



HANAHOLMEN



HANAHOLMEN'S 2018 IMPACT REPORT



DEAR READER,

With a busy and diverse programme of events and more visitors and guests than ever before, 2018 was a fantastic year for us at Hanaholmen.

In May 2017, we opened our doors for the first time after a significant programme of extension and refurbishment. Since then Hanaholmen has brought together societies, politicians, businesses and private individuals keen to make the most of our exciting programme, great art, delicious food, state-of-the-art meeting rooms and our wonderfully quiet and beautifully designed hotel rooms.

Over the past year, we have organised around 100 events, both in-house and in collaboration with the four other Nordic foundations and our other partners. The majority of these events have taken place at Hanaholmen itself, but we have also contributed to a number of events at other locations, both in Finland and in Sweden. Our external events include the SuomiAreena public debate forum in Pori, the Almedalen Week on Visby island and the Gothenburg Book Fair.

In 2018, our conference hotel attracted a whole new customer demographic. This is reflected in our highest ever occupancy rates during the high season in June, July and August and a steady stream of visitors throughout the rest of the year.

Following glowing reviews in both Finnish and Swedish-language newspapers, our restaurant Johannes has been a real draw for gastronomically-minded guests who have sought us out to try out our lunch offering and our extensive a la carte menu. Our new wine bar has also proved a hit, attracting guests from both near and far.

In 2018, we have placed a special focus on Estonia and the Baltic countries to mark their centenary of independence. With the help of our four partner foundations, we have also

had the opportunity to foster a wide range of activities and initiatives in Sweden, Norway, Denmark and Iceland.

THE GOAL OF THE IMPACT REPORT

What you are reading right now is not a conventional annual report. It does not cover everything we have achieved this year. What it sets out to do instead is to describe how the countless new thoughts and ideas that were generated by our events have been nurtured, developed and implemented to deliver tangible social benefits. What we're asking is, what impact has our ongoing work had?

Much of what we do at Hanaholmen cannot be measured in numbers alone. Instead, we have tried to answer the question above by taking a closer look at some of the projects we have worked on and by interviewing some of the people who have worked with or visited us in the past year. However, there is a chapter in this report dedicated to an evaluation of those of our activities that do lend themselves to statistical analysis.

Finally, I would like to take this opportunity to extend a heartfelt thanks to everyone who visited us in 2018 and enriched our activities with your thoughtful and thought-provoking talks and discussions. We would also like to thank the Swedish-Finnish Cultural Foundation and other partners and sponsors that have made it possible for us to continue to pursue our commitment to delivering events and other initiatives that are professional, interesting and impactful.

Gunvor Kronman, CEO, Hanaholmen



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HANAHOLMEN

HANAHOLMEN'S STRATEGY 2017–2020:

**PEACE, SECURITY
AND INCLUSION**

**CULTURE, KNOWLEDGE
AND EDUCATION**

SUSTAINABLE WELFARE

HANAHOLMEN AS ACTOR

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.

Stands for
both tradition
and renewal.

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

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

Serves as
an engine of
development
and combines
strengths.

Highlights the
unique relationship
between Finland
and Sweden.

Fosters
competence
and resources,
inspires,
challenges and
contributes.



FINLAND AND SWEDEN IN DIALOGUE OVER CULTURE, SOCIETY AND POLITICS

At Hanaholmen our most important tasks are to promote the benefits of Finnish-Swedish cooperation and to foster the Finns' sense of belonging as part of the wider family of Nordic nations.

It is about creating a bridge for Swedes into Finland and for Finns into Sweden. We like to see ourselves as a gathering place, where individuals and organisations from Sweden, Finland and other Nordic countries can gather for discussion and debate about topical issues.

In addition to our events and seminars, we are also involved in more long-term processes and projects that on multiple levels and in many different ways serve to reinforce the bond between Finland and Sweden, including the HanaAcademy research and education programme and the Svenska nu network that has now been running for almost a decade.

Svenska nu has been successful in promoting the teaching and learning of Swedish in schools across Finland. The network disseminates new cultural messages to its audiences from both Sweden and Swedish-speaking Finland. Set up by the Swedish Finnish Cultural Foundation in 2010, HanaAcademy has achieved great results in its efforts to promote bilateral cooperation and knowledge exchange within the higher education and research sectors in Finland and Sweden.

At Hanaholmen, we also continue to work on around ten other ongoing projects, all set up to promote and deepen opportunities for cooperation between Finland and Sweden. These include Tandem Leadership, the Swedish Finnish Cultural programme that works to support young leaders across a number of fields, the Globsol youth forum that promotes links between young people in Sweden and Finland, the Framtidsforum economic forum as well as the Hanalys and Hanating foreign and defence policy forum.

HANA HOLMEN IN SWEDEN

We are a focused and driven organisation, committed to actively participating in a range of relevant and popular events in Sweden. Some of the best examples from 2018 include the Almedalen Week political event and the Gothenburg Book Fair, which was organized in collaboration with the Swedish-Finnish Cultural Foundation.

Our activities and our presence in Sweden reflect an important aspect of our mission – to promote Sweden and Swedish culture in Finland and to promote Finland and Finnish culture in Sweden.

At this year's week-long Almedalen politics festival, Hanaholmen ran ten well-attended seminars covering a number of topics ranging from Brexit – what it means for small countries? to Troll farms around the Baltic. These popular events attracted around 1,000 visitors in total.

One of our partners at Almedalen was the Swedish Institute for International Affairs.

"We really value our cooperation with Hanaholmen as our two organisations share an interest in and are committed to facilitating discussion about current foreign policy issues. Working together is also an excellent networking opportunity and a chance to attract greater publicity for our activities," commented **Ylva Petterson**, Programme Manager at the Swedish Institute for International Affairs.

At the Gothenburg Book Fair, we collaborated with the Forskartorget (Research Square), which attracted a huge number of visitors to the arena.

The impact and reach of our events at the book fair was significantly enhanced when SVT, Sweden's public service television company, recorded and broadcast two of our seminars, Mass media – what happened to the masses? and Can democracy survive without journalism? moderated by **Henrik Huldén**. The episodes remain available to view on the SVT website.

"We were delighted that the 14 seminars we ran in Gothenburg attracted about 800 guests. If you include the SVT viewing figures, it's clear that our events were successful in reaching a broad audience, and it means that the event was a valuable opportunity for us," commented **Tina Räihä**, Project Manager at Hanaholmen.

The Forskartorget research square event speaks volumes about the importance of Hanaholmen's presence in Gothenburg.

"Our collaboration with Hanaholmen is vital for expanding our reach outside of Sweden. It also drives further research-related collaboration between Sweden and Finland," said **Mona Holmfors**, Project Manager at Forskartorget.

The organisation has already confirmed it is keen to continue to work with Hanaholmen on similar events in the future.

"Along with organizations like The Society of Swedish Literature in Finland (SLS), Hanaholmen plays a vital role in bringing up research topics that we would otherwise not cover. That adds a richness to what we do at Forskartorget," Holmfors concludes.





HANAHOLMEN IN NUMBERS 2018

STAFF:

- 64 persons

VISITORS AND PEOPLE REACHED*

- Approximately 80,000 visitors to Hanaholmen
- 27,000 event attendees (up by almost 100 % on 2017)
- The Svenska nu network, which forms part of Hanaholmen's programme offering, reached around 70,000 teachers and pupils across Finland
- Total reach including all Hanaholmen activities (commercial activities and in-house and external events): approx. 150,000

*excl. online audience reach

TURNOVER:

- Hanaholmen conference hotel: EUR 4.4 million
- Hanaholmen events: EUR 2.2 million
- Total: EUR 6.6 million

PROGRAMME FUNDING:

- Central government funding (Finland, Sweden): EUR 572,000
- Pan-Nordic funding: EUR 132,000
- The Swedish-Finnish Cultural Foundation (Hanaholmen's principal): EUR 530,000
- Ticket sales: EUR 57,000
- Miscellaneous external funding: EUR 909,000

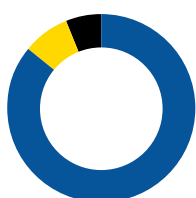
Total: EUR 2.2 million.

Surplus income from the conference activities is used to fund Hanaholmen's bilateral activities. Around half of our budget is allocated to events for young people up to and just above the age of 30.

HANAHOLMEN VISITOR PROFILE*

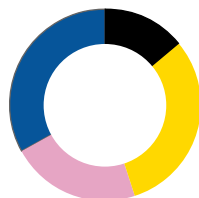
*based on feedback provided by visitors

VISITORS TO HANAHOLMEN COME FROM:



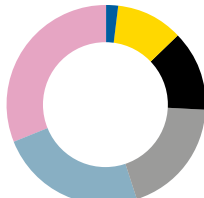
- Finland
- Sweden
- Other

REASON FOR VISIT:



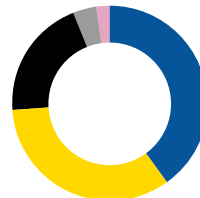
- Private visitors
- Public sector representatives
- Third sector representatives
- Company representatives

AGE:



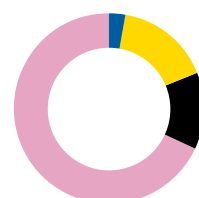
- 15-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61+

THE EVENT PROMOTED COOPERATION AND INFORMATION SHARING BETWEEN SWEDEN AND FINLAND



- Completely agree
- Agree
- Don't know
- Disagree
- Completely disagree

EVENT LANGUAGE



- Finnish
- Swedish
- English
- Multiple languages

HANAHOLMEN ADMINISTERS FOUR NORDIC FOUNDATIONS IN FINLAND

Fund assets / market value in 2018

- Swedish-Finnish Cultural Foundation (principal): EUR 32.7 million / EUR 38.2 million (Finland)
- Finnish-Danish Cultural Foundation: EUR 4.19 million / EUR 4.27 million (Finland)
- Finnish-Norwegian Cultural Foundation: EUR 5.15 million / EUR 5.24 million (Finland)
- The Icelandic-Finnish Cultural Foundation: EUR 900,000 / EUR 1 million

In-house projects/funding allocation 2018

- Swedish-Finnish Cultural Foundation: approx. EUR 362,000 / approx. EUR 300,000
- Finnish-Danish Cultural Foundation: approx. EUR 17,000 / approx. EUR 48,000
- Finnish-Norwegian Cultural Foundation: approx. EUR 14,000 / approx. EUR 81,000
- Icelandic-Finnish Cultural Foundation: approx. EUR 4,000 / approx. EUR 26,000

OUR VISIBILITY ACROSS TRADITIONAL AND SOCIAL MEDIA

In 2018, we continued to implement the communications strategy we first launched in 2017. The strategy has delivered a significant increase in our visibility across traditional media and attracted new social media followers.

Business Forum 2018, which trended on Twitter on 16 October, is an excellent example of the significant uptick in our social media presence. In the same month, our tweets attracted 80,000 views, the highest number for the year.

We also have in place a series of new communications tools, including an entirely new website, brochures, impact reports and roll ups that all have a consistent look and feel. In addition, we have enhanced our streaming service and introduced Hanapodden, our own podcast with episodes and features produced by our in-house team.

HANAHOLMEN ON SOCIAL MEDIA IN 2018 (NUMBER OF FOLLOWERS)

Hanaholmen Cultural Centre (Facebook)

4 380 (70% increase on 2017)

Svenska nu (Facebook)

2,200

Hanaholmen's restaurant Johannes (Facebook)

800 (launched in 2018)

Hanaholmen Cultural Centre (Instagram)

1,100 (83% increase on 2017)

Svenska nu (Instagram)

841

Hanaholmen's restaurant Johannes (Instagram)

62 (launched in 2018)

Hanaholmen Cultural Centre (Twitter)

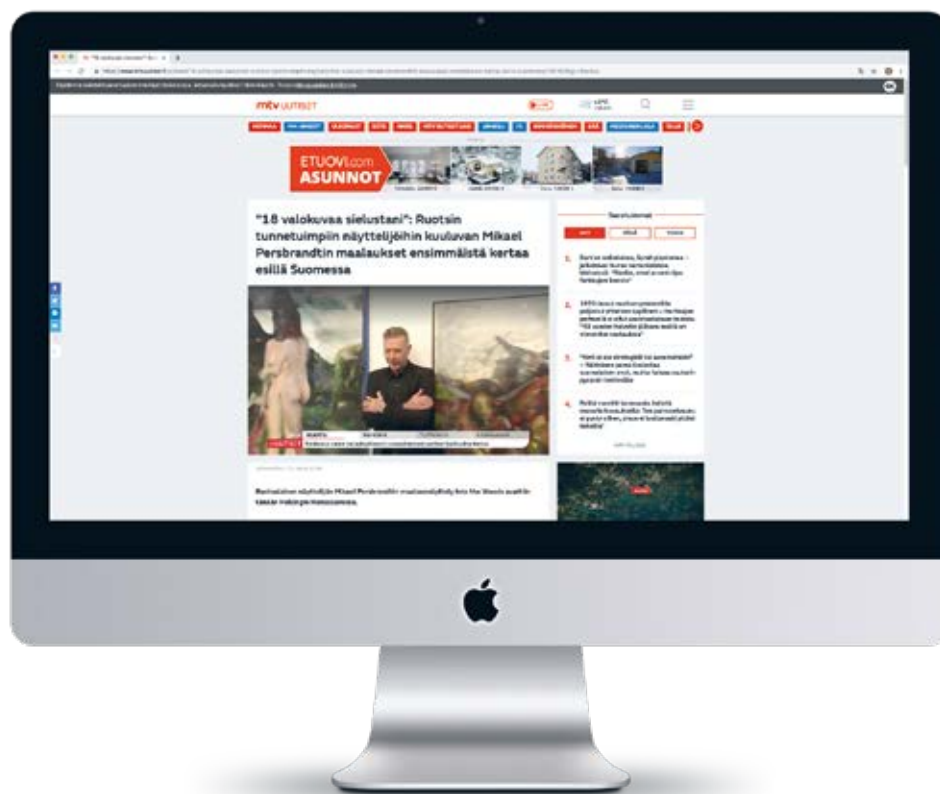
1,100 (70% increase on 2017)

Svenska nu (Twitter)

470

Total followers across social media platforms

approx. 11,000



PERSBRANDT, BERGMAN AND SVENSKT TENN LEAD THE WAY

The promotional value of articles published in Finland about Hanaholmen or referencing Hanaholmen was estimated at around EUR 1.2 million in 2018. It is slightly lower than the record high value achieved in 2017, which coincided with Finland's centenary celebrations, but represents a 240% increase on 2016.

The figure does not include TV and radio news items and online articles about Hanaholmen. These exceeded the number of print articles. Some of the most high profile events of 2018 included the exhibitions organised in collaboration with iconic Swedish interiors brand **Svenskt Tenn** and artist **Mikael Persbrandt**.

In January 2018, we teamed up with Ingmar Bergman Foundation CEO **Jan Holmberg**, author and director **Jörn Donner**, director **Pasi Lampela** and actors **Lena Endre** and **Satu Silvo** to mark a century of Ingmar Bergman. The events attracted significant media interest. Svenska Yle, Finland's Swedish-language public broadcaster, ran a series of articles on Ingmar Bergman and the Bergman discussion events at Hanaholmen. Some of the discussions were streamed live on Yle Arena and are still available to view online.

In Sweden, Hanaholmen appeared in articles and features across a number of media outlets, including Dagens Nyheter, the national daily newspaper, SVT television and Sveriges Radio's Sisuradio channel. The coverage included features on the Sisuradio on Anna Uddenberg's Free Fall sculpture and the European Day of Languages, articles in Dagens Nyheter about Sweden's minister of defence Peter Hultqvist and the Svenskt Tenn exhibition as well as SVT broadcasts of the Hanaholmen events at the Gothenburg Book Fair. Hanaholmen's events were also picked up by some local newspapers, such as Piteå-Tidningen.

THE HANAHOLMEN WEBSITE 2018

- Unique visitors: 111,707
- Pageviews: 467,887
- The majority of visitors to our website are based in Finland, followed by Sweden and the United States.

NORDIC FOUNDATIONS

Hanaholmen administers four Nordic foundations, including the Swedish-Finnish Cultural Foundation. The other foundations are the Icelandic-Finnish Cultural Foundation, the Finnish-Norwegian Cultural Foundation, and the Finnish-Danish Cultural Foundation.



THE SWEDISH-FINNISH CULTURAL FOUNDATION

FOUNDATION SWEDEN
FINLAND

Hanaholmen works under the supervision of the Swedish-Finnish Cultural Foundation, which has operative responsibility for the organisation's activities. Set up in 1960 by the governments of Sweden and Finland, the foundation's mission is to promote cooperation and enhance the social and cultural links between the two countries.

We do this by awarding grants, including residency funding and media stipends, which are aimed at Swedish journalists. The purpose of the media stipends is to encourage journalists working in Sweden to cover events in Finland. In addition to our site at Hanaholmen, we are also based at Tandem, our project office in Sweden.

SWEDISH-FINNISH CULTURAL FOUNDATION

- Hanaholmen's principal – responsible for overseeing Hanaholmen's activities
- Allocates grants and stipends
- Pursues own in-house projects, including on leadership and continued professional development opportunities for teachers
- Initiator of the Tandem Forest Values research programme, Sweden's gift to Finland, presented to mark 100 years of Finnish independence
- Among the founders of the Finnish Institute in Stockholm
- Seat on the Finnish Institute Board

The Swedish-Finnish Cultural Foundation's Board is appointed for a three-year period by the Swedish and Finnish governments. It comprises three representatives from each country with a rotating Chair. Chris Heister, former Governor of Stockholm County, served as Chair in 2018.

THE SWEDISH-FINNISH CULTURAL FOUNDATION BOARD 2018

Finnish members:

Jan-Erik Enestam, minister (Chair),
Maarit Feldt-Ranta, MP,
Dr Tytti Isohookana-Asunmaa.

Substitutes: Juhana Vartiainen, MP,
Heli Järvinen, MP, Dr Lauri Heikkilä.

Swedish members:

Chris Heister, former regional governor (Chair),
Professor Jarmo Lainio, Nina Lundström, MP.

Substitutes: Professor Martin Hårdstedt,
Pär Lager, CEO, Annika Hirvonen Falk, MP.



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



OTHER NORDIC FOUNDATIONS

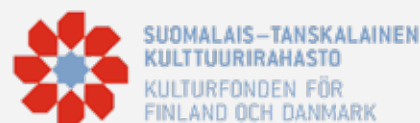
Alongside the Swedish-Finnish Cultural Foundation, Hanaholmen also runs three other Nordic foundations, the Finnish-Danish Cultural Foundation, the Finnish-Norwegian Cultural Foundation and the Icelandic-Finnish Cultural Foundation.

All three foundations are tasked with driving collaboration and promoting links and cultural exchange between the countries.

The three foundations also award grants and stipends to individuals, societies and other organisations for the purpose of supporting cultural projects and other socially beneficial initiatives.

The foundations also run their own programme of activities, often in collaboration with Hanaholmen. The foundations' Finnish representatives work under the Finnish Ministry of Education and Culture.

THE FINNISH-DANISH CULTURAL FOUNDATION BOARD 2018



Finland: Juha Rantanen (Chair), Jonas Geust, CEO, Veikko Kunnas, Head of Partnerships and Rosa Liksom, author.

Substitutes: Markus Ikäheimonen, Sales Director, Maria Didrichsen, Artistic Director, Henrik von Pfaler, Director and Head Teacher and Susanna Inkinen, Director.

Denmark: Fritz Schur (Chair), Honorary Consul at Finland's Consulate General in Copenhagen, Birte Fangel, Norden Association Denmark member, Jakob Steensig, Senior Lecturer and Lise Bidstrup, author.

Substitutes: Morten Løkkegaard, MP, Erik Søndergaard Rasmussen, Norden Association Denmark member, Steen Svanholm, author and Professor Pirkko Raudaskoski.

THE FINNISH-NORWEGIAN CULTURAL FOUNDATION BOARD 2018



Finland: Eero Hokkanen (Chair), Communications Director, Ambassador Pekka Huhtaniemi and Susanna Pettersson, Director General.

Substitutes: Torfinn Slåen, business consultant, Anniina Korpela, Communications Director and Jan Förster, Director.

Norway: Christian Bjelland, CEO (Chair), Espen Stedje, Secretary-General and Trude Gornæs Ugelstad, CEO.

Substitutes: Brit Holtebekk, Department Chair, Anna-Maija Isachsen, Sales Director, and Lise Nordal, Artistic Director.

The Foundation is the principal to the Finnish-Norwegian Cultural Institute in Oslo.
The Foundation oversees the board and supports the organisation's activities through grant funding.

THE ICELANDIC-FINNISH CULTURAL FOUNDATION BOARD 2018



Pekka Timonen, Mayor (Chair), Riitta Heinämaa, Eiríkur Þorláksson, Senior Advisor and Málfríður Kristjánsdóttir, architect. Board substitutes are Petri Sakari, conductor and Áslaug Dóra Eyjolfssdóttir, Secretary-General.

Jan-Erik Enestam, former minister and chair of the Swedish-Finnish Cultural Foundation's Finnish contingent, became the host of the Ministry of Agriculture and Forestry's Forest Friends Forever conference at Hanaholmen on April 17th 2018



RAISING THE PROFILE

The Nordic foundations have also been successful in attracting media exposure and have organised their own events that have prompted much discussion and debate.

Their activities include a survey of Swedish attitudes towards Finland, carried out in early 2018 in collaboration with the Finnish Institute in Stockholm and the Magma think tank, which attracted significant media attention in Finland.

A further event that attracted a lot of publicity was a bilateral spring meeting between the Swedish and Finnish ministers responsible for forestry and agriculture at Hanaholmen. At the meeting, which coincided with the Forest Friends Forever conference organised by the Royal Swedish Academy of Agriculture and Forestry and the Finnish Ministry of Agriculture and Forestry, both countries committed to deepening their cooperation on forestry across several areas.

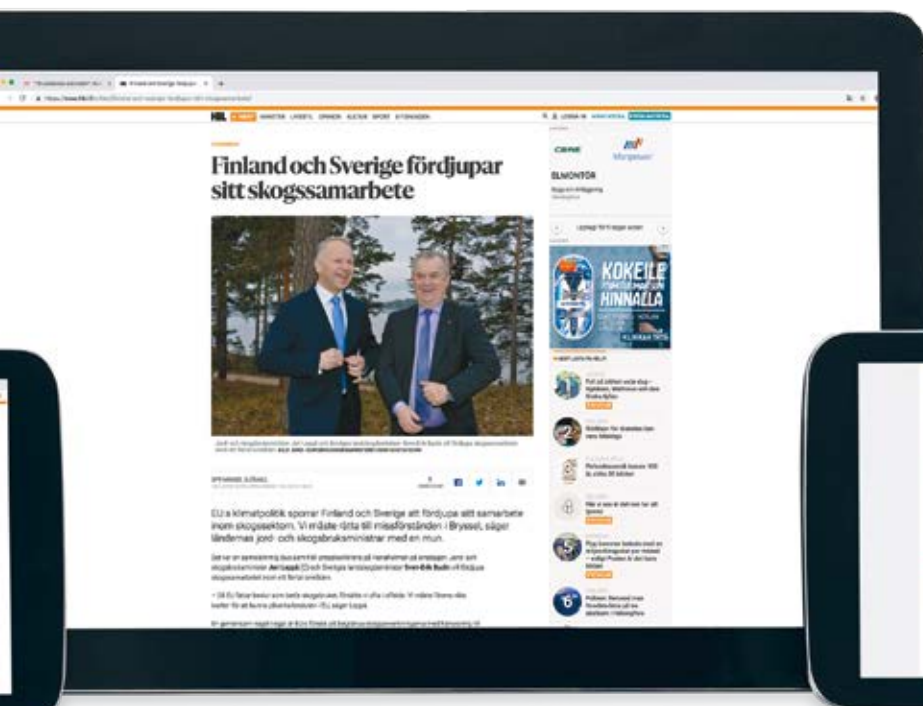
The new and deeper forms of joint working are rooted in the gift presented by Sweden to mark Finland's 100 years of independence, which includes funding for 12 postdoctoral posts in forestry research. Originally proposed by the Swedish-Finnish Cultural Foundation, the programme is now known as Tandem Forest Values.

YLE News, March 8th 2018





Agriculture and Forestry Minister Jari Leppä and Minister for Rural Affairs Sven-Erikucht attended the Finnish Ministry of Agriculture and Forestry's conference at Hanaholmen in April 2018.
Photo: Sari Gustafsson



Keskuomalainen newspaper, March 8th 2018



Hufvudstadsbladet newspaper, March 8th 2018



DANISH STARS DAZZLE AT HANAHOLMEN

In 2018, Hanaholmen had the pleasure to host a number of Danish film stars, thanks to the Finnish-Danish Cultural Foundation.

We organised a preview screening of Arto Halonen's international smash hit *The Guardian Angel*, with a guest visit from one of the stars, **Pilou Asbaek**, best known for his television appearances in *Game of Thrones* and *Borgen*, who was joined by cast mates **Johannes Lassen**, **Cyron Melville** and **Sara Soulié**. The event kicked off with a panel discussion featuring leading Finnish and Danish experts on hypnosis and mind control.

Game of Thrones star Pilou Asbaek's presence attracted widespread media interest and a number of newspapers covered the event in their reporting.

Hufvudstadsbladet
newspaper,
March 22nd 2018



Arto Halonen, Pilou Asbaek and Johannes Lassen at Hanaholmen in March 2018.



NORWEGIAN FILM SCREENING PROMPTS DEBATE

In November, the Finnish-Norwegian Cultural Foundation also organised a film event with a rather different focus.

Titled *Utøya – coping after a traumatic event*, it comprised a screening of *U – July 22* followed by a discussion that explored what constitutes evil and how we can learn to cope in the aftermath of traumatic events. On the panel were **Pål Grøndahl**, a forensic psychologist from Oslo University Hospital and **Ferdinand Garoff**, psychologist, psychotherapist and member of the Finnish Red Cross emergency response team, and the discussion was moderated by **Maria Romantschuk**, Programme Director at Hanaholmen.

The event generated debate across several social media platforms and prompted **Carita Kilpinen**, blogger and trauma survivor, to write a detailed analysis of the seminar on the sustainable psychiatry blog peacefulimpact.fi.

The Finnish-Norwegian Cultural Foundation also ran another well-attended event in 2018. Titled *The role of Norwegians in the Finnish Civil War 1918 – what is known in Finland about their contribution?*, it featured Norwegian journalist Morten Jentoft. Both events, under the theme 100 years of diplomatic ties between Finland and Norway, were a joint venture between the Finnish-Norwegian Cultural Foundation, the Embassy of Norway in Helsinki and Hanaholmen.



HIGH-LEVEL ICELANDIC LITERATURE SEMINAR

Iceland's First Lady Eliza Jean Reid made the headlines when she took part in a literature seminar at Hanaholmen in May 2018. Eliza Reid is well-known in her home country for her love of literature and acts as one of the founders of the Iceland Writers' Retreat, an annual event that brings international authors to Iceland.

The seminar, organised by the Icelandic-Finnish Cultural Foundation in collaboration with the Icelandic Embassy and Hanaholmen, focused on children and young people's reading habits in Iceland and Finland. Authors **Juha Itkonen**, **Malin Klingenberg** and **Gerður Kristný** performed at the event which also attracted a number of other authors and industry professionals.

Eliza Reid's visit to Hanaholmen formed part of the official programme for the Icelandic **President Guðni Thorlacius Jóhannesson's** state visit to Finland on 14–17 May 2018. The presidential couple had previously paid a visit to Hanaholmen in June 2017 to mark the centennial of Finnish independence and to celebrate the launch of our newly renovated premises.

"Art can help us to address the really difficult questions."

Eero Hokkanen, Chair, Finnish-Norwegian Cultural Foundation



Iceland's First Lady Eliza Jean Reid took part in a literature seminar at Hanaholmen in May 2018.

PEACE, SECURITY AND INCLUSION

Our strategy for 2017-2020 highlights peace, security and inclusion as the first of our three key areas of focus. Our other themes are culture, knowledge, and education along with sustainable welfare.

During 2018, we have organised a series of seminars and projects on peace, security and inclusion. These included our networking initiative The New Nordic Region, the Tandem Leadership programme and the Hanating security policy forum.

"Hanaholmen's work has a significant impact."

Jan Eliasson, former UN Deputy Secretary-General



THE NEW NORDIC REGION

The New Nordic Region is a training programme aimed at young, up-and-coming leaders from the public, private and third sectors. To mark Estonia's 100th anniversary of independence in 2018, an invitation was extended to Estonian young people too.

The New Nordic Region is largely funded by the four Nordic foundations and is committed to promoting inclusion, tolerance and Nordic unity. The programme brings together young people from across the Nordic countries to find solutions to topical problems through team work and collaboration. The theme for the 2018 gathering was the environment, with a particular focus on the Baltic Sea and the Arctic region. The participants were also asked to consider how technology could be used and developed to benefit the environment.

"The New Nordic Region is hugely important, not just for the participants but for society more widely. The best way to promote Nordic cooperation is to pursue more opportunities for joint working and for developing direct personal relationships across the region. I think that, over time, the New Nordic Region will play a much greater role in all our lives than anyone realises," commented **Dag Henrik Nygård Florø**, one of the participants from Norway.

How can we make the New Nordic Region programme even better?

"I think it's important that we all take a moment to appreciate how amazing it already is. I've taken part in loads of events that are similar to the New Nordic Region, but this is the best by a long way. The whole thing was incredibly professionally done. That said, I think it would be important to avoid using English and to stick to Scandinavian instead to make it easier for all the participants to express themselves," Dag Henrik argued.

Following the conclusion of the New Nordic Region 2018 programme Nygård Florø penned a letter to the Finnish

daily Hufvudstadsbladet to highlight the importance of providing young people across the region with opportunities to come together to tackle social challenges.

"It's a good idea for young people to learn early on that we need to work together if we are going to solve the really big problems that we face, like climate change. And if you're going to work together with others, it makes sense to start with the ones who think along the same lines and who you have a mutual understanding with. I would argue that most of us see the other Nordic countries as our best partners for cooperation," Nygård Florø pointed out.

The newspaper also published an editorial about the New Nordic Region, that included positive feedback from several participants.



Hufvudstadsbladet
newspaper,
June 4th 2018

"...I've learned so much about the sea, about group dynamics and about team work..."

***Tone Jelsness in Hufvudstadsbladet,
June 4th 2018***



The New Nordic Region participants
at the Embassy of Sweden, Helsinki, May 29th 2018

TANDEM LEADERSHIP

Tandem Leadership is a programme set up by the Swedish-Finnish Cultural Foundation with the purpose of creating new networks and strengthening bonds of friendship between ambitious young leaders in Sweden and Finland. Participants in the programme usually have a background in economics, politics, academia or the media. The programme was first set up in 2013 and works with 20 participants each year, with five participants from each of the countries invited to take part.

In 2018, Tandem Leadership was again successful in bringing together participants from a diverse range of backgrounds to create a dynamic network of young leaders. The speakers included **Lin Lerpold**, Director of

the Mistra Center for Sustainable Markets (MISUM) at the Stockholm School of Economics, former Swedish prime minister **Göran Persson** and **Pekka Haavisto**, President of the European Institute of Peace (EIP).

The programme also runs an annual alumni get-together involving all participants dating back to 2013. However, previous participants also tend to stay in touch with one another outside of the official events and often organise their own meetings too.

We are thrilled to report that many of our participants have continued to excel in their respective fields during 2018, with many appearing in the media.

TANDEM LEADERSHIP

There is no denying the talent among the Tandem Leadership cohort. Many of the participants have attracted media attention with their achievements. These include:

In 2018, **Antti Kerppola**, CEO of HYY Group spearheaded two large property projects in Helsinki, winning a competitive tendering process to refurbish two office blocks in Kallio and purchasing the iconic Seurahuoneentalo.

Artist and producer **Caroline Suinner**'s collective *Ruskeat Tytöt* (Brown Girls) was awarded a prestigious prize by the Society for the Study of Ethnic Relations and International Migration (ETMU).

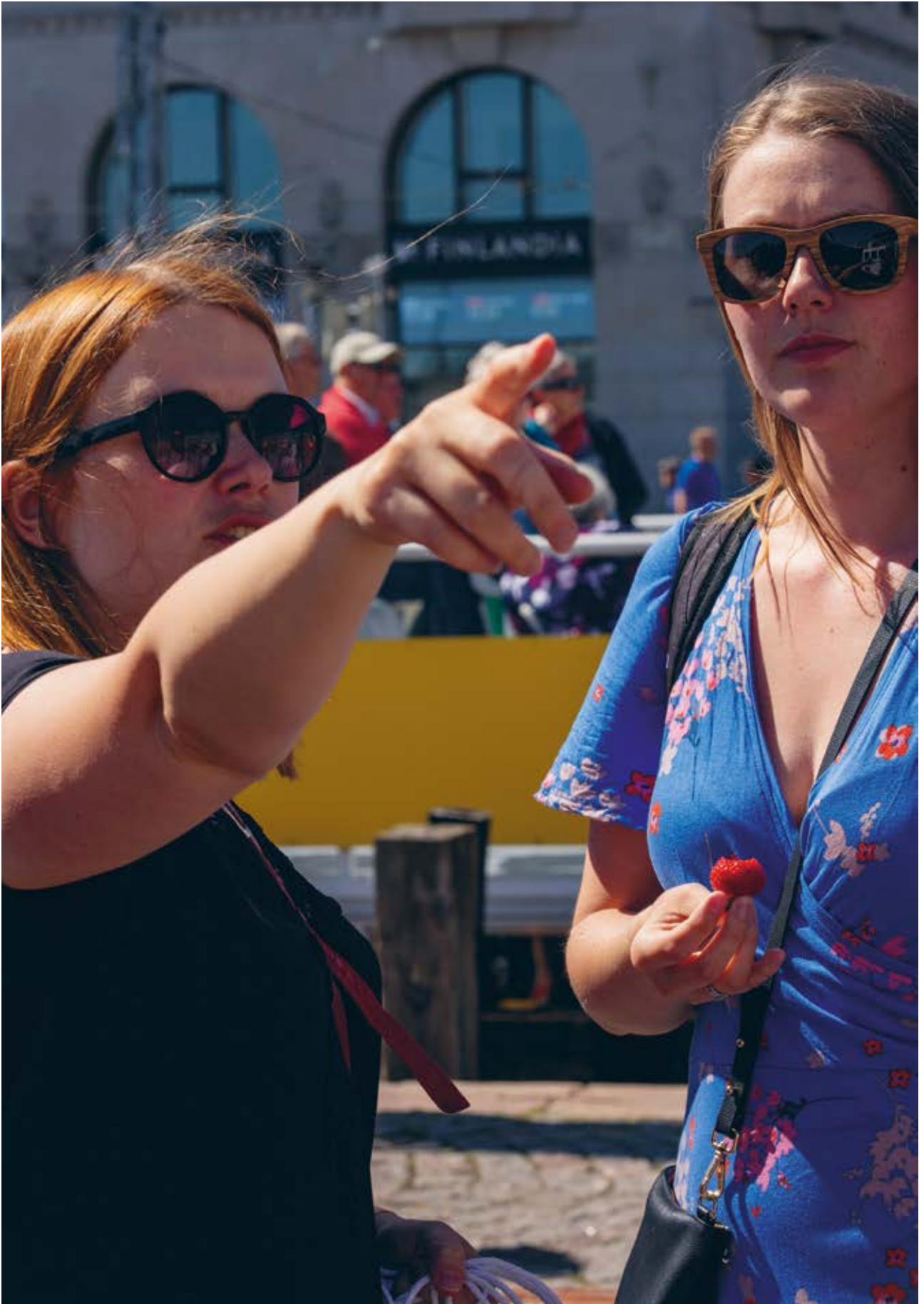
Communications specialist **Saara Mattero** left a senior role at communications consultancy Kreab to take up the post of Public Affairs Director at Vake, the Finnish State Development Company.

Hussein Al-Tae, peace mediator and Middle East specialist at peace brokers Crisis Management Initiative (CMI), has played an active role in CMI's work and been appointed to a number of international posts.

Previous Tandem Leadership participants are also often invited to contribute to the programme, including **Håkan Tribell**, Senior Policy Adviser at the Uppsala Chamber of Commerce, who took part in the programme in 2013 and was asked to speak last year on Trends in Swedish and Finnish politics in the lead up to the 2018 and 2019 elections.



In April 2018, Tandem Leadership was recognised for its work in promoting close and friendly relations between Sweden and Finland. The annual award, presented to Project Director **Jessica Melin Hirschfeldt** at the Finnish Institute in Stockholm, is run by Samfundet för Sverige och Finland and this was the first time it had been given to a bilateral programme.



“Trust between the participants is vital to the ongoing success of our cooperation. We can create that trust by learning to know and understand one another. This is where Hanating has a key role to play.”

Niklas Karlsson, Chair, Swedish Defence Committee

“Hanating represents an incredibly positive contribution to the defence cooperation between Finland and Sweden. For countries like Finland and Sweden, dialogue is vitally important if we want to be stronger and more resilient. This is a truly brilliant forum.”

Ilkka Kanerva, Chair of the Finnish contingent

“Hanating is all about those one-on-one discussions that have the power to promote that sense of trust that underpins our cooperation.”

Vesa Valtonen, Secretary-General of the Security Committee



Defence committee chairs and vice chairs: Ilkka Kanerva, Niklas Karlsson, Mika Kari and Beatrice Ask with former Finnish defence minister Stefan Wallin.

HANATING – ENGENDERING TRUST

In just a few years, Hanating has established itself as an important defence policy forum for Finland and Sweden. The 2018 event took a detailed look at how the two countries' defence cooperation should look in the future as Sweden rebuilds its capability.

Among the contributors were the Swedish-Finnish Cultural Foundation chair and former Finnish defence minister **Jan-Erik Enestam**, **Vesa Valtonen**, Secretary-General of the Finnish Ministry of Defence's Security Committee, **Tommy Åkesson**, Principal Secretary of the Swedish Defence Commission as well as **Ilkka Kanerva** and **Beatrice Ask**, both members of parliamentary defence committees.

The panellists took the unanimous view that Hanating plays an important role in the public debate on bilateral defence issues. The purpose of the forum is to build trust and forge links between the participants.

"This is a highly valuable forum for anyone with an interest in defence issues and who is professionally active in this sector," commented **Johan Wiktorin**, Intelligence and Cyber Security Director at PwC and one of Sweden's leading authorities on defence.

The forum takes place in a confidential atmosphere and contributions to the debate are invariably thoughtful and

considered, which means that participants often take away new questions and perspectives to present to the authorities at home.

"It is so important to have this opportunity to meet with colleagues and discuss important topics. This is a chance for all of us to really cement our close working relationships with people we would not necessarily meet on a day-to-day basis," pointed out Beatrice Ask, member of the Swedish parliament's Defence Committee.

For her colleague, committee chair **Niklas Karlsson**, this was the first year he had visited Hanating.

"There is clearly a demand for a forum of this sort where people can get together and talk. In Sweden, our parliamentary defence committee is newly formed. Hanating is an opportunity for the MPs to meet with their Finnish colleagues and other industry stakeholders. It will continue to inform their ongoing work as members of the defence committee," Karlsson said.

Former Finnish foreign minister **Erkki Tuomioja** agrees that Hanating has an important role to play but points out that debates of this kind should always have an equal if not more focus on conflict prevention than on defence issues.



Defence committee chair and vice chairs: Ilkka Kanerva, Niklas Karlsson, Mika Kari and Beatrice Ask.



CULTURE, KNOWLEDGE AND EDUCATION

Art and culture are the engine that drives everything that we do at Hanaholmen. We provide a broad-ranging programme of events, including art exhibitions, film screenings and arts policy seminars, that attracts thousands of visitors each year.

Although our financial resources are limited, in 2018, we have been successful in delivering a significant number of events and forging new bilateral relationships and networks.

BERGMAN 100

The life and works of the legendary Swedish film director Ingmar Bergman were celebrated across the world in 2018.

In Finland, Hanaholmen assumed responsibility for coordinating the events marking this special occasion in close collaboration with the Ingmar Bergman Foundation. In the course of the year, we delivered talks, films, screenings and discussion events that focused on Bergman's achievements not just in film and theatre but also in literature. We also encouraged others in the cultural sector to organise their own Bergman events. We believe that our results speak for themselves.

"Our collaboration with Hanaholmen has been a truly valuable experience. Events have taken place around the world in around 100 countries but it is only in Finland and Sweden that the celebrations have been coordinated nationally. It has allowed us to develop a much clearer picture of everything that has gone on during the year, and thanks to the hard work of the team at Hanaholmen, Finland has enjoyed a more impactful and, ultimately, better programme of events during this centenary year," commented **Jan Holmberg**, CEO, the Ingmar Bergman Foundation.

Holmberg himself visited Finland on a number of occasions to raise awareness of Ingmar Bergman's legacy. He took part in the seminar in January that launched the year's events, alongside author and film director Jörn Donner, director Pasi Lampela and actors Satu Silvo and Lena Endre and joined us later in the year with Professor Emerita Maaret Koskinen and actor Stina Ekblad.

"The collaboration was a huge success throughout the year and even before it began, as Hanaholmen was very switched on and got the relevant institutions involved early on," Holmberg adds.



"Our collaboration with Hanaholmen has been a truly valuable experience. Events have taken place around the world in around 100 countries but it is only in Finland and Sweden that the celebrations have been coordinated nationally."

Jan Holmberg, Director, Ingmar Bergman Foundation

In total, we delivered nine talks during 2018 featuring appearances by 17 Swedish and Finnish experts on Bergman. Some of the discussions were streamed live on Yle Arena and are still available to view online. The events were also covered in a series of print and online articles and featured on radio and TV programmes, both in Finnish and in Swedish.



Jörn and Rafael Donner discussed Jörn Donner's documentary, *The Memory of Ingmar Bergman*, at Hanaholmen in May 2018.



Actor Stina Ekblad with Hanaholmen's programme team in November 2018.

CINEMA AT HANAHOLMEN

Our Nordic Film of the Month programme drives the screening of Swedish and other Nordic films within the Helsinki region.

We have a long tradition of showing films at Hanaholmen and the majority play to sell-out audiences. At times, the demand for tickets is so high that we have to run multiple showings in a single evening. Recently, *The Cake General* was such a film.

"People really like this and are generally very pleased with the programmes as it's a chance for them to see films they can't see anywhere else. I think it's amazing that there's a place that regularly shows Nordic films and they're free," commented **Johanna Grönqvist**, film critic at Finnish public service broadcaster Yle.

In addition to Bergman's own *Sawdust and Tinsel* and *Fanny and Alexander* and documentaries *Trespassing Bergman* and *The Memory of Bergman*, we showed six further Nordic films in 2018, two of them in collaboration with Espoo Ciné.

Thanks to our focus on Bergman, our cinema programme was picked up by the media. The Swedish-

speaking Svenska Yle channel ran an interview with Project Coordinator **Ilona Salonen** and streamed several of our Bergman discussion events live online. Yle also published a series of articles covering Bergman and the Bergman discussion events at Hanaholmen, while the Finnish-language Yle news programme broadcast an interview with actor Lena Endre when she visited Hanaholmen in early 2018.

"Hanaholmen's approach to the Bergman centenary was characterised by its ambition and the sheer quality it delivered. Some more thought could perhaps have gone into how to attract a young audience," Johanna Grönqvist said.

In 2010, Hanaholmen is due to screen *Border* and *Amateurs*, which are directly aimed at a younger target audience.

"I really feel that you're in a good position to choose films that are a bit more challenging and have a younger feel. You have a loyal audience that are keen to be exposed to something new and different," Grönqvist added.

HANAHOLMENS FILMER 2018

January 15th	Sawdust and Tinsel and Trespassing Bergman
February 5th	Borg
March 5th	Strawberry Days
April 9th	The Man
May 7th	The Memory of Ingmar Bergman (in collaboration with Espoo Ciné)
September 3rd	The Cake General
October 1st	The War Game (in collaboration with Espoo Ciné)
November 5th	Fanny and Alexander
December 3rd	What will people say



Photo:
Arne Carlsson ©
AB Svensk Filmindustri



Speakers at the Mera konst! (More art!) seminar in Tampere on 8 May 2018. From left Cecilia Borgström-Fälth (Côteborg Konst), Henri Terho (Taike), Taina Myllyharju (Tampere Art Museum), Tuomo Rosenlund (ROP), Vesa Varrela and Tuula Lehtinen (Frei Zimmer).

MERA KONST!

Mera konst! (More art!) is a project run by Hanaholmen that's designed to bring together Finnish and Swedish local authorities to compare different ways of acquiring and procuring art for public spaces.

During the project, the participants have had the opportunity to familiarise themselves with art projects taking place across a number of cities in Finland and Sweden. The cities featured in the programme include Pori, Kokkola, Riihimäki, Sipoo, Tampere, Hämeenlinna, Gothenburg, Lund, Stockholm and Uppsala.

In October 2018 we evaluated the results of the More Art! project during a full-day seminar attended by Swedish, Finnish and international experts. The evaluation showed that the More art! project, which is jointly funded by the Finnish Ministry of Education and Culture and the Swedish-Finnish Cultural Foundation, had delivered tangible results in both Finland and Sweden.

In Uppsala, a Finnish artist received a grant to create a public artwork for the centre of Uppsala to celebrate the centenary of Finland's independence.

In Pori, civil servants were inspired by the ideas brought forward during the Mera Konst! seminars to develop a new art policy for the city. The art programme devised for the Seinäjoki railway station development also acknowledges the More Art! project as a source of inspiration.

"What really mattered with this project was seeing it spread across Finland and all the brilliant and exciting contacts we made in Sweden. It was also great to see how well the Finnish participants worked together during the project and the proactive and high profile role

Hanaholmen took during the discussions surrounding the one per cent rule," commented **Henri Terho**, Special Advisor at Arts Promotion Centre Finland (Taike).

Henri Terho is also keen to stress the need for a follow-up project to More Art!.

"We need to build on this. I'm not expecting an entirely new project, but I can see the benefit of Hanaholmen and Taike getting together about once a year to organise a themed event on public art. It is vital that Hanaholmen remains fully engaged and continues to raise awareness about new methods, trends and operating models that are coming up in the sector as well as acting as a link with other organisations working in Nordic countries."



Aino Kostiainen, Programme Coordinator, Hanaholmen, Ginnie Wollaston, former Arts Officer, Birmingham City Council, Henri Terho, Senior Specialist, Taike and Urmala Jassal, Producer, United Kingdom.



NERA KONST! 2016–2018:

- More Art! was a two-year project part funded by the Ministry of Education and Culture. As part of the project, we created new links between 10 local authorities in Sweden and Finland to foster discussion debate about public art.
- The participating local authorities in Finland and Sweden found that the project was helpful and also inspired them to continue to develop the public art available in their area.
- One artist was even awarded funding in Sweden through the More Art! programme.
- The resources created during the project have helped Finnish local authorities to develop new ways of working.
- Thanks to the More Art! project, the participating local authorities in Finland and Sweden have remained in contact with one another and are focused on developing their art-related activities.
- In 2019, local authorities in Sweden and Finland will be provided with a guide to best practice on public art.

“It is vital that Hanaholmen remains fully engaged and continues to raise awareness about new methods, trends and operating models that are coming up in the sector as well as acting as a link with other organisations working in Nordic countries.”

Henri Terho, Taike



FROM INTERIOR DESIGN TO HIGH ART — OUR GALLERY HITS THE HEADLINES

During 2018, the Hanaholmen Art Gallery attracted a large number of new visitors and the year also saw a rise in general awareness about the gallery.

We organised a series of interesting and thought-provoking exhibitions during the year, but it was Svenskt Tenn's *Design from Sweden* and Mikael Persbrandt's *Into the Woods* that generated the exposure that allowed us to gain both publicity and popularity.

SVENSKT TENN — A VISIT FROM THE ICONIC SWEDISH INTERIOR BRAND

Renowned Swedish interior design brand Svenskt Tenn visited Helsinki and Espoo in summer 2018 to set up a pop-up boutique at the Stockmann department store, while both the Didrichsen Art Museum and Hanaholmen marked the occasion with two parallel design exhibitions.

While Didrichsen explored the history of Svenskt Tenn founder Estrid Ericson and Austrian architect and designer Josef Frank, the *Design from Sweden* exhibition at Hanaholmen focused on the work of contemporary designers working for the brand, such as Carina Seth Andersson, Harri Koskinen, Jacob Solgren and Anna von Schewen. Both exhibitions were the brainchild of the Hanaholmen team and attracted significant attention among the media and the public, bringing new audiences to both venues.

"The project attracted more publicity than we ever could have imagined. The exposure we got was incredibly extensive and even included media outlets that wouldn't normally cover our exhibitions," said **Maria Didrichsen**, Curator at Didrichsen Art Museum.

According to Svenskt Tenn, Hanaholmen offers something truly unique.

"Hanaholmen's entire history and mission are so interesting and it's clear that the organisation has an important role to play in fostering collaboration and cooperation across the Nordic countries and in promoting different artistic genres in an exciting, educational and ethically sustainable way. The location on a small but stunning beautiful island right at the edge of the Helsinki archipelago and the beautifully renovated building offered an incredible setting for the events Svenskt Tenn participated in during 2018," commented **Per Ahldén**, Curator at Svenskt Tenn.

The exhibition brought a huge number of new visitors to Hanaholmen. In an extensive article published in the *Länsiväylä* newspaper, two Helsinki residents commented on their first ever visit to Hanaholmen, praising the way "the beauty and the tranquility have made an indelible impression... And what's more the venue is architecturally absolutely stunning, just fabulous".



MIKAEL PERSBRANDT DAZZLES THE ART SCENE

The Svenskt Tenn exhibition was followed by a display of works by the Estonian photographer **Krista Mölder**, to mark the centenary of Estonia's independence.

Then it was the turn of *Into the Woods* by actor and artist **Mikael Persbrandt**. The legendary Swedish performer captivated the Hanaholmen crowds with his charisma and natural sense of authority. At the preview on 27 November, he joined Hanaholmen Programme Director **Maria Romantschuk** on stage for a conversation that proved to be candid and entertaining in equal measure.

Earlier that day, Persbrandt had given a press conference, where he described his relationship with acting and art:

"My films are me, the script, the director, the camera, the editing suite, the public. My art, it's me, the colours, the canvas – finished," he said.

Mikael Persbrandt's *Into the Woods* attracted extensive media attention in Finland across TV, radio and print, with 31 print articles, 26 online articles and 9 TV and radio features. We also reached more than 200,000 people on Facebook alone, and at the end of 2018, more than 4,000 visitors had viewed the exhibition in person.

"Hanaholmen is such a beautiful place."

Mikael Persbrandt in an interview with the IL-TV channel



THE HANAHOLMEN ART GALLERY – EXHIBITIONS IN 2018

- Filippa Arrias & Pauliina Turakka Purhonen. The artists are planning further collaboration at Uppsala Art Museum in 2019.
- Children and nature – timeless art from Finland
- Svenskt Tenn, Sweden – Design from Sweden
- Jussi Niva, Finland and Juri Markkula, Sweden - Two-Way Ahead
- Krista Mölder, Estonia – Interval
- Mikael Persbrandt, Sweden – Into the Woods



HIGH-PROFILE LINE-UP FOR NORDIC NIGHTS

Nordic Nights is a cultural festival that in 2018 was hosted by Hanaholmen for the second time. The festival offers an extensive programme that blends together art, music, lectures and discussion events.

The inaugural line-up included actor **Marika Lagercrantz**, high-profile chef **Michael Björklund**, authors **Antti Tuuri** and **Juha Itkonen**, explorer **Patrick Degerman**, jazz duo **Julia Korkman & Claes Andersson** as well as pianist and Chopin expert **Janne Mertanen**, who performed at Hanaholmen for the very first time.

"The atmosphere in the auditorium was just incredible," Mertanen commented afterwards.

The Children's Book Day event organised in conjunction with the Nordic Nights festival was aimed at children and young people aged 4 to 13. The children's event and the festival attracted around 500 visitors to Hanaholmen over a period of two days, a significant increase on the previous year when the event was organised for the first time. Nordic Nights was also a success in terms of media coverage.

"Given the huge choice of festivals in the Helsinki region, Nordic Nights continues to bed in and it of course takes time to establish a new concept. We've got lots to learn but we know that we've seen a strong year-on-year increase in our visitor numbers and the outlook is good. It'll be interesting to see how we can continue to build on our skills and experience in 2019," commented Hanaholmen's Project Coordinator **Henrik Huldén**.

Nordic Nights is jointly funded by all the foundations run by Hanaholmen.

Hanaholmen staff Jaana Tamminen,
Erik Lund and Jessica Santala



Photo: Rami Saarikorpi



Photo: Madeleine Söder



NORDIC NIGHTS 2018

- 500 visitors
- Approx. 60 events
- > 30 Finnish language events,
 > 20 Swedish language events
- 70 performers from across the Nordic countries
- 9 print and online articles
- 2 TV and radio features
- 50 Facebook updates by organisers

ART AND CULTURE 2018

ART

5 EXHIBITIONS

- 1 Kompis exhibition
- 1 private sector collaboration
- 1 for children and schools
- 1 estonian artist
- 1 actor/artist

Total approx.
14,000 visitors

MORE ART! PROJECT

- 3 seminars
- 1 at Hanaholmen
- 1 in Stockholm
- 1 in Tampere
- New cross-border networks

Total 187 participants

INTENSIVE RESIDENCY FOR CURATORS

- 1 week
- Topical theme, attracted significant interest
- New contacts and networks

Total 20 participants

ART WALKS

- 20 art walks

Total 500 visitors

ART IN THE PARK

- State subsidies
- Park development in collaboration with artists

FILM AND THEATRE

INGMAR BERGMAN 100

- 9 discussion events
- 17 Swedish and Finnish experts on Bergman
- 1 for children and schools

Total 1,116 participants

THE NORDICS ON STAGE

- An event for theatre professionals from Sweden and Finland
- Followed by a discussion on Lars Norén

LARS NOREN IN FOCUS

- In collaboration with Svenska Teatern theatre
- Theatre professionals from Sweden and Finland

Total 72 participants

1 EVENT WITH THE FINNISH-NORWEGIAN FOUNDATION

- Screening of Utøya film and seminar

Total 120 participants

CULTURAL POLICY

NEW DIRECTIONS FOR CULTURAL POLICY IN SWEDEN AND FINLAND

- Administrators and practitioners from Sweden and Finland

Total 98 participants

PROMOTING READING IN SWEDEN AND FINLAND

- Administrators and practitioners from Sweden and Finland

Total 99 participants

ARTS FUNDING — LOANS OR GRANTS?

- Administrators and practitioners from Sweden and Finland

Total 101 participants

IS EVERYONE INCLUDED?

- Gothenburg Book Fair
- 3 authors from Finland and Sweden

Total 20 participants

OTHER CULTURAL EVENTS

1 EVENT WITH THE ICELANDIC-FINNISH FOUNDATION

- Promoting reading in Iceland

Total 51 participants

NORDIC URBAN LAB

- 3 days
- Administrators and practitioners from Sweden and Finland and further afield

Total 205 participants

CHILDREN'S BOOK DAY

- 9 external partners
- 22 events

Total 300 visitors

HANAHOLMEN ARRANGED ABOUT 50 CULTURAL AND ART-RELATED EVENTS AND EXHIBITIONS IN 2018



KNOWLEDGE AND EDUCATION

At Hanaholmen, what we have set out to achieve is to improve the opportunities for researchers and teachers within the higher education sector to make new bilateral contacts and benefit from the advances being made in their area.

We also run an annual business forum that's designed to promote collaboration within the private sector. Each year, it attracts a number of high-profile speakers for discussion and debate on a series of topical issues and challenges.

BUSINESS FORUM 2018

The annual business forum organised by Hanaholmen and the Swedish-Finnish Cultural Foundation has become a key event for Finnish and Swedish business leaders as well as senior politicians and civil servants.

In 2018, the event focused on AI and its implications for business and wider society. The event honoured Estonia's centenary of independence, with the keynote address delivered by **Kersti Kaljulaid**, President of Estonia.

The other keynote speaker was **Dr Christian Guttman**, Vice President, Global Head of Artificial Intelligence and Data Science, Chief AI and Data Scientist, Tieto, and one of the world's leading AI experts. Guttman advises governments and business leaders around the world.

"This was a fantastically well-organised event, and I enjoyed it very much. You also did a great job on the social media front, with excellent photos and well-chosen quotes from the participants," Guttman said.

Thanks to the excellent line-up of speakers and panellists, the auditorium at Hanaholmen was filled to capacity. The same number viewed the live stream online and the event trended across Finnish Twitter on 19 October.

"AI presents many more opportunities than I had realised and I definitely left much better informed. There's nothing to fear," said **Rebecca Åkers**, student at the Hanken School of Economics in Helsinki, after the seminar.

The conference also drew a large delegation of attendees from Estonia. According to **Allan Selirand**, one of the visitors, Nordic cooperation represents a unique opportunity for Estonian business too.

"We need these types of events where businesses can gather to openly discuss their experiences," he said.



#businessforum2018 #AI in Hanaholmen earlier today - @pvesterbacka @PiretMurdubout Christian Guttman, Katarina Cornelius, Leo Kärkkäinen, Teemu Salmi and @jprantanen on stage. @Hanaholmen #FinEstBayArea #estonia #finland #sweden #startups @VHyrylainen



Hanaholmen #businessforum2018 is about start. It's a New Nordic way of collaboration where Swedes, Finns and Estonians are rethinking business on the age of artificial intelligence. Proud to be part of the Presidents delegation. #NewNordic #Estonia #Sweden #Finland @KallePalling



AI is bringing so many new jobs! Be ready! #BusinessForum2018 #FinEstBayArea #heartofeurasia Ping @headaiofficial :) @pvesterbacka



#BusinessForum2018 is now trending in Finland @TrendsSuomi



Most govmts today take the view that it's too dangerous to gather&use health info. But there are ways to do that safely, and to teach web/AI doctors. We need to do so, as 95% of people search the web for health problems anyway, but quality is currently lacking #businessforum2018 @KerstiKaljulaid



BUSINESS FORUM 2018 — THE LINE-UP

- Kersti Kaljulaid, President of Estonia
- Cecilia Borg, CEO, Citerus
- Katarina Cornelius, Head of Business Transformation, Cybercom
- Anna Felländer, Ministerial Advisor and founder, AI Sustainability Center
- Christian Guttman, Vice President, Global Head of Artificial Intelligence and Data Science, Chief AI and Data Scientist, Tieto. Executive Director, Nordic Artificial Intelligence Institute, Sweden. Professor (adj. assoc.), University of New South Wales, Australia. Senior Researcher, Karolinska Institute, Sweden.
- Eva Hamilton, Professional Board Member
- Leo Kärkkäinen, CAIO, Nokia
- Ilona Lundström, Head of Department, Ministry of Economic Affairs and Employment
- Piret Mürk-Dubout, Chairman and CEO, Tallinn Airport
- Paavo Nõgene, CEO, Tallink Grupp
- Teemu Salmi, CIO, Stora Enso
- Peter Sarlin, Professor at Hanken School of Economics, founder & Vice-chairman, Silo.AI
- Ville Sirviö, CEO, Nordic Institute for Interoperability Solutions
- Peter Vesterbacka, entrepreneur
- Moderators: Annika Arras, Managing Director, Miltton Estonia and Jussi Pekka Rantanen, Producer and newsreader, YLE







Hanaholmen and Svenska nu are working closely with the Embassy of Sweden, Helsinki and its highly active Ambassador Anders Ahnlid across a number of platforms, including the Team Sweden network.

SVENSKA NU

The Svenska nu (Swedish now) network is an award-winning initiative that works to build bridges and create an inclusive, tolerant and bilingual Finland. Svenska nu introduces Swedish into Finnish classrooms and disseminates new cultural influences to its target audiences from both Sweden and Swedish-speaking Finland.

Svenska nu also acts as a link between staff within Finnish schools who can help promote positive attitudes towards the Swedish language and Swedish learning and forge links with Sweden. The overarching message of the Svenska nu programme is that Swedish is a bridge connecting Finland with Sweden and the other Nordic countries.

"Erkki Kuronen gave an excellent lecture at the Haaga-Helia University of Applied Sciences in Porvoo. What an inspiring person!"

Student



In 2018, the Svenska nu programme worked with around 70,000 teachers and pupils across Finland. We delivered 740 workshops and talks in 400 schools and provided life-long learning opportunities for 4,118 teachers. We also follow up on our school visits and ensure that the content we deliver meets the requirements set out in the national curriculum. As the artists within the network represent a number of different disciplines, they are well-placed to engage the students and introduce them to the cultural diversity in Finland and the other Nordic countries.

Svenska nu has a delegation comprising a chair, two vice chairs and 60 members. Former Finnish Prime Minister Paavo Lipponen currently chairs the delegation and also acts as its patron. The other members come from diverse backgrounds, including business, education and various social disciplines within Finland and Sweden.

"Thanks so much! I loved all the activities we did when you visited. Our teacher also loved hearing and speaking Swedish."

Teacher





SVENSKA NU – MAKING A DIFFERENCE

To mark the 10th anniversary of Svenska nu in 2017, we commissioned an external evaluation of the programme's effectiveness.

The evaluation was carried out by Adjunct Professor Taina Juurakko-Paavola at Häme University of Applied Sciences, with the results submitted in February 2018. The evaluation looked at the network's business plan and annual reports, carried out a survey of Swedish teachers in Finland and interviewed a number of participating teachers, artists and members of the steering committee.

Swedish teachers gave Svenska nu an average score of 8.62 out of 10, while the steering committee rated it at 8.52. The survey asked the participating Swedish teachers to evaluate the programme's impact on their students' motivation and attainment and the benefits it had brought to the teacher's own practice. Of the respondents, 79% felt that the programme had had at least one positive impact on their students' motivation.

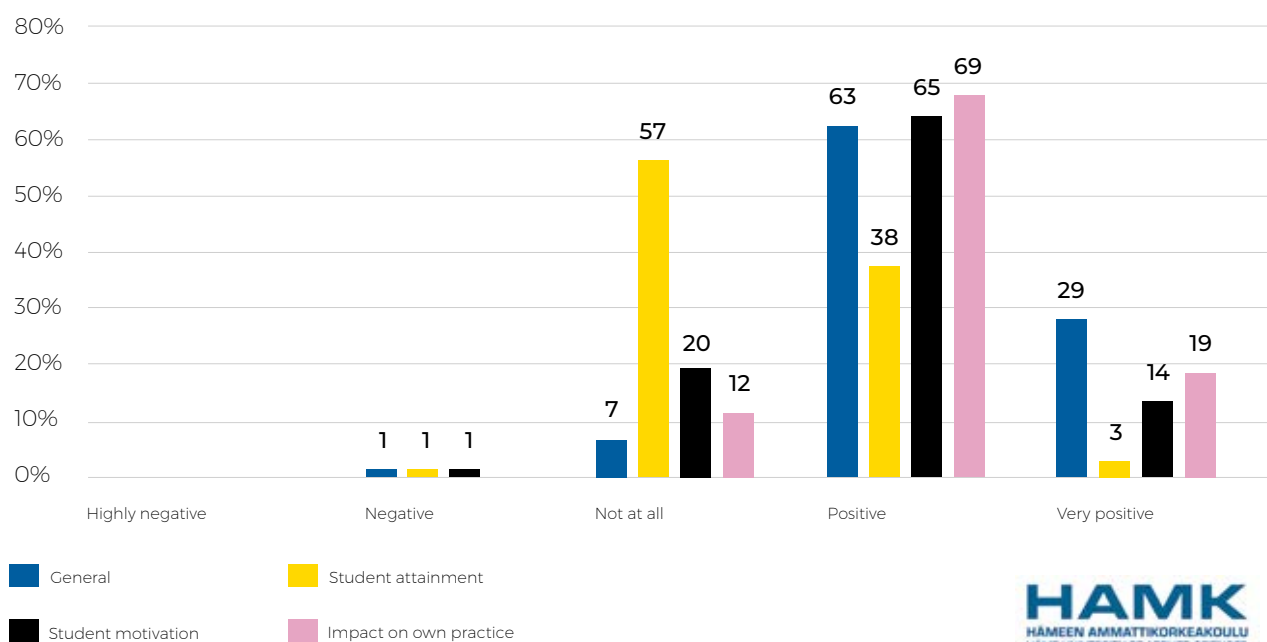
The majority of respondents said the programme, which is largely based on one-off visits, did not deliver learning

benefits. However, 88% of Swedish teachers felt that the Svenska nu programme had at least one positive impact on the teacher's own practice.

According to **Mikael Hiltunen**, Svenska nu's Project Manager, the findings of the evaluation will stand the team in good stead as they plan the next steps for the project.

"What we're setting out to do now is developing a more holistic pedagogical approach that ensures that the activities we deliver are closely linked to the curriculum and individual course requirements. We're also introducing more audiovisual content through webinars and video resources. We will also take a closer look at our geographical spread in relation to the contacts we have made locally and the steering group will be given the opportunity for more strategic decision making. Finally, we have also held several round table discussions about our role in the preparation of text books and other learning resources as well as the delivery of ongoing teacher training," Hiltunen explains.

TEACHERS VIEWS ON IMPACT OF SVENSKA NU: PARTICIPATING TEACHERS (% OF RESPONSES, N=103)



SVENSKA NU 2018 IN NUMBERS

Total number of participants	77,084
Student participants	65,891
Teacher participants	4,118
Other participants	7,075
Workshops and lessons delivered*	740
Schools visited	400
Programmes	28
New programmes	8
Teaching resources	23
New teaching resources	3

*Excl. music and theatre performances



The Swedish and Finnish economies are among the most integrated in the world and Swedish skills will help you stand out in the job market, explains Mikael Hiltunen, Project Manager for the Svenska nu network.

PLUGGANU.FI TEACHING RESOURCES

Overview of teaching resources	Result 2018	Result 2017
Number of users who visited website at least once	10,452	6,289
Total visits	14,446	9,645
Page views	40,351	30,508

Svenska nu's new website was launched in 2018. The website is user friendly and compatible with most digital platforms. In 2018, the website attracted approx. 7,000 visitors with 9,000 visits. Over the same period, the number of visits to the plugganu.fi teaching resources website rose by 50%.

SVENSKA NU 2.0

- Content aligned more closely to national curriculum
- Round table discussions on the life-long learning opportunities provided to teachers
- Introduced more quantitative methods for evaluating service
- More audiovisual content
- Healthcare students in vocational training and at universities of applied sciences an important new target audience
- Steering group to operate more strategically

SVENSKA NU — ORGANISATIONAL OVERVIEW

- Paavo Lipponen, former prime minister of Finland, chair of delegation
- Gunvor Kronman, CEO, steering group chair
- Mikael Hiltunen, Project Manager

SVENSKA NU — STEERING GROUP

- Hanaholmen – Swedish-Finnish Cultural Centre
- National Agency for Education
- Ministry of Education and Culture
- Oulu University
- Svenska Folkskolans Vänner (Swedish Teachers' Association of Finland)
- Embassy of Sweden, Helsinki
- Swedish Institute
- Swedish Cultural Foundation
- Svenska Folkskolans Vänner (Friends of Swedish Comprehensive Schools)
- Swedish Cultural Foundation in Pori
- The Swedish-Finnish Cultural Foundation
- The Federation of Foreign Language Teachers (SUKOL)

The universities that offer teacher training in Swedish as a foreign language are currently building a network that will provide expert support to Svenska nu.

SVENSKA NU MOVES TO NIP LANGUAGE PILOT IN THE BUD

In 2017, the Finnish government proposed a pilot scheme that would see 2,200 students being taught a language other than Swedish, Finland's second official language, at primary school from autumn 2018 onwards.

The scheme quickly ran out of steam. It attracted only a modest amount of interest and when the small number of local authorities that had signed up (Savonlinna, Rovaniemi, Pieksämäki, Ylöjärvi and Jämsä) requested a binding commitment from the parents of the children due to be entered into the pilot, they were refused. This led to all five local authorities withdrawing from the scheme.

Svenska nu has watched the developments closely from the very beginning. The network wrote to the local authorities and local party offices before the local elections in 2017, setting out its position on the Ministry of Education and Culture's proposals. Furthermore, Svenska nu submitted written evidence to the parliamentary

Education Committee and was later invited to provide oral evidence at a committee hearing.

During the implementation phase, Svenska nu sent both electronic and printed information leaflets to parent associations, head teachers and local authority education leaders in Kuopio, Pori, Imatra, Lappeenranta, Pirkkala, Savonlinna, Jämsä, Kaustinen, Rovaniemi, Pieksämäki and Ylöjärvi.

In the leaflet, Svenska nu made the case for the importance of Finnish children studying Swedish at school and also pointed out that all students have a legal right to receive tuition in the other official language whether or not a pilot is being run. The Svenska nu network felt it was important to serve parents, head teachers, civil servants and politicians with arguments supporting the teaching of Swedish as the pilot was entering a critical phase.

"Everything else has been great. I think some of the visitors could perhaps try to engage with the students a bit more and get them involved. It would also be good to see more workshop-style sessions."

Teacher feedback on Svenska nu

"Thanks for being there! You're so inspiring!"

Teacher



Hufvudstadsbladet, December 11th 2018 "Ann-Jolin Grüne at Luckan and Mikael Hiltunen at Svenska nu are banging the drum for Swedish language teaching. They want more Swedish tuition to be made available in schools and for immigrants."



DREAM ACADEMY NORDEN – NETWORKING THROUGH MUSIC

Dream Academy Norden was a successful project that combined music making with Swedish language tuition.

The brainchild of musicians **Jimmy Westerlund** and **Fredrik Furu**, the initiative was funded by Nordplus and ran from 2015 until 2018. The project was managed by the Svenska nu network and saw students from Finland, Sweden and Norway come together, under the supervision of professional musicians, to create their own lyrics and tunes, refine their ideas and ultimately to perform them.

Swedish was the working language used throughout the project. For the Finnish participants this was an excellent real life opportunity to make the most of their language skills and gain new confidence. They found that through working with native speakers, they came to see their own abilities in a completely different light.

Each year ended with a final concert, which took place in Mariehamn in May 2016 and at Hanaholmen in May

2017 and April 2018. The project wrapped with a teacher conference held at Hanaholmen on 13 April 2018.

The event was intended as an opportunity for the teachers who had taken part in the project to round up their conclusions regarding the project's impact both on the students' language skills and the schools' organisational culture, multidisciplinary teaching and opportunities for helping the students to develop intercultural awareness. The programme also included a series of lectures on the links between music and language learning, developed by experts in this field.

“The Dream Academy was amazing! We got to work on our music but also learn other languages. The project definitely motivated me to learn Swedish...”

Student from Kaustinen



DREAM ACADEMY NORDEN — OUTCOMES AND CONCLUSIONS

The responses and views of the teachers and students who took part in the project were collated into a final report.

Titled Dream Academy Norden 2015–2018 – outcomes and conclusions on the project’s impact on teaching and intercultural awareness, it provides an excellent insight into how the participating teachers experienced the project and how the content fits in with other teaching they deliver. The feedback we received from the teachers suggests that the project was successful in introducing a Nordic aspect to the school’s activities as a whole and also helped motivate Finnish-speaking students to read more in Swedish. The comments we received from the students show that for them the project was a chance to make lasting memories.

The Dream Academy Norden project also featured in a television production that was screened as a longer documentary series online and broadcast as an hour-long programme on YLE in autumn 2017. Svenska nu was given access to the video material and we used it to create our own marketing spot for our website at danorden.fi.

“This was an excellent project and very worthwhile. Dream Academy Norden had an impact throughout our whole school and it was an opportunity for us to update our Nordic languages resources. Once again, we’ve been reminded of the helpful role Svenska nu can play in helping us to unlock our students potential.”

Taina Lehtonen, Governor, former Head Teacher, Kaustisen musiikkilukio upper secondary school

“Travelling to Finland and spending a week going to school with our new friends is one of the best and funnest things I’ve ever done in my life. Our group was fab! I’d love to do it again.”

Student from Tingsryd

DREAM ACADEMY NORDEN — PARTICIPATING SCHOOLS

- Puolalanmäen lukio (Turku)
- Vaskivuoren lukio (Vantaa)
- Kaustisen musiikkilukio (Kaustinen)
- Ålands musikinstitut (Mariehamn)
- Savonlinnan taidelukio (Savonlinna)
- Nordahl Grieg videregående skole (Bergen)
- Academy of Music and Business AMB (Tingsryd)
- Gymnasieskolan Spyken (Lund).

HANAACADEMY

A joint initiative by Hanaholmen and the Swedish-Finnish Cultural Foundation, HanaAcademy has been working for nearly a decade to promote collaboration and knowledge transfer within the higher education and research sectors in Finland and Sweden.

Since it began in 2010, the project has been successful in forging links between scientists and has led to multidisciplinary research collaborations.

The Driving Forces of Democracy project is one of the largest research initiatives facilitated by HanaAcademy. A collaboration between scientists at Uppsala University, Södertörn University, Stockholm University, Helsinki University and Jyväskylä University, the project tracked the development of democracy in Sweden and Finland between 1890 and 2020.

The results were first revealed in 2017 but were published again on a number of occasions in 2018. The findings caught the public's attention after they featured on Twelve things that created Finland, a TV series broadcast by Svenska Yle.

The Driving Forces of Democracy project has also led to further research titled Meritocracy, democracy or market? Governance of higher education in Finland and Sweden, 1965–2018, led by **Janne Holmén** and **Johanna Ringarp**.

HANAACADEMY – A TRACK RECORD OF EXCELLENCE

In 2018, the HanaAcademy project underwent an audit carried out by a group of independent external experts, comprising Professor Emerita Gunnel Gustafsson, Chancellor Emeritus Thomas Wilhelmsson and their assistants, PhD students Kirsi Pulkkinen and Isak Vento. Their work looked at Hanaholmen's annual reports and involved interviews with staff from the Swedish Ministry of Education and Research, the Finnish Ministry of Education and Culture and other stakeholders. Project staff were also asked to carry out a self-evaluation of the project.

According to the report, HanaAcademy has achieved "an incredible amount with such a limited budget". The report went on to say that key issues had been highlighted in accordance with the framework agreement and HanaAcademy had delivered on its

promises. It highlighted the Driving Forces of Democracy project as an excellent example of a collaboration capable of delivering long-term results. The report also estimated that HanaAcademy has succeeded in reaching thousands of individuals between 2016 and 2018.

In summary, the report found that HanaAcademy had utilised its limited resources to "create meaningful dialogue and projects within the framework of Swedish-Finnish and wider Nordic higher education setting". As the project's financial backers and other stakeholders were also pleased with the results, the audit report recommended that HanaAcademy be given the opportunity to continue its work.



Article on the Almedalen event by The Royal Swedish Academy of Engineering Sciences, 4 July 2018. Pictured: Janne Wikström, HanaAcademy Project Manager.

HANAACADEMY – NEXT STEPS

As with all projects and initiatives, and despite its not insignificant success to date, some areas for improvement remain. According to the evaluation report, HanaAcademy should not lose sight of its bilateral focus, even if the majority of research activity is internationally oriented.

HanaAcademy should also adopt clearer and more open ways of working, both in terms of its objective setting and methods. By focusing on its core activities, HanaAcademy can avoid “mission creep” beyond its original scope and remain better placed to implement a range of relevant ideas.

HanaAcademy’s strength lies in its skill as a facilitator and it should focus on this going forward. At the same

time, the organisation should strive to maximise its agility and ability to react quickly to changes in its field. It is vitally important that HanaAcademy remains open to new initiatives and opportunities that present themselves.

Finally, the report suggested that HanaAcademy could take a more proactive approach to understanding the needs arising across the higher education sector. Discussions and meetings could be streamlined into a more carefully considered and systematic process that allows a wide range of stakeholders to submit feedback. At the same time, it recommends that HanaAcademy consider its brand identity and target audiences.

“We consider that there will continue to be demand in the future for a proactive facilitator like HanaAcademy [...] and that HanaAcademy’s activities are in fact in the wider public interest. As such, we are pleased to recommend that HanaAcademy be provided with the opportunity to continue its work after the conclusion of the current period.”

“HanaAcademy’s strength lies not necessarily in the substance of what it does but in the way that the organisation operates, in its ability to act as a coordinator and facilitator of networks. HanaAcademy’s partners and stakeholders consider it a professional and reliable operator. It has carved out a niche for itself thanks to its consummate skill in knowing how to make things happen and in bringing together researchers and other industry participants that would otherwise perhaps not have the opportunity to meet.”

HANAACADEMY 2016-2018 – AUDIT REPORT

- Achieved “an incredible amount with such a limited budget”
- Highlighted key questions
- Delivered on promises made
- Successfully driven collaboration within Swedish and Finnish higher education sector and delivered long-term results

HANAACADEMY – NEXT STEPS

- To create a clearer and more open way of working
- Focus on role as facilitator
- Act to identify the needs that currently exist within the higher education sector
- Retain focus on bilateral nature of core mission even when working in wider international setting
- Reinforce brand identity



Аа « Кк « Хх «

Бб « Дд « Цц «

Вв « Мм « Чч «

Гг « Нн « Шш «

Дд « Оо « Щш «

Ее « Рр « Ъ «

Ее « Рр « ы «

Жж « Сс « Ъ «

Зз « Тт « Ээ «

Ии « Уу « Юю «

Јо

HANAHOLMEN COURSE OFFERING

At Hanaholmen, we run a wide range of courses and seminars aimed at school teachers, university lecturers, researchers, journalists and civil servants but anyone with an interest in the topics covered is welcome.

The courses cover everything from general and advanced courses to topics like language and culture, ranging from shorter seminars to multi-day conferences and courses.

“The programme was really well put together, the lecturers were great and the breaks were a great opportunity to talk to some of the other teachers. In fact, we made many useful new contacts. We also left with many valuable tips on running international partnership projects. I could not recommend it highly enough!”

Course participants (Cracking the code)



NORDIC PEARLS

- Centres for culture and bilateral collaboration in Finland, Sweden, Denmark and Norway
- Hanaholmen (Finland & Sweden), Voksenåsen (Sweden & Norway), Lysebu and Schæffergården (Denmark & Norway) and Nordens folkhögskola Biskops-Arnö (Sweden)
- For several decades, these cultural centres have continued to collaborate on a variety of projects and programmes
- They offer courses on language and culture and aim to promote interest in the Nordic region

EDUCATIONAL ACTIVITIES AT HANAHOLMEN 2018

- 13 events/courses
- 54 days
- > 400 participants
- > 300 overnight participants
- Approx. 950 hotel stays
- Turnover approx. EUR 185,000



FROM DIPLOMATS TO NORDIC PEARLS

In 2018, we were commissioned by the Finnish Ministry for Foreign Affairs to run a training day for trainee diplomats covering Nordic cooperation with a particular focus on security policy, the environment and culture around the Baltic Sea. The Swedish Ministry for Foreign Affairs also contributed to the day's programme.

"Mission: Russia" was a week-long intensive course for trainee journalists featuring lectures from leading industry experts, panel discussions and editorial tasks with daily deadlines. The course was run in collaboration with Helsinki University's Swedish School of Social Science, Gothenburg University and Tampere University. All the materials produced during the week were published on the course blog at <https://utrikes.jmg.gu.se/omkursen>.

We also delivered a suite of courses aimed at teachers practising across the Nordic countries, including further studies in foreign language pedagogy and networking.

Our so-called pearl courses extend beyond our bilateral focus on Finland and Sweden, targeting trainee teachers in Denmark and Norway. The purpose of these courses is to promote the trainees' interest in language and culture through a short stay in another Nordic country and by attending a course in one of the other Nordic languages. We also offer teachers an introduction to educational provision on a range of Nordic issues that also allows the participants to develop a new set of practical skills for establishing professional networks with other Nordic practitioners.

This was delivered to a group of trainee teachers from Aalborg in Denmark, who visited Hanaholmen in late 2018. The courses provide an introduction to Finnish history, government, language policies as well as the education system. Just one of the 28 participants had visited Finland previously. The visit also led to a three-part article series on the Finnish school system.

OUR COURSES IN 2018

- Language course pilot
- Summer course, Nordic languages – From radio chat to literature apps
- Nordliks – a networking event for university lecturers
- Course for trainee journalists from Sweden and Finland
- Swedish-Finnish Teachers' Association, continuing professional development course
- Nordic Day – teacher conference
- Cracking the code – an introduction to the Nordic languages and cultures
- Nordic training day for managerial and administrative staff
- Three pearl courses: Introduction to Finnishness
- Summer in Finland: an intensive course on Finnish language and culture
- Language and culture in health and social care

NEW CONTACTS AND NETWORKS IN 2018 – AN OVERVIEW

The Nordic Urban Laboratory was a highly impactful Nordic seminar on art, culture and planning. It helped to establish and reinforce a network that was created between the Metropolis International Theatre in Copenhagen, the cities of Pori, Espoo and Helsinki as well as Sipoo Council, Turku University, Aalto University and Hanaholmen.

Mera Konst! (More Art!) was a two-year project that concluded in 2018. Funded by the Ministry of Education and Culture, it created new links between 10 local authorities in Sweden and Finland to foster discussion debate about public art. The resources created during the project have helped Finnish local authorities to develop new ways of working.

Language and culture in health and social care. This collaborative project was designed to facilitate the development of new working practices and language and cultural competencies among staff and students in the health and social care sector in Sweden. It was organised by the Finnish Institute in Stockholm, Gävle Council and the Metropolia University of Applied Sciences.

Course for trainee journalists from Sweden and Finland. The course was run in collaboration with Helsinki University's Swedish School of Social Science and Gothenburg University.

Nordic Pearls – new participants The Nordic pearls are aimed at trainee teachers from Denmark and Sweden and they are designed to promote the trainees' interest in Nordic languages and cultures. In 2018, trainee students from Aalborg and Århus completed the course.

Three new seminars on cultural policy – New directions for cultural policy in Finland and Sweden, Promoting reading in Sweden and Finland and Arts funding – loans or grants? helped to establish new links between Swedish and Finnish practitioners and managers.

The Kompis exhibition concept. The purpose of this initiative was to bring together a Swedish and Finnish artist to create a new joint exhibition at Hanaholmen. The project was welcomed with significant interest from artists in both countries.

Theatre professionals' meet up. The meeting helped to establish new links between independent and grant maintained theatres in Sweden and Finland.

Intensive residency for curators. The course forged new links between Swedish and Finnish curators.

Bergman 100. Hanaholmen promoted the Ingmar Bergman centennial throughout 2018, which resulted in new contacts and networks being established between the Ingmar Bergman Foundation, Hanaholmen and other Finnish sector participants.

New teacher training initiative The bilateral exchange programme for students at the University of Stockholm and the University of Helsinki was initiated as part of Hanaholmen's HanaAcademy programme. It allows Swedish students to learn more about how the Finnish supervision process work while Finnish students will have the opportunity to learn more about the diversity in Swedish schools.

Secondary school language teachers in Sweden who organise school visits to Finnish schools.

New Nordic defence and foreign policy network that gathers at Hanaholmen

Research collaboration with the Royal Swedish Academy of Engineering Sciences. Comparative analysis of teaching activities in Swedish, Finnish, Iranian and Chinese schools.

Workshop on Arctic research Established new links and contacts between Swedish, Finnish and international polar researchers.

The Mechanisms of Social Exclusion. A seminar on youth exclusion in Sweden and Finland The course forged new links between Swedish and Finnish practitioners working in youth research and crime prevention.

Dream Academy Norden. Savonlinnan taidelukio and the Nordahl Grieg secondary school continued to work together following the end of the DAN music programme.



Nordic City Challenge 2018. Photo: Marie Røthing Hørlyck

HANAHOLMEN AND SUSTAINABLE WELFARE

The **Nordic City Challenge** and **Globsol** events on sustainable welfare were Hanaholmen's key projects for 2018.

Both are annual courses aimed at young participants aged between 18 and 35. While Globsol is an educational programme designed to foster solidarity globally, the Nordic City Challenge event specialises in urban planning.

FROM SUSTAINABLE PLANNING TO ENVIRONMENTALLY FRIENDLY FASHION

The Nordic City Challenge invites participants to work on real projects that have the potential to contribute to the development of sustainable cities. Nordic City Challenge brings together around 20 students from across the Nordic countries, putting them together with up to 10 experts in academia, public authorities, business and civil society.

The theme for the 2018 Nordic City Challenge will be urban art and design. The students were divided into several mixed groups. The groups were then asked to develop sustainable proposals for the Kulbanekvarteret in Copenhagen. We are currently running an extensive construction project in the area, where art plays a major role.

Niels Wilken Silkjær Pedersen, Kulbanekvarteret project worker, is impressed with the results. He believes the

more practically-oriented suggestions may well be incorporated into the refurbishment in future.

"Regardless of where you are in the world, what really matters is that urban planning is carried out in a way that's fact-based and free from politics. The Nordic City Challenge makes an excellent contribution to the ongoing debate on key planning issues while also offering brilliant educational opportunities to the students who will be the ones to tackle these issues in the future," Silkjær Pedersen said.

Niels Wilken Silkjær Pedersen would like to see the Nordic City Challenge returning to Copenhagen and believes it should be expanded.

"It would be really exciting to offer field trips to graduates from the Nordic countries and elsewhere in Europe. Maybe Hanaholmen could set up something like that?" he suggests.

Like the Nordic City Challenge participants, Globsol participants too are expected to generate practical, implementable ideas. In 2018, participants gathered in Biskops-Arnö in Sweden to work out how human beings will need to eat, travel and shop in a more sustainable way.

The team exercises devised by the Swedish Tourist Board, Pro Ethical Trade Finland and Viking Line ferries, will be finalised and presented during a new course due to take place in April 2019.



The district heating used at Hanaholmen comes from 100% renewable or waste sources, Hotel Manager Kai Mattsson commented.



In October 2018, Hanaholmen head chef Lukas Hemnell accepted an Ekokompassen certificate on behalf of the organisation. The certificate recognises Hanaholmen's efforts to use energy, water, chemical and other materials more effectively and to improve our waste management processes.

SUSTAINABLE WELFARE AT THE HANAHOLMEN CONFERENCE HOTEL

Demand for hotel accommodation in Hanaholmen increased significantly following our venue's re-launch in May 2017.

Guest numbers continued to rise throughout 2018 and both the restaurant and the hotel itself continue to do well.

"During the summer season, our hotel occupancy rate stood at around 80%, which is amazing. We have worked incredibly hard to attract a new audience to the cultural centre and our efforts are finally bearing fruit," explains Hotel General Manager **Kai Mattsson**.

He adds that the rise in visitor numbers represents a not inconsiderable challenge, including in environmental terms.

"That is why we have really invested in making sure that we make efficient use of energy, water and chemicals and also make sure that we manage our waste in a sustainable way," Mattsson explains.

Hanaholmen's commitment to sustainability was recently recognised with an Ekokompass certificate.

"Our commitment to sustainability covers everything that we do here. We have dimmed our lighting and installed LED lights both inside and outside. Many of our rooms are fitted with automated sensors that automatically switch the lights on and off. We have also cut down on our use of paper, always use Swan label cleaning products and place a huge value on organic produce," says Mattsson.



HANAHOLMEN'S ECO CREDENTIALS EXPLAINED BY PIA KORHONEN, EXECUTIVE HOUSEKEEPER

- All the cleaning agents we use carry the Nordic Swan Ecolabel
- All our cleaning equipment, including trolleys, are made in Finland using sustainable materials
- Our pillows, duvets and curtains are all made of high-quality materials
- We wash, clean and repair all our items in-house to ensure that they are well cared for and last longer and we always choose high-quality materials, sourced from Finland whenever possible
- We wash and repair our own items and remove any stains ourselves to maximise their lifespan
- Our laundry service also uses environmentally friendly detergents
- Waste management: we recycle paper, glass, metal, card, cardboard, bio waste, batteries and all our disused electrical appliances.
- We also recycle any duvets, pillows, throws, furniture, dishes and other items that we no longer need.



JOHANNES – ONE OF THE BEST RESTAURANTS IN THE HELSINKI REGION

Within just a short amount of time, Head Chef Lukas Hemnell has transformed Hanaholmen's restaurant Johannes into one of the most popular eateries in the Helsinki area.

Lukas Hemnell has been working at Hanaholmen for the past two years or so. During that time, his cooking at Johannes has drawn praise from guests and visitors alike. Helsingin Sanomat's food critic gave the restaurant four out of five stars and Finland's largest Swedish-speaking newspaper, Hufvudstadsbladet, dedicated a full page spread to Lukas and his cooking skill.

"It's all about team work. It doesn't matter how fancy your menu is, if you don't have the right people working for you in the kitchen, none of it will be any good. But obviously a lot of very careful planning goes into it all and we are committed to using the finest ingredients," Lukas explains.

Lukas has been working with many of the chefs for years, but newcomers are always welcome.

"New people bring fresh ideas and that's really important if we want to continue to change and evolve," Lukas says.

According to Lukas, all the best chefs are curious by nature, characterised by their desire to always keep learning and discovering.

"If you don't have a burning passion for what you do and always take the easy option, you won't get the results you want," Lukas says.

At the same time, you don't have to create new things all the time.

"You also have to be consistent, being able to reach that high standard with your dishes every time and then seeing if you can improve on that. Fundamentally, what we're trying to do is cook food that is beautiful to look at and tastes great," Lukas said.

At the kitchen in Hanaholmen, Lukas tends to go for high-quality, organic produce and wants to work as sustainably as he can.

"We are committed to doing all we can to be as efficient as we can in terms of the ingredients we use and our water and energy consumption," Lukas Hemnell concluded.



Our celebrated kitchen team. From left: Harri Martikainen, Otso Hellevuo, Niko Raitala and Henrik Österberg.

CUSTOMER SATISFACTION, HANAHOLMEN CONFERENCE HOTEL AND RESTAURANT

• Booking.com (1-10)	9.1
• Tableonline (1-5)	5
• Tripadvisor (1-5)	4.5
• Hotels.com (1-10)	9.2
• Facebook (1-5)	5



WHERE DID OUR HOTEL GUESTS COME FROM IN 2018?

1. Finland	44 %
2. Sweden	9 %
3. Russia	6 %
4. Denmark	5 %
5. Germany	4 %
6. Norway	3 %
7. United States	3 %
8. United Kingdom	3 %
9. Estonia	2 %
10. China	1 %

HANAHOLMEN'S MANAGEMENT

Day-to-day operations at Hanaholmen and the partner foundations are managed by CEO Gunvor Kronman. Hotel Manager Kai Mattsson has operational responsibility for all of Hanaholmen's hotel, conference and restaurant activities.



Gunvor Kronman, CEO



Kai Mattsson, Hotel Manager



Hanaholmen's executive board has overall responsibility for all service delivery and other operations. It consists of five members from Finland and five from Sweden, and the chair works under the supervision of the Finnish Ministry of Education and Culture. The current chairman (appointed in 2009) is LLM **Kimmo Sasi**.

HANAHOLMEN'S EXECUTIVE BOARD 2018

- **Chair:** Kimmo Sasi
- **Sweden:** CEO John Brattmyhr, Operations Manager Ida Karlberg Gidlund, Governor Elisabeth Nilsson, former Minister of Finance Pär Nuder, Member of Parliament Hans Wallmark.
- **Finland:** Partner Kari Heinistö, Department Manager Maimo Henriksson, Professor Jari Niemelä, Lawyer Carita Wallgren-Lindholm.

HANAHOLMEN'S MANAGEMENT TEAM

Hanaholmen's management team comprises CEO Gunvor Kronman and Hotel Manager Kai Mattsson as well as Hanaholmen's programme, administrative, financial and communications directors.



Hanaholmen's management team. From left: Communications Director Håkan Forsgård, Hotel Manager Kai Mattsson, Financial Director Agneta Roine, Administrative Director Saturnari Hagelberg, CEO Gunvor Kronman and Programme Director Maria Romantschuk.



OUR PROGRAMME OFFERING — AN OVERVIEW

We have a number of ongoing, long-term programmes, many of which run over several years.

BUSINESS AND SOCIETY

- Future Forum
- Globsol
- Hanating
- Tandem Leadership
- The New Nordic Region
- Hanalys
- Hanaforum

ART AND CULTURE

- Nordic Nights
- Bergman 100 (2018)
- Mera Konst (2016–2018)
- Picture Park – a park featuring outstanding contemporary Nordic art



LANGUAGE AND EDUCATION

- Svenska nu
- Nordic Pearls – Pearl courses
- Further training for teachers

UNIVERSITIES AND RESEARCH

- HanaAcademy
- Addeto
- Nordic City Challenge

EVENTS AT HANAHOLMEN 2018

BUSINESS AND SOCIETY

- The future of capital gains tax in Sweden
- Gustav I of Sweden – his contribution to Helsinki and Finland
- Hanaforum – Diplomacy in a changing global environment
- Tandem Leadership I - for emerging leaders
- Nordens Dag in Stockholm – Nordic Day in Stockholm
- The Stopped – Spaces, Meanings and Practices of Ethnic Profiling
- Bilateral forestry conference between Finland and Sweden
- Hanaforum – life at any cost?
- China, Sweden and Finland – collaboration and dialogue
- Expert summit – unaccompanied refugee children
- Hanaforum – child protection issues in Finland and Sweden
- Sweden's presidency of the Nordic Council
- Tandem Leadership II
- The New Nordic Region – a networking initiative for emerging experts
- The Nordic B2B market – seminar
- The Alandica debate on nuclear weapons
- Hanaholmen at Almedalen politics week
- Tandem Leadership III
- China seminar – cities as platforms for sustainable development
- Finnish-Swedish historians discuss the Finnish civil war
- Proud minority
- Tandem Leadership alumni get together
- Rethinking business: Estonia, Finland and Sweden in the age of Artificial Intelligence
- Ethics seminar on prenatal screening
- Nordic City Challenge 2018
- Hanating 2018 – defence and security policy forum
- Globsol 2018 – sustainable lifestyles
- Alternativ Norden

ART, FILM AND CULTURE

- Bergman 100 – launching the celebrations at Hanaholmen
- Nordic film of the month: Trespassing Bergman
- Children and nature – works by von Wright, Simberg and Halonen
- Nordic film of the month: Strawberry days
- The Guardian Angel – film screening and seminar
- Mera Konst! More Art! in Stockholm
- Nordic Urban Laboratory
- Nordic film of the month: Mästaren – The Man
- Jussi Niva and Juri Markkula – art exhibition
- New directions for arts policy in Sweden and Finland – a discussion
- Nordic film of the month: Bergman 100
- Mera Konst! More art! in Tampere
- Svenskt Tenn at Hanaholmen
- Nordic film of the month – The Cake General
- Nordic joint productions and guests
- A literary seminar with Eliza Jean Reid, First Lady of Iceland
- Discussing Lars Norén
- Gothenburg Book Fair
- How to promote reading for children and young people? Experiences from Sweden and Finland
- Nordic film of the month – The War Game
- Closing seminar for More art!
- Nordic Nights cultural festival
- Nordic film of the month – Fanny and Alexander
- Ingmar Bergman the writer – a seminar
- In Waves – a contemporary art residence for curators
- Nordic film of the month – What will people say
- Monthly Bergman screening
- U – July 22 – film screening



LANGUAGE AND EDUCATION

- Forum on Swedish language
- Nordic language pilots
- Teacher development in the class E-Tandem project
- Introduction to Finnishness
- Dream Academy Norden – teacher conference
- Dream Academy Norden in concert
- Professional development for Swedish-Finnish teachers
- Hanaholmen's language update
- Speaking is silver – The Baltic sea in the media
- Swedish teachers in Finland – a 70th anniversary seminar
- Mission: Russia. Introduction to investigative journalism.
- Specialist training course for Swedish teachers in Stockholm
- Nordic languages summer course 2018: from radio chat to literature apps
- Summer course in Finnish
- Svenska nu at SuomiAreena 2018: the two sides of compulsory Swedish
- SRO summer course – improve your language skills
- Nordic Day 2018 – teacher conference
- Teacher development – digitalisation, participation and globalisation in education
- Language and culture in health and social care
- Swedish in Finland and Finnish in Sweden
- Language days for schools
- Brush up your knowledge of Sweden – a teacher training seminar
- Knowledge workers and the evolving job market
- Introduction to Finnishness for Nordic people
- Cracking the code – an introduction to our neighbouring languages and cultures
- SRO autumn training provision: Lär er språk - Let's learn languages
- #Sverigepaket2018
- Introduction to Finnishness for Nordic people

UNIVERSITIES AND RESEARCH

- The role of education in the building of the Nordic society, yesterday, today and tomorrow.
- The Annual Hanaholmen Lecture
- Perils of the sea! Baltic Sea research in Sweden and Finland
- The role of universities in constructing the Swedish, Finnish and Estonian nations



CLOSING REMARKS

At Hanaholmen, we are delighted that all our hard work during 2018 has paid off in so many ways. The results are reflected in our performance statistics, in our external evaluations and in the feedback we have received from our visitors.

What this report also shows is that we have succeeded in reaching out to a broad and diverse audience over the past year. In fact, in 2018 3% of our events took place in Finnish, 16% in Swedish and 68% in two or more languages.

Around half of our budget in 2018 was allocated to events for young people up to and just above the age of 30. These include long-term annual projects such as Svenska nu, Globsol, Tandem Leadership and the Nordic City Challenge.

We are delighted that our conference hotel has been successful in attracting and increasing the number of visitors to Hanaholmen. This is particularly important as the income from the hotel and our restaurant will ultimately be used to benefit all our activities.

Here at Hanaholmen, our mission is to promote co-operation between Sweden and Finland across all areas of society, including politics, science and economic issues, as well as arts and culture. The feedback we have received shows that the majority of visitors and participants are happy with the seminars, courses, exhibitions and films organised at Hanaholmen. We have also seen an uptick in public awareness and interest in Hanaholmen's activities, particularly in Finland but also in Sweden and across the other Nordic countries.

It goes without saying that there will always be room for improvement. We are committed to the ongoing development of our events programme, to making ourselves relevant to different target audiences and to creating new and long-standing bilateral networks. Tolerance, openness and acceptance are at the core of everything that we do and our mission is to continue to build on the excellent relationship that already exists between Finland and Sweden.





Hanasaarenranta 5
FI-02100 Espoo
+358 (0)9 435 020
info@hanaholmen.fi

RECEPTION
+ 358 (0)9 435 020
reception@hanaholmen.fi

SALES
+358 (0)9 4350 2411
bokning@hanaholmen.fi