



HANAHOLMEN

CULTURE, SOCIETY, BUSINESS AND KNOWLEDGE HANAHOLMEN'S 2017 IMPACT REPORT



DEAR READER,

2017 was a fast-paced and eventful year at Hanaholmen, the Swedish Finnish Cultural Centre.

In May we opened our doors again after extensive renovation and extension work lasting 18 months. The official re-inauguration took place on 1 June in the presence of the Norwegian and Swedish royal couples, the Queen of Denmark and the Finnish and Icelandic presidential couples. A live broadcast also meant that TV viewers across the Nordic region were able to watch the reopening, which was part of Finland's centenary celebrations.

Since the reopening, Hanaholmen has teemed with life and activity. Through our activities we have reached out to many different actors within politics, the community and the business sector, as well as the art and culture world. During the course of 2017, we arranged over a hundred seminars and events that stimulated social discussion and debate. The events attracted thousands of visitors to the small peninsula in Espoo, which is quite close to Helsinki.

The new western metro from Helsinki to Espoo has helped make Hanaholmen even more accessible and urban. Visitors can travel to the closest station directly from the city centre, after which Hanaholmen is only a brisk walk away.

Hanaholmen aims to influence and change, to be a place to make new contacts and an arena for ideas that will lead to social innovation and to political and cultural change in Sweden and Finland. We encourage cooperation and personal dialogue, and are eager to follow up on our work to assure ourselves of the good that it is doing.

In this report we give the reader an insight into what Hanaholmen achieved in 2017. What effect has our work had? Which people and institutions have we influenced? How were our seminars received and how have they affected the social debate?

Hanaholmen's work is important, but sometimes difficult to measure in figures and tables. It is relatively easy to measure the effects in the form of visibility in the media, number of visitors, number of events and other functions. But how do we measure the outcome of a foreign policy seminar where the work and contributions only become apparent much later on, in the form of new political decisions?

To try to answer this, we have asked lecturers, journalists and other participants at our events to give their opinion on our work. This approach, combined with statistics, new networks that have been created and other specific results ought to give a fair picture of Hanaholmen's versatile work throughout the centenary year of 2017.

Finally, I would like to thank our financiers and partners, particularly the Swedish-Finnish Cultural Foundation, the Finnish Ministry of Education and Culture and the Swedish Ministry of Culture, who made many events and individual meetings possible.
Happy reading!

A handwritten signature in black ink, reading "Gunvor Kronman". The signature is fluid and cursive.

Gunvor Kronman
Hanaholmen CEO



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THE NEW HANAHOLMEN — THE PLACE TO MAKE CONTACTS

Hanaholmen's cultural centre opened its doors for the first time on 1 June 1975. After its grand opening, the cultural centre underwent minor renovations and facelifts over the years but did not have a major refurbishment.

In the early 2000s it became apparent that the building needed more extensive work. The spaces and technology on the inside did not meet modern requirements and the wear and tear of 40 years of intensive use was reflected on the outside.

After detailed planning, the renovation and extension work finally began in December 2015. Before any changes were made to the structure, the building history and architecture of Hanaholmen were documented faithfully. Both aspects are set out in *Hanaholmen – ett hus för två länder 1975-2015* [Hanaholmen – a building for two countries 1975-2015], a book written by Johanna Luhtala, Markus Manninen and Sari Schulman.

In light of how extensive the renovation work was, the turnaround time was amazingly fast. It was not just the old building that was repaired and restored; Hanaholmen also acquired a new storey. The programming department, administration and foundations used to all be squashed into free spaces around the building, but

now they have access to new office areas on the fourth floor, with a view of the sea and the Finnish archipelago.

The renovation made Hanaholmen lighter and airier, without compromising on the cultural centre's distinctive architectural style. We've been very careful to preserve the cultural heritage from the 1970s that Hanaholmen represents in terms of the building style and to protect the art that has always played a key role here. The developer Senatfastigheter, the National Board of Antiquities and NCC have all done a fantastic job.

Gunvor Kronman, CEO

The building that houses the cultural centre was originally granted to Hanaholmen's principal, the Swedish-Finnish Cultural Foundation, but the Finnish state owns it and is thus responsible for its renovation and funding. In addition to the state funds invested in the renovation and extension, the Foundation also made a financial contribution to new technology, new furniture and other fixtures and fittings.



The new western metro extension makes Hanaholmen more urban and brings new crowds of people to the peninsula.



This has been an enormous project and we're extremely pleased with the end result. We've kept to both the original construction schedule and the budget we agreed in the autumn of 2015
Petri Turku, regional director of state-owned Senatfastigheter

We are very grateful that the Finnish state funded and took responsibility for the essential renovation and extension of the Hanaholmen cultural centre. The new Hanaholmen will bring pleasure to visitors for many years to come.

Chris Heister (vice chairman) and Jan-Erik Enestam (chairman), Swedish-Finnish Cultural Foundation



Hanaholmen is an important hub and focal point for Swedish-Finnish relations. Sweden extends its warm thanks to Finland for the substantial financial investments that have been made in order to enable Hanaholmen to keep working for positive Swedish-Finnish cooperation.

Anders Ahnlid, Swedish Ambassador to Finland



ARCHITECTURE, DESIGN AND DÉCOR

In conjunction with the renovation and the addition of a brand-new storey, Hanaholmen also received a striking new façade. The entrance was opened up with large windows onto the courtyard and fitted out with a bistro and wine bar. The hotel rooms, restaurant, meeting rooms and customer areas were also given a proper face lift.

The architects Mika Penttinen and Kirsi Korhonen were in charge of the architectural design and the extension. The design agency KOKO3, headed up by Jukka Halminen, was in charge of the decoration. KOKO3 also designed new light fittings and pieces of furniture that can be found all over the building. All plans took into account the fact that the building design ought to complement the contents, and that the building is meant to function as a 'place to make contacts' for new discussions and encounters.

"The lead architects Mika Penttinen and Kirsi Korhonen have had vital roles in the process of creating the new Hanaholmen. Now that the office spaces have been moved to the third floor, the entrance with its foyer and new wine bar has become more interesting and usable. Since the whole centre has been transformed into a better functioning entity, more outsiders will visit Hanaholmen," says Jukka Halminen.

Jukka Halminen and KOKO3 have fitted out just over half of the 66 hotel rooms, while the design duo of Kivi and Tuuli Sotamaa have designed the furniture in the rest of the rooms. The Sotamaa family have certainly made their mark on Hanaholmen over the years. Yrjö Sotamaa designed the original look and now his children Tuuli and Kivi have added their own creations too.



Sweden is also represented on many levels because Hanaholmen is a cultural centre for both Sweden and Finland. Sweden is visible not only in the art on display all over the building, but also in the decorative details. The style of several of the hotel rooms and one of the meeting rooms reflects the work of the Austrian-Swedish designer Josef Frank. All the conference rooms have also been named after Swedish inventions such as the adjustable spanner, Tetra Pak packaging and dynamite.

Hanaholmen is tasked with communicating the benefits of Finnish-Swedish cooperation and with strengthening the Finnish affiliation with the Nordic family. Our work is all about creating greater knowledge and understanding of the languages, culture and society of both countries. The beautiful new spaces provide a total experience, complement the design and reinforce the important content of the message.

Gunvor Kronman, CEO



RE-INAUGURATION OF HANAHOLMEN

Hanaholmen opened its doors again to visitors on 1 May, but the official re-inauguration ceremony did not take place for another month, on 1 June 2017. When Hanaholmen was first inaugurated on 1 June 1975, guests included King Carl XVI Gustaf of Sweden and the then Finnish president Urho Kekkonen.

For the re-inauguration 42 years later, the Swedish king was once more in attendance, accompanied by Queen Silvia this time, along with the current Finnish president Sauli Niinistö and his wife Jenni Haukio. The Norwegian King and Queen, the Danish Queen and the Icelandic president and his wife were also present. The festivities were part of Finland's celebrations to mark 100 years of independence.





A formal ceremony was held on 1 June 2017 to re-inaugurate Hanaholmen, the cultural centre for Sweden and Finland. President Sauli Niinistö and his wife Jenni Haukio, Queen Margrethe II of Denmark, King Carl XVI Gustaf and Queen Silvia of Sweden, King Harald V and Queen Sonja of Norway and Iceland's president Guðni Thorlacius Jóhannesson and his wife Eliza Jean Reid all took part in the re-inauguration ceremony.

"Hanaholmen, the symbol of friendship"
Dagens Nyheter, 9 December 2017





Futureforum 2017

HANAHOLMEN'S STRATEGY

Hanaholmen is tasked with promoting cooperation between Sweden and Finland within culture, society and business.

This is achieved by bringing individuals and organisations together and making sure that they always take concrete steps forward. It's a question of identifying needs and actively establishing and renewing networks between Finland and Sweden.

The newly renovated building provides Hanaholmen with the tools it needs to implement its strategy and meet its remit in the best possible way.

*Good premises, whether for conferences or social gatherings.
Karin Enström, member of the Swedish parliament*

**HANAHOLMEN STRATEGY
FOR 2017–2020:**

**PEACE, SECURITY
AND INCLUSION**

**CULTURE, KNOWLEDGE
AND EDUCATION**

SUSTAINABLE WELFARE



Fosters competence and resources, inspires, challenges and contributes.

Is topical and relevant in the long term, and active in debate. A voice for the bilateral agenda in the media.

Has a bold agenda, even raising difficult topics in discussion while avoiding populism.

Develops the Nordic welfare model.

Provides a broader perspective.

HANAHOLMEN AS ACTOR

Highlights the unique relationship between Finland and Sweden.

Serves as an engine of development and combines strengths.

Is an attractive meeting place for the young and for the experienced.

Serves as a co-operation centre for common success factors.

Stands for both tradition and renewal.

THE NORDIC FOUNDATIONS

Hanaholmen manages four Nordic foundations, the largest of which is the Swedish-Finnish Cultural Foundation.

The three other foundations are the Finnish-Danish Cultural Foundation, the Finnish-Norwegian Cultural Foundation and the Icelandic-Finnish Cultural Foundation.



SWEDISH-FINNISH CULTURAL FOUNDATION

FONDEN SVERIGE
FINLAND

The Swedish-Finnish Cultural Foundation oversees Hanaholmen, i.e. it has the ultimate responsibility for Hanaholmen's operations. The Foundation's objective is to promote the social and cultural links between Sweden and Finland and to stimulate increased cooperation between the countries.

In order to achieve its objective, the Foundation awards activity grants and residency stipends. It also runs its own projects such as the network Svenska nu, Tandem Leadership, Addeto, Globsol and HanaAcademy in cooperation with Hanaholmen and other players.

Alongside this, the Foundation organises other activities such as further training for teachers. It is also one of the founders of the Finnish Institute in Stockholm and is represented on the Institute's board.

The board of the Foundation is appointed by the governments of Finland and Sweden, with each country having three representatives. The board members are appointed for three years at a time with rotating chairmanship, and each board member also has a personal deputy. In 2017, Jan-Erik Enestam (Finland) was chairman and Chris Heister (Sweden) was vice chairman.



The day-to-day work of the foundation is led by Gunvor Kronman in Finland and Mats Wallenius in Sweden.



From left to right: Martin Hårdstedt, Annika Hirvonen Falk, Gunvor Kronman, Maarit Feldt-Ranta, Jan-Erik Enestam, Jarmo Lainio, Chris Heister, Tytti Isohookana-Asunmaa, Mats Wallenius.

SWEDISH-FINNISH CULTURAL FOUNDATION – BOARD 2017

Finnish contingent: minister Jan-Erik Enestam (chair), member of parliament Maarit Feldt-Ranta, political scientist Dr Tytti Isohookana-Asunmaa.

Deputies: member of parliament Juhana Vartiainen, member of parliament Heli Järvinen, Lauri Heikkilä PhD.

Swedish contingent: former county governor Chris Heister (chair), professor Jarmo Lainio, member of parliament Nina Lundström.

Deputies: professor Martin Hårdstedt, CEO Pär Lager, member of parliament Annika Hirvonen Falk



The Swedish-Finnish Cultural Foundation, which is primarily responsible for Hanaholmen's activities, was established before Hanaholmen came to be. As early as in 1958, the governments of Sweden and Finland agreed to establish a foundation for the purpose of promoting cultural relations between Sweden and Finland. The Foundation's statutes were established and the agreement between the two countries was signed in 1960. Today the Foundation is the largest bilateral foundation in the Nordic region.

Jan-Erik Enestam, minister, chair, Swedish-Finnish Cultural Foundation



FINNISH-DANISH CULTURAL FOUNDATION



SUOMALAIS-TANSKALAINEN
KULTTUURIRAHASTO
KULTURFONDEN FÖR
FINLAND OCH DANMARK

The Finnish-Danish Cultural Foundation works to further improve contact and cultural exchange between Finland and Denmark. The aim is to achieve a greater level of mutual knowledge of each country.

The Foundation awards grants and stipends to individuals, organisations and associations for various social and cultural projects. It also conducts its own activities, often in cooperation with Hanaholmen.

In January 2017, the Foundation celebrated Finland's centenary by helping to finance the Finnish National Ballet's production of The Snow Queen at the Royal Danish Theatre in Copenhagen. The Finnish-Danish Cultural Foundation also contributed financial support for a new edition of the Kalevala in Danish.

The Foundation's board consists of eight board members and their personal deputies. The Ministry of Education and Culture in Finland appoints the Finnish board representatives.

FINNISH-DANISH CULTURAL FOUNDATION – BOARD 2017

Finland: Vuorineuvos "mining counselor" Juha Rantanen (chair), ballet director Kenneth Greve, head of department Veikko Kunnas, author Rosa Liksom. Deputies: sales manager Markus Ikäheimonen, curator Maria Didrichsen, economist Tarja Cronberg PhD and publications planner Arto Mäkinen.

Denmark: Honorary consul-general at the Embassy of Finland in Copenhagen Fritz Schur (chair), member of the Norden Association's national board Birte Fangel, lecturer Jakob Steensig, author Lise Bidstrup. Deputies: member of parliament Morten Løkkegaard, member of the Norden Association's national board Erik Søndergaard Rasmussen, author Steen Svanholm, professor Pirkko Raudaskoski.

FINNISH-NORWEGIAN CULTURAL FOUNDATION



The Finnish-Norwegian Cultural Foundation awards grants and stipends to individuals, organisations and associations for various social and cultural projects. The aim is to stimulate cooperation and increase knowledge of each country.

In addition to the projects arranged in cooperation with Hanaholmen, the Foundation also has its own initiatives. To celebrate the centenary, Finland 100, in 2017 the Foundation contributed to the centenary celebrations that took place in Oslo.

The board consists of six members (three from each country) and their personal deputies. The Ministry of Education and Culture in Finland appoints the Finnish board members.

The Foundation also provides funding for the Finnish-Norwegian Cultural Institute in Oslo. The Foundation appoints the Institute's board and supports its activities via project grants.

FINNISH-NORWEGIAN CULTURAL FOUNDATION – BOARD 2017

Finland: professor Jan Sundberg (chair), master of music Johanna Lindstedt, museum director Susanna Pettersson. Deputies: business consultant Torfinn Slåen, art centre director Jan Förster and Maria Hirvi-Ijäs PhD.

Norway: CEO Christian Bjelland (chair), Secretary General Espen Stedje, CEO Trude Gornæs Ugelstad. Deputies: head of section Brit Holtebekk, sales director Anna-Majja Isachsen and artistic director Lise Nordal.

ICELANDIC-FINNISH CULTURAL FOUNDATION



The Icelandic-Finnish Cultural Foundation stimulates contact and cultural exchange between Finland and Iceland through its activities.

Together with Hanaholmen, the Foundation awards grants and stipends to individuals, organisations and associations. The Foundation also arranges some Finnish-Icelandic events.

The board consists of four members (two from each country) and two deputies.

ICELANDIC-FINNISH CULTURAL FOUNDATION – BOARD 2017

Fil. mag. Ann Sandelin MA (chair), conductor Petri Sakari, senior advisor Eiríkur Þorláksson and architect Málfríður Kristjánsdóttir. Deputies: managing director Pia Michelsson, advisor Áslaug Dóra Eyjolfssdóttir.



HANAHOLMEN IN FIGURES 2017

NUMBER OF EMPLOYEES:

- 58

NUMBER OF VISITORS

- Approx. 60,000 (May–December 2017)
- Of which participated in Hanaholmen's programme: 14,000

REVENUE:

- Hanaholmen's conference hotel: EUR 2.8 million
- Hanaholmen's programme department: EUR 2.1 million

Total revenue: EUR 4.9 million

PROGRAMME FUNDING:

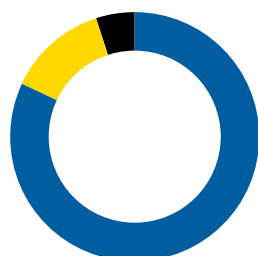
- Government funding (Finland, Sweden): 570,000
- Nordic funding: 130,000
- Grants from the Swedish-Finnish Cultural Foundation: 490,000
- Participant fees: 50,000
- Other external contributions: 860,000

Total: EUR 2.1 million. All the profits from the conference hotel go towards the programme department's events.

VISITORS WHO PARTICIPATED IN HANAHOLMEN'S PROGRAMME

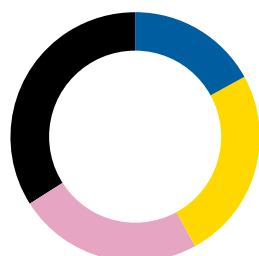
*based on the visitors' own feedback

COUNTRY FROM WHICH
THE VISITOR CAME:



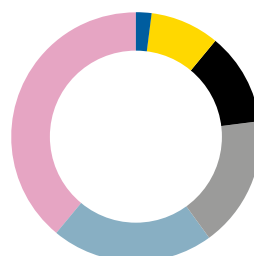
■ Finland
■ Sweden
■ Other

THE VISITOR PARTICIPATED AS:



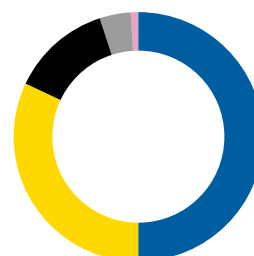
■ Representative for company
■ Representative for the public sector
■ Representative within a third sector organisation:
■ Private individual

AGE:



■ 15–20
■ 21–30
■ 31–40
■ 41–50
■ 51–60
■ 61–

THE EVENT PROMOTED COOPERATION
AND INFORMATION EXCHANGE BETWEEN
PLAYERS IN SWEDEN AND FINLAND



■ Completely agree
■ Agree
■ Have no opinion
■ Disagree
■ Completely disagree

HANAHOLMEN MANAGES FOUR NORDIC FOUNDATIONS

The Foundations' carrying amount/market value 2017

- Swedish-Finnish Cultural Foundation (Principal): EUR 32.8 m/EUR 41 m (Finland)
- Finnish-Norwegian Cultural Foundation EUR 4.1 m/EUR 4.6 m (Finland)
- Finnish-Norwegian Cultural Foundation EUR 4.9 m/EUR 5.6 m (Finland)
- Icelandic-Finnish Cultural Foundation EUR 960,000/EUR 1,000,000

Own projects/grants 2017

- Sweden and Finland: approx. 650,000/approx. 300,000
- Finland and Denmark: approx. 85,000/approx. 58,000
- Finland and Norway: approx. 43,000/approx. 87,000
- Iceland/Finland: approx. 4,500/approx. 30,000

FINLAND AND SWEDEN IN DIALOGUE OVER FOREIGN AND DEFENCE POLICY

Hanaholmen is an active player in the Finnish-Swedish defence and foreign policy discussion.

Foreign and defence ministers, members of parliament, researchers and other representatives for civil society regularly meet here for in-depth analytical discussions of Finnish-Swedish and Nordic cooperation.

The participants test out ideas and hold detailed talks on major national and international issues. These discussions are often followed with great interest by the media and by decision-makers and politicians not only in Finland, Sweden and the Nordic region but also by those outside Nordic circles.





HANATING

Hanating is a defence and security policy forum held at Hanaholmen in 2017 that was attended by both current and former Finnish and Swedish defence ministers.

The seminar, which was arranged in partnership with the Swedish-Finnish Cultural Foundation and the Swedish central association Society and Defence, focused on how the two countries can strengthen their defences, both individually and together, and on the importance of the Baltic Sea in security policy matters.

Open dialogue

According to Minister Jan-Erik Enestam, the most tangible thing about Hanating, as with most other seminars arranged by Hanaholmen, is the positive atmosphere created between the players that inspires open and easy dialogue.

"I'm convinced that the format offered by Hanaholmen encourages the players to feel at home and open up in a way that other platforms simply don't," says Enestam.

During the conferences many new encounters arise between ministers, parliamentarians and researchers; discussions which then take on a further role in society's debate in the form of journalistic analyses and new defence and security policy initiatives.

Finland and Sweden have intensified their defence cooperation in a concrete manner.

Jussi Niinistö, Finnish Defence Minister

"The venue and the format mean that Swedish and Finnish representatives can exchange knowledge and ideas in confidence. A fantastic and beautiful environment allows for in-depth discussions on common challenges," says the Swedish MP Karin Enström.

During Hanating, Björn von Sydow, formerly Sweden's Minister for Defence and currently chair of the Defence Commission, pressed for greater bilateral cooperation within civil preparedness and emergency management. His words fell on fertile ground among the delegates and aroused interest at the Finnish ministries.

"Hanating offers a versatile and professional setting for the discussion of complex issues. It's important for both Sweden and Finland to summarise where the political and military leadership are at present, and this is where Hanating fulfils a vital function," declares von Sydow.

In December 2017, the Defence Commission in Sweden submitted a report proposing how the new civil defence organisation could be built up in the future.

I'm proud of the Finnish-Swedish cooperation and it's something that can be developed still further.

Peter Hultqvist, Swedish Defence Minister

HANALYS

Hanalys is a new foreign policy debate forum that was held at Hanaholmen for the first time on 6 September 2017.

The forum, which was arranged in partnership with the Swedish-Finnish Cultural Foundation and with the foreign ministries of Finland and Sweden, brought policy decision-makers together with researchers, experts, people from the business community and analysts. The debate covered the challenges facing international society and what contribution Finland and Sweden can make to any attempt to tackle these.

Notable delegates included Finland and Sweden's foreign ministers Timo Soini and Margot Wallström; the vice chairman of the German Bundestag Committee on Foreign Affairs Franz Thönnies; Estonia's former foreign minister Marina Kaljurand; Finland's former defence minister Stefan Wallin; and the US ambassador John C. Kornblum. Kornblum is considered to be one of the foremost US experts on Europe and transatlantic relations.

Jan Eliasson, former Deputy Secretary-General of the United Nations, gave the keynote speech at the seminar.

"I'm a proponent of horizontal rather than vertical work. We should leave our silos and open up, broaden and intensify the dialogue to involve ministers, parliamentarians, researchers, the business community and young people. It's important to realise that all players need to take part in the talks on how we build our societies," says Eliasson.

He believes that more dialogue and open conversations are needed at every stage of the process. Hanalys and other conferences arranged by Hanaholmen play a key role in the Finnish-Swedish foreign and security policy talks, but the impact does not stop there. Hanaholmen also has a key role in the talks on Nordic issues.

"The Nordic group is important, not just for ourselves but also increasingly at international policy level. Our collaboration is incredibly meaningful and our social models are the object of ever-increasing interest in the outside world. What Hanaholmen does has a real impact," declares Eliasson.

Stefan Wallin, a former Finnish defence minister, agrees. He believes that Hanalys provides new impressions and facts as well as interesting social contacts.

"There is always something going on in security policy circles in both our countries, and despite us starting from slightly different premises, we do have a lot in common. That's why Hanalys and Hanating are excellent forums for high-level, open dialogue. And what's more, the discussion spreads like ripples in water when the audience extend the debate on a broad front," Wallin points out.

Hufvudstadsbladet columnist Yrsa Grüne has written several analyses and articles on Hanaholmen's foreign and defence policy seminars. She often visits Hanaholmen events because they offer an in-depth experience and thus extra value in foreign and defence policy issues.

"Hanating and Hanalys help to improve understanding of Finland and Sweden's stance on defence policy. This is information that I've then been able to present to our readers in a clear and digestible format," explains Yrsa Grüne.

Hanaholmen gives journalists access to interview important and interesting people, a factor which Grüne believes to be meaningful.

"The concept of a seminar where key personalities are also made available for interviews works really well; we saw that with the foreign and defence ministers Jussi Niinistö and Peter Hultqvist last time. Having said that, we could develop media work further by organising more informal chats with journalists, something like the press breakfasts that the ministries arrange," says Grüne.



Hanalys and Hanating have already become concepts that arouse interest and attract high-profile panelists and audience members. The format is ambitious and serious, yet relaxed and open – as it should be when Sweden and Finland are in talks. And then there is the social side of things, which is very important
Stefan Wallin, member of parliament and former defence minister



GLOBSOL

Globsol is a forum for young people from Sweden and Finland aged between 18 and 22. The aim of Globsol, which is held in November every year, is for the participants to make new contacts and work together on topical issues in workshops and through lectures and discussions.

Globsol stands for global solidarity and is a politically independent forum open to everyone which emphasises inclusion and diversity.

"At this year's Globsol I learnt a great deal about subjects that interested me. What was just as valuable and inspirational was that I met so many people who shared my views and who I can meet up with again the next time I visit Stockholm. If anything, that's what helps to boost the interaction and ties between Finland and Sweden," says Beata Nyberg from Finland.

Finland-Swedish participant Kalle Kinnunen also highlights the importance of the personal meetings that Globsol makes possible.

"The MP Maarit Feldt-Ranta, who was the opening speaker, said something that resonated with me. She told us that the future is not yet written and that young people like us are the ones who will write it. With this insight, I know that Globsol is important; people who would never have crossed paths otherwise did so this weekend and that was thanks to Globsol and everyone who made the weekend a reality," says Kalle.

Over the course of 2017, Globsol activities fell under the umbrella heading of Young People as Peacebuilders. For three whole days, those taking part worked together with experienced discussion leaders, speakers and arrangers, debating peace, security and inclusion. The forum attracted just over 40 young people with different backgrounds from several different regions in both Finland and Sweden.

"Getting to take part in such a quality programme and at a place like Hanaholmen was a magical experience. It was a weekend where I got to do a lot of things I'd wanted to do for a long time: speak more Finnish, meet new people, explore Finland and shore up my youthful idealism. I'll be living off that energy for a very long time to come," says Kalle Kinnunen.

All those who attended were given the opportunity to pick one of the year's three themes – the female role in peace processes, peace work at grassroot level and radicalisation – and then to work on this theme in a workshop. The idea here is that the participants will acquire tangible tools that enable them to continue their commitment to the cause even after the forum has come to an end.

"I took part in a workshop on the role of women and girls in building lasting peace. We discussed the factors that prevent women from being involved in the change work: lack of education, violence and an unstable social position. Then we were split up into groups where I learned about these topics in more detail. Now I can be more critical and have a broader understanding when these issues are being discussed," explains Beata Nyberg.

Globsol can thus also be a major step in someone's personal development.

"Globsol opened the whole world up to me. It was a situation in which I learned a huge amount about a topical issue but also had the chance to finally express myself in my native language. We all possess something important that we can contribute and none of us really has time to sit and worry that other people might find us irritating," asserts Kalle Kinnunen.

The MP Maarit Feldt-Ranta said something that resonated with me. She told us that the future is not yet written and that young people like us are the ones who will write it.
Kalle Kinnunen



SOCIETY AND DEBATE

Hanaholmen works to promote cooperation between Sweden and Finland within culture, society and business.

Many seminars are arranged under the remit of the cultural centre where topical socio-political and cultural issues are debated. The idea here is to promote topics that lead to discussion and debate at the venue and to concrete policy and social decisions at a later date.



HANAFORUM

Hanaforum is aimed at decision-makers, academics and other stakeholders, and creates discussion on relevant society-based themes.

In 2017, Hanaforum covered domestic policy issues such as social and healthcare reform, national security in both Sweden and Finland and also the reform of parental leave. Hanaforum also took up major international issues such as Britain's exit from the EU, referred to as Brexit.

HANAFORUM – HEALTHCARE REFORM

Hanaholmen's healthcare reform seminar is an excellent example of the type of event that falls under the umbrella term of Hanaforum.

2017 saw two seminars on healthcare reform, one in the spring under the heading 'What can we learn from freedom of choice in Sweden' in partnership with the HANKEN Center for Corporate Governance, and one in November under the heading 'Competition in healthcare, a threat or an opportunity', in partnership with the Hanken School of Economics and Sitra, the Finnish Innovation Fund.

Both of these seminars focused on comparisons between Finland and Sweden and on what Finland can learn from Sweden, something which captured the media's interest.

Apart from the extensive media coverage, the events also received good response from those participating and the themes were very thought-provoking. The audience was of the opinion that the seminars promoted cooperation between Finland and Sweden, while also stimulating open discussion about both countries.

I definitely think that we should follow up on how the healthcare reform is going to start in Finland and check right away that we can learn from how Sweden adjusted its plans and what impact this had on the outcome.

Seminar participant

It is such a major issue that there are many aspects to discuss. The event offered even further insight into the subject.

Seminar participant

Tom Berglund, a professor at Hanken who participated in the latter of the two events, says the seminar went very well, garnering extensive publicity in the media.

"My assessment is that with this project we have made a clear contribution to dispelling some of the prejudices and fears that still exist about the efforts to introduce effective competition in our social and healthcare system," asserts Berglund in a statement.

hs.fi

yle.fi

hbl.fi



TANDEM LEADERSHIP

Tandem Leadership is a leadership programme that endeavours to build new networks between ambitious young leaders and future leaders in Sweden and Finland aged between 25 and 35.

The programme, which is run jointly with the Swedish-Finnish Cultural Foundation and the Tandem project office in Stockholm, handpicks twenty people from Sweden and Finland who meet at three two-day meetings in order to discuss and work through topical Swedish-Finnish issues. The participants have a business, politics, media and academic background.

"You get to meet lots of people from different backgrounds and gain a greater and wider understanding of all manner of things," explains leadership consultant Johanna Hannus.

Communications director Eero Rämö agrees wholeheartedly.

"The entire programme is about working together with people from Finland and Sweden. Everyone works in groups and tries to solve problems in a Nordic way," explains Rämö.

The first Tandem Leadership meeting was held in March 2013 and since then the programme has become established as an important actor and meeting place for young leaders.

"It's incredibly vital for Finland and Sweden to use their long shared history to help them work together and try to find a solution for how the Nordic region can be part of the rest of the world," says marketing director Krista Korelin.

Sweden and Finland are two countries with a great deal in common, but there are also cultural differences that emerge in different situations of varying importance.

"Even if I as a Finn know Sweden well and am very familiar with what goes on there, new perspectives still arise whenever I come face to face with someone from Sweden," says researcher Christian Norocel.

As a way of enhancing and encouraging the collaborative capital that has been built up, the participants are included in Tandem Leadership's alumni scheme at the end of the programme year. This scheme provides for the creation of additional networks, something which in turn results in collaborations that transcend the boundaries of individual sectors.

The encounter with people from different backgrounds, with different work experiences and knowledge, results in a dynamic that is rewarding and meaningful for the participants, a feeling which they take with them once the meeting has come to an end.

"When we combine people from different sectors who look at issues from different perspectives, it's possible to create something new together," asserts Noora Löfström, an expert on international relations.

THE NEW NORDIC REGION

The theme for the network programme 'The New Nordic Region' in 2017 was Inclusion in the Nordic countries and what shape the Nordic societies will take in the future. This programme attracted a total of 22 participants from all the Nordic countries and together they produced a declaration comprising 10 theses.

"It doesn't take much to start thinking of the Nordic region as an arena. The more we do that, the greater the things that can be achieved," says Adam Tumidajewicz from Norway.

The New Nordic Region is primarily aimed at active people aged between 25 and 35, and the idea behind it is that they will forge lasting personal relationships across national borders. The education programme includes group work and even visits to embassies.

"The coolest thing about this project was when we got to have lunch at the Swedish embassy and meet all the Nordic ambassadors," says Emil Warras from Finland.

The idea behind 'The New Nordic Region' is that the young people themselves will develop a new agenda for the Nordic countries and come up with models for implementing such an agenda. The network programme is arranged in partnership with the Swedish embassy in Helsinki and financed by all four bilateral Nordic foundations managed by Hanaholmen.

"I've met people from Finland, Iceland, Sweden and Denmark. It's really exciting to see the cooperation that already exists across national borders, but I also think it could be a lot better," states Solveig-Marie Håland, a Norwegian participant.

COLLECTIVE HOUSING

In 2017, working together with the Finnish-Danish Cultural Foundation, the Finnish Ministry of the Environment and the Danish embassy, Hanaholmen arranged a seminar on collective housing.

The premise for the seminar was Denmark's experiences of housing reform, a policy area that is not as developed in Finland. The delegates assembled to debate the topic included minister and researcher Tarja Cronberg, who has personal experiences of collective housing, Anna Falkenstjerne Beck from the Danish Building Research Institute (SBI) and Helena Säteri, the Director General of the Finnish Ministry of the Environment.

The debate led to discussion in social media and both national newspaper Helsingin Sanomat and industry newspaper Rakennuslehti published two articles on the subject.

Yhdessä -moderni yhteisöasuminen -tilaisuudessa Line Barfod Tanskasta tuo esiin, että yhteisöasuminen on yksi toimiva tapa tuoda kestävän kehityksen tavoitteet käytäntöön #SDG2030 Tälle peukutan. #ikäaske #kestäväkehitys #valli_ry
Virpi Dufva



"Yhteisöllisyys on yksinäisyyden taklaamista" @kimmonronka @Hanaholmen @yministerio #yhteisöasuminen

Jenna Hirvonen



Svar till @HelenaSateri @Hanaholmen @yministerio Suomessa on tilaa ja tilausta uusille asumisen malleille #yhteisöasuminen kiinnostaa @yministerio

Helena Säteri

"In Denmark, the state supports the process of transforming empty buildings into collective housing.

Communal housing can also provide employment for people who would not otherwise cope in the labour market."
Helsingin Sanomat
November 3 2017



BUSINESS

Hanaholmen's business seminars have already become a genuine concept among political and economic representatives in both Finland and Sweden.

The seminars, which are held regularly each year and vary in size, usually see the large auditorium packed to the rafters. The reason for this is the topical themes that these seminars represent, as well as the knowledgeable and respected speakers.

The greatest success in terms of both content and audience in 2017 was the business event Futureforum. When it comes to speakers, Futureforum was also one of last year's leading business seminars held in Finland.

FUTUREFORUM

Futureforum is an event at which heavyweights of all ages from Sweden and Finland gather together to find new ways of stimulating our countries' economy and development.

Futureforum focuses on current topics such as digitisation, innovation and productivity, and tries to find solutions to thorny issues. In 2017 the seminar was attended by people representing the elite of Finnish-Swedish research, politics and business, with even Estonian president Kersti Kaljulaid taking part. Other notable speakers included Nobel prize winner Professor Bengt Holmström and the CEOs of Volvo, Kone, Nordea and Stora Enso, not to mention several ministers. The event received lots of positive feedback afterwards



DN editor-in-chief Peter Wolodarski; partner Anna Granskog, McKinsey; CEO Kasper von Koskull, Nordea and senior advisor; co-founder Sara Öhrvall, Mindmill Network.

Important themes that there is good reason to examine again. The event showed that dialogue is needed at a high level to intensify the cooperation between Sweden and Finland. And to learn from Estonia.

Seminar participant

Research collaboration in the three fields mentioned by Marcus Wallenberg: (1) life science, (2) wood material research and (3) digitisation and artificial intelligence could perhaps be highlighted in the Swedish-Finnish relationship in suitable ways.

Seminar participant

Thank you for a very inspiring and, in my opinion, important event. It was very useful for prompting discussion and focusing on important issues.

Seminar participant



The Finnish Society of Food Science and Technology's tweet about Hanaholmen's Futureforum was the association's most popular tweet in 2017 with 170,700 views.



DISSEMINATION IN SOCIAL MEDIA

The majority of those participating in Futureforum came from Finland, but a significant proportion, 25%, came from Sweden. High-quality photographs, a short film and a written summary which were sent to the participants afterwards and shared via social media helped to spread the message about what was covered at the seminar.

Futureforum was also trending on Twitter in both Sweden and Finland during and immediately after the seminar:



*@pvesterbacka Did you know that #fforum was Trending Topic for 12 hours?
→ <https://t.co/yZ6Q8cItwz> @Hanaholmen #trndnl
Trendinalia Sweden*



*Quite extraordinary! CEOs of @KONECorporation @storaenso @volvocarsglobal and Royal Swedish Academy on stage at the same time.
#Fforum <https://t.co/OHQuxVUMmI>
Maija Tommila*



*Great ministerial meeting between @shekarabi & @AnneBerner at @Hanaholmen today. Focus on potential Finnish-Swedish cooperation on #digitisation. #fforum <https://t.co/cpK4mspW4H>
Anders Ahnlid*



*Viron presidentti @KerstiKaljulaid piti poikkeuksellisen mielenkiintoisen ja konkreettisen puheen #fforum'issa - digiyhteiskunnan puolesta. <https://t.co/vd3bHB62lY>
Kaius Niemi*



*Pär Nuder: the world's two most mutually integrated countries, Finland and Sweden. #fforum
Nina Arkilahti*

BREXIT

Hanaholmen's Brexit seminar is an example of a business event extending a little beyond the Swedish-Finnish cooperation and perspective. Having said that, even two small countries like Sweden and Finland are affected by the comprehensive changes that Brexit will mean for the EU and business activity as a whole.

The Brexit seminar, formally called The Politics and Economics of Brexit, was well-received by the audience. The top drawer speakers, such as Aalto University's Professor Emeritus Sixten Korkman, the Confederation of Finnish Industries' leading expert Janika Ylirakajula and the Nordic Investment Bank's President and CEO Henrik Normann, gave those attending an appetite for more:

Brexit is a process that it's difficult to gain an overview of. This process will take time, but it is worthwhile following it as it progresses. Assessment and follow-up are very important. I propose we hold an update seminar in the autumn and in the spring.

Seminar participant

This event was the beginning. Perhaps some small-scale follow-up discussions should be arranged. The global political arena, and Britain's position in it, is changing rapidly. Even in Brexit, the EU is not the only control group. How will the emerging economies change the world order? From an Asian point of view, one member state leaving the EU is probably not that dramatic a phenomenon.

Seminar participant

Let's revisit the topic 'Politics and Economics of Brexit' after two years and see how everything is going. All it needs are the words 'Two years after' in front of the title...

Seminar participant

KNOWLEDGE AND EDUCATION

Hanaholmen and the Swedish-Finnish Cultural Foundation offer a huge number of courses and seminars for school teachers, university lecturers, researchers, journalists and other interested parties.

The courses cover everything from general further training or advanced training to a range of courses in language and culture.

Together with the other Nordic cultural centres Voksenåsen, Schaeffergården and Lysebu, Hanaholmen forms the Nordic Pearls network, which in practice means a joint course programme offered to student teachers throughout the Nordic region. Biskops Arnö, the Nordic Folk High School in Sweden, is also part of this programme.

The objective of the pearl courses is to boost interest in language and culture through a brief stay in another Nordic country and by completing a course in one of the neighbouring languages. The idea of the courses is to show the student teachers exactly how closely related the Scandinavian languages are to each other. The teachers are also offered materials for teaching about the Nordic countries and help forming Nordic networks.

"Over the years Hanaholmen has proved to be a very important and much appreciated venue for further training for teachers. The training it provides has enabled teachers to become involved in minority work here in Sweden too," explains Sirpa Humalisto, chair of SFIL, the Finnish Teachers' Association in Sweden.

Humalisto emphasises the importance of cultural exchange and education across national borders.

"Hanaholmen serves as an excellent bridge-builder for teachers and students of Finnish in Sweden. We need an expert and objective approach to our education and we're grateful for the initiatives in place in this area," asserts Humalisto.

In Norway, the University College of Southeast Norway has benefited hugely from the programme offered by Hanaholmen.

"On the field trips we take part in a full academic programme that includes lectures on the Finnish language, as well as Finnish culture and history. We also visit cultural and educational institutions and meet Finnish students. The exchange of knowledge is extensive," explains programme coordinator Ellen Schrumpf.

In her opinion, every visit has led to new knowledge and new contacts being made across national borders.

"Without these contacts, our knowledge of Finnish history and culture would have been limited. Finland would quite simply be an alien country," adds Ellen Schrumpf.

Her colleague, teaching assistant Jens Johan Hyvik, agrees.

"A place like Hanaholmen is of enormous importance when it comes to promoting cultural exchange between Norway and Finland. For many students, going on field trips to the cultural centre is a real eye-opener. This type of institution is more important now than it ever has been," says Hyvik.

Within the framework of the Svenska nu (Swedish now) network, which is run by Hanaholmen, comprehensive further training for teachers is also offered, with around 1,500 to 2,000 teacher contacts each year in the form of courses and seminars.

For maximum visibility among Swedish-language teachers, the further training sessions are coordinated with Svenska nu's other programmes and the production of teaching materials. The further training designed to enhance skills is also intended to support the objectives in the syllabus and to promote current paedagogical research. Svenska nu maintains a constant dialogue with teacher trainers and Nordic languages departments at the universities in Finland. The network works closely not only with specialist teacher associations and regional language teacher associations, but also with the regional authorities.

There is a major need for teaching materials that utilise the technical possibilities for language teaching offered by mobile tools. Svenska nu is consciously focusing on developing new and interesting teaching aids that supplement the programme offered by the network. The teaching materials also need to benefit groups of students who are unable to visit the school. The teachers must be able to use the material independently in their teaching.

HANAHOLMEN'S COURSES 2017

Pearl courses: Language and culture in Finland	
	Getting to know Finland: Language and culture in Finland for students from Norway
	Getting to know Finland: Language and culture in Finland for students from Denmark
	Finnish summer course: Finnish language and culture for Scandinavians
Courses and further training for teachers at Hanaholmen	
4–6 May	Further training days for Swedish-Finnish students
23–25 November	Finland 100 – Getting to know Finland for teachers in Sweden
18–19 May	Spring meet-up 2017 – further training for Swedish teachers at vocational colleges
31 July – 2 August	Association of Swedish Teachers in Finland's summer course at Hanaholmen
23–25 November	"Cracking the code" – introduction to neighbouring language didactics
11 November	Association of Swedish Teachers in Finland's autumn further training
11 December	Update your Swedish skills – further training for teachers and other personnel within the education sector
22 September	Nordic education day for civil servants (Kavaku)

HANAACADEMY

HanaAcademy, run by Hanaholmen and the Swedish-Finnish Cultural Foundation, works to promote educational and research policy cooperation between Sweden and Finland. In 2017, HanaAcademy launched several major projects at the same time as projects already in progress continued to evolve and produce results.

In its strategy for 2017–2020, Hanaholmen has defined the following three focus areas: peace, security and inclusion; culture, knowledge and education; and sustainable welfare. HanaAcademy was active in all three focus areas during the course of 2017.

Within the focus area of peace, security and inclusion, HanaAcademy has helped Nordic research groups with their applications to the Finnish Defence Forces' research section, i.e. the Scientific Advisory Board for Defence (MATINE), and to the Joint Nordic Council for Applied Research (NORDFORSK). HanaAcademy has also gathered Finnish and Swedish researchers to analyse acts of terror committed in Stockholm and Turku.

"Hanaholmen is a useful link between Finnish and Swedish society. Not just when it comes to research, but also in the public conversation in general. From a Swedish perspective, it's very important because otherwise Finnish is often forgotten," explains Johanna Ringarp PhD, a senior lecturer in the history of education at Stockholm University.

Ringarp has collaborated with Hanaholmen numerous times over the course of several years.

"I've gained some good contacts, new insights into my research and information on the similarities and differences between the countries in terms of both society in general and the research field. HanaAcademy highlights issues that could take on another level of importance because they reveal different perspectives on Finnish society and the relationship with Sweden and other countries," says Johanna.



DRIVING FORCES OF DEMOCRACY

The research project Driving Forces of Democracy, which was launched by the Swedish-Finnish Cultural Foundation and Hanaholmen in 2017, is the most wide-reaching of the new research initiatives for 2017.

This project examines the evolution of democracy in Sweden and Finland between 1890 and 2020. It is a collaboration between researchers from Södertörn University, Stockholm University, the University of Helsinki and the University of Jyväskylä, and reached its peak in 2017 when many of the findings of the project were reported and publicised via different forums in Sweden and Finland.

The arenas in which the project has been presented include the book fairs in Gothenburg and Helsinki in the autumn of 2017 and the Almedalen and SuomiAreena political weeks in July of that year. Several events related to the project were also held at Hanaholmen over the course of the year.

The Driving Forces of Democracy also highlighted Finland's 100-year anniversary in partnership with the Swedish and Finnish parliaments; the project has also been brought to a wider public thanks to the TV series 12 ting som skapade Finland (12 things that created Finland), a programme that reached a wide Finnish audience.

Working together with the Danish Folk University and Swedish Folk University, HanaAcademy has become involved with the pan-Nordic culture and science festival Nordic Nights, which attracted around 350 visitors to Hanaholmen over a single weekend in June.

"Here at the University of Helsinki, we truly believe in Nordic cooperation within science and education. Many top researchers have stressed the importance of the Nordic networks when they were building their own careers in research," says Pia Dolivo, who is in charge of Communications and Community Relations at the University of Helsinki.

According to Dolivo, Hanaholmen has an important role to play when it comes to improving the visibility of Nordic researcher collaboration and creating new, cross-border contacts.

"The science and education policy issues are often identical in the Nordic countries, although the change processes are not the same so we do have a great deal to learn from one another. Hanaholmen brings together decision-makers and researchers, creating positive visibility through its seminars," adds Dolivo.

NORDIC CITY CHALLENGE

Within the area of sustainable welfare, Nordic City Challenge was HanaAcademy's biggest initiative in 2017. It is an intensive three-day course focusing on urban town planning that is held each year.

The idea is that those taking part will work on genuine projects that could contribute to the development of sustainable towns and cities. Nordic City Challenge involves a total of around 20 students from all the Nordic countries plus just over 10 experts from the university world, authorities, business and civil society.

The theme for Nordic City Challenge 2017 was urban art and design. During the project the students were divided into groups containing participants from several different countries; their task was to produce sustainable proposals for the Helsinki district of Bôle. Extensive construction projects are currently in progress in this district, where art is also taking on a significant role.

HELSINKI SHOWING AN INTEREST

On 1 November 2017, 24 Nordic students from five different countries presented their plans for the Bôle area of Helsinki.

The winning proposal was presented by the group Eco Art 2, whose members were students from Finland, Sweden and Denmark. For a period of two weeks from 20 November, all the competition entries were available to view at Laituri, the City of Helsinki's information and

exhibition space, and on the project's websites.

The City of Helsinki and other stakeholders have taken part in the competition as mentors and jury members, meaning they are free to make use of the students' work in urban planning or other activities. Helsinki has also shown an interest in integrating the students' work into its neighbourhood development programme.

"Those taking part in the Nordic City Challenge competition represented many different disciplines of study and this is reflected in the interesting and diverse results. Some of the ideas that were presented could easily be further developed if we find suitable projects or partners," says architect and jury member Elina Suonranta, who works for the City of Helsinki.

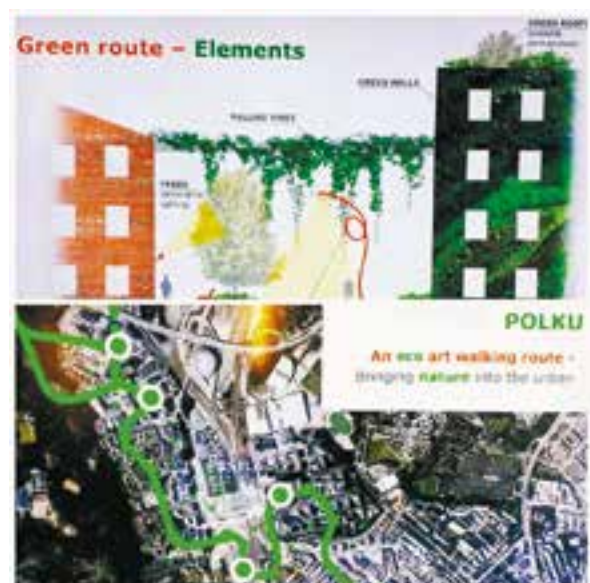
According to Suonranta, the students had developed ideas on a very broad level about how east, west and central Bôle could be improved in a way that benefits the residents. Among other things, it is a matter of how routes can be established to link the various parts of Bôle and to enhance the presence of nature in the area, as well as getting the residents involved in their community and promoting their social engagement.

"I'm very keen to take part in projects similar to the Nordic City Challenge in the future too. The great discussion that was initiated with the other judges could easily be taken further," says Suonranta.

Nordic City Challenge is arranged in collaboration with the Urban Academy, the University of Helsinki, Aalto University and Nordic Sustainable Campus Network, NSCN. The project is funded by Nordplus Horizontal.



The winning team of NCC 2017: Eeva-Maija Ekman, landscape architecture student at Aalto University; Thomas Rahbek, global health student at the University of Copenhagen; Aapo Markkula, arts management student at the Sibelius Academy of the University of the Arts Helsinki; Madeleine Larsson, social sciences student at the University of Gothenburg; and Maria Viitanen, spatial planning & transportation engineering student at Aalto University.



Model of the winning entry



NEW NETWORKS WHICH HANAHOLMEN HAS PARTICIPATED IN OR CREATED — A SELECTION:

- Security policy research cooperation with the universities in Turku, Tampere and Lund, the Finnish and Swedish defence forces and the Åland Islands Peace Institute.
- Educational and cultural historical collaboration with the universities in Helsinki, Stockholm and Uppsala.
- Fostering democracy in schools in partnership with the universities in Oulu, Helsinki, Gothenburg and Umeå.
- Baltic research in partnership with the universities in Helsinki, Stockholm and with Viking Line (Baltic bridge).
- An expert group meeting on validation issues within the health and medical care sector. The objective is to exchange experiences and practices between our countries, but also to discuss a possible legislative change in validation processes. The delegates are experts from Sweden and Finland.
- The Svenska nu network has held talks with the central labour market organisations about the importance of language skills in Finland. Talks have been held with the Federation of Finnish Commerce (FFC), the Finnish Confederation of Professionals (STTK), the Confederation of Unions for Professional and Managerial Staff in Finland (Akava), the Confederation of Finnish Industries (EK) and with the public sector and church employers.
- Svenska nu encouraged student Swedish teachers to familiarise themselves with and assess the network's programme in conjunction with the Svenska nu days at Hanaholmen.
- The New Nordic Region. Aimed at active people aged between 25 and 35, the objective being that they will create personal relationships across national borders.
- More Art! brings together municipalities from Sweden and Finland to compare different ways of acquiring and procuring art for public spaces. During 2017, More Art! organised a number of open seminars in various municipalities around Finland.
- Open Call. Creates networks and contacts between artists in Sweden and Finland.
- The Institute for Future Studies in Sweden. Word value survey and equality issues.



SVENSKA NU

The activities of Hanaholmen's Svenska nu network are based on three aspects: paedagogics, bilateralism and society.

The paedagogical goal is to increase young Finns' interest in and motivation for learning Swedish, and to lower the threshold for being able to speak Swedish.

The bilateral aspect is intended to strengthen the ties between Finland and Sweden and to complement the Anglo-Saxon culture.

The society aspect in turn is intended to have a positive influence on the general attitude towards Swedish.

Svenska nu is coordinated by Hanaholmen and financed by the Swedish-Finnish Cultural Foundation, the Swedish state, the Finnish state, the Swedish Cultural Foundation in Finland, the Friends of the Swedish Folk School (SFV), Stiftelsen Tre Smeder, Konstsamfundet, the Swedish Cultural Foundation in Pori, the Society of Swedish Literature in Finland, Understödsstiftelsen för Arbetets Vänner Huvudföreningen and Nordplus Nordic Languages.

SVENSKA NU REACHES OUT

Through its work, Svenska nu reaches a great many teachers, politicians and pupils in Finland. These days this means more than 80,000 people, 64,000 of whom are pupils and teachers who took part in the Svenska nu programme in 2017. There were twice as many teacher contacts compared to 2016 – more than 3,300 teachers took part in the further education training and the Svenska nu programme in 2017.

Svenska nu's new teaching material website Plugga nu (Study now) was launched in 2017. Compared to 2016, the number of visits and the number of users as well as the number of page views rose dramatically for this website.

Svenska nu launched a brighter and visually more attractive website in 2017. Thanks to this refresh, it's now easier to navigate the site and gain an overview of what's on offer. The website is now also responsive and available on multiple technical platforms.

Most of the Svenska nu network's activity takes place on Facebook. The network's Facebook followers increased by around 20–30 people per month in 2017 and this trend has remained steady. Svenska nu made more than 660 Facebook posts over the course of 2017. The number of posts was restricted to just two or three per day so that each one would have greater visibility.

OVERVIEW OF THE PLUGGA NU TEACHING MATERIALS WEBSITE

	Result for 2017	Result for 2016
Number of sessions, i.e. total number of visits during which the website was used actively	9 400	7 212
Number of users who made at least one visit to the website during the whole year	6 213	4 951
Total number of page views during the - one page can be counted several times	29 729	17 600



Martin Appel, Svenska Nu on tour

SCHOOL VISITS

For quite some time, the Swedish freelance journalist Martin Appel has been touring Finnish schools and speaking to the pupils in Swedish under the auspices of Svenska nu.

"I was a little nervous before I started and expected a lot of very negative vibes because I'd read quite a lot about compulsory Swedish in schools. Yet I've never experienced any vibes like that. Quite the opposite in fact; I've had an incredibly positive reception from both teachers and pupils," says Martin.

During the lessons he talks about Swedish media, shows funny YouTube clips and suggests good TV series for his audience to watch.

"Sometimes I think that it's the adult world's values that create a negative feeling towards Swedish, not the pupils', something also demonstrated by statistics. For them, whether or not they have compulsory Swedish is not important. Swedish is just like any other subject at school, some children enjoy it while others think it's really boring," Appel elaborates.

ANNIVERSARY YEAR

Svenska nu's activities during 2017 were characterised by two anniversaries: Finland's centenary and the Svenska nu network's own 10-year anniversary. To mark Finland 100, Svenska nu implemented the My Finland is Your Finland project in which the pupils were given the chance to reflect on their identity in Swedish.

2017 also saw Svenska nu days being held at Hanaholmen featuring workshops for Swedish-language teachers, student teachers, school classes and network partners. Over both the seminar days, a large number of teachers and student teachers were able to analyse and rate Svenska nu's work, as well as exchanging thoughts and ideas and forging new relationships with each other.

The Finland-Swedish journalist, author and TV presenter Mark Levengood also took part in the programme, giving a personal lecture on language and cultural differences based on his own experiences as a Swedish-speaking Finn living in Sweden.

Hanaholmen is needed as a permanent bridge-builder, to keep coming up with new ways to explain, illuminate and maintain the friendly basis that characterises the relationship between Finland and Sweden, says Mark Levengood.



SVENSKA NU'S ENGINES OF INFLUENCE

Svenska nu attempts to influence national and municipal decision-makers and partners on issues that affect the importance of language skills in society, not to mention the contacts between Finland and Sweden. The network carries out initiatives with headteachers and education chiefs in municipalities in order to draw attention to the status of and opportunities for Swedish teaching in Finnish schools.

Svenska nu is also in dialogue with labour market parties and getting them involved in the theme of the importance of language skills in the Nordic labour market. The aim of this dialogue is to get the central labour market organisations to agree on a common view of the importance of Swedish ahead of the Finnish general election in 2019.

The target group for Svenska nu's work is made up of Finnish-speaking young people, primarily in lower and upper secondary education, but it also has an impact in primary education and at university level too. The network maintains a continuous dialogue with Swedish-language teachers who are already active as well as with universities which train new teachers of Swedish. This is why its activities have also been examined in postgraduate dissertations and other academic papers.



The Svenska nu delegation comprises opinion-formers and decision-makers. Finland's former prime minister Paavo Lipponen is the delegation chairman.



Svenska nu's project manager Mikael Hiltunen travels actively all over Finland talking about the network's work. He also visited the Finnish parliament's culture committee in November to present his opinion on the government's plans for language experiments.

THE IMPACT OF SVENSKA NU'S ACTIVITIES ON THE WORKING ENVIRONMENTS OF SWEDISH-LANGUAGE TEACHERS

	1 = very negative	2 = negative	3 = no impact	4 = positive	5 = very positive	Average
In general	0%	1%	7%	63%	29%	4.19
Students' learning outcomes	0%	1%	57%	38%	3%	3.44
Students' motivation	0%	1%	20%	65%	14%	3.91
Development of your own teaching	0%	0%	12%	69%	19%	4.07

SVENSKA NU

- Offers authentic encounters with the Swedish language and culture in Finnish schools in Finland
- 60,000 direct pupil contacts per year
- Assists lower secondary schools with materials and programmes for teaching Swedish
- Supports the digitisation process in schools through customised programmes
- Further training for teachers
- Brings schools, organisations and cultural actors together on issues relating to the Swedish language
- Promotes the importance of language skills in working life
- Brings the Swedish language to the attention of the general public
- Influences national and municipal decision-makers
- Nordic cooperation

EXTERNAL ASSESSMENT OF SVENSKA NU SHOWS *

- That the network's activities have a wide reach
- That the Swedish-language teachers benefit greatly from Svenska nu when they develop their teaching
- That Svenska nu has a positive impact on pupils' motivation to read Swedish
- That the network documents its activities well
- That the society aspect of its remit has become more important
- That the network takes a contemporary approach

WHAT COULD THE NETWORK DO DIFFERENTLY FOR THE PUPILS?

- More activities in which the pupils have an active role
- Programme outside school
- Programme for vocational, higher vocational and university students

WHAT COULD THE NETWORK DO DIFFERENTLY FOR THE SWEDISH-LANGUAGE TEACHERS?

- Offer ready-made packages and encourage the teachers to think holistically
- Long-term further training that leads to better teaching
- Webinars on current themes
- More focus on development and research

*The assessment was carried out by head of research, lecturer Taina Juurakko-Paavola.

WHAT PEOPLE SAY ABOUT SVENSKA NU

The first time that the pupils have met anyone whose mother tongue is Swedish

A great way to learn Swedish

A boost for both pupils and teachers alike

Without Svenska nu, the Swedish-language teachers wouldn't have survived

SVENSKA NU – ORGANISATION

- Paavo Lipponen, delegation chair
- Gunvor Kronman, steering group chair
- Mikael Hiltunen, project manager

SVENSKA NU – STEERING GROUP

- Hanaholmen – cultural centre for Sweden and Finland
- Finnish National Agency for Education
- Finnish Ministry of Education and Culture
- University of Oulu
- Association of Swedish Teachers in Finland
- Swedish Embassy in Helsinki
- Swedish Institute
- Swedish Cultural Foundation in Finland
- Friends of the Swedish Folk School (SFV)
- Swedish Cultural Foundation in Pori
- Swedish-Finnish Cultural Foundation
- Federation of Foreign Language Teachers in Finland SUKOL

The universities that train Swedish-language teachers in Finland form a network that supports Svenska nu with expert consultancy.



Hanaholmen's art collection reflects trends in Swedish and Finnish visual arts from the start of the 1970s.

ART AND CULTURE

Culture is the hub of Hanaholmen's activities. Everything that Hanaholmen does is basically about culture: Finnish culture, Swedish culture, Nordic culture and world culture.

Hanaholmen attempts to bridge the cultural differences which in spite of everything do exist between Finland and Sweden by arranging joint meetings, discussions and debates. This dialogue and the personal meetings facilitate consensus, understanding and tolerance, all of which pave the way for a relaxed and positive talking culture.

The décor at Hanaholmen, with its focus on fine Finland-Swedish and Nordic art and design, establishes the physical layout and mental space needed for productive discussions and meetings. These attractive areas give Hanaholmen the opportunity to realise its mission as a place to make contacts, as a meeting place for people, thoughts and ideas.

The cultural offering is very extensive, with art exhibitions, film screenings, seminars and events that attract a large number of visitors to Hanaholmen every year.

I've had the chance to stay overnight at Hanaholmen and it's so beautiful and welcoming, a genuinely inspirational environment with fantastically interesting art
Anna Ehn, curator, Uppsala

ART

Hanaholmen has been very active within the field of art; not only has the centre established a brand new outdoor art and sculpture park, but it has also initiated several exciting exhibitions and permanent new artworks indoors.

The quality of the art collection makes it possible to enter into arrangements with leading art museums and other

cultural institutions in the Nordic countries – especially for contemporary art.

"The collection is evolving constantly and creates a space for Nordic art contacts to meet. In actual fact, the art collection is so interesting that parts of it could easily be displayed outside of Hanaholmen," suggests Susanne Procopé Ilmonen.

Procopé Ilmonen is an art curator responsible for the Åland Art Museum, and together with the interior designer Jukka Halminen he provided expert advice during the planning and hanging of Hanaholmen's paintings after the renovation.

"The artwork is very prominent everywhere at Hanaholmen. It's impossible to avoid the art, a factor which makes Hanaholmen interesting and has a major impact on visitors. There's nothing like it anywhere else," says Jukka Halminen.

Susanne Procopé agrees with him.

"Hanaholmen has proved that it's possible to function as an active forum for art and culture. Thanks to the art collection, the gallery, the art park and various lectures, Hanaholmen's art programme is a clear player in the Nordic art and culture debate. Hanaholmen can use its network to bring relevant players together and get things happening," asserts Procopé.

In her view, Hanaholmen could in future further expand its art cooperation programme not just in the Nordic region but also internationally.

"Showing even more contemporary Nordic art from different Nordic countries would help to achieve a broader social dialogue. But it would be more interesting to show Nordic art outside the region in an international arena as a way of promoting our cultures and creating international dialogue," says Procopé.

HANAHOLMEN GALLERY

Hanaholmen Gallery kicked off its brand new exhibition programme with the Swedish artist Astrid Sylwan in June 2017.

The following exhibition, which was held in August, was the result of Finnish artist Kim Simonsson teaming up with the jewellery company Kalevala Koru. More than 1,000 visitors came to see the exhibition.

In 2017 an open call for artists living in Finland and Sweden was also arranged: the artists were offered the chance to exhibit together at the Hanaholmen Gallery in 2018.

This open call resulted in 51 applications, which in practice means that more than 100 artists from Finland and Sweden got involved in the project.

The winners, the Finnish artist Jussi Niva and his colleague Juri Markkula who lives in Sweden, will be exhibiting their work at the gallery in the spring of 2018.



Art gives the place its soul, the artworks interact with the architecture and each other and make the place memorable.

**Anna Ehn, Public Art Curator,
Uppsala Municipality**

THE CORRIDOR!

2017 was a year in which Hanaholmen made sure that several sensational new works of art were created and installed at the cultural centre.

One of the larger pieces is The Corridor!, created by visual artist Susanne Gottberg (born in 1964) and sculptor Markus Kåhre (born in 1969). It is a former staff corridor leading from the main entrance's lower hall to the restaurant room, which has been converted into an art corridor.

The main material in The Corridor! is mirrored glass that covers the entire corridor on both sides. The relatively narrow corridor, some 30 metres in length, is transformed into an open space thanks to the mirror effect. This gives the illusion that the space is infinite, and the visitor becomes part of the artwork.

"For me, the creation of the art corridor has been an important artistic experience that also feels like part of a greater whole, something which is positive and not always obvious. At the same time, it feels like the beginning of something bigger that is in the process of evolving," explains Markus Kåhre.

Kåhre underlines Hanaholmen's key importance as an intermediary for both art and design, not just in a Swedish and Finnish perspective but also in a Nordic perspective.

"Even though art cities like New York och Berlin are trendy right now, there is a more long-term and deeper collaboration in play at Nordic level. This is linked to the fact that in the Nordic region there is a tradition but also a greater level of confidence and common ground, something you don't find in the larger cities. We can have a more real dialogue," says Kåhre.



ART AND SCULPTURE PARK

Hanaholmen gives visitors the opportunity to experience art in harmony with nature and the permanent backdrop of the sea. The art and sculpture park (Art Park) is one of Hanaholmen's latest initiatives, offering visitors the chance to enjoy Nordic art in an outdoor environment. In this place, the art is in a dialogue with the visitor and observer as well as with the surrounding nature. It's a question of sustainable welfare.

"Nature is something we all have in common. We're part of nature and we should protect and support it in the same way that we take care of ourselves. There are national and geographic differences when it comes to how we experience nature and its cultural influence, but there is also a general awareness of the universal importance of nature. We are conscious that our relationship with nature has changed and is constantly changing, and the dialogue between art and nature is part of this process," says Maaretta Jaukkuri.

She is Art Park's curator and has come up with the wonderful idea of annual seasons as the theme for the outdoor art. This opens up many possibilities for innovative works because the artists can use the seasons as inspiration and in their choice of media.

"Art Park offers visitors the chance to experience modern art between all their meetings. The art represents freedom and stimulates independent thoughts and emotions. In today's world with its constant stream

of information, this kind of moment is invaluable," emphasises Jaukkuri.

Hanaholmen's Art Park extends along the footpath between the building and the sea. The gravel path, some 500 metres in length, goes around the entire building, and the art is also accessible for people with disabilities.

"Its location in the hinterland between Helsinki and Espoo means that Art Park provides both the local residents and visitors with somewhere to enjoy art and nature alike. At the same time, it gives us the chance to reflect on modern times and our own existence," says Maaretta Jaukkuri.

The new outdoor sculpture park, in concert with the art and design indoors, will create an entirely new holistic experience unparalleled in Finland. It could take on major importance and there is no other institution that works in the same way. This paves the way for a dialogue on art throughout the Nordic region.

Markus Kåhre, artist



FREE FALL — ANNA UDDENBERG

The prime ministers of Finland and Sweden were both present when Sweden's official gift to Finland, Anna Uddenberg's Free Fall, was installed at Hanaholmen on 31 October 2017.

The gift, which was to commemorate Finland's 100th anniversary as an independent nation, is a goddess of liberty in bronze four metres in the air with a jetting fountain.

"I've been interested in what happens when experiences become products and vice versa for a long time. Flyboarding is an activity that sets the scene for contemporary perceptions of what the future will look like, as well as directing thoughts to concepts such as liberty, security and tech," explains the artist Anna Uddenberg.

Free Fall garnered a lot of attention in the national media. The artwork was considered daring and different, but there were also some voices who questioned the symbolism. The discussion even played a part in Hanaholmen becoming a key player on the Finnish-Swedish art map and contributed to greater awareness of the centre's activities all round.

"Anna Uddenberg is making imposing bronze sculptures popular again. She approaches the old sculpture tradition in a brand new way by giving shape to a very powerful woman," asserts Peter Hagdahl, curator and project manager at Public Art Agency Sweden.

Free Fall is the first part of Sweden's gift to Finland. The second part, called Tandem Forest Values, is a major investment in joint forestry research providing 12 posts for Swedish and Finnish researchers, each lasting two years. Tandem Forest Values is an initiative from Hanaholmen's main backer, the Swedish-Finnish Cultural Foundation, and the Foundation's Tandem project office in Sweden.



In most areas we are on the same page. Our business sectors are entwined. We are each other's most important trading partner. In recent years we have intensified Swedish-Finnish defence cooperation. We are establishing safety and security together. I welcome the next 100 years of increased Swedish-Finnish cooperation.
Swedish PM Stefan Löfven during the installation ceremony at Hanaholmen



MORE ART!

More Art! is a project that brings together municipalities from Sweden and Finland to compare different ways of acquiring and procuring art for public spaces.

During 2017, More Art! organised a number of open seminars in various municipalities around Finland. The municipalities taking part were Pori, Kokkola, Riihimäki, Sipoo and Hämeenlinna, while in 2018 cities such as Tampere and Stockholm will also join the group.

According to Henri Terho, a special expert at Arts Promotion Centre Finland (Taike), what is special about Hanaholmen's art programme is that it is internationally and artistically ambitious. The demand for quality is high within public art and this is an area in which Hanaholmen can lead by example.

"We need significantly more Nordic cooperation arrangements for public art, and this is where Hanaholmen plays a crucial role," says Terho.

In November 2017, the newspaper Hufvudstadsbladet published a feature article on public art. In the article, in which Hanaholmen's own art expert Aino Kostainen was interviewed, it was claimed that public art has a strong position in Sweden in particular, although interest and investment are on the increase in Finland too.

"Hanaholmen is a visible, known and influential player in the cultural field. As such, Hanaholmen can serve as an example of the importance of art in the various activity models and spaces," adds Terho.

MORE ART! LEADS TO MORE ART

The More Art! project, which is financed using funds from the Finnish Ministry of Education and Culture and the Swedish-Finnish Cultural Foundation, has already led to tangible results in both countries.

"I myself have gained many valuable contacts in the Finnish art community and this had also led to us awarding a Finnish artist a public art commission for the city centre in Uppsala with the theme of Finland celebrating 100 years of independence," relates Anna Ehn, who is the curator for public art in Uppsala.

Anna Ehn has taken part in Hanaholmen's seminars on how to manage and work with art according to certain guidelines.

"As someone who works with art, it goes without saying that any and every occasion where art can be promoted is important. Continuing education, holding talks and actively describing, analysing and daring to interpret art are ways of taking in art that I believe in," says Ehn.

In Finland, Hanaholmen's work has inspired the City of Pori to actively engage with art.

"Hanaholmen's More Art! project arrived at just the right time. We've been inspired by the seminar held in Pori to draw up an art plan for the city which will start at the beginning of next year. We've had lots of good ideas from art coordinator Ulrika Liljenström, who told us about Lund's experiences of public art," explains Jaana Simula, head of the City of Pori Cultural Office.

FREEDOM OF EXPRESSION COOPERATION

The discussion events arranged on subjects such as freedom of expression and communication in an increasingly digital world are an important part of Hanaholmen's cultural work.

During the Speaking Is Silver seminar held at Hanaholmen in October, journalists, researchers and managers at the Finnish Cultural Institute debated the challenges currently facing a number of European countries when it comes to freedom of expression and restrictions on the freedom of the press.

Another discussion event was held in November – Media citizens and the truth – at Jonsæd Manor outside Gothenburg. Subjects under debate at this event included digital journalism, its challenges and future importance. How do citizens tell the difference between fact-checked and fake news in a digital media landscape? And what challenges do journalists face as a consequence of the increasing influence of social media?

"It's extremely important to discuss issues affecting democracy and freedom of expression in the time we are living in now. When the discussions take part in an international context, it's even better," claims Stefan Eklund, editor-in-chief of Borås Tidning.

Eklund highlights the importance of the seminars to Sweden and the Swedish debate.

"Swedish debaters and writers benefit from exposure to the views of their Nordic neighbours on current affairs, not least freedom of expression where our countries' different histories can provide interesting perspectives," adds Eklund.



Jan Holmberg, Lena Endre, Andrea Reuter and Jörn Donner officially launched the Bergman year at Hanaholmen in January 2018.

HANAHOLMEN'S FILMS

2018 is the 100th anniversary of the year that the legendary Swedish film director, theatre director and author Ingmar Bergman was born. Detailed preparations were made in 2017 ahead of the forthcoming centenary year.

"The anniversary of the greatest director in film history" will be the subject of huge celebration at Hanaholmen, in close cooperation with the Ingmar Bergman Foundation, the Finnish National Audiovisual Institute (KAVI) and the Swedish Embassy in Helsinki. The retrospective will encompass Bergman-themed lectures, film nights and events.

"We at the Ingmar Bergman Foundation are extremely pleased about teaming up with Hanaholmen. We are very comfortable with the people there organising the celebration to mark the Ingmar Bergman centenary in Finland and we're working together to make 2018 a year of culture to remember," says Åsa Jacobsson, who is responsible for communications at the Ingmar Bergman Foundation.

ESTABLISHED PLAYER

The collaboration with the Ingmar Bergman Foundation was a natural fit for both parties given that for some time now Hanaholmen has been a recognised player in the Nordic film world. The Nordic film of the month is a

well-established concept that has attracted thousands of cinema devotees over the years.

Hanaholmen can offer the setting and infrastructure to support the launch of Nordic film premieres through visits by directors. Q&As with actors and media visibility. What's more, the Nordic film of the month is also screened elsewhere in Finland in cooperation with the Walhalla Association, which promotes Nordic film in Finland, as well as at regional film festivals.

In 2017, all the film screenings at Hanaholmen were sold out and attracted almost a thousand visitors to the culture centre.

"I consider the film programme to be important because it's a low threshold programme, which in a simple way encourages a wide audience to come to Hanaholmen in order to benefit from its range of events and in the long run acquaint themselves with the rest of the activities on offer. Since the tickets are booked through the Hanaholmen website, the audience will come into contact with the other programmes at Hanaholmen in a natural way," says Westerlund, who runs the Walhalla Association.

According to Westerlund, film is a popular, easily accessible and effective medium in which Swedish culture, Swedish society and the Swedish language,



Dream On (2017)

as well as current themes, are communicated to the participants and leave a lasting impression.

"Swedish cinema is good at taking on issues that are yet not addressed as actively in Finland, but are on the fringes of our social debate in addition to being of relevance to a Finnish audience," explains Westerlund.

Swedish films, and Nordic films as a whole, rarely get a commercial release in Finland, which means that they are not put on at the cinema and the Finnish population does not get the chance to watch them or hear about them.

"Hanaholmen's film programme represents an important basis for Swedish and Nordic films being shown and watched at cinemas in the capital region of Finland. The size of the audience indicates there is great demand and that the cinemagoers have really had their eyes opened to what's out there," adds Mikaela Westerlund.

Finnish national broadcaster YLE's film editor Silja Sahlgren-Fodstad agrees with Westerlund, although she does stress that the footprint could be made even bigger.

"Big themed events could potentially lead to a bigger pay-off in terms of discussion than individual films. Perhaps we should give this some thought in conjunction with the Nordic Nights event," concludes Sahlgren-Fodstad.

FILMS SCREENED AT HANAHOLMEN IN 2017

- The Commune directed by Thomas Vinterberg
- Girls Lost directed by Alexandra-Therese Keining
- Sumé - the sound of a revolution directed by Inuk Silis Høegh
- A Serious Game directed by Pernilla August
- The Ex-Wife directed by Katja Wik
- Dream On directed by Rojda Sekersöz
- While We Live directed by Dani Koyaté
- Sami Blood directed by Amanda Kernell



HANAHOLMEN ON TOUR

The Hanaholmen cultural centre does more than just arrange events at Hanaholmen in Espoo.

At regular intervals, in actual fact quite frequently, staff from the cultural centre take part in events of all sizes held all over Finland and Sweden.

These can range from seminars arranged by Hanaholmen in cooperation with and held at the University of Helsinki, debates at the Finnish Institute in Stockholm or big events such as the Gothenburg Book Fair and the political week in Almedalen or at SuomiAreena in Pori.

Hanaholmen's involvement in Almedalen and Gothenburg attracted almost 2,000 participants to the various different seminars, while Hanaholmen's main debate at SuomiAreena was broadcast live on the MTV3 online TV service Katsomo.

ALMEDALEN

The interaction between researchers, decision-makers and representatives from various parts of the Swedish, Finnish and Nordic communities has always been the main theme of Hanaholmen's and the Swedish-Finnish Cultural Foundation's activities.

With this in mind, in 2016 Hanaholmen and the Foundation decided to take part for the first time in the Almedalen political week held in Visby on the island of Gotland. The following year this participation was expanded on when Hanaholmen and the Foundation put on a wide-ranging programme that attracted a large number of visitors. The experience gained in 2016 helped to make the 2017 event go more smoothly and provide a more varied programme than the previous year.

In 2017, a significant proportion of Hanaholmen and the Foundation's offering in Almedalen concerned the security situation in the Baltic Sea area in general and in the Nordic region in particular. Another focus area was the very comprehensive research project Driving Forces of Democracy, a multi-year programme involving several professors and researchers in both Finland and Sverige. This project focuses on research findings related to the differences in political culture in Sweden and Finland.

Other discussions addressed right-wing populism and the knowledge of history in the Nordic countries. Further topics covered included Finland and the Åland Islands question, as well as mobility within education and research.



GOTHENBURG BOOK FAIR

Hanaholmen and the Swedish-Finnish Cultural Foundation took part in the 2017 Gothenburg Book Fair with a programme offering 17 exciting events.

Their titles varied from The leaning school of Pisa to Is the Finn patriotic and the Swede Swedish?, Can everyone be included? Inclusion and diversity in schools and How European is Russia?

Professors, journalists and authors such as Henrik Meinander, Eva Knutson, Dick Harrison and Jörn Donner took part as lecturers and debaters. Finland's former president Tarja Halonen participated in a seminar in which Finland's history in general and the era of president Mauno Koivisto in particular were discussed.

- Hanaholmen's seminars at the Gothenburg Book Fair and during the political week in Almedalen attracted a total audience of just over 2,000 people.
- The events at SuomiAreena reached a wide audience, not least thanks to the live broadcast on MTV's online TV service Katsomo and through other news outlets.

SUOMIAREENA

The Finnish political week SuomiAreena (Finland arena) attracted a record number of visitors in 2017, almost 74,000. Hanaholmen's programme received a great deal of attention because one of the events was broadcast live via Katsomo, MTV's live online TV service.

Hanaholmen's participation in SuomiAreena revolved primarily around two seminars: The vision of a Nordic Federation arranged by Svenska nu and Swedish-Finnish defence cooperation – how far can it go? jointly arranged with Saab Finland Oy.

Participants in the first of these included Professor Emeritus Sixten Korkman and Lena Höglund, General Secretary of the Youth League of the Finnish Norden Association.

The defence seminar featured guest speakers such as parliamentarians Ilkka Kanerva and Krista Mikkonen from Finland and Alexandra Völker from Sweden. Other participants included political scientist Dr Jacob Westberg from the Swedish Defence University and Brigadier General Juha Pyykönen (who among other things also holds an MA in Political Science) from Finland.

During SuomiAreena, Svenska nu also arranged a less intense Coffee break in Swedish event, which attracted around a hundred visitors to drink coffee and speak Swedish with Finland-Swedish celebrities.



FINLAND 100 THROUGHOUT THE NORDIC REGION

Finland celebrated 100 years of independence in 2017 and at Hanaholmen many of the year's activities were devoted to marking this milestone.

Many seminars and events were held with Finland 100 as the watch word, with Hanaholmen and the bilateral foundations also helping to put Finland's centenary celebrations on the map in Sweden and the other Nordic nations.

THE FINNISH NATIONAL BALLET IN COPENHAGEN AND THE KALEVALA PERFORMED IN DANISH

The dancers of the Finnish National Ballet performed the Snow Queen at the Royal Danish Theatre in Copenhagen. This event was made possible in part due to financial support from the Finnish-Danish Cultural Foundation.

The ballet performance united Finnish and Danish narrative styles because the Finnish National Ballet's artistic director Kenneth Greve based the work on Hans Christian Andersen's story of the same name. Greve set the story a hundred years ago in Finland.

The Danish actor Vibeke Hastrup played the role of the grandmother, who is also the narrator, during the performances in Copenhagen. Hastrup has recently starred in the TV series Borgen and Follow the Money.

The Finnish prime minister Juha Sipilä attended the premiere of the Snow Queen, as did Queen Margrethe of Denmark and her husband Prince Henrik.

To mark the centenary, Queen Margrethe also wrote the foreword to a new edition of the Kalevala in Danish translation, partly funded by the Finnish-Danish Cultural Foundation. The initiative behind the book, decorated with illustrations by Akseli Gallen-Kallela, came from Fritz Schur who is both the Finnish Consul-General in Copenhagen and the chairman of the Foundation.



TWO COUNTRIES — ONE FUTURE AT ENGELBREKTSPLAN IN STOCKHOLM

On Friday 25 August, the Finnish artist Marja Kanervo's sculpture YEARS was unveiled at Engelbrektsplan in central Stockholm. The artwork was created as part of the framework for the project called Two countries – one future, in which Hanaholmen also played a key role. This project expresses the solidarity between Sweden and Finland through two public artworks installed in the capital city of each country.

"These pieces of art are a manifestation of Sweden and Finland's shared history, our transparent democracies and our intensive, steadily deepening cooperation at different levels. I'm pleased that this could be realised during Finland's centenary year of independence," says Henry Wiklund, the chairman of the Two countries – one future project.

The idea is that the public artworks will remind the Finnish and Swedish people of our long history and shared future.

"Art belongs in public spaces. It reminds us of who we are and where we come from. Stockholm welcomes Marja Kanervo's beautiful work, which is linked to our shared history with Finland," says the Mayor of Stockholm, Karin Wanngård.

The artist Marja Kanervo is happy that Stockholmers will now be reminded of the Finnish-Swedish history in the midst of the busy city.

"Engelbrektsplan is a central site, but somewhere people just keep walking. With my work YEARS I wanted to create a place where people can stop, a space in the city to just be," explains Marja Kanervo.





NORWAY MARKS THE OCCASION

Finland's centenary was marked with an extensive programme at the Norwegian Museum of Science and Technology in Oslo.

The event kicked off with a popular business seminar funded by the Finnish-Norwegian Cultural Foundation. The Reboot Neighbour seminar endeavoured to enhance and renew the cooperation between the two neighbouring countries by shining a new light on the potential for cooperation.

First to speak were Kai Mykkänen, the Finnish Minister for Foreign Trade and Development, and Erik Lundberg, the Finnish Ambassador to Norway. Kristin Skogen Lund, the Director General of the Confederation of Norwegian Enterprise; businessman Petter Stordalen; and the future visionary and professor Alf Rehn then proceeded to discuss opportunities for Nordic cooperation.

Kristin Skogen Lund spoke about the importance of Finland to Norway's business sector and emphasised that in many ways Finland is a role model and pioneer. The hotel investor Petter Stordalen talked about how much he learned about the Finnish way of thinking when he was building a hotel in Finland. Professor Alf Rehn in turn highlighted similarities between the sewage systems and economic successes of the different countries in his interesting speech.

The audience had a good laugh when popular stand-up comedian André Wickström spoke about similarities and differences between the Nordic populations.

Minister Mykkänen later referred to the occasion in his blog as "an informative and genuinely enjoyable evening". Mykkänen said that he sees many opportunities to develop the economic relationship between the countries.

FORESTRY RESEARCH AND ARTWORK

Sweden gave Finland two gifts on the occasion of the latter's centenary in 2017.

The first was Anna Uddenberg's bronze sculpture Free Fall, which has been placed in the water just outside Hanaholmen.

The second gift, Tandem Forest Values, is a major investment in joint forestry research providing 12 posts for Swedish and Finnish researchers each lasting two years. The gift and the arrangement constitute an initiative from the Swedish-Finnish Cultural Foundation and the Foundation's Tandem project office in Sweden.

Tandem Forest Values was presented by King Carl XVI Gustaf of Sweden in his speech at the re-opening of Hanaholmen on 1 June. A more detailed presentation of the gift took place at a seminar in the autumn in Stockholm attended by Swedish Minister for Rural Affairs Sven-Erik Bucht and Finnish Minister of Agriculture and Forestry Jari Leppä.

"We knew right from the start that if anything unites Sweden and Finland, it's the forests. We also noticed that there isn't that much cooperation in the field of research into industrial forestry. If we can do something there, fire a starting shot to improve cooperation, then we can maintain an even better position from an international perspective," says Chris Heister, vice chairman of the Swedish-Finnish Cultural Foundation.

Sven-Erik Bucht, Swedish Minister for Rural Affairs, backs Heister.

"The research posts are about future forestry and looking at the forestry industry of tomorrow. These are important issues for Sweden and Finland alike and we will be intensifying our cooperation," says Bucht.



ICELAND AND DENMARK'S GIFTS TO FINLAND

In addition to Anna Uddenberg's *Free Fall*, Iceland and Denmark's presents to mark Finland 100 have also been given pride of place at Hanaholmen.

The legendary Danish artist Finn Juhl's Chieftain chair is for the moment standing in the wine bar on the ground floor, while Hreinn Friðfinnsson's sculpture *Contribution* has been placed in the Ombudsman breakroom on the first floor. All these works are now part of the Finnish State Art Commission's collection.

CROWN PRINCESS AT THE FINNISH NATIONAL OPERA

Crown Princess Victoria of Sweden attended the opera in Helsinki for the world premiere of Sebastian Fagerlund's *Autumn Sonata*. The work is based on the manuscript for Ingmar Bergman's film of the same name.

Gunvor Kronman, CEO of Hanaholmen, together with Päivi Kärkkäinen, General Director of the Finnish National Opera, and Stefan Wallin, chairman of the Swedish Cultural Foundation in Finland, acted as hosts for the royal visit.

HANAHOLMEN IN THE MEDIA

2017 saw Hanaholmen heavily increase its presence in both traditional and social media. Over the course of the year, Hanaholmen seminars and events have been the subject of many different printed and online articles, as well as radio and TV features.

The hotel and restaurant side of operations has also received a great deal of attention thanks to a very positive food review in Helsingin Sanomat's 'Nyt' supplement plus a whole page on Hanaholmen's Christmas menu and the head chef Lukas Hemnell in Hufvudstadsbladet.

The marketing value of the printed articles alone in 2017 came to just over EUR 1.4 million in Finland. News items published in Sweden are not included in this figure, but even there Hanaholmen has featured in several articles in Sweden's largest morning newspaper Dagens Nyheter and in reports on the Finnish news programme Uutiset broadcast on SVT.

As far as social media channels are concerned, the number of followers increased by around 2,000, while Hanaholmen's Twitter account had more than 60,000 views in certain months.



Hanaholmen's Futureforum 2017 (#fforum) was trending on Twitter in both Sweden and Finland on 19 October 2017. According to trendinalia Sweden, which measures Twitter trends in Sweden, #fforum was trending there for 12 hours on that day

TWITTER VIEWS DURING THE PERIOD JULY TO OCTOBER 2017

- July: 11 000
- August: 20 000
- September: 61 000
- October: 59 000 (1900/day)

Ivana helsinki





The revamped Hanaholmen was also mentioned positively in external posts on social media. Clothes designer Ivana Helsinki (more than 17,000 followers) posted this about Hanaholmen's swimming pool: "the most beautiful pool view in Finland."

Helsingin Sanomat's article on Restaurant Johannes reached almost 15,000 people on the Hanaholmen Facebook page and received over 150 likes.

LEG-UP FROM FINLAND 100

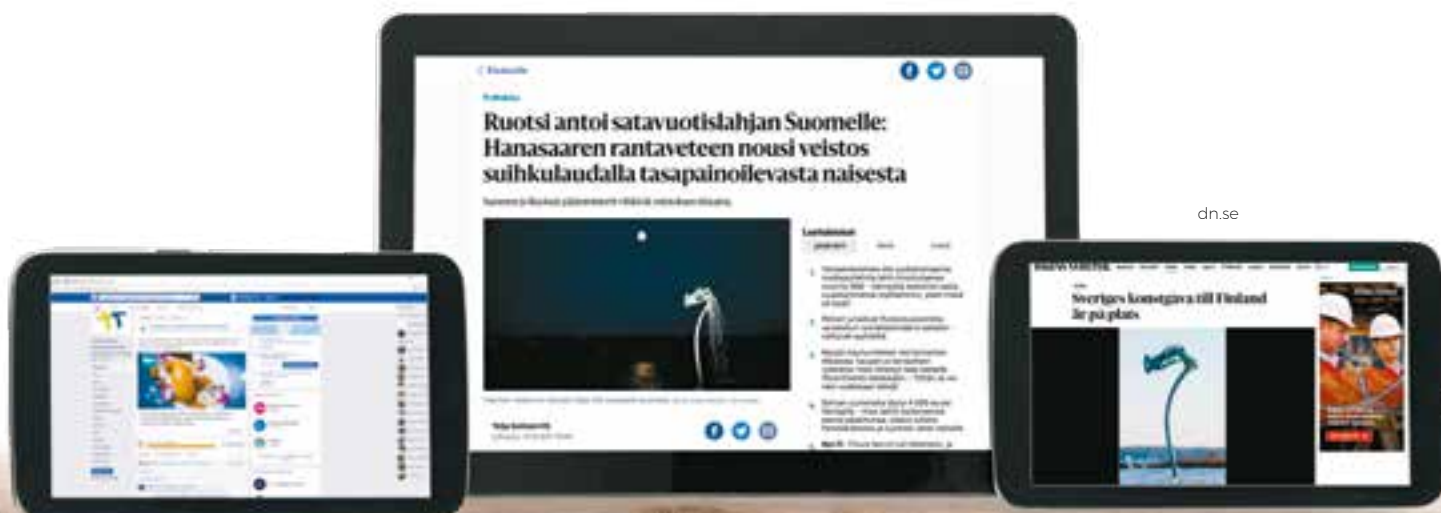
With regard to visibility in the media, Hanaholmen had a leg-up from Finland 100. The centenary of independence meant there were events such as the royal visit for the

re-inauguration of the cultural centre in June, the visit to the opera by the Crown Princess in September and the unveiling of Sweden's gift to Finland in October, attended by the prime ministers of Finland and Sweden.

The official re-opening of Hanaholmen on 1 June 2017 was broadcast live not just in Finland (YLE), but also in Sweden (SVT) and Norway (NRK). The live TV broadcast, which lasted just over an hour, attracted tens of thousands of viewers across the Nordic region.

Hanaholmen also received a brief mention in the King of Sweden's Christmas message, in which he said that, together with other Nordic heads of state, he had "taken part in a beautiful ceremony at the Hanaholmen cultural centre outside Helsinki."

hs.fi



dn.se



FOOD CULTURE AND HANAHOLMEN

Hanaholmen's cultural centre is not just a venue for seminars and events. It also boasts a hotel with 66 rooms and two suites, not to mention a restaurant, wine bar and bistro with a terrace and lovely sea view.

In the restaurant, it's Hanaholmen's new, award-winning head chef Lukas Hemnell who is responsible for preserving the Finnish-Swedish and Nordic food culture. Lukas' food philosophy is based on produce from the archipelago, and everything that comes from the sea, fields and forests close by serves as inspiration for his dishes.

"We make Nordic cuisine here at Hanaholmen. Meat and other ingredients are locally produced and organic. A few vegetables that we can't source in Finland are the only things we have to buy in from outside. But they are top quality," emphasises Lukas Hemnell.

To meet its environmental commitments, Hanaholmen has signed up to the 'EcoCompass' system's 10 criteria for green thinking and action. In short, this means more efficient use of energy and materials and more efficient waste management, all of which results in cost savings for the entire operation.



Hanaholmen's head chef Lukas Hemnell mainly uses organic and locally produced ingredients in his cuisine.

This work also needs to have positive effects on those visiting Hanaholmen's restaurant. The diners will receive healthy food that has been produced from the best possible ingredients with as little waste as possible.

"We're always trying to make sure that we don't make too much, that as much as possible of the food we produce is eaten up. That's just ecological and economic sense," asserts Hemnell.



In December 2017, Hanaholmen laid a festive Christmas table decorated with accessories from Svenskt Tenn.



Hanaholmen is situated close to the centre of Helsinki, yet still right at the heart of the Finnish archipelago. Environmental awareness characterises everything that is done on the peninsula.

**ALL PROFITS FROM THE RESTAURANT
BUSINESS GO TOWARDS SUPPORTING
THE COOPERATION BETWEEN
FINLAND AND SWEDEN.**

CUSTOMER RATINGS, HANAHOLMEN'S CONFERENCE HOTEL

BOOKING.COM (1–10)	9,1
TRIPADVISOR (1–5)	4,5
HOTELS.COM (1–10)	9
FACEBOOK (1–5)	4,8



"The critic gives Hanaholmen's refurbished fine dining restaurant 4 stars for its Nordic dishes and absolutely delicious desserts."
Helsingin Sanomat, 17 November 2017

HANAHOLMEN MANAGEMENT

MANAGEMENT

Hanaholmen's management team are responsible for Hanaholmen's activities. The executive board consists of five members from Finland and five from Sweden. The chairman is appointed by the Finnish Ministry of Education and Culture. The current chairman (appointed in 2009) is Master of Laws **Kimmo Sasi**.



Kimmo Sasi, Ida Karlberg Gidlund, Gunvor Kronman, Charlotte Brogren, Nina Eldh, Carita Wallgren-Lindholm, Kari Heinistö.
Absent: Pär Nuder, Hans Wallmark, Jari Niemelä och Maimo Henriksson.

HANAHOLMEN EXECUTIVE BOARD 2016-2018

- Chairman: LLM Kimmo Sasi
- Sweden: Director-General Charlotte Brogren, former information officer Nina Eldh, operations manager Ida Karlberg Gidlund, former Minister of Finance Pär Nuder, member of parliament Hans Wallmark. In 2018, Charlotte Brogren was replaced by CEO John Brattmyhr and Nina Eldh was replaced by County Governor Elisabeth Nilsson.
- Finland: Partner Kari Heinistö, department manager Maimo Henriksson, Professor Jari Niemelä, lawyer Carita Wallgren-Lindholm.



Day-to-day operations at Hanaholmen are managed by CEO Gunvor Kronman



Hotel Manager Kai Mattsson supervises the hotel, conference and restaurant business.



Maria Romantschuk



Agneta Roine



Satumari Hagelberg

HANAHOLMEN'S MANAGEMENT TEAM

- CEO Gunvor Kronman
- Hotel Director Kai Mattsson
- Programme Director Maria Romantschuk
- Finance Director Agneta Roine
- Administrative Director Satumari Hagelberg



AFTERWORD

Finland celebrated 100 years of independence in 2017 and at Hanaholmen many of the year's activities were devoted to marking this milestone. Many of the bigger seminars and events arranged by Hanaholmen during the year were part of the centenary celebrations.

The centenary was also instrumental in maintaining the very high level of intensity in Hanaholmen's work throughout the year. Hanaholmen, the Swedish-Finnish Cultural Foundation and the three other

bilateral foundations also helped to arrange numerous events and seminars outside of Finland, primarily in Sweden but also in Norway and Denmark.

The objective of this impact report was not to present all the events that Hanaholmen arranged or participated in over the course of the year. In actual fact, the objective was to provide a reasonably accurate overview of the work Hanaholmen does and has done to promote Finnish-Swedish relations.

For more than 40 years, Hanaholmen has worked to strengthen the ties between Finland and Sweden, and also to increase Sweden's presence in Finland and Finland's visibility in Sweden.

The newly renovated building provides the cultural centre with excellent opportunities to continue the good and friendly neighbour relations, linguistic and cultural openness and artistic and cultural diversity that Hanaholmen has always represented.









WELCOME TO HANAHOLMEN!



HANAHOLMEN

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