



IMPACT REPORT

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### DEAR READER,

The past year has been unlike any other in our 45-year history.

When the coronavirus pandemic hit, Hanaholmen was buzzing with life and activity, and we were practically fully booked for several months ahead.

In early March, everything came to a complete stand still. The virus began to spread quickly and on 16 March, the Finnish government announced a broad set of restrictions to contain it.

On 18 March, we shut our doors at Hanaholmen. Our events were cancelled or postponed indefinitely. The majority of our staff were placed on furlough. This was a difficult decision, though a necessary one.

We marked our re-opening on 1 June with a series of events exploring the impact of the pandemic on Sweden and Finland.

First in the line-up came Carl Bildt and Alexander Stubb, both former prime ministers, who highlighted the lack of international cooperation to tackle the pandemic. The series then moved on to conversations about how the future looks for trade, education and our working lives as well as how the coronavirus-hit cultural sector is doing.

At Hanaholmen, much of our content has been delivered online for some time now but with the pandemic, the digital dimension gained even greater prominence. As the virus and the restrictions to curb its spread made traditional "analogue" events an impossibility, we decided to really invest in the digital.

We built our own broadcasting studio, developed all the necessary practical skills and took

charge of our own digital output. It was a challenge but very rewarding too. We are now in a position to create high quality broadcasts.

While our events team got to grips with new digital solutions, our conference hotel has faced a whole different set of challenges. The pandemic put a stop to people travelling and gathering, which hotels and conference services are wholly reliant on.

Following a tough spring season, we were delighted to see an increase in visitor numbers over the summer. Our new Art&Wine concept proved very popular. Our head chef, Lukas Henmnell, and his team created an amazing cookbook, which is due out in 2021. I would like to take this opportunity to give thanks to all our staff for their exceptional work during what has been a truly challenging time.

Finally, I would like to highlight one of the most exciting initiatives to emerge at Hanaholmen during the past year.

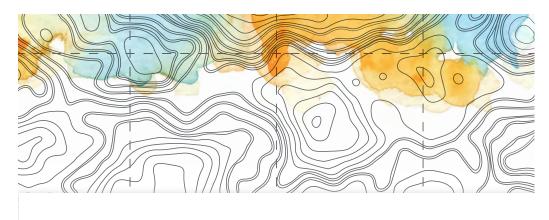
Following a period of careful preparation and planning, we will be launching a collaboration with the Swedish Defence University and the Finnish Security Committee to enhance civil preparedness in both countries. The Hanaholmen initiative will involve key actors from both countries and prime ministers Sanna Marin and Stefan Löfven have described it as an important addition to existing networking programmes.

Gunvor Kronman CEO, Hanaholmen

### HANAHOLMEN'S STRATEGY FOR 2021–2023

In the course of 2020, we put together a new strategy for Hanaholmen for 2021 to 2023.

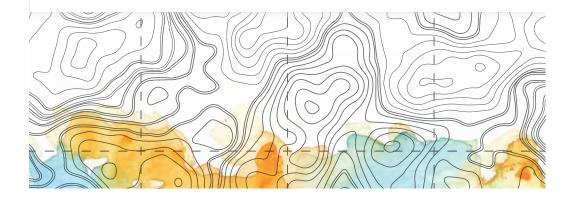
Our strategy reflects the unique relationship that exists between Sweden and Finland and considers how the two countries can help and support one another as we address the social and environmental challenges facing us. It states that our role, as ever, is to strengthen and develop Swedish and Finnish civil society and to create opportunities for joint working and dialogue between politicians and policy makers in the interests of a better society for all





#### **SWEDEN AND FINLAND WORKING TOGETHER**

HANAHOLMEN'S STRATEGY FOR 2021-2023



# OUR AREAS OF FOCUS

PEACE, SECURITY,
PREPAREDNESS AND
INCLUSION

CULTURE, KNOWLEDGE AND EDUCATION

SUSTAINABLE WELFARE AND INNOVATION

### **OUR VALUES**

### **TRUST**

Our very existence and all that we do is based on the unique trust that exists between Finland and Sweden

### JOY

A joyful approach to our work and our bright aesthetic will generate positive energy that can be felt by others

### **SUSTAINABILITY**

We strive to ensure that all our activities are defined by our commitment to sustainability and long-term impact



### **OUR 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 programmed activities are at the core of what we do. We organise a wide range of one-off events, exhibitions and seminars but also manage a number of 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 encourages Finnish-speaking children in Finland to speak more Swedish; our foreign policy programme, HanaAcademy; the Future Forum, which focuses on business and enterprise; as well as the Sustainable Cities in the Nordic-Baltic Region urban planning course.

We also run Tandem Leadership and Arctic Lead, two programmes that support young leaders across a number of fields in Sweden, Finland and Norway, the Globsol youth forum that promotes links between young people in Sweden and Finland, the Framtidsforum economic forum as well as the Hanalys and Hanating foreign and defence policy forums.

In 2020, we also set up the Hanaholmen Initiative, which will enhance civil preparedness across Finland and Sweden. The program is set to launch in 2021 and will be delivered in collaboration with the Swedish Defence University and the Security Committee in

Finland with support from the Swedish-Finnish Cultural Foundation and both countries' governments.

"During the summer and autumn of 2020, we consulted with two external advisers, former ambassadors Anders Ljunggren and Peter Stenlund. Following the discussions, they both recommended a strengthened bilateral crisis and preparedness collaboration. As the initiative has received strong backing from Sweden and Finland's governments as well as from central agencies and organisations, we are now ready to get to work," says Hanaholmen's CEO, Gunvor Kronman.



# HANAHOLMEN AND THE SWEDISH-FINNISH **CULTURAL FOUNDATION**

#### **STRUCTURE**

**FINNISH GOVERNMENT** 

**SWEDISH GOVERNMENT** 

#### **SWEDISH-FINNISH CULTURAL FOUNDATION**

Board

**Funding** 

**Board of Investments** 

The Legal, Financial and Administrative **Services Agency** 

Finnish secretariat

Swedish secretariat

#### **HANAHOLMEN**

**Executive Board** 

**Programme activities** 

Conference hotel

The Finnish-Norwegian Cultural Foundation

**Funding** 

The Finnish-Danish Cultural Foundation **Fundina** 

The Icelandic-Finnish Cultural Foundation **Funding** 

### HANAHOLMEN IN NUMBERS 2020

#### **TURNOVER:**

- · Hanaholmen conference hotel: EUR 2.16 million
- · Hanaholmen events: EUR 1.55 million
- · Total: EUR 3.71 million

# HANAHOLMEN

#### **PROGRAMME FUNDING:**

- Central government funding (Finland, Sweden): EUR 714.000
- · Pan-Nordic funding: EUR 32,000
- Swedish-Finnish Cultural Foundation (Hanaholmen's principal): EUR 231,000
- · Ticket sales: EUR 3,000
- · Miscellaneous external funding: EUR 575,000

#### Total: EUR 1.55 million.

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.





#### HANAHOLMEN ADMINISTERS FOUR NORDIC FOUNDATIONS (FINNISH OPERATIONS)

#### Fund assets / market value in 2020

- Swedish-Finnish Cultural Foundation (principal):
   EUR 32,2 million / EUR 42,7 million (Finland)
- Finnish-Danish Cultural Foundation:
   EUR 4,2 million / EUR 5,3 million (Finland)
- Finnish-Norwegian Cultural Foundation:
   EUR 5,2 million / EUR 6,8 million (Finland)
- Icelandic-Finnish Cultural Foundation:
   EUR 1 million / EUR 1,3 million (Finland)

#### In-house projects/funding allocation 2020

- Swedish-Finnish Cultural Foundation: approx EUR 71 000 / approx EUR 206 000
- Finnish-Danish Cultural Foundation: approx EUR 1 400 / approx EUR 82 000
- Finnish-Norwegian Cultural Foundation: approx EUR 30 000 / approx EUR 88 000
- Icelandic-Finnish Cultural Foundation:
   / approx EUR 26 000

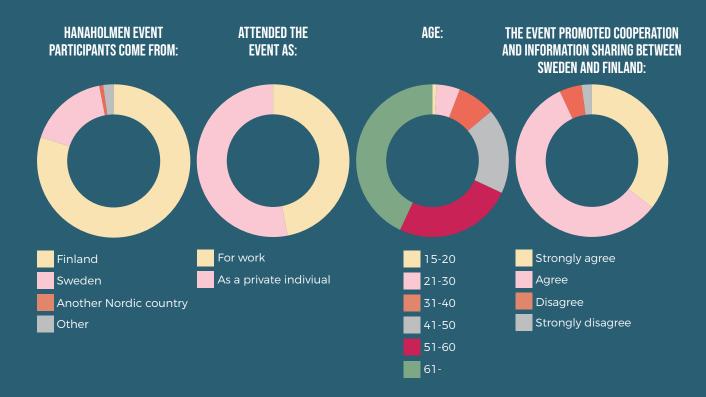
#### **VISITORS AND WIDER REACH\*:**

- · Approximately 40,800 visitors to Hanaholmen
- · 17,700 event attendees (both online and in-person)
- The Svenska nu network, which forms part of Hanaholmen's programme offering, reached around 46,500 teachers and pupils across Finland
- Total reach including all Hanaholmen activities (commercial activities and in-house and external events): approx. 105,000

94% of our visitors feel that Hanaholmen's events promote cooperation between Finland and Sweden.

#### HANAHOLMEN VISITOR PROFILE IN OUR EVENTS\*

\*based on feedback provided by visitors
The figures exclude our **Svenska nu network's programme**aimed at Finnish-speaking school children across Finland.



The number of Swedish visitors rose by 120% between 2019 and 2020.

<sup>\*</sup>excl. online audience reach

# MEDIA PROFILE IN FINLAND AND IN SWEDEN

We maintained an excellent media profile during 2020 despite the coronavirus pandemic.

Some of our most high-profile new items include the Lux Helsinki festival of light in January.

In February, the Norwegian Delta T in our Art Park also received extensive coverage. The meeting between foreign ministers Ann Linde, Pekka Haavisto and Ine Eriksen Søreide as well as interior ministers Maria Ohisalo and Mikael Damberg also attracted media attention.

In March, it was our Karin and Carl Larsson exhibition and the meeting between Nordic justice ministers that received coverage.

When we re-opened our doors in June, the discussion event between Carl Bildt and Alexander Stubb attracted immediate attention both across traditional and social media.

Stubb and Bildt both have a longstanding and highly active social media presence as well as hundreds of thousands of followers online, which meant that news of the event quickly spread far and wide through likes and retweets.

Other impactful stories over the summer and second half of the year included the results of a survey investigating Finnish attitudes towards Sweden, our bi-lateral relations during the pandemic, which our CEO Gunvor Kronman was invited to comment on in the Swedish TV4 news and the Hufvudstadsbladet and Svenska Dagbladet newspapers, and our Hanating 2020 defence policy forum and our Demokratinätverk 21 seminar

Our Svenska nu initiative also attracted significant media attention for its enthusiastic efforts to promote Swedish in Finland.



Svenska dagbladet, 21 June 2020

HBL, 2 June 2020

# LETTERS IN HELSINGIN SANOMAT AND DAGENS NYHETER

Our communications activity this year also included letters to the editor and other contributions to public debate.

Helsingin Sanomat gave prominent coverage to an article on civil preparedness, while the Swedish daily Dagens Nyheter published our letter to the editor regarding Finnish-Swedish relations during the pandemic.

A further letter, titled "Majority of Finns view Sweden as country's most important partner in the world", was published in Hufvudstadsbladet, and Österbottens Tidning published our article "Swedes look to closer Nordic cooperation to deal with future pandemics".

The Svenska nu team were also active letter writers during the year in review. Project manager Mikael Hiltunen and SVF's education manager Niklas Wahlström wrote a joint letter to promote a partner schools project launched in December.

The letter was published on the Federation of Foreign Language Teachers in Finland (SUKOL) blog as well as regional Kaleva and Karjalainen newspapers. In Sweden, it was published in Poppis and Läraren.



Helsingin Sanomat, 29 August 2020

#### **VALUING OUR MEDIA ACTIVITIES IN 2020**

The promotional value (AVE) of **printed** articles published in Finland about Hanaholmen or referencing Hanaholmen was estimated at around EUR 550,000 for 2020.

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

Notably, no media activity took place over a three-month period, as Hanaholmen was closed, and our staff furloughed.

#### HANAHOLMEN'S SOCIAL MEDIA SUCCESS

Our social media accounts remained active throughout 2020.

This was reflected in increased follower numbers on Facebook and an uptick in Twitter activity. On Twitter, we recorded 121,000 views in February, 98,000 in June and almost 92,000 views in November. Our most popular hashtags on Twitter were #Finland and #Sverige.

We also attracted new followers across our Instagram, LinkedIn and YouTube accounts.

We used YouTube to publish our webinars and other video content.

Our most popular posts on Facebook and Instagram covered art, food and life on Hanaholmen while our most popular tweets were about political events and our collaborations.

Hanaholmen marked the end of lockdown with a top-level meeting. In a sign of the times, Carl Bildt and Alexander Stubb met up for a webinar to discuss what happened to international cooperation during the coronavirus pandemic.

Svenska Yle, 3 June 2020

HANAHOLMEN ON SOCIAL MEDIA IN 2020	
(NUMBER OF FOLLOWERS)	
Facebook, Hanaholmen Cultural Centre:	7 079
Facebook, Svenska nu:	2 580
Facebook, Restaurant PLATS:	951
Instagram, Hanaholmen Cultural Centre:	1 970
Instagram, Svenska nu:	1 264
Instagram, Restaurant PLATS:	268
Twitter, Hanaholmen Cultural Centre:	1 534
Twitter, Svenska nu:	598
LinkedIn, Hanaholmen Cultural Centre:	580
Total amount of followers across social media:	16 824
(2019: approx. 13 600)	

#### HANAHOLMEN IN MAJOR SWEDISH MEDIA 2020

- · SR Ekot
- · TV4
- · Svenska Dagbladet
- · Dagens Nyheter

#### **HANAHOLMEN WEBSITE 2020**

- · Unique visitors: 119,078
- · Pageviews: 454,799
- The majority of visitors to our website are based in Finland, followed by the US and Sweden in second and third place, respectively.

#### HANAHOLMEN NEWSLETTER

- Open rate: 30.23% (2019: 26.7%)
- · Click-through rate: 6.92% (2019: 4.05%)



Hanaholmen's new podcast, Röster från Hanaholmen, launched in 2020. It is run by Hanaholmen's Jonna Similä and Henrik Huldén.



# **OUR EVENTS**

### HANAHOLMEN GOES DIGITAL

"Since the start of the pandemic, virtually all of our events and programmes have gone online."

Hanaholmen's new programme director Victor Andersson had had just four months in the job before coronavirus struck.

"Luckily, that was enough time for me to get to grips with the organisation and get to know my colleagues and our partners. The work-place community at Hanaholmen is brilliant, and I'm incredibly proud of the way we've managed to maintain dialogue between Sweden and Finland despite the pandemic. Everyone was really quick to adapt to the new normal," Andersson says.

Prior to joining Hanaholmen, Andersson worked as a Senior Adviser at the City of Helsinki.

"Nordic cooperation is the red thread running through my entire career. I'm fully committed to it, both personally and professionally," he explains.

During 2020, we were forced to re-think our approach and make the leap from in-person to digital events. Our seminars became webinars.

"Since the start of the pandemic, virtually all of our events and programmes have gone online. This has also meant that our audience numbers have gone up as people have been able to join them from wherever they are in the world," Andersson points out.

The downside is that the conference hotel has been hit financially as very few events have been organised on site.

"What's positive, however, is that as we slowly return to a new normal, we will be better set up than ever before to run both online and in-person events," he adds.

Victor and his colleagues have explored how the world might look post-Covid-19 and the I think a lot of people are looking forward to meeting up and spending time together, and I can't imagine a more wonderful place for that than Hanaholmen.

#### Victor Andersson

sort of changes that will bring for Hanaholmen and bi-lateral cooperation more widely.

"The pandemic means that our mission of promoting cooperation between Sweden and Finland is more urgent and more important than ever before. There have been no in-person meetings which obviously makes networking slightly more difficult. But on the other hand, we've seen an increase in the number of Swedish participants, which is a direct result of us going online," he says.

Despite Hanaholmen remaining shut for a full three months, the events team managed to run a busy programme of events in 2020.

"We're talking about around 80 events with nearly 18,000 participants. It goes to show how quickly we've managed to adapt to the new situation and how far our message has travelled." Andersson adds.

The joint Swedish-Finnish Hanaholmen Initiative, one of the larger projects we undertook in 2020, focuses on crisis preparedness.

The initiative, described as an excellent complement to the existing forms of cooperation in this area by prime ministers Sanna Marin and Stefan Löfven, is designed to promote civil preparedness in Sweden and Finland.

"Our crisis preparedness programme has been incredibly well received in both countries. Being proactive is one of the key aspects of our strategy at Hanaholmen. We are here to propose new forms of collaboration across all areas of society, not just those you would traditionally associate with culture. This initiative I think very accurately demonstrates the breadth of our mission." Andersson adds.



Victor Andersson was appointed Programme Director in late 2019. He replaced Maria Romantschuk who retired at the end of the year. Photo: Hanaholmen

We must absolutely take advantage of the opportunities that digitalisation brings. We will return to in-person meetings and other events eventually, but the digital dimension is here to stay.

#### Victor Andersson

#### **OUR EVENTS IN 2020 - AN OVERVIEW**

- · Seamless transition from seminars to webinars
- · Around 80 events
- · Some 18,000 participants
- · An increase in participants from Sweden
- · New fully-fledged broadcast studio
- · New projects, including the Hanaholmen Initiative on civil preparedness
- · Five art exhibitions
- · Five Nordic film screenings
- · Guided tours of our art collection, both indoors and outdoors



This was the second time Hanaholmen took part in the hugely popular light festival, Lux Helsinki. Our display, shown both indoors and outdoors, comprised three artworks by Finnish artists Emma Rönnholm and Jari Haanperä and Swedish artist Åsa Maria Bengtsson.

# AN EXTENSIVE PROGRAMME OF EVENTS

Hanaholmen's programme for 2020 launched with the Lux Hanaholmen exhibition and ended with the Hanaholmen Initiative, our new civil preparedness programme.

In between, we ran several political and literary discussion events as well as cultural events, all designed to drive cooperation between Finland and Sweden and promote greater mutual understanding between the two cultures.

We also carried out two extensive surveys in both Sweden and Finland. The first took place in Finland before the coronavirus pandemic hit, while the other was carried out across both countries at the end of 2020.

The findings show that, although COVID-19 and border closures have caused worry and unease in both countries, both Finns and Swedes continue to view each other extremely positively.

The majority of Finns see Sweden as the country's most important partner in the world, while both Swedes and Finns responded positively to the prospect of closer cooperation on civil preparedness matters.



Verkkouutiset, 17 March 2020

#### CORONAVIRUS TALKS AND MINISTERIAL DIALOGUE

Before the pandemic hit, we had the opportunity to exhibit art from the legendary Liljevalchs art gallery, unveil Norwegian artist Børre Sæthre' sculpture Delta T in our Art Park, celebrate the opening of the Karin & Carl Larsson exhibition in our Gallery and welcome several Finnish and Swedish politicians and other decision makers

Between January and 18 March when we had to shut our doors due to the national lockdown, we welcomed a host of senior politicians, including foreign ministers Pekka Haavisto, Ann Linde and Ine Eriksen Søreide, interior ministers Maria Ohisalo and Mikael Damberg, former prime ministers Göran Persson and Paavo Lipponen as well as justice ministers Morgan Johansson and Anna-Maja Henriksson.

61% of Finns see Sweden as the country's most important partner in the world

Kantar TNS 10/2020

After we re-opened in June, we launched a series of online events, starting with a discussion series titled *Finland and Sweden during the coronavirus pandemic*.

First in the line-up came Carl Bildt and Alexander Stubb, both former prime ministers, who discussed the lack of international cooperation to tackle the pandemic. The series concluded with international development ministers Ville Skinnari and Peter Eriksson, who provided an update on Finnish and Swedish cooperation in this area and an overview on the impact of the coronavirus pandemic on humanitarian aid.



At their meeting in Hanaholmen in February 2020, Maria Ohisalo and Mikael Damberg committed to the two countries developing their joint civil preparedness activities. Soon after, the Hanaholmen Initiative, a new bilateral crisis preparedness programme, was launched.



Finland's minister for foreign affairs Pekka Haavisto met with his Norwegian and Swedish counterparts Ine Eriksen Søreide and Ann Linde at Hanaholmen on 6 February 2020. Their discussions focused on the rule of law and sexual and reproductive rights and health.

## THE HANAHOLMEN INITIATIVE A NEW BILATERAL CRISIS PREPAREDNESS PROGRAMME

While Finland remained shut during the coronavirus pandemic, at Hanaholmen we were preparing the ground for a brand-new Swedish-Finnish collaboration on civil preparedness. This was spearheaded by former ambassadors Peter Stenlund and Anders Ljunggren.

It quickly became apparent that this initiative was very much needed. Finland and Sweden have deepened their collaboration on defence issues in the past few years, and it has long been clear that this should also encompass civil defence.

"We know that there will be new crises, like cyber attacks, natural disasters, large-scale accidents and pandemics. At Hanaholmen, we have always believed that Finland and Sweden are stronger together and exploring the opportunities for closer bilateral ties on civil preparedness seemed a natural next step," explains Hanaholmen CEO Gunvor Kronman.

During the initial talks, it became clear that there is strong support for this type of initiative in both countries, particularly at the ministerial level.

"Hanaholmen's Swedish-Finnish Cultural Centre has presented an initiative to deepen the cooperation around civil preparedness, and we consider it an excellent addition to the continuing development of our already-existing cooperation," prime ministers Sanna Marin and Stefan Löfven said in a joint statement.

The Swedish Defence University, which offers training in defence, security and crisis preparedness, also welcomed the initiative and closer cooperation between the two countries. "We currently do not have a cross-sectoral and strategic bilateral crisis preparedness programme to bring together key agencies and other stakeholders. This programme will play a very important role in helping us

prepare for future crises. We have been offering defence training to senior politicians, civil servants and others since the 1950s, including the Solbacka course, and we believe that the initiative Hanaholmen have set up will go a long way towards meeting the needs that still exist nationally and within our defence systems," says Brigadier General Fredrik Ståhlberg, Deputy Vice-Chancellor of the Swedish Defence University.

Finland's Security Committee, which is responsible for advising the government and ministries on matters of national security, also looks forward to the new programme.

"We have a long tradition of Nordic collaboration in various areas of society, but none of our previous programmes have covered so many different sectors of society. This new programme could expand on the work already being done as part of the Haga rescue sector scheme and the Svalbard healthcare scheme and amalgamate some of their remit," says the Security Committee's general secretary Petri Toivonen

Hanaholmen will be responsible for running the programme, while the Swedish Defence University and Security Committee are responsible for providing the training content. An advisory group with experts from Sweden and Finland will be on hand to support us in our work

"Hanaholmen has a reputation for neutrality and credibility and has a long track record of managing projects and programmes covering foreign, defence and education matters. Furthermore, Hanaholmen has extensive experience of engaging civil society and the business community, which is important, because emergency preparedness concerns all of us," notes Jan-Erik Enestam, former Finnish Minister of Defence and Chairman of the Experts' Advisory Group.





According to prime ministers Sanna Marin and Stefan Löfven, the Hanaholmen Initiative is an excellent addition to bilateral cooperation between Sweden and Finland. Photos: Laura Kotila/Prime Minister's Office Kristian Pohl/Government Offices of Sweden.



Photo: Anders G Warne.

This initiative will play a very important role in helping us prepare for future crises.

Brigadier General Fredrik Ståhlberg, Deputy Vice-Chancellor of the Swedish Defence University

#### **KEY FACTS: THE HANAHOLMEN INITIATIVE**

- A crisis preparedness programme comprising a high-level forum and education
- · Annual event
- Aimed at senior figures across a number of sectors involved in strategic policy making and civil preparedness
- The program is set to launch in 2021 and will be delivered in collaboration with the Swedish Defence University and the Security Committee in Finland with support from the Swedish-Finnish Cultural Foundation and both countries' governments.
- · Set to launch in autumn 2021

### FEEDBACK FROM OUR VISITORS, 2020

"Very current, prompt, every year."

"Interesting for me to hear how people think in the Swedish government. I know Finnish attitudes better."

"Inspired and well-elucidated how the author writes and works."

"New aspect of Nordic co-operation."

"I got the idea to organize pedagogical interviews for teacher students using the same concept."

"My work concerns national minorities in Sweden and I therefore considered your event as interesting for my work, since Swedish Finns are one of our five national minorities."

"Better understanding of the relations between Sweden and Finland."

"These important questions have been discussed far too little."

"It provided a long-term perspective on Swedish-Finnish relations and how they have changed over time."

"I have not yet read Strindberg, but after this I will."



"Interesting to hear about the similarities and differences between the countries, but also to hear how professionals discourse on different levels in cultural life." "Up-to-the-minute theme and top-level debaters."

"As a journalist, I think it is worth taking part in solid experiences." "Insight into how we in Finland could do things even better."

"Matters were discussed there, which I have wondered about myself, which have not been addressed as frankly as now."

"Gave new insights into how the Green Deal can be implemented."

# SVENSKA NU GENERATING ADDED VALUE FOR FINNISH SPEAKING STUDENTS

The Svenska nu network, which is designed to promote Swedish language learning in Finnish schools, is the largest project we run at Hanaholmen.

The network is managed by Mikael Hiltunen and has its own budget and team comprising six staff.

#### **EFFECTIVE AND IMPACTFUL**

The year 2020 was a busy one for Svenska nu despite the coronavirus pandemic.

It worked with more than 42,000 students across Finland, delivering 401 workshops and lectures as well as 456 exhibition and guided tours.

Nearly 300 schools took part in the programme with 4,000 teachers participating in training courses, webinars and other events offered by Svenska nu. At education fairs, Svenska nu's stalls were also popular with visitors.

Svenska nu also launched new learning materials, including three video series designed for remote learning provision.

In collaboration with Svenska Yle, Svenska nu also produced materials on public holidays. In addition, we created 16 new school-based initiatives, including 12 virtual resources with supporting materials. The digital resources feature well-known Swedish attractions like Skansen and Kolmården Zoo.

Svenska nu also contributed to the Finnish government's national language strategy and created a video series to support a Ministry of Justice campaign promoting more inclusive language use. We also contributed to a central government initiative designed to promote the learning and teaching of Finland's second official language across our schools.

Our regional events for politicians in Kotka and Varkaus also attracted extensive media coverage.

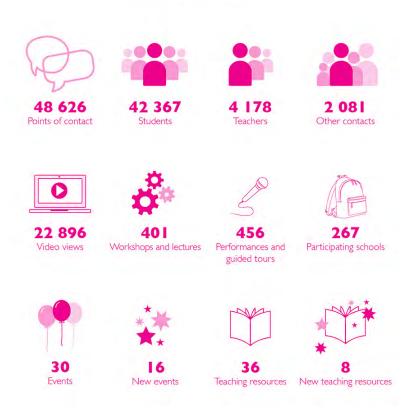


Demokraatti, 2 November 2020



Top chef Michael Björklund is a popular visitor at Finnish schools.

#### Svenska nu 2020 in numbers



#### Feedback from students:

"I love Swedish"

"I am extremely interested and enthusiastic about Swedish and I'm so happy that I'm already quite proficient"

"It was an absolutely wonderful program and I hope there will be more like this"

"It was nice and easy to understand what was being talked about!"

#### Feedback from teachers:

"I really appreciate the opportunity to enrich the teaching with your material! Thank you!! Thank you so very much! You are doing important work:)"

"Thank you again! Micke's food bingo was great! I saw how some students just sat and enjoyed themselves when they got to listen to Swedish!"

#### Svenska nu - steering group 2020

- Kari Jukarainen, Federation of Foreign Language Teachers (SUKOL)
- Jenny Kanerva, Counsellor, Embassy of Sweden
- · Gunvor Kronman, CEO, Hanaholmen, chair
- Elina Lehto-Häggroth, former Deputy Mayor, City of Vantaa
- Berndt-Johan Lindström, Lead Advisor on Education, Swedish Cultural Foundation
- Yvonne Nummela, Counsellor of Education, National Agency for Education
- Tea Pasanen, Vice-Chair, Saga

- Satu Pessi,
   Chair, Swedish Teachers' Association of Finland
- Erik Rosenlew, Chair, Swedish Cultural Foundation in Pori
- Professor Paula Rossi, University of Oulu
- Terhi Seinä, Counsellor of Education, National Agency for Education
- Pär Stenbäck, Minister
- Marjo Vesalainen, Counsellor of Education, Ministry of Education and Culture
- Niklas Wahlström, Education Coordinator at SFV
- · Monika Wirkkala, Head of Unit, Swedish Institute



# ART AND CULTURE AT HANAHOLMEN

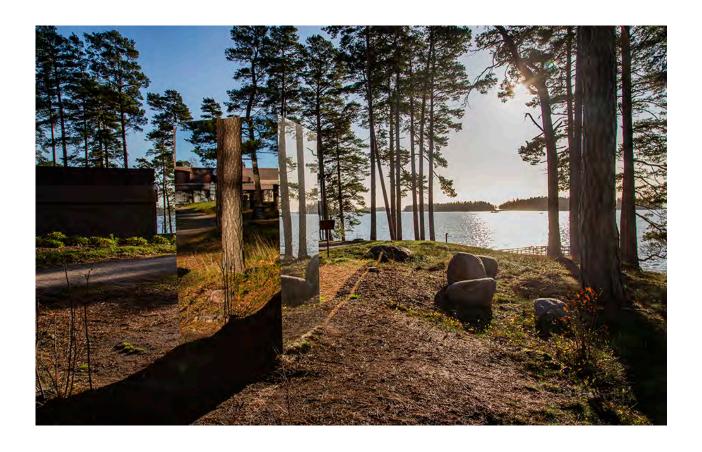
Art and culture have been severely impacted by the coronavirus pandemic. Concerts, exhibitions and other events have mostly been cancelled with some transitioning online.

At Hanaholmen, we wanted to highlight the role of art and culture within our society, and organised several discussion events for Finnish and Swedish authors, a cultural policy event as well as five exhibitions featuring well-known Finnish and Swedish artists.

"The pandemic has been a huge challenge but also created new opportunities. We've been able to promote cooperation and dialogue between Finland and Sweden online by organising cultural experiences that can be enjoyed online, regardless of where you are geographically," commented Hanaholmen CEO Gunvor Kronman.

During the year in review, we also expanded our public outreach activities by offering guided tours of our Art Park. Our Art Park offers the perfect setting for safe visits as the works are on display outdoors and there is plenty of room for social distancing. Even then, we chose to limit the number of participants per group.

Our conference hotel team continued to make the most of the opportunities offered by our indoor art collection too. The Art&Wine weekend package proved a huge hit, thanks to careful planning and limited visitor numbers.





The Art&Wine concept brings together Hanaholmen's unique blend of gorgeous Nordic art and delicious food and drink.



Works from the Liljevalchs art gallery spring exhibition were shown at Hanaholmen during the 2019–2020 winter season.







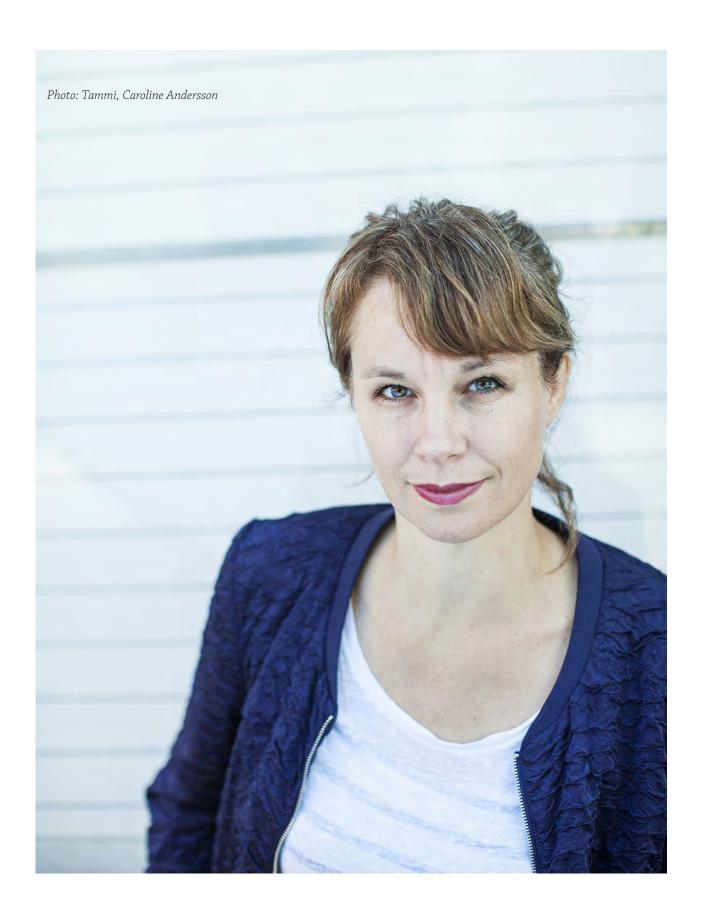
Malin Kivelä interviewed fellow Swedish author Jonas Gardell in October 2020.

# OUR ANALOGUE CULTURE EVENTS IN 2020

- Launch event and exhibition;
   Liljevalchs konsthall (2019-2020)
- · Exhibition: Lux Hanaholmen
- Launch event and exhibition:
   Karin & Carl Larsson Swedish hygge
- Launch event and exhibition:
   Kaarina Kaikkonen Lifelines
- Exhibition: Hanaholmen's Art Park (in the gallery)
- · A literary afternoon with Anna Takanen
- · Hanaholmen at Folk & Kultur
- Stencilling
- Art&Wine
- · Guided art tours
- Nordic film of the month:
   A white, white day
- Nordic film of the month:
   En komikers uppväxt
- · Nordic film of the month: Flykten över gränsen
- · HanaCiné: Monica Z
- · HanaCiné: And then we danced

# OUR DIGITAL CULTURE EVENTS IN 2020

- · Camilla Läckberg & Sirpa Kähkönen
- · Jonas Gardell & Malin Kivelä
- Swedish and Finnish politicians in dialogue
- Arts-on-prescription?
- Hanaholmen at the Gothenburg Book Fair
- · Juha Itkonen & Sara Stridsberg



"Writing is like thinking or breathing. I must join in that breath to cope with life outside it."

Author Sara Stridsberg in dialogue with her Finnish colleague Juha Itkonen in December 2020



# UNIQUE CARL LARSSON PAINTING ON LOAN AT HANAHOLMEN

On 25 February, our gallery launched a new exhibition featuring the home interiors created by legendary Swedish artist couple Karin and Carl Larsson.

The exhibition space at Hanaholmen reflected their home decor ideals as expressed at Lilla Hyttnäs, their studio and home in Sundborn in Sweden's Dalarna region. We created the same cosy yet stylish atmosphere with a mix of antique and reproduction Carl Larsson furniture.

"Carl and Karin Larsson were real pioneers when it came to home interiors. Karin was largely responsible for the bold and unique look, but Carl painted both the home itself and paintings of it. Carl Larsson wrote a book called Ett hem (A home), which meant that their ideas also spread to Finland," explained Nina Zilliacus, curator of the exhibition.

The exhibition included a unique watercolour painting by Carl Larsson titled Lisbeth and the

During 2020, Hanaholmen continued to raise awareness of Swedish art and design heritage in Finland. Despite the pandemic, the Karin & Carl Larsson exhibition drew more than 5,000 visitors.

cherry blossoms that's never been shown in Finland before.

"The painting was lost in the US for more than 100 years. After it was rediscovered, it was sold at an auction in Uppsala in the autumn of 2013 for SEK 2.5 million. Since then, it has remained on display in Anders Wiklöfs' private collection in Åland, from where it was very kindly given out on loan to Hanaholmen," Zilliacus explained.

The exhibition, which was organised in collaboration with the Carl Larsson-gården and Rights & Brands to celebrate the

Swedish-Finnish Cultural Foundation's 60th anniversary, attracted widespread media attention, with coverage in Helsingin Sanomat, Hufvudstadsbladet, Antiikki & Design, Koti ja Keittiö, Viva magazine and others. It was also picked up by Svenska Yle on television and radio.

"The exhibition was originally due to run from February until May 2020. Because of the coronavirus pandemic, we were forced to shut down after just a few weeks and re-opened again in June. Despite the unusual circumstances, the exhibition drew 5,000 visitors which is an excellent result in comparison with our other exhibitions. Without the shutdown, the figures obviously would have been even better." Zilliacus said.

Nina Zilliacus has vast curatorial experience and has also worked as a go-between between owners and other partners. Hanaholmen, she says, is a wonderful oasis with significant potential for development.

"As the gallery is so small, technology could be used to create a greater sense of space. And better ventilation would make it a viable option for older, more classic artworks, which are always popular with audiences," Zilliacus says.



Karin and Carl Larsson created a whole new way of designing and decorating a home and Carl Larsson's book Ett hem (A home) meant that their groundbreaking and unique style found admirers across the world. Their cosy and airy interiors were in stark contrast with the heavy and dark conventions in vogue at the time.



Curator Nina Zilliacus created the Karin & Carl Larsson exhibition in collaboration with Hanaholmen, Carl Larssongården and Rights & Brands.



Carl Larsson's Lisbeth and the cherry blossoms was shown in Finland for the first time in 2020. It was loaned to Hanaholmen by Anders Wiklöf.



#### KAARINA KAIKKONEN TURNS OLD CLOTHES TO NEW ART

When Kaarina Kaarina Kaikkonen was 10 years old, she witnessed her father's death.

To process her grief, she took in his jacket and shirt to make them a better fit for her small frame and wore them to school

"I felt like I was connected to my father's love for me when I wore his clothes. It was a an incredibly tactile sense of being in his embrace. It gave me energy," Kaikkonen explains.

This energy has continued to carry Kaikkonen throughout her career.

"I'm perhaps no longer directly inspired by my father, but I like to imagine that the wearer's energy is still present in the clothes that I use, that they've had a warm and loving heart and

#### "I sense the energy that still remains in the garments"

they've experienced lots of emotions while wearing them. And that gives me this sensewhether it's real or not, I couldn't tell you-that these feelings are still in the clothes and capable of creating new meaning for my work," Kaikkonen says.

Kaikkonen's work was on display at Hanaholmen during the autumn and winter of 2020 and 2021. They include her new Lifelines installation on display in our Gallery space while a number of older works were displayed in the upper hall. Many of the artworks were created using old clothes.

An artwork by Kaikkonen has also been on permanent display at Hanaholmen for some time now. Forwards in the Art Park was unveiled in 2009 to mark the 200th anniversary of Finland and Sweden parting ways. The artwork comprises a series of metal suit jackets that crawls from the sea on to land along a slab of granite.

"These indefatigable suit jackets reflect Finnish history, which is largely defined by a series of battles against adversity resulting in victory," Kaikkonen says.

Over the years, Kaikkonen has also had several exhibitions in Sweden, including A Path II, comprising 160 coats, at the Umedalen sculpture park.

"We'd initially envisaged that the installation would be here temporarily but it proved so popular with visitors that we've updated the jackets several times already. It's now a permanent feature of our park," explains Stefan Andersson, curator.

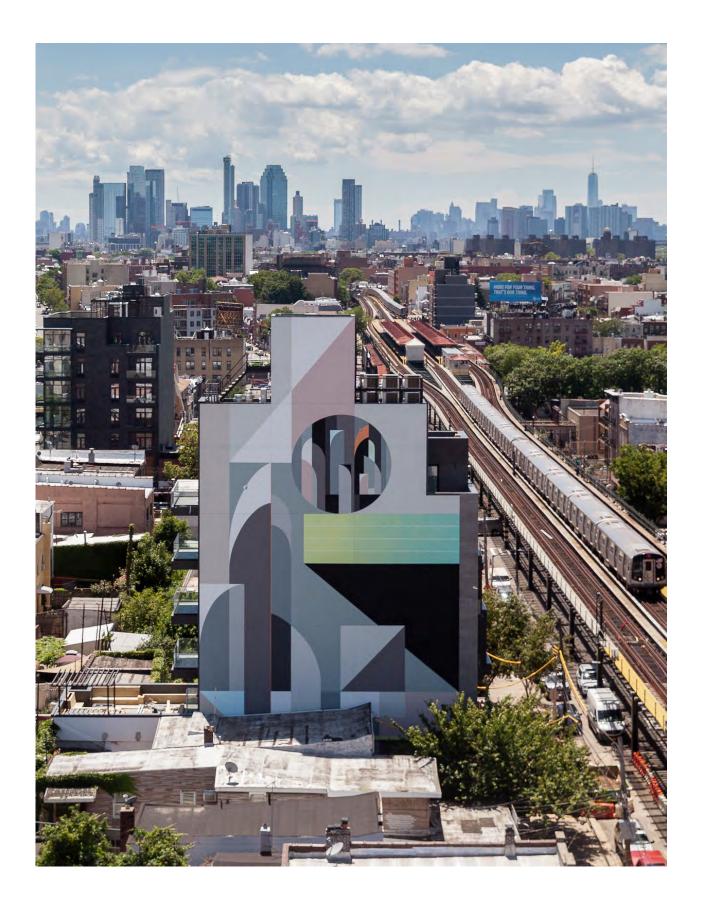
Kaarina Kaikkonen's latest installation at Hanaholmen features strong, bright colours, which didn't come naturally for her.

"I've always been a bit cautious when it comes to colour, it's almost like I've tried to avoid it. It's something you enjoy, not something you make art with. I've also felt like my life is somehow different, it's not just joy and happiness and bright colours, it has darker shades to it too. But the older I've become, the more I've allowed myself to enjoy colour," she explains.

The Kaarina Kaikkonen exhibition at Hanaholmen was a collaboration with Galerie Forsblom.







## **ART AT HANAHOLMEN 2021**

#### TONY "RUBIN" SJÖMAN – 1 JUNE TO 29 AUGUST

The Manhattan-based mural and studio artist Tony Sjöman has worked around the world with exhibitions in Europe and the US.

Follow us on social media to find out more about the exhibition.



# HANAHOLMEN CONFERENCE HOTEL



# GLIMMERS OF HOPE AMIDST A DIFFICULT YEAR

The coronavirus pandemic hit the hotel and restaurant industry hard. At Hanaholmen too the income generated by our conference hotel dwindled.

"I've worked in this industry my whole life, and I've never experienced anything like it. In late February, our bookings started to drop off and then came to a complete stop in March. Then came the cancellations," explains Hotel Manager Kai Mattsson.

It was particularly noticeable when large groups of visitors suddenly stayed away.

"They are the ones that generate a lot of our income, so our turnover has obviously taken a hit," Mattsson says.

But the year has not been without its glimmers of hope. At Hanaholmen they came in the form of the Gourmet Away service put together at incredible speed by the Plats team. Mattson is happy about how busy the restaurant was over the summer months as infection levels fell and people were feeling more confident and optimistic.

The Hanaholmen team also tempted visitors with a series of staycation offers, including Art&Wine.

"More than anything, I would like to say a huge thank you to all our staff who have worked so hard during what has been a very tough period. We had a record-breaking year in 2019 thanks to everyone's incredible effort. This upward trend was all set to continue into 2020 but then the pandemic hit," Mattsson says.

In 2020, the hard work of the Hanaholmen staff was rewarded with Hotels.com's "Loved by guests" prize.

"We were given an average score of 9.4 out of 10 points by our customers. In hotel-speak, this means that we've been delivering an outstanding visitor experience for our guests," Mattsson says proudly.

Over the past year, the priority for the staff has been to maximise visitor safety. This has been achieved by increasing the distance between tables and the frequency of our cleaning routines and also by adopting the CovidSafe protective film that was added to surfaces around the building.

"I think it's remarkable that we've welcomed almost 41,000 visitors during the year. I'd like to think that it shows that our visitors trust us to look after them during this challenging period," Mattsson adds.

# CUSTOMER SATISFACTION HANAHOLMEN CONFERENCE HOTEL AND RESTAURANT Booking.com (1-10) 9,2 Hotels.com (1-10) 9,4 Tableonline (1-5) 4,54 Tripadvisor (1-5) 4,5 Facebook (1-5) 5,0 Google My Business (1-5) 4,6



Kai Mattson, Hotel Director, Jessika, Pinja and Restaurant PLATS' Executive Chef Lukas Hemnell are proud of the visitor feedback they've received.

### A NEW COOKBOOK FROM RESTAURANT PLATS

Since head chef Lukas Hemnell took over in summer 2017, Hanaholmen's restaurant PLATS has specialised in sustainable Nordic cuisine created using locally sourced ingredients.

The focus is on quality and flavour.

"I grew up in the archipelago myself and my own food philosophy and my inspiration really come from what the sea, the forests and the fields have to offer," Hemnell explains.

The chef and his team have received lots of positive media attention for their work. Customer reviews have also been positive, with the restaurant scoring highly on TableOnline.

"It's been particularly lovely to see all the positive reviews this year. They've really helped to keep our spirits up," Hemnell says.

During the past year, Hemnell has collaborated with the journalist Nina Weckström and photographer Robert Lindström to create a cookbook and share his expertise.

The book features many of the starters, main courses and desserts made in the restaurant kitchen. But it also offers a fascinating glimpse behind the scenes, introducing the fisherman



The lobster bisque is one of Robert Lindström's favourite dishes.



responsible for the restaurant's catch of the day, the chef that brews Hanaholmen's signature lager and the organic farmer that produces the delicious meat the restaurant is known for

"The whole book-writing process has been incredibly interesting and inspiring. It's about gourmet food so good you just want to keep eating it. It also contains a whole host of dishes that aren't exactly easy to prepare but the point of the book is to excite and inspire, there's no pressure to follow every single step to the letter," explains Weckström, who's responsible for the written content.

She says the book is for everyone who enjoys good food and beautiful photos.

"The book is an incredibly beautiful piece of work. It's a piece of authentic Hanaholmen you can enjoy at home, with fantastic food and truly gorgeous pictures," she says.

Photographer Robert Lindström describes the project as a "sheer joy".

"We were given the opportunity to contribute our ideas and come with different perspectives. I looked forward to going to work every single day," he says.

When it comes to their work, Lindström and Hemnell share a very similar philosophy. Both



Photographer Robert Lindström, executive chef Lukas Hemnell and author Nina Weckström have joined forces to create the Hanaholmen cookbook.

focus on natural simplicity, Lindström with his photographs and Hemnell with flavours.

"My own approach is that everything I photograph should look as natural as possible. It takes careful advance planning but well begun is half done, as they say," Lindström says.

Any favourite dishes?

"The lobster bisque maybe or the whitefish," Lindström says.

Weckström goes for a starter, main and dessert.

"The reindeer and carrot for a starter because the ingredients are so honest and simple. The zander and fennel for a main because it's such a fantastic fish. And to finish, I'd choose the Malt and Kumquat because the flavours elevate mämmi, the classic Finnish Easter dish, to a whole new level," she says.

#### RESTAURANT PLATS AT HANAHOLMEN – SERVING UP NORDIC TREATS

- A cook book from the Hanaholmen kitchen
- Recipes created by head chef Lukas Hemnell
- · Text: Nina Weckström
- · Photos: Robert Lindström
- Swedish edition published by Förlaget
- Finnish edition published by Teos
- For sale at Hanaholmen and bookshops



# THE FOUR NORDIC FOUNDATIONS

# THE SWEDISH-FINNISH CULTURAL FOUNDATION CELEBRATES 60 YEARS

The Swedish-Finnish Cultural Foundation celebrated its 60th anniversary in 2020.

Although the coronavirus pandemic derailed plans to mark the occasion, the year turned out to be a busy one.

The foundation was a driving force behind the Hanaholmen Initiative, a new crisis preparedness project.

The foundation also organised the Karin & Carl Larsson exhibition and released Partiernas vägskäl, a book describing the political landscape in Sweden and Finland.

In his review of the book in Swedish newspaper Östgöta Correspondenten, major daily Expressen's former editor-in-chief Olle Wästberg said that "when it comes to democracy, Sweden would do well to look to Finland as its role model".

In Hufvudstadsbladet, Peter Stenlund pointed out that the anthology shows how "Finland and Sweden will be facing similar challenges in the future when it comes to democracy and the rule of law".

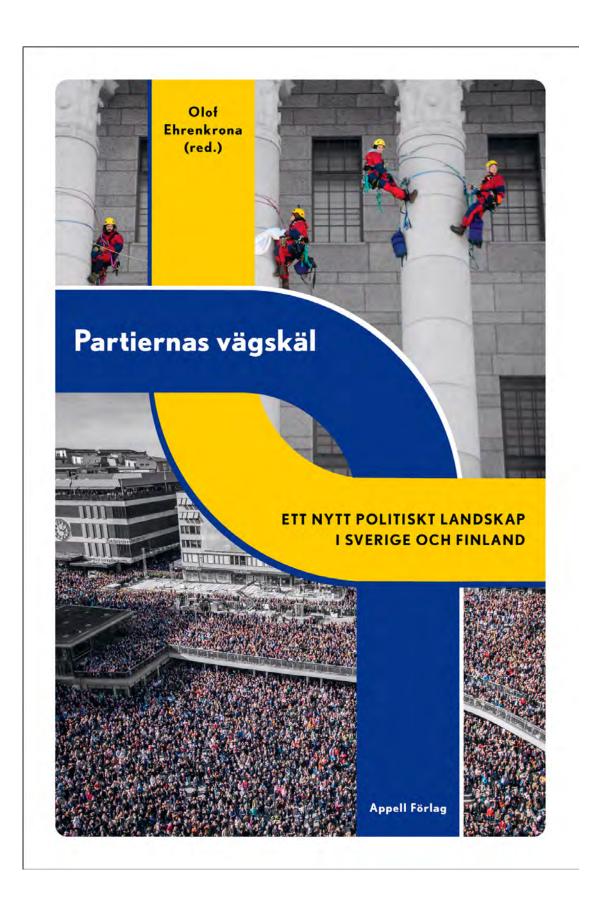
Vasabladet and Österbottens Tidning concluded that the book shows that there are no signs "that either Finland or Sweden are on their way to abandoning their liberal democratic traditions in favour of a more authoritarian system".

The foundation also invested heavily in its visual identity by launching a new website, creating new logos for the foundation itself and the many projects it administers via Hanaholmen.

"Bilateral cooperation between Finland and Sweden has undergone significant development in the past decade, particularly on defence issues"

Jan-Erik Enestam, Chair, 2011-2020





#### THE SWEDISH-FINNISH CULTURAL FOUNDATION IN A NUTSHELL

- · Established in 1960, following a decision by the Swedish and Finnish governments
- · Hanaholmen's principal
- · Runs a wide range of events and projects under the auspices of Hanaholmen
- · Allocates project subsidies and travel grants.
- Initiator of the Tandem Forest Values research programme, Sweden's official gift to Finland 100
- 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

#### THE SWEDISH-FINNISH CULTURAL FOUNDATION BOARD 2020

The Swedish-Finnish Cultural Foundation's Board is appointed for a three-year period by the Swedish and Finnish governments. It comprises three representatives from each country with a rotating Chair. Chris Heister, former regional governor, served as Chair in 2020.

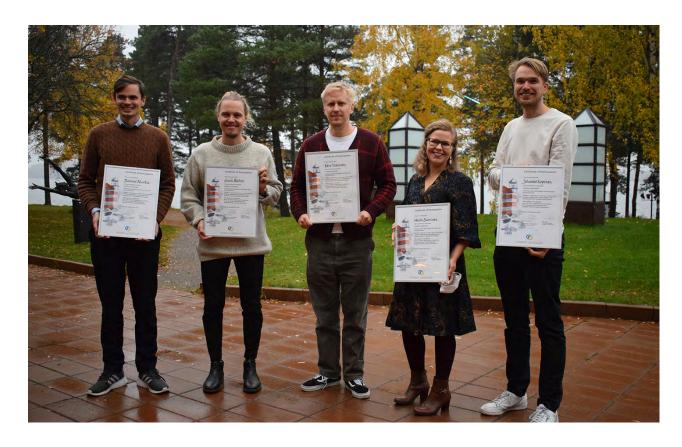
**Finnish members**: Jan-Erik Enestam, former government minister (Chair), Anneli Jäätteenmäki, LLM. Johan Kvarnström. MP.

Substitutes: Veronika Honkasalo, MP, Outi Alanko-Kahiluoto, MP, Dr. Lauri Heikkilä.

**Swedish members**: Chris Heister, former regional governor (Chair), Professor Jarmo Lainio, Annika Hirvonen, MP.

Substitutes: Professor Martin Hårdstedt, Ola Kellgren, director, Emilia Töyrä, MP.

In December 2020 LLM Anneli Jäätteenmäki took over from former government minister Jan-Erik Enestam as chair of the Finnish representation. CEO Stefan Wallin was elected as board member. Jäätteenmäki and Wallin both took up their posts in January 2021.



#### TANDEM LEADERSHIP

In October 2020, participants in the Tandem Leadership programme jointly run by the Nordic foundations and Hanaholmen were able to collect their diplomas.

#### **FINNISH PARTICIPANTS 2020**

- · Mathias Berglund
- · Sauli Böhm
- · Johannes Koponen
- · Julia Lindholm
- Mari Männistö
- · Tuomas Nuotio
- · Heidi Saarinen
- · Maria Teikari
- · Eero Vassinen

The Tandem Leadership programme offers opportunities for young people in Sweden and Finland to develop their leadership skills and forge new cross-border contacts.

#### **SWEDISH PARTICIPANTS 2020**

- · Alexandra Davidsson
- · Simon Edström
- · Björn Fondén
- · Rebecka Jansson
- Marcus Johansson
- · Dan Lainio
- · Emelie Molén Eskhult
- · Sanna Norén
- · Mohamed Nuur
- · Diana Van

#### ANNELI JÄÄTTEENMÄKI HAS ALWAYS VALUED NORDIC COOPERATION

Anneli Jäätteenmäki, incoming chair of the Swedish-Finnish Cultural Foundation board, is delighted to be promoting closer cooperation between Finland and Sweden through Hanaholmen and the foundation.

A self-described "Nordic fan", Jäätteenmäki has been interested in Nordic cooperation ever since she can remember.

"Bilateral cooperation between Finland and Sweden is important and valuable, even though the wider context around us has changed since we both joined the EU. But we are neighbours with a shared history and shared values," she says.

Jäätteenmäki says she is taking over the chairship of a well-run foundation with brilliant and enthusiastic staff.

The current situation is complicated due to the coronavirus pandemic, with Hanaholmen staff on partial furlough and income reduced as events cannot be organised on-site.

"Under the circumstances, it is important that we offer our support to the CEO and all the staff. Ours is a highly robust organisation, and we will overcome this challenge together. I look forward to our future meetings and shared planning activities," Jäätteenmäki says.

Jäätteenmäki was born in Lapua in western Finland and her mother tongue is Finnish. She says she has often wondered why there is such limited cooperation across the language divide in her native region.

"You travel 50 kilometres and you start hearing this completely different language. Why isn't there more collaboration between Swedish and Finnish schools in Ostrobothnia? I just cannot get my head around it," she says.

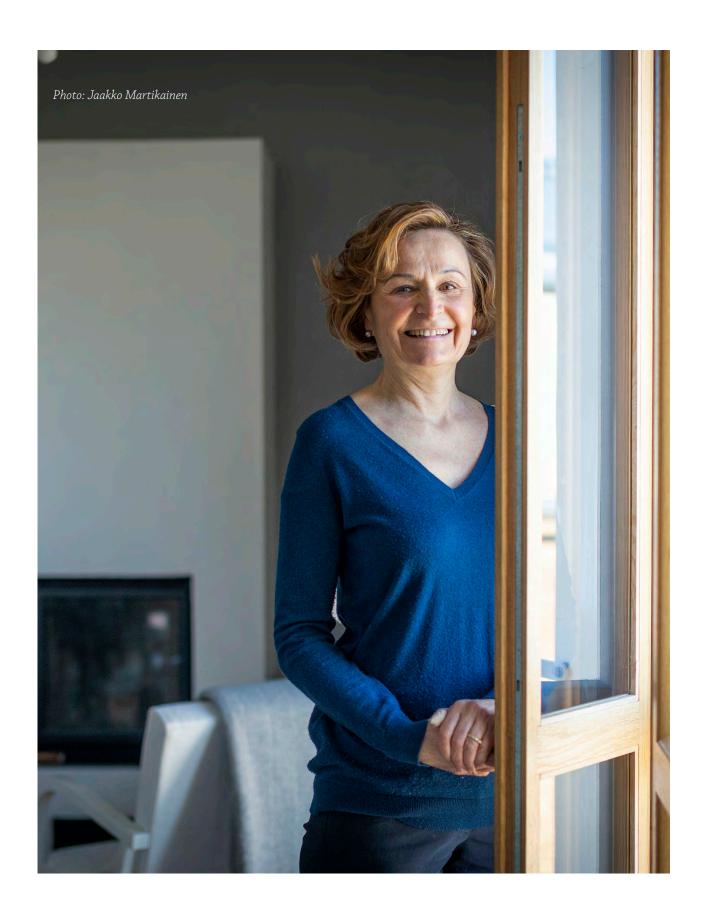
Jäätteenmäki believes her Finnish-language background can help to forge stronger links with Finnish-speaking Finland.

"It would be fantastic if I could help to spread Swedish-Finnish cooperation at the grassroots level. Everyone should have the opportunity to tap into this sense of community between our two countries, including our Finnish-speaking population. Even if our Swedish isn't quite as good, that should not stand in the way of us working together," Jäätteenmäki concludes.

#### KEY FACTS ABOUT ANNELI Jäätteenmäki

- Born and grew up in Lapua, Ostrobothnia
- Member of Parliament 1987-2004
- · Minister of Justice 1994–1995
- Elected Finland's first female
   Prime Minister in 2003
- · MEP 2004-2019

"Cooperation between Finland and Sweden is invaluable"



# FINNISH-NORWEGIAN CULTURAL FOUNDATION - DRIVING FINNISH-NORWEGIAN COOPERATION

Alongside the Swedish-Finnish Cultural Foundation, the largest of the four Nordic foundations, Hanaholmen also runs three others: the Finnish-Danish Cultural Foundation, the Finnish-Norwegian Cultural Foundation and the Icelandic-Finnish 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. They also fund their own projects run in collaboration with Hanaholmen.

Arctic Lead was set up by the Finnish-Norwegian Cultural Foundation in 2020. The project is intended to promote networking and cross-border collaboration between young people in Norway and Finland.

During the past year, Norway also formally presented Finland with a work of art to mark 100 years of Finnish independence. The light installation titled Delta T by Norwegian artist Børre Sæthre was unveiled at Hanaholmen's Art Park in 2020.



Hanaholmen's Administrative Director Satumari Hagelberg helped Børre Sæthre during the Delta T installation process. Photo: Hanaholmen



HBL, 6 February 2020



#### DELTA T LIGHTS UP HANAHOLMEN'S ART PARK

Norwegian artist Børre Sæthre would prefer not to have to explain his work, but he does care about every single detail that goes into them.

Before Delta T was unveiled, he visited Hanaholmen on a couple of occasions to make sure that the installation was all going to plan.

It was important for Sæthre that the lights were just right, not too blue, not too green, not too strong and not too dim.

"Once all the details are in place, I like to hand my work over for other people to experience and interpret," he says.

He does go on to say, however, that associating Delta T with development and communication as well as the human drive for exploration would not be far off "I love the idea of a naked, glowing delta shape landing on top of a tree as if it's fallen from outer space. It sits there, swaying with the tree, sending a signal back to wherever it came from," he says.

Sæthre was in attendance alongside foreign ministers Ine Eriksen Søreide and Pekka Haavisto when the artwork was unveiled at Hanaholmen's Art Park on 5 February.

"During their years of independence, both Finland and Norway have experienced economic success, equality and greater integration. Today, we stand shoulder to shoulder in the fight for an open, free and democratic world. Forests are also something we share and this installation, which finds itself at the top of a pine tree, symbolises just that," said Ine Eriksen Søreide at the unveiling ceremony.



### ARCTIC LEAD BUILDING BRIDGES BETWEEN FINLAND AND NORWAY

The first course as part of the new Arctic Lead leadership programme ran in October 2020.

Aimed at young professionals in Noway and Finland, it was run as a hybrid event with meetings both in person and online.

"I've worked within the Nordic startup ecosystem for several years now and during that time I've had excellent relationships with my Norwegian colleagues. Arctic Lead gave me an opportunity to develop my leadership skills and knowledge of Norwegian issues further. I've already been incredibly inspired by my Norwegian and Finnish counterparts," commented Reetta IIo, one of the Finnish participants.

Reetta is joined by 8 other participants from Finland and 9 from Norway. Together, they will be introduced to Norwegian and Finnish culture and the countries' economic systems, and the idea is that they will learn not just from their lecturers but also from one another.

"For me, Arctic Lead seemed like an exciting opportunity to develop my leadership skills and to learn more about Arctic cooperation. It also came highly recommended by people who had taken part in the Swedish equivalent," Andreas Oftedal from Norway said.

The 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.

"As the programme is being run by a Finnish and Norwegian team, we're in an ideal position of being able to offer expert lecturers from both countries. After the programme ends, we plan to organise alumni events so that we can stay in touch and see where our participants end up and how they've used the skills they've picked in their careers," said Eero Hokkanen, the foundation's Finnish chair.

#### FINNISH-NORWEGIAN CULTURAL FOUNDATION BOARD 2020

**Finland**: Eero Hokkanen (Chair), special adviser, 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 Gomnæs Ugelstad, CEO.

**Substitutes**: Brit Holtebekk, Section Leader, Anna-Maija Isachsen, administrative director and Lise Nordal, artistic director.

**In December 2020**, the Ministry of Education and Culture appointed new board members that will represent Finland on the Finnish-Norwegian Cultural Foundation from 2021 until 2023. Special adviser Eero Hokkanen will remain as chair while president Teemu Kokko and director Tove Ekman are joining as members. The substitutes will remain in their roles.

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

#### JAN-ERIK ENESTAM APPOINTED CHAIR OF THE FINNISH-DANISH CULTURAL FOUNDATION

There were two key reasons why Jan-Erik Enestam decided to accept the role as chair of the Finnish-Danish Cultural Foundation.

The first reason is that he had worked in Denmark for six years and was keen to start working with the Danes once again.

Secondly, he felt that the time was right for him to pursue new opportunities.

"I had served as the chair of the Swedish-Finnish Cultural Foundation for a decade, and that is a very long time indeed. As a rule, I tend to hand over such roles after five years. The Finnish-Danish foundation is also much smaller than the Swedish-Finnish foundation, which means a slower pace and fewer meetings. That is the perfect fit with my current situation," Enestam explains.

Jan-Erik Enestam takes a broad view of Nordic cooperation.

He has served as an MP and held several ministerial posts in Finnish government.

He was also been a party leader and headed the Nordic Council in Copenhagen.

How would you characterise Nordic cooperation during the coronavirus pandemic?

"I would say that both the bilateral cooperation between Finland and Sweden and the broader Nordic cooperation have been hit by our approach to the pandemic. National interest has been allowed to dominate. We could have done with better pan-Nordic coordination," Enestam says.

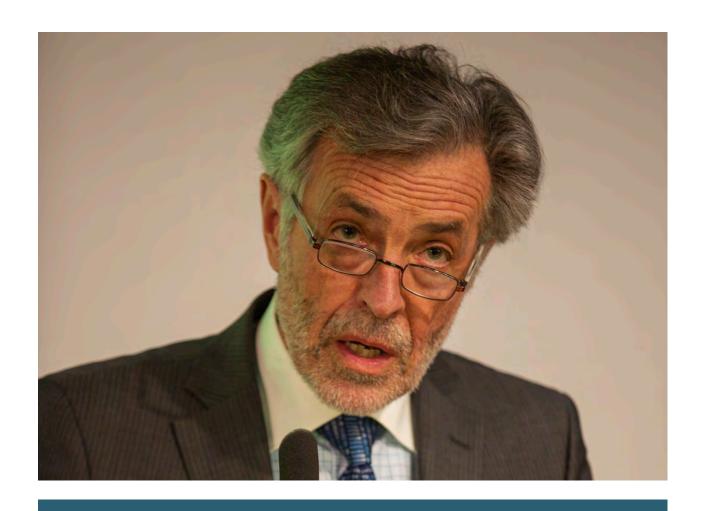
Although relations have been affected, Enestam says no permanent damage has been inflicted and indeed the situation is an opportunity for a fresh start.

"It is precisely this opportunity that the new crisis management programme initiated by Hanaholmen is based on. What we want to see is a shared strategy that will inform how we manage future crises. We will start on a bilateral basis between Sweden and Finland but then broaden it to encompass the entire Nordic region," he says.

The Hanaholmen Initiative is an extension of Enestem's earlier project the Hanating defence policy forum, which has been praised for its ability to bring together MPs from both Sweden and Finland in a more informal setting.

"It is not just military crises we will face in the future. The coronavirus pandemic and cyber attacks we've faced are an excellent demonstration of that. We will need to enhance our civil preparedness capacity and that is where the Hanaholmen Initiative comes in. It has been well received, and clearly endorsed by our respective prime ministers," Enestam says.

"It is not just military crises we will face in the future."



#### THE FINNISH-DANISH CULTURAL FOUNDATION BOARD 2020

**Finland**: Juha Rantanen (Chair), Jonas Geust, Director, Veikko Kunnas, Head of Service and Anni Ylävaara. 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, Jakob Steensig, Senior Lecturer and Martin Glaz Serup, author.

**Substitutes**: Morten Løkkegaard, MEP, Bent Jenssen, Norden Association Denmark member, Steen Svanholm, author and Professor Pirkko Raudaskoski.

**In December 2020**, the Ministry of Education and Culture appointed new board members that will represent Finland on the Finnish-Danish Cultural Foundation from 2021 until 2023. Former government minister Jan-Erik Enestam was appointed as chair with Mary Gestrin, Head of Communications, Veikko Kunnas, Head of Service and author Anni Ylävaara joining him on the board.

# ICELANDIC-FINNISH CULTURAL FOUNDATION

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.

A board meeting in May 2020 allocated EUR 25,750 of funding for the second half of 2020 and the first half of 2021.

A total of 69 applications were received from Iceland and Finland, with grants allocated to 35.

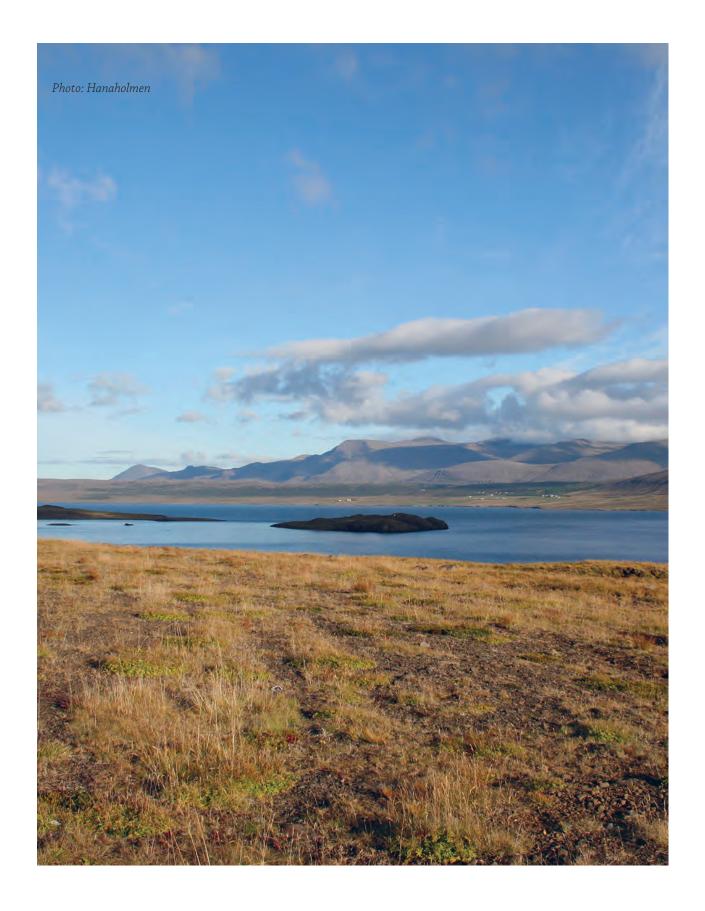
#### Pekka Timonen, Mayor of Lahti, leads the Icelandic-Finnish Cultural Foundation

#### THE ICELANDIC-FINNISH CULTURAL FOUNDATION BOARD 2020

**Finland**: Pekka Timonen, Mayor (Chair) and Riitta Heinämaa, MA. **Substitute**: Petri Sakari, conductor.

**Iceland**:Áslaug Dóra Eyjolfsdóttir, senior adviser and Málfríður Kristjánsdóttir, architect.

Substitute: Baldur Þórir Guðmundsson, senior adviser



# HANAHOLMEN S MANAGEMENT, PROJECTS AND PROGRAMMES IN 2020



#### HANAHOLMEN'S MANAGEMENT TEAM

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

Hanaholmen's steering group comprises Kronman and Mattson as well as Hanaholmen's programme director Victor Andersson, administrative director Satumari Hagelberg, financial director Agneta Roine and communications director Håkan Forsgård.





# 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.

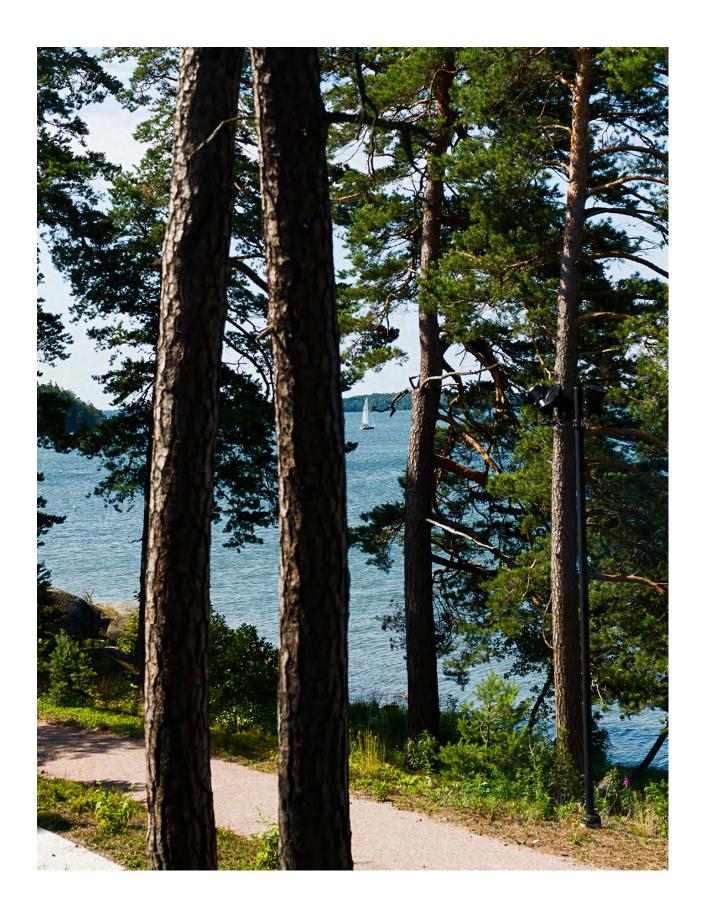


#### HANAHOLMEN'S EXECUTIVE BOARD 2020

Chair: Kimmo Sasi. LLM

**Sweden**: Ida Karlberg Gidlund, CEO, John Brattmyhr, CEO, Elisabeth Nilsson, former County Governor, Hans Wallmark, MP and Niklas Nordström, Municipal Commissioner.

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



#### **OUR MULTI-YEAR PROJECTS**

#### **BUSINESS AND SOCIETY**

- · Arctic Lead
- · Future Forum
- · Globsol
- · The Hanaholmen Initiative
- Hanating
- Hanalys
- · Tandem Leadership

#### **LANGUAGE AND EDUCATION**

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

#### HIGHER EDUCATION AND RESEARCH

- HanaAcademy
- · Sustainable Cities in the Nordic-Baltic Region

#### **ART AND CULTURE**

- Nordic Nights
- · The Art Park

#### HANAHOLMEN'S EVENTS 2020

#### **BUSINESS AND SOCIETY**

- · China, the emerging superpower: threat or opportunity?
- Hanalys 2020: Finland, Sweden and Norway in the multilateral cooperation
- Swedish and Finnish politicians in dialogue: Maria Ohisalo & Mikael Damberg
- Swedish and Finnish politicians in dialogue: Göran Persson & Paavo Lipponen
- · Tandem Leadership
- Swedish and Finnish politicians in dialogue: Anna-Maja Henriksson & Morgan Johansson
- Coal is the Central Threat to the Climate Launch event of SNS Economic Policy Council Report 2020
- · Tandem Leadership Alumni meet up x 2
- Finland and Sweden in the corona crisis: 1. What happened to international cooperation?
- Finland and Sweden in the corona crisis: 2. Can the EU emerge stronger from the crisis?
- · Finland and Sweden in the corona crisis: 3. What's the outlook for retail?
- Finland and Sweden in the corona crisis: 5. How can we achieve a shared Nordic preparedness strategy?
- Finland and Sweden in the corona crisis: 7. The impact on cancer care in Sweden and Finland
- Helena Ranta Forum: humanitarianism, conflict resolution and human right
- Swedish and Finnish politicians in dialogue: Peter Eriksson & Ville Skinnari
- · Arctic Lead
- · Anniversary seminar: J. K. Paasikivi 150 years
- A post-pandemic path to success what can Denmark and Finland learn from each other?
- Hanating 2020: The Future of Nordic Cooperation in Foreign and Security Policy
- · Globsol 2020
- · The Nordic contribution to EU-Africa partnership
- The Finnish question in Swedish politics, a life's work for Krister Wahlbäck
- After 25 years of Common EU Membership Working Together for a Greener European Future
- Democracy network 21

#### LANGUAGE AND EDUCATION

- · Culture tour: Lux Hanaholmen
- · Teachers gathering in Kajaani
- · Svenska nu at the Educa fair
- · Language showers lifelong learning for language teachers
- · Guidance counsellors training days
- · Gå ut och var glad din jävel (Pori)
- · Gå ut och var glad din jävel at Hanaholmen
- · Children's events at the Swedish Embassy
- · Svenska nu delegate gathering 2020
- Finland and Sweden in the corona crisis: 4. Future of education
- · Culture tour at Hanaholmen: Tour & Art quiz
- · Multilingualism as an asset in Kotka
- · Svenska nu delegate gathering 2020
- · Meeting with Pori head teachers
- · Swedish Teachers' Association of Finland autumn update
- · Sverigepaket 2020
- · Brush up your knowledge of Sweden 2020
- · Are we friends? A webinar on partner schools
- · Multilingualism as an asset in Varkaus

#### HIGHER EDUCATION AND RESEARCH

- · The role of the academic profession in the knowledge society
- · Designing Beyond Ourselves for a Sea in Distress
- · Education with Sustainability
- · Environmental and social sustainability and the school of the future
- · Digital discussions at Forskartorget, Bok & Bibliotek
- · The Annual Hanaholmen Lecture
- Hanahomen Timeout: attitudes and understanding, bilateral cooperation between Sweden and Finland

#### ART, FILM AND CULTURE

- · Exhibition: Liljevalchs Spring Salon @Hanaholmen
- · Lux Hanaholmen
- · A literary afternoon: Anna Takanen at Hanaholmen
- · The Nordic film of the month: A white, white day
- · Hanaholmen at Folk och kultur
- Unveiling of Delta T, Norway's gift to mark 100 years of Finnish independence
- · Opening: Karin & Carl Larsson Swedish hygge
- · Exhibition: Karin & Carl Larsson: Swedish hygge
- · Saturday art: stencilling
- · The Nordic film of the month: En komikers uppväxt
- · Hanaholmen book club: Patrik Svensson, Ålevangeliet
- Finland and Sweden in the corona crisis: 6. Art and culture: how will our cultural institutions cope?
- Swedish and Finnish writers in dialogue: Camilla Läckberg & Sirpa Kähkönen
- · HanaCiné-outdoor movie: Monica Z
- · HanaCiné-outdoor movie: And then we danced
- · Exhibition: Hanaholmen Art Park
- · Opening: Kaarina Kaikkonen
- · Exhibition: Kaarina Kaikkonen
- · Swedish and Finnish writers in dialogue: Jonas Gardell & Malin Kivelä
- · The Nordic film of the month: Pako yli rajan x 2
- · Dialogday of culture politics
- · Pearl seminar on literature exchange and translation
- · Arts-on-prescription?
- Swedish and Finnish writers in dialogue: Juha Itkonen & Sara Stridsberg



For Hanaholmen, like so many other businesses and organisations, the year 2020 was defined by the coronavirus pandemic.

The events we would normally organise were simply out of the question, and visitor numbers at our hotel and restaurant fell sharply.

And yet there were many glimmers of hope during the year in review.

Following an official lockdown, we re-opened in style with a top-level summit between former prime ministers Carl Bildt and Alexander Stubb.

Following this high-profile event, we went digital in record time and began offering webinars on politics, defence and education as well as visual art and literature.

Our conference hotel launched a series of new coronavirus-appropriate packages for visitors which succeeded in attracting plenty of visitors despite the pandemic.

In collaboration with the Swedish-Finnish Cultural Foundation, we announced one of our most ambitious projects to date.

The Hanaholmen Initiative is a brand-new cross-sector, bilateral crisis preparedness program, which is designed to strengthen civil crisis management preparedness in both Sweden and Finland.

The programme, which has been endorsed by the prime ministers for Finland and Sweden, will be run in collaboration with the Swedish Defence University and Finland's Security Committee. It is set to launch in autumn 2021.





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