finland was to be extended to such activities or deeds that would have a clear impact on people’s lives and that would withstand the test of time.

In the context of the partnership programme, in spring 2017, many companies came up with new plans and measures related to visibility, usability, and social responsibility.

Small businesses got busy

At the beginning of 2017, small businesses were invited to get involved in another type of participation. The 100 Great Things from Finland programme sought products and services provided by 100 small companies that could mark the centenary celebrations. According to the EU Commission definition, small companies could apply to the programme by submitting a product or service that they wanted to license to use the Finland 100 logo.
In addition to hundreds of Finland 100 licensed products, there were thousands of other products on the market that celebrated the centenary. The Finland 100 logo was only used on official products, and it indicated to consumers the company’s strong commitment to the centenary values and activities.

The range of products was enormous: there were products to commemorate the centenary, different versions of the Finland 100 logo, and counterfeit products with the genuine Finland 100 logo. The number of blue-and-white decorative products increased towards the end of the year; these included napkins, candles, bunting, and balloons.

The blue-and-white combination was suddenly in fashion, both in the streets and in the media.

As the enthusiasm for Finland 100 spread, more outrageous products were launched to attract consumers. Before the centenary, few people knew that they wanted a Wunderbaum air freshener sold in honour of Finland’s centenary, a 100-pack of beer, or a Finland 100 coffin complete with a funeral on the same theme.

Such products, and the commercial aspect of the jubilee year, sparked debate in the media. Many of the most critical articles focused on products and their backgrounds. In some cases, informal, non-licensed products were mistaken for official products. Consumer opinion, however, was quite unambiguous: the products sold very well.

There were 204 products and services that met the criteria, and these were subject to a vote on the campaign website. People were so eager to vote that the website became jammed, and it was decided that all entries that fulfilled the conditions would be accepted into the programme. The agreement on the use of the Finland 100 logo was eventually signed by 174 small companies.

The range of products and services was wide; from lures to equipment for washing animals. The most popular product groups were food products and beverages, textiles, gift items, and jewellery. The programme covered a total of 29 services, from applications to travel services. The companies were located all over Finland.
The blue-and-white message reached people

Finland 100 was the topic of 2017 on traditional and social media, as well as during coffee breaks. The anniversary stirred up strong emotions and made people talk about it, and they took part in the debate on all channels throughout the year.

The centenary communications relied on networks, and debate on traditional and social media. The focus was on creating and sharing interesting content and involving all Finns and friends of Finland in the communications.

The themes and volumes grew as the year progressed and went from gentle wake-up calls to meaningful content and the joyful flow of events. The committed network ensured that the jubilee message snowballed. In practice, all Finns (98%) were aware of the centennial year of their country’s independence.

Wake up! The centenary is about to start!

The preparation phase in 2015 focused on raising awareness of the celebrations. A comprehensive stakeholder survey was carried out among the key influencers, to explore their hopes and views on the centenary. The operations got under way that year: the programme application process, launched in the spring, and the funding application process in the autumn mobilised the most eager parties, and awareness of the project quickly spread. Regional activities increased awareness across Finland.

By late autumn, the centenary programme had a form, content, and visuals that could be communicated to the public. The wake-up phase culminated in the launch of communications just before Independence Day in 2015. This formed the basis for how the topic
was handled in public, and special attention was paid to the content and phrasing.

The first results of the Finland 100 survey by Statistics Finland representing the whole population were published at the opening event, and it was also the occasion on which the first programme projects and the framework for the programming were introduced, the new website was launched, and the project took to social media. The official logo was also announced, together with the visuals, the first app, and a trailer.

**Relevant for everyone**

Interest in the centenary began to grow significantly in 2016. The focus of the communications was on motivation and signification. The network was equipped with content and materials with which to communicate the centenary programme. Common ground was established for the jubilee year, and its significance was enhanced.

Stakeholder workshops were organised in spring 2016, and these were attended by influencers and representatives of various organisations. The aim was to draw the networks’ attention to the centenary and the new way of setting up celebrations. The workshops aimed to find a shared perspective and to inspire people to participate. Some people who were known to have a critical view of the jubilee year and the preparations were also invited.

In 2015 and 2016, representatives of the Secretariat met with the management of all major national and regional media. The first systematic media round was carried out in autumn 2015, and the second at the end of 2016. The meetings covered the whole centenary programme, the progress of the preparations, and the plans that the media had. A total of 30 meetings were held.
Significance was enhanced by increasing programme communications, where examples and participants were used to demonstrate the scale and diversity of the celebrations. As the volume increased, more resources were allocated to communications and a ‘Finland 100 newsroom’ was set up to provide daily content. The stream of articles, videos, comments, newsletters, social media updates, and online content accelerated. The team formed with the communications partner grew to include around 10 people.

An important media and stakeholder event in terms of communications was held in Helsinki in September 2016, when there were a hundred days until the beginning of the centenary. Marking the date and the actual countdown clearly increased awareness and expectations for future events. The media started to publish reports on the preparations, and the Finland 100 channels grew busier. The centenary could be seen on the horizon.

An avalanche of communications

The celebrations kicked off at the successful Finland 100 opening, and the subsequent enthusiasm was enormous. To guarantee balanced content and to maintain interest, communications related to the centenary were divided into three themes. In the spring, it was Finland’s strengths that were highlighted, while communications in the summer focused on the thousands of cheerful events. Preparations for the culmination accelerated in autumn, when the focus turned to Finland’s history, stories, and important events.

The goal was to offer all Finns and friends of Finland the opportunity to be engaged in all forms of activities right from the start. The Finland’s faces app and the programme for small companies were launched at the Finland 100 opening. There was severe pressure on the opening-related communications in terms of interest, content, scale of work, and allocation of resources. The Finland 100 opening on New Year’s Eve broke records in terms of reach, followers, and attractiveness. The abundant and high-quality programme both in Finland and abroad increased the hype.

Things were expected to calm down after the opening ceremony but this did not happen; the impressive cultural events and other large events such as the FIS Nordic World Ski Championships in Lahti carried on the enthusiasm. As the spring progressed, the communications highlighted the strengths of Finnish society: democracy, equality, and education, and related programme contents.

Early in the summer, large and exceptional public events offered plenty of opportunities for participation and new experiences. New audiences were inspired by the Finland 100 programme with visits by royals of the other Nordic countries, the Horses at Kaivopuisto Park event,
What happened to a good debate? It’s increasingly rare to see trust in democracy in a political debate. It’s easy to notice the increasing polarisation of opinions, but more difficult to find a genuine dialogue.

Journalist Olav S. Melin, Finland 100 commentary on 30 March 2017

Communications and marketing activities focused on Independence Day and the days leading up to it. The increasing media interest improved the events’ visibility, and the public became more active on social media. The number of followers and the reach continued to grow. The communications efforts aimed to meet the stakeholders’ growing demands while identifying possible crises and controlling the implementation in a number of ways.

The project’s only actual media campaigns were carried out online, on television and in the cityscape around the time of the jubilee. The Finland 100 organisation had many responsibilities related to the main events held in the Helsinki region on Independence Day, which increased the pressure on the communications team. At the same time, preparations were under way to close the centenary and all related operations and communications. After the climax and thank you messages, the channels went quiet and the Finland 100 organisation moved into the background.

During the data collection, reporting, and analysis phase at the beginning of 2018, the communications team’s task was two-fold: it was in charge of documenting and archiving events from the Finland 100 project, which had turned out to be the biggest national jubilee year in Finland, and was also responsible for engaging the stakeholders one more time to work together in the spirit of the year’s theme.
A blue-and-white year on all channels

The fact that the centenary was the most extensive and diverse jubilee year in Finnish history is clearly evident in the key figures for communications. The Finland 100 jubilee became a phenomenon that stirred emotions and debate and inspired people to participate on all media channels throughout the year. The Finland 100 communications activities worked well and were awarded with all the most important media prizes in Finland.

The communications performance level was continuously assessed by the media, on social media, and online during the project. The results were used in planning communications activities and redefining areas of emphasis. Reports were drawn up for all special communications activities, along with the weekly and quarterly analyses. Surveys were conducted among online and newsletter users in 2016. The six-part Finland 100 follow-up study (2015-2018) studied public awareness and views of the jubilee year.

In practice, all Finns (98%) were aware of the centennial year of their country’s independence. Awareness improved throughout the project, with little difference between the genders, places of residence, or different age groups.

A typical follower of the project’s content can be identified from the user profiles in the different channels: a Finnish female, aged between 25 and 45. This group was also the most active in terms of participating in programme activities. As the centenary went on, the number of older followers grew both on the website and on Facebook, which were the main channels of communications. The gender distribution was more even on Twitter.
The Finland 100 website – home of information

The centenary website, suomifinland100.fi, was the home of the communications and a diverse content hub, where articles, news, queries, and videos were published almost every day. Nearly 2.2 million people visited the Finland 100 website in 2017. On Independence Day, 6 December, almost 150,000 people visited the website during that day alone. One in five visitors came from abroad, most commonly from Sweden, the United States, and Germany.

The trilingual Finland 100 newsletter, delivered by email, was published between 2015 and 2017. The newsletter was especially useful for sharing information with those committed to the centenary project. Its role was more prominent in the preparation stages, as there were no other communications channels available at the time. As the number of other channels and the media coverage increased, it became less important.

Inspiring content touched people across borders

The centenary coverage by the Finnish media was exceptionally extensive and positive. Finland 100 was a prominent part of the daily news, and media houses also made a significant contribution to centenary productions. The average weekly reach was more than 10 million people.

The anniversary of Finland’s independence also trended on social media. The discussion around the subject was continuous and lively, even passionate. The attractiveness of the content and the success of the chosen strategy is evident in the key figures for Facebook. The reach of Finland 100 posts on Facebook during the project’s active communications phase (2016-2017) was nearly 30 million. The share of paid visibility was less than 17%. The videos published on the channel alone were watched for almost 200 million seconds, meaning almost six years, and they were shared more than 100,000 times. In addition to the national Facebook account, each region had its own account to serve its own local audience. The followers of these pages multiplied the total size of the Finland 100 audience on Facebook.

A busy debate made #suomi100 one of the most popular hashtags on Twitter and the biggest viral phenomenon in Finland (#pinnalla service). At the culmination of the centenary, 5 and 6 December 2017, the #suomi100 hashtag was used more than 32,000 times on Twitter, and #finland100 almost 10,000 times, reaching 41.4 million users; #finland100 also trended on Twitter in the UK.

Participation on Instagram was particularly user-oriented. The Finland 100 account had more than 45,000 followers, which is an extraordinary achievement for a public administration organisation on Instagram. The active community created a channel of its own, portraying the strong image of a country celebrating. The YouTube Finland 100 channel served as an archive and did not have any targets. Finland 100 was also active on Snapchat.

The centenary communications were closely followed in Finland and overseas. A quarter of Facebook followers came from abroad, and the content appealed mostly to audiences in the United States, Sweden, Germany, and the United Kingdom. One in five visitors to the website came from abroad.

Finland received unprecedented coverage in the international media during the jubilee year. According to a study by the Ministry for Foreign Affairs, the Finland 100 celebrations were covered almost everywhere, and the visibility supported Finland’s positive reputation. The visibility was highest in the United States, Germany, Japan, the United Kingdom, and, as expected, above all in the neighbouring countries of Sweden, Estonia, and Russia.
The Finland 100 newsroom produced hundreds of publications for the jubilee channels in 2016-2017

- Suomifinland100.fi: a total of 485 articles or news stories were published in Finnish. Swedish versions were published of all content and most were also published in English. The website was visited almost 2.8 million times.
- Finland 100 Facebook: 1,061 posts (FI, SV, EN), 79,300 followers
- Finland 100 Twitter: 3,235 tweets (FI, SV, EN), 14,000 followers
- Finland 100 Instagram: 45,000 followers
- Finland 100 YouTube: 99 videos, 927 subscribers
- Finland 100 newsletter: 15 issues, 18,500 subscribers
- 47 media news and press releases
- 22 news releases by the regional networks
- 6 news releases on the programme projects
- More than 600 emails and more than 800 telephone calls to the communications customer service

Everyone was aware of the centenary

By autumn 2017, practically all Finns (98%) were aware of the centennial year of Finland’s independence. The clear increase in awareness took place as the active communications efforts were started at the end of 2015. There was little or no difference in awareness between the genders, places of residence, or different age groups.

Around one in eight Finns (13%) were able to name the centenary theme at the end of the project. The key objective was not to make the theme widely known, but to implement it in practice. The diversity of the programme and the forms of participation are a testament to the successful implementation of the theme.

The impacts of the communications efforts were measured during the period of active public communications between January 2016 and December 2017. The sources and follow-up tools used included:

- Finland 100 follow-up study (Statistics Finland 2015-2018)
- Finland 100 media monitoring (M-Adaptive)
- Communications quarterly reports 2016-2017
- Social media and website data (Google Analytics, Hootsuite)
- Call and email data from communications customer service

On Facebook, the number of Finland 100 followers increased slowly but steadily in 2016 until it started to increase exponentially at the time of the opening ceremony. The steep growth took place at midsummer 2016 and at the climax of the celebrations in December 2017. The target of 80,000 likes was narrowly missed. The audience was eagerly involved in all phases of the centenary, and the discussion on Facebook was lively.
Visitors on the Finland 100 website

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Media visibility in Finland in 2016–2017

There were 9,100 Finland 100-themed hits in Finland in 2016, and more than 64,000 in 2017. More than 90% of the coverage was positive or neutral. In 2016, the value of media attention on Finland was around EUR 30,500,000, an average of around EUR 590,000 per week. In 2017, the value of media attention was around EUR 212,020,000, an average of around EUR 4,080,000 per week.

Nearly 2.2 million people visited the Finland 100 website in 2017. On Independence Day, 6 December, almost 150,000 people visited the website that day alone. One in five visitors came from abroad, most commonly from Sweden, the United States, and Germany.

Shared experiences

Finland hit the headlines in the world media

The celebration of the centennial year in Finland brought the country an exceptional amount of coverage in the world media in 2017.

Finland featured in headlines and articles on a historic scale, this time as an interesting society and attractive tourist destination, not just as a venue for sports or odd events such as the wife carrying championships. Topics included the education system, the basic income experiment, and Finnish design, just as in previous years.

Visibility improved everywhere and was highest in the United States, Germany, Japan, the United Kingdom, and, as expected, above all in the neighbouring countries of Sweden, Estonia, and Russia. The Finnish Crazy Games in Australia, the City Festival in Minsk, the blue-and-white illuminations of the monuments, and the numerous other campaigns attracted a lot of media attention.

The peak in international media coverage came during the birthday week, 2–9 December, when more than 2,600 online articles alone were published.

According to the Ministry for Foreign Affairs, the general assessment of Finland’s reputation in the media improved during the centenary. On a scale of 1 to 5, from critical to appreciative, the average score in 2017 was 3.96. In 2016, the figure was 3.88, and it was 3.74 in 2015.
Boost in tourism in Finland during the centenary year

The tourism industry in Finland had enjoyed a long period of growth before the centenary, but the figures jumped to a new level in the centenary year. The number of overnight stays by foreign tourists increased by an average of 17% in 2017, and there was a statistically significant rise in the number of overnight stays by Finnish visitors. One of the factors explaining the growth appears to be the visibility overseas, the active approach in general, and increased interest in Finland in the centenary year.

The developments in tourism were one element in the centenary year impact assessment. A study by Aki Koponen and Jukka Vahlo, researchers at the University of Turku, included general statistical estimates of domestic tourism and inbound tourism in Finland.

It is difficult to determine the direct impacts of the Finland 100 activities on tourism, as private citizens and organisations may have had a positive impact on tourism through their own centenary-related activities. Finland’s tourism industry had already enjoyed a long period of growth before the centenary year, and according to Visit Finland, tourism has also continued to grow throughout the beginning of 2018.

Regardless of the reasons for the growth or the role of the centenary year, the growth in tourism in 2017 was considerable. The number of overnight stays by foreign tourists increased significantly from the previous year. In the period between January 2015 and December 2016, the number of foreign tourists increased by an average of about 1%, whereas the average growth in the centenary year was 17%. The growth in the number of overnight stays by resident visitors was also statistically significant in the same period. During the centenary year, the length of visits did not increase.

Assuming that the number of overnight stays in 2017 had developed in the same way as in 2014-2016, the number of overnight stays by resident visitors would have been about 300,000 lower than the actual figure, and the number of overnight stays by foreign visitors would have been almost a million lower. Visit Finland estimates that, in financial terms, the growth in tourism amounted to about EUR 500 million (http://www.visitfinland.fi/studies/visit-finland-matkailijatutkimus-2017/). The economic impact of the centenary on tourism was, thus, quite significant. The role of the Helsinki metropolitan area as a tourist destination strengthened among both resident and foreign visitors.
Number of overnight stays between December 2014 and February 2018. Since there are strong seasonal variations in tourism, the table shows the moving average of overnight stays in 12 months to even out regular fluctuations.

One of the centenary year goals was to introduce new, more cheerful traditions for the Independence Day celebrations. A survey among restaurant owners shows that this goal has been at least partially achieved.

A total of 19 restaurateurs responded to the survey on the impact of Independence Day on the restaurant industry, which was conducted in collaboration with the Finnish Hospitality Association MaRa. With the exception of one nationwide chain, the respondents’ operations took place in the Uusimaa region. Most of the companies had more than five restaurants and they employed more than 50 people.

The respondents compared their sales around Independence Day to those of an average weekend and earlier Independence Days, and they also assessed the importance of the Finland 100 brand to their business throughout the centenary year.

The results show that the sales in restaurants around Independence Day were higher than on an average weekend and significantly higher than on previous Independence Days. As a whole, the Finland 100 centenary year and related visibility were estimated to have had a major impact on the companies’ business.

The restaurant industry views the eve of Independence Day as a new special day in the Finnish calendar. The industry expects the eve to become an even more important day of celebration. Growth is expected, especially in large cities and provincial centres. Time will tell whether the phenomenon is permanent and if it spreads to other places.

### Shared experiences

**Finland 100 gave a boost to restaurants, especially in large cities**

Increase in the number of overnight stays

Increase in the number of overnight stays 2015–2018.

### Overnight stays (12-month moving average)

Increase in the number of overnight stays 2015–2018.
The legacy of the centenary year – lessons for the next century of independence

Ambitious goals were set for the centenary of Finland’s independence. It was expected to boost the sense of togetherness in Finnish society, and it was also hoped it would strengthen Finland’s international profile. The centenary year was to be celebrated in a captivating manner that would challenge people to participate and explore new ways to make events happen.

Finland’s centenary year managed to exceed all expectations in its success and diversity. Finland 100 soon became a concept that brought about a new kind of thinking. The hundreds of thousands of people who participated in the construction of the centenary year felt that their involvement in the organisation was an important experience.

As well as the large figures describing the activities, there were other things happening. The centenary year left a mark on Finnish society, influenced attitudes, and renewed traditions. The image of Finland and Finns was updated both in Finland and overseas. Finland received gifts that will be reminders of the centenary in years to come. The centenary of Finland’s independence became more than just a celebration: it grew to be a historically exceptional phenomenon.

How did the phenomenon occur? What attracted so many people to participate? Where did the enormous power that mobilised the whole country come from? What kind of emotions and memories were left in people’s hearts?

The achievement of the centenary year goals was closely monitored along the way. In early 2018, a large amount of material was collected and several studies and surveys measuring the results and impacts of the centenary year were conducted.

A five-strong expert group was also set up to assess the social impact of the centenary year. The working group made several interesting observations regarding social capital, inclusion, pluralism, and the concept of Finnishness.

Assessing the impact and permanent legacy of the centenary year will require a longer-term review and further research in addition to the initial assessment in this report, and the enormous scope of the material offers an excellent opportunity to do this.
The legacy of the centenary year

Finland 100 – a hundred Finlands, a hundred stories, a hundred interpretations

The centenary of Finland’s independence turned out to be an exceptionally widespread phenomenon. What caused this? What attracted people to participate more eagerly than ever before? What kind of permanent effects did the centenary year have? The results and impacts of the centenary year were examined and assessed in early 2018.

The achievement of the goals of the centenary year was closely monitored from 2015 onwards. The phenomenon was studied and analysed in depth from different perspectives right after the end of the centenary year in early 2018. The aim was to understand the centenary year as a whole and to gather information for possible further studies and measures. In this context, more than 200 interviews were carried out, together with several studies, stakeholder surveys, and targeted case studies (Appendix 17).

In February 2018, a five-strong expert group was formed to support the assessment. The group’s task was to evaluate the outcome of the centenary year on the basis of the results and information and to form a first picture of its impacts. The expert group members were Professor Anu Puusa from the University of Eastern Finland; Professor of Economic and Social History Antti Häkkinen from the University of Helsinki; Antti Maunu, Dr Soc Sc postdoctoral researcher; Aki Koponen, DSc (Econ.) and (Ph.D) Jukka Vahlo from the University of Turku. The group worked in the spring of 2018 and met four times. The expert group’s observations highlighted features such as social capital, inclusion, pluralism, and the concept of Finnishness.

A framework was applied in the evaluation of the Finland 100 activities that was large in both scope and impact, to examine the activities and outcomes from cultural, social, and economic points of view, as well as the synergies brought about by these. Effective ways
were also sought to approach a phenomenon as large as the centenary year and the entity involving all the individual projects.

All the centenary year impacts can be examined in both the short and long term. The short-term assessment evaluates the impacts and activities of the Finland 100 centenary year, which the Finland 100 organisation influenced directly through its operations. From a long-term perspective, the assessment framework could be limited to longitudinal studies, which should be carried out, for example, three and five years after the end of the Finland 100 year.

One of the challenges of the Finland 100 assessment is to identify the things and activities amongst the impacts of the Finland 100 measures that would have been realised regardless of the centenary year, as well as the outcomes of factors other than the actual Finland 100 operations. Another challenge is the lack of information about all the impacts, as well as the fact that identifying some of the impacts becomes more difficult as time passes.

Examining the Finland 100 activities from the perspective of the three types of capital.

The social dimension. Finland 100 activities and the Together theme sought to make a positive contribution to the Finns’ sense of togetherness, appreciation of Finnishness, mutual trust, equality, and parity.

The cultural dimension. Finland 100 sought to promote cultural inclusion, Finland’s visibility in other countries, and joyfulness of the independence celebrations alongside the traditional, formal celebrations.

The economic dimension. The impacts focused on collaboration between companies, the strengthening of corporate brands, and growth in product sales, as well as the financially successful implementation of the programme projects and audience sizes.
The goals were achieved and the implementation method supported the success

When summarising the results and studies of the Finland 100 centenary year, the thing that stands out is the diversity and versatility that characterised the year throughout its preparation and implementation. The idea behind the centenary year was to create easy and approachable ways to be part of the celebrations and to offer everyone the opportunity to be fully involved. The results and impacts of working together reflect this fundamental idea while also raising new questions.

The centenary year objectives were set in accordance with the centenary year decree and the delegation’s policy, and the most important objective was to strengthen the sense of togetherness in society. Other objectives were to raise Finland’s international profile and create a memorable year of celebrations. The scope of the celebrations, the stakeholder and interview studies, and the debate about the centenary year show that the goals for the year were achieved. The implementation of the centenary year, based on networks and a great variety of organisers, worked very well and was a success.

The centenary year was also a surprise in terms of its positive atmosphere and scope, even to most of those involved in the implementation process. The centenary turned out to be an exceptional experience. Its scale and coverage in society were, in themselves, a remarkable achievement. The data about the organisers, participants, partners, the number of programme projects, and centenary events and activities are a testament to the historically great programme of events.

One of the most remarkable results was the fact that people felt that the centenary year was important. People were committed to the centenary, and it offered several channels and opportunities to share common experiences. The centenary year was also a unique experience for its organisers. Its significance to the people and their commitment and sharing of experiences laid the groundwork for the year to have an identifiable impact on society.

The centenary year can be said to have contributed to growth, especially of social capital. This is supported by studies that show that people gained positive experiences from the activities and participation. The centenary of independence was felt to be an exceptionally important moment in time, which was also reflected in people’s actions. ‘Once in a hundred years’ was an idea that attracted people to get involved.

Based on studies, interviews, and target analyses, the centenary year also had an impact on the Finns’ idea of Finland. Positively open and pluralist Finnishness emerged. A concrete example of this was the celebrations on Independence Day, when playfulness was evident alongside the more traditional formality. The atmosphere allowed for the coexistence of various things and a wide range of approaches: there were new forms of celebration and perhaps even some new future traditions.

National identity and national self-esteem were more clearly defined on the basis of Finns’ own values rather than on a definition by exclusion, by which we use other countries or nations as benchmarks for what we are not.
It is noteworthy that during the centenary, Finland and Finnish-ness was heard and seen around the world as it is. Finland and Finnish-ness was in itself interesting and a message that aroused interest. This is reflected in the fact that friends of Finland around the world were widely involved in organising and experiencing the centenary year – both government leaders and individual people.

The centenary year was not just a year of events, it also left a legacy, the future impacts of which may well be evident in much more varied ways than during the centenary itself.

The communication activities during the year encouraged participation, closeness, and equality and won all of the main communication awards in Finland. The Finland 100 logo and visual appearance were widely recognised and also won several awards.

The most memorable mark, however, was left on the people. Organisers and participants all describe the joy, enthusiasm, and exceptional spirit of collaboration that they experienced throughout the year. Its great importance does not need to be specifically emphasised.

The activities and events of the centenary year were recognised as having a visible effect, by strengthening or changing, both indirectly and directly, on many social phenomena and trends in Finland. This report extracts those perspectives of the jubilee celebrations that have shown a clear and significant impact.
The centenary of Finland’s independence was very important to the Finnish people. It grew into a unique experience of community spirit that united people in Finland and abroad. Finns thought the celebrations were a success, and it has been deemed to have widely influenced Finnish society.

The objectives of the Finland 100 centenary year were crystallised in two goals: to promote a sense of belonging in society and to strengthen Finland’s international profile. Another aim was to reform and enrich the ways people celebrate independence.

The results show that Finns thought that the goals were achieved on the whole. Views on the success and impact of the centenary year have been studied by organisations such as Statistics Finland, the Ministry for Foreign Affairs, and Finland Society.
A vast majority of Finns, more than nine out of ten (93%), were satisfied with the implementation of the centenary year. The opinions were similar regardless of the respondents’ age and place of residence. The most favourable in their opinions were young people aged between 15 and 24.\(^1\)

Four out of five Finns (77%) thought it was important to participate in the celebrations. In the last survey, in March 2018, this opinion was further strengthened in all age groups. Participation was also considered important by those Finns who did not participate in the celebrations (65%).\(^1\)
The sense of togetherness grew stronger

Four out of five of Finns (83%) thought that the centenary of independence had strengthened the sense of togetherness in Finland. The result is a testament to the success of the Together theme and the new way of organising the celebrations. Women held this opinion more often than men (88/78%), and of the different age groups, it was middle-aged people (45-54) who felt that the sense of togetherness had grown most.¹ Even expats felt that the Together theme had come across well in the centenary year activities. In the survey conducted by Suomi-Seura³, 94% of the respondents said the Together theme came across very or fairly well.

Finland’s international profile strengthened

Almost all Finns (94%) felt that the centenary improved Finland’s reputation in other countries. This opinion was strongest in the 75-84 age group (99%). Men and women shared this view.¹ The Finland 100 programme activities took place in more than a hundred countries on all continents. The Finnish Ministry for Foreign Affairs also estimates ⁴ that Finland’s 100th anniversary attracted exceptional coverage for Finland in the world media in 2017. Many international activities were also organised in Finland in 2017, as many international competitions, networking meetings, events, and visits by dignitaries took place in the country in relation to the celebrations. Expats’ views are similar: 85% think that Finland was covered in the world media either very well or fairly well.³

Satisfaction with the general atmosphere improved

Statistics Finland’s follow-up survey also looked at the level of satisfaction with the general atmosphere in Finland. Compared with the first survey, conducted in autumn 2015, the number of satisfied people grew significantly during the centenary project. In spring 2018, more than half of Finns (58%) were at least fairly satisfied with the atmosphere, while in autumn 2015, at the beginning of the survey period, only about a third of the respondents (37%) were. There was no difference between men and women. Among the different age groups, young people aged 15-24 (71%) stand out as particularly satisfied.¹

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¹Statistics Finland explored Finns’ awareness and views on the centenary of independence in follow-up surveys carried out over several years. The Finland 100 follow-up study was carried out using Statistics Finland’s Consumer Barometer six times: September 2015, September 2016, March 2017, September 2017, and the last study in two parts in spring 2018 (February and March). For each survey, more than one thousand 15-84-year-olds who were permanently resident in Finland were interviewed, and the results represented the whole population.

³Suomi-Seura carried out a Finland 100-themed survey among expatriate communities in February and March 2018. The questionnaire was answered by 145 respondents, including Finnish clubs and congregations all over the world. Almost all of these had arranged Finland 100-themed events.

⁴The Foreign Ministry's annual 'Finland in the World Media' survey for Finnish missions Formin.fi
The new legacy of Independence Day

The centenary celebrations changed Finns’ views of Independence Day. Independence Day had been seen as a formal event that did not necessarily involve everyone.

The year 2017 was special, and the celebrations of independence became a shared event, and all Finns were mobilised even before Independence Day. Almost 800,000 Finns hoisted the flag already on the eve of Independence Day on 5 December, and more than 600,000 people shared a coffee break on that day. Many people organised their own parties. The eve of Independence Day had always been very quiet before.

The celebration was characterised by a new kind of cheerfulness and a relaxed atmosphere that complemented the traditional, formal nature of the event and encouraged new groups of people to find their own way of getting involved. For example, the surveys showed that young people between the ages of 15 and 24 were the most eager to celebrate independence. Spontaneous activities and doing things together that marked the entire centenary year surfaced again. Messages, images, and moods shared on different channels reflected the variety of the celebrations and the great sense of community.

The results of the Finland 100 barometer (Statistics Finland, March 2018) describe the same phenomenon. Almost three out of four (71%) felt that independence celebrations were more cheerful in the centenary year, and one in four said they celebrated independence in a new way. Half of all Finns said that celebrating Independence Day had become more important.

It is hoped that the new ways of celebrating Independence Day will become traditions. People hope that Independence Day will continue to be a happy, cheerful, and communal event. People mentioned the cheerfulness as the most important feature, but they would also like to see the blue-and-white light shows and celebrations shared with their friends in the future. More than half of all Finns hope that the Finnish flag will be flown in more places.

### Shared experiences

#### The new legacy of Independence Day

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### Finland’s Independence Day was celebrated in many ways

<table>
<thead>
<tr>
<th>Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I liked the blue-and-white light installations</td>
<td>78%</td>
</tr>
<tr>
<td>I found the celebrations more light-hearted than before</td>
<td>71%</td>
</tr>
<tr>
<td>I followed the media more closely than before</td>
<td>54%</td>
</tr>
<tr>
<td>I found celebrating Finland’s Independence Day more important than before</td>
<td>49%</td>
</tr>
<tr>
<td>I celebrated in a new way</td>
<td>25%</td>
</tr>
<tr>
<td>I attended a coffee afternoon on 5 December</td>
<td>21%</td>
</tr>
</tbody>
</table>

### What should Finland’s next Independence Day be like?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It should be a happy occasion</td>
<td>85%</td>
</tr>
<tr>
<td>There should be blue-and-white light installations</td>
<td>78%</td>
</tr>
<tr>
<td>It should be a celebration among friends</td>
<td>78%</td>
</tr>
<tr>
<td>There should be more Finnish flags</td>
<td>53%</td>
</tr>
<tr>
<td>The celebrations should begin the day before</td>
<td>31%</td>
</tr>
</tbody>
</table>
An impressive experience for the organisers

An unprecedentedly wide network of organisers was behind the Finland 100 centenary year events. The entire country took part: the state administration, municipalities, organisations, companies, associations, and ordinary citizens. The building of the programme alone involved 800,000 people. Finland 100 conducted a number of surveys of the stakeholders’ experiences and views at the beginning of 2018. The experiences are similar: the centenary was a unique experience for the organisers as well.

The network worked together to ensure success

Participation in the centenary celebrations was an impressive experience not only for the participants but also for the organisers. The scope of collaboration and stakeholder engagement is, in itself, an important achievement. The experiences and satisfaction of the centenary year organisers have been explored in various surveys. Participation was a unique experience for many of them and a significant event that opened up new opportunities and prospects.

Those involved in the stakeholder network were asked about their experiences and satisfaction with the collaboration and the Finland 100 project at the beginning of 2018. At the same time, information was gathered on the impacts of the centenary year. The survey involved a total of 145 people. The attitudes towards the interviews were very positive, indicating the subject’s importance to the participants.

A total of 145 people in the network were interviewed for the stakeholder survey. The Prime Minister’s Office selected the interviewees. The response rate was 55%. The interviews were conducted in February and March 2018.
The organisers’ experiences, thoughts, and emotions were, as a rule, very positive, and many used superlatives to describe the centenary year. There was, however, a certain amount of ambiguity, as some did not have time to take part in the celebrations due to being so busy all year, yet participation in the organisation was thought to have been a unique opportunity, a once-in-a-lifetime experience.

Ideas for improvement, criticism, and lessons for the future were also brought up, most commonly related to the large number of Finland 100 events and commercial products, as well as the inefficiencies or inadequacies of various processes.

The main theme, Together, was extremely favourably received by the network. The theme was carried through the centenary year in many different forms and was the right theme for the collaborative nature of the project. The respondents found it difficult to assess how well the main goals had been achieved as not everyone had a clear picture of them.

The majority of the respondents thought that the centenary year gave something special to Finland. It provided lessons for the future and created a new culture. Finland 100 inspired people to do things together. The centenary year showed that Finns are able to work together to create innovative and unconventional projects.

The centenary was also found to have contributed positively to the general atmosphere, and it was believed to provide a basis for new, positive ideas about Finnishness and the future of Finland. Some respondents think that it remains to be seen how long the impacts last.

It was fantastic and a real success. Organisations both small and large got involved. Huge enthusiasm. An experience that will be remembered for a lifetime. The theme ‘Together’ was excellent.

Regional network in the stakeholder survey

It was accomplished with quite a small organisation. Agile and innovative, they managed to keep major partners up to date. Whether they had sufficient resources is another question.

Social actor in the stakeholder survey

The centenary improved as the year progressed. The end of the year was amazing. At the start of the year, we wondered whether anything would come of it. From the perspective of a project actor, however, we did not know, e.g. what the priorities were or the schedules. There was insufficient time to plan in more detail.

Project coordinator in the stakeholder survey

The centenary was also found to have contributed positively to the general atmosphere, and it was believed to provide a basis for new, positive ideas about Finnishness and the future of Finland. Some respondents think that it remains to be seen how long the impacts last.
The creators of the programme are happy with the results

It can be said that the Finland 100 programme brought about a large number of activities that will continue to have an impact even after the centenary year. More than 11% of the programme projects resulted in a work such as a book, a film, or a piece of art, all of which are permanent. There are other outcomes of the many development projects and campaigns that will continue to have an impact well into the future. The programme also included some infrastructure projects such as the Helsinki Central Library Oodi, for which state funding was justified by the centenary.

Three-quarters of the programme projects reported in the final survey that their project would definitely or probably continue in some way even after the centenary year. Since quite a few of the projects were events that are repeated every year but had the special Finland 100 theme in the centenary year, it is impossible to estimate how many of the activities launched specifically for the centenary year will continue.

Individual programme projects had very different objectives. The goals of individuals and work groups were often personal and related to attracting visibility for their own work or hobbies and simply being involved in the celebrations. For some of the organisers, their project goals were very tangible, while there were those whose goals were more general, such as ‘being involved in equal, empowering, and joyful collaboration, and a sense of achievement’.

Based on the final survey on the programme projects, 94% of the projects stated that their project achieved its objectives either very well or fairly well. When assessing the project’s overall performance, 94% of the projects reported that their project, as a whole, went very well or fairly well. Both figures are exceptionally high for this type of extensive survey.

The programme put the Together theme into practice

One of the prerequisites for joining the Finland 100 programme was the implementation of the Together theme in one way or another. Organisers were encouraged to collaborate and to enhance a sense of belonging in line with the theme and main objective of the centenary year. Almost half of the projects included in the programme stated in their application that they would strengthen the sense of togetherness and affinity, and a quarter said that their project would be an experience that would bring together several different target groups.
In the application phase, only 14% of the projects estimated that the Together theme would be strengthened through extensive or new collaboration efforts, yet 87% reported in the final survey that they had made new contacts and been involved in networks or new collaboration efforts through the project.

An average of 14 partners or organisations were involved in the implementation of each project, which means that an estimated 68,000 partners and organisations took part in the implementation of the entire programme, in addition to the main organisers. In about 40% of the projects, the number of participating organisations was between three and nine, while this number could increase to several dozens in the larger projects. Only 5% of the projects had no partners at all.

Up to 93% of the projects that acquired new partners during the centenary year estimated that their collaboration would continue even after the end of the project. For the programme as a whole, this means 4000 projects with their partners. The formation of new partnerships can be considered one of the most important long-term impacts of the centenary year.

The expert group that assessed the Finland 100 centenary year analysed the programme activities on the basis of the material collected. According to their analysis, the Finland 100 programme was successful in many ways. The programme, with its versatile content and groups of organisers, reached a large number of people both in Finland and abroad. According to the experts, the impact of the media coverage can also be considered significant.

New networks and partnerships formed in the projects

<table>
<thead>
<tr>
<th>Local</th>
<th>Regional</th>
<th>National</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>33%</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>1%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>40%</td>
<td>50%</td>
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</tbody>
</table>

Finland 100 will last until the 200th anniversary of Finland’s independence.

Project feedback

“This project again emphasised the importance of teamwork in a small town. Everyone who was asked to contribute did so.”

Project feedback

“It was great to be involved. It was an amazing experience – working together with the whole of Finland.”

Public organisation in a stakeholder survey
A typical Finland 100 programme project succeeded very well or fairly well, according to the main organiser’s assessment. The material, however, does not indicate which factors contributed to the success of the project. An analysis of these factors would provide more reliable and valuable information.

According to statistical analyses, based on the answers to the final survey the costs of implementing a project did not have an impact on how the project thought that its expectations in terms of audience numbers and media coverage were met. Small and large projects were equally successful in this respect. The key to a project’s success was not the money spent but other factors. This seems to support one of the key principles for the centenary year, according to which a successful centenary year would consist of content provided by organisers of different sizes and with different perspectives.

Achieving or exceeding projected audience numbers significantly influenced how successful a project was considered to have been. Meeting or exceeding the expectations for media coverage also had an impact on the perceived success, but this factor was considerably weaker. According to the material collected from the final reports, forming new networks did not relate to how successful a project was considered to have been.

In summary, the Finland 100 programme can be said to have been exceptionally successful, and it managed to convey the centenary theme in diverse ways. Small, medium-sized, and large projects were almost all successful, indicating that the Finland 100 centenary year’s open project application model and approach worked well among different organisers, from private individuals to big organisations. The role that the Finland 100 organisation adopted, one of a facilitator and network builder, was essential in ensuring that everyone who was interested and willing could feel welcome and get involved in the projects.

The Finland 100 operational model allowed the projects to express their view of the centenary year from their own perspective, to organise their activities in a way that was right for them and suitably challenging, and to network with new national and international partners. In research literature, such a model of spontaneity, capability, and networking is described as the foundation for wellbeing and rewarding experiences.

Finland 100 managed to launch and support projects that enhance welfare and that can help to achieve long-lasting positive impacts in terms of economic, social, and cultural capital. It would be especially valuable to conduct further studies into how different minority groups participated in and experienced the programme, especially because the theme of the year was Together.

The experiences gained from the programme projects were surveyed using a questionnaire. A total of 1268 projects, 25% of all the programme projects, responded between March 2017 and February 2018.
Let’s eat together

Eating together is proven to enhance wellbeing, and everyone enjoys it. However, before the centenary year, it was less common for people in Finland to share a meal than in any other European country. It was decided that this would change permanently in the Finland 100 centenary year.

The Let’s eat together project by the ELO Foundation for the Promotion of Finnish Food Culture involved a network of 225 food businesses, communities, and organisations, and it arranged thousands of different events on the theme #letseattogether. On the sixth day of each month, there was a special reason to meet up.

The project organised a blueberry pie event, and the new organic porridge-eating world record was achieved with more than 390,000 portions of porridge. People gathered for the world’s largest village festival at the end of August, as well as for the Dinner under the open sky event.

The Let’s eat together project highlighted the importance of sharing a meal

According to the final project evaluation*, Let’s eat together highlighted the importance of eating together with very tangible, low-threshold means. The project managed to emphasise the importance of eating together and to point out how little this is used in strengthening community spirit.

Of the respondents, 84% estimated that the project managed to raise people’s awareness of the importance of eating together in Finnish society, and 96% thought that the project offered great experiences. The partners felt that the Let’s eat together project succeeded in putting the centenary year theme into practice.

Changing culture of cooperation

The changes in society in recent decades have prompted changes in people’s everyday communities and increased the need for low-threshold communal events such as meals shared with other people. Society in general has also changed, which has increased the need for new kinds of collaboration between different organisations and other social actors.

Finnish society has traditionally evolved around different centres that define the objectives of the activities and the methods of implementation and control the progress of things. In the 2010s, this operational culture has lost some of its power, and it has little interest in people’s aspirations and goals. According to the final report on the Let’s eat together project, the Finland 100 centenary year can be seen as a force behind change: it aimed to support and encourage spontaneous activities, networks, and people’s abilities to organise events either alone or with others, without the control of the central administration.

The project organisers saw the Let’s eat together project as a kind of accelerator or a test laboratory for new forms of collaboration, where people do things for themselves while pursuing common goals. The project partners were particularly enthusiastic about new and sometimes surprising partnerships and practices.

A new culture of collaboration does not emerge by itself or easily – not in the Let’s eat together project nor in the wider context of the Finland 100 centenary year. The project assessments revealed the things that promote and those that complicate collaboration in network-based activities. The results are interestingly contradictory. Organisers expect and hope to still have strong, centralised management, to set goals, and to have someone to coordinate things, and they are suspicious if these features are missing. At the same time, they want to see commitment, enthusiasm, and willingness to collaborate. Even those who enthused over centralised project management spoke for voluntary, open, and equitable cooperation in other contexts.

It remains to be seen how great and lasting an impact the Let’s eat together project and the centenary year will have on the Finnish culture of collaboration and the changes in it. The projects have shown that time and resources need to be invested in carrying out and practising collaborative operations. In this respect, the large-scale projects of the centenary year have been an impressive start, but permanent changes also require changes in the organisations’ own cultures.

*For the final evaluation of the Let’s eat together project, carried out between September 2017 and February 2018, 3 project organisation members and 12 partners from the public administration, companies, and the third sector were interviewed. An electronic questionnaire was also sent to all project participants, and 45 of them responded (20% of the total number). Antti Maunu, Dr Soc Sc post doctoral researcher, used the material to conduct an analysis of the social impact of the project.
The centenary year renewed the ways and forms of volunteering

Voluntary work and the spirit of volunteerism are deeply rooted in Finnish culture. Working together to solve a problem or to support others has been a natural way to work in Finland. The centenary year and the Together theme highlighted voluntary activities. Most of the centenary year programme projects involved volunteers, and many of these projects are continuing.

Did the centenary of independence change Finns’ attitude towards volunteering? This seems to be at least partly true, according to a survey by Finland 100 in spring 2018. The survey identified four main findings regarding voluntary work in Finland enhanced by the centenary year.

Activities taking place within the framework of organisations have been replaced by phenomena-based participation: people are motivated by self-directed activities that take place outside ready-made structures. Digitalisation has created new forms and platforms for volunteering, which enable people to work together or alone, independent of time and place. Volunteering also requires better service design. Participants want to know what their contribution is and what they are committing to, and activities must be fun. The fourth finding says that cross-sectoral activities have become more common. Non-profit organisations and companies – and even organisations with directly opposed objectives – found each other and created common goals for their activities.

Although the centenary year did not change the concept of volunteering, it became a more common choice or a way to spend time. Since the centenary, an increasing number of Finnish people have become involved in voluntary operations.

Footnote: Five people in charge of official programme projects in which volunteering played a major role were interviewed for the study. Four experts in voluntary activities were also interviewed; they had all taken part in the centenary year programme. The interviews were conducted in March 2018. The study was produced by Kaskas Media.
New ideas and partnerships for companies

Companies were provided with a model of participation in the centenary year. The first national centenary year partnership programme in Finland offered companies the opportunity to combine their strategic goals with the Together theme and the general objectives of the centenary year. The companies were satisfied with the results of the participation, in terms of both their operations related to social responsibility and their commercial goals.

Fifty-nine companies took part in the Finland 100 centenary year partnership programme. The programme was tailored to support the centenary year objectives and strategy. It was different from the traditional business partnership programmes; for example, no company was given exclusive rights in its sector, as this was considered to be in violation of the Together theme; the organiser in charge, namely the Prime Minister’s Office, did not charge for participation; and the focus was on the companies’ activities and commitment to the project.

The economic impact of this collaboration and the companies’ experiences of the collaboration and its results were surveyed in early 2018. The companies were also asked about their willingness to participate in similar activities in the future. Thirty-five (51%) of the companies participated in the stakeholder survey.

On the whole, the companies were happy about having taken part in the Finland 100 celebrations and found the theme very good. Participation was described as a positive experience of inclusion and an opportunity to combine the company’s strategic goals with the Togetherness theme and the general objectives of the centenary year. Their positive feelings related to their social responsibility activities as well as their commercial goals.

THE ECONOMIC SCOPE AND IMPACTS OF THE COLLABORATION

The total budget invested by the Finland 100 partnership companies in the centenary year is roughly estimated to have been more than EUR 7 million. Some of the companies did not want to reveal their budget, while others said that it was impossible to separate it from their other business. One company mentioned that it had spent hundreds of thousands of euros on the activities.

In addition to the total centenary year budget, the study assessed the value of corporate gifts. The total value of the gifts calculated from the data collected from the companies (30 companies in total) amounted to more than EUR 3.3 million. This, however, includes a donation by one partner company of EUR 1.3 million to Aalto University, which the company says it would have made in any case. Some companies did not itemise their gift’s value in their budget or did not want to estimate its financial value. The value of the gifts given to Finland by 59 partner companies is estimated to be EUR 7-8 million.

The volume of the companies’ product sales was considerable in relation to the total partnership budget. Not all the details regarding this are available, but the revenue from the product sales is estimated to be

Real-estate entrepreneurs spread a little happiness

Kiinteistömaailma is a chain of franchised real-estate agencies consisting of more than a hundred offices owned by independent entrepreneurs. At Kiinteistömaailma it was decided that everyone should get involved in a feel-good project in their town in the centenary year. Since the number of the offices is, conveniently, 100, the company decided to commit to 100 good deeds.

The idea was shared on internal communication channels, and the entrepreneurs were instantly inspired. Ideas were shared in the Yammer group, and the chain management was monitoring the project to ensure that the goal was achieved during the year.

The activities were fantastically imaginative

Some washed the windows of the youth centre, others took residents of a sheltered home for a walk or arranged a sing-along. Children were helped across roads at the start of the school term. One of our offices helped an elderly couple to empty a house that was for sale; quite a lot of things had accumulated there over the decades.

Everyone can continue this campaign of good deeds, even though it is no longer monitored. The chain has made decisions that involve all offices and support voluntary activities. Commissions for example are not charged.

Volunteering brings people together

At Kiinteistömaailma it was noticed that helping others creates a great atmosphere and improves team spirit. Finns have always had a strong culture of helping others; it has just changed to be more suitable for the time we live in. Social media encourage more people to take part, and the activities also gain more visibility. It is important to be able to make a difference in your immediate environment. The impacts of your motivations can be seen, and this motivates to do more. The strongest movements start at the grass-roots level.
tens of millions of euros. The consumer products that achieved particularly good sales appear to be those that were backed up by the company’s strong and efficient centenary year communications strategy, which gave meaning to the products or was seamlessly linked to the centenary year spirit. The companies whose main motivation to participate in the centenary year was to boost their sales appeared to be more disappointed with the results achieved during the year.

Despite the uncertainties in the calculations, it is clear that the financial benefits from the collaboration were considerable. Three out of four (77%) respondents found that the collaboration was financially beneficial for them. Nine companies did not offer any particular centenary product. The benefits these companies obtained were related to the visibility of their corporate image or important message in society.

WORKING TOGETHER OPENED NEW DOORS

In practice, all the companies that took part in the survey said that they would consider participating in similar activities that marked a jubilee or a theme year. The experiences of the centenary celebrations engaged business sector partners more closely in the activities in society. The companies thought that the centenary year gave them a new, neutral collaboration platform that helped them to network with different organisations and other companies. The Prime Minister’s Office was felt to have added credibility for dealing with partners and networks.

The companies that focused on corporate social responsibility projects were satisfied with the implementation of their projects as well as the feedback and visibility obtained. Almost without exception, the programme was thought to have created new and interesting opportunities for collaboration between various organisations and businesses. The centenary year was an opportunity to try out new solutions, products, and services, as well as different ways to implement social responsibility by combining it with commercial goals. Finland 100 also created a market and a new season for late November and early December.

Although the Together theme was widely applied and accepted, companies would have liked to have had access to more structured and conceptualised operating models. The schedule was also considered a challenge, as planning for marketing and communications activities usually takes place at least three-quarters of a year in advance, and changes in production take even longer.

The companies think that collaboration is a viable tool, and the experience has encouraged them to continue to seek collaboration opportunities based on the same principle and operational model. Although the programme included companies competing in the same industry, collaboration was possible thanks to the neutral and comprehensive concept.

Another important finding is that the respondents found participation to have been a positive experience for the project organisers. The respondents generally thought that the centenary year and the Together theme were very successful.

7The Finland 100 stakeholder survey for company partners was conducted in March and April 2018. A total of 30 interviews were conducted, including a questionnaire using the Likert scale to determine the effectiveness indicators. The response rate was 51%. The figures and financial estimates in the analysis are based on the data provided by the interviewees and have not been generalised or extended to apply to the entire group of 59 companies.

The companies found participation in the centenary to have been positive. Nearly 80% of the respondents would be ready to participate in a similar anniversary or theme year again.

The economic benefits obtained from cooperation during the centenary year were significant for the companies. A total of 85% of the companies that answered the survey were satisfied with the sales of Finland 100 products.
Impact of the centenary year on the general atmosphere in Finland and on the general image of Finland

The great majority of the companies that answered the survey found the centenary year to have had a positive impact on the general atmosphere in Finland (86%), on the general image of Finland within the country (83%), and on the general image of Finland abroad (76%).

<table>
<thead>
<tr>
<th>Impact</th>
<th>Completely agree</th>
<th>Mostly agree</th>
<th>Mostly disagree</th>
<th>Completely disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>General atmosphere in Finland</td>
<td>24%</td>
<td>62%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>General image of Finland in Finland</td>
<td>20%</td>
<td>63%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>General image of Finland overseas</td>
<td>36%</td>
<td>40%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Finland’s economy</td>
<td>4%</td>
<td>36%</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td>Finland’s success in the future</td>
<td>3%</td>
<td>50%</td>
<td>43%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Impacts of the participation in the centenary year on the organisation

The companies found participation in the centenary to have been a positive experience. Nearly 90% of the companies that answered the survey found participation to have had a positive impact on the image of the organisation or on its operations, and 92% regarded participation as having been a positive experience for the community and the actors.

<table>
<thead>
<tr>
<th>Impact</th>
<th>Completely agree</th>
<th>Mostly agree</th>
<th>Mostly disagree</th>
<th>Completely disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had a positive impact on the image of our organisation/operations</td>
<td>52%</td>
<td>33%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Helped to achieve our organisation’s goals</td>
<td>57%</td>
<td>26%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Was a positive experience for the organisation/participants</td>
<td>70%</td>
<td>22%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Expanded our networks and gave new perspectives to collaboration</td>
<td>57%</td>
<td>17%</td>
<td>22%</td>
<td>4%</td>
</tr>
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</table>
A moment of madness or an accelerator of a new kind of society?

In February 2018, a five-strong expert group was formed to assess the impacts of the Finland 100 centenary year. The aim was to evaluate the results and the impact of the centenary year on the basis of research and project data and to consider these from the perspectives of each member’s discipline and expertise.

Professor Anu Puusa, Professor Antti Häkkinen, and Researcher Antti Maunu, who were members of the group, explored the centenary year as a social phenomenon and found echoes in the past, present, and future. In their articles, the researchers discuss whether Finland 100 was a demonstration of the power of the ancient spirit of volunteerism, a transient moment of madness, or the beginning of a new kind of society based on civic activity.

Working together is an anchor asset
Professor Anu Puusa

Participating in the Finland 100 centenary year expert group was a unique and valuable experience. In the academic world, the approach is usually from the theoretical frame of reference towards subdivisions, details, and the practical world. In this task, it was crucial to take a helicopter perspective and to assess what the many activities, events, and organisers, inspired by the centenary year, might tell us about the significance of the Finland 100 centenary year, and perhaps even more broadly about the Finnish mindset and culture. Our task was to conceptualise the phenomena and their meanings.

This was the starting point of my own work. I first looked at the material from the point of view of what had happened, who was involved, what kinds of numerical data were available, and what frames of reference (people and perspectives, phenomena, disciplines, and paradigms) could be used for the analysis. What kinds of impacts could be immediately identified? How could the indirect impacts and, above all, the effectiveness and meanings given to the events be interpreted? We are already mov-
ing within the framework of an interpretative paradigm instead of exact knowledge.

For the analysis, it was then important to unravel the concrete measures that were taken in the name of the centenary year and what kinds of objectives and conditions were set for the activities. This process, with its impressive figures, has been well described in project material and the final report, but what I consider to be one of the most important success factors in the project is the Together theme. This brings projects together, while the overall project objectives were sufficiently vague, leaving the organisers room to plan and execute their events and projects in their chosen manner. Having read a variety of final report materials, I am also convinced that one of the factors explaining the success of the centenary year is that the Together theme was well suited to the Finnish mentality, which, in turn, stems from our ancient history. Finland is the most cooperative country in the world in relative terms. This is based on an exceptionally strong and long-standing Finnish tradition of collaboration. Activity, mutual assistance, and cooperation have been the driving forces in our country throughout the ages, and cooperative activities inspired by these concepts have unified our nation ever since the years of oppression, and they have contributed to the nation’s wellbeing since the beginning of our independence.

The cooperative movement taught Finns to believe in equality, democracy, and self-help. Even then it was understood that engagement and the consequent activities and collaboration must start with the people themselves, and not be imposed on them from above. There was a time when this concept was forgotten, but perhaps the time is right again for activities that are initiated by individuals, volunteer groups, and regional assemblies, and perhaps it really does explain why the Finland 100 centenary year was so popular and encouraged people to engage.

Let me point out that my interpretation of the analysis of the materials focuses largely on Finnish values, a cultural perspective, and the debate on identity.

The Finland 100 assessment group discussed the idea of ‘Moments of lightness in history’, which refers to points in history when new or unprecedented events take place in a society; these can either steer the course of history to new paths or manifest themselves as important, if short-term, events or phenomena. I thought that the discussion was naturally linked to the theme of identity, which also involves different meaningful turning points and time dimensions. Identity is a multidimensional and multidisciplinary concept that can be viewed at different levels: those of the individual, group, organisation, sector, or nation. It is the latter that could be used for making preliminary conclusions in the light of the events of the formal centenary year and the collected material. By definition, identity can refer to the essential, distinctive, meaning unique, and long-standing features of an individual or group, taking into account the past, present, and future. Seen from this temporal frame of reference, it is possible to find a link to ‘the moment of madness’ and to see how the time was right for the Finland 100 centenary year idea and operational model; this goes a long way towards explaining why the celebrations were found to be meaningful, why the events attracted so many people, and why it inspired such a rush of different activities.

Equally, it may be possible to explain it by the fact that there are events and phenomena in the world, Europe, and Finland that make people feel concerned and unsafe. We are witnessing a growth of inequalities and disadvantages, and we have heard of and experienced deep crises in recent years, related to the economy, the environment, migration, or the collisions of opposing world views, which sometimes have tragic consequences. Many familiar practices and mental models are being questioned. We hear about alternative facts and the growth of populism. Some of the bad news concerns or comes from Finland, but Finland can still mainly be characterised as a welfare state whose fundamental principles include equality and caring for the disadvantaged. Perhaps Finland 100 offered people an opportunity to realise that some of the values that guide the order of society and that are held in esteem in Finland, such as security, equality, and democracy, are not to be taken for granted, nor are they globally applied. It is possible that people are more aware of this due to the centenary year, and those traits may be understood to describe Finnishness and to be strengths of our nation. This, in turn, can be the foundation for a stronger sense of national self-esteem and identity. Traditional values of Finnish society gain new meaning, and old somehow becomes new and modern, something that touches us and is worth cherishing.

Perhaps the time was right while there was also a need to celebrate the 100-year-old Finland eagerly and in new ways. It can be said that the Finland 100 project offered people a wide variety of opportunities to experience togetherness, security, and joy that they could engage in. The material shows that many of the projects and activities were quite restricted in regional and local terms. Could it be that the above-described problems and phenomena that increase the sense of insecurity made us strongly identify with Finnishness, which research has shown relates to values such as security, and, at the same time, made us seek a deeper connection with those close to us?
A sense of community comes up time and again in the material, and especially that this sense belongs to everyone. Doing things together and achieving success together also create a new way to celebrate; this is the source of joy and positive attitudes that is so apparent in the material. Those taking part in the celebrations had strong experiences that were, in many respects, charged with meaning. When exploring materials that evaluated the success of the organisation and facilitation, the above-mentioned observations of the meaningfulness of the engagement were turned around: the respondents wondered if anyone was left in the margins, outside the events of the centenary year. The comments on the communications bring out the underlying concept of equality and the value of solidarity. The respondents would have liked to see more inclusive participation, and they mentioned issues such as the reach of the communications, the possible Helsinki-centred nature of the centenary year, and, consequently, regional inequality in Finland. There were suggestions for improvement that said that streamlining the practices when organising similar events in the future would increase the number of participants, which in turn would promote equality. The suggestions called for the arrangements to be easy, flexible, and communicated in a language that everyone understands.

In the context of the values, the theme was also linked to initiative, meaning self-help and voluntary activities, which characterise Finns. The centenary year mobilised individuals, groups, and regions – almost the entire nation. This leads us to the idea that it is widely thought that this is everyone’s Finland, a Finland with many faces, where Finns share many things, but where there is room for diversity in interpretation and implementation.

This brings us back to the theme of identity, the frame of reference that we can use to analyse interpretations of Finnishness and our national characteristics and self-esteem. One of the key conclusions here is also linked to the time dimension: do the centenary year events demonstrate that we are finding a ‘healthy’ balance between the past, present, and future? The material includes reflections on the various ways to celebrate and the desire to organise more joyful celebrations, while we still want to show respect for the legacy of our veterans; this leads to the question of whether we are comfortable with our past. Could a stronger sense of identity mean that we have learned from the past, that we are thankful for and cherish the roots of our history and, above all, the roots of independent Finland and our national identity, so strongly marked by our military history, and that we are proud of many Finnish achievements, instead of the earlier mood of gloominess or even feelings of guilt? In the centenary year, the general impression was that citizens and people joining the celebrations had shifted their focus from the past to the future.

The material may suggest that Finland has grown from a subservient nation into one in which Finns ‘have grown up’ in their Finnishness, which is characterised by a healthy and strong self-esteem and a strong national identity, in the context of which we respect, understand, and appreciate diversity, different ways of thinking and behaving. In ‘the growth phase’, identity is typically defined through exclusion. The centenary year may have contributed to us building a stronger and more clearly articulated perspective on Finnishness.

These factors may be the reason why Finnishness can now be celebrated in a variety of ways: it is as if new, different, diverse, and joyful forms are allowed or, rather, encouraged.

The centenary year outcomes and impacts

It is important to understand that all the activities and events that started and were carried out during and in the name of the Finland 100 centenary year were, in themselves, the most important outcome of the project. The public demonstrated their approval of the project through action. As Pekka Timonen summarised it, all the plans could have remained unfulfilled.

The quantitative data that is available undeniably demonstrates that the centenary year has been a commercial success, and it had an impact on consumer behaviour and sales. The commercial potential is evident, as more than 40% of Finns reported buying Finland 100 products during the year.

Companies’ involvement in the project should also be noted. Many companies and organisations wanted to celebrate the centenary by doing something good for Finland and participating in the corporate social responsibility debate and activities. From the point of view of values, one wonders if maximising profits as the traditional purpose of business is giving way to objectives other than purely commercial ones. In the light of the research, the value climate is shifting in this direction, especially among young people.

Though more difficult to verify, it is certain that one of the project outcomes is the improvement of Finland’s brand image, or at least an increased awareness of it.

The centenary year has had a symbolic and cultural impact that is difficult to measure, and it has been important for individuals and groups as, for example, an emotional experience through inclusion and communality. As we
are now in the framework of human sciences and thus not able to measure the experiences and emotions in any unambiguous terms, the impact of the centenary year on many people has certainly been undeniable and its effects long-lasting. Any potential strengthening of patriotism and the Finnish identity has not been studied or unambiguously verified, yet as a theme, it stood out in the project materials.

The anticipated outcomes of the project were quite concrete. Where an emotion is mainly a subjective experience, tangible and material things relate to a large group of people and are considered to leave a longer-lasting mark when the project is over. Concrete results are also assessed and called for in relation to this project, which in itself highlights the great importance of symbols and artefacts. This observation is supported by the conclusions found in the materials that point out the importance of phenomena such as the blue-and-white lights and flying the flag. This theme could also be discussed further after the centenary year. Do we need symbolic, tangible artefacts to remind us of the centenary year?

Finally, some reflections on what the centenary year project could teach us and how a similar mechanism could be reused in the future. The Finland brand sells well both in Finland and overseas and will have enormous commercial potential in the future, too. The national identity perspective should be explored further. It could be used in a more systematic way in the building of the national brand.

The identity perspective is also interesting from the viewpoint of young people. What impact did the year have on them? Are there any potential uses for the theme in fields such as education, for example in history, citizenship education, and advocating pluralism?

Another very important question is how we could apply a mechanism similar to the one used during the centenary to facilitate and encourage new movements and activities. Could observational learning be used for the promotion of civic activism? Could further research produce tools for our decision-makers if we understood better what people are really interested in, to what extent there is a need for systematic, including hierarchical or centralised, control, and how broadly set conditions, guidance, support, and inspiration could set things in motion? The activities that emerged during the course of the centenary year, seen both in the actions of individuals and in the outcomes of the collaboration and joint investments, could even be seen as an indicator of an individual’s willingness to become employed if they were explored in more detail. The same frame of reference could be used to analyse why a particular group of people did not get involved in the centenary year activities, and why others were especially eager to do so. It thus involves the application of critical incident techniques. The same approach could be used for studying the provincial and regional perspectives. The theme could also be associated with the debate about identity. Did the centenary year events also strengthen regional identities, and what could this mean if we compared regions in terms of the level of involvement in activities?

Finally, I think it would be interesting to see if the long tradition in Finland of collaboration and cooperative activities could explain the events and outcomes of the centenary year. Young people in particular should be made aware of the importance of cooperative activities, since cooperatives are Finnish anchor assets jointly owned by us all that cannot be taken over, nor are their profits transferred abroad or to a few investors. A cooperative is also a human-oriented organisation, the ownership model is non-capital intensive, and its existence is founded on the use of the products and services that it offers. Increasing awareness of the cooperative movement is essential for the vitality and survival of the model.

The cooperative movement held the balance of power in a different kind of ‘moment of madness’ in our history; it was the opposing force to the attempts at Russification on the eve of Finland’s independence. It boosted the Finnish spirit as well as the actual collaboration, and it offered Finns the means and the courage that they needed to seize the opportunity to become an independent nation. The values that came up in the Finland 100 project materials – the community spirit, collaboration, initiative, and self-help – and the idea of an equal and democratic Finland are fully consistent with the core ideas of the cooperative movement. Throughout its existence, the model has been meaningful to ordinary citizens, and it has mobilised the masses, promoting collaboration, mutual assistance, and solidarity, which, without a doubt, will all be needed in the Finland of the future.

‘Moments of madness’
Professor Antti Hakkinen

Historians do not like to explore social phenomena that are too recent. This is not because they want to avoid topical political issues, but rather because they recognise the fact that some distance is needed to see the causes and effects of processes, and the key characteristics or essential mechanisms of phenomena – the differences between the surface and the base. There is an obvious danger to underestimating or over-interpreting things. I think that the Finland centenary year is definitely worth exploring and studying in depth, but it is important to be cautious with any immediate interpretations.
I have already used Aristide Zolberg’s concept ‘moments of madness’, which refers to social events in which citizens may sense that the old norms have been abandoned, that what was impossible has become possible, and that a new day is dawning. What characterises these moments is that they are collective, shared, and very powerful. They are revolutionary situations that emerge quickly and die off just as quickly. They are like a window that opens and then closes again. These moments of madness do not arise from a vacuum. They are reflections of enormous structural conflicts of society, ineffective government, and perceived experiences of everyday injustices. There is always a social and political demand for them, their own historic momentum.

I’m not saying the Finland 100 jubilee year was a moment of madness, but it does show signs of people suddenly becoming active in a variety of ways, which I think can be understood through Zolberg’s concept. It is as if a fire brought in goes up in flames, taking everyone by surprise: those who brought it in and those who are on the receiving end. Give them a long leash and they’ll set themselves free. The phenomenon spreads like wildfire. Success feeds the excitement, and soon everyone is taken in by the enthusiasm. This is, more or less, how I understand that what was impossible has become possible, and that a new day is dawning. What characterises these moments is that they are collective, shared, and very powerful. They are revolutionary situations that emerge quickly and die off just as quickly. They are like a window that opens and then closes again. These moments of madness do not arise from a vacuum. They are reflections of enormous structural conflicts of society, ineffective government, and perceived experiences of everyday injustices. There is always a social and political demand for them, their own historic momentum.

It appears to be a positive process of liberation, though it may not end this way. Moments of madness have their dark side. They can also be targeted at others, they can divide and create otherness. The last thing we need are such biased and selfish nationalistic movements that are now so common in Europe. We must remember that along with globalisation and integration in Europe, there are trends in which selfishness within nations has increased, nationalism and populism are emerging, and xenophobia is spreading. Localism can also be an expression of this. Some people in university circles, in particular, were quick to criticise some of the more over-the-top forms of the celebrations.

It is still difficult to say what it was all about. A moment or a permanent change? Good or evil? A research-based in-depth study on the mental structures is badly needed.

**An accelerator of the new Finnish society**

*Researcher Antti Maunu*

What is Finnish society and what is it like? There is an easy answer to this difficult question: it is changing.

The Finland centenary year and its numerous activities made the ongoing changes in Finnish society visible and accelerated them. From a sociologist’s perspective, the key change is that instead of being, people are doing. This also leads to the diversification of the perception of society and those in it: there are many ways to be a Finn or to apply Finnishness.

In the 20th century, Finnish society was a network of various centres. There were central offices, central organisations, and a central administration that defined the objectives and methods of implementation for operations and that controlled the running of things. In the 2010s, no one wants this kind of model, not the public administration nor the citizens. Society is increasingly perceived as an interaction between different individuals, groups, and other actors, both in everyday life and in special situations. The official public administration, made up of the law-based institutions, provides it with frameworks and opportunities, but it does not determine any detailed objectives or practices.
The public administration is no longer a master but a cruise-ship hostess, no longer a distributor of orders and money but a facilitator who meets different actors and ensures that everyone can get involved.

This is how Finland 100 worked. It aimed to support and encourage spontaneous activities by different organisers and networks, and the ability to organise interesting events by individuals and in collaboration, without any direct control by the central government. Its most important role was to be a facilitator.

Finnish society follows global trends. Social trust is the foundation of societies and social life, and the perceptions of its nature and location have changed in all Western countries. In the 20th century, trustworthiness was guaranteed by universal systems governed by laws and agreements that operated under the centralised institutions and according to the algorithmic principles that everyone shared. At an individual level, trust was based on the view that people act as small institutions: according to the same, rational principles in all situations, perhaps in a selfish but always in a predictable manner.

By the 21st century, a view of trust as an interactive and relational phenomenon that arises from one-to-one relationships had gained ground in the Western world. Trust is no longer expected to be found in social institutions or rational preferences but in encounters with other people. Trust, therefore, must also be built and won again and again, and people are quicker to evaluate the activities of other people and institutions. Conditions and skills required for collaboration are the glue that holds society together.

In an environment like this, the most important skills that a society can give to its members are the prerequisites for cooperation and communication that are suitable even for situations with a wide variety of individuals. Finland 100 has done just that – it has given Finns the capabilities to be the society that they want to be.

Building a society is not easy, and Finland 100 did not achieve everything it was expected to achieve and everything it might have been capable of achieving. However, the most important outcome of the centenary may be that it highlighted the central government’s new role and demonstrated its effectiveness: its mission is to support and facilitate citizens’ joint and self-directed activities. This can also be an important and legitimate principle for the public administration in the future. Finland is what people make it, but Finland also means that everyone is given the opportunities and skills to be involved.
The Finland 100 team’s thoughts on the project

Päivi Pirttilä
Finland 100 Communications Manager
Member of the Secretariat for four years between 2014 and 2018

The greatest thing about the centenary celebrations was their contemporary feel. The mood was happy and warm, and patriotism showed everywhere – in people’s homes, clothing and dinner tables as well as in public places and streets. The centenary celebrations presented Finland in a positive light and showcased modern Finnish identity with pride.

I first saw the people’s thirst for light-hearted Independence Day celebrations when I was a member of the secretariat responsible for honouring the 80th anniversary of Finland’s independence two decades ago. We wanted to make the 1997 Independence Day celebrations less formal than before and to start them on the eve of the big day. We tried to take a fresh approach and also succeeded in some respects, but the nation was not yet mentally ready to be happy about the country’s independence.

To create the right mindset for the 100th anniversary celebrations, we therefore began to plan and market the festivities as early as 2014. The Together theme, the ethos of focusing not just on the past but also on the present and the future and the decision to let everyone celebrate in their own way initially met with some resistance among those in favour of more traditional festivities, but they also evoked a sense of relief, empowerment and excitement in many others who had not previously felt inclined to celebrate Finland’s Independence Day. The feelings of empowerment and excitement became infectious. The positive message spread like wildfire. More and more people became involved. The Secretariat took a positive attitude towards the project and maintained it until the end of the big year. There must have been a million people who received cheerful correspondence from the Secretariat. Our positivity was also a challenge for us: how can we take all these people who are contacting us into consideration?

The positive atmosphere gave everyone a chance to work on their own ideas and in their own way. In addition to traditional festivities, we also welcomed revolutionary new ways to celebrate. I have been pleasantly surprised so many times even after the end of the year by stories of ingeniously original Independence Day celebrations. The public call for projects attracted a huge number of responses, in addition to which there were a whole host of fun festivities that the Secretariat was not even aware of. The fact that everyone could contribute in their own way made the celebrations more fun. The individual contributions ultimately combined into a shared experience. We were working for Finland’s benefit. And we were working together.

The Finland 100 Secretariat also invested in new ways to celebrate. I have often thought about the text message sent to every Finnish mobile telephone number on Finland’s 100th Independence Day. By working together with telecommunications operators, we managed to create a unique scenario, the kind of scenario that emergency services, for example, have been trying to create for decades. The response to a single short message, multiplied millions of times, was huge. The diversity of the feedback we received also surprised us. Some people were upset to miss out due to a technical fault; others felt that their privacy had been violated. Most of the feedback, however, was positive and praised the clever and contemporary way to celebrate. The unexpected personal text message therefore made a big impact – much bigger than any other message in the flood of messages we all receive today.

We were not just organisers. We also monitored progress, measured our success and used the information to manage the project. It was great to develop indicators and measure our performance with competent partners. The huge machinery of Statistics Finland allowed us to reliably monitor how the message about the celebrations and their impact developed between 2015 and 2018. A reliable partner turned out to be vital, as the results were highly surprising. For example, the public’s awareness of the celebrations doubled in one year, and this actually occurred in 2016, a whole year before the big day itself. Attendance numbers and satisfaction scores soared. Young adults were the most enthusiastic and the most satisfied. Young adults, whom we were least expecting to be interested in the centenary of Finland’s independence.

I have had the honour of learning to understand Finnish identity as a member of two Independence Day secretariats in two different decades. The Finland 100 project involved a huge amount of important social communication and marketing. I am grateful to have been a part of it.
I came across the Finland 100 project during my very first week as State Secretary in the Prime Minister’s Office. Overseeing the preparations for the big anniversary, deciding on the principles of the project and chairing the Finland 100 Board were among the tasks assigned to me in my new role. The project became one of the most challenging but probably also the most unforgettable experiences of my term in office. According to the final surveys, approximately 800,000 Finns and friends of Finland ultimately contributed to the Finland 100 project. What I remember the most about planning and coordinating the project are a few of our key operating models and principles.

Firstly, we thought of everything. Or at least everything that we could think to think of. The diversity of the celebrations was no accident but a deliberately chosen policy. Focusing on not just the past but also the present and the future was not an accident either but the result of systematic and determined planning. Even the much-praised casual celebrations on the eve of the big day – and celebrating the eve in itself – were a combination of planning and execution.

It is therefore worth thinking things out – ideally together.

Secondly, we had to be bold. Our number-one goal was to turn a formal celebration into a party for the whole nation. This meant giving people the freedom to contribute in their own way. We wanted every detail to be inviting and not imposing.

The response from the nation and friends of Finland was overwhelming. The celebrations really were built in keeping with the theme: together. Finally, the Finland 100 project again proved the old adage that the easier something looks, the more work has gone into it. The Secretariat, regional coordinators and many others worked tirelessly. The successful end result was down to careful planning.

Although the project took a lot out of the people involved, I am sure it also gave us all a lot. We will all remember having contributed to this historical event for the rest of our lives. It was an amazing experience in so many ways.

I would like to extend my humblest thanks to everyone who contributed to Finland’s big year. It was a magnificent year.
It was thrilling to witness how Finns got into the festive mood during the centenary year. On my visits to all the provinces, I saw and experienced the genuine joy that people felt about being Finnish. The centenary year message was clear: Finland is moving in the right direction and nothing will stop us from continuing to succeed in the future. The theme of the year, “Together,” was welcomed as the key to our current prosperity as well as our future well-being.

I also had the pleasure of receiving congratulatory messages from all over the world, which conveyed how well Finland’s success story is known around the globe. Finland is one of the world’s most stable and happiest countries – we have a wonderful and well-earned reputation, which was further strengthened during the centenary year.

Sauli Niinistö
President of the Republic of Finland

Finland’s centenary of independence in 2017 was a great shared experience. As Prime Minister and Chair of the Centenary Commission, I got to experience how Finns’ willingness to mark the independence grew stronger every day, turning the celebrations into a historically extensive and diverse series of events.

The centenary year gave a lot of joy and new ideas to Finnish people. It highlighted the importance of the past, made us recognise the rich diversity of present-day Finland whilst also inspiring us to consider what we need to do to ensure that Finland’s next century would be just as successful as the first one was.

I participated in numerous memorable Finland 100 events at home and abroad. I got to be proud of Finnish know-how and enthusiasm to build the future. For me, the highlight of the centenary year was the children’s independence event at the House of the Estates on 5 December, where I hosted the celebrations for two ten-year-olds from every municipality in Finland. The House of the Estates has seen a lot during its long history, but seldom any celebrations that were this much fun!

I would like to thank everyone who took part in organising the centenary events in Finland and overseas. The scope, diversity and atmosphere of the jubilee year left a permanent positive imprint in Finnish society.

We made the centenary year together – let’s work together on the next hundred years.

Juha Sipilä
Prime Minister
Chair of the Centenary Commission

Children and young people were the focus of the Parliament’s centenary events. In January, MPs visited 600 schools, and later in August 200 nurseries. Nursery children helped to plant independence spruces, and schoolchildren across the country wrote declarations of independence for the next one hundred years. The winner was announced on 15 November, which was the date on which the Finnish Parliament declared itself to be the supreme holder of the state authority in Finland one hundred years ago.

On 5 December, the parliament gathered in a special session where it made a decision to promote the well-being of children by donating 50 million euros in assets to the Itla Children’s Foundation. The Foundation’s mission is to improve the position of children and families with children living in Finland by maintaining and developing activities that support this objective.

One of the jubilee year highlights was the opening of the renovated Parliament building on 5 September. The Parliament House was built as a symbol of Finland’s independence, and the open house events and guided tours in the house in the autumn were received with a great deal of enthusiasm.

The plenary chamber in the Parliament House still houses the sculpture Future; a mother holds in her arms a child, who looks at the MPs, reminding them that they must keep the future in mind when making decisions.

The best memories of the centenary year are those of meeting people across Finland and the world. We were united in our joy in the independence of Finland.

Maria Lohela
Speaker of the Parliament 2015–2017
Youth’s new declaration of independence 2017–2117

The people of Finland!
The Parliament of Finland declared itself the supreme authority of Finland on November 15, 1917. Ever since, we have worked hard to develop our country and to improve the living conditions of Finnish citizens. We have made a lot of progress over the past hundred years and we are not about to stop now. It is our duty to develop our country, exceed expectations, solve problems and adapt to the changing world. Everyone can influence the future of Finland and its citizens. Now, we must strain all our strength for achieving the nation’s common goal in this point of time, *which has such an importance and decisiveness, that there have never before been in the life of the Finnish people.*

* excerpt from Finland’s Declaration of Independence

Finland of Culture
The citizens of Finland are the ones who define Finnishness. Everyone has the right to be Finnish and the future Finnishness will be something we have created together, something that embraces tradition as well as new ways, and something that welcomes all.

Equal Finland
In Finland, people are treated as individuals, not as representatives of, for example, gender or sexual orientation. Everyone has an equal opportunity to follow their dreams and participate in building the future together. Nobody needs to be scared or feel lonely.

Linguistically diverse Finland
Our national languages Finnish and Swedish, not forgetting our minority languages, are beautiful and need to be preserved. On the other hand, we will have better success in the future if we are open to the outside world. We must also value other languages and promote foreign language acquisition in our country and elsewhere. We cannot achieve our goals and create the future Finland if we cannot understand others and they cannot understand us.

Nordic Finland
Friends are essential in our changing world. The Nordic countries are our closest partners—geographically, culturally and ideologically. We have created so much together, so let’s create new, wonderful things in the future as well, together.

Research-oriented Finland
Education is the key to success, growth and interaction, both in Finland and globally. Our educational system is one of the best in the world and Finnish research is of high quality. However, we cannot be complacent with the current situation; we have to develop our education and research to meet the future needs as well.

Sustainable Finland
The world does not belong exclusively to us. Everyone has the right to a clean and healthy environment, including the future generations. Finland does not exist without the earth, so it is our obligation to take care of our planet as well.

This is the kind of Finland we can create if we do it together.

A good nation is made of good citizens. – Maria Jotuni

Students from the upper secondary school of Kuopio Lyseo won the 100vision competition invented and organised by the Regional Council of Satakunta. The council asked all Finnish school classes to write a new declaration of independence for Finland as a vision for the next hundred years. A total of 151 classes across Finland sent in their declarations. The visions were expressed through the media of writing, videos, photographs, dance, drawing and crafts. The winner and recipients of special recognition awards were announced at the Finnish Parliament building on 15 November, the date on which the Finnish Parliament declared itself to be the supreme holder of state authority in Finland one hundred years ago. n haltijaksi Suomessa.
More information about the centenary year

More information about the centenary year:
The Prime Minister's Office

Centenary material and studies have been stored in the following archives:
The Prime Minister's Office
The National Library of Finland
The National Museum of Finland
The Office of the President of the Republic of Finland
Statistics Finland
The Ministry for Foreign Affairs

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A large number of centenary organisers, stakeholders and external experts contributed to the writing of this report in 2017–2018.

Appendices:

Appendix 1 Excerpts from the Finland 100 programme in Finland and around the world
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Appendix 15 Central government subsidies for regional development and administrative authorities as well as city councils for promoting the regional coordination and projects associated with the 100th anniversary of Finland's independence (in Finnish)
Appendix 16 Key findings of the Finland 100 follow-up survey (Statistics Finland) in 2015–2018 (in Finnish)
Appendix 17 Information about the surveys referred to in the Finland 100 report (in Finnish)

Appendices 1–7 are included in the printed report. Appendices 8–17 can be found online at suomi100raportti.fi (in Finnish).
Moments of the Finland 100 centenary year
The Prime Minister’s Office appoints a working group to plan the celebrations for the centenary of Finland’s independence. The four-person working group is tasked with drawing up a proposal on the organisation, implementation, and costs of the centenary project.

The Government earmarks EUR 400,000 for the planning of the celebrations for the centenary of Finland’s independence between 2013 and 2016.

The working group tasked with planning the centenary celebration hands in its report to the Prime Minister’s Office. The report advocates diversity, taking different perspectives into consideration, and encouraging public participation in the centenary celebrations. The report also contains suggestions of names for the celebrations, including Finland 100.

The Parliament allocates EUR 100,000 for the planning of the celebrations for the centenary of Finland’s independence in the Prime Minister’s Office in 2013.
Launch of the centenary project

The centenary project is officially launched by a decision of the Prime Minister’s Office. The project is set to run from 14 August 2013 until 31 January 2018. The decision outlines the key objectives, perspectives, and methodology of the centenary celebrations. The project is named Finland 100. Interest in the celebrations is already growing, and numerous parties have submitted ideas.

The General Secretary and Secretariat begin work

The City of Helsinki’s senior adviser, Hannu Hyttinen, is appointed as the General Secretary of the centenary celebrations and begins his work in the Prime Minister’s Office on 14 October 2013. The Secretariat also begins its work at the same time. MA Pekka Timonen takes over as General Secretary on 1 September 2014. The General Secretary is responsible for coordinating the celebrations and for presenting proposals to the centenary board and commission.

Appointment of the Finland 100 Board

The Prime Minister’s Office appoints a board to oversee the Finland 100 project from 15 November 2013 until 31 January 2018. The board is chaired by the State Secretary at the Prime Minister’s Office. The Finland 100 Board convenes a total of 48 times during the project period.

Confirmation of appropriations for the year 2014

The Parliament allocates EUR 1.1 million for the planning of the celebrations for the centenary of Finland’s independence in 2014.
A commission consisting of representatives from 70 of Finland's key organisations is set up to decide on the priorities of the centenary celebrations. The Finland 100 Commission is chaired by the prime minister, and it convenes a total of six times during its term of office.

The Finland 100 Commission decides to adopt Together as the theme for the celebrations. The principles for organising the celebrations, as well as the logo and visual brand identity, are confirmed at the same time.


Ideas for the centenary celebrations are welcomed for a total of two and a half years until the end of October 2017. A total of 5,000 projects are added to the programme, making it the most extensive anniversary programme of all time.
The Finland 100 Commission approves the final plans of the project and adopts the anniversary programme. Prime Minister Juha Sipilä makes a speech in which he calls the centenary celebrations a major national project of which the public has high expectations. The chairman also calls for bold actions from the members of the commission to ensure the success of the celebrations.

A public communication campaign advertising the centenary celebrations begins at a media conference and stakeholder event held in the Government Palace. A new website and social media profiles dedicated to the celebrations are also announced, and the guests are introduced to the first projects included in the programme.

An effort is made to involve the business sector in the centenary celebrations according to the Together theme. A new form of participation tailored to commercial operators is created alongside the public programme. Almost 60 businesses join the Finland 100 partnership programme for large corporations, and 174 small businesses join the 100 Great Things from Finland programme.

A summery Finland 100 video published during the Midsummer week spreads like wildfire around the world. The cheerful collage of Finnish Midsummer celebrations prompts thousands of happy Midsummer greetings to friends of Finland around the world and delighted comments from Finland. The video is viewed more than one million times on Facebook within a few days.
2017 January

23 September

100-day countdown begins

The beginning of the 100-day countdown to the start of the anniversary year is celebrated at a media conference and stakeholder event at Finlandia Hall on 23 September 2016. More than 200 people from different parts of Finland attend the event.

31 December

Opening of the Finland 100 celebrations

The celebrations for the centenary of Finland’s independence begin with a bang on New Year’s Eve, 31 December 2016. The main event – the Finland 100 opening ceremony – takes place on the shores of Töölö Bay and in Kansalaistori Square in Helsinki, where the all-day celebrations culminate in a massive outdoor party and a stunning fireworks display at midnight.

6.1.2017

National treasures on tour

Ateneum Art Museum’s touring Stories of Finnish Art exhibition opens the centenary celebrations at Rovaniemi Art Museum in Lapland. The exhibition features well-loved classics alongside seldom-exhibited works by artists such as Edelfelt and Gallen-Kallela. The exhibition also visits art museums in Oulu and Kuopio.

9 January

Finland 100 products hit the shops

The business programme for the anniversary year generates hundreds of official Finland 100 products, which quickly become hugely popular. One in two Finns purchase at least one Finland 100 product, and the products also become a major talking point. All the products share a background related to Finland, a common story, and a social dimension.
Dancers from the Finnish National Ballet perform The Snow Queen in Denmark from 27 until 29 January 2017. The performance, created by the Finnish National Ballet’s Artistic Director Kenneth Greve, is based on a fairy tale of the same name by Hans Christian Andersen. The visit is one of the international highlights of Finland’s centenary celebrations. The piece is performed four times at the Royal Danish Ballet.

A range of celebrations takes place in Inari to mark Sámi National Day. The Sámi Education Centre, Ivalo Sixth Form, and secondary schools in Inari host an event named FinlandSámipmi 100+100 in Sámi Cultural Centre Sajos. The year 2017 marks not only the centenary of Finland’s independence but also the centenary of the first Sámi congress.

Finland’s anniversary year serves up a range of amazing experiences and a unique selection of international high-level sporting competitions and other events. The World Ski Championships, held in Lahti for the seventh time, are one of the biggest public events of 2017.

The Prime Minister’s Office launches a Gender Equality Prize in honour of Finland’s anniversary year. The prize is presented every other year for international achievements in the promotion of gender equality. The prize money totals EUR 150,000. The award ceremonies are co-hosted with the City of Tampere. The first International Gender Equality Prize is presented to German Chancellor Angela Merkel in March 2018.

27–29 January
The Snow Queen at the Royal Danish Ballet

6 February
Sámi National Day celebrations in Inari

22–5 March
World Ski Championships in Lahti

8 March
International Gender Equality Prize
2017 April

11 March

Reflection – 100 years of Swedish music in Finland

The Swedish Cultural Foundation in Finland puts on a concert to celebrate the centenary of Finland’s independence on 11 March. The concert is designed to honour those who dedicate their time to promoting Finland’s second official language. More than 200 artists, singers, and dancers perform at the concert.

8 April

Kings and queens of Roma music

A concert celebrating a century of Finns and Roma living side by side is held in honour of International Romani Day. The concert draws attention to the shared history of Finnish Roma and the mainstream population since Finland’s independence. The mainstream population and the Roma have lived side by side in Finland for centuries and built the country together.

18 April

Turku History Museum

Turku City Council decides to build a new, interactive history museum to celebrate the anniversary year. Other towns and cities also make decisions concerning various kinds of presents in honour of the centenary of Finland’s independence. Vantaa decided to conserve 124 hectares of woodland around the city, and Espoo celebrated Finland by making one hundred sustainable development commitments.

27 April

National Veterans’ Day

The main event celebrating National Veterans’ Day is held at the Lahti Sports and Exhibition Centre on 27 April 2017. The theme of the day in Finland’s anniversary year is Yours, to remind the public that the celebrations belong to everyone. Approximately 2,500 guests attend the event.
2017 May

27 April

Best Finnish Creative Design award to Finland 100

The visual brand identity of the anniversary year wins the country’s most significant creative design award. Finland 100 is awarded Gold in the identity category of Grafia’s Best Finnish Creative Design competition.

4 May

Debate on the future of democracy in Porvoo

History is made in Porvoo when the Finnish Government, led by Prime Minister Juha Sipilä, convenes for a plenary session and discussions in front of a live audience for the first time in 100 years. The theme of the discussions following a session of the Ministerial Finance Committee and the plenary session is the development of Finnish democracy.

12 May

More than 50,000 trees planted in honour of Finland

More than 50,000 trees are planted in Finland and around the world in honour of the centenary of Finland’s independence. A spruce tree was planted in Kaivopuisto Park in Helsinki in 1917 to celebrate Finland’s independence. More than 30,000 trees grown from its seeds were planted in 1967 to mark Finland’s 50th anniversary. The Spruce of the Future campaign continues the tradition during the 100th anniversary year.

18 May

Controversial commemorative coin

The Mint of Finland issues several commemorative coins during the anniversary year. The im-ageries chosen for the first coin in the collection celebrating Finland’s independence over the decades causes a public outcry in the spring and leads to the collection being scrapped. All the issued coins are on display at the National Museum of Finland.
2017 June

Horses in Kaivopuisto Park

Equestrian professionals want to remind people about the important role of horses in Finland’s history by parading them in villages and public events throughout the anniversary year. The main event in Kaivopuisto Park in Helsinki showcases horses and the horse industry from different perspectives to 45,000 visitors.

Congratulations from Nordic heads of state

Nordic heads of state visit Helsinki to celebrate the centenary of Finland’s independence. The visit is historic, as a similar convention has only taken place in Finland once before, in 2002. Thousands of people gather to witness the visit of Finland’s beloved neighbours in temperamental summer weather in Helsinki.

Aerial display above Helsinki

A spectacular cavalcade of aircraft soars in the sky above Helsinki when the Finnish Aviation Museum and partners put on a free public air show in Kaivopuisto Park at the beginning of the summer. The aerial display brings together the past, present, and future of aviation and showcases Finland’s classic, modern, and future aircraft fleet.

Finnish opera in bloom

A dozen Finnish operas première during the anniversary year. An opera written about CGE Mannerheim, voted the greatest Finn of all time, premières at Ilmajoki Music Festival, and a long-lost opera based on the Kalevala is performed in Turku.
Estonia celebrates Finland

A whole weekend is dedicated to celebrating the centenary of Finland’s independence on the other side of the Gulf of Finland. A huge concert is put on in Freedom Square in Tallinn, with performances by the best-loved artists of both countries. An exhibition on Finland opens in Maarjamäe Castle, and a friendly football match is organised between the leaders of the two countries.

Hossa becomes Finland’s 40th national park

Finland’s 40th national park opens in Hossa in the municipalities of Suomussalmi, Kuusamo, and Taivalkoski. A total of 4,200 people attend the opening ceremony, which offers a range of activities for families and experienced hikers alike. The official ceremony takes place on the shores of Huosilampi Pond in Suomussalmi.

SuomiAreena public debate forum

The anniversary year’s SuomiAreena public debate forum in Pori examines Finland from different perspectives. The main sponsors of the event are Finland 100 and the Evangelical Lutheran Church of Finland, which is also celebrating the 500th anniversary of the reformation in 2017. A record number of visitors take part in SuomiAreena during the anniversary year.

Tall ships in Turku and Kotka

The international young people’s sailing event Tall Ships Races brings imposing tall ships to the ports of Kotka and Turku. The cities offer 100 young people an opportunity to take part in the races in honour of the centenary of Finland’s independence. The event attracts a staggering 544,000 visitors in Turku and 355,000 visitors in Kotka.
2017 August

STHLM/SUOMI takes over Stockholm

The celebrations for the centenary of Finland’s independence take over Kungsträdgården Park in Stockholm, Sweden during the last weekend of August. The STHLM/SUOMI festival features activities for people of all ages and offers everything from well-known artists to panel discussions. The event is organised by the Embassy of Finland in Stockholm with various partners.

24–26 August

A weekend of togetherness

The most eventful summer of all time culminates in a Together-themed weekend featuring thousands of events across Finland at the end of August. The events include public dances, communal meals, nature excursions, and a range of fun activities. There are also Together-themed events elsewhere in the world.

30 August

Anniversary gifts inspired by nature

Finland’s oldest company, Fiskars, donates a 40-hectare nature conservation area for the public to enjoy for the next one hundred years, in honour of Finland’s anniversary. The nature reserve is called Dagmar Park and it is located in Raseborg. A project encouraging landowners to set up private nature reserves in honour of the centenary of Finland’s independence also inspires the creation of 170 new nature conservation areas around the country during the anniversary year.

2017 September

An elaborate event celebrating the centenary of Finland’s independence is put on in Saint Petersburg. The event includes the opening ceremony of the Finnish-Russian Cultural Forum and a meeting between the prime ministers of the two countries.

22 September

Finland’s centenary celebrations in Saint Petersburg
2017 October

18 October

Jean Sibelius chosen as the Cultural Icon of the Century

The Culture Gala of the Century celebrates Finnish creativity by honouring important cultural achievements and contributors throughout the history of Finland’s independence. The gala takes place in Turku, and it commemorates Finnish creativity through the ages, without forgetting future visions. Jean Sibelius is chosen as the Cultural Icon of the Century.

27 October

Remake of The Unknown Soldier

A third film adaptation of Väinö Linna’s novel The Unknown Soldier is made in honour of the centenary of Finland’s independence. The new version is inspired by director Aku Louhimies’s desire to tell the story to the younger generations in language and visuals that they can identify with.

2017 November

7 November

Seminar on Finland’s road to independence

The Prime Minister’s Office’s seminar on Finland’s road to independence reviews Finland’s journey from the passing of the so-called Law on Supreme Power to the declaration of independence. The event takes place in the House of the Estates, and the opening speech is given by Prime Minister Juha Sipilä.

26–27 September

Helsinki Challenge in Brussels

The science-based competition Helsinki Challenge combines science and problem-solving. Multidisciplinary teams compete to find solutions to great global challenges and to build a better future.
**2017 December**

**15 November**

**Parliament of Finland celebrates 100 years of democracy**

The Parliament seized sovereign power in Finland on 15 November 1917. A seminar is held on the anniversary in honour of democracy. The event also includes an award ceremony for the 100vision competition for schools.

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**30 November**

**Unveiling of a national memorial to the Winter War**

A national memorial to the Winter War is unveiled in Kasarmitori Square in Helsinki on 30 November in honour of the centenary of Finland’s independence. The memorial is Finland’s way of commemorating the valuable work of veterans and all those who contributed to the war effort. The memorial was designed by sculptor Pekka Kauhanen, and the project was initiated by the Winter War Association.

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**2 December**

**Official Finland 100 gala**

Finland’s anniversary year culminates in an official nationwide gala in Oulu. A total of 1,200 people from all over the country who have contributed to the celebrations during the year are invited to the unique cultural event.

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**4 December**

**Government’s centenary session**

The Senate of Finland, which governed the country at the time, declared Finland independent on 4 December exactly one hundred years ago. The Government, led by Prime Minister Juha Sipilä, convenes for a special session to honour the anniversary. Descendants of the 1917 senators were also invited to Government Palace to commemorate the historic day.
4-5 December

**Light show on Saana Fell**

Saana Fell is turned into a totally unique light installation to celebrate Finland’s anniversary. The illuminated area covers a staggering 2.5 million square metres of the fell, making it the largest light art installation in the world. The Saana light show is the first one in history simultaneously visible in three different countries – Finland, Sweden, and Norway.

5 December

**Parliament’s centenary session**

The Parliament of Finland finishes the anniversary year with a special plenary session and an announcement of the Parliament’s contribution to the centenary celebrations. The Parliament decides to promote the well-being and equal opportunities of children by donating shares worth EUR 50 million to the Independence Anniversary Children’s Fund.

5 December

**Children celebrate Independence Day in the House of the Estates**

More than five hundred schoolchildren celebrate the centenary of Finland’s independence at a reception hosted by Prime Minister Juha Sipilä in the House of the Estates in Helsinki. Two 10-year-old children from each Finnish municipality have been invited. The event is organised by the Mannerheim League for Child Welfare, the Ombudsman for Children, and the Prime Minister’s Office’s Finland 100 team.

5 December

**The raising of one hundred flags**

The celebrations for Finland’s 100th Independence Day begin the day before, on 5 December. Parties and events are held all over Finland, and blue-and-white light installations are lit around the world. The official launch of the celebrations takes place in Helsinki’s Market Square, where approximately 20,000 people witness the raising of one hundred Finnish flags.
6 December
Independence Day Parade in Kuopio

The traditional Independence Day Parade of the Finnish Defence Forces takes place in Kuopio. Approximately 1,100 people from the Defence Forces, as well as veterans, the Reserve Forces, and national defence organisations, take part in the parade. The theme is to emphasise that national defence is everyone’s responsibility.

6 December
Independence Day celebrations around the world

Finland’s 100th Independence Day is celebrated in homes and on the streets all over Finland and around the world. In Finland, the day begins with church services and ceremonies attended by guards of honour at war graves. Countries around the world commemorate Finland by illuminating famous landmarks in blue and white. The day’s and the entire year’s celebrations culminate in a spectacular Finland 100 fireworks display accompanied by the Finlandia Hymn.

31 January
Finland 100 Board and Commission complete their work

The terms of office of the Finland 100 Board and Commission end as agreed.

12 April
Publication of the final results of the Finland 100 follow-up survey

The results of the last stage of the follow-up survey conducted by Statistics Finland between 2015 and 2018 are published. According to the results, the public feel that the centenary celebrations were a success and that they had had a big impact on Finnish society. A total of 93% of respondents are satisfied with the Finland 100 project. The respondents feel that the centenary celebrations strengthened the sense of togetherness in Finnish society.
Publication of the Finland 100 report

A huge amount of information about the events of the anniversary year in Finland and around the world was collected during the first months of 2018. Numerous surveys and assessments were conducted to measure the impact of the celebrations. The Finland 100 report is published on 25 September.

Library Oodi opens

Library Oodi, a joint venture of the Finland 100 project, the City of Helsinki and the Finnish State, opens to the public on the eve of Finland’s 101st Independence Day. The opening ceremony continues the new tradition of celebrating the eve of Independence Day begun by the Finland 100 project.

Finland 100 wins ProCom’s Communications Campaign of the Year award

ProCom – The Finnish Association of Communication Professionals chooses Finland 100 as the Communications Campaign of the Year and praises the project’s inclusive communications strategy. According to the esteemed panel of judges, the Finland 100 project brought the whole nation together and successfully refreshed Finland’s international image. Finland 100 also received recognition in the international SABRE Awards EMEA communications competition in May.

Finland 100 cleans up at the Finnish Comms Awards

The Finnish Association of Marketing, Technology and Creativity’s annual Finnish Comms Awards recognise excellence in Finnish communications. Finland 100 wins the Strategic Communications Consultancy and 2018 Communications Campaign of the Year categories. In addition, the Finland 100 project’s General Secretary Pekka Timonen wins the Spokesperson of the Year award. The number of entries in this year’s competition is higher than ever with a total of 101 campaigns by 19 different PR agencies.
Excerpts from the Finland 100 programme in Finland and around the world

The most extensive anniversary programme of all time was compiled to celebrate the centenary of Finland’s independence. The programme, which covered more than one hundred countries around the world, consisted of 5,000 projects and 170,000 events. The programme included events focusing on the past, the present, and the future. The following are a few examples of events in Finland and around the world.

Showcasing and promoting Finland’s strengths

Finland ranks high in many international comparisons of national performance. While this was one of the themes highlighted in the anniversary programme, attention was also given to ensuring that the strengths of Finnish society, such as gender equality, freedom of speech, the rule of law, education, and democracy, also thrive in the future.

The Finland 100 Democracy Festival at the end of March featured several public debate forums and the publication of opinions and studies relating to the future of democracy. The festival culminated in a seminar hosted by the Ministry of Justice on 30 March, which included presenting the Ministry of Justice’s Democracy Award and the Ministry of Finance’s Democratic Deed of the Year Award. The theme of the awards in 2017 was partnership. The Fate of Democracy project explored the status of Finnish democracy now and in the future through a collection of essays, public discussion forums, and a TV documentary. Our Election was a series of election panels organised around Finland in March, focusing on issues arising from the country’s increasingly diverse society and the need to ensure equal opportunities for participation without forgetting the local aspect.

Haaga-Helia University of Applied Sciences’ Finland 100: Leader of the Freedom of Speech project used journalism and humour to challenge Finns to see how important constructive debate and respect for the right of others to express their views are for the country’s success. The project consisted of an online newsletter, a tour of 12 towns and cities, and a book that summarises the outcomes of the project.

The National Council of Women of Finland’s 100 Acts for Gender Equality project was aimed at ensuring well-being and sustainability over the next one hundred years. The project involved non-governmental organisations, businesses, local governments, and others looking for new ways to take tangible action to promote equality between the sexes. The objective of the Women Of The World (WOW) project was to build community spirit, create new opportunities, and find synergies in order to increase equality between the sexes. The WOW festival took place at Tampere Hall in March. Finland 100 – In Rainbow Colours drew attention to the history and current status of sexual and gender minorities (LGBTI) in Finland. The project also employed culture, art, and education to collect new information about the daily lives of minorities.

Safety was identified as another of Finland’s strengths. A special project called Sleep Easy promoted comprehensive security throughout the anniversary year and brought together all the key contributors to Finland’s security: the authorities, non-governmental organisations, businesses, and citizens. The project consisted of a series of events and seminars held across the country.

Focusing on nature and Finnish identity

The programme included a vast array of projects relating to the Finnish identity and landscape. The importance of nature for Finns was highlighted throughout the anniversary year: as many as one in five of the projects included in the programme related to forests, lakes, the sea, Finnish wildlife and plants, or other aspects of nature in one way or another. New nature conservation areas were set up, funds were channelled to the protection of the Baltic Sea, trees were planted, and nature-themed concerts and exhibitions were organised.
History was made during the Together-themed weekend on 26 August, when Finland became the first country in the world to fly a flag for nature on Finnish Nature Day.

The Finnish Association for Nature Conservation ran a campaign called 100 Natural Wonders of Finland, which challenged the public to identify one hundred nationally significant wonders of Finnish nature that they wished to preserve for future generations to enjoy. There were also several projects that encouraged active nature conservation. One example was a campaign called 100 Finnish Acts for Water, which celebrated the public’s contribution to the protection of waters. The Finnish 4H organisation restored woods and established new stands to celebrate the centenary of Finland’s independence.

The Spruce of the Future project invited different members of society to plant spruce trees around Finland. Participants included individual citizens, Finns living abroad, schools in Finland and around the world, businesses, and Finnish missions. A total of 50,000 spruce trees were planted in dozens of countries from Finland to Indonesia.

Finns also wanted to celebrate the country’s 100th anniversary with their animal friends. A butterfly species was added to the list of Finland’s national animals as a result of a popular vote. The centenary programme also included projects dedicated to various other species of animals, including dogs, cats, horses, bears, and fish. The 2017 Bark Pointer Competition for Finnish Spitzes was held in October in Tervo. The Finnish Broadcasting Company’s hugely popular One Million Nest Boxes campaign created 1.3 million new homes for Finnish birds. The Horse of Many Faces campaign showcased the Finnhorse and paraded faithful steeds and beasts of burden at a range of events, to remind people of the major role that horses have played in the history of Finland, past and present.

Sauna is an integral part of being Finnish, and it was therefore natural for saunas to play a central role in the Finland 100 programme. Several sauna-themed events took place throughout the anniversary year in Finland and abroad. One example was the 100 Mobile Saunas Parade, which assembled sauna-lovers and owners of mobile saunas in the centre of Teuva at the end of July. A project called Finland’s 100-year-old Saunas showcased the histories of saunas that are at least one hundred years old and still in use throughout the country.

In addition to the traditional perspectives, Finnish identity was also explored from new angles. One important question was to identify what being Finnish meant in 2017. A project called Redefining Finnish Identity explored Finland’s changing national identity in two stages: Random Finns was a summer tour aiming to explore Finland in 2017, and a second tour organised in the autumn focused on discussing with secondary-school students concepts relating to Finnish identity, stereotypes, claims, and myths.

Providing for the future

Aalto University’s Finland 100 Satellite project took the centenary celebrations to new heights. In addition to the building of the satellite itself, the project included a space-themed exhibition that toured around the country. The exhibition took Finns on a unique journey into space and introduced them to the science behind the Northern Lights, for example.

The future of education was also on the agenda during the anniversary year. The 100 Schools/HundrED project aimed to help Finland to remain a model country for education in the future. The project involved collecting more than one hundred innovative ideas for school reform from different parts of the world. The lessons learnt and best practices were shared with teachers throughout the world. The Dare to Learn event brought together learning enthusiasts from different fields in September. The event created a new, interactive arena in which the participants could build a better future for learning together. The Ministry of Education and Culture hosted a high-level Education 100 seminar at the beginning of December, which focused on the importance of education in Finland’s history and especially in the future.

The science-based Helsinki Challenge brainstorming competition, organised in collaboration with 10 Finnish universities, sought solutions that would benefit Finland and the entire world. The aim of the competition was to find solutions to great global challenges and build a better future. The themes of the competition were based on the UN’s sustainability objectives: people in change, a sustainable planet, and an urban future. The international World Circular Economy Forum 2017, organised in June by the Finnish Innovation Fund, showcased the world’s best circular economy solutions.

The bioeconomy also plays a big role in Finland’s future. An exhibition of Metsähallitus’s Science Centre Pilke called BioAge toured schools and events around Finland. Young people’s wishes regarding the future of Finland’s bioeconomy were submitted to the decision-makers in Helsinki in December 2017.

The final of Junior Achievement Finland’s Dare to Try competition brought into focus one hundred stories about young entrepreneurs and the future of Finland. Startup Refugees wanted to challenge Finland to excel by harnessing the intellectual capital of asylum seekers and combining it with the zeal of Finnish entrepreneurship through an extensive nationwide network that promotes entrepreneurship and employment.
Rediscovering Finland’s history

The centenary of Finland’s independence provided an excellent opportunity for the country to look back on past achievements and the journey to the big anniversary. One indication of public interest in the topic was the fact that the number of visitors at Finnish museums increased by a total of 400,000 people in 2017.

History played a prominent role in the centenary programme. Dozens of societies, communities, and associations published various histories and memoirs. The thousands of pages published during the anniversary year record an unbelievable amount of Finnish and local history and events from the last 100 years. The topics range from the wars to village schools, notable buildings, horses, societies, and evacuees’ stories.

A number of new reference books and special editions were published on subjects ranging from the birth of Arctic politics to Finland’s cultural history, and from the Commodore 64 computer to the history of Finnish gastronomy. The special editions published during the anniversary year dealt with topics such as Finnish dolls’ houses, steam engines, and traditional dishes. The Finnish Transport Agency published a centenary review of the history of Finnish roads.

The National Archives of Finland contributed to the centenary celebrations by organising a series of Pro Finlandia exhibitions, which examined the journey that led to Finland’s independence from an international perspective. The Finnish Historical Society hosted an international conference focusing on reforms and revolutions in Finland and Europe, which examined the political, cultural, and social impacts of the First World War and especially the creation of new independent states such as Finland.

Laugh or Die was one of the many projects of the anniversary year that focused on the 1918 Finnish Civil War. Both a play and a feature film directed by Heikki Kujanpää were produced of the story, which is based on actual events and tells about a group of “Reds” who are imprisoned and sentenced to death. The prisoners stage a comedy to entertain their guards in the hope of securing a new trial.

Finnish presidents played an active part in the centenary programme, both as contributors and as a source of inspiration. CGE Mannerheim, who would have been 150 years old in 2017, played a particularly dominant role. An opera called Mannerheim, composed by Tuomas Kantelinen, premièred at Ilmajoki Music Festival in June. A historical play called Mannerheim and a German Kiss premièred at Helsinki City Theatre in October and provided new perspectives on the years of real danger in Finland’s history and the country’s persistent dependence on two great powers.

A long-overdue comprehensive television documentary series focusing on the most important statesman in the history of Finland’s independence, Urho Kekkonen, was produced. The series examined the development of Finnish society from 1917 until the 2000s through Kekkonen’s life story.

The most recent years in Finland’s history were also a source of inspiration. Digital Finland was a collection of articles by individuals who have had front-row seats in the digitalisation process, describing the process and analysing Finland’s performance in an international context. Museum and Science Centre Luuppi’s The Hype in the Arctic Silicon Valley exhibition combined fact and fiction in telling the story of the intense decades of information and communications technology development in the Oulu region.

Anniversary presents

No anniversary is complete without presents. Several individuals and organisations dedicated their time, know-how, or something tangible that they had produced or owned to commemorate Finland’s 100th anniversary. The presents were not for the Finnish State, however, but for the entire nation.

Ari Savikko’s present to Finland was the Finnish Fish Library in Muonio. The collection features almost all the fish-related books published in Finland since 1730, and the library’s database holds more than 22,500 books and articles, which makes it a treasure trove for researchers, collectors, and enthusiasts.
Finland’s 40th national park was opened in Hossa in June as a present for all Finns. The Ministry of the Environment’s My Nature Gift campaign encouraged landowners to set up private nature reserves in honour of the centenary of Finland’s independence. The campaign gave everyone from private individuals to businesses, local governments, churches, foundations, and non-governmental organisations an opportunity to honour Finland on the country’s anniversary. The State matched the private sector’s contribution by designating the same area of public land as nature reserves.

The Finnish Cultural Foundation celebrated the centenary of Finland’s independence by the biggest project in its history: the foundation and its partners committed themselves to taking every year-8 pupil in Finland to visit an art institution, starting in the autumn of 2017. The project was called Art Testers, and its aim was to introduce young people to arts that they might not otherwise experience.

Finnish skydivers’ anniversary present for the country was a new national record in synchronised skydiving. The record-breaking synchronised jump, involving 80 skydivers, took place in August.

Sharing small and great moments

The centenary of Finland’s independence was celebrated by a huge range of big and small Finland 100 moments that brought Finns and friends of Finland together. Shared moments included events organised by choirs and sports clubs; Finland 100 meetings held by associations, communities, and neighbourhood clubs; major summer festivals; and a variety of Independence Day parties.

The Kainuu Gala concert on the eve of Independence Day was one of the most significant events of the anniversary year in Kainuu. The concert treated an audience of one thousand people to a performance by a total of 200 singers, an orchestra of approximately 50 musicians, and 201 dancers. A Finland 100 Anniversary Party for families was organised in Ylihärmä at the end of November. The ItäMaito dairy cooperative’s Farmers’ Wives’ Festival was a series of 10 events in October, which celebrated the role of farmers’ wives in maintaining and developing Finland’s countryside and lively rural communities. The attendees shared experiences over meals and bathed together in saunas.

The centenary programme also featured several major sporting events, such as the World Ski Championships in Lahti and the European Basketball Championship in Helsinki. One of the biggest public events of the anniversary year was the Tall Ships Races in July, which attracted nearly one million spectators in Kotka and Turku.

Centenary phenomena from knitting to singing

The anniversary year was a phenomenon in itself, but the Finland 100 programme was also full of smaller phenomena that Finns embraced with surprising vigour and in great numbers. In addition to the previously mentioned nature theme, other examples included good deeds, the strong contribution of music and especially singing and dancing to the programme, numerous sporting events, and knitting.

A huge number of people took up knitting to bring warmth and joy to their fellow Finns. The phenomenon, which was dubbed knitosis, even attracted the attention of foreign media. A campaign encouraging people to knit socks for babies born during the anniversary year produced a staggering 57,000 pairs of woollen socks. A drop-in centre for the elderly, called Granny’s Corner, ran a Finland 100 Knitting Campaign, which produced hundreds of socks and mittens as well as an astounding 112-metre scarf. A project called Knitting Club invited people to knit while listening to short stories and produced a centenary blanket for every baby in Kainuu. The length of thread used to knit the socks and blankets in just the four projects mentioned above would reach from Finland to the other side of the world, to Papua New Guinea (12,630 km).

Thousands of hours of good deeds

The Finland 100 project brought out the nation’s desire and ability to help other people. Thousands of hours were spent on good deeds during the anniversary year, which were also a present for Finland. The programme included hundreds of projects that involved helping others or doing good deeds: supporting, thanking, giving time or presents, preventing social exclusion, donating blood, or just cheering people up.

The 100 Good Deeds campaign encouraged students to care and take responsibility for other members of society. OP Financial Group’s Heave-ho project aimed to amass 100 years of voluntary work during
the anniversary year. Hundreds of immigrants who were taking Finnish lessons read aloud to elderly and disabled people all over Finland as part of the I Read to You campaign. The Finnish Red Cross Blood Service’s 10,000 Good Deeds campaign attempted to collect a many as 10,000 bags of donated blood during the anniversary year, and the target was reached just before Finland’s Independence Day. Tens of thousands of people, ranging from babies to young people, the elderly, and veterans, benefited from good deeds throughout the year.

A country full of music and singing

Art and culture played significant roles in the centenary programme, and music and singing in particular proved important in the independence celebrations. Comfortably more than one thousand projects involved singing, and projects relating to choirs numbered more than 500. Jean Sibelius’s Finlandia and its numerous variations became the most performed piece of the anniversary year. The centenary programme provided several opportunities to celebrate by singing at events in Finland and abroad.

Choirs and orchestras and thousands of people, from children to senior citizens, from around the country assembled at Sulasoli Song and Music Festival in Hämeenlinna in May. The Nordic Student Singers’ Summit brought 1,100 singers to Oulu in May. The concert culminated in a performance of the Finland Hymn in honour of Finland’s anniversary.

Helsinki City Museum’s Songs of Independence project collected Finns’ memories of songs from past decades. The songs chosen on the basis of the memories were performed at a sing-along event in connection with the Finland 100 opening ceremony.

Eight Finn Hits sing-songs were held in Kuopio in 2017, and Samppalinna Outdoor Theatre in Turku hosted several 100 Years of Singing events, which explored the centenary of Finland’s independence through songs led by hosts and well-known artists. Even karaoke provided an opportunity for community singing. Finland’s karaoke bars joined forces to host a Blue-and-White Karaoke event on the eve of Finland’s Independence Day, on 5 December.

Another phenomenon unique to the anniversary year was the fact that it included premières of a dozen new operas, many of which focused on important Finnish people. In addition to the Mannerheim opera that premièred at Ilmajoki Music Festival, other premières during the year included a choral opera composed by Maija Ruuskanen called Awakening, which tells the story of preacher Paavo Ruotsalainen and provides a commentary on Finnish identity from today’s perspective, based on Ruotsalainen’s legacy. Jyrki Linjama’s church opera Three Letters to Laestadius premièred at Lohtaja Church Music Festival in July.

Ilkka Kuusisto’s full-length opera Aino Ackté premièred as a citizens’ opera in Savonlinna in the autumn of 2017, when local cultural organisations pooled their resources. Aino Ackté was an internationally renowned artist and founder of Savonlinna Opera Festival who wanted to bring opera closer to the people, and producing the opera as a huge community undertaking honoured her wishes in the best possible way.

Opera Skaala’s Edith Södergran – Vierge moderne provided a unique and fascinating insight into the life of Edith Södergran, a pioneer of modern poetry. A new opera based on the life of opera singer and vocal coach Abraham Ojanperä, called Abraham’s Feast, celebrated not only the centenary of Finland’s independence but also the 540-year history of the Municipality of Liminka.

The Turku Music Festival Foundation and the Turku Philharmonic Orchestra celebrated Finland’s anniversary by producing the world première of Karl Müller-Berghaus’s opera The Men of Kalevala in the Northland. Meyerbeer’s grand opera The North Star, which is set in mid-19th-century Finland, was performed in Finland for the first time at Kokkola Opera Festival in July.

Dancing the year away

The anniversary year got the whole country dancing and disproved the stereotype of shy and surly Finns. The programme provided countless opportunities for dancing, and the country certainly took the opportunities.

The Break the Fight! tour against bullying in schools combined different genres of dance, hip-hop culture, and debate. In addition to watching a dance performance, the events gave young people a chance to take part in breakdancing, beatboxing, graffitiing, DJing, and rap music workshops led by top professionals in each field. The performance and workshops were designed to introduce young people to a tried-and-tested approach to preventing bullying.

A national dance event called Moves gathered dance students from around the country in Rovaniemi. The event provided a comprehensive overview of the world of modern dance, folk dance, jazz and show dance, ballet, and ethnic dance through the performances of young dance artists. A campaign called Dancing for Finland’s Youth encouraged young people to learn ballroom dancing by offering free weekly dance classes for under-25-year-olds in the Hämeenlinna region throughout the spring.

A performance called 100 Dancers from Isojoki, which consisted of dances from different eras ranging from the polonaise to playground singing games, was staged in Isojoki in July. The performers included girls and boys, women and men, senior citizens, and disabled
The Finland 100 – Independence Day’s Preparty in Jyväskylä on 5 December, the eve of Finland’s Independence Day, was a three-hour afternoon dance event featuring 100 original recordings of Finnish songs from the era of the country’s independence.

An event called Man – Dance Party brought together hundreds of men to dance in celebration of Finland’s anniversary in a baseball field in Lapua in August. The hugely popular performance was a story about a man who does not dance, and it was put on by normal men of different ages, with the help of professionals.

Europe’s biggest folk culture event Europeade took over the streets, squares, and arenas of Turku in July. Held in Finland for the first time, the event gathered more than 6,000 people from around Europe to sing and dance from morning until late at night on the banks of the Aura River.

A feast for sports fans

Over the years, Finland has become known as a country crazy about sports. Sport brings Finns together in playing fields and grandstands alike. The centenary of Finland’s independence was certainly no reason to hold back on sports, and the year served up a range of unique competitions and events all over the country.

The anniversary year was packed with sporting events, as the Finland 100 programme included well over 500 projects related to sports and exercise, which in turn included a huge number of individual events. Sports and exercise played a prominent role during the year both nationally and internationally.

Spectator numbers were high throughout the year, as sports enthusiasts flocked to the many high-level sporting competitions included in the centenary programme. The World Figure Skating Championships, the World Ski Championships in Lahti, and the Finnish preliminary round of the European Basketball Championship alone were witnessed in person by more than 388,000 spectators. Sports enthusiasts also got to enjoy a special Finland 100 hospitality tent, which toured sporting events around the country. The hospitality tent was a huge success among fans, and its tattoo stickers depicting the Finnish flag were also a great hit. A staggering 74,000 Finnish flags adorned spectators’ cheers at the World Ski Championships in Lahti alone.

The anniversary year was full of astounding sporting achievements, whether measured in centimetres, seconds, goals, points, metres, or hits. For example, the Finland-Estonia 100+ Challenge tournament in June included more than 112 football, futsal, and beach football matches between Finland and Estonia. The combined match length was well over 4,000 minutes, which meant that almost three days’ worth of football was played in just one day. The participants in the World Ski Championships in Lahti skied a total of more than 11,000 kilometres, which would take an individual skier from Lahti all the way to Rio De Janeiro.

A return to the 1920s was celebrated in Asikkala in June, with an Old-Time Athletics Championships being held in a sports ground in Vesivehmaa. The spirit of bygone years could also be enjoyed at the Finnhorse Pulling Championships in Juankoski. More Finnish nostalgia was on offer at the Finnish Log Floating Championships in the picturesque scenery of Kattilakoski Rapids in Pello. Athletes specialising in combined events flocked to Espoo in August to participate in a competition called Lake-to-Lake SwimRun.

The Finnish Olympic Committee’s Dreams into Motion campaign aimed to promote physical activity among Finns during the anniversary year. The campaign inspired a range of events, created hype for the Finland 100 theme, and built a foundation for new forms of community exercise. Tens of thousands of people participated in the campaign in 220 municipalities, and there were thousands of events focusing on sports and exercise around the country during the year.

Exporting education, computer programming, and culture

Finnish know-how was showcased around the world throughout the anniversary year. The 100 Schools/HundrED project compiled 100 innovative ideas for school reform, shared the lessons learnt and best practices with teachers throughout the world, and showcased Finnish expertise in the field of education at a number of events. A total of 12 HundrED seminars were held around the world in cities such as Singapore and New York, and an international HundrED Innovation Summit took place in Helsinki in October.
Aalto University’s CodeBus toured 10 African countries in the spring, hosting computer programming workshops for African youngsters. The project aimed to increase awareness about the centenary of Finland’s independence and showcase Finland’s education system and technological know-how. The key themes of the CodeBus project were equality, democracy, and togetherness. The Finnish Ministry for Foreign Affairs estimated that the project generated an exceptional amount of visibility for Finland across Africa.

Arctia Ltd celebrated Finland’s anniversary year and chairmanship of the Arctic Council by inviting Finnish and international researchers and science journalists on an Arctic 100 Expedition through the Northwest Passage in July. The aim of the expedition was to collect new scientific information about the Arctic region and to deepen international research cooperation based on Finnish know-how. The expedition boosted Finland’s reputation as an expert in Arctic conditions and state-of-the-art icebreaker technology.

Sharing Pure Energy was the theme of Finland’s International Expo-sition pavilion at EXPO 2017 Astana, which took place in the capital of Kazakhstan in the summer of 2017. The pavilion showcased Finland’s cutting-edge expertise in the field of renewable and sustainable energy solutions to just over 300,000 visitors.

Four Finnish cultural institutes in Paris, Benelux, Berlin, and London joined forces to celebrate the anniversary year with a project called Mobile Home 2017. The project was the most extensive joint venture in the institutes’ history, and it aimed to explore and interpret the different meanings of home in European capitals. A living art installation called KOTI Sleepover, consisting of a village imitating traditional Finnish wooden cottages in the centre of Paris, attracted particular attention. The installation was inspired by the Finnish culture of sharing and the tradition of summer cottages, and guests were able to stay in the cottages as in a hotel.

The University of the Arts Helsinki’s Sibelius Academy and the world-famous Juilliard School in New York formed a joint symphony orchestra in honour of the centenary of Finland’s independence. The orchestra, led by Esa-Pekka Salonen, performed in Helsinki, Stockholm, and New York.

International performances of Sibelius’s works

Many cultural organisations around the world factored Finland’s centenary into their own programmes. For example, the Iceland Symphony Orchestra’s programme featured a mini-festival called Finnish Spring, which consisted of three concerts dedicated to Finnish music. A special reception was organised in connection with the first concert, which ended up being the highlight of Iceland’s Finland 100 celebrations.

Finland was one of the main themes of the Gothenburg Book Fair in Sweden in the autumn of 2017. Finland was mentioned on more than one hundred occasions ranging from seminars to a special Finland stand. The fair was one of the biggest cultural events in the Nordic countries, and it attracted 100,000 visitors. An exhibition called Alvar Aalto – Second Nature opened in the KUNSTEN Museum of Modern Art in Aalborg, Denmark in the spring of 2017. The exhibition showcased Aalto’s works throughout his career.

Several orchestras in the United Kingdom were inspired by the Finland theme during the anniversary year, especially those who collaborate with Finnish conductors. The BBC Symphony Orchestra commemorated Finland’s Independence Day by hosting a concert called Finland Awake!, which featured music by Sibelius led by Sakari Oramo. Sibelius’s works were also performed the following day, on 7 December, at a Finland 100 concert by the Philharmonia Orchestra led by Esa-Pekka Salonen. An extensive Tove Jansson exhibition opened at the Dulwich Picture Gallery in London in October.

Finnish sauna culture around the world

Some of the celebrations around the world took place in a sauna. Sweating for Europe incorporated the Finnish sauna tradition into European political debate by inviting MEPs and citizens to discuss Europe’s most burning topics in a unique context: an old fire engine was converted into a mobile wood-burning sauna and parked outside the European Parliament building in Brussels for a couple of days in April.

Sauna100 in Paris was a pop-up sauna set up at the Bar à Bulles on top of the Moulin Rouge by the Finnish-French Junior Chamber of
The sauna culture was also celebrated in the United States during the anniversary year. The Travelling Sauna campaign commemorated the centenary of Finland’s independence by showcasing Finnish culture, expertise, and innovations on a 20,000-kilometre journey across the United States: from the west coast to the east coast, through the Midwest. The sauna arrived at its final destination, Washington DC, in December 2017. The Finland 100 theme also featured in seminar programmes. The North American Sauna Society’s sauna seminar showcased Finnish sauna culture in New York in September.

Finland 100 events in Japan

One country that put on a surprisingly extensive programme of Finland-themed events during the anniversary year was Japan. Japan’s official programme consisted of around 20 projects and dozens of individual events.

The Finnish National Ballet visited Osaka and Tokyo to perform a Moomin ballet based on Tove Jansson’s Finn Family Moomintroll. The Finnish Tango Association of Japan commemorated Finland’s anniversary by staging a tango evening to celebrate the centenary of Finland’s independence. Tango lessons were run a couple of times a month before the event.

The Embassy of Finland produced a series of short animations focusing on a character called Fintan. Fintan was originally created for the Embassy’s Twitter account but has since then become a mascot for the whole of Finland in Japan. The two-minute animations published in 2017 explored the relationship between Finland and Japan, and they amassed a total of 150,000 views.

Finland 100 spectacles in different countries

A series of international Finland 100 spectacles began in Poland in January, when the prime minister opened an exhibition called Echoes – 100 Years in Finnish Architecture and Design at the POLIN Museum of the History of Polish Jews. The museum building was designed by Finnish architect Rainer Mahlamäki. The exhibition featured classics of Finnish design and architecture, as well as less widely known gems from the first years of Finland’s independence until the present. In addition to Warsaw, the exhibition toured Bratislava, Prague, Budapest, and Berlin during the year.

The Finnish National Ballet visited Copenhagen and gave four performances of Kenneth Greve’s The Snow Queen at the Royal Danish Ballet, in honour of the anniversary year, at the end of January. The ballet’s première was hosted by Finland’s prime minister, and Queen Margrethe II of Denmark also attended the event.

An event called Sámi 2017, held in Paris in March, introduced the French to a wide range of Sámi art, crafts, films, and music. The event also included a number of workshops and a scientific seminar focusing on the social and political status of the Sámi – the only indigenous people of Europe – as well as Sámi languages and the future of Sámi culture.

In Estonia, the main celebrations for the centenary of Finland’s independence took place on 10 June, when a Soome 100 concert took place in Tallinn, 100 football matches were played on both sides of the Gulf of Finland as part of the Finland/Estonia – 100 Encounters event, and a Finland-themed food festival took over the streets of Telliskivi Creative City. An exhibition called 100 Artefacts from Finland opened in Tallinn on the same day, which told the story of Finland’s independence through 100 artefacts. The presidents and prime ministers of both countries attended the celebrations.

In Sweden, the celebrations for the centenary of Finland’s independence took over Kungsträdgården Park in Stockholm during the last weekend of August. The three-day STHLM/SUOMI festival featured performances by 300 artists, panel discussions, tours of the Navy’s mine countermeasures vessel, good food, and sauna. In addition to tens of thousands of visitors, the urban festival was also attended by President Sauli Niinistö and First Lady Jenni Haukio, King Carl XVI Gustaf of Sweden and Queen Silvia, as well as the Finnish and Swedish Prime Ministers Juha Sipilä and Stefan Löfven.

Norway’s Finland 100 celebrations were hosted by the Norwegian Museum of Science and Technology in Oslo in September. The programme was designed by Norway’s Team Finland, and it included, among other events, a school seminar for teachers, as well as a business seminar called Reboot Neighbour, which was designed to promote business partnerships between Finland and Norway. Mehackit and the Finnish Association of Design Learning hosted workshops for schoolchildren. There was also an exhibition showcasing 100 artefacts from Finland, which ran throughout October, and the Moomins also visited the venue.

Saint Petersburg celebrated the centenary of Finland’s independence in September, at the opening ceremony of the Finnish-Russian Cultural Forum and a meeting between the prime ministers of the two countries. The main theme chosen for the 18th Finnish-Russian Cultural Forum was The Hundred Faces of Culture, and the programme included partner negotiations, thematic seminars, cultural events, and evening entertainment, as well as project consultancy.
## Finland 100 Secretariat 2013–2018

<table>
<thead>
<tr>
<th>Last name</th>
<th>First name</th>
<th>Term in office</th>
<th>Job title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backända</td>
<td>Hanna</td>
<td>17.8.2015–6.1.2016</td>
<td>Trainee</td>
</tr>
<tr>
<td>Innilä</td>
<td>Suvi</td>
<td>9.2.2015–31.10.2015</td>
<td>Programme coordinator</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.11.2015–30.4.2018</td>
<td>Head of Programme</td>
</tr>
<tr>
<td>Kalaaja</td>
<td>Juha</td>
<td>4.5.2015–30.6.2015</td>
<td>Trainee</td>
</tr>
<tr>
<td>Kähkönen</td>
<td>Anni</td>
<td>4.1.2015–26.5.2015</td>
<td>Trainee</td>
</tr>
<tr>
<td>Muurinen</td>
<td>Sara</td>
<td>15.8.2016–3.1.2017</td>
<td>Trainee</td>
</tr>
<tr>
<td>Last name</td>
<td>First name</td>
<td>Term in office</td>
<td>Job title</td>
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<tr>
<td>Pirttilä</td>
<td>Päivi</td>
<td>10.2.2014–29.2.2016</td>
<td>Communications Specialist</td>
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<tr>
<td>Rautio</td>
<td>Veijo</td>
<td>24.5.2017–19.2.2017</td>
<td>Senior Attendant for In-house Services</td>
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<tr>
<td>Räsänen</td>
<td>Hanna</td>
<td>18.3.2017–17.11.2017</td>
<td>Administrative Assistant</td>
</tr>
<tr>
<td>Savolainen</td>
<td>Ari</td>
<td>6.10.2016–28.2.2018</td>
<td>Programme Assistant</td>
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<tr>
<td>Seirala</td>
<td>Viivi</td>
<td>18.4.2016–31.3.2018</td>
<td>Programme Coordinator</td>
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<tr>
<td>Seppälä</td>
<td>Terhi</td>
<td>1.5.2014–31.8.2014</td>
<td>Trainee</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.9.2014–7.11.2014</td>
<td>Administrative Assistant</td>
</tr>
<tr>
<td>Sjöblom</td>
<td>Susanne</td>
<td>20.10.2016–31.5.2017</td>
<td>Administrative Assistant</td>
</tr>
<tr>
<td>Timonen</td>
<td>Pekka</td>
<td>1.9.2014–14.8.2018</td>
<td>General Secretary</td>
</tr>
<tr>
<td>Valle</td>
<td>Johanna</td>
<td>4.1–31.5.2017</td>
<td>Trainee</td>
</tr>
<tr>
<td>Vihanta</td>
<td>Anna-Maria</td>
<td>1.4–31.12.2017</td>
<td>Communications Officer</td>
</tr>
</tbody>
</table>
The Finland 100 Board

The Prime Minister’s Office appointed a board to oversee the Finland 100 project from 15 November 2013 until 31 January 2018.

Members of the Finland 100 Board between 15 November 2013 and 31 January 2018

State Secretary Olli-Pekka Heinonen chaired the Board from 15 November 2013 until 29 June 2015 and State Secretary Paula Lehtomäki from 1 July 2015 until 31 January 2018.

Bishop Irja Askola
Artist Manuela Bosco
Professor Martti Häikiö
Director Leif Jakobsson
President of the Finnish Innovation Fund Sitra Mikko Kosonen
President and CEO Pekka Lundmark (15 November 2013 – 15 September 2015)
Musician Karri “Paleface” Miettinen
Manager Riitta Pihlajamäki
Designer and entrepreneur Paola Suhonen
Mayor Asta Tolonen
Emeritus Editor-in-chief Janne Virkkunen, Deputy Chair of the Finland 100 Board
President and CEO Antti Zitting (15 September 2015 – 31 January 2018)
Working group in charge of planning the Finland 100 celebrations

The Prime Minister’s Office appointed a working group to plan the celebrations for the centenary of Finland’s independence on 25 November 2011. The working group handed in its report to the Prime Minister’s Office on 4 June 2012.

Members of the working group between 25 November 2011 and 4 June 2012

Professor Martti Häikiö, chairman

Professor Laura Kolbe
Minister for Foreign Affairs Erkki Tuomioja
Head of Department Auni-Marja Vilavaara, Prime Minister’s Office

Senior Specialist Nina Brander, Prime Minister’s Office, secretary
Finland 100 Commission

The Finland 100 Commission adopted the principles for the centenary celebrations on the basis of the Finland 100 Board’s proposals.


The Commission’s secretary was the General Secretary of the Finland 100 project.

Members of the Finland 100 Commission between 14 August 2013 and 31 January 2018

<table>
<thead>
<tr>
<th>Organization / Position</th>
<th>Name</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eduskunnan kanslia</td>
<td>johtaja Pekka Piispanen</td>
<td></td>
</tr>
<tr>
<td>Elinkeinoelämän keskusliitto</td>
<td>toimitusjohtaja Jyri Hämäkki</td>
<td></td>
</tr>
<tr>
<td>Eläkeläisliittojen etujärjestö EETU ry</td>
<td>puheenjohtaja Matti Hellsten</td>
<td></td>
</tr>
<tr>
<td>Helsingin yliopisto</td>
<td>kansleri Thomas Wilhelmsson</td>
<td></td>
</tr>
<tr>
<td>Kansallinen Kokoomus rp.</td>
<td>kansanedustaja, opetusministeri Sanni Grahn-Laasonen</td>
<td></td>
</tr>
<tr>
<td>Kansallisarkisto</td>
<td>pääjohtaja Jussi Nuorteva</td>
<td></td>
</tr>
<tr>
<td>Kansalliskirjasto</td>
<td>ylikirjastonhoitaja Kai Ekholm</td>
<td></td>
</tr>
<tr>
<td>Maa- ja metsätalousministeriö</td>
<td>kansliapäällikkö Jaana Husu-Kallio</td>
<td></td>
</tr>
<tr>
<td>Maa- ja metsätalousministeriö Keskusliitto MTK ry</td>
<td>viestintäjohtaja Klaus Hartikainen</td>
<td></td>
</tr>
<tr>
<td>Marttaliitto ry</td>
<td>puheenjohtaja Lea Sairanen</td>
<td></td>
</tr>
<tr>
<td>Museovirasto</td>
<td>pääjohtaja Juhani Kostet</td>
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</table>
| | | 1.9.2014–31.1.2018
| Opetus- ja kulttuuriministeriö | kansliapäällikkö Anita Lehikoinen | 11.5.2017–31.1.2018
| | pääjohtaja Olli-Pekka Heinonen | 11.5.2017–31.1.2018
| | puheenjohtaja Tiina Sanila-Aikio | 28.3.2015–31.1.2018
| | toiminnanjohtaja Riitta Vanhatalo | 1.9.2013–31.1.2018

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<table>
<thead>
<tr>
<th>Organization/Role</th>
<th>Person</th>
<th>Dates</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td>1.10.2016–31.1.2018</td>
</tr>
<tr>
<td>Suomen Kuntaliitto</td>
<td>ruotsinkielisten ja kansainvälisten asiain johtaja Kristina Wikberg</td>
<td></td>
</tr>
<tr>
<td>Suomen ortodoksinen kirkko, Helsingin hiippakunta</td>
<td>metropoliitta Ambrosius</td>
<td>1.11.2013–31.1.2018</td>
</tr>
<tr>
<td>Suomen Pankki</td>
<td>johtokunnan neuvonantaja, VTT Juha Tarkka</td>
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<td></td>
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<td>20.8.2015–31.1.2018</td>
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<td>16.5.2017–31.1.2018</td>
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<tr>
<td>Svenska Finlands Folkting</td>
<td>pääsihteeri Markus Österlund</td>
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<td>Suomen ruotsalainen kansanpuolue r.p.</td>
<td>kehityspäällikkö Carl-Johan Hindsberg</td>
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<tr>
<td></td>
<td></td>
<td>15.11.2013–31.1.2018</td>
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<tr>
<td>Svenska litteratursällskapet i Finland rf.</td>
<td>hallituksen puheenjohtaja Fred Karlsson</td>
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<tr>
<td>Taiteen edistämiskeskus</td>
<td>johtaja Minna Sirnö</td>
<td></td>
</tr>
<tr>
<td>Tasavallan presidentin kanslia</td>
<td>kanslia pääsihteeri Teemu Tanner</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>22.9.2015–31.1.2018</td>
</tr>
<tr>
<td>Ulkosuomalaisparlamentti (USP)</td>
<td>professori Jarmo Virmavirta</td>
<td></td>
</tr>
<tr>
<td>VALO, Valtakunnallinen liikunta- ja urheiluorganisaatio ry</td>
<td>johtaja Nelli Kuokka</td>
<td></td>
</tr>
<tr>
<td>Organisaatio</td>
<td>Vuodet</td>
<td>Nimi</td>
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<tr>
<td>--------------------------------------------------</td>
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</tr>
<tr>
<td>Vasemmistoliitto rp.</td>
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<td>kansanedustaja Eila Tiainen</td>
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<tr>
<td>Vihreä Liitto rp.</td>
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<td>filosofian maisteri Heikki Vento</td>
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<td>Yleisradio Oy</td>
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<td>julkaisujohtaja Ismo Silvo</td>
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<tr>
<td>Ympäristöministeriö</td>
<td></td>
<td>kansliapäällikkö Hannele Pokka</td>
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</table>
### Finland 100 regional coordinators for the centenary of Finland’s independence in 2017

#### Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahvenanmaan maakuntaliitto</td>
<td>Jan-Öle Lönnblad</td>
</tr>
<tr>
<td>Etelä-Karjalan liitto</td>
<td>Salla Airaksinen Virve Linstrom</td>
</tr>
<tr>
<td>Etelä-Pohjanmaan liitto</td>
<td>Tuija Ahola</td>
</tr>
<tr>
<td>Etelä-Savon maakuntaliitto</td>
<td>Anu-Anette Varho</td>
</tr>
<tr>
<td>Hämeen liitto</td>
<td>Jaana Laakso</td>
</tr>
<tr>
<td>Kainuun liitto</td>
<td>Eeva Mäntymäki</td>
</tr>
<tr>
<td>Keski-Pohjanmaa liitto</td>
<td>Sanna-Maija Kauppi</td>
</tr>
<tr>
<td>Keski-Suomen liitto</td>
<td>Raija Partanen</td>
</tr>
<tr>
<td>Kymenlaakson liitto</td>
<td>Ulla Silmäi</td>
</tr>
<tr>
<td>Lapin liitto</td>
<td>Julius Öforsagd</td>
</tr>
<tr>
<td>Pirkanmaa liitto</td>
<td>Anita Kalvi</td>
</tr>
<tr>
<td>Pohjanmaan liitto</td>
<td>Tarja Hautamäki</td>
</tr>
<tr>
<td>Pohjois-Karjalan maakuntaliitto</td>
<td>Reijo Muje</td>
</tr>
<tr>
<td>Pohjois-Pohjanmaan liitto</td>
<td>Auli Suorsa</td>
</tr>
<tr>
<td>Pohjois-Savon liitto</td>
<td>Jari Sihvonen</td>
</tr>
<tr>
<td>Päijät-Hämeen liitto</td>
<td>Maija Väkevääinen</td>
</tr>
<tr>
<td>Satakuntaliitto</td>
<td>Susanna Virkki</td>
</tr>
<tr>
<td>Uudenmaan liitto</td>
<td>Virpi Martikainen</td>
</tr>
<tr>
<td>Varsinais-Suomen liitto</td>
<td>Hannele Hartikainen</td>
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#### City

<table>
<thead>
<tr>
<th>City</th>
<th>Coordinator</th>
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<tbody>
<tr>
<td>Espoon kaupunki</td>
<td>Saara Vanhala</td>
</tr>
<tr>
<td>Helsingin kaupunki</td>
<td>Maarit Roschier</td>
</tr>
<tr>
<td>Oulun kaupunki</td>
<td>Samu Forsblom Janita Jämsén</td>
</tr>
<tr>
<td>Tampereen kaupunki</td>
<td>Saara Saarinen</td>
</tr>
<tr>
<td>Turun kaupunki</td>
<td>Kirsi Virta</td>
</tr>
<tr>
<td>Vantaan kaupunki</td>
<td>Neetta Eriksson</td>
</tr>
</tbody>
</table>
Companies involved in the Finland 100 business programme

1. Airam Electric Oy Ab
2. Altia Plc
3. Alko Oy
4. Atria Suomi Oy
5. Berner Oy
6. Bone Index Finland Oy
7. Danske Bank Finland Oyj
8. Eckerö Line Ab Oy
9. Finavia Oyj
10. Finlayson Oy
11. Finnair Oyj
12. Fiskars Finland Oy
13. Fortum Oyj
14. Halti Oy
15. HKScan Oyj
16. Isku-Yhtymä Oy
17. Keskinäinen Eläkevakuutusyhtiö Ilmarinen
18. Keva
19. Kiinteistömaailma Oy
20. L-Fashion Group Oy
21. Lidl Suomi Ky
22. Lumene Oy
23. Luoman Puutuote Oy
24. Lännen Tractors Oy
25. Marimekko Oyj
26. Mastermark Oy
27. Metsä Group
28. Microsoft Oy
29. Myllyn Paras Oy
30. Neste Oy
31. Nordea Bank AB (publ), Suomen sivuliike
32. OP Osuuskunta
33. Orion Oyj
34. Orkla Care Oy
35. Orkla Confectionary & Snacks Finland Ab
36. Oy Hartwall Ab
37. Oy Karl Fazer Ab
38. Oy Vallila Interior Ab
39. Planmeca Oy
40. Posti Group Oyj
41. Pöyry Finland Oy
42. Saab Finland Oy
43. SARL Carsin Wines
44. Sinituote Oy
45. Stora Enso Oyj
46. Suomen Osuuskauppojen Keskuskunta
47. Tallink Silja Oy
48. Tarkkanen Oy
49. TeliaSonera Finland Oy
50. Terveystalo Oy
51. Tieto Finland Oy
52. Tikkurila Oyj
53. Tokmanni Group Oyj
54. UPM-Kymmene Oyj
55. Veikkaus Oy
56. Viking Line Abp
57. VR Group
58. Wärtsilä Oyj Abp
59. YIT Oyj
## Spending of the Finland 100 project’s appropriations between 2013 and 2018 (eur)

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Planning and coordination</td>
<td>50,611</td>
<td>473,323</td>
<td>694,404</td>
<td>860,622</td>
<td>1,220,240</td>
<td>321,802</td>
<td>3,621,002</td>
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<tr>
<td>Communications</td>
<td>38,623</td>
<td>442,694</td>
<td>1,034,134</td>
<td>1,510,258</td>
<td>486,967</td>
<td>3,512,676</td>
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<tr>
<td>Programme</td>
<td>-</td>
<td>-</td>
<td>185,000</td>
<td>2,194,037</td>
<td>6,931,649</td>
<td>1,594,994</td>
<td>10,905,680</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>50,611</td>
<td>511,946</td>
<td>1,322,098</td>
<td>4,088,793</td>
<td>9,662,147</td>
<td>2,403,763</td>
<td>18,039,358</td>
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<tr>
<td>Annual spending, %</td>
<td>0.3%</td>
<td>2.8%</td>
<td>7.3%</td>
<td>22.7%</td>
<td>53.6%</td>
<td>13.3%</td>
<td>100%</td>
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</tbody>
</table>
**Spending of the Finland 100 appropriations by category of spending between 2013 and 2018**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>Planning and coordination</strong></td>
<td>€</td>
</tr>
<tr>
<td>Salaries and fees</td>
<td>2,681,455</td>
</tr>
<tr>
<td>Rent</td>
<td>253,897</td>
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<tr>
<td>Other expenses (administrative and ICT costs, travel expenses, consultancy services)</td>
<td>599,296</td>
</tr>
<tr>
<td>Finland 100 Board and Commission</td>
<td>86,354</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,621,002</td>
</tr>
<tr>
<td><strong>Communications</strong></td>
<td></td>
</tr>
<tr>
<td>Consultancy services</td>
<td>1,141,970</td>
</tr>
<tr>
<td>Surveys, reporting and documentation</td>
<td>429,881</td>
</tr>
<tr>
<td>Website and social media</td>
<td>275,289</td>
</tr>
<tr>
<td>Visibility of the centenary year</td>
<td>809,017</td>
</tr>
<tr>
<td>Marketing</td>
<td>515,493</td>
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<tr>
<td>Other communications expenses</td>
<td>341,026</td>
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<tr>
<td><strong>Total</strong></td>
<td>3,512,676</td>
</tr>
<tr>
<td><strong>Programme</strong></td>
<td></td>
</tr>
<tr>
<td>Domestic Finland 100 subsidies</td>
<td>5,638,852</td>
</tr>
<tr>
<td>International Finland 100 subsidies</td>
<td>1,195,307</td>
</tr>
<tr>
<td>Regional Finland 100 subsidies</td>
<td>2,229,000</td>
</tr>
<tr>
<td>Other programme costs</td>
<td>1,842,521</td>
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<tr>
<td><strong>Total</strong></td>
<td>10,905,680</td>
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