



HANAHOLMEN

HANAHOLMEN'S 2019 IMPACT REPORT

CONTENTS

1. Preface	5
2. Hanaholmen — our mission and values	6
3. Hanaholmen in numbers 2019.....	13
4. Hanaholmen in the media	16
5. Our focus areas, Part 1: Peace, security and inclusion.....	20
6. Our focus areas, Part 2: Culture, knowledge and education	35
7. Our focus areas, Part 3: Sustainable welfare	64
8. Management and our foundations.....	87
9. Our events in 2019	96
10. Closing remarks.....	103

Editor: Håkan Forsgård. Photo: Jakke Nikkarinen and Robert Lindström (unless otherwise specified). Layout: Jessica Santala





FINLAND AND SWEDEN – AN ENDURING RELATIONSHIP

Founded in 1975, Hanaholmen's mission is to promote co-operation between Sweden and Finland across all areas of society.

Today, we are busier than ever with more events, visitors and guests than ever before in our 45-year history. We succeeded in smashing our target of 100,000 visitors in 2019.

We are delighted to say that throughout the year, we have gone from highlight to highlight. Politicians and decision-makers from Finland and Sweden took part in Hanating and Hanalys, our foreign policy and defense seminars. The Future Forum drew sought-after speakers from both Sweden and Finland. Our gallery also succeeded in attracting many household names and well-known institutions, including Mikael Persbrandt, Lars Lerin, Matti Pikkujämsä and Liljevalchs art gallery.

We also unveiled two new sculptures. Eva Lange's FAITH HOPE LOVE was unveiled in Erottaja in central Helsinki, while Danish artist Jeppe Hein's *Fragmented Circle* can be found in our very own Art Park. We also hosted discussion events attended by government ministers, film screenings, courses, cultural festivals as well as a range of academic debates.

Over the year, our conference hotel drew a

large number of visitors from around the world. The excellent ratings we have received on all the leading booking sites demonstrate that both our hotel and restaurant are held in high esteem by both Finnish and international visitors.

THE GOAL OF THE IMPACT REPORT

Hanaholmen ran a busy programme of discussions, debates, exhibitions and other events in 2019. This impact report is a chance for us to discuss some of these in more detail and tell you a little bit about what we have achieved during the year. If you are looking for a quick summary of what we have been up to, please turn to the overview at the end of the report.

Lastly, I would like to take this opportunity to sincerely thank all our visitors, guest presenters, partners and sponsors, not least our principal funder, the Swedish-Finnish Cultural Foundation. It would simply not be possible for us to do all that we do without your support.

Gunvor Kronman
CEO, Hanaholmen

HANAHOLMEN — OUR MISSION AND VALUES





HANAHOLMEN'S MISSION

Hanaholmen – the cultural centre for Sweden and Finland is a non-profit organisation and forms part of the Swedish-Finnish Cultural Foundation. Here at Hanaholmen, our mission is to promote co-operation between Sweden and Finland across all areas of society, including politics, business, language, education, art and culture.

Our work is divided across three distinct areas: our programme activities in Finland and Sweden, our conference hotel and restaurant in Espoo and our four Nordic bilateral foundations.

Our programme activities are at the core of what we do. We organise a wide range of one-off events, exhibitions and seminars but also manage several more long-term projects and initiatives.

Some of the projects we have worked on over the past few years include the Svenska nu network, which promotes the Swedish language in Finland, research and education programme HanaAcademy, Future Forum, which focuses on business and enterprise, as well as the Sustainable Cities in the Nordic-Baltic Region urban planning course.

In collaboration with our principal funder, the Swedish-Finnish Cultural Foundation, we also run Tandem Leadership, a programme that supports young leaders across a number of fields, the Globsol youth forum that promotes links between young people in Sweden and Finland, as well as foreign and defence policy forums Hanalys and Hanating.

HANAHOLMEN'S STRATEGY 2017-2020

**PEACE, SECURITY
AND INCLUSION**

**CULTURE, KNOWLEDGE
AND EDUCATION**

**SUSTAINABLE
WELFARE**

OUR VALUES

TRUST

JOY

SUSTAINABILITY





HANAHOLMEN IN NUMBERS 2019



HANAHOLMEN

OUR STAFF:

66



TURNOVER:

- Hanaholmen events: EUR 2.05 million
- Hanaholmen conference hotel: EUR 4.8 million
- Total: EUR 6.85 million

PROGRAMME FUNDING:

- Central government funding (Finland, Sweden): EUR 505,000
- Pan-Nordic funding: EUR 76,000
- Swedish-Finnish Cultural Foundation (Hanaholmen's principal): EUR 518,000
- Participation fees: EUR 95,000
- Miscellaneous external funding: EUR 852,000

Total: EUR 2.05 million.

In addition, surplus income from our conference hotel is used to develop and run Hanaholmen.

Around half of our budget is allocated to events for young people up to and just above the age of 30.

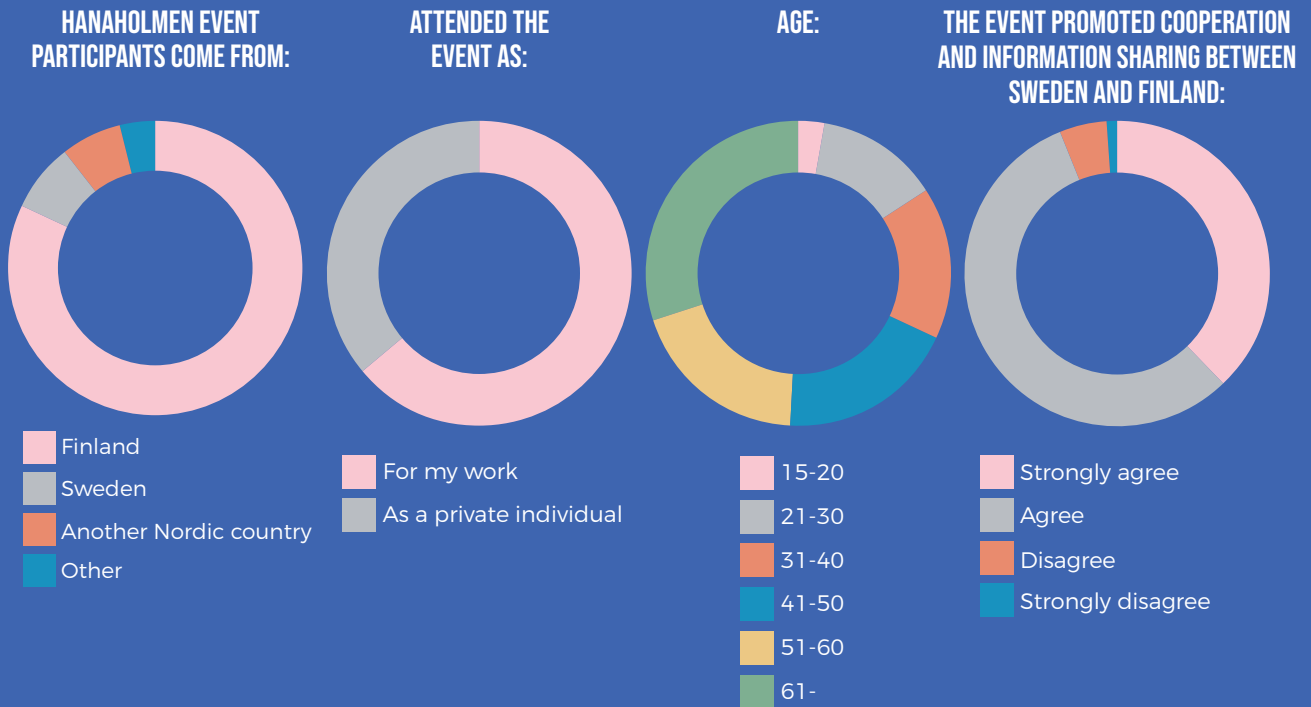
VISITORS AND WIDER REACH*:

- Approximately 100 000 visitors to Hanaholmen (up by 25% on 2018)
- More than 36 000 event attendees
- The Svenska nu network, which forms part of Hanaholmen's programme offering, reached around 78,000 teachers and pupils across Finland
- Total reach including all Hanaholmen activities (commercial activities and in-house and external events): approx. 178 000

*excl. online audience reach

HANAHOLMEN VISITOR PROFILE IN OUR EVENTS*

*based on feedback provided by visitors



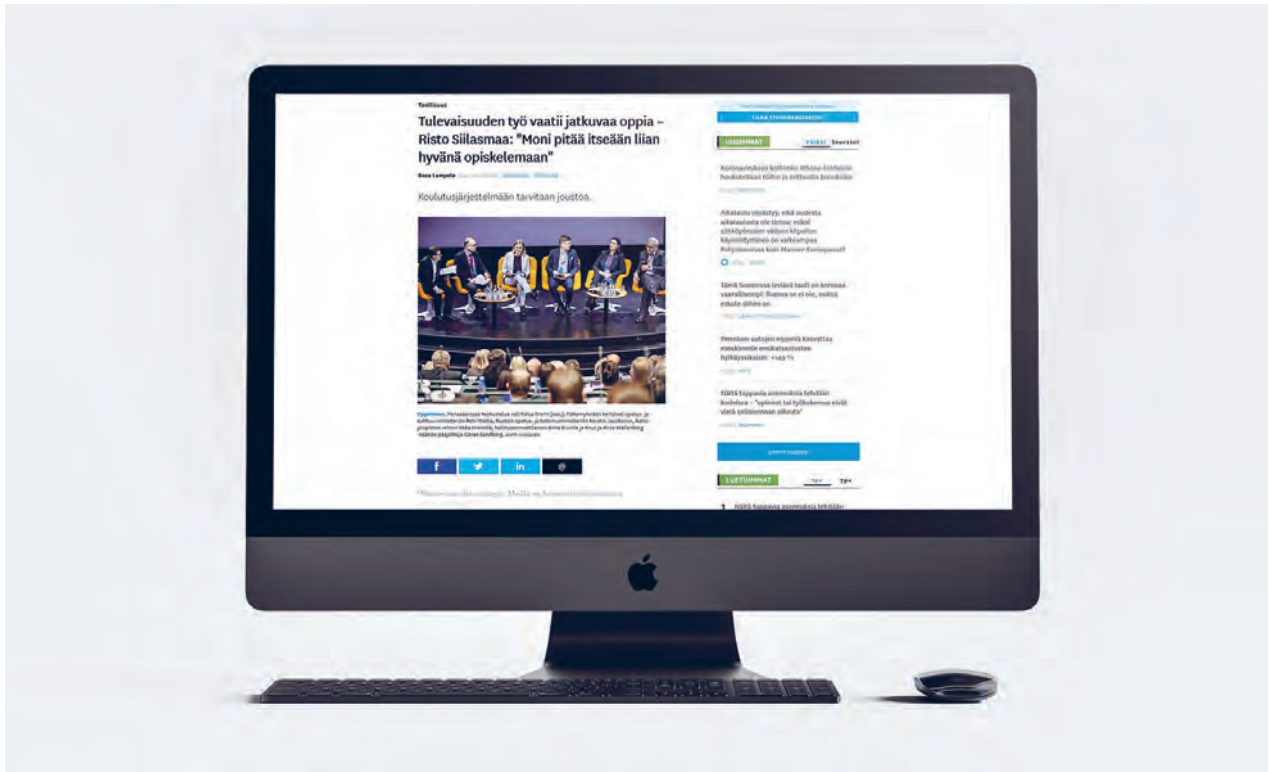
HANAHOLMEN ADMINISTERS FOUR NORDIC FOUNDATIONS

Fund assets / market value in 2019

- Swedish-Finnish Cultural Foundation (principal): EUR 33.1 million/EUR 40.9 million (Finland)
- Danish-Finnish Cultural Foundation: EUR 4 million/EUR 4.9 million (Finland)
- Norwegian-Finnish Cultural Foundation: EUR 5.1 million/EUR 6.1 million (Finland)
- Icelandic-Finnish Cultural Foundation: EUR 1 million/EUR 1.2 million (Finland)

In-house projects/funding allocation 2019

- Swedish-Finnish Cultural Foundation: approx. EUR 377,000/approx. EUR 310,000
- Danish-Finnish Cultural Foundation: approx. EUR 140,000/approx. EUR 70,000
- Norwegian-Finnish Cultural Foundation: approx. EUR 10,000/approx. EUR 86,000
- Icelandic-Finnish Cultural Foundation: approx. EUR 3,000/approx. EUR 25,000



MEDIA PROFILE IN FINLAND AND IN SWEDEN

In 2019, Hanaholmen attracted significant exposure across a range of both Finnish and Swedish-language media in both Finland and in Sweden.

In Finland, media coverage was dominated by art exhibitions, including Lux Hanaholmen, Lars Lerin and Liljevalchs as well as the unveiling of Eva Lange's artwork in Erottaja, central Helsinki.

We are delighted that our events on a range of political and social themes also received healthy coverage. These included Margot Wallström's and Timo Soini's visit in January, Speaking is Silver; a seminar exploring freedom of speech issues, which we ran in collaboration with the Rand Corporation in February, sports legend Patrik Sjöberg's visit in March and the Future Forum business forum in April.

In Sweden, Hanaholmen's Speaking is Silver and the Baltic Sea Festival were covered by a number of articles and editorials. The Lars Lerin and Liljevalchs exhibitions also caught the attention of several media outlets.

Dagens Nyheter, Sweden's leading daily newspaper, ran an extensive article in July 2019 about Swedish defence policy, which also referenced Hanaholmen's Hanating forum. Expressen, a Swedish tabloid, also picked up on the story, providing a link to the DN article on their website.

HANAHOLMEN ON TWITTER

Over the past year, we have been increasingly active across a number of social media platforms. Through this we have been able to attract new followers, engage in more discussions and extend our online presence.

Future Forum was a trending item on Finnish Twitter on 1 April. May and October were record-breaking months for us, with our tweets attracting around 100,000 views. Our lead Twitter item in May was the hugely popular exhibition showcasing watercolor paintings by Lars Lerin. All in all, the gallery drew more than 11,000 visitors to see his art.

In December, we focused on our “Speaking Is Silver – freedom of expression in a changing Europe” event, which prompted lots of debate. It was a rising trend on Finnish Twitter on 2 December and it continued to generate activity until the end of the year.



One of our most popular tweets in 2019 was about Hanaholmen's resident fisherman. It was viewed more than 5,000 times.



AB Volvo's Melker Jernberg, Jobbatical's Karoli Hindriks and Stora Enso's Malin Bendz all participated in Future Forum 2019.

POWERFUL MARKETING TOOL

The promotional value of articles published in Finland about Hanaholmen or referencing Hanaholmen was estimated at around EUR 1.1 million in 2019.

The figure excludes TV and radio news items and online articles about Hanaholmen and coverage in Sweden.

A total of 80 articles referencing Hanaholmen appeared in Swedish media in 2019.

HANAHOLMEN ON SOCIAL MEDIA IN 2019 (NUMBER OF FOLLOWERS)

Facebook , Hanaholmen Cultural Centre:	6 000
Facebook , Svenska nu:	2 300
Facebook , Restaurant Johannes:	819
Instagram , Hanaholmen Cultural Centre:	1 500
Instagram , Svenska nu:	1 015
Instagram , Restaurant Johannes:	133
Twitter , Hanaholmen Cultural Centre:	1 300
Twitter , Svenska nu:	560
Total amount of followers across social media:	13 600
(a 23% increase on 2018)	

HANAHOLMEN WEBSITE 2019

- Unique visitors: 115 416
- Pageviews: 478 368
- The majority of visitors to our website are based in Finland, followed by Sweden and the United States.
- **The number of Swedish visitors rose by 31 % on 2018**

HANAHOLMEN NEWSLETTER

- Open rate (OR): 26.7 %
- Click-through rate (CTR): 4.05 %

HANAHOLMEN IN SWEDISH MEDIA

- Around 80 articles in 2019



ALLA KOMMANDE
EVENEMANG

EKOKOMPASS-
CERTIFIKAT

HOTELLRUM MED
SKÄRGÅRDSVY

HANAHOLMENS
HISTORIA



Liljevalchs konsthall till Hanaholmen!

Liljevalchs konsthall ställer från och med den **10 november** ut delar av sin vårsalong 2019 på Hanaholmen. Det är första gången som den legendariska konsthallen i Stockholm beger sig utanför Sveriges gränser. Ett av de många, fina konstverk som ställs ut på Hanaholmen är Anna-Malin Anderssons knytblus-skulptur, som symboliserar den metoo-kris som ifjol präglade Svenska Akademiens verksamhet. Utställningen pågår 10.11.2019-26.1.2020.

Läs mera

OUR FOCUS AREAS, PART 1: PEACE, SECURITY AND INCLUSION

HANAHOI MEN

Our strategy for 2017–2020 highlights **peace, security and inclusion** as one of our three key areas of focus.

In 2019, we organised a series of foreign and security policy seminars as well as meetings, debates and discussion events with a strong focus on tolerance, inclusion and freedom of speech.

HANALYS AND HANATING

Our foreign and security policy seminars, Hanalys and Hanating, have quickly taken on a leading role in driving discussion and debate on these important topics.

Our sold-out Hanalys event in January 2019 saw an appearance from the then-foreign ministers of Finland and Sweden, Timo Soini and Margot Wallström, who took to the stage

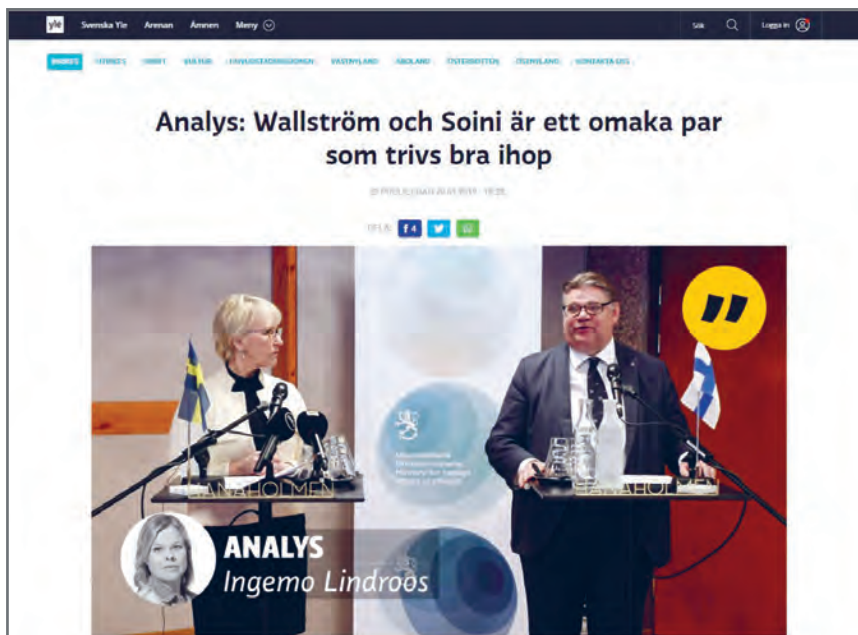
alongside a number of foreign policy experts to discuss Sweden and Finland's relationship with the EU.

"There are not many who are prepared to stand up and defend our membership of the EU. And that is precisely why it is incumbent upon us to do so. But the EU will also need to take action to increase people's trust," Wallström said at the event.

The seminar received extensive media coverage, lending further weight to this high-level event. Sveriges radio, Ilta-Sanomat, MTV3, Yle, Länsi-Suomi, Karjalainen, Aamulehti and Demokraatti are just some of the media outlets that reported on the Hanalys seminar.



Sweden's then-foreign minister Margot Wallström in discussion with Peter Nyman at the Hanalys seminar on 29 January 2019.



Yle, 29 January 2019



Länsi-Suomi, 29 January 2019

HANATING JOINS THE DEFENCE DEBATE

In just a few years, Hanating, alongside Hanalys, has established itself as an important joint forum for debate on Finnish and Swedish issues.

As the defence co-operation between the two countries continues to deepen, there is now a need for more opportunities for informal high-level meetings precisely of the kind Hanaholmen offers.

According to Finnish Defence Committee chair Ilkka Kanerva and his Swedish counterpart Beatrice Ask, Hanating makes a positive contribution to the defence co-operation taking place between the two countries, particularly due to the excellent opportunities for networking the seminar offers.

Hanating has now made its mark on this important debate. In an extensive article on 27 July 2019, titled "Governmental power struggle interrupts defence review," Sweden's Dagens Nyheter wrote:

Finland is Sweden's closest partner on defence. In the event of war, we want to be able to mount a joint defence. And yet, there is a growing gulf between our two countries. Of all the countries in the Baltic region, at 1% of GDP, Sweden spends the least on defence. By contrast, Finland is about to invest double that, with spending rising to 2%. That is the same level as our NATO neighbours around

Hanating plays an important role in the public debate on bilateral defence issues, creates trust and offers opportunities for networking. The event succeeds in creating a confidential atmosphere and the contributions to the debate provide plenty of food for thought for officials and political decision-makers at home.

Feedback from attendees

the Baltic.

Finnish politicians are now asking: Is Sweden prepared to step up and fund a credible defence force?

"We will be increasing our spending to 1.5%," responded Beatrice Ask, a Moderate MP. Niklas Karlsson, chair of the Swedish parliament's Defence Committee, said he would prefer not to focus on percentages but to talk about capabilities instead. "Now, whether that means that we will end up on 1.5% or 1.7%, that's something that we can obviously discuss."

He later added, in what appeared to be a firm commitment: "But we will certainly need additional resources, that is something we are all agreed on," he concluded.

These two fairly sensational statements from the two largest parties in the Swedish Parliament then went almost entirely unnoticed at home in Stockholm. Back home, it's all about who will form the next government. In the sidelines, a pre-legislative consultation exercise will continue to run, with full and half-day meetings taking place during the autumn months. This work will be taking place in the eye of the storm, which makes sense, of course. The whole point of the exercise, after all, is to secure a long-term national policy that enjoys broad support across the political spectrum, regardless of which party may be in government at any one time.



Hufvudstadsbladet,
8 October 2019



The topic for the 2019 Hanating event was Developing security and defence cooperation in the EU, and it brought together members of the Finnish and Swedish parliaments' Defence Committees, as well as academics and security policy experts from Sweden, Finland, Germany and France.

HANATING – EXCELLENT BUT THERE'S ALWAYS ROOM FOR IMPROVEMENT

According to Finnish journalist and Hanating moderator Yrsa Grüne, the event makes an important contribution to promoting discussion and debate on Finnish and Swedish defence matters but urges organisers to continue to develop the concept and to keep it fresh and exciting.

"It was incredibly worthwhile to again have the chance to explore contrast German and French attitudes towards the EU with the sentiments in Sweden and Finland. However, I think it's also important that Hanating continues to evolve and takes a more critical approach in the discussions," she said.

Jan-Erik Enestam, former Finnish defence minister and current Chairman of the Swedish-Finnish Cultural Foundation, is responsible for having first proposed the Hanating event and remains pleased with his brainchild, though he agrees with Yrsa Grüne that there is certainly room for the concept to be developed further.

"Hanating has exceeded all my expectations, but there's always room for improvement. Our defence cooperation is led by the Swedish and Finnish governments. I wanted

to add a parliamentary dimension to this, and that's what drove the creation of Hanating," Enestam explains.

According to Enestam, both the seminar itself and the roundtable discussions with the two countries' parliamentary defence committees that precede it have developed well and have found their own identity.

"What really matters is that the MPs really appreciate Hanating. I think what we should next be focusing on is civil security. Hanating can kick off our cooperation in this area just as it has done for defence. Eventually, we can expand further to involve all the Nordic countries," Enestam adds.

I think what we should next be focusing on is civil security. Hanating can kick off our cooperation in this area just as it has done for defence. Eventually, we can expand further to involve all the Nordic countries.

Jan-Erik Enestam, former Minister of Defence



HANALYS 2019 ATTENDEES

Timo Soini, Minister for Foreign Affairs, Finland

Margot Wallström, Minister for Foreign Affairs, Sweden

Ryan Heath, Political Editor, POLITICO Europe

Lars Adaktusson, member of the Swedish Parliament's Foreign Affairs Committee

Karin Enström, member of the Swedish Parliament's EU Affairs Committee, former Minister of Defence

Pyry Niemi, member of the Swedish Parliament's Foreign Affairs Committee

Katri Kulmuni, Minister of Finance (participated in her role as member of the Finnish Parliament's Grand Committee)

Ville Niinistö, MEP (participated in his role as member of the Finnish Parliament's Grand Committee)

Nils Torvalds, MEP, ALDE Vice-Chair

Erkki Tuomioja, member of the Finnish Parliament's Foreign Affairs Committee

Peter Nyman, journalist and event moderator

HANATING 2019 ATTENDEES

Jan-Erik Enestam, former Finnish Minister of Defence, Chairman of the Swedish-Finnish Cultural Foundation

Jyrki Katainen, Vice-President of the European Commission

Esa Pulkkinen, Director General of the European Union Military Staff

Johanna Sumuvuori, State Secretary to the Minister for Foreign Affairs of Finland

Tommy Åkesson, Principal Secretary, Swedish Defence Commission

Serge Tomasi, Ambassador of France to Finland

Uwe Clemens, Defence Attaché of Germany to Finland

Jana Puglierin, Head of German Council on Foreign Relations (DGAP)

Gunilla Herolf, Senior Associate Research Fellow, Swedish Institute of International Affairs

Björn Fägersten, Senior Research Fellow and Director of Europe Programme, Swedish Institute of International Affairs

Charly Saloni-Pasternak, Senior Research Fellow, Finnish Institute of International Affairs

Beatrice Ask, Chair of the Swedish Parliament's Defence Committee

Niklas Karlsson, Deputy Chair of the Swedish Parliament's Defence Committee

Ilkka Kanerva, Chair of the Finnish Defence Committee

Jari Ronkainen, Deputy Chair of the Finnish Defence Committee

Yrsa Grüne, journalist and event moderator

Speaking Is Silver

SPEAKING IS SILVER – FREEDOM OF EXPRESSION IN FOCUS

Speaking Is Silver, Hanaholmen's annual freedom of speech seminar, attracted widespread media and social media attention across Sweden and Finland.

The first seminar, organised at the beginning of February, was based on "Truth Decay," a report by the think tank Rand Corporation. "Truth Decay" investigates the diminishing role facts and analysis play in people's lives in the United States.

In Sweden, the seminar was picked up by the Sydsvenskan, Helsingborgs Dagblad, Nordvästra Skånes tidningar and Landskrona Posten newspapers.

In Finland, it was covered by Vasabladet, Österbottens tidning and Hufvudstadsbladet.



Vasabladet, 2 February 2019

Sydsvenskan, 15 February 2019

FREEDOM OF EXPRESSION IN A CHANGING EUROPE

The second freedom of speech seminar in 2019 took place on 2 December under the headline of “Freedom of expression in a changing Europe.”

The event was attended by award-winning Finnish journalists Jessikka Aro and Johanna Vehkoo, who have both attracted significant publicity with their books covering fake news, propaganda and online trolling.

Also in attendance were Tytti Tuppurainen, Minister for European Affairs, Erkki Liikanen, Chairman of the Anders Chydenius Foundation and Erik Halkjaer, Chairman of Reporters Without Borders Sweden.

The packed-out event also led to intense discussions around many aspects of freedom of expression across a number of social media platforms. The seminar also trended on Twitter on the day and the discussions it prompted continued for the rest of the year.



“In the online environment, misinformation spreads faster than facts. There are far too many Americans who cannot distinguish between fake and genuine information,” said Michael D Rich, President and CEO of Rand Corporation in his presentation at Hanaholmen on 1 February 2019. Photo: Hanaholmen



Tytti Tuppurainen, Finland's Minister for European Affairs, took part in the second Speaking Is Silver event of the year on 2 December 2019. Photo: Reporters Without Borders Finland

Patrik Sjöberg is now a children's rights champion working to ensure that all children have a safe and secure childhood. He says he has never been able to live a completely normal life due to the abuse he was subjected to as a child.



PATRIK SJÖBERG – MAKING WAVES AT HANAHOLMEN

Swedish athletics legend and children's rights champion Patrik Sjöberg drew a full house at Hanaholmen in March 2019.

Sjöberg attended a seminar on preventing child sexual exploitation. He was himself a victim of sexual abuse as a child and now wants to help others by speaking out about his experiences.

"Patrik Sjöberg has courageously chosen to speak publicly about his own traumatic experiences to help others. He is now the driving force behind Treskablinoll, a charity that works to ensure that all children can enjoy a safe and happy childhood," commented Tina Räihä, Project Manager at Hanaholmen.

The visit was organised in collaboration with Suomen DELFINS, an organisation dedicated to supporting people who have experienced sexual violence as children.

"The collaboration with Hanaholmen was a real success. The seminar was incredibly well run and all the feedback from the participants has been positive," said Suomen DELFINS Director Liisa Kaukio-Rasilainen.

The seminar made a lasting impression.

The event drew significant publicity, which is precisely what we were hoping to do, as we want to encourage men in particular to come forward. The number of people contacting us went up after the seminar, and events like these tend to have a long-term impact.

Liisa Kaukio-Rasilainen, Director, Suomen DELFINS



"The event drew significant publicity, which is precisely what we were hoping to do, as we want to encourage men in particular to come forward. We saw a significant increase in the number of people contacting us after the seminar. What we tend to find with events of this kind is that they have a slow, long-term impact. It often takes people a long time before they feel able to contact us," Kaukio-Rasilainen said.

Following the event at Hanaholmen, Suomen DELFINS have received invitations to attend other public events, which have led to more people seeking help.

"We definitely have the Hanaholmen seminar to thank for this" she concluded.

MEDIA COVERAGE OF PATRIK SJÖBERG'S VISIT TO HANAHOLMEN

- MTV3
- Yle Finnish
- Yle Swedish
- Efter nio, Yle discussion programme
- Helsingin Sanomat
- MSN
- Kaleva
- Etelä Suomen Sanomat
- Ilta-Sanomat
- Iltalehti
- Lapin Kansa
- Karjalainen
- Savon Sanomat
- Hufvudstads-bladet
- Expressen

SWEDISH AND FINNISH POLITICIANS IN DIALOGUE

In 2019, we launched a new event concept designed to facilitate high level dialogue between senior politicians in Finland and Sweden.

In November, Finland's Minister for European Affairs Tytti Tuppurainen and Sweden's Minister for the EU Hans Dahlgren met at Hanaholmen to discuss topical issues, including Brexit, the threat to the rule of law, shared EU priorities as well as the new European Commission.

The purpose of these meetings is to promote further political dialogue between Sweden and Finland.

At the meeting, the ministers agreed to work strongly together to protect the EU's core values.

Finland and Sweden's EU ministers: We can only respond to the challenges facing us in the future if we remain true to the core values that underpin the EU

Arbetsbladets coverage of the meeting, 8 October 2019



Finland's Minister for European Affairs Tytti Tuppurainen and Sweden's Minister for the EU Hans Dahlgren.

GALLERI HANAHOLMEN





OUR FOCUS AREAS, PART 2: CULTURE, KNOWLEDGE AND EDUCATION

Culture, knowledge and education permeate everything we do at Hanaholmen.

Our mission is to promote Swedish and Finnish culture and we disseminate knowledge and promote understanding through seminars as well as long-term projects and initiatives.

Our educational activities focus on course delivery and driving cooperation between Finland, Sweden and the other Nordic countries on research.

HANAHOLMEN IN SWEDEN

In 2019, Hanaholmen and the Swedish-Finnish Cultural Foundation organised and took part in a series of events and seminars in Sweden.

The largest of these were Folk & Kultur in Eskilstuna, Järvaveckan in Stockholm and the Gothenburg Book Fair.

The culture policy event Folk & Kultur ran for the second time in 2019. Hanaholmen was involved in two events titled “Museums of the Future” and “What next for cultural collaboration in the Nordic region?”.

Järvaveckan, which is also a new addition to the Swedish events calendar, takes place

annually at the Spånga sports stadium in Stockholm. Every summer, Järvaveckan brings together politicians, stakeholder organisations and private sector businesses to discuss important contemporary social issues, both large and small. In 2019, Järvaveckan broke its attendance record, attracting almost 53,000 visitors.

“Järvaveckan was a completely new thing for us, and an exciting new avenue to pursue following many years at Almedalen. The event is designed to bring politicians and people closer together, and our event reflected that,” explained Erik Lund, Project Manager at Hanaholmen.

Together with our foundations, we ran seminars titled “Europe and me,” which focused on the EU’s relationship with its citizens, “Looking for ideas – politicians in conversation,” which invited audience members to suggest ideas for how Sweden and Finland could form even closer bilateral ties as well as “Blind recruitment – building a more inclusive and sustainable jobs market.”

Some of those taking part in the events were Liisa Talonpoika, Finland’s ambassador to Sweden, Niklas Bremberg, Senior Research Fellow at the Swedish Institute of International Affairs (UI) and Sinikka Valtonen, HR Director at the City of Turku.



Helsingin Sanomat, 12 October 2019. Järvaveckan founder and Tandem Leadership alumnus Ahmed Abdirahman visited Hanaholmen during the Lähiöfest urban festival.

SEMINARS AND PODCASTS AT GOTHENBURG BOOK FAIR

In 2019, Hanaholmen and the Swedish-Finnish Cultural Foundation organised a total of 13 events at the Gothenburg Book Fair. These events attracted almost 700 visitors, or just over 50 per event.

We ran four of these events at the Forskartorget research square, including our well-attended discussion event on universal suffrage with Professors Dick Harrison and Nils Erik Villstrand, and a debate on the role of literature as a force for good with Björn Ranelid, Sirpa Kähkönen and Philip Teir.

“Our collaboration with Hanaholmen, both this year and the year before, was extremely successful, and Hanaholmen always has a highly relevant contribution to make,” said Mona Holmfors, Project Manager at Forskartorget.

According to Holmfors, Hanaholmen has a particularly strong contribution to make when it comes to the Swedish and Finnish education systems.

“Hanaholmen organised some really interesting content, and the presentations highlighted and celebrated the latest findings from Nordic research,” Holmfors says.

During the book fair, we also produced a huge volume of podcasts, interviews and discussions, which were published through our social media channels.

We also launched a whole new showcase during the fair, which was designed to facilitate more spontaneous visits and drive dialogue with our present partners.



Tina Räihä, Henrik Huldén and Janne Wikström oversaw Hanaholmen's events at the Gothenburg Book Fair in September 2019.

HANAHOLMEN AT THE GOTHENBURG BOOK FAIR

Too many opinions, too little knowledge

Per Svensson, Mikko Majander, Margareta Melin, Sirpa Kähkönen and Henrik Huldén

A discussion about the advantages and disadvantages associated with online freedom of speech.

Poem of the day x 2

Catharina Grünbaum and Henrik Huldén

About the Finnish and Swedish dagsvers poetry tradition.

Building governments, bloc politics and election promises

Erja Yläjärvi, Marie Demker and Henrik Huldén

Discussion about historic and current differences in the Finnish and Swedish electoral systems.

Literature as a social force x 2

Aleksander Motturi, Björn Ranelid, Tiia Strandén, Agneta Rahikainen and Philip Teir

Building governments, bloc politics and election promises

Åsa Lindestam, Mikko Majander and Henrik Huldén

Discussions contrasting the Finnish and Swedish electoral systems and about populism versus fact-based campaigning.

Universal suffrage x 2

Dick Harrison, Nils Erik Villstrand and Tina Räihä

Discussion as a weapon

Mina Dennert, Björn Ranelid, Erja Yläjärvi, Karin Olsson and Henrik Huldén

The discussion became a dialogue about balancing participation against exposure to risk.

Equality and skills – the Nordic trump cards in Europe

Charlotte Silander, Liisa Husu and Janne Wikström

Old boy networks. Old girl networks? How important are they?

Liisa Husu and Janne Wikström

The role of education and skills in driving global equality

Liisa Laakso, Pär Lager, Annelie Börjesson, Ragnhild Therese Nordvik and Janne Wikström



A discussion about universal suffrage drew a large crowd at the Gothenburg Book Fair. With Professors Dick Harrison and Nils Erik Villstrand. Hanaholmen's Tina Räihä acted as the event moderator.

NORDIC NIGHTS, SWEDISH ARTISTS

In 2019, Hanaholmen's very own culture festival, Nordic Nights, took place for the third time.

It brought together popular musicians, authors, artists and academics and provided a busy programme of talks, performances, discussion events and literary encounters.

The event has gone from strength to strength and now attracted around 600 guests. The festival also featured a children's literature event that drew countless young book worms and their families to Hanaholmen.

The line-up included well known Swedish musicians Timo Räisänen and Pernilla Andersson, alongside LEGO Design Director Zina Kranck, Svenskt Tenn curator Per Ahldén,

artist Kaarina Kaikkonen and chefs Viktor Eriksson and Lukas Hemnell.

Swedish Ambassador Anders Ahnlid, economist Sixten Korkman, Norwegian Ambassador Dag Stangnes and Mika Aalto, Director General of the Chemical Industry Federation of Finland covered Brexit, Norwegian and international economic issues and politics.



Timo Räisänen. Photo: Jakke Nikkarinen



Pernilla Andersson. Photo: Magnus "Mao" Lindholm

EVALUATING NORDIC NIGHTS

The 2019 Nordic Nights festival was evaluated by an external reviewer. Although the reviewer found room for improvement in some areas, the conclusion was that Nordic Nights should continue in its current form.

According to the report, it is clear that the festival has continued to develop and improve year after year and not just in terms of its financial aspect. The programme is always comprehensive and offers plenty of variety. A clear strength is that it stands out from other similar provision. Hanaholmen's setting and the way the programme is put together clearly make this a unique event.

The report identified areas for improvement too. Although Nordic Night's visitor numbers have continued to increase steadily, both the concept and the audience development activities surrounding it should be developed to ensure that the festival reaches a wider audience. Should the festival perhaps invest in at least one high-profile artist to drive ticket sales? Or should it continue to focus on the breadth of its offering and not focusing on big names?

According to the reviewer, Hanaholmen's public profile is one of the challenges facing

Nordic Nights. The festival would benefit from Hanaholmen itself being better known. Hanaholmen could achieve just that by pursuing new collaborations that are fresh and exciting.

The reviewer added that Hanaholmen's PR activities are clearly strategic and well run and the Nordic Nights festival could benefit from being integrated into them. Hanaholmen should carry out an analysis of the sort of investment that would be required, and the target groups it should focus on to attract a broader audience for the festival.

They pointed out that Hanaholmen could focus on how it puts the event programme together, for example by setting up "festival

packages" targeted at specific groups. Artists and presenters could be invited to temporarily take over one of Hanaholmen's social media accounts to publicise the festival programme from their own unique perspective.

Finally, staff should be fully briefed on the festival in advance to ensure that they are fully engaged with the programme, practical arrangements, performers and visitors.

I'd very much like to see Hanaholmen continue with the Nordic Nights festival.

Jenni Sainio, reviewer

Hanaholmen should carry out an analysis of the sort of investment that would be required, and the target groups it should focus on to attract a broader audience for the festival.

Jenni Sainio, reviewer

NORDIC NIGHTS 2019

- 600 visitors
- Approx. 40 events
- Over 30 performers from across the Nordic countries
- Media exposure: Helsingin Sanomat, Hufvudstadsbladet (3 articles), Yle Radio Suomi (interviewing Zina Kranck from LEGO), Yle Swedish and Länsiväylä
- Advertising: Länsiväylä (print) and Helsinki Metro (longer campaign)

HANAACADEMY – INSPIRING RESEARCH COOPERATION

The purpose of Hanaholmen's *HanaAcademy* is to promote further cooperation between Sweden and Finland within the research and higher education sectors.

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

In 2018, HanaAcademy was evaluated by external experts, including Professor Emerita

Gunnel Gustafsson and Chancellor Emeritus Thomas Wilhelmsson. The report concluded that HanaAcademy had succeeded in reaching a wide audience and made incredible progress given its limited budget. The reviewers recommended that HanaAcademy continue to operate based on the existing model.

HANAACADEMY – PROGRAMME 2019

- **Bilateral teacher training event.** Two-day conference on teacher training in Sweden and Finland. The purpose of this meeting was to drive up teacher training standards in both countries.
- **Annual Hanaholmen Lecture 2019.** Swedish Historian and På Spåret game show champion Gunnar Wetterberg was invited to give the keynote address. His talk examined forests from several different perspectives, including their history and biology and their economic dimension.
- **Visit to Finnish schools 2019.** Swedish secondary school teachers toured three Finnish schools to exchange ideas and to draw inspiration. The participating teachers had been inspired by the discussion on multi-lingualism organised by the HanaAcademy at the Gothenburg Book Fair and they wanted to come and see the Finnish school system for themselves.
- **Gothenburg Book Fair.** HanaAcademy contributed to a number of well-attended events.
- **Diversity training for teacher trainees,** delivered in collaboration with Nordplus and Uppsala University.
- Seminar on **defence and security policy studies** in the Nordic countries
- **Food and sustainability** in Sweden and Finland
- **Stig in – Come In – Astu sisään,** run twice. Roundtable discussions and workshops on multicultural cities. The seminar led to the publication of *Futuric – the Multicultural Helsinki Region*, which provided a more detailed examination of the topic.



Historian and game show winner Gunnar Wetterstrand visited Hanaholmen on 27 November 2019. Photo: Christine Olsson.



HanaAcademy took part in Futuric – the Multicultural Helsinki Region, a platform for researchers and practitioners to discuss the future direction of urban planning.

HANAACADEMY CREATES ADDED VALUE IN GOTHENBURG – SCHILLERSKA HIGH SCHOOL

Lina Aamot Carlsson and her colleague Katarina Andersson work as Swedish teachers at the Schillerska secondary school in Gothenburg.

Together, they are developing the way language teaching is delivered at their school and have been given dedicated time for this purpose. Their long-term aim is to raise the subject's profile, drive up attainment and promote awareness about what the subject has to offer.

We spoke to Lina Aamot Carlsson to find out what impact Hanaholmen has had on their work.

How did you end up working with Hanaholmen?

At the 2018 Gothenburg Book Fair, there were lots of exciting events taking place on the Finnish stage. One of the two young featured authors discussed language and identity and the status of the Swedish language in Finnish society at the moment. HanaAcademy's Project Manager Janne Wikström moderated the session, and as we discovered that we had a lot in common with what was being said, we decided to go up to him and pitch our idea. He then visited our school and we stayed in touch by email. Eventually, we did a learning visit to Helsinki in late 2019.

What impact has Hanaholmen had on your work?

During our visit to Finland, we stayed at the Hanaholmen hotel and Janne Wikström very kindly ferried us to and from our school visits. We visited Meilahden yläasteen koulu, which offered an immersive learning experience for students at the lower secondary school level. We had meetings with the headmaster, some of the teachers as well as two students. We then moved on to Helsingin Kielilukio, a secondary school that specialises in foreign languages in Itäkeskus. They offer both Swedish and

Finnish as a second language. We again sat in on lessons and had long meetings with the teachers, including a specialist SEN teacher and the head teacher. Finally, we visited Mattlidens secondary school, which allowed us to experience a fully Swedish-language curriculum. The headmaster provided us with an introduction to the Finnish school system as well as their own secondary school. After our meeting, we were invited to sit in on some lessons. Thanks to Hanaholmen, we were able to develop a really good understanding of how the Finnish school system works in practice.

How would you describe your collaboration with Hanaholmen?

Our experience has been excellent. We've stayed in touch with Janne Wikström and the teachers we met in Helsinki.

What can Hanaholmen do to better support professionals like yourselves?

All teachers tend to be busy, and we really appreciated the work done at Hanaholmen to plan our visit. Perhaps Hanaholmen could organise a series of lectures or seminars on language and identity that was aimed at teachers in both Finland and Sweden. Literature would also be an interesting topic, as it would be great to have new ideas for what fiction to use in the classroom setting. It would be an opportunity for teachers to share ideas about lesson planning, compare notes on how they organise teaching activities and discuss teaching methods. Perhaps Hanaholmen could also help set up a student exchange programme? Exchanges take a lot of time and energy and a little bit of help can make all the difference.



*Thanks to Hanaholmen,
we were able to
develop a really good
understanding of how
the Finnish school
system works in
practice.*

**Lina Aamot Carlsson,
Schillerska secondary school,
Gothenburg**

Lina Aamot Carlsson (left) and her colleague Katarina Andersson work as Swedish teachers at the Schillerska secondary school in Gothenburg. They are joined by Hanaholmen's Project Manager Janne Wikström.

LIBRARY POLICY IN SWEDEN AND FINLAND – MUTUAL LEARNING

In October, Hanaholmen organised a seminar on Swedish and Finnish library policy, which covered a wide range of topics.

The purpose of the event was to promote a mutual understanding of the two countries' priorities in library provision and to learn from each other's experiences.

Sweden is about to adopt a new library strategy covering national digital library services, a process which Finland has been working on for some time.

Christina Jönsson Adrial, the head of public engagement at the Royal Library of Sweden in Stockholm, highlighted Hanaholmen's instrumental role in driving networking in this area.

"There is no way this seminar would have happened had it not been for Hanaholmen.

I think the setting also contributed to the success," Christina Jönsson Adrial said.

She adds that Sweden and Finland both have much to learn from each other when it comes to library policy.

"I see both similarities and differences. As I was one of the presenters, it was incredibly important to receive people's comments about our draft national library strategy. I've been so impressed by the work done on digital libraries here in Finland," she added.

"There is no way this seminar would have happened had it not been for Hanaholmen."

Christina Jönsson Adrial, Head of Public Engagement, Royal Library of Sweden

Photo: Ville Vaarne, Finnish Library Association



FUTURE FORUM 2019 DRAWS SWEDISH AND FINNISH BUSINESS ELITE

In 2019 the topic for Future Forum, Hanaholmen's annual business seminar was *Upskilling the workforce – new opportunities for people and organizations*.

Delegates discussed the fourth industrial revolution (4IR) focusing on education and training. How should the need for more training be addressed in Finland and Sweden? The keynote speaker was Volvo Chairman Carl-Henric Svanberg.

"Hanaholmen has a reputation for attracting some of the best and brightest, all of who have a lot to contribute to the debate. We need places like Hanaholmen where we can come together for debate and networking," Svanberg said.

He finds the Hanaholmen business seminar both relevant and interesting.

"It was great to see that so many people have an interest in this topic. The change that is underway will lead to the creation of new jobs but lifelong learning matters and must be available to everyone. Our business leaders and politicians have a huge responsibility on their shoulders," he points out.

The delegates included representatives from business, academia and politics, including Anna Nilsson-Ehle, Chair at Vinnova, Pekka Lundmark, CEO at Fortum, Karoli Hindriks, CEO at Jobbatical, Nokia and F-Secure Chairman Risto Siilasmaa and Ilkka Niemelä, President of Aalto University.

The problem has now been identified and it's clear what needs to happen next.

Ambassador Anders Ahnlid



Hanaholmen has a reputation for attracting some of the best and brightest, all of who have a lot to contribute to the debate. We need places like Hanaholmen where we can come together for debate and networking.

Carl-Henric Svanberg, Volvo Chairman

The audience in the sold-out auditorium was made up of business leaders, CEOs, up-and-coming business influencers and academics.

Noora Löfström from Miltton Networks is a Tandem Leadership alumna.

"I like Risto Siilasmaa's idea for a best-before date on your training. In the future, it's important we make sure that work and training go seamlessly together," Löfström said.

Anders Ahnlid, Sweden's Ambassador to Finland was also in the audience.

"Hanaholmen plays a hugely important role in the bi-lateral relations between Sweden and Finland. This was one of the very best seminars that I have attended at Hanaholmen. The problem has now been identified and it's clear what needs to happen next. The Nordic education model is an excellent one and we have a strong track record in terms of employment, but now the responsibility is on us to look at what needs to happen in terms of collaboration between our governments and universities," Ahnlid said.



FUTURE FORUM 2019 — THE LINE-UP

Carl-Henric Svanberg, Chairman, Volvo, Royal Swedish Academy of Engineering Sciences (IVA) and the European Round Table of Industrialists (ERT)

Timo Ahopelto, Partner, Lifeline Ventures

Pekka Lundmark, CEO, Fortum

Anna Nilsson-Ehle, Chair, Vinnova

Anne Brunila, Chair, Future Competences Panel, Finnish Ministry for Education and Culture

Kerstin Jacobsson, Director, Swedish Ministry of Education and Research

Petri Haltia, Senior Ministerial Adviser, Ministry of Education and Culture

Ilkka Niemelä, President, Aalto University

Professor *Göran Sandberg*, Umeå University

Pär Lager, board member, advisor and author

Susanne Ackum, former State Secretary

Malin Bendz, Executive VP, HR, Stora Enso

Karoli Hindriks, CEO and founder, Jobbatical

Melker Jernberg, Executive VP Volvo Group, President, Volvo Construction Equipment

Risto Siilasmaa, Chairman, Nokia and F-Secure

Vesa Vihriälä, State Secretary to the Prime Minister of Finland, former Director at ETLA Economic Research

Moderators: *Kaius Niemi*, Editor-in-Chief at Helsingin Sanomat and *Helena Stålnert*, Senior Advisor, Stålnert Kommunikation AB



SWEDISH BUSINESS IN FINLAND – REPORT IDENTIFIES ROOM FOR IMPROVEMENT

In 2019, Hanaholmen joined forces with the Swedish-Finnish Cultural Foundation, the Embassy of Sweden in Helsinki and Business Sweden to commission a report into Finland's Swedish business sector.

The study, which was conducted by a group of students at the Swedish-speaking Hanken School of Economics, showed that although Finland and Sweden enjoy an excellent trading relationship, many Swedish SMEs are not aware of the opportunities available to them in Finland.

“Both formal and informal networks and other forms of support play an important role in encouraging Swedish businesses to invest in Finland. Businesses that lack existing contacts in Finland often overlook the Finnish market when they plan to expand internationally. The problem is not a lack of support for Swedish businesses looking to trade in the Finnish market. The actual issue is that, in this area, supply and demand are failing to meet.



Hufvudstadsbladet, 13 September 2019

THE REPORT AUTHORS PUT FORWARD THE FOLLOWING PROPOSALS:

- Make sure market data and information about the enterprise support available are easy for businesses to access.
- Optimise the Team Sweden website to make it easier for Swedish businesses to find.
- Provide opportunities for businesses and private individuals to network and access market information through events and training seminars.
- Direct marketing activities towards and seek opportunities for collaboration with business incubators specialising in SMEs.
- Work with a trade body that plans to create a network for Swedish businesses that already operate in Finland or are looking to set up here.

Source: Swedish business in Finland – a summary, 2019

ART AND EXHIBITIONS

Hanaholmen's fine arts programme for 2019 got off to a great start with an exhibition by actor and artist Mikael Persbrandt and concluded with a fantastic guest appearance by Liljevalchs Art Gallery.

During the year, we featured artists such as Lars Lerin and Diana Agunbiade-Kolawole from Sweden, as well as Felipe de Ávila Franco and Finnish illustrator of the year and highly regarded artist Matti Pikkujämsä from Finland.

Our exhibitions have really increased their impact over the past two years and now attract several thousand visitors each year. Lerin and Persbrandt's debut Finnish exhibitions alone drew nearly 23,000 to the gallery. They also garnered significant publicity, particularly in Finland but also in local Swedish media.

"Everything went well and smoothly, and the artists themselves were incredibly pleased. I'd be very keen to work with Hanaholmen again in the future," said Carina Deschamps, who represents both Mikael Persbrandt and Lars Lerin.

While Lars Lerin is an established artist with near iconic status in Sweden, Mikael Persbrandt remain best known as a highly successful actor.

"It was definitely a major feather in the cap for Mikael to have been invited to show his work at Hanaholmen. I'm hoping that both exhibitions succeeded in raising the profile of contemporary Swedish art in Finland," Deschamps added.

Curator Veera Pekkinen from the Finnish Illustration Association was also delighted with the outcome of the collaboration in conjunction with the Matti Pikkujämsä exhibition.

"We have been so happy with the exhibition and the number of visitors it drew. The space, the PR collaboration- it all worked brilliantly," Pekkinen says.

This was the first time the work of the Finnish Illustrator of the Year was exhibited in this way. The collaboration was an opportunity for Veera and her colleagues to pick up useful new ideas about how the project could continue to develop in the future.

"The artist himself was delighted too, especially as he was also invited to participate in other Hanaholmen events, including the Nordic Nights festival," Pekkanen says.



Östra Småland, 13 November 2019

Yle, 24 May 2019





*The Finnish-Danish Cultural Foundation's director Juha Rantanen in conversation with the Art Park curator Maaretta Jaukkuri and Hanaholmen's former director Anna-Maija Marttinen at the unveiling of *Fragmented Circle* in October 2019.*

HANAHOLMEN'S ART PARK

The Art Park, Hanaholmen's waterfront art gallery, continued to develop in 2019.

At the beginning of October, it hosted the unveiling of a new artwork by the internationally celebrated Danish artist Jeppe Hein. *Fragmented Circle* was donated by the Finnish-Danish Cultural Foundation, which works to promote cooperation and cultural exchange between the two countries.

"A key aspect Jeppe Hein's output is the way it is experienced by the viewer. That is why Hein often incorporates mirrors and reflective materials into his art. Hein is interested in wellbeing and is a passionate advocate for environmental awareness, yoga and the importance of the here and now," said Art Park curator Maaretta Jaukkuri.

The year 2019 also saw the installation of new information boards and signage to help visitors. What the park sets out to achieve is a welcoming creative space that will raise the profile of Finnish, Swedish and Nordic art.

The information boards form part of wider audience-facing efforts made by Hanaholmen over the year. The project involves the installation of new boards and signage in the Art Park and elsewhere at the centre. In addition, we have put together a new catalogue of the art on display at Hanaholmen and updated our website to make them more user friendly.



In 2019, Hanaholmen invested in new information boards and signage across the entire site. Photo: Hanaholmen.

SWEDEN AND FINLAND MEET AT EROTTAJA IN CENTRAL HELSINKI

The unveiling of FAITH HOPE LOVE, a new artwork by Eva Lange, took place outside the Swedish Theatre in Erottaja, Helsinki on 13 September 2019.

It was created by the artist as part of the *Two countries – one common future* project at Hanaholmen, which celebrates many centuries of fellowship between Sweden and Finland.

The project resulted in two new public artworks, one of which has gone on display in Stockholm and the other in Helsinki. Finnish artist Marja Kanervo's ÅR TAL was unveiled earlier in August 2017 at Stockholm's Engelbrektsplan, while Eva Lange's sculptures arrived in Helsinki in September 2019. The artwork now forms part of the Helsinki Art Museum (HAM) collection.

The ceremony, hosted by Maria Sid, featured a formal greeting from Sweden's Minister for Foreign Affairs Ann Linde, Thomas Blomqvist, Finland's Minister for Nordic Cooperation and Equality, Otso Kivekäs, Chair of the Helsinki City Council and Cecilia Brinck, Chair of the Stockholm City Council.

According to Thomas Blomqvist, Eva Lange's artwork brilliantly captures the bonds of friendship that unite Finland and Sweden, while Foreign Minister Ann Linde declared Sweden's love for its neighbour.

"This artwork will always symbolise the special relationship Sweden and Finland have," she said.

Eva Lange chose to highlight the importance of art to society as a whole and discussed the meaning of the sculpture's title.

"It's about having faith in what it is we want to

achieve. It's about our hope that we can bring about a better world. And as for love, nothing means anything without it," Lange said.

These works have the power to bring our two countries closer together. There has been a huge amount of collaboration taking place between Finland and Sweden this year, and it is certainly true to say that our art projects have led to a deeper and more meaningful dialogue between our two countries.

Mårten Castenfors, Director, Liljevalchs



"It is not an exaggeration to say that Sweden loves Finland... This artwork symbolises the special bonds that unite our two countries."

Ann Linde, Sweden's Minister for Foreign Affairs



The ceremony drew a large crowd despite the autumn showers.



The artwork FAITH HOPE LOVE by Eva Lange at the Swedish Theatre in Helsinki.



Guests were treated to live entertainment by Finnish and Swedish artists, including Patrik Isaksson and Jore Marjaranta.

MORE ART! CONTINUES TO MAKE WAVES

Hanaholmen's More Art! project brought together Finnish and Swedish local authorities to discuss public art procurement.

The project, which ran from 2016 until 2018, received funding from the Ministry of Education and Culture.

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

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 More Art! seminars to develop a new art policy for the city.

In 2019, 25 art sector professionals from Sweden and Finland gathered for a final time at Hanaholmen to evaluate the project and to follow up on the progress made.

This seminar saw the launch of a comprehensive new report covering the participants' experiences and their recommendations. It is a useful resource for Swedish and Finnish local authorities that want to improve their public art procurement processes.



Hanaholmen does such a fantastic job. Not just on the More Art project but also through the work that they do to raise awareness about public art both at home and internationally and through a series of collaborations. They have made it possible for us to share our skills and experiences around working with public art.

Stefan Hagdahl, Head of Stockholm Art

BRINGING SWEDISH AND FINNISH CULTURE CLOSER TOGETHER

Hanaholmen's art exhibitions, cultural policy seminars and other events all have something in common.

They are designed to foster closer collaboration between Finnish and Swedish cultural actors and offer a platform for professionals to come together and discuss their work, establish new networks and share thoughts and ideas.

We were fortunate to be able to work with such names as Mikael Persbrandt, Lars Lerin, Matti Pikkujämsä and Liljevalchs, who helped to raise awareness of Hanaholmen as a destination with whole new audiences. Their contribution also helped to build our brand in Sweden, as both Lars Lerin's watercolours and the Liljevalchs exhibition were picked up by Swedish media outlets.

Before the exhibition, Lerin was relatively unknown in Finland. Liljevalchs had never run its spring exhibition outside of Sweden before. By showcasing these artists and institutions in Finland, Hanaholmen has helped to raise the profile of both as well as Sweden's identity as a dynamic and forward-looking arts hub with plenty to offer to both the Nordic region and Europe more widely.

Opening the Nordic Art Sector, one of the many art seminars organised by Hanaholmen, makes an important contribution by facilitating discussion on the inclusion of immigrant artists and other sector professionals in both Finland and Sweden. It also allowed practitioners to forge new professional links.

"We are delighted that Hanaholmen is involved in facilitating discussion about how we in Finland, Sweden and elsewhere in the Nordic region can unlock the skills, international networks and the multicultural capital that immigrants bring to our countries. What also emerged from the seminar for us were lots of incredibly valuable new contacts as well

THE HANAHOLMEN ART GALLERY – EXHIBITIONS IN 2019

- Mikael Persbrandt – Into the Woods
- Felipe de Ávila Franco – Insolit Solids
- Diana Agunbiade Kolawole – Morning after breakfast
- Lars Lerin – watercolours
- Matti Pikkujämsä – Finnish illustrator of the year
- Liljevalchs art gallery – spring 2019 showcase
- In addition to our indoor gallery exhibitions, we also joined forces with Lux Helsinki to run *Lux Hanaholmen*, a light art exhibition. This was the first time Lux Helsinki was organised outside of Helsinki. Light art installations were placed around the Hanaholmen building as well as outdoors. The exhibition was complemented with a meet-the-artist event featuring Finnish and Swedish artists specialising in light.

Unexpected collaborations are always fun. Our little amuse-bouche of an exhibition was an incredibly refreshing experience because it was modest and restrained. Who knows, it may well lead to further joint projects in the future.

Mårten Castenfors, Director, Liljevalchs

ART AND CULTURE 2019

- 16 events
- More than 20 art walks
- Approx. 18,000 participants
- 60 partners

as fresh professional perspectives," said Tomi Purovaara, formerly a director at Globe Art Point, an organisation that works to promote inclusion and quality across the Finnish art scene.

CINEMA AT HANAHOLMEN 2019

Every year, Hanaholmen hosts a programme of free film screenings. The idea behind this initiative is to give people the chance to see

feel-good Nordic films that may not get picked up by Finnish film distributors. Our screenings are very popular and usually fully booked.

FILMS IN THE SPRING

14.1.2019	The Swan
11.2.2019	Amateurs
11.3.2019	Border
8.4.2019	Euphoria
6.5.2019	Aniara

FILMS IN THE AUTUMN

2.9.2019	Woman at War
7.10.2019	Britt-Marie was here
4.11.2019	Amundsen
2.12.2019	Happy Ending



HANAHOLMEN'S COURSES IN 2019

At Hanaholmen, we run a wide range of courses and seminars aimed at schoolteachers, 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, which cater for different skill levels.

Our offering ranges from shorter seminars to multi-day conferences and courses.

HANAHOLMEN PROMOTES HIGHER QUALITY CARE FOR SWEDEN'S FINNISH-SPEAKING POPULATION

Language and culture in health and social care was one of Hanaholmen's lifelong learning initiatives in 2019. It was organised as a joint project with the Finnish Institute in Stockholm, Metropolia University of Applied Sciences and a number of local authorities across Sweden.

The purpose of this two-year project was to promote language and cultural skills among students and staff in the Swedish and Finnish health and social care sector.

It comprised three conferences complete with study visits as well as a series of workshops. Experts were on hand to give talks about recent research findings, while practitioners working within the sector implemented their own development projects. They then presented the projects to the group, which allowed all participants to develop a better understanding of the cultural competencies required within the care of the elderly sector.

According to SVT television, which reported on the project running in Gävle, the demand for Finnish-language elderly care provision is already high in Sweden and is set to rise in the future. In addition to Gävle, there were participants from Luleå, Upplands-Väsby and Tierp. These are the administrative regions that have been asked to introduce Finnish speaking services in Sweden.

LANGUAGE AND CULTURE IN HEALTH AND SOCIAL CARE

- A course to promote language and cultural skills development for students and staff working in the health and care sector in Sweden and Finland
- Involves four Swedish local authorities
- Offers training in elderly care provision for Finnish speaking patients
- Designed to increase language skills and cultural awareness in both countries
- Helps to establish new professional networks
- Promote Swedish language learning to Finnish students



SVT, 15 February 2019

HANAHOLMEN'S COURSES IN 2019

- Introduction to Finland: language and cultural orientation for students and teachers at VIA Århus
- Lifelong learning opportunities for Swedish-Finnish teachers
- Course for trainee journalists from Sweden and Finland. The course was organised in collaboration with the Swedish-Finnish Cultural Foundation
- Conference: Language and culture in health and social care
- Summer course in Finnish: intensive tuition across three levels
- Introduction to Finland: language and cultural orientation for students and teachers at the University of South-Eastern Norway
- Introduction to Finland: language and cultural orientation for students and teachers at the University College of Northern Denmark

HANAHOLMEN'S COURSE OFFERING IN NUMBERS 2019

- 10 events/courses
- 32 days of provision
- Around 200 participants
- 186 hotel guests
- 668 hotel stays



AKVARELLEJA
AKVARELLER
24.8 - 25.8.2019



#AKVARELLEN

P
PRIORITY PASS
JANNA LAAI DODDSON
JESSE CHRISTINA E. GARD
08/21

OUR NEW NETWORKS IN 2019 – AN OVERVIEW

A humanities and social sciences approach to forestry in Sweden and Finland. Has engaged new researchers and institutions in both countries.

Research into nutrition offered in the public sector in Sweden and Finland.

Göteborg 400. A new network responsible for planning the Finnish contribution to Gothenburg's 400th anniversary celebration.

Thanks to Hanaholmen, **language teachers in Gothenburg and Helsinki** have been able to hold gatherings and create new working methods.

Sustainable Cities in the Nordic-Baltic Region. A Nordic-Baltic higher education network. The network was set up in conjunction with a project that ran earlier under the same title.

Political engagement. New network for people working in the political field in Sweden and Finland.

Embassy cooperation. Closer joint working with Finland's Embassy in Stockholm.

Nordic pop bands. Four schools in Finland, Sweden and Norway came together under this language and music project aimed at Nordic high school students. It was organised by Svenska nu.

Immersive language learning. A new target audience for Hanaholmen.

Baltic Sea Festival. New collaborations and new contacts between Hanaholmen, Sveriges Radio and Berwaldhallen. In 2019, the collaboration culminated in a discussion event featuring former Finnish President Tarja Halonen and world-renowned violinist Pekka Kuusisto, which was live streamed by Berwaldhallen to an international audience. The concert that followed was broadcast live from Berwaldhallen to Hanaholmen.

Public art. Hanaholmen brought together a wide range of experts on public art from both Sweden and Finland.

Opening the Nordic Art Sector.

Contributed to new contacts being established across the Swedish and Finnish arts and culture sectors.

Library policy in Sweden and Finland. Sweden is about to adopt a new library strategy covering national digital library services, a process that Finland has been working on for some time. Our seminar brought together practitioners from both countries to exchange ideas and experiences.

Museum exchange. Hanaholmen forged new links between the Finnish Design Museum, ArkDes (Sweden's national centre for architecture and design) and SvenskForm.

Living heritage in the Nordic countries. A new network for practitioners specialising in the Nordic region's living heritage.

Europeana. During Finland's EU presidency in 2019, EU civil servants gathered in Hanaholmen to discuss Europe's cultural heritage. The discussion focused on multi-lingualism and digitalisation in relation to the Europeana service, which makes Europe's cultural heritage available online.

Exporting Swedish and Finnish literature. Hanaholmen joined forces with the Finnish Literature Exchange (FILI) and the Swedish Arts Council to deliver a seminar on Nordic literary policy, which brought together a wide range of practitioners active in the field.

Mentoring dancers and choreographers. Arts Management Helsinki, Hanaholmen, SITE Sweden, Performing Arts Hub Norway, Dansehallerne i Danmark and the Icelandic Dance Atelier teamed up to bring together Nordic practitioners to discuss mentoring opportunities and for networking.

OUR FOCUS AREAS, PART 3: SUSTAINABLE WELFARE





Sustainability and a sustainable philosophy inform everything that we do at Hanaholmen. For us, it is all about environmental, social and economic sustainability.

We have really invested in making sure that we make efficient use of energy, water and chemicals at our hotel and also make sure that we manage our waste in sustainable way.

Our restaurant Johannes avoids unnecessary energy and water consumption, focusing on high-quality and environmentally friendly ingredients and working to avoid food waste.

“It is incredibly important for all of us here at Hanaholmen to make sure that we promote sustainability across all that we do. We make every effort to ensure that our operations are both economically and environmentally sustainable, with sensible, long-term investment and effective use of resources. Socially, we want to ensure that all our staff enjoy a high level of wellbeing in the workplace. This underpins everything that we do,” said Gunvor Kronman, Hanaholmen’s CEO.

Our events department put the spotlight on sustainability through a series of programmes dedicated to the topic, including our multi-year *Sustainable Cities in the Nordic-Baltic Region* and *Globsol*, which explores sustainability from a number of different angles.

GLOBSOL – GLOBAL SOLIDARITY

Globsol, or global solidarity, is an education programme for young people in Sweden and Finland.

It is an opportunity for the participants to attend lectures and discussion events and to work on a series of topical issues in a workshop setting.

In 2019, Globsol participants again gathered at Hanaholmen. It was the second meeting for a two-part course that first began in 2018 and focused on food, fashion and clothing consumption. How can we eat, travel and

consume in a more sustainable and ethical way?

During the course, participants were invited to practice their public speaking skills with actor Elisabeth Öhman and journalist and businessman Ted Urho. They also presented their own work, which had been commissioned by the Swedish Tourist Association, Pro Ethical Trade and Viking Line.

The programme also included a presentation by Riina Pursiainen, a member of the Agenda 2030 group and a project coordinator at the Office of the Prime Minister in Finland. She talked about how to combine a civil service career with climate activism.



Riina Pursiainen, a member of the Agenda 2030 group and a project coordinator at the Office of the Prime Minister in Finland talked about how to combine a civil service career with climate activism at Globsol 2019.

GLOBSOL AND REGENERATION 2030 CREATE COMMUNITIES AND GENERATE FRESH IDEAS

Following the Globsol meeting at Hanaholmen, we were able to offer four young people, two from Sweden and two from Finland, the opportunity to attend the Regeneration 2030 gathering on the Åland Islands in August. ReGeneration 2030 is a youth-led environmental organisation that works together with other stakeholders in the Nordic-Baltic region. The idea behind it is to encourage young people to continue working on climate and environmental issues.

Minea Julin, who took part in both Globsol and Regeneration 2030, also joined the Swedish-language Alandica Debatts discussion event about young people and sustainability, which was moderated by Hanaholmen's Project Manager Jonna Similä.

Hanaholmen also arranged for Minea Julin to take part in the Magma think tank discussion at the Alandica Arena about the growing use of English in Nordic countries.

The Swedish Finn Kalle Kinnunen also took part in both Globsol and Regeneration 2030.

"What Globsol is really good at is that, every year, they manage to create a genuine sense of community at the event, even though people only spend a few days together," Kinnunen said.

He says that Regeneration 2030, which took place on the Åland Islands, was in many ways similar to Globsol.

"There were loads of people there and it was pretty intense. It was good but did feel a bit overwhelming at times. It gave me lots of food for thought and I made lots of new contacts, and it was also the first time I'd visited the Åland Islands. Maybe the next Globsol could take place here," he muses.

Kalle Kinnunen has a reputation as an imaginative and innovative person. In 2019, he was nominated as the Young Swedish Finn of the Year for his efforts to promote Finnish learning among young people from Finnish Swedish backgrounds. He has created a digital language course he set up on Instagram. The light-hearted title "Kuusi palaa" is a Finnish phrase that can mean both "six pieces" and "the spruce tree is on fire".

Globsol and Regeneration 2030, too, have inspired Kinnunen's creative mind.

"At Regeneration 2030 I developed a proof-of-concept that I'm still working on. It's a tool aimed at consumers that can be used to check how sustainable businesses really are and assess your own consumption and spending habits too," he says.

Kalle Kinnunen hopes he can now find an organisation to take over the concept and develop it further.

"All the bilateral Swedish-Finnish Cultural Foundation and Hanaholmen events I've taken part in have been unbelievably meaningful for my career and for me personally. The more you invest in this type of cultural exchange for young people, the better the outcomes will be. The waves will just keep getting bigger. You start getting curious and hungry for more," he concluded.



Globsol alumni 2019. Kalle Kinnunen stands fourth from the right.

All the bilateral Swedish-Finnish Cultural Foundation and Hanaholmen events I've taken part in have been unbelievably meaningful for my career and for me personally. The more you invest in this type of cultural exchange for young people, the better the outcomes will be. The waves will just keep getting bigger. You start getting curious and hungry for more.

Kalle Kinnunen

SUSTAINABLE CITIES IN THE NORDIC-BALTIC REGION

Sustainable Cities in the Nordic-Baltic Region is a Nordplus Horizontal-funded project that is an extension of the Nordic City Challenge, which ran from 2016 to 2018.

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

The first gathering took place at the Estonian capital Tallinn in October 2019, with participants invited to visit the Mustamäe neighbourhood. Their task was to come up with a model for regenerating these post-Soviet high rises in a more human-centric, sustainable and environmentally friendly direction.

“When you look at this project from a local perspective, it’s easy to see what a great job it did of bringing lots of different people together. The young participants had lots of new and fresh ideas that reflected some of the work we’d already been doing. We’re definitely going to be taking these proposals on board, and ultimately time will tell which of them we will end up being implemented at Mustamäe,” explained Tarmo Richard Klamp, local project director.

The winners of a multi-disciplinary competition were announced on 3 November at Tallinn University. The jury chose to award “Piece of Cake”, created by Dace Butenaite (University of Latvia), Tatiana Surdu (Tartu University), Greta Skripkauskaitė (University of Klaipeda), Sofia Leijonberg (Chalmers University of Technology Gothenburg) and Eelis Hemberg (Aalto University).



From post-Soviet concrete to a sustainable suburban paradise. The Nordic and Baltic students’ proposals for the Mustamäe neighbourhood included new public art installations, communal amenities built into the hill itself and underground parking.



The intensive study sessions took place 31 October to 3 November. They were an opportunity for the students to get to know the Mustamäe neighbourhood.



We're definitely going to be taking these proposals on board.

Tarmo Richard Klamp,
Director, Mustamäe, Tallinn

Sustainable Cities drew around twenty students and experts from the Nordic-Baltic region.

BALTIC SEA FESTIVAL – FINLAND’S FORMER PRESIDENT TARJA HALONEN AND VIOLINIST PEKKA KUUSISTO DISCUSS SUSTAINABILITY

The 2019 Baltic Sea Festival brought together the Baltic Sea countries in a fresh new way. It was the first time Hanaholmen was on board as one of the festival’s partner organisations.

The festival combines classical music with discussion events on leadership, culture and environmental issues. In 2019, seven highly distinctive conversations took place in different cities around the Baltic.

Hanaholmen hosted a discussion between former Finnish president Tarja Halonen and violinist Pekka Kuusisto. It was moderated by the Swedish journalist Erik Blix. The event was enjoyed by a diverse international audience as it was streamed live by the Berwaldhallen to assembled guests as well as online. The concert that followed was also broadcast live online and screened at Hanaholmen.

“We believe in the power of music to engage and to unite. We want the Baltic Sea Festival to become an annual cultural highlight that really brings people together to discuss issues surrounding sustainability in our region,” said Svein Arne Østevik, acting Director of the Berwaldhallen.



Well done! Brilliant conversations. Hugely interesting. And so beautiful to watch too. Five stars!

Helena "Nenne" Zetterberg-Sundqvist, Producer at Sveriges Radio P2, commenting on their collaboration with Hanaholmen.





*Jesse P performed at Svenska nu event at Hanaholmen.
Photo: Lars Kastilan*

SVENSKA NU

Hanaholmen's Svenska nu network operates under our events team but has its own budget, steering group as well as a completely independent agenda.

During its nearly 10-year history, it has claimed a central role as an indefatigable champion for a tolerant and bi-lingual Finland. The network's activities are geared towards promoting Swedish and Finnish-Swedish culture in Finnish schools through visits, theatre performances and musical activities.

Svenska nu also has a dedicated programme offering for teachers and other key staff in education. The objective is to shape positive public attitudes towards Sweden and Swedish culture. The overarching message of the Svenska nu programme is that the Swedish language is a bridge connecting Finland with Sweden and the other Nordic countries.

SVENSKA NU'S CONTRIBUTING TO GOVERNMENT POLICY

In 2019, Svenska nu ran a large number of events across Finland. The response from teachers, students and politicians, both locally and nationally, was proof positive that our network is starting to bear fruit.

One of the key themes for Svenska nu this year has been curriculum reform, which saw students in Finnish-speaking schools beginning to learn Swedish as their second foreign language from Year 6 onwards. Svenska nu considers this a positive step in the right direction as it is important to introduce children to Swedish when they are still in primary school.

"The downside is that what we gained in primary school we lost later on, as students in Year 7 to 9 will now miss out on two hours per week of Swedish learning," explained Mikael Hiltunen, Svenska nu Project Manager.

The efforts to ensure that more time is allocated to Swedish at the lower secondary school level were given a significant boost in October. Following a seminar organised in collaboration with the Kansalliskielet charity, Finland's Minister for Education Li Andersson extended an invitation to Svenska nu to sit on an advisory board set up to promote learning of Finland's second official language.

"Receiving an invitation from the minister was a significant moment for us, and we will now be involved in developing government policy on a key topic for us. It is an opportunity for us to make a positive contribution and move things in the right direction," said Mikael Hiltunen.

Receiving an invitation from the minister was a significant moment for us, and we will now be involved in developing government policy on a key topic for us. It is an opportunity for us to make a positive contribution and move things in the right direction.

Mikael Hiltunen, Project Manager, Svenska nu

SVENSKA NU SEMINAR PROGRAMME 2019

Sverigedagar in Pori

The traditional Sverigedagarna, or Swedish Days, took place on 11 and 12 April 2019 in Pori. It was jointly organised with the Embassy of Sweden in Helsinki and the City of Pori. The programme involved nature school events for primary school children, rock concerts and lectures for lower and upper secondary school students, meet-the-author events, readings and seminars.

Suomiareena – politics in Pori

Svenska nu took part in the SuomiAreena event alongside the Federation of Foreign Language Teachers (SUKOL) and the national development project for language teaching in high schools (LUKKI). We ran events in the Nordic Pavilion and organised a debate entitled “What’s the problem with language teaching?” at the city hall courtyard.

Seeking partnerships in Finland and Sweden

In 2019, Svenska nu launched a project designed to foster engagement with ministerial advisers in Finland and Sweden. The first events were held in January and involved discussions about the Nordic model, Finland’s status as a bi-lingual country and the negotiations taking place in Sweden to form a government following a general election.

On 16 September, more progress was made in the form of a gathering at Finland’s Embassy in Stockholm. The event was aimed at ministerial aides working for the Swedish and Finnish governments as well as senior opposition party staff. The purpose of the meeting was to raise awareness of the Nordic framework and to create contacts between ministerial advisers in Finland and Sweden.



During a meet-the-author event and reading at Pori’s Mikaelsgården, journalist Jasmin Lindberg got to interview the author Victoria Rixer. Photo: Lars Kastilan

European Day of Languages at Hanaholmen

Svenska nu celebrated the European Day of Languages on Thursday 26 September with two events aimed at children. The Finnish-speaking Year 5 and 6 students were treated to an activity trail and workshop. The workshops were led by Petra Bergström and Henrik Skarevik. In total, the event drew 198 students and 10 teachers from seven different schools. The purpose of the day was to introduce the children to a variety of different languages and to encourage them to study languages at school.

National languages programme

Hanaholmen joined forces with the Kansalliskielet organisation to organise an event at Kansalaisinfo, the Finnish Parliament's visitor centre. Hanaholmen's CEO Gunvor Kronman, Kansalliskielet Chairman Janne Virkkunen, Ambassador Anders Ahnliid, Education Minister Li Andersson, Swedish teacher Katja Kurki and Chair of the Eastern Finland Swedish Students' Association (Godis) Iiris Näkki all spoke at the event. Following the seminar, Li Andersson extended an invitation for Svenska nu to sit on an advisory board set up to promote the learning and teaching of Finland's second official language.

Svenska nu event at Hanaholmen

The popular Svenska nu event ran in Hanaholmen on 8 to 9 November 2019. The purpose of the event was to introduce the Svenska nu project to Swedish teachers and students while giving participants the opportunity to evaluate the programme. The programme consisted of 12 workshops, a musical performance, a play, two panel discussions and an evening event.

I would like to thank all the organisers for the excellent Svenska nu event. It is without a doubt the best and most powerful voice we've ever had for promoting Swedish language learning in Finland!

A Svenska nu event 2019 attendee



Photo: Lars Kastilan

SVENSKA NU 2019 IN A NUTSHELL

- Worked with **78,000 teachers and pupils** across Finland.
- Delivered **790 workshops and talks and 294 performances at 376 schools**
- Provided **life-long learning opportunities for more than 6,000 teachers**. As part of Svenska nu, we follow up on our school visits and ensure that the content we deliver meets the requirements set out in the national curriculum.
- The Svenska nu delegation comprises 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.

SVENSKA NU – ORGANISATION

- 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
- Embassy of Sweden, Helsinki
- Swedish Institute
- Swedish Cultural Foundation
- Swedish Cultural Foundation in Pori
- Swedish-Finnish Cultural Foundation
- Saga – University of Helsinki Society for Nordic languages and Swedish translation
- The Federation of Foreign Language Teachers (SUKOL)

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



Photo: Lars Kastilan



Photo: Lars Kastilan



Photo: Svenska nu



Former Finnish Prime Minister Paavo Lipponen currently chairs the Svenska nu delegation and actively promotes Swedish language in Finland.

Svenska nu in numbers 2019



SVENSKA NU'S WORK IN FINNISH SCHOOLS PAYS OFF

At the end of 2019, Svenska nu invited teachers in all Finnish-speaking schools that had participated in our activities during the year to take part in a survey.

Of the respondents, 90% had taken part in our schools programme. This is the feedback we received:

- 73% either “completely” or “somewhat” agreed that “Following the Svenska nu visit my students have taken a greater interest in Swedish language and culture”
- 69% either “completely” or “somewhat” agreed that “The visit had a positive effect on my students’ motivation”
- 57% either “completely” or “somewhat” agreed that “Following the Svenska nu visit I have been inspired to develop my teaching methods”



Petra Bergström's cartoon drawing workshop at the European Day of Languages at Hanaholmen. Photo: Lars Kastilan

TEACHER FEEDBACK ON SVENSKA NU

Svenska nu – impact on pupils

When we covered comics, we decided to get Finnish and Swedish speaking pupils mixed together (our school is so little we had to bring in Swedish pupils). It worked great!

Our kids now find it easier to speak Swedish in a range of different situations.

They've realised how much Swedish they know already.

They're now all waiting for Jesse P's songs.

Svenska nu – impact on teachers

It was a great source of new ideas and inspiration

It is so inspiring to have this kind of support!

I love your visits and I think they really enrich the classroom experience

Svenska nu – what would you like to see done differently?

Video resources and related exercises that will inspire the kids

More time for conversation with the pupils to get them talking, easier topics

It's great that the visits are taking place across Finland and are not just limited to the Helsinki area. More of this please.

More visits, please, they tend to be popular.

SVENSKA NU ONLINE

- Svenskanu.fi had a total of 16,181 users and the teaching resources site 9,115 users.
- The number of visits at svenskanu.fi rose to 23,947, while the teaching resources site drew 12,661 visits during the year
- Our homepage registered 57,306 pageviews and the teaching resources page 38,020 pageviews

THE HANAHOLMEN CONFERENCE HOTEL – CLEAR FOCUS ON SUSTAINABILITY

The Hanaholmen conference hotel continued to do well in 2019. Visitor numbers were exceptionally high at times, with an occupancy rate of more than 80% during the summer months, and both the hotel and the restaurant had the pleasure of welcoming many new guests during the year.

“Our conferences and meeting guests are the backbone of our operation. We also attract guests who come here for the accommodation and for the gorgeous seaside setting. Our visitors value our exceptional setting and the proximity to the centre of Helsinki. Our restaurant Johannes has also been met with a positive response, and people have been really

impressed with the decor, which features art and design from both Sweden and Finland,” said Kai Mattson, Hotel Director.

For Kai and his team, social, economic and environmental sustainability is at the heart of everything they do.

“We’ve been awarded the EcoCompass certificate in recognition of our efforts to use energy, water, chemical and other materials more effectively and to improve our waste management processes. The district heating used at Hanaholmen comes from 100% renewable or waste sources,” he adds.



Kai Mattson, Hotel Director at Hanaholmen's hotel is delighted with how 2019 has gone and full of praise for his team. "They do an excellent job," he says.

CARING FOR THE ENVIRONMENT – WHAT WE DID

- All our cleaning agents carry the Nordic Swan environmental label
- 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 ourselves to ensure that they last as long as possible.
- Our laundry service uses environmentally friendly detergents
- Paper, glass, metal, card, biowaste, batteries and all our disused electrical appliances are recycled. We also recycle any duvets, pillows, throws, furniture, dishes and other items that we no longer need.
- Our restaurant conserves energy and water and prevents food waste wherever possible



CUSTOMER SATISFACTION – HANAHOLMEN CONFERENCE HOTEL AND RESTAURANT

Booking.com (1-10)	9,2
Hotels.com (1-10)	9,2
Tableonline (1-5)	4,5
Tripadvisor (1-5)	4,5
Facebook (1-5)	5,0
Google My Business (1-5)	4,5

WHERE DID OUR HOTEL GUESTS COME FROM IN 2019?

1. Finland	42 %
2. Sweden	8,3 %
3. Russia	8 %
4. Germany	5 %
5. Norway	4,5 %
6. Denmark	4 %
7. United Kingdom	3 %
8. France	2,2 %
9. Estonia	2 %
10. United States	1,7 %

CATCH OF THE DAY BY CHRISTER HACKMAN

In 2019, the team at Hanaholmen's restaurant Johannes decided to go one step further when it came to locally produced ingredients.

As Hanaholmen owns the fishing rights to the waters surrounding the headland, the decision was made to hire the restaurant's very "own" fisherman who could supply fresh fish all year round.

When the team approached musician and fisherman Christer Hackman, he jumped at the chance.

"I could do with a little extra income and even if I don't end up earning very much, it doesn't matter as it's fun. I get to be out, surrounded by nature and I don't need to sit indoors. It's an excellent hobby to have alongside my music career. My main instrument is the darbuka drum," Hackman explained.

We meet Hackman on a chilly autumn day in October. He's sat on one of the Hanaholmen jetties, repairing a fishing net. He explains that he likes to repair old nets even though a new net would not set him back by much.

"It's not so profitable, that's for sure, as it takes such a long time, but environmentally speaking it's great. I'd rather not throw my nets out if they're still working fine," he said.

A closer look at the net shows what really happens under water.

"When the water gets colder, the seals tend to swim into these bays, and they tear up the nets. Seal stocks have gone up and they threaten the future of professional fishing in Finland," Hackman said.

What type of fish do you tend to catch here at Hanaholmen?

"During the summer months it's usually perch and bream and I also get a zander every once

in a while. There's whitefish and trout too," Hackman says.

When Hackman returns with his catch, he cleans them out before chilling them.

If it's whitefish or trout, I clean it out by myself. But perch, zander or a bream get sent to a fish farmer who fillets it all beautifully and sends it back to Hanaholmen's restaurant Johannes.

Hackman is now a bit of a local celebrity, who's hugely popular on social media as well as with visitors to Hanaholmen.

"When I'm sitting here repairing the nets, people tend to come over and watch and they always have a whole load of questions to ask too. I think people are curious and want to know what I'm up to," Hackman said.

So, have you had a chance to try your own catch at the restaurant yet?

"I'm not sure whether it was one I caught, but I have dined here and what they served was excellent. It's good for you and there's lots of vegetarian options too," Hackman says.



Christer Hackman occasionally gets a helping hand from Fredrik Palmén.



In addition to fish and meat, Johannes serves vegetarian dishes too...



Christer is a musician by trade and catches fish in his spare time.



... as well as a choice of truly excellent desserts.



MANAGEMENT AND OUR FOUNDATIONS

OUR NORDIC FOUNDATIONS

Hanaholmen manages four Nordic foundations. The largest of the four foundations, the Swedish-Finnish Cultural Foundation, is Hanaholmen's principal.

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

All the Nordic foundations have been set up to stimulate bi-lateral activity and to support the close ties that already exist between the countries. They offer financial support for activities and visits to raise the profile of their partner countries.

THE SWEDISH-FINNISH CULTURAL FOUNDATION – PUTTING FORESTRY RESEARCH ON THE AGENDA

Tandem Forest Values, the joint Swedish-Finnish initiative first launched in 2017.

Following a proposal made by the Swedish-Finnish Cultural Foundation, Sweden presented Finland with 12 two-year forestry researcher contracts to mark the occasion of the 100th anniversary of Finnish independence in December of that year. The idea was that this would allow Finland and Sweden to work together on research and to help preserve and protect the forests found in the two countries.

In April 2018, the initiative was given a new boost when Finland's Minister for Agriculture and Forestry Jari Leppä and Sweden's Minister for Rural Affairs Sven-Erik Bucht met at Hanaholmen to discuss forestry policy and ongoing forestry research and innovation projects.

"We will be much more able to pursue innovations effectively if we bring together the leading experts from both countries and set

them a real challenge. This calls for financial investment from both countries as well as the private sector," stated Jari Leppä.

In 2019, the minister's words become a reality when a new forestry research initiative was launched, involving investment from both Finland and Sweden. Tandem Forest Values comprises a total of nine research projects.

It is fantastic that Tandem Forest Values is in a position to announce this news about further resources and that both countries have chosen to contribute this time.

Chris Heister, Chair, Swedish-Finnish Cultural Foundation

"It is fantastic that Tandem Forest Values is in a position to announce this news about further resources and that both countries have chosen to contribute this time. It has established the cooperation between Sweden and Finland on an even firmer footing, and we look forward to further announcements in the future," said Chris Heister, Chair of the Swedish-Finnish Cultural Foundation.

Since 2017, Tandem Forest Values has raised SEK 64 million to support bilateral forestry research.



THE SWEDISH-FINNISH CULTURAL FOUNDATION BOARD 2019

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. In 2019, the Chair was Finnish minister Jan-Erik Enestam.

Finnish members: Jan-Erik Enestam, former government 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.

THE SWEDISH-FINNISH CULTURAL FOUNDATION IN A NUTSHELL

- Established in 1960, following a decision by the Swedish and Finnish governments
- Hanaholmen's principal
- Responsible for running Tandem, our project office in Sweden
- Allocates grants and stipends
- Pursues own in-house projects, including youth projects and continued professional development opportunities for teachers
- Initiator of the Tandem Forest Values research programme, Sweden's official gift to Finland, presented to mark 100 years of Finnish independence
- Initiator of the Tandem Cultural Dialogues – an annual Finnish-Swedish climate conference
- One of the Stockholm Finnish Institute's original founders with seat on Board of Directors

FONDEN SVERIGE RAHASTO SUOMI
FINLAND FINLAND RUOTSI



HANAHOLMEN

FINNISH-DANISH CULTURAL FOUNDATION PROMOTES MODERN DANISH ART

The Finnish-Danish Cultural Foundation works to promote bilateral Finnish-Danish relations on a number of different levels.

Grant funding forms a central part of the Foundation's operations, but it also promotes Danish culture in Finland and Finnish culture in Denmark through many other ways too.

In October 2019, the Foundation gifted *Fragmented Circle*, a new work by the Danish artist Jeppe Hein, to Hanaholmen's Art Park. Hein is one of Denmark's foremost contemporary artists and often incorporates mirrors and reflective materials into his art.

During the unveiling ceremony in Hanaholmen on 7 October, speeches were heard from Juha Rantanen, chairman of the Finnish-Danish Cultural Foundation's board in Finland, Fritz Schur, Finland's Honorary Consul in Denmark, chamberlain and chairman of the Foundation's board in Denmark and Finn Janning, Danish philosopher and art expert.



Finn Janning

THE FINNISH-DANISH CULTURAL FOUNDATION BOARD 2019

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

Substitutes: Markus Ikäheimonen, Sales Director, Maria Didrichsen, Chief Curator, Henrik von Pfaler, Consultant and Susanna Inkinen, Editor.

Denmark: Fritz Schur (Chair), Chamberlain and Finland's Honorary Consul in Denmark, Birte Fangel, Norden Association Denmark member, Martin Glaz Serup, Author and Jakob Steensig, Senior Lecturer.

Substitutes: Morten Løkkegaard, MEP, Bent Jensen, Norden Association Denmark member, Professor Pirkko Raudaskoski and Steen Svanholm, Author.



THE FINNISH-NORWEGIAN CULTURAL FOUNDATION LAUNCHES NEW LEADERSHIP PROGRAMME

The Finnish-Norwegian Cultural Foundation celebrated its 40th anniversary in 2019. To mark the important occasion, the Foundation launched Arctic Lead, a new Finnish-Norwegian leadership programme for young professionals in Norway and Finland. It was created in response to demand for closer collaboration between Norway and Finland.

“Norway and Finland have so much in common. We share a land border that stretches across more than 700 kilometres, our populations are roughly the same size and we face the same challenges and possibilities in terms of the future of the welfare state. We believe that a new leadership programme can generate new networking opportunities and contacts and contribute a wealth of new thinking and ideas on how we can jointly tackle the challenges ahead,” said Eero Hokkanen, Chairman of the Finnish-Norwegian Cultural Foundation.

Under the new leadership programme, ten young leaders from Finland and ten young leaders from Norway will be invited to learn about their respective societies and economies. The idea is that the young people will learn not just from the speakers lecturing as part of the programme but also from one another.

“We believe that smart, bilateral cooperation between Finland and Norway that takes place on a number of levels can offer genuine benefits to both countries as we move forward. Our young leaders will play a central role when it comes to creating new networks and promoting better mutual knowledge and understanding,” commented Christian Bjelland, Chairman for the Finnish-Norwegian Cultural Foundation.

The Arctic Lead project will be managed at Hanaholmen in collaboration with the Finnish-Norwegian Cultural Foundation, Norway’s Embassy in Helsinki and Finland’s Embassy in Oslo.



Finnish-Norwegian Cultural Foundation Chairman Eero Hokkanen is certain both Finland and Norway will benefit from the new Arctic Lead leadership programme.

THE FINNISH-NORWEGIAN CULTURAL FOUNDATION BOARD 2019

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

Substitutes: Torfinn Slåen, Consultant, Anniina Korpela, Communications Manager and Jan Förster, Director.

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

Substitutes: Brit Holtebekk, Section Leader, Anna-Maija Isachsen, Sales Director and Lise Nordal, Art 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.

ICELANDIC-FINNISH CULTURAL FOUNDATION GRANTS AND BURSARIES

Like the other Nordic foundations, the Icelandic-Finnish Cultural Foundation offers grants and bursaries to private individuals, organisations and charities running projects designed to promote contact and cultural exchange between Iceland and Finland.

At the board meeting in May 2019 the foundation allocated EUR 25,000 in funding for the second half of 2019 and the first half of 2020.

Among the recipients in 2019 we note the Sodankylä Film Festival, which was granted a travel allowance of EUR 500 to invite the Icelandic actor and director Benedikt Erlindsson to the festival.

Artist Anssi Pulkkinen is another example – he was given EUR 1 000 in order to participate in the 50th anniversary exhibition of MHR – the Reykjavik Sculptors Society in the summer of 2019.



Photo: Hanaholmen

THE ICELANDIC-FINNISH CULTURAL FOUNDATION BOARD 2019

Finland: Pekka Timonen, Mayor (Chair), Riitta Heinämaa, M.A.

Substitutes: Petri Sakari, Conductor

Iceland: Eiríkur Þorláksson, Art Historian and Málfríður Kristjánsdóttir, Architect.

Substitutes: Áslaug Dóra Eyjolfsdóttir, Senior Adviser.

HANAHOLMEN'S MANAGEMENT

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

HANAHOLMEN'S EXECUTIVE BOARD

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 work of the board is led by LLM **Kimmo Sasi**, who has been in the post since 2009.

HANAHOLMEN'S EXECUTIVE BOARD 2019

Chair: LLM Kimmo Sasi

Sweden: John Brattmyhr, CEO, Ida Karlberg Gidlund, Operations Manager, Elisabeth Nilsson, former County Governor, Pär Nuder, former Finance Minister (member of the board until March 2019), Hans Wallmark, MP.

Finland: Kari Heinistö, Partner, Maimo Henriksson, Department Manager, Professor Jari Niemelä and Hanna Mari-Manninen, Partner.



HANAHOLMEN'S MANAGEMENT TEAM

Hanaholmen's management team comprises Kronman and Mattson as well as Hanaholmen's programme, administrative, financial and communications directors.



Hanaholmen's management team 2019. From left: Communications Director Håkan Forsgård, Hotel Director Kai Mattsson, Financial Director Agneta Roine, Administrative Director Satumari Hagelberg, CEO Gunvor Kronman and Programme Director Maria Romantschuk. In November, Victor Andersson was appointed as Programme Director and member of the management team to replace Maria Romantschuk, who went on to pursue other activities in anticipation of her retirement at the end of 2019.

OUR EVENTS IN 2019



OUR MULTI-YEAR PROJECTS

BUSINESS AND SOCIETY

- Future Forum
- Globsol
- Hanating
- Hanalys
- Tandem Leadership
- Arctic Lead, a new Finnish-Norwegian leadership programme for 2019

LANGUAGE AND EDUCATION

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

UNIVERSITIES AND RESEARCH

- HanaAcademy
- Sustainable Cities in the Nordic-Baltic Region

ART AND CULTURE

- Nordic Nights
- Mera Konst! More Art!
- The Hanaholmen Art Park- a park featuring outstanding contemporary Nordic art



EVENTS AT HANA HOLMEN 2019

BUSINESS AND SOCIETY

- Nordic discussion events at Hanaholmen
- Hanalys 2019 foreign policy seminar
- Speaking is Silver – Truth Decay, seminar covering freedom of speech issues
- Peace in the Nordics, Finnish-Swedish defence policy conference
- Hanaforum – Sweden's role on the Defence Council
- Children's rights campaigner and athletics legend Patrik Sjöberg visits Hanaholmen
- Hanaforum: Nordens dag – Nordic Day
- Spring Afternoon, a forum for foreign diplomats
- Future Forum 2019, business forum on lifelong learning
- Tandem Leadership programme for emerging leaders
- Globsol 2018 – Part II
- A Nordic federation – should the Nordic states seek an ever closer union?
- Svenska nu at SuomiAreena in Pori
- Baltic Sea Festival – Finland's former president Tarja Halonen and violinist Pekka Kuusisto discuss sustainability
- Launch of Hanaholmen's economic outlook report
- Innovation breakfast meeting with top Swedish-Finnish business leaders
- Political networking event on Swedish-Finnish collaboration
- Gothenburg Book Fair
- Mid-autumn mingle – the Moon Festival at Hanaholmen
- Hanating 2019, a defence policy seminar
- Tackling childhood trauma
- Child protection event at Hanaholmen
- Celebrating Our Diversity Forum 2019
- Tandem Leadership alumni get together
- Speaking Is Silver – freedom of expression in a changing Europe

HIGHER EDUCATION AND RESEARCH

- Defence and security policy studies in the Nordic countries
- Visible and invisible borders
- Teacher training event at Hanaholmen
- Food culture in Sweden and Finland
- Engaging dialogue – the key to unlocking a more equal society?
- Baltic Sea – sustainable fishing
- Vision and strategy: a multicultural Helsinki region 2040
- The Annual Hanaholmen Lecture

LANGUAGE AND EDUCATION

- Wellbeing at school: bullying
- Added value from multilingualism
- Filmfika networking event for teachers: food and wellbeing
- Introduction to Finnishness for our fellow Nordics
- Bilateral teacher training event at Hanaholmen
- Sverigedagar in Pori
- Wellbeing Saturday for teachers: talks and workshops
- Lifelong learning opportunities for Swedish-Finnish teachers in 2019
- The New Nordic Region 2019, emerging experts discuss the Nordic countries' relationship with the EU
- Language in focus 2019, this year's theme was plain language
- Course for trainee journalists
- Svenska nu delegate gathering
- Lifelong learning opportunities for Swedish teachers
- Language and culture in health and social care
- What's going on in language teaching?
- Finnish for visitors
- Learn about Finnish language and culture
- Language and culture in health and social care
- Lifelong learning opportunities for Swedish teachers
- European Day of Languages: events for children
- Multilingualism as an asset
- A forum on native language and literature
- Introduction to Finnishness for our fellow Nordics
- Filmfika networking event for teachers
- Brush up event for Swedish teachers
- Setting up a Nordic pop group
- Svenska nu series of events at Hanaholmen
- Sverigepaket 2019
- Introduction to Finnishness for our fellow Nordics
- Sustainable Cities in the Nordic-Baltic Region

ART, FILM AND CULTURE

- Mikael Persbrandt – Into the Woods
- Nordic film of the month – The Swan
- People and culture – a policy debate at Eskilstuna
- Felipe de Ávila Franco, an exhibition
- Nordic film of the month – Amateurs
- Nordic film of the month – Border
- Diana Agunbiade Kolawole – Morning after breakfast
- Nordic film of the month – Euphoria
- Our Nordic film of the month series runs in collaboration with the Espoo Ciné film festival
- Inclusion and integration on the Swedish and Finnish art and culture scene
- Lars Lerin's watercolour summer
- Watercolour relay – words inspiring art
- Illustrator of the Year award ceremony
- Learn to paint at Hanaholmen – three watercolour workshops
- Nordic film of the month – Woman at War
- Mentoring in the arts
- Matti Pikkujämsä – Finnish illustrator of the year
- Public art in Finland and Sweden – trends, opportunities and challenges
- FAITH HOPE LOVE unveiling of a new artwork by Eva Lange at Erottaja, Helsinki
- Nordic Nights culture festival
- Children's literature day with Pelle Svanslös and Alfons Åberg
- Jeppe Hein – Fragmented Circle, unveiling of a new Danish artwork at Art Park
- Nordic film of the month – Britt-Marie was here
- Library policy in Sweden and Finland
- EU2019.fi - Multilingualism in digital cultural heritage
- Living heritage in the Nordic countries
- Nordic film of the month – Amundsen
- Literary exchange as a force for good
- Liljevalchs Spring Salon 2019 @Hanaholmen
- Nordic film of the month – Happy Ending
- Cultural and Academic Institute digitalisation project





CLOSING REMARKS

The dialogue between Sweden and Finland would not have been possible without Hanaholmen, says Christina Jönsson Adrial from the National Library of Sweden in her analysis of the work done by Hanaholmen.

Her words accurately reflect Hanaholmen's role in bringing people together and driving close cooperation between Finland and Sweden. Without Hanaholmen's diligent work, there would be fewer opportunities for networking, less research and analysis – and many important topics and issues would go undebated and undiscussed.

A lot has happened here at Hanaholmen over the past three years. Following a comprehensive refurbishment, the building is now a buzzing place, full of life, visitor numbers have increased dramatically and we have organised

more events and offered more diversity of provision than ever before. Our conference hotel and restaurant have made a significant contribution to life at Hanaholmen, attracting many new Finnish and international guests.

The unique relationship that exists between Sweden and Finland fosters a sense of stability and strength in a world that is undergoing rapid change. At Hanaholmen, we want to sustain and channel that energy by inviting people to engage in open dialogue about important topics and by inspiring the participants to take the dialogue and turn it into concrete action.

Promoting openness, tolerance and cultural, intellectual and linguistic diversity is at the heart of all that we do at Hanaholmen.



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