

Finnish Culture Promotes Well-being

- Tomlin, Amanda. "How Big Is Finland?" *Routes North*, 25 Jan. 2022,

Happiest country in the world

Finland is the world's happiest country for the sixth year in a row

Reasons:

High life expectancy (82.48 years)

Lower income inequality

High social support (public services)

Everyone has the same rights (no corruption)

Low levels of crime

Freedom

A community where people look after each other



Muhonen, Helmi, and Pihla Loula. "Onnellisuus | Raportti: Suomi on Jälleen Maailman Onnellisin Maa." *Helsingin Sanomat*, 18 Mar. 2022, www.hs.fi/kotimaa/art-2000008690321.html. Accessed 11 May 2023.

Ice swimming

- In Finnish: Avanto
- **Meaning:** people cut a hole into a frozen lake or sea and go swim in it
- **A common Finnish sport**
- around 150,000 active ice swimmers in Finland
- A strong part of the Finnish culture



Ice swimming

Finnish sisu

- "People never give up, they get pleasure from uncomfortable things like ice swimming"

Benefits

Improves the immune system

Improves mental health

- Concentration
- memory function
- reduces stress, anxiety and depression
- Increases endorphins in your body





Finnish Forests

- 75% of Finland is covered in forests
- Trees are carbon sinks
 - needed to battle climate change
- Provides a variety of health and well-being benefits
- Accessible to all
 - Regardless of financial state, age, or location



- Reduces stress, calming, and clears head
- Improves sleep and mood
- Promotes exercise
- Lowers heart rate and blood pressure

Health Benefits

Berries and Mushrooms in Finland

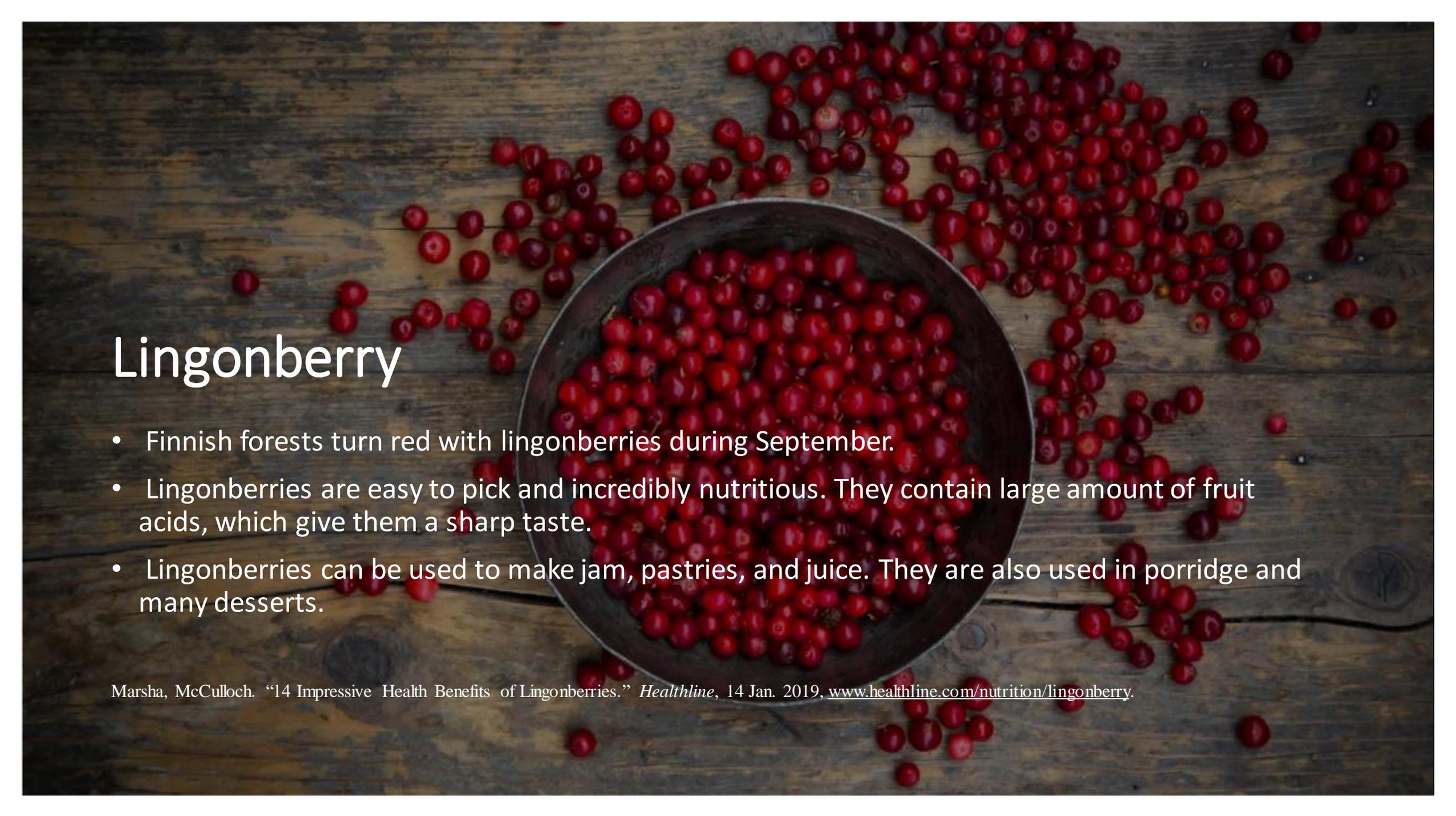
- In Finland we have many different types of berries and mushrooms that people eat or use in food.
- Berries and mushrooms grow during autumn, and can be stored in the freezer, to be used during winter.
- These berries and mushrooms contain many differently types of nutrients and vitamins.
- In our berry and mushroom picking in Finland we have an every-mans-right.



Leija. "Gluteeniton Kantarelli-Pekonipörrä", *Hjomeipuri*, hjomeipuri.fi, Aug. 7, 2020. Accessed May 9, 2023.



"Vireyttä luonnossa – Suomen supermarjat". *Tikis*, tikis.fi. Accessed May 9, 2023.



Lingonberry

- Finnish forests turn red with lingonberries during September.
- Lingonberries are easy to pick and incredibly nutritious. They contain large amount of fruit acids, which give them a sharp taste.
- Lingonberries can be used to make jam, pastries, and juice. They are also used in porridge and many desserts.

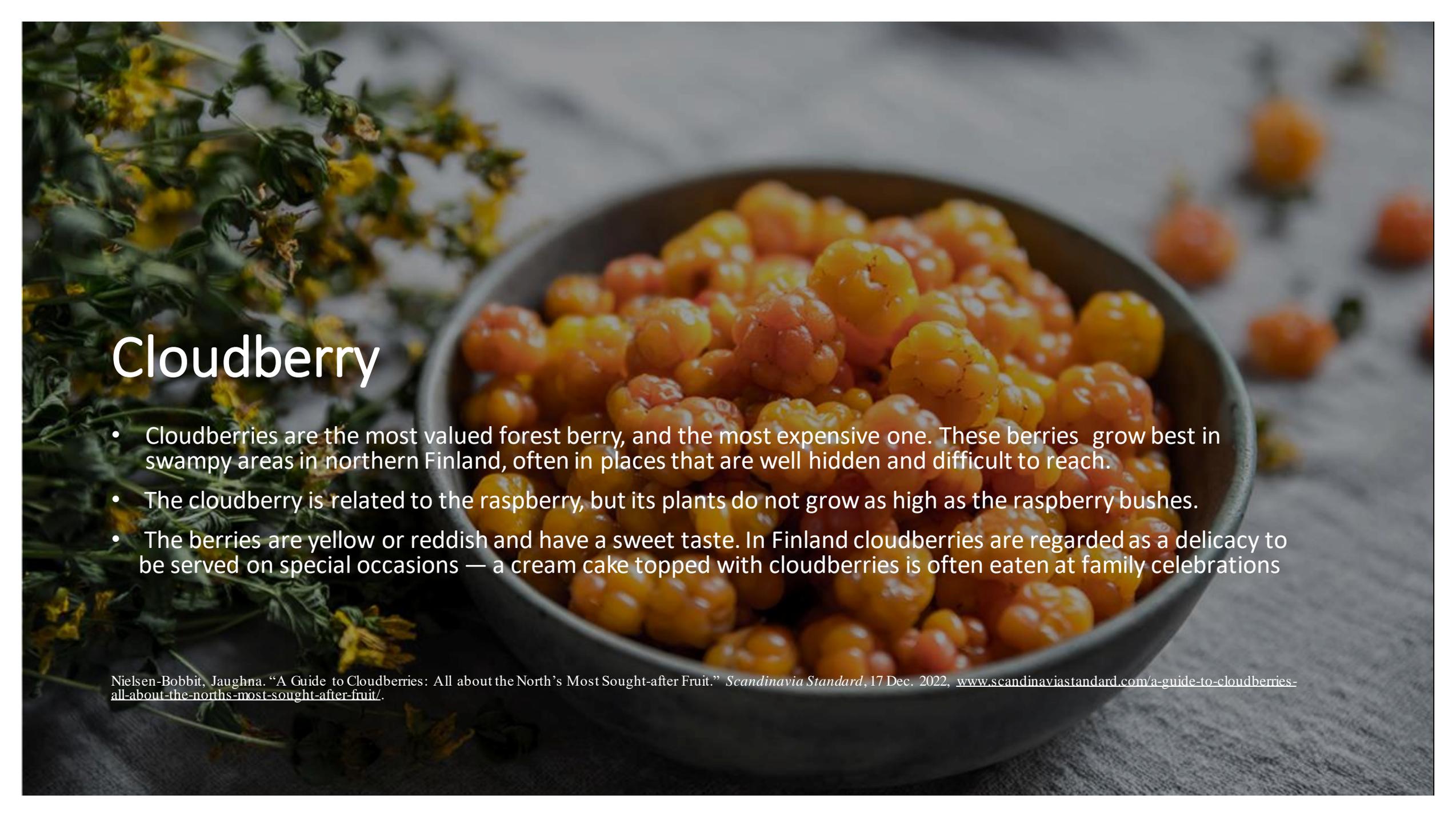
Marsha, McCulloch. "14 Impressive Health Benefits of Lingonberries." *Healthline*, 14 Jan. 2019, www.healthline.com/nutrition/lingonberry.



Bilberry

- During August, our forests are filled with bilberries.
- Bilberries contain a plant compound called anthocyanin. This gives blueberries both their blue color and many of their health benefits.
- One cup of bilberries provides 24 percent of a person recommended daily allowance of vitamin C.
- Use bilberries to top waffles, pancakes, yogurt, oatmeal, or cereal, blend them in a smoothie or syrup, or fold them into muffins and sweet breads.

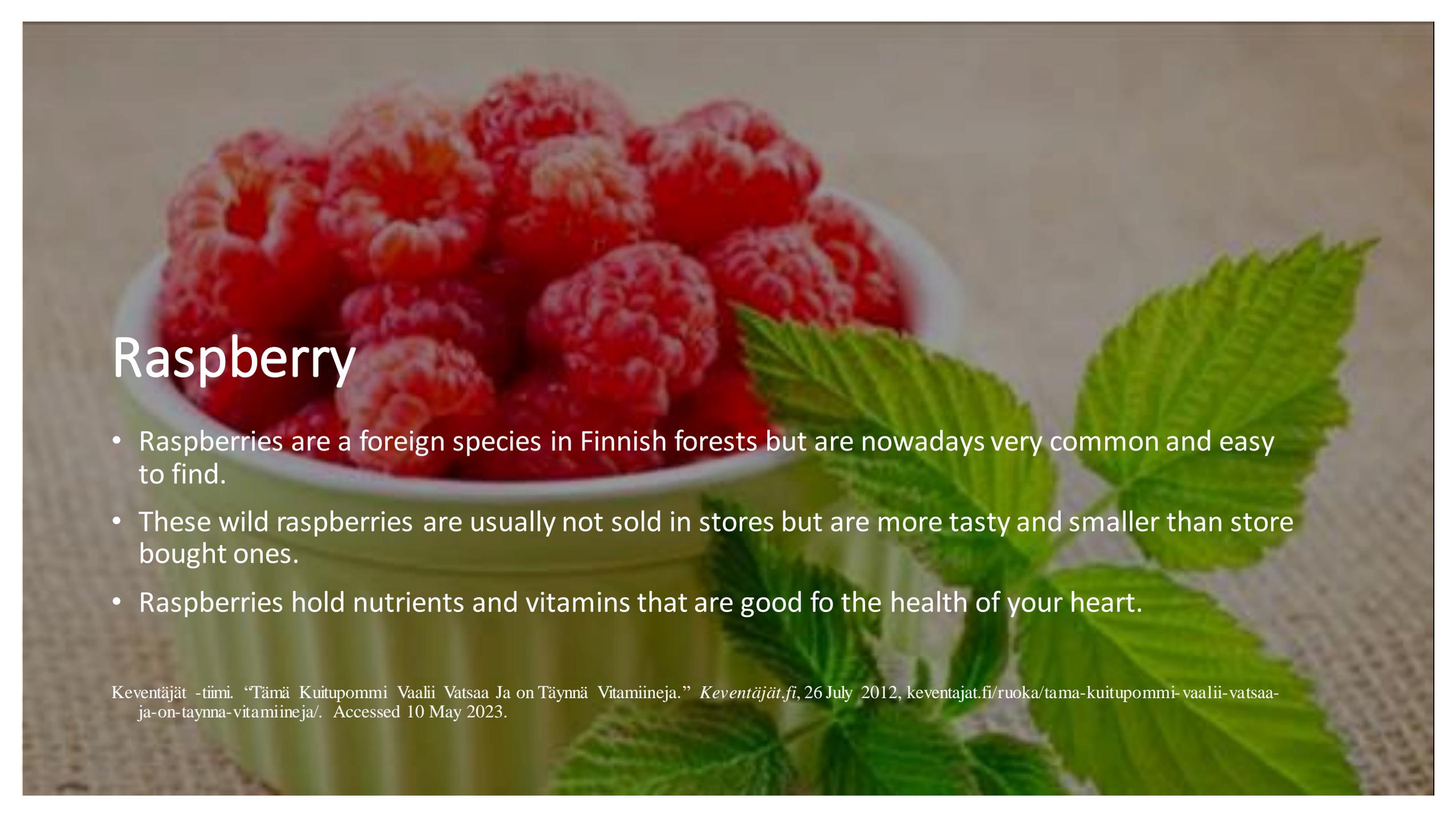
Higuera, Valencia. "What Are Blueberries? Nutrition, Health Benefits, Recipes, More | Everyday Health." *EverydayHealth.com*, 25 June 2018, www.everydayhealth.com/diet-nutrition/diet/blueberries-nutrition-health-benefits-recipes-more/.



Cloudberry

- Cloudberry is the most valued forest berry, and the most expensive one. These berries grow best in swampy areas in northern Finland, often in places that are well hidden and difficult to reach.
- The cloudberry is related to the raspberry, but its plants do not grow as high as the raspberry bushes.
- The berries are yellow or reddish and have a sweet taste. In Finland cloudberry is regarded as a delicacy to be served on special occasions — a cream cake topped with cloudberry is often eaten at family celebrations

Nielsen-Bobbit, Jaughna. "A Guide to Cloudberry: All about the North's Most Sought-after Fruit." *Scandinavia Standard*, 17 Dec. 2022, www.scandinaviastandard.com/a-guide-to-cloudberry-all-about-the-norths-most-sought-after-fruit/.

A photograph of a white ceramic bowl filled with fresh, vibrant red raspberries. The raspberries are piled high, showing their characteristic bumpy texture. To the right of the bowl, several bright green raspberry leaves with serrated edges are visible, extending towards the bottom right corner of the frame. The background is a neutral, light-colored surface.

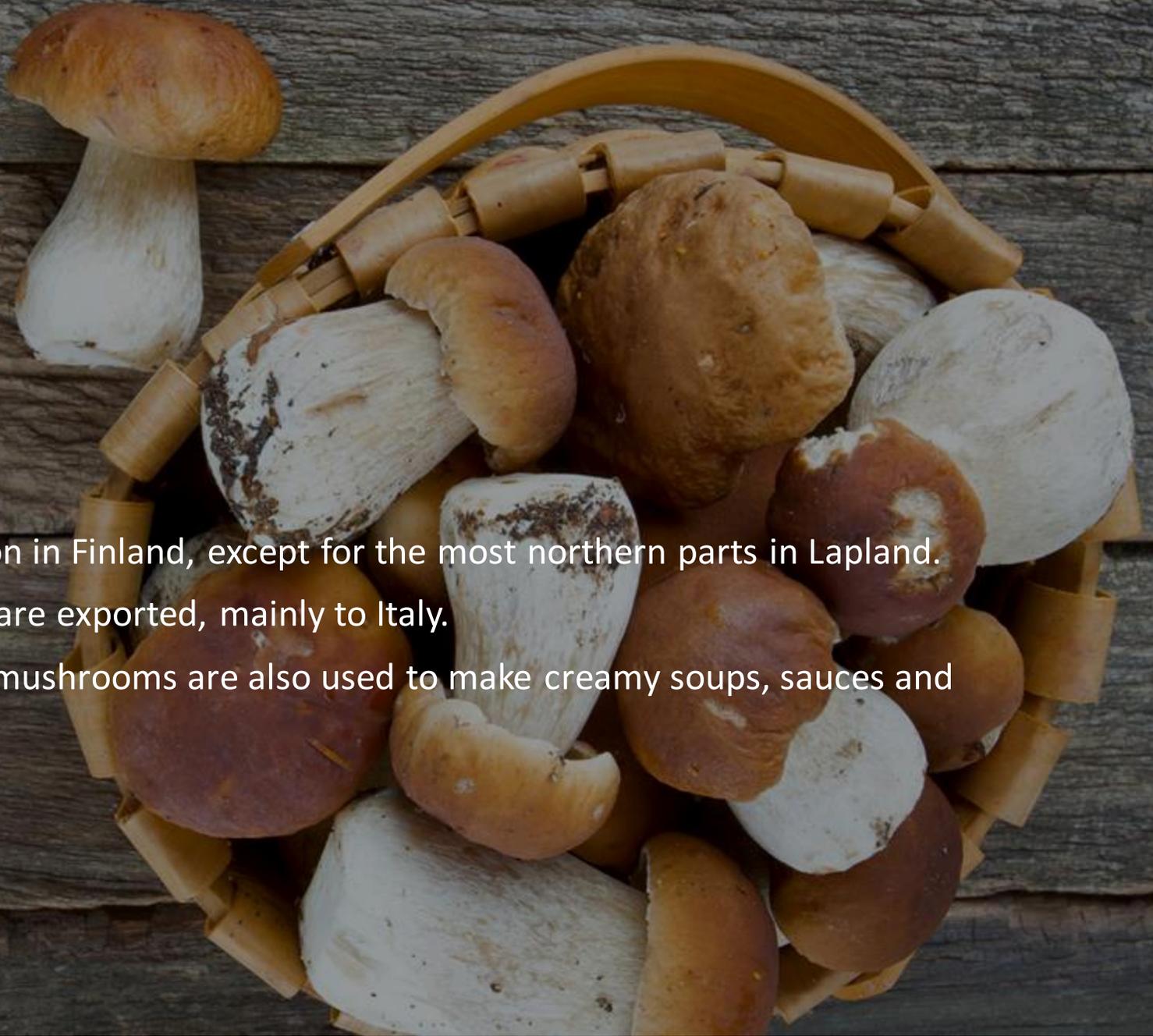
Raspberry

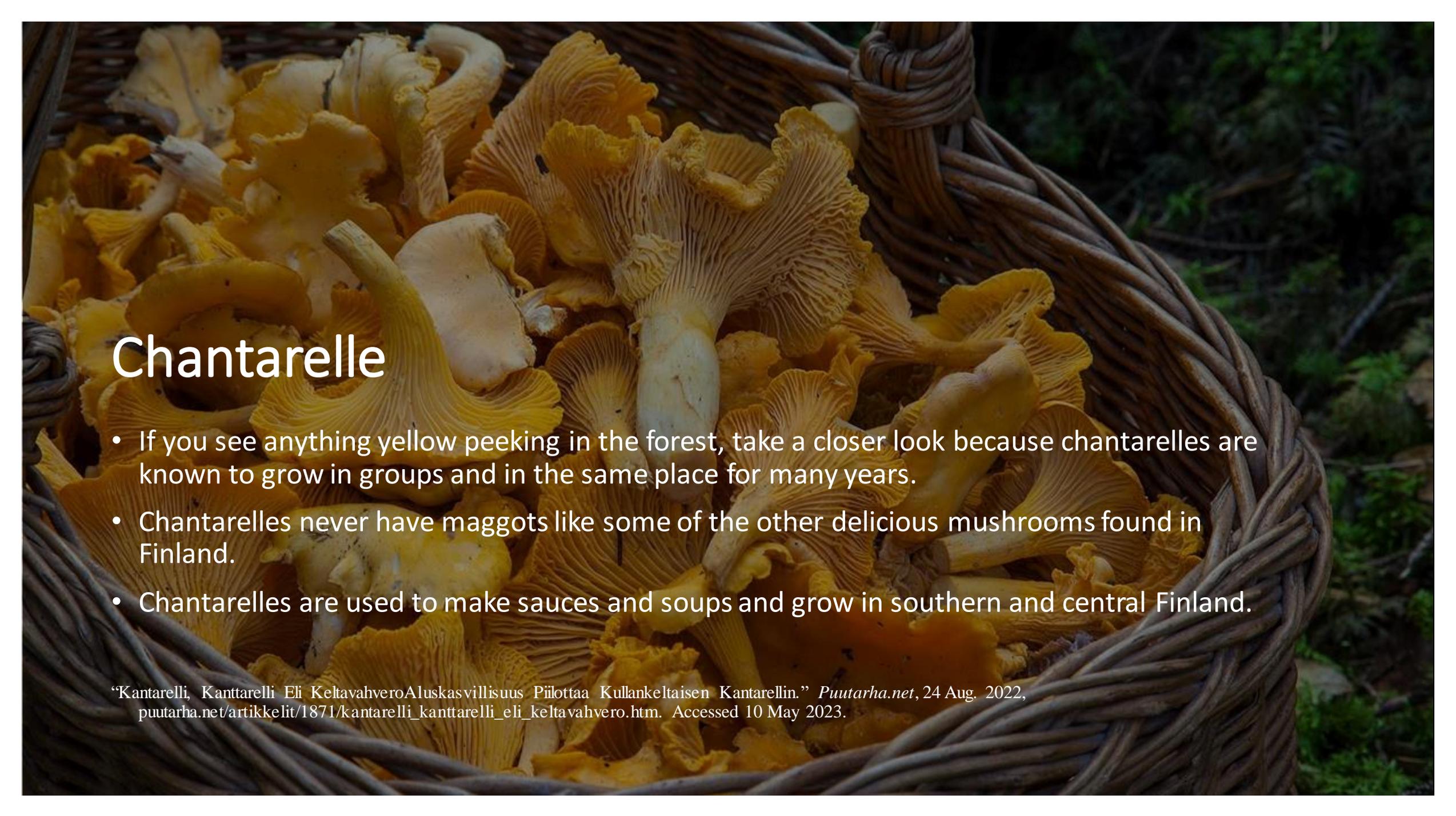
- Raspberries are a foreign species in Finnish forests but are nowadays very common and easy to find.
- These wild raspberries are usually not sold in stores but are more tasty and smaller than store bought ones.
- Raspberries hold nutrients and vitamins that are good for the health of your heart.

Keventäjät -tiimi. "Tämä Kuitupommi Vaalii Vatsaa Ja on Täynnä Vitamiineja." *Keventäjät.fi*, 26 July 2012, keventajat.fi/ruoka/tama-kuitupommi-vaalii-vatsaa-ja-on-tayna-vitamiineja/. Accessed 10 May 2023.

Cep

- These mushrooms are very common in Finland, except for the most northern parts in Lapland.
- Nearly 90% of picked for sale ceps are exported, mainly to Italy.
- Often salted and eaten as a salad, mushrooms are also used to make creamy soups, sauces and casseroles.

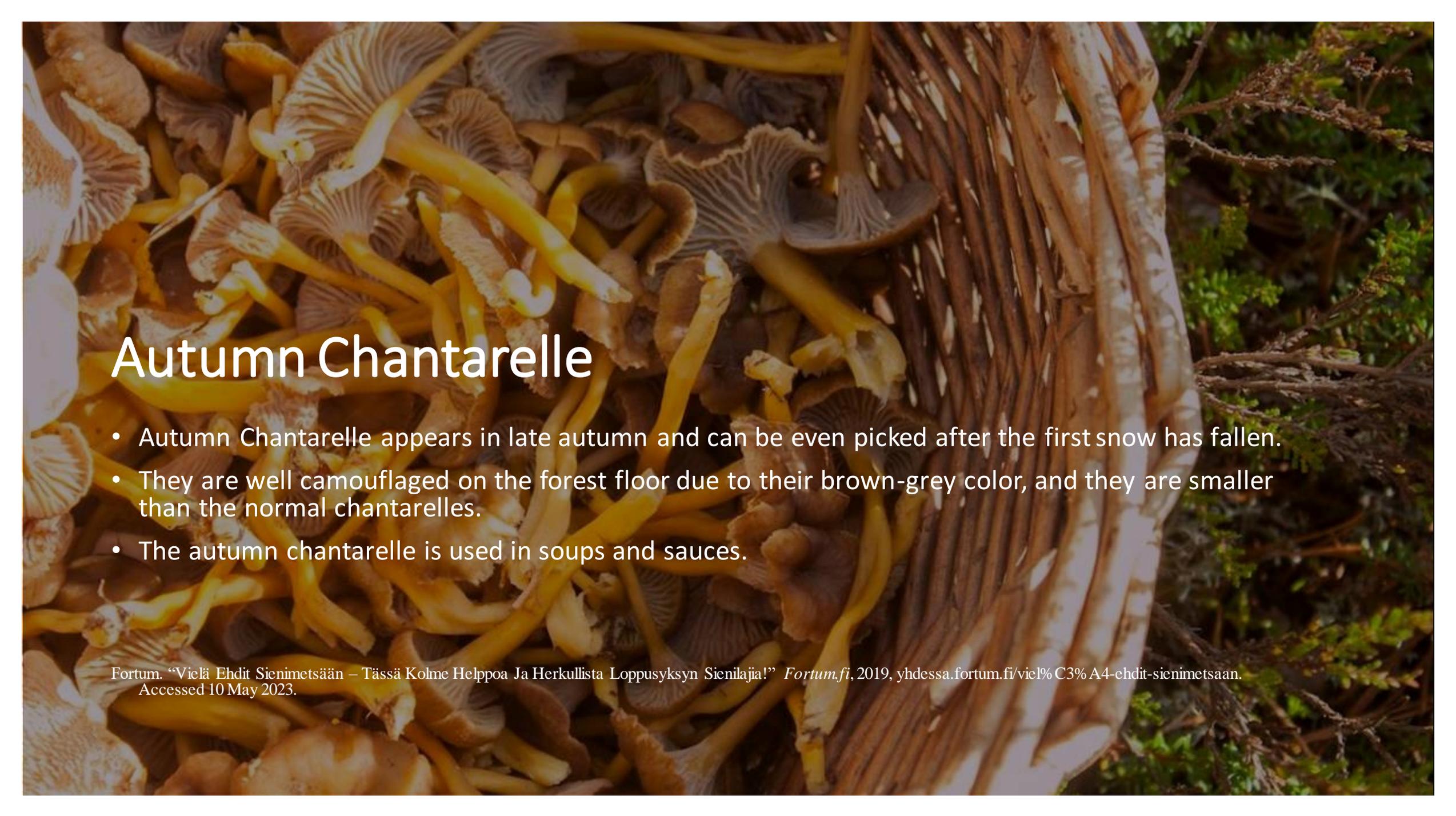


A close-up photograph of a wicker basket overflowing with fresh, yellow chanterelle mushrooms. The mushrooms have a ruffled, gill-like texture and are piled together, filling most of the basket. The background is a blurred forest floor with green moss and dark soil.

Chantarelle

- If you see anything yellow peeking in the forest, take a closer look because chantarelles are known to grow in groups and in the same place for many years.
- Chantarelles never have maggots like some of the other delicious mushrooms found in Finland.
- Chantarelles are used to make sauces and soups and grow in southern and central Finland.

“Kantarelli, Kanttarelli Eli Keltavahvero Aluskasvillisuus Piilottaa Kullankeltaisen Kantarellin.” *Puutarha.net*, 24 Aug. 2022, puutarha.net/artikkelit/1871/kantarelli_kanttarelli_eli_keltavahvero.htm. Accessed 10 May 2023.

A close-up photograph of a woven basket overflowing with autumn chanterelle mushrooms. The mushrooms have a characteristic yellowish-gold color and a gilled, fan-like structure. The basket is made of light-colored, possibly birch, bark strips. The background shows a blurred forest floor with green foliage and brown branches.

Autumn Chantarelle

- Autumn Chantarelle appears in late autumn and can be even picked after the first snow has fallen.
- They are well camouflaged on the forest floor due to their brown-grey color, and they are smaller than the normal chantarelles.
- The autumn chantarelle is used in soups and sauces.

Fortum. "Vielä Ehdit Sienimetsään – Tässä Kolme Helppoa Ja Herkullista Loppusyksyn Sienilajia!" *Fortum.fi*, 2019, yhdessa.fortum.fi/viel%C3%A4-ehdit-sienimetsaan. Accessed 10 May 2023.

Finnish food culture

- Finnish food culture promotes well-being in numerous ways
 - Emphasis on whole foods
 - Use of local and seasonal ingredients
 - Focus on sustainability and ethical food production
 - Social aspects



Emphasis on whole foods

- Finnish food culture makes use of whole foods, such as: vegetables, berries whole grains, fish and lean meats
- These whole foods promote a healthy lifestyle and can prevent chronic diseases



Use of seasonal ingredients

- Finnish food culture is tied to the seasons with foods being served changing throughout the year, reflecting on the availability of ingredients
- It is also more appealing to eat local fresh grown foods rather than those made with out-of-season shipped ingredients



Focus on sustainability and ethical food production

- Finnish food culture places strong emphasis on sustainable and ethical food production
 - Consumers are more likely to choose locally produced and sustainable food options which are better for the environment



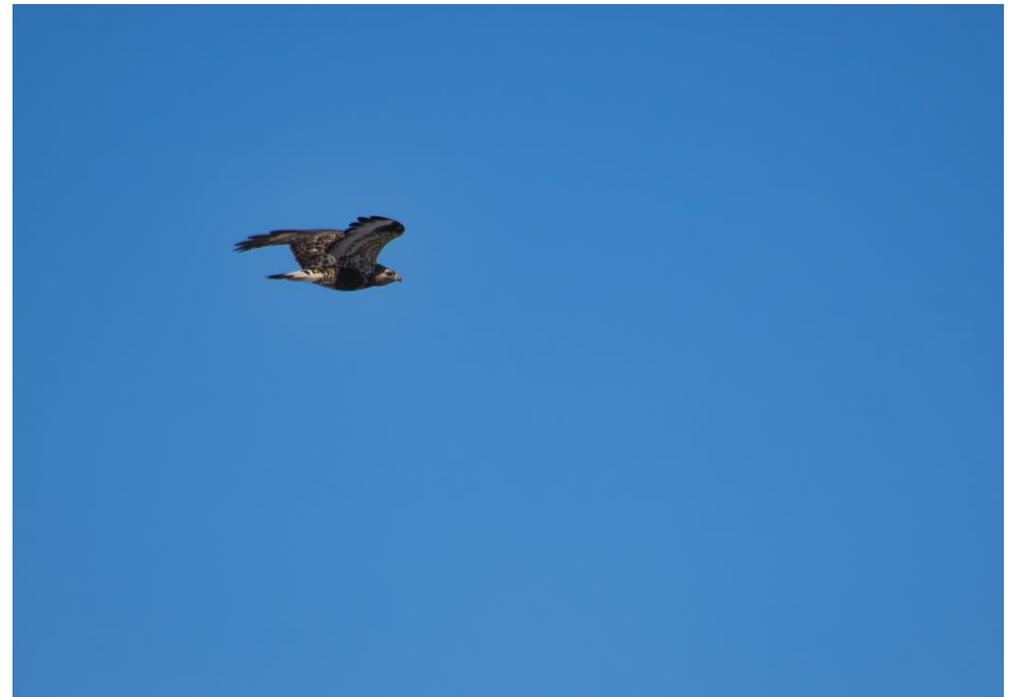
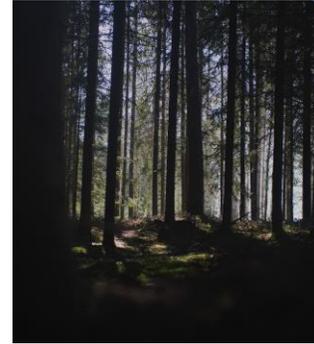


Social aspects

- Finnish culture includes communal eating and sharing meals with friends and family
- This social aspect can add a sense of well-being and connectedness

Outdoors

- In Finland it is refreshing to go outdoors for a while because, the air is really pure and free of any contaminants.
- There are loads different wild animals that anyone can see or hear just on a walk, for example, it is possible to see squirrels, European blackbirds and a couple of bullfinches from time to time. Seeing and hearing different animals calms the mind and makes you feel more relaxed.
- There is also a lot of variety in things that you can do while outdoors, whether it is ice swimming, photography or skiing it is guaranteed that in Finland you will be able to enjoy being outdoors.



Winter sports/activities

- Finland has a variety of winter sports that one can do, for example, downhill skiing, skiing, ice fishing, ice skating or sledging. These are just a few examples of what someone is able to do in Finland during winter, but there are way more
- These different activities improve physical strength, awareness, mental health by calming and relaxing the mind, balance and endurance.





Finnish celebrations

- **New year's eve (uudenvuodenaatto)**

On New Year's Eve, people entertain guests at their homes, hang out in restaurants and take part in lively concerts. People stay up late to watch the new year's countdown and make fireworks.

- **Easter (pääsiäinen)**

Children dress up as for example, witches. The little witches then knock on people's doors on the Sunday before Easter offering decorated willowbranches in exchange for a treat. During Easter Finns often have bonfire.

- **First of May/ MayDay (vappu)**

On May Day, people flock to the streets, attend or host parties, enjoy fried pastries and a drink called sima, enjoy brunch at a restaurant or have a picnic.

- **Midsummer (juhannus)**

These days, celebrating with bonfires and sauna is a typical tradition.

- Independence day (itsenäisyyspäivä)

During independence day Finns often watch hundreds of people shake the President's hand on television and have smaller parties.



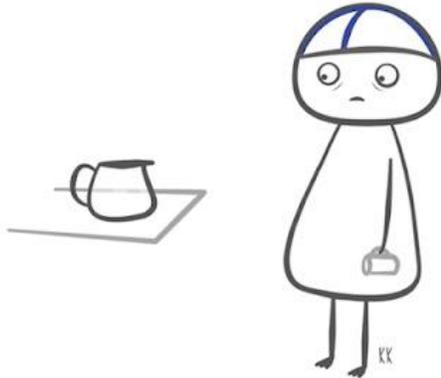
Saunas

- Many Finns consider saunas as a place for self-reflection, relaxation, and meditation
- It is common for families and friends to gather together in saunas, and it serves as a place for relaxation, socializing, and rejuvenation.
- The health benefits associated with Finnish saunas are numerous.
 - Cardiovascular system, respiratory system, and immune system.



FINNISH NIGHTMARES

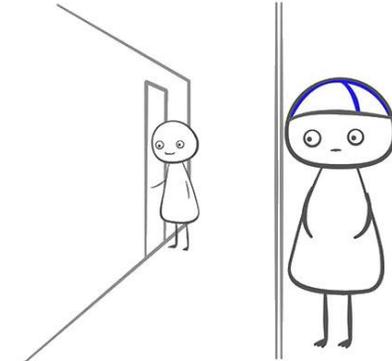
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THERE'S NO COFFEE

FINNISH NIGHTMARES

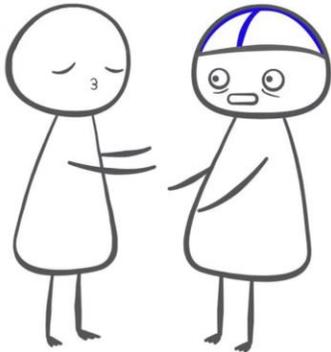
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WHEN YOU WANT TO LEAVE YOUR APARTMENT
BUT YOUR NEIGHBOR IS IN THE HALLWAY

FINNISH NIGHTMARES

NICE TO MEET
YOU, MATTI!

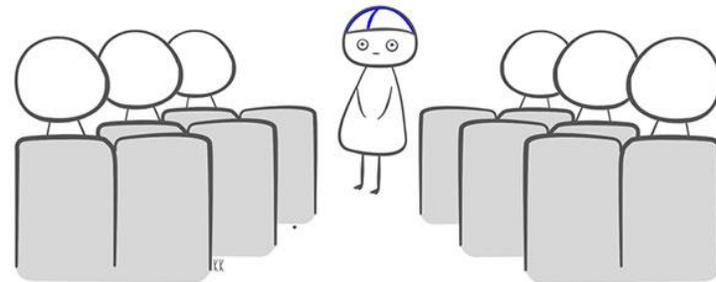


EH. I'M MARRIED...

SOMEONE YOU DON'T KNOW WELL TRIES TO GREET YOU BY KISSING OR HUGGING

FINNISH NIGHTMARES

FINNISHNIGHTMARES.BLOGSPOT.FI - FACEBOOK.COM/FINNISHNIGHTMARES - TWITTER.COM/FINN_MATTI



THE BUS IS "FULL".

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