



HANAHOLMEN

A YEAR OF SWEDISH-FINNISH COOPERATION

# HANAHOLMEN

2021







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Cover picture: Danish artist Jeppe Hein ´s Fragmented Circle from 2018.



# DEAR READER,

Last year was intense and eventful. Although the COVID-19 pandemic has continued to overshadow both our own operations and society in general, there are many positives to look back upon.

The first edition of the new Swedish-Finnish crisis preparedness programme, the Hanaholmen Initiative, was implemented in 2021 with two training sessions and a high-level forum.

The COVID-19 pandemic has shown that strength does not lie in solitude when facing major crises. Global challenges require dialogue and cross-border collaboration. The Hanaholmen Initiative is a concrete example of how two countries, Finland and Sweden, can strengthen their cooperation and jointly prepare for the next major societal crisis.

Our 2021 financial year began online, but as the year progressed and society continued to reopen, we were able to physically host more and more events at the Hanaholmen cultural centre.

So while the meeting between the Swedish and Finnish foreign ministers and our business seminars at the beginning of the year were held online, the discussion with finance mogul Björn Wahlroos, our two major defence conferences and the Cultural Political Dialogue Day at the end of the year were held at Hanaholmen.

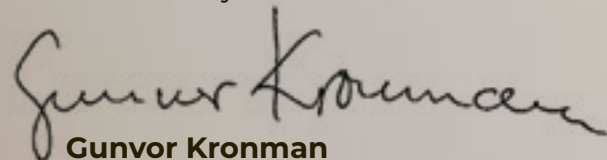
The change to a more positive mood within society was also noticed on the hotel side, which attracted a completely new customer base and had a higher booking rate in July and August than most other hotels in the capital region.

The hotel restaurant PLATS also maintained a high profile despite the pandemic. Hanaholmen's first cookbook reached the bookstore counters in mid-March. Kitchen manager Lukas Hemnell diligently marketed his publication during the year, he and his team offered no less than six events at four book fairs in both Sweden and in Finland. The book also won a prize in the Swedish Culinary Publication of the Year competition.

This impact report gives insights into Hanaholmen's work in 2021, showing visitor numbers and results, and highlighting examples where Hanaholmen's projects and events have enhanced the Sweden-Finland partnership.

Although not all of Hanaholmen's versatile undertakings are included in the report, the report still gives a good impression of how we realized our mission during the past year.

I would like to conclude by extending my heart-felt thanks to all our staff, who have bravely fought their way through yet another extremely challenging year of the pandemic. I would also like to thank you – our contracting organisations, sponsors, cooperation partners and visitors – for your support, and I look forward to the positive collaboration continuing in the months and years to come.



**Gunvor Kronman**  
Chief Executive Officer  
Hanaholmen





A scenic photograph of a wooden pier extending from a rocky shore into a calm blue lake. The pier is made of light-colored wooden planks and has dark railings on both sides. In the distance, a large island covered in dense evergreen trees is visible under a clear blue sky. The water's surface is covered in shimmering reflections of sunlight.

# HANAHOLMEN'S VISION, MISSION AND FOCUS AREAS



**HANAHOLMEN'S VISION  
IS TO LEAD THE WAY  
GLOBALLY ON HOW  
WORKING TOGETHER  
CAN CREATE ADDED  
VALUE FOR TWO  
COUNTRIES.**



## **FOCUS AREAS 2021–2023**

- 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 the long-term big picture and to sustainability

# OUR MISSION

**Hanaholmen – the Swedish-Finnish Cultural Centre is a non-profit organisation, forming part of the Finnish-Swedish Cultural Foundation. Hanaholmen’s mission is to develop and strengthen the co-operation between Sweden and Finland in the cultural, social and business sectors.**

In addition to the Swedish Now school programme, Hanaholmen also organises several other events for young participants, among them the youth forum Globsol and the urban planning workshop Sustainable Cities in the Nordic-Baltic Region.

Hanaholmen’s programming includes a number of different seminars and self-contained projects, which are initiated and realised by the staff of the programming department in collaboration with the Swedish-Finnish Cultural Foundation and various external providers.

Among the more extensive projects is the Swedish Now [Svenska nu] network, which for fifteen years has worked to ensure that Finnish school children have a positive attitude towards the Swedish language.

Other offerings include the annual business seminar Future Forum, the educational policy cooperation programme HanaAcademy and the leadership programmes Tandem Leadership and Arctic Lead.

Hanaholmen also organises foreign policy and defence policy conferences such as Hanalys and Hanating, which have become significant discussion fora for Swedish and Finnish researchers, officials and politicians.

In addition to the Swedish Now school programme for young participants, Hanaholmen also organises the youth forum Globsol and the urban planning workshop Sustainable Cities in the Nordic-Baltic Region.

Hanaholmen generally invests a great deal of its resources in young Swedes and Finns. This is apparent not least in the fact that around half of the programming budget is allocated to events for young people up to and just above the age of 30.

2021 saw the birth of an entirely new, major venture, the Hanaholmen Initiative, which is expected to be an annual training platform for Swedish and Finnish crisis preparedness experts.



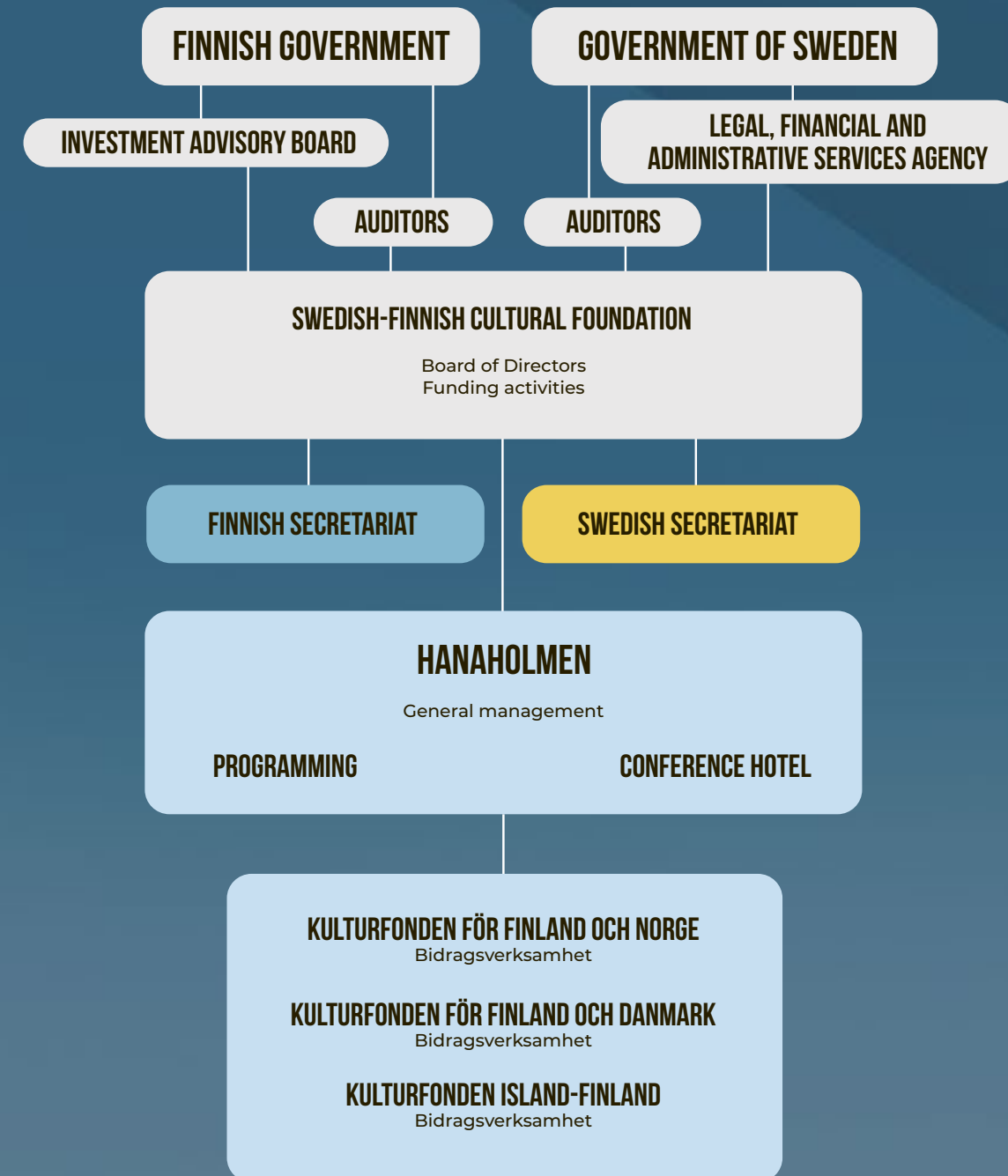
*“Where Sweden and Finland come to meet  
– that’s what they call Hanaholmen”*

Lubna El-Shanti, SR Studio One, 10 October 2021

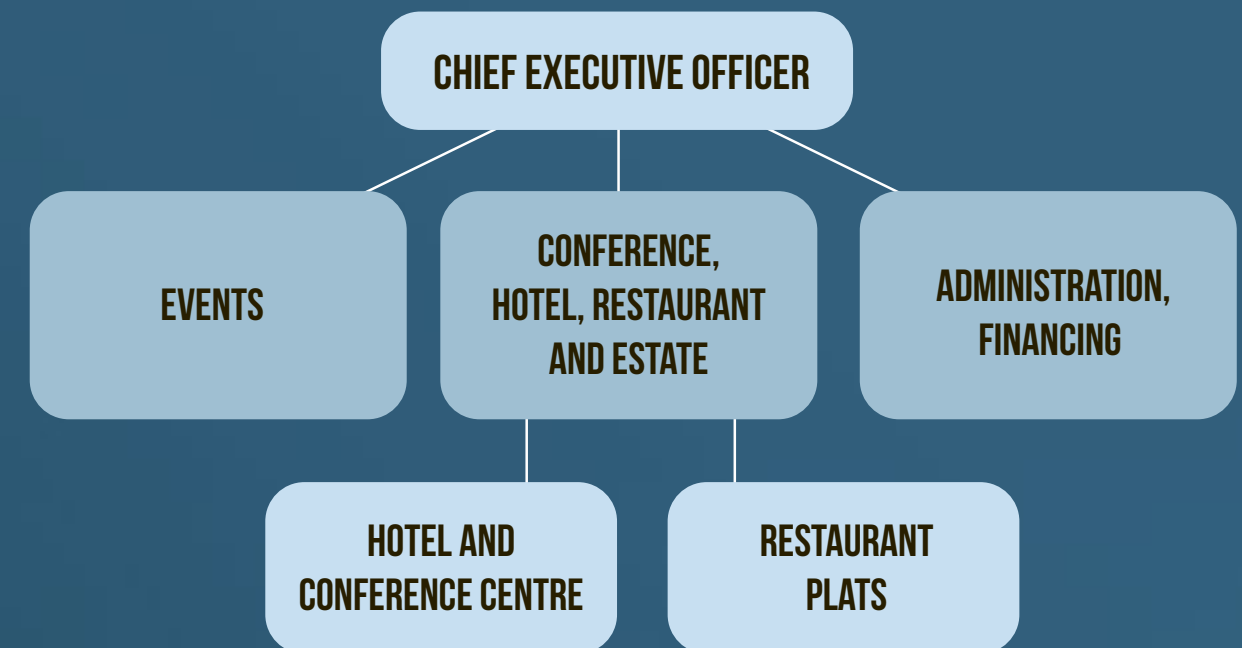


# HANAHOLMEN AND THE SWEDISH-FINNISH CULTURAL FOUNDATION

## STRUCTURE



## HANAHOLMEN STRUCTURE



# HANAHOLMEN

RAHASTO  
FONDEN



# HANAHOLMEN IN NUMBERS 2021

## TOTAL VISITORS AND WIDER REACH\*

- Approx. **71 000** visitors to Hanaholmen
- Approx. **21,350** participants at Hanaholmen exhibitions & events (online and offline)
- The Swedish Now network, which forms part of Hanaholmen’s event programming, worked with around **58,370** teachers and pupils across Finland
- Total documented number of people reached by Hanaholmen’s activities (business operations and offline and online events): approx. **150 720**

*\*excl. online audience reach*

## TURNOVER

- Hanaholmen conference hotel: **3,54 million EUR**
- Hanaholmen events department: **2,06 million EUR**
- Total: **5,6 million EUR**

## EVENT FUNDING:

- Central government funding (Finland, Sweden): **646 000 EUR**
- Pan-Nordic funding: **49 000 EUR**
- Swedish-Finnish Cultural Foundation (Hanaholmen’s non-profit principal funder) **359 000 EUR**
- Ticket sales: **5 000 EUR**
- Miscellaneous external funding: **1,0 million EUR**

**Total: 2,06 million EUR.**

Surplus income from our conference hotel is used to develop and run Hanaholmen.

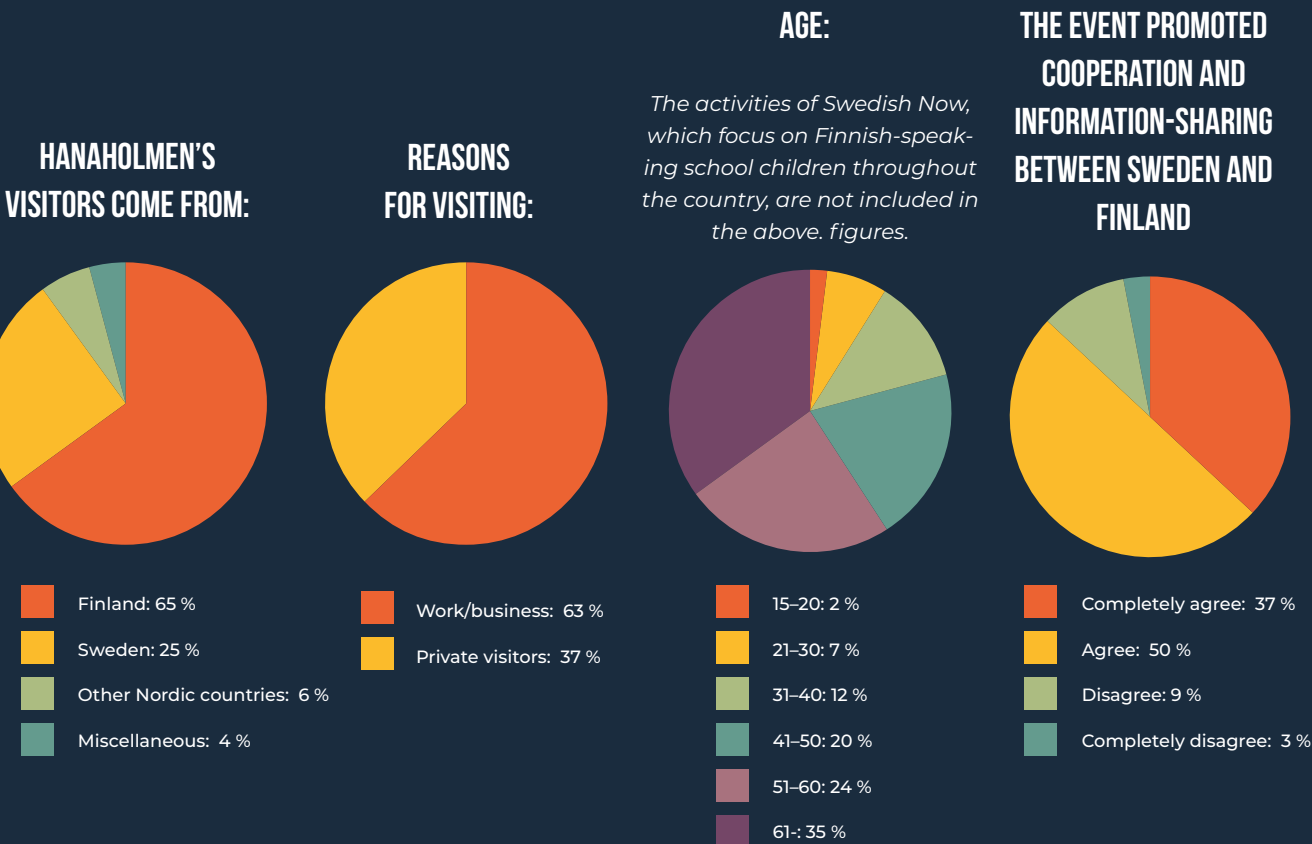
## TOTAL STAFF

 **62**

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

# HANAHOLMEN VISITOR PROFILE

*\*based on feedback from visitors*



## HANAHOLMEN MANAGES FOUR NORDIC FOUNDATIONS

### Fund assets/market value in 2021

- Swedish-Finnish Cultural Foundation (non-profit principal funder): **33,8 million EUR / 47,4 million EUR (Finland)**
- Danish-Finnish Cultural Foundation: **5,0 million EUR / 6,7 million EUR (Finland)**
- Norwegian-Finnish Cultural Foundation: **5,8 million EUR / 7,8 million EUR (Finland)**
- Icelandic-Finnish Cultural Foundation: **1,2 million EUR / 1,5 million EUR**

### In-house projects/funding allocation 2021

- Swedish-Finnish Cultural Foundation: approx. **205 000 EUR / approx. 163 000 EUR**
- Danish-Finnish Cultural Foundation: - / approx. **58 000 EUR**
- Norwegian-Finnish Cultural Foundation: approx. **30 000 EUR / approx. 57 000 EUR**
- Icelandic-Finnish Cultural Foundation: - / approx. **23 000 EUR**



# MEDIA COVERAGE IN FINLAND AND IN SWEDEN





## NUMBER OF ARTICLES & TV/RADIO FEATURES

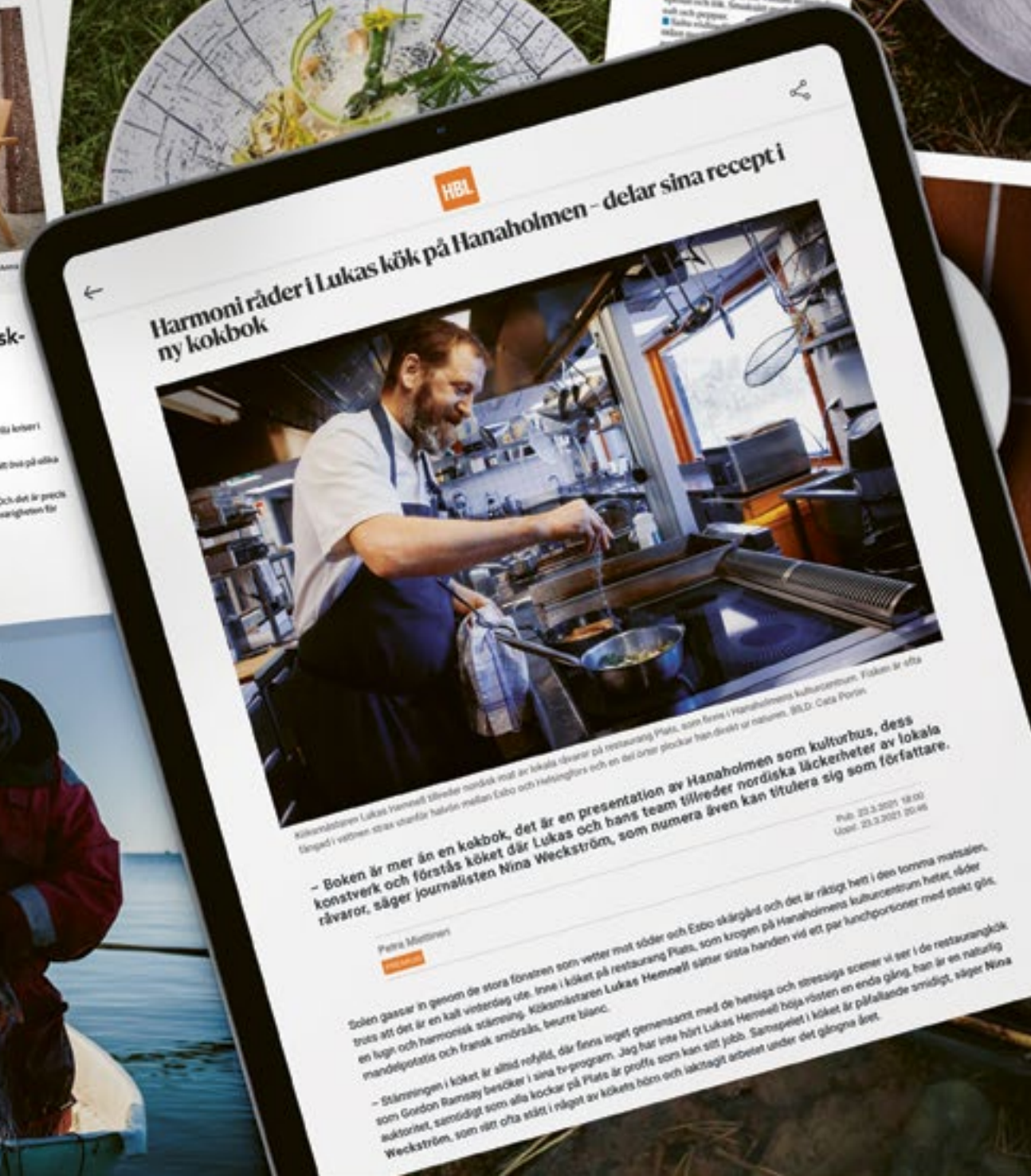
- Approx. 200 printed articles
- Approx. 150 online articles
- 14 TV & radio features
- Hanaholmen's letters to the editor have been published 22 times in print media and 27 times online

## MEDIA THAT HAVE PROFILED HANAHOLMEN THE MOST

- Helsingin Sanomat
- Hufvudstadsbladet
- Svenska Dagbladet
- Vasabladet & Österbottens Tidning
- Sveriges Radio (Radio Sweden)

## HANAHOLMEN FEATURED IN GERMANY

- The German documentary filmmaker Thomas Junker visited Hanaholmen during the summer and the result was a 2.5-minute TV feature with Christer Hackman, who fishes for the Hanaholmen restaurant, PLATS. In addition to MDR, the programme was also shown on all other German public broadcasting channels.







Gothenburg local Tony "Rubin" Sjöman's visit to Finland attracted a lot of media attention. In addition to at Hanaholmen, Tony created murals in Turku, Oulu and Gothenburg.





# HANAHOLMEN IN SOCIAL MEDIA 2021

- Active on **13** platforms
- Twitter – @Hanasaari-Hanaholmen profile views: **732,544**
- Facebook – reach, Hanaholmen Cultural Centre: **530,000**
- Instagram – reach, Hanaholmen Cultural Centre: **154,000**
- You Tube – views: **140,000**
- New social media channels: Hanaholmen Hotel on Facebook & Instagram

# HANAHOLMEN PODCAST 2021

- Maria Sandstig & Virpi Vesanen-Laukkanen
- Bilan Osman
- Tareq Taylor
- Anna Hellerstedt
- Pernilla Andersson
- Bengt Lindroth
- Mark Levengood
- Johanna Nilsson
- Olof Ehrencrona
- Savolaiset rapukestit [Savonian Crabshells]
- Sini muuttaa tanskaan [Sini Moves to Denmark]

# HANAHOLMEN WEBSITE 2021

- Total unique visitors: **162,395** (2020: approx. 119,078)
- Page views: **608,649** (2020: approx. 454,799)
- Most visitors were from Finland (**74%**), with Sweden and the USA coming in second and third, respectively.

# HANAHOLMEN NEWSLETTER

Open rate (OR): **29,32 %** (2020: 30.23%)  
Click-through rate (CTR): **4,66 %** (2020: 6.92%)

# HANAHOLMEN’S MOST POPULAR VIDEO 2021

The video most watched during the year is on the history of Sweden and Finland from the 12th century to the 21st century. The video is available both in Swedish and Finnish, and the two language versions collectively clocked 110,000 views and over 1000 likes. Consisting of twenty episodes, the entire video series on the history of Sweden and Finland was initiated by the Historical Pictures Association and produced by Douglas Productions.

Watch the whole series here: [hanaholmen.fi/artal](https://hanaholmen.fi/artal)



Henrik Huldén, Tareq Taylor and Tina Räihä at the Gothenburg book fair



Mark Levengood

Musician Pernilla Anderson was one of the guests on the Hanaholmen podcast





# OUR EVENTS







*"This is a challenge that I could not refuse."*

Anna Cokorilo

Photo: Martin Jonsson Tibblin

## ANNA COKORILO HAS A PROFOUND KNOWLEDGE OF THE SWEDISH ARTS SCENE

**Arts strategist Anna Cokorilo is brimming with life and energy on a beautiful autumn day when she appears on the fourth floor of Hanaholmen.**

**Her enthusiasm about working with cross-border arts projects is palpable, and she sees great opportunities for Hanaholmen to expand its presence in Sweden.**

"This is a challenge that I could not refuse. Hanaholmen does such great outreach with many different events that are relevant to a Swedish audience. Hanaholmen is a well-established institution at Almedalsveckan, the Gothenburg book fair and [arts advocacy organisation] Folk & Kultur, but there are also smaller contexts where Hanaholmen can get involved and boost its profile," says Cokorilo.

Anna Cokorilo is very familiar with the Swedish arts sector. She currently takes on various advisory and PR assignments for the Swedish Society of Composers, Folk & Kultur, the Almedalen Week festival, the Swedish Performing Arts Association and the Nordic Culture Fund.

"The COVID-19 pandemic has really impacted the Swedish arts scene. The number of museum visitors has dropped by half compared to 2019, and there are serious concerns within the performing arts about future skills shortages, given that event cancellations have forced the staff to look for other jobs," Cokorilo says.

For institutions such as Hanaholmen, the pandemic can still have some positive effect.

"As early as during the first pandemic year 2020 we saw that the number of Swedish participants in Hanaholmen's programming markedly increased thanks to online broadcasts. It is a lesson we can benefit from once the pandemic is over. An offline seminar arranged at Hanaholmen can be broadcast online and thus reach a Swedish audience," Anna Cokorilo explains.

**How does Anna view the Swedes' attitude towards Finland today?**

"We Swedes generally have a very positive view of Finland. There are obviously lots of Swedish citizens who have Finnish roots as well. During the pandemic, Swedish media have often looked to Finland to compare the countries' COVID-19 responses and also covered topics such as emergency preparedness and military defence cooperation. In that way, it feels as if Finland has actually gained quite a lot of visibility in Sweden during the pandemic," adds Cokorilo.



Arts strategist Anna Cokorilo has been Hanaholmen's new advisor in Sweden since 2021. Here with Janne Wikström at the Gothenburg book fair.





*“The emergency preparedness event required careful planning and coordination. Although the Swedish Defence University and the Security Committee were responsible for the content of the course, Hanaholmen’s role as a driving force and point of contact was key, and also labour-intensive.”*

**Victor Andersson,**  
Programme Director, Hanaholmen

## EVENT PROGRAMMING ENTERING NEW DOMAINS

Hanaholmen’s 2021 financial year was unusual for many reasons. The COVID-19 pandemic continued to dictate the event programming, both in terms of content and of execution.

A number of offline events had to be cancelled – most particularly film screenings, workshops and similar events scheduled for the beginning of the year.

Thanks to Hanaholmen’s investment in its own studio and its own digital tools, most events could still be arranged as planned. The first half of the year was dominated by webinars, but as the year progressed, more events were offered on site at Hanaholmen.

The meeting of Foreign Ministers between Ann Linde and Pekka Haavisto regarding Belarus was held online in January, as were the two binational business seminars Business Forum and Future Forum. The classic foreign policy event Hanalys was also held virtually, with five Nordic ministers meeting for talks on climate change and security policy.

Hanaholmen’s broad programme of dialogues on the state of, and challenges to, democracy was also mainly hosted online. About twenty Swedish-Finnish democracy talks were also held as part of HanaAcademy during the year. The talks touched on topics such as polarisation, populism, diplomacy, security policy and education.

Once the pandemic seemed to be subsiding over the late spring and summer and society slowly began reopening, increasingly more events were hosted on site at Hanaholmen. The cultural centre came to life again with laughter and conversation in the foyer, dinners in the restaurant and well-attended seminars in the auditorium.

New York-based Gothenburg artist Tony “Rubin” Sjöman arrived at the gallery in May, where he painted an extensive mural straight onto the wall.

A little later, in October, Hanaholmen was visited by entrepreneur Björn Wahlroos. The successful banker had an hour-long conversation about his newly published memoirs with the Editor-in-Chief of Hufvudstadsbladet newspaper, Erja Yläjärvi.

There was an equally large audience when the first high-level forum of the crisis preparedness programme The Hanaholmen Initiative was held on 16 November. Civil preparedness is a new area for the programming department, and there was intensive interaction and exchange of know-how between Hanaholmen, the Swedish Defence University and the Finnish Security Committee throughout the year.

“The crisis preparedness programme required careful planning and coordination. Although the Swedish Defence University and the Security Committee were responsible for the content of the course, Hanaholmen’s role as a driving force and point of contact was key, and also labour-intensive,” says Programme Director Victor Andersson.

During the high-level forum, Finnish President Sauli Niinistö sent a personal message to the participants for completing the pilot course. The president himself could not attend due to a persistent cold, but his speech was delivered by Chief of Cabinet Hiski Haukkala.

Hanaholmen also functions as an important contact on issues of traditional foreign and defence policy between Sweden and Finland. The Hanating defence conference has always attracted a multitude of Swedish and Finnish politicians and experts, and 2021 was no exception. Despite the increasing pandemic restrictions, the forum was able to be held at the end of November in an almost full auditorium.



# MEDIA COVERAGE

Both the Hanaholmen Initiative and Hanating received prominent coverage in Swedish and Finnish media during the year.

The Hanaholmen Initiative gained the most coverage in January in connection with the launch, although a steady stream of subsequent articles and submissions were published during the year. Media organisations Altinget, Svenska Dagbladet and Helsingin Sanomat all published Hanaholmen’s and the Swedish Defence University’s joint debate speeches.

Hanating, in turn, was covered in editorials and editorial articles in almost 40 Swedish newspapers, including Svenska Dagbladet, Hallandsposten, Eskilstuna kuriren and Strengnäs Tidning.

Hufvudstadsbladet’s political reporter Maria Gestrin-Hagner wrote a full-page article about Hanating, and the Åland newspapers joined the debate as well.

Researcher Charly Salenius-Pasternak’s proposal that Finland and Sweden should put pressure

on Åland on defence issues was covered in articles and editorials in both the newspapers Ålandstidningen and Nya Åland. Hufvudstadsbladet published several letters to the editor on the issue.

Other events that attracted media coverage in 2021 included the survey by the Swedish Now network and the Language Teachers Association on language reform in Finnish-language schools, and Tony “Rubin” Sjöman’s visit to Finland.

The language reform discussion was covered by more than forty Swedish- and Finnish-speaking media outlets in Finland. Sjöman was covered in Finland by MTV3, the Swedish- and Finnish-language divisions of public broadcaster YLE, magazines Suomen Kuvalehti and Länsiväylä, and newspapers Hufvudstadsbladet, Turun Sanomat; and in Sweden, by news programme SVT uutiset, radio channel SR Finska, and major Swedish newspaper Göteborgsposten.

## OUR EVENTS IN 2021 AT A GLANCE

- Approx. **140** virtual and physical exhibitions & events
- Approx. **21,350** participants
- **Four** book fairs
- **Four** art exhibitions
- **Four** Nordic films
- Approx. **50** guided tours in the Art Park and around the building

In addition, the Swedish Now network conducted an additional 654 workshops and lessons, plus 565 performances and guided tours in 2021.

# HANATING FRONT PAGE NEWS IN SWEDISH NEWSPAPERS

- Svenska Dagbladet
- Länstidningen Södertälje
- Bohuslänningen
- Värnamo nyheter
- Sundsvalls tidning
- Gefle Dagblad
- Vestmanlands läns tidning
- Smålännen
- Smålands Dagblad
- Falköpings tidning
- Skaraborgs läns tidning
- Smålands tidningen
- Tranås tidning
- Vetlanda posten
- Västgöta bladet
- Bärgslagsbladet/Arboga tidning
- Sala allehanda
- Fagersta-posten
- Hela Gotland
- Södermanlands nyheter
- Hallands nyheter
- Hallandsposten
- Gotlands tidningar
- Södermanlands nyheter
- Bohuslänningen
- Norra Skåne
- Kristianstadsbladet
- Motala & Vadstena tidning
- Eskilstuna kuriren
- Katrineholms kuriren
- Falu Kuriren
- Sundsvalls Tidning
- Nya Ludvika Tidning
- Södra Dalarnas Tidning
- Avesta Tidning
- And others





HANAHOLMEN  
INITIATIVE

# THE HANAHOLMEN INITIATIVE



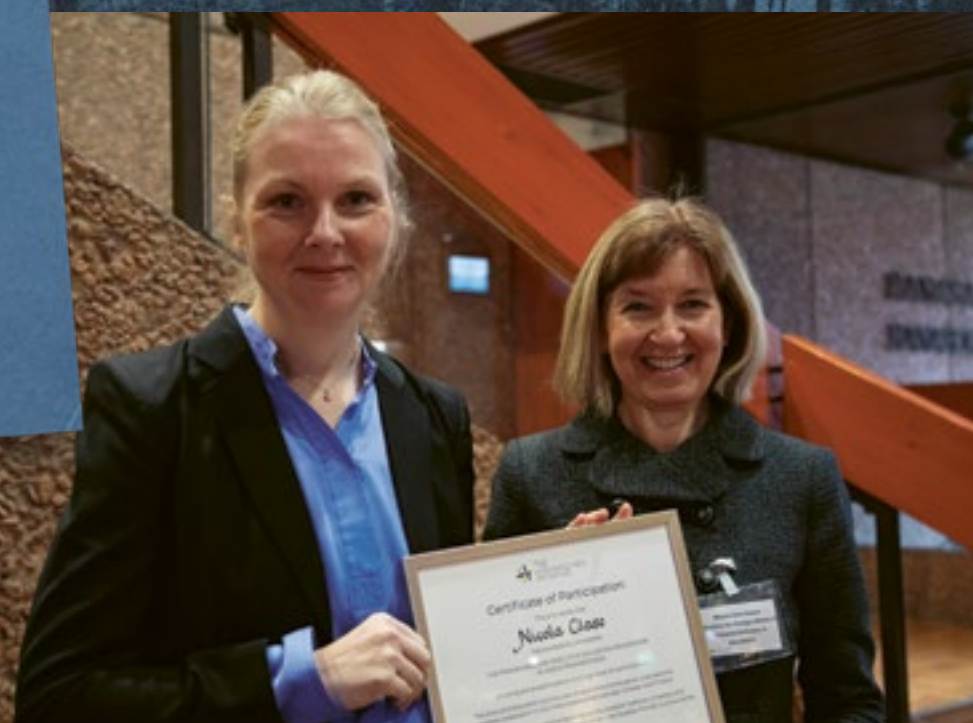
Project Manager Pär Lager, Secretary General Petri Toivonen of The Security Committee, CEO Gunvor Kronman, Vice-Chancellor Robert Egnell and Head of Division Jan Eldeblad of the Swedish Defence University.





*“This is the right way to maximise our ability to respond to future crises.”*

President of Finland **Sauli Niinistö**



Ambassadors Nicola Clase and Maimo Henriksen were among the course participants. The diploma was illustrated by the Finnish-Swedish artist Raija Wallenius.

**“The Hanaholmen initiative is a valuable step in the right direction towards developing Sweden’s and Finland’s civil preparedness.”**

This was the statement given by President of Finland Sauli Niinistö in his greeting to participants during the Hanaholmen Initiative’s high-level forum on 16 November 2021. The greeting was delivered by Chief of Cabinet Hiski Haukkala, as the president was battling a persistent cold.

The Hanaholmen Initiative’s pilot course, which was arranged online from the Swedish Defence University in September and on site at Hanaholmen in October, was attended by 20 leading Finnish and Swedish crisis preparedness experts from all sectors of society. Together, they elaborated ideas and recommendations to improve civil preparedness in Sweden and Finland.

“An obvious strength of Hanaholmen’s crisis preparedness programme is its versatility. The participants come from both the public and the private sector. You work for authorities and companies, for regional government and research institutions. This is the right way to maximise our ability to respond to future crises,” said President Niinistö.

Sweden’s newly elected Prime Minister Magdalena Andersson also highlighted the importance of the Hanaholmen Initiative during her first foreign visit, to Helsinki, in December.

Andersson stated that the civil preparedness programme is intended to strengthen Sweden’s and Finland’s crisis preparedness capacities in addition to the purely military cooperation.

“I think there are good opportunities to develop the cooperation around civil emergencies as well,” Hufvudstadsbladet newspaper quoted Andersson as saying.



## In the shadow of the COVID-19 pandemic

The Hanaholmen Initiative arose as a direct result of the COVID-19 pandemic.

When the coronavirus crisis hit hard in March 2020, Hanaholmen and the Swedish-Finnish Cultural Foundation began in-depth work to investigate Finland's and Sweden's need for improvement in terms of emergency preparedness.

Acting as advisors were former ambassadors Anders Ljunggren and Peter Stenlund, who, after exploratory talks with Swedish and Finnish officials and politicians, recommended strengthening the countries' bilateral contingency cooperation.

In January 2021, the Prime Minister of Finland Sanna Marin and the then Prime Minister of Sweden Stefan Löfven issued a joint statement, which concurrently marked the start of the joint training programme.

"Hanaholmen, the Swedish-Finnish Cultural Centre, has presented an initiative to further cooperation around civil preparedness, and we believe that it is an excellent addition to the ongoing enhancement of our current cooperation," the Prime Ministers stated.

## The Hanaholmen Initiative takes immediate effect

During the Hanaholmen Initiative pilot course, the twenty crisis preparedness experts elaborated a number of ideas and recommendations to improve civil preparedness in Sweden and Finland.

The recommendations emphasize the importance of joint contingency planning between Finland and Sweden, and a common strategic early warning system, reported to both countries.

The course participants also highlighted the need for public/private partnerships, with the opportunity to create joint Finnish-Swedish emergency stockpiles and flexible production

centres, which can be quickly tailored to produce goods needed during an ongoing crisis.

"Within the field of food supply, we have already launched a continuation of the Hanaholmen Initiative, including additional participants. We are aiming for a binational Finnish/Swedish industry meeting in the spring of 2022," says Development Director Markus Lassheikki from the Finnish agricultural organisation MTK, which is part of the contingency supply structure in Finland.

Lassheikki is pleased with the course, which he thought had a high profile with current themes, which was directly related to his own work within the emergency preparedness organisation.

"Learning how emergency preparedness solutions are structured in the neighbouring countries, including in industries that I do not have daily contact with, is useful. In addition, the course created added value since participants gained new contacts within their own industry, resulting in the exchange of know-how and new ideas," says Lassheikki.

Markus Lassheikki is confident about the future.

"The program has good political support and has also gained visibility in the media, so it will certainly bring about concrete results in the future. The Swedish Defence University's programme was also excellent. In future, perhaps better use could be made of the Finnish National Defence University's long experience of holding nationwide defense courses," Markus Lassheikki thinks.

*"The Security Committee supports the Hanaholmen Initiative"*

**Petri Toivonen,**  
Secretary-General of the  
Security Committee



The Swedish businessman Marcus Wallenberg was one of the speakers at the high-level forum. What's new about the Hanaholmen-initiative is its breadth and potential to include all parts of society, including civil society and the business community.

*"I think there are good opportunities to develop the cooperation around civil emergencies as well"*

Swedish Prime Minister  
**Magdalena Andersson**



## THE HANAHOLMEN INITIATIVE

- A crisis preparedness course consisting of two parts: a training programme and a high-level forum
- An annual event: the pilot workshop was held in 2021
- Aimed at key movers from all sectors of society in Sweden and Finland
- Delivered in collaboration with the Swedish Defence University and the Security Committee in Finland the support of both countries' governments

## THE HANAHOLMEN INITIATIVE'S RECOMMENDATIONS TO IMPROVE CRISIS PREPAREDNESS IN SWEDEN AND FINLAND

- Prepare and generate awareness of climate-related crises.
- Create bilateral contingency planning for cyber attacks.
- Secure critical supply chains and goods that are needed by society during a crisis.
  - Build common knowledge about hybrid threats and detect and have the capacity to prevent and tackle those threats at an early stage.
- Improve the ability to notice early signs of crises and threats. Create a strategic early warning system reported to both countries.
- Create emergency preparedness collaborations between public and private actors and civil society.
- Establish an élite training programme.

## INTERNAL EVALUATION OF THE HANAHOLMEN INITIATIVE

- The evaluation collected feedback from the participants at the 2021 pilot workshop
- Strengths: methodology & format, topics for group work, the opportunity to network, new information about the other country's civil preparedness, the expert forum
- Desired improvements: clearer objectives, working on the recommendations, clearer comparison between Sweden & Finland, more in-depth group work



The Hanaholmen Initiative received coverage during the year in traditional and social media alike. The high-level forum trended on twitter on 16 November 2021 and was one of the most popular topics in Hanaholmen's Twitter channel for the year.



# 2021 HANAHOLMEN DEMOCRACY INITIATIVE

**During the year, Hanaholmen arranged a large number of talks with politicians and researchers about the current state and future of democracy.**

The results of the talks included an increased exchange of research between Finland and Sweden and plans for new joint research projects. Such initiatives were taken by the universities of Linköping and Lapland, and by the Finnish and Swedish Defence Universities.

In turn, the researchers participating in Hanaholmen's annual lecture in December received important feedback for the scientific articles to be published in the Nordic Journal of Studies in Educational Policy.

A majority of the democracy talks were broadcast online as part of HanaAcademy, Hanaholmen's research and education policy collaboration. Hybrid talks were held at the Gothenburg

book fair, with the discussions being held both on site and streamed live online.

The democracy talks ended at the beginning of December 2021 with a Nordic Democracy Day, attended by Sweden's former Foreign Minister and EU Commissioner Margot Wallström, and Finland's Minister for Nordic Cooperation Thomas Blomqvist.

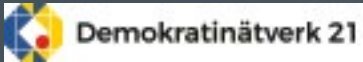
Blomqvist emphasized the importance of the Hanaholmen talks and called for the good work to continue.

His call was seconded by Annika Silva-Leander from the International Institute for Democracy and Electoral Assistance, IDEA, who highlighted current democratic deficits.

"70% of the world's population lives in undemocratic countries or in democracies experiencing serious decline," Leander said.

## 2021 HANAHOLMEN DEMOCRACY TALKS

- Is our democracy threatened by populist rhetoric?
- What happened to the borderless Nordic region?
- Polarization in Sweden and Finland – what does the research say?
  - Hybrid threats, security policy and democracy
  - The importance of diplomacy for democracy
- Schooling and democracy in Sweden and Finland
  - Who can we trust?
- The Nordic region as a refuge for persecuted artists
  - Journalists and freedom of expression in Belarus
- Differences between the democracies of Sweden and Finland
  - Nordic Democracy Day
- Relationship between the autonomy of universities and regional autonomy



Gothenburg democracy talks: Hanaholmen's Janne Wikström, Anna Cokorilo, Tina Räihä and Henrik Huldén hosted several events at the Gothenburg book fair including a conversation about the lack of democracy in Belarus. Also shown in the picture are Kai Mattsson and Lukas Hemnell, who presented the new Hanaholmen cookbook.



Photo: Jenny Blad



# PEPPI PIHLAJANIEMI — GLOBSOL INSPIRED ME TO ENGAGE IN CIVIL SOCIETY

Peppi Pihlajaniemi is one of about twenty 18- to 25-year-olds who participated in the Hanaholmen Globsol programme in 2021.

Globsol (Global Solidarity) is an annual forum where young Swedes and Finns discuss topical future issues.

This year's Globsol focused on biodiversity, what it means and how biodiversity is linked to climate change.

"It was an extremely topical, important issue. I had rather superficial knowledge of the whole issue and had not previously thought about how biodiversity is related to climate change, so it was an eye opener," says Peppi Pihlajaniemi.

*"Globsol got me inspired to apply for the social sciences and get involved and have an impact in the future."*

Among the speakers at Globsol were Emma Sairanen, who represents Finnish young people in the UN biodiversity negotiations, and Swedish Member of Parliament Rebecca Le Moine.

"Globsol was very well arranged and I met interesting people who I hope to be able to keep in touch with in the future. Still, the best thing was how inspired I got about the future – I felt born again afterwards," says Pihlajaniemi.

While Peppi has always had an interest in societal issues, Globsol marked a turning point for her.

"Globsol got me inspired to apply for the social sciences and get involved and have an impact in the future," she says.



## GLOBSOL IN BRIEF

- A forum for young Swedes and Finns
- The name is short for Global Solidarity
  - Annual event
  - Addresses topical societal issues
- Consists of lectures, workshops and discussions
  - The programme is mainly held in English
- Read more and apply at: [hanaholmen.fi/globsol](https://hanaholmen.fi/globsol)

Climate activist Vanessa Nakate gave a lecture at Globsol in 2020. In 2021 she featured on the front cover of Time Magazine.



# SWEDISH NOW — LONG-TERM EFFORTS YIELD CONCRETE RESULTS

**Hanaholmen's network Swedish Now has been working for over ten years to ensure that Finnish-speaking school children have a natural and positive attitude towards the Swedish language.**

**The versatile initiatives include school visits, teacher training courses, development of teaching materials and advocacy towards politicians and other decision-makers.**

## The reform that went wrong

Finnish primary schools were given two extra hours of Swedish tuition in 2016. In practice, the reform meant that the two hours were moved from the upper secondary curriculum to primary school, without the two hours missing at upper secondary school being compensated for.

"Swedish Now thought that the idea of increasing instruction in primary school was excellent, but that it was a mistake to simultaneously reduce the number of hours at upper secondary school. So, before the 2019 parliamentary election, we demanded that two hours of Swedish per week be added to the upper secondary school curriculum as well," says Swedish Now project manager Mikael Hiltunen.

In the autumn of 2021, the Federation of Foreign Language Teachers in Finland (SUKOL) and Swedish Now commissioned a survey among more than 250 Swedish teachers in Finnish-language schools. The survey, conducted by Master of Economics Tero Kurki from the University of Vaasa, painted a clear picture. Nearly 75% of teachers are highly critical of the reform, which they believe has impaired students' knowledge of Swedish.

"The survey showed that there is a great need among teachers to initiate change. Thus we immediately sent the survey, accompanied by a cover letter, to the chairs of the parliamentary groups and to the members of the Parliament education and cultural committee," says Hiltunen.

The letter was signed by Swedish Now delegation chair Paavo Lipponen, and steering group chair Gunvor Kronman.

It didn't take long for something to happen. Page 65 of the Government's new national language strategy states the following: "...the possibility of increasing the hourly teaching resources for the second national language (B1 language) in grades 7–9 is to be investigated."

Mikael Hiltunen is proud and happy that Swedish Now's efforts have had such a concrete effect.

"Here we see how long-term advocacy yields results. Swedish Now has highlighted the shortcomings of Swedish tuition in many different contexts and also backed up its opinions with scientific research. Now the matter has been put on the government's agenda," Hiltunen explains.

*"The survey showed that there is a great need among teachers to initiate change."*

**Mikael Hiltunen**

From left to right: researcher Tero Kurki, Vice Chair of the Federation of Foreign Language Teachers in Finland, Minna Närvä and Swedish Now project manager Mikael Hiltunen.







## TRUE FINN POLITICIAN IIRO SILVANDER: "SWEDISH NOW IS A BRIDGE BUILDER"

On 1 December 2021, Swedish Now hosted a decision-maker meeting in Kerava, located just over 30 km outside Helsinki.

The decision-maker meetings are an important part of Swedish Now's work, a channel for open, outspoken dialogue between Finnish politicians and officials.

The debate in Kerava centred around the city's relationship with Swedes.

"Swedish Now's seminar fulfilled its function as a dialogue opener very well, not least in view of the extensive reforms that are currently underway in social and health care," says First Vice Chairperson of the Kerava city government, Finns Party politician Iiro Silvander, who participated in the lunchtime panel debate.

Silvander's hometown of Kerava is a monolingual Finnish-speaking municipality, but there is a small Swedish-speaking minority in the city, which will be guaranteed Swedish-language services through Kerava's collaboration with the neighbouring city of Vantaa.

"Through its industrial history, Kerava has had strong ties to Swedish and to the people whose first language is Swedish. The city's carpentry factory, which became a Stockmann subsidiary in 1919, had Swedish-speaking roots. The factory has been making furniture for Finnish homes for decades," says Silvander.

First Vice Chairperson of the Kerava City Board, Finns Party politician Iiro Silvander, attended the Swedish Now seminar online.

### Open, honest dialogue

The Finns Party and Swedish Now might appear to be a slightly odd seminar combination.

Swedish Now is working to foster a more positive attitude towards Swedish among Finnish-speaking school children.

The Finns Party has made a reputation for itself as the party in Finland that is most critical of the compulsory teaching of Swedish in schools.

"For us, it is important to have an open and honest dialogue with all parties. We do not exclude anyone in our debates, but welcome all opinions that are presented in an objective way," says Swedish Now project manager Mikael Hiltunen.

According to Silvander, the Swedish language has a stable position in Finland and he sees knowledge of languages as a rich gift that opens up new worlds of experience.

"Swedish now acts as a kind of bridge builder within its own particular sector in Finland," says Silvander.



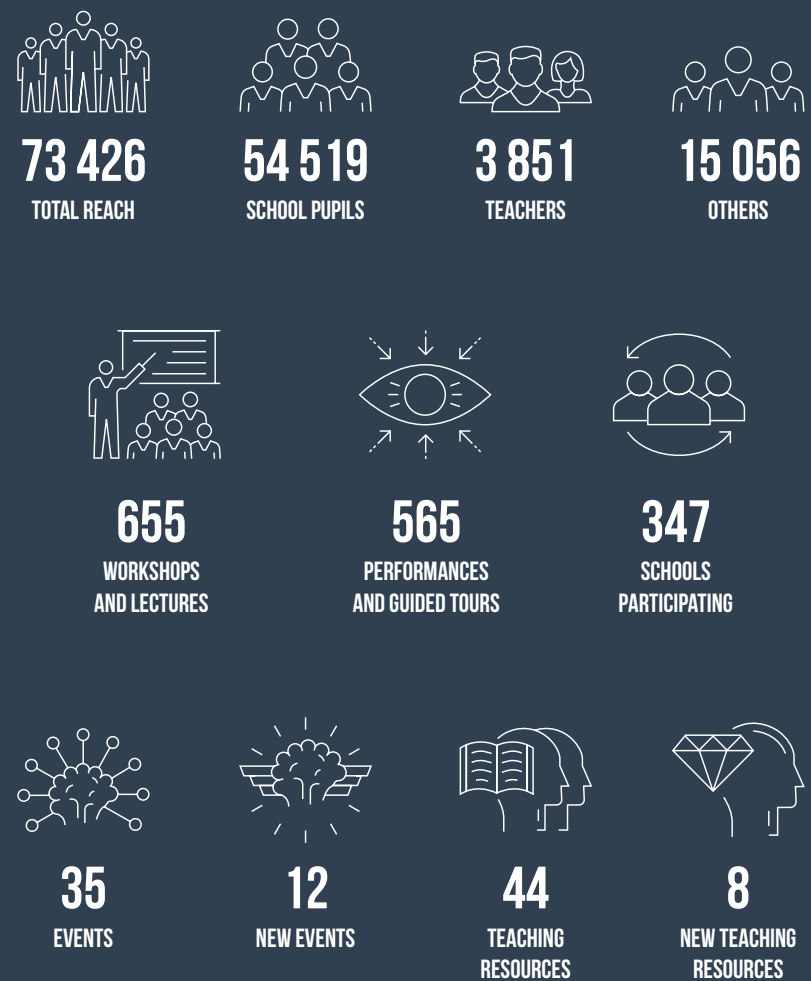


# SWEDISH NOW IN NUMBERS

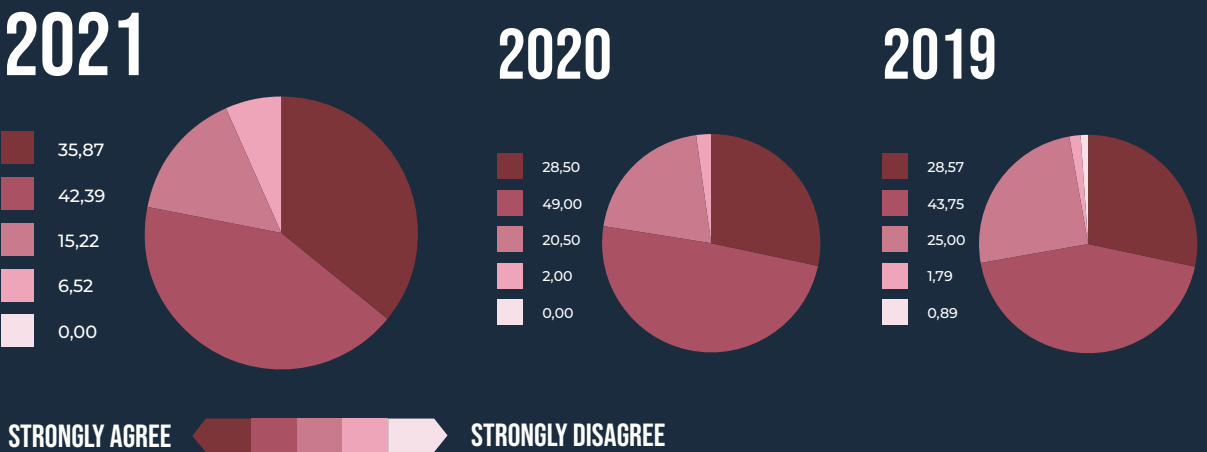
In 2021, Swedish Now reached **54,519** students throughout Finland. The Swedish Now network conducted 655 workshops and lessons, plus 565 performances and guided tours. A total of 347 different schools participated in the programmes, with **3,851** teachers taking part in upskilling courses, webinars and school programmes.

A further **15,056** individuals took part – the majority of whom engaged with Swedish Now via the Oulu Film Festival, although the figure also includes people who participated in the network’s social outreach events.

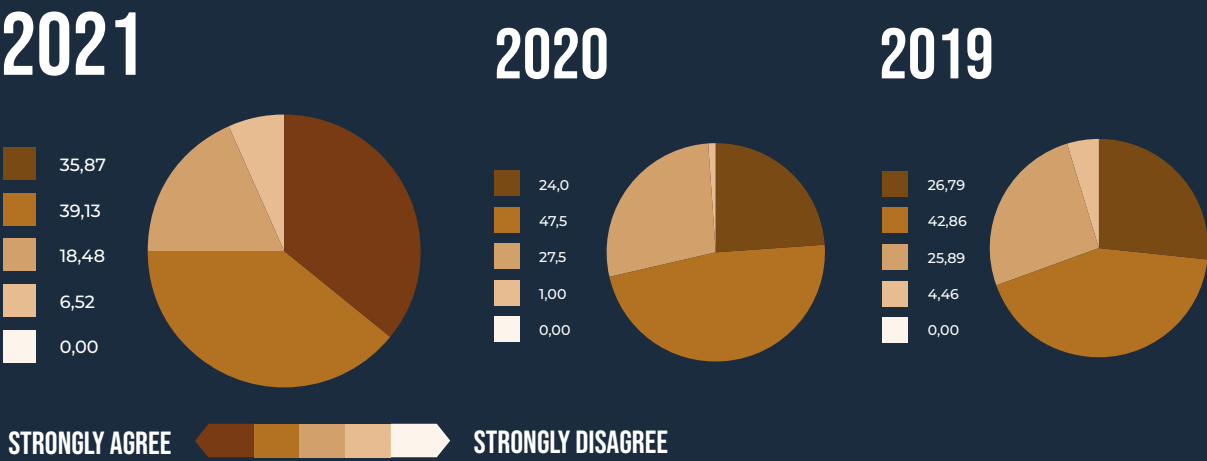
## SWEDISH NOW’S OPERATIONS IN FIGURES IN 2021



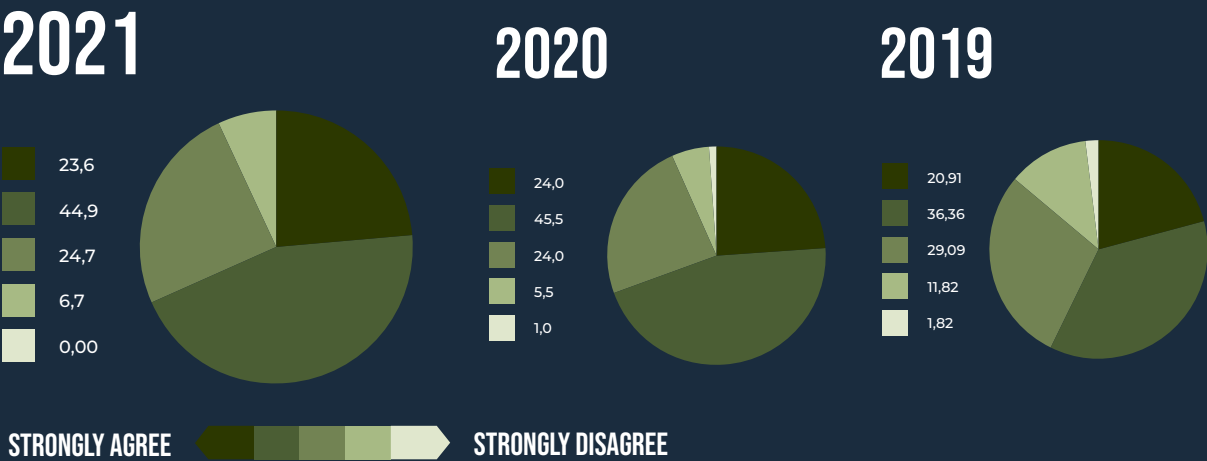
## FOLLOWING THE SVENSKA NU VISIT THE STUDENTS HAVE TAKEN A GREATER INTEREST IN SWEDISH LANGUAGE AND CULTURE



## THE VISIT HAD A POSITIVE EFFECT ON THE STUDENTS’ MOTIVATION



## FOLLOWING THE SVENSKA NU VISIT I HAVE BEEN INSPIRED TO DEVELOP MY TEACHING METHODS





# TEACHER FEEDBACK ABOUT SWEDISH NOW

“Thank you for supporting our work and developing these visits so that they can also be done online.”

“Thank you so much for arranging different events. I really appreciate it, and also want to apply them in the future.”

“We were very happy with the programme. It was both fun and useful. Great variety of lessons for both teachers and students. A visit like this motivates the students to read and use Swedish.”  
(Useful and Positive from the Nordics workshop)

# WHAT STUDENTS SAY ABOUT SWEDISH NOW

“What I loved most was that the guest was a real Swedish speaker, with whom it was possible to make contact.”

“I think the visit to Skansen gave a great boost to virtual studies, and it was nice to hear more Swedish from Sweden. Thank you!”

“This was a great talk, I started to understand my own thoughts better as well as my dreams of moving to Sweden to study law after upper secondary school. I would really like to learn to speak Swedish fluently and understand everything. Thank you, Jasmin, and have a great summer!”

svenska **nu**





# ARTS AND CULTURE AT HANAHOLMEN





Throughout 2021, the COVID-19 pandemic continued to turn the arts scene in Finland and Sweden upside down.

Hanaholmen still managed to organise almost fifty arts events, everything from fine art exhibitions and guided tours to film screenings and major cultural policy conferences.

In February, Hanaholmen participated in the cultural policy convention Folk & Kultur with three online events.

“Folk & Kultur is a relatively new event in Sweden, which has grown into a significant cultural policy meeting discussion forum in just a few years. Hanaholmen has insights and experiences from Finland to offer in the Swedish debate, and vice versa,” says Programme Director Victor Andersson.

Later in the year, on 16 September, Stockholm concert hall Berwaldhallen's classic Baltic Sea Festival was held as a hybrid event at Hanaholmen. A mixed online and live on-site audience followed Foreign Minister Pekka Haavistos and host Erik Blix's talks around the topic rebirth. The discussion ended with a concert by the Swedish Radio Choir, which was broadcast live from Berwaldhallen to a Hanaholmen audience in Espoo.

“Hanaholmen has developed a fine collaboration with Swedish Radio and its historic concert hall, Berwaldhallen. The Baltic Sea Festival unites Sweden, Finland and most other countries through topical talks on current environmental and societal issues. In addition, the Festival offers classical music of the very highest quality,” says Andersson.

In 2021, Hanaholmen also organised exhibitions, films and art workshops. The gallery began the

year with Kaarina Kaikkonen's Life Guidelines and ended with the joint Swedish-Finnish exhibition Länk/Link/Linkki.

In between, during the summer months, the Swedish-Finnish New York artist Tony “Rubin” Sjöman filled the gallery with his graffiti-inspired abstract works of art. Sjöman himself visited Hanaholmen at the end of May and then entertained both employees and the media by spending a week painting a mural straight onto the long wall of the gallery.

The arts year ended with a day of broad cultural policy dialogue at the end of November. Key performing arts and music education players from Sweden and Finland discussed the state of artistic education and the challenges faced during the pandemic by those working in the arts.



*“Artistic freedom is part of democracy,  
and diversity generates quality”*

**Maria Lantz**, Rector, Konstfack University of Arts, Crafts & Design,  
at the Hanaholmen day of arts policy dialogue on 23 November 2021

# ARTS AND CULTURAL EVENTS 2021

- Exhibition: Kaarina Kaikkonen – Life Guidelines
  - Guided tours around The Art Park x11
- What the cultural sector can learn from the COVID-19 period
  - Tony “Rubin” Sjöman – Dome Dossier
    - Stencil Workshop x2
  - Nordic Village X – Helsinki Photo Festival
  - Nordic Seminar – Helsinki Photo Festival
    - Nordic film of the month – Children
  - Seminar – Perspective on a work of art
- Baltic Sea Festival – concert and talks at Hanaholmen
  - Creating on Saturday x4
- Nordic film of the month – Another Round
- Arts tour – shooting stars at Hanaholmen
  - Arts tour – loop tour & art quiz
  - Dance performance – Housefly, firefly
- Nordic film of the month – About Endlessness
- Meet the artist and presentation of the exhibition Länk/Link/Linkki
  - Nordic film of the month – Tove
- Create, sing, play – webinar on the future of hobby music
- Folk & Kultur 2021 – Should doctors be prescribing art
  - People & Culture 2021 – Art & history in 3D
- Folk & Kultur 2021 – Amateurs and professionals in the music industry
  - Public art consultancy in the Nordic countries
- Gothenburg Book Fair: Nordic Cuisine from the Hanaholmen kitchen
  - Cook-along & book presentation at the Turku Food and Wine Fair
    - Björn Wahlroos discussing his memoirs
  - Helsinki Book Fair x2: Cook-along & conversation in Finnish about the Hanaholmen cookbook
  - Helsinki Book Fair: conversations in Swedish about fish in the water and on our plates
    - Day of cultural policy dialogue
- Book stream – Finland-Swedish cookbooks do not grow on trees





Veera Tamminen, Installation




Helsinki Photo Festival



Kaarina Kaikkonen





Maria Sandstig and Virpi Vesanen-Laukkanen:  
“Art is art, regardless of what country  
you come from”

## LÄNK — LINK — LINKKI

- Joint exhibition of 15 Swedish and Finnish artists
- Presented in the Hanaholmen Gallery from 9 September 2021 to 30 January 2022
- Aim: to create new networks between artists active in the visual arts industry
- Included a seminar on artwork as a concept
- Organisers: Hanaholmen, in collaboration with Konstnärerna O [The Artists O] and Fiber Art Sweden

## LÄNK - LINK — LINKKI GATHERED WORKS BY 15 SWEDISH AND FINNISH ARTISTS IN THE GALLERY

Maria Sandstig and Virpi Vesanen-Laukkanen are in an excellent mood when we meet in the Gallery.

Although the pandemic disrupted the schedule and some of the more grandiose ideas had to be scrapped along the way, both are very happy with the exhibition they see in front of them.

“It turned out to be a surprisingly good exhibition. Unfortunately, we were not able to be meet in person, obviously, but we adapted to the prevailing circumstances and had contact via telephone, Zoom and e-mail,” says Sandstig.

The joint exhibition Länk – Link – Linkki got off to an ambitious start. 15 Swedish and Finnish artists jointly created an exhibition, which would not only showcase the artists’ individual styles, but also merge into a cohesive thematic whole.

“It was inspiring to work with a fellow artist. Even though we created our own works, I was always aware of Maria’s and the other group members’ thoughts and working methods,” says Vesanen-Laukkanen.

Although Virpi’s and Maria’s works are very different in form, there are certain similarities. Both have used threads in their work – Maria of old fishing lines, Virpi of recycled polyester threads.

In shape, Virpi’s work is reminiscent of beautiful, colourful cushions, while Maria’s creation is like a soft and shimmering, slightly floating fabric.

“For me, the threads symbolise many different things. You can see it as links to the past, a kind of web of memories, a reminder that you can carry things from previous generations with you,” says Sandstig.

Virpi Vesanen-Laukkanen was inspired by Hanaholmen’s own artworks.

“I was overjoyed when I saw where my works would be placed. I like Kauko Räsänen’s doors at the main entrance and also Stig Fredriksson’s Sollek [Sun Game] with its round, colourful balls. All of that served as inspiration for my own works, for their colour and shape,” says Vesanen-Laukkanen.

Encouraged by the successful collaboration at Hanaholmen, Maria, Virpi and their Swedish and Finnish colleagues are already looking forward to the next joint project.

“We envisage that the next exhibition will take place in Stockholm in 2023, but the exact timeframe is still to be decided. In any case, it is clear that we want to continue this collaboration, we absolutely do,” says Sandstig.



## FEEDBACK FROM OUR VISITORS, 2021

*"In my profession, you only rarely get an opportunity to be part of something genuinely fascinating, but that has just happened... The moderators and the researcher were good, and the ministers themselves were enthusiastic and seemed to be having a great time."*

Feedback on the foreign policy forum **Hanalys**



Krista Mikkonen



Ann Linde



Ine Eriksen  
Søreide



Jeppe Kofod



Guðlaugur Þór  
Þórðarson

## HANALYS 2021

Five perspectives on the climate change

*"A heartfelt thank you for your extremely interesting event! One of the best, considering everything we have ahead of us in the future!"*

Feedback on the business conference **Future Forum**

*"Increased my knowledge of international trade organisations' current behaviour."*

Feedback on the seminar **UK, Sweden & Finland – free trading partners**

*"Taught me more about digitalisation."*

Feedback on the seminar **Digitalisation and competition in Sweden and Finland**

*"I really appreciate your conferences, which are very well organised, with interesting content."*

Feedback on **Swedish Now's** Nordic language conference

*"As a journalist, it is important to understand how the health care reform is progressing."*

Feedback on **Swedish Now's** decision-maker meeting in Kerava

*"I learned new things about the Åland economy."*

Feedback on the seminar **The unique island nation of Åland**





# **HANAHOLMEN CONFERENCE HOTEL**



# HANAHOLMEN HOTEL REACHES NEW VISITORS

Hanaholmen's hotel operations had an exciting year in 2021.

While the COVID-19 pandemic kept leaving seminar guests having to take a wait-and-see attitude, non-corporate customers discovered the hotel set in stunning natural surroundings instead.

"It has been fun to observe how private individuals, non-corporate guests, have become interested in Hanaholmen as a destination. We made conscious efforts to reach that customer segment, and the visitor numbers show that we have succeeded," says Hanaholmen Hotel Director Kai Mattsson.

Private individuals had a major impact on the hotel and restaurant's finances in 2021 after the setbacks due to seminar customers not attending.

"Those large seminar groups have always been a significant source of income for our hotel operations, and even though meeting bookings increased in 2021, we have not reached the level we were seeing before the pandemic struck. That loss has to some extent been compensated by private individuals," says Mattsson.

Mattsson praises his employees who have maintained a top-notch level of service despite all the uncertainty caused by the pandemic.

"The hotel's occupancy rate was about 80% during the summer, which by all measures is exceptional," says Mattsson.

What is it then that has made individual hotel guests now discover Hanaholmen?

"We have gained a lot of visibility in social media through collaborations with various companies and influencers. In addition, many of our guests have posted spontaneous, positive comments after their visits. The hotel and restaurant have also received exceptionally high coverage in the media, not least in major newspapers such as Helsingin Sanomat, which published a number of positive articles about Hanaholmen during the year," says Mattsson.



Photo: Robert Lindström & Bella Table



# HANAHOLMEN HOTEL IN THE MEDIA 2021

- Helsingin Sanomat (HS): “HS compared Helsinki’s most interesting staycation hotels.”
- HS: “Almost like a holiday abroad at home in Helsinki”
- HS: “In investor demand...” Interview with CEO Gunvor Kronman
- HS: “I am completely in my own world.” Interview with Hanaholmen fisherman Christer Hackman
- Iltalehti: “Five Finnish hotels offering excellent breakfast”
- ET-lehti (seven-page spread): “Hanaholmen Hotel offers magnificent time travel back to the ‘70s”
- HS: “New restrictions are making the situation increasingly difficult for Helsinki restaurants”

## CUSTOMER SATISFACTION, HANAHOLMEN HOTEL AND RESTAURANT PLATS

Booking.com (1-10) 9,2  
Hotels.com (1-10) 9,4  
Tableonline (1-5) 4,48  
Tripadvisor (1-5) 4,5  
Facebook (1-5) 5  
Google My Business (1-5) 4,3

Booking.com  
Traveller Review Awards 2021

9,2

Hotel Hanasaari



# HANAHOLMEN'S COOKBOOK IS A SUCCESS







*“The best three-course meal this spring”*

It is a very satisfied Executive Chef Lukas Hemnell who meets us in the restaurant PLATS to talk about the success of his and Hanaholmen's first cookbook, *Nordisk gastronomi från Hanaholmens kök* [Nordic Cuisine from the Hanaholmen kitchen].

During the year, Lukas Hemnell travelled nationwide to talk about the book and the Nordic food philosophy that characterises his workplace.

“It has been an intense year in many ways. We have had a full house in the restaurant while also doing regular PR for the cookbook, both in Sweden and in Finland,” says Hemnell.

At the Gothenburg book fair, Lukas cooked live with the famous Swedish food writer and chef Alexandra Zazzi.

At the Turku and Helsinki book fairs, he and cookbook author Tara Junker created beautiful dishes together. In Turku, he also spoke live with photographer Robert Lindström and publishing house Teos' PR Manager Hannele Jyrkkä.

The year ended with the digital book fair Bokström [Book Stream], where Hemnell met with the journalists and cookbook authors Nina Weckström and Daniela Andersson to discuss both cookbooks in general and Swedish-language Finnish cookbooks in particular.

“After all the work we put into the book, it has been fun to get such a positive response to it, both in Sweden and in Finland,” says Hemnell.

Hemnell mentions the major daily newspaper Svenska Dagbladet, which under the heading “The best three-course meal this spring” did an entire spread featuring the book's recipes.

The success in Sweden continued when the book won the category Nordic Culinary Publication in the Måltidsakademien [Academy of Food Science] competition 2021 Swedish-language Culinary Publication of the Year.

In Finland, newspapers such as Suomen Kuvalehti, Hufvudstadsbladet, Sydän, Österbottens Tidning and Åbo Underrättelser have covered the book in positive terms.





All photographs in the cookbook were taken by Robert Lindström, who documented the restaurant's work across all four seasons.

2021 Swedish-language Culinary  
Publication of the Year –  
Nordic meal literature

Måltidsakademien  
research foundation

"The new cookbook featuring  
Hanaholmen's famous chef Lukas  
Hemnell is delectable in both  
senses of the word"

God Tid



The cookbook Restaurant PLATS – Nordic Cuisine from the Hanaholmen Kitchen was created by journalist Nina Weckström and Executive Chef Lukas Hemnell in collaboration with photographer Robert Lindström.

"Beautiful and  
mouth-watering"

Österbottens Tidning





# DIPLOM

DELDELAS I KATEGORIN: NORDISK MÅLTIDSLITTERATUR

**Nina Weckström (text)**

MEDEFÖRFATTARE

**Lucas Hemnell (recept)**

FÖR BOKEN

*Restaurang Plats : nordisk gastronomi  
från Hanaholmens kök*

FÖRLAG

**Förlaget M**

FOTO/ILLUSTRÄTOR

**Robert Lindström**

JURYNS MOTIVERING: De nordiska smakerna inspirerar och uppmuntrar till att testa nya kombinationer av de lokala, närodlade och hållbara råvarorna. På restaurang Plats finns en genuin gemenskap och kunskap om mat, smak och kvalitet som skiner över sidorna.

*Carl Jan Grankvist*  
CARL JAN GRANKVIST  
Professor i Matkunskap, Stavanger  
Måltidsakademien

  
Måltidsakademien

*Christina Möller*  
CHRISTINA MÖLLER  
Ordförande, Måltidsakademiens  
biblioteksstiftelses jury

Swedish food writer and show host  
Alexandra Zazzi cooking with Lukas  
Hemnell live at the Gothenburg book fair.  
Photos: Jenny Blad.









# THE FOUR NORDIC FOUNDATIONS



# SWEDISH-FINNISH CULTURAL FOUNDATION

Hanaholmen is supervised and funded by the Swedish-Finnish Cultural Foundation. In practice, this means that the foundation not only sets the guidelines for Hanaholmen’s work, but also provides a substantial part of its event funding.

The difference between the two is that Hanaholmen is the service provider – the party predominantly planning and executing various projects and events – while the Foundation is the contracting body, appointing all the members of Hanaholmen’s executive board except the chairperson, and distributing grants and scholarships in both Sweden and Finland as well.

“On a practical level, it is the spending of the return on capital and the distribution of grants and scholarships that distinguishes the Foundation’s work from Hanaholmen’s. In all other

aspects, the Foundation and Hanaholmen work together in close partnership, with the aim of strengthening cooperation between Finland and Sweden in as many areas of society as possible,” says the Swedish National Director of the Swedish-Finnish Cultural Foundation, Mats Wallenius.

Wallenius mentions the emergency preparedness program Hanaholmen Initiative as a good example of how the Foundation and Hanaholmen work.

“Here, the Foundation was involved in the brainstorming stage and in the financing, while Hanaholmen was responsible for the detail-planning and the implementation of the programme. It’s probably fairly typical of its division of responsibilities,” says Wallenius.



Board of the Foundation, from left to right: Veronika Honkasalo, Lauri Heikkilä, Anneli Jäätteenmäki, Chris Heister, Ola Kellgren, Jarmo Lainio, Mats Wallenius (Foundation director, Sweden), Stefan Wallin, Johan Kvarnström, Gunvor Kronman (Foundation director, Finland), Martin Hårdstedt. Absent: Annika Hirvonen, Outi Alanko-Kahiluoto and Emilia Töyrä.

## THE SWEDISH-FINNISH CULTURAL FOUNDATION IN A NUTSHELL

- Established in 1960 pursuant to a decision by the Swedish and Finnish governments
- Hanaholmen´s principal
- Appoints nine of ten of Hanaholmen's executive board members. The chairperson is appointed by the Finnish Ministry of Education and Culture
- Runs a wide range of events and projects under the auspices of Hanaholmen
- Awards grants and scholarships
- Initiator of the Tandem Forest Values research programme, Sweden's official gift for Finland's 100-year anniversary
- Initiator of Tandem Leadership – a program for young leaders in Sweden and Finland
- One of the founders of the Finnish Institute in Stockholm. Represented on the board of the Finnish Institute

## SWEDISH-FINNISH CULTURAL FOUNDATION — 2021 BOARD

The board of the Swedish-Finnish Cultural Foundation 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 2021 the board was chaired by Anneli Jäätteenmäki, LLM.

**Finnish board members:** Anneli Jäätteenmäki, LLM (chair), Senior Advisor Stefan Wallin, Member of Parliament Johan Kvarnström. Deputies: Member of Parliament Veronika Honkasalo, Member of Parliament Outi Alanko-Kahiluoto, Dr. Lauri Heikkilä Ph.D.

**Swedish board members:** Chris Heister, former regional governor (chair), Professor Jarmo Lainio, Member of Parliament Annika Hirvonen. Deputies: Professor Martin Hårdstedt, Director Ola Kellgren, Member of Parliament Emilia Töyrä.



# TANDEM FOREST VALUES – FROM 100-YEAR ANNIVERSARY GIFT TO PERMANENT COLLABORATION

Although it is mainly Hanaholmen that implements the various Swedish-Finnish programmes, there are a number of projects that the Foundation realises on its own, in collaboration with other external partners.

One such project is the bilateral forestry research programme Tandem Forest Values.

Tandem Forest Values was originally a gift from Sweden to Finland as part of Finland’s 100-year anniversary in 2017. The Swedish-Finnish Cultural Foundation initiated the gift, which at the time totalled SEK 24 million. The funding was awarded for joint forestry research and involved twelve two-year positions for Swedish and Finnish researchers.

After the first round, the programme has grown and a further two rounds of grants have been awarded to a total value of SEK 94 million, which have been set aside for bilateral forestry

research. The funding is now evenly distributed between the Formas Research Council in Sweden and the Academy of Finland.

The Finnish Minister for Nordic Cooperation and Equality, Thomas Blomqvist, praised the programme when the third call for proposals was presented on 25 October 2021.

“Sweden really managed to find the perfect gift for Finland’s centenary. The cooperation between our countries, and Nordic cooperation in general, are hugely important, and Tandem Forest Values has already strengthened that cooperation and created opportunities to further improve it in the future,” Minister Blomqvist said.

## EXTERNAL AUDIT

An external audit of the forestry research project was published in March 2021. According to [management consulting firm] Analysys Mason, who conducted the audit, it is clear that everyone involved was very satisfied with the programme, which delivered as expected.

The audit also shows that there are clear benefits to the bilateral approach, and that continuing the forestry research collaboration between Sweden and Finland is of immense value.

“In summary, Tandem Forest Values has made a new and significant contribution to the cooperation between Sweden and Finland. Because, despite the fact we are united by our forests, there has not previously been as much forestry research collaboration as one might think,” states the Foundation’s Swedish national chair Chris Heister, who also chairs the programme committee.

The committee will be discontinued in the summer of 2022.

“By then it will have been five years since we started Tandem Forest Values, and the idea from the very beginning was that the countries’ research bodies would eventually take over responsibility for the programme. It is our hope that that will happen,” says Heister.

## TANDEM FOREST VALUES

- A gift from Sweden when Finland celebrated 100 years of independence in 2017
- A bilateral forestry research project, initiated by the Swedish-Finnish Cultural Foundation
  - Three rounds of research scholarship grants totalling SEK 94 million
- Administered by the Research Council Formas in Sweden and the Academy of Finland
  - The working committee is chaired by the chairman of the Swedish-Finnish Cultural Foundation, Chris Heister
  - Tandem Forest Values will end on 1 June 2022

## TANDEM FOREST VALUES – ADVISORY COMMITTEE

- Chris Heister, Swedish-Finnish Cultural Foundation (chair)
  - Ulrika Jakobsson, Academy of Finland
  - Alice Kempe, The Kempe Foundations
  - Karin Perhans, Formas Research Council
- Anders Portin, Special Advisor, Ministry of Justice & Nordic Cooperation
  - Liisa Saarenmaa, Ministry of Agriculture and Forestry
- Niklas von Weymarn, Metsä Spring [forestry innovation company]

### Observers

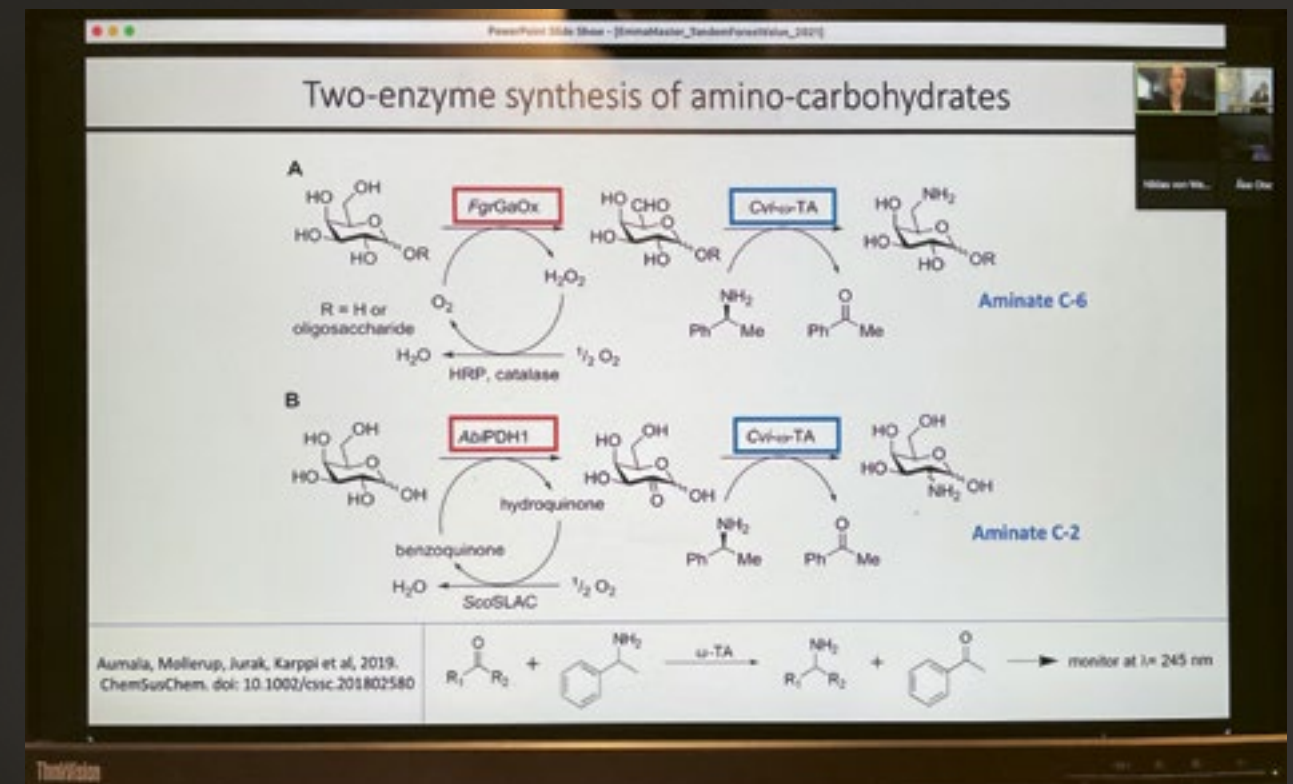
- Eva Pettersson, Royal Swedish Academy of Forestry and Agriculture
- Mats Wallenius, Swedish-Finnish Cultural Foundation

In the spring of 2021, the consultancy firm Analysys Mason presented its audit of Tandem Forest Value’s 1st and 2nd programme cycles. According to the report, Tandem Forest Values delivers well in terms of expected results and identified target.





HM King Carl XVI Gustaf gave an introductory speech at the Tandem Forest Value introductory seminar in October 2017. ©Royal Academy of Agriculture and Forestry. Photos: Erik Cronberg.



The goals of Tandem Forest Values include promoting the development of new bio-based economy products. Photo: Mats Wallenius.



Ministers of Agriculture Sven-Erik Bucht and Jari Leppä meeting at Hanaholmen on 18 April 2018. The conference was a continuation of the Tandem Forest Values programme.

*“TFV is connecting Finnish and Swedish actors in ways that have not existed before”*

*“The programme has been a door opener”*

*“This type of funding is needed and appreciated”*



# THE NORDIC FOUNDATIONS ARE HELPING INCREASE INTEREST IN BILATERAL COOPERATION

In addition to the Swedish-Finnish Cultural Foundation, which is the largest bilateral fund in the Nordic region, Hanaholmen administers three other Nordic foundations: The Finnish-Norwegian Cultural Foundation, the Finnish-Danish Cultural Foundation, and the Icelandic-Finnish Cultural Foundation.

All the Nordic foundations have been set up to stimulate bilateral activity and to support the

close societal and cultural ties between the countries.

The foundations offer funding for activities and travel scholarships to raise the profile of the respective partner countries. The foundations also fund their own projects run in collaboration with Hanaholmen.

## FINNISH-NORWEGIAN CULTURAL FOUNDATION 2021

- Distributed scholarships of EUR **35 310** to **35** applicants for the second half of 2021 and the first half of 2022
- Continued its investment in the Arctic Lead leadership program, which aims to strengthen contacts between Finland and Norway
- Appointed a new board for the Finnish-Norwegian Cultural Institute in Oslo. The foundation is the non-profit principal funder of the institute and supports its activities through project grants.

## FINNISH-NORWEGIAN CULTURAL FOUNDATION BOARD 2021 TO 2023

**Finland:** Specialist advisor Eero Hokkanen (chairperson), Rector Teemu Kokko and Institute Director Tove Ekman. Deputies: business consultant Torfinn Slåen, PR manager Anniina Korpela and Head of exhibitions Jan Förster.

**Norway:** Secretary-General Espen Stedje (chairperson), first assistant professor Ánde Somby and Program Director Ingvild Meland. Deputies: curator Ingrid Valan, manager Ulla-Stina Wiland and general manager Petter Morken.

Maria Kauko was one of the participants in the first edition of the Arctic Lead leadership program.







Jan-Erik Enestam is chairing the new board of the Danish-Finnish Cultural Foundation. "I believe that the Finnish-Danish foundation will benefit from the work of one joint board," he says.

## FINNISH-DANISH CULTURAL FOUNDATION

The Finnish-Danish Cultural Foundation was previously active in two countries, with two different boards.

Following a joint government decision in 2021, the foundation will henceforth only have one joint board with four members from Finland and three from Denmark.

"Leading the board's activities throughout this process of administrative change feels challenging and rewarding. I have a lot of experience of leading similar development projects and I believe that the Finnish-Danish foundation will benefit from the work of one joint board," says Jan-Erik Enestam, board chairperson.

Enestam is also pleased that the foundation received such a large number of scholarship applications despite the ongoing COVID-19 pandemic.

The total number of applications was 85; the board distributed a total of EUR 58,150 to 38 applicants from Finland and Denmark for the second half of 2021 and the first half of 2022.

"It shows that there is a great interest in a mutual exchange of know-how and experience," says Enestam.

The Finnish-Danish Cultural Foundation was established in 1982 to promote contact and cultural exchange between Finland and Denmark. The foundation annually awards grants to individuals, organisations and associations for various social and cultural projects.

## NEW BOARD 2021-2023

Finland is represented on the new board of the foundation by Minister Jan-Erik Enestam (chair), Head of Communications Mary Gestrin, Head of Division Veikko Kunnas and author Anni Ylävaara, better known as Rosa Liksom.

Denmark is represented on the board by the Vice Chairman, the leading thinker, musician and director Christian Have by author and poet Martin Glaz Serup, and by PR Manager Maja Panduro.





# 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.**

In 2021, the Board received 49 scholarship applications from Iceland and Finland, distributing 25 grants totalling EUR 23,100. The grants were awarded for the second half of 2021 and the first half of 2022.

## THE ICELANDIC-FINNISH CULTURAL FOUNDATION — 2021 BOARD

The board of the Icelandic-Finnish Cultural Foundation consists of City Mayor Pekka Timonen (chairperson), university lecturer Sari Päivärinne, Senior Advisor/Deputy Director Áslaug Dóra Eyrjofsdóttir and architect Málfríður Krístjánsdóttir. Deputies: Conductor Petri Sakari and senior adviser Baldur Þórir Guðmundsson



# HANAHOLMEN MANAGEMENT





# HANAHOLMEN MANAGEMENT



Day-to-day operations at Hanaholmen and its bilateral foundations are managed by Chief Executive Officer **Gunvor Kronman**.



Hotel Director **Kai Mattsson** has operational responsibility for all of Hanaholmen's hotel, conference and restaurant activities.

The Hanaholmen management team, from left to right: PR Director **Håkan Forsgård**, CEO **Gunvor Kronman**, Administrative Director **Satumari Hagelberg**, Finance Director **Agneta Roine**, Hotel Director **Kai Mattsson** and Programme Director **Victor Andersson**.



# HANAHOLMEN EXECUTIVE BOARD

The Hanaholmen executive board has overall responsibility for all Hanaholmen activities and operations. The executive board consists of five members from Finland and five from Sweden. The chair is appointed by the Finnish Ministry of Education and Culture, while the other nine members are appointed by the Swedish-Finnish Cultural Foundation. The executive board is chaired by **Kimmo Sasi, LLM**.



2021 Hanaholmen executive board, from left to right: Operations Manager **Ida Karlberg Gidlund**; former Governor **Elisabeth Nilsson**; Partner **Hanna-Mari Manninen**; Ambassador **Maimo Henriksson**; **Kimmo Sasi, LLM**; Partner **Kari Heinistö**; Member of Parliament **Hans Wallmark**, and CEO **John Brattmyhr**. Absent: **Niklas Nordström** and University Rector **Jari Niemelä**.

## NEW EXECUTIVE BOARD FOR 2022 TO 2024

At the end of 2021, a new executive board was appointed for the period 2022 to 2024. The Finnish Ministry of Education and Culture showed its continued confidence in Kimmo Sasi, LLM, as chairperson. Seven members of the board will be new.

### FROM FINLAND:

- **Kimmo Sasi, LLM** (chair)
- University Dean **Timo Korkeamäki** (new member)
- Member of Parliament **Hanna Kosonen** (new member)
- Assistant Professor **Johan Strang** (new member)
- Ambassador **Helena Tuuri** (new member)

### FROM SWEDEN:

- CEO **John Brattmyhr**
- Member of Parliament **Pål Jonson** (new member)
- Former Governor **Elisabeth Nilsson**
- Municipal Councillor **Claes Nordmark** (new member)
- University Rector **Astrid Söderbergh Widding** (new member)



A scenic view of a park at sunset. A wide, paved path made of cobblestones leads from the bottom right towards the center of the image. To the left of the path is a grassy area with several trees, some of which have yellowing leaves, indicating autumn. In the background, a calm lake reflects the warm, golden light of the setting sun. The sky is a mix of blue and orange. The overall atmosphere is peaceful and serene.

# PROJECTS AND EVENTS IN 2021



# HANAHOLMEN'S MULTI-YEAR PROJECTS

## BUSINESS AND SOCIETY

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

## LANGUAGE AND EDUCATION

- Further training for teachers
- Nordic Pearls – Pearl courses
- Swedish Now

## TERTIARY EDUCATION AND RESEARCH

- HanaAcademy
- Sustainable Cities in the Nordic-Baltic Region



HANAHOLMEN

## ART AND CULTURE

- Children's Book Day
- Nordic Nights
- The Art Park

# EVENTS AT HANAHOLMEN 2021

## Business and society

- Swedish-Finnish political dialogue: Baylan & Lintilä
- Future Forum: Is there enough electricity?
- Swedish-Finnish political dialogue: Haavisto & Linde
- Democracy network 2021
- Hanalys 2021
- The new Africa-EU partnership and the role of Sweden and Finland
- Future Forum: Sustainability as an opportunity
- UK, Sweden & Finland: free trading partners
- Arctic Lead, module #2
- The unique island nation of Åland
- What happened to the borderless Nordic region?
- Digitalisation and competition in Finland and Sweden
- The Almedalen Week How can Sweden and Finland deepen their civil emergency preparedness cooperation?
- The Almedalen Week Nordic teacher training cooperation – Finnish teacher education on Swedish campus
- The Almedalen Week Differences between the democracies of Sweden and Finland – case study: local elections
- The Almedalen Week In-depth defence co-operation between Sweden and Finland in a new geopolitical environment
- Do closed borders really mean that the Nordic region is integrated?
- Has online education come to stay?
- Björn Wahlroos discussing his memoirs
- Nordic perspectives on self-government: Åland, Greenland and the Faroe Islands
- The Nordic Culinary Manifesto – dialogue on sustainable food systems in the Nordic region
- Food education in schools, homes and within various organisations
- When the crisis comes: How can Sweden and Finland deepen their civil emergency preparedness cooperation?
- A moment with the sea – Communicating your concern for the Baltic Sea
- Nordic language conference
- Finland's women's organisations – 110th anniversary
- Gothenburg Book Fair: The EU and climate change
- Talks on the humanitarian and security situation in Afghanistan
- Nordic Diversity Forum
- Tandem Leadership – Module 1
- Tandem leadership – Module 2
- Finnish-Swedish meeting day for political employees
- Tandem Forest Values – What have we learned?
- Crossroads of the parties x2
- Globsol
- Nordic cooperation after the pandemic
- Hanaholmen Initiative – meet & greet
- Hanaholmen Initiative – Module 1
- Hanaholmen Initiative – Module 2, diploma ceremony
- The Hanaholmen Initiative Summit
- Hanating 2021
- Nordic Democracy Day



## Language and education

- Ideas for teaching Swedish
- Ideas for language teaching in primary school
- Educational escape rooms
- Presentation on Swedish Now and the language immersion materials for Swedish as a foreign language teaching students at the University of Helsinki
- Minustako opettaja? [Am I a teacher?] Lecture for students at the University of Helsinki
- Presentation at the teacher training programme in Haderslev in South-West Denmark
- Introduction to online tandem learning
- Language conservation day 2021
- Course on Åland for Swedish teachers
- Northern languages – autumn course
- Introduction to language immersion
- Introduction to Finnishness for our fellow Nordics – a course on the languages and culture of Finland
- Språklyftet [language course] 2021
- Sustainability in the school of the future
- Sweden package 2021
- Refresh your Swedish skills in Rovaniemi
- Refresh your Swedish skills in Kuopio
- Bilingualism and changes in social welfare and healthcare
- Performing arts methods in language teaching – workshop
- Performing arts methods in language teaching – webinar

## Tertiary education and research

- Upskilling seminars for language immersion teachers
- Sustainable cities in the Nordic-Baltic region 2021
- Sustainability in the school of the future, part 2
- Sustainability in the school of the future, part 3
- Is our democracy threatened by populist rhetoric?
- Polarisation in Sweden and Finland – what does the research say?
- Hybrid threats, security policy and democracy
- The importance of diplomacy for democracy
- Nordic teacher training cooperation – Finnish teacher education on Swedish campus
- Conference of Nordic-Baltic Rectors 2021
- Schooling and democracy in Sweden and Finland
- Who can we trust?
- The Nordic region as a refuge for persecuted artists
- Differences between the democracies of Sweden and Finland
- Nordic Democracy Day
- Relationship between the autonomy of universities and regional autonomy
- Journalists and freedom of expression in Belarus
- Gothenburg Book Fair: Schooling and democracy in Sweden and Finland
- Gothenburg Book Fair: Scandinavian bridges
- Gothenburg Book Fair: Knowledge of sustainability in teacher training
- Gothenburg Book Fair: The Nordic region as a refuge for persecuted artists
- Growing up without freedom: case study Belarus
- Climate anxiety & environmental jitters – webinar on environment-related emotions
- Informal learning and the future: The connection between knowledge, utopias and dystopias
- Annual Hanaholmen Lecture – Relationship between the autonomy of universities and regional autonomy



Kauko Räsänen,  
Bird girl, 1993

## Art, film and culture

- Exhibition: Kaarina Kaikkonen – Life Guidelines
- Guided tours around The Art Park x11
- What the cultural sector can learn from the COVID-19 period
- Tony “Rubin” Sjöman – Dome Dossier
- Stencil Workshop x2
- Nordic Village X – Helsinki Photo Festival
- Nordic Seminar – Helsinki Photo Festival
- Nordic film of the month – Children
- Seminar – Perspective on a work of art
- Baltic Sea Festival – concert and talks at Hanaholmen
- Creating on Saturday x4
- Nordic film of the month – Another Round
- Arts tour – shooting stars at Hanaholmen
- Arts tour – loop tour & art quiz
- Dance performance – Housefly, firefly
- Nordic film of the month – About Endlessness
- Meet the artist and presentation of the exhibition Länk/Link/Linkki
- Nordic film of the month – Tove
- Create, sing, play – webinar on the future of hobby music
- Folk & Kultur 2021 – Should doctors be prescribing art
- People & Culture 2021 – Art & history in 3D
- Folk & Kultur 2021 – Amateurs and professionals in the music industry
- Public art consultancy in the Nordic countries
- Gothenburg Book Fair: Nordic Cuisine from the Hanaholmen kitchen
- Cook-along & book presentation at the Turku Food and Wine Fair
- Helsinki Book Fair x2: Cook-along & conversation in Finnish about the Hanaholmen cookbook
- Helsinki Book Fair: conversations in Swedish about fish in the water and on our plates
- Day of cultural policy dialogue
- Book stream – Finland-Swedish cookbooks do not grow on trees





## AFTERWORD

In close partnership with the Swedish-Finnish Cultural Foundation, Hanaholmen managed to host 140 highly topical cultural and social policy programs in 2021, despite the ongoing COVID pandemic.

All the events took as their point of departure Hanaholmen's mission to foster a multifaceted cooperation between Finland and Sweden.

All the programs also sought to engage both Swedish and Finnish participants – leading thinkers, politicians, experts and artists – who made important contributions to the bilateral and Nordic public debate either on site or online.

Of the projects and events arranged during the year, few have characterised operations as much as the new Finnish-Swedish crisis preparedness programme the Hanaholmen Initiative.

The civil preparedness course is not only new, and unique to Swedish-Finnish circumstances. Hanaholmen employees had no previous experience of societal crisis preparedness issues, so they got the chance to devote a lot of time and energy to immersing themselves in the subject.

The Swedish Defence University led the training programme in collaboration with the Finnish Security Committee. It guaranteed high-quality training for the twenty Finnish and Swedish crisis preparedness experts taking part. In his greeting to the course participants, Finnish President Sauli Niinistö called the Hanaholmen Initiative “a valuable step in the right direction towards developing Sweden's and Finland's civil preparedness.”

Sweden's newly elected Prime Minister Magdalena Andersson made similar comments when she visited Finland in early December 2021. Andersson said that there were good opportunities to develop the cooperation around civil emergencies as well, and that the Hanaholmen initiative can strengthen Sweden's and Finland's crisis preparedness capacities in addition to the purely military cooperation.

The impact of the Hanaholmen Initiative is already apparent. Hanaholmen has succeeded in establishing a new cross-border civil preparedness cooperation between Finland and Sweden, which has been very well received by experts and politicians alike, and which will be continuing, with a new course to be held in 2022.

In addition, the programme has created ripple effects in industries such as food supply; industry representatives have already expressed the aim to hold a new Finnish-Swedish industry meeting inspired by the Hanaholmen Initiative.





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