

Finland – SD Priorities

Source document: Towards sustainable choices. A nationally and globally sustainable Finland. The national strategy for sustainable development (2005)

1. The strengths and challenges of sustainable development in Finland (p. 41)

2. Balance between the use and protection of natural resources (p. 51)

2.1. Limiting greenhouse gas emissions (p. 52)

- 2.1.1. Realisation alternatives will also be assessed in Finland, and a strategy will be drawn up for decreasing emissions in the medium and long-term as part of global efforts. (p. 54)
 - 2.1.2. New technology is being developed at the same time as the use of existing technology is being made more efficient. Furthermore, marketbased instruments that are based on environmental impact and costeffectiveness, such as markets for emissions trading that function along genuinely global, uniform principles. (p. 54)
 - 2.1.3. Citizens' awareness of greenhouse gas emissions and readiness for preventing them will be increased, as will alternatives that allow for environmentally friendly choices. (p. 54)
 - 2.1.4. Finland works actively within the European Union and internationally to promote global co-operation so that human-induced climate change can be mitigated and preparations for the unavoidable changes in natural systems can be made. In international climate change negotiations, Finland, as part of the EU, will endeavour to make progress towards the goal of achieving global agreement on how to take the UN climate regime forwards when the Kyoto commitment period comes to an end in 2012 so that all countries that are essential in terms of mitigating climate change are included, in order to ensure the impact of international climate policy. (p. 54)
 - 2.1.5. Finland will strive to ensure that emissions reduction projects implemented with Finnish financing in developing countries reduce poverty and promote sustainable development. The objective is to link climate policy to all sustainable development policy and global reduction of poverty. In term of developing countries, attention should be balanced between mitigating climate change, adapting to it, and availability of energy. Finland commits to help developing countries prepare for climate change in accordance with earlier agreed principles and decisions. (p. 54)
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2.2. Increasing energy efficiency and the use of renewable energy (p. 55)

- 2.2.1. One of the starting points for Finland's energy policy is to reduce oil dependency and raise energy self-sufficiency. (p. 57)
- 2.2.2. An additional savings of 5 per cent in energy consumption by means of improving the efficiency of the current energy saving measures and with new energy saving measures is the target by 2015 in comparison with the situation without any measures. The long-term target is to stop the growth in overall primary energy consumption and reverse the trend. (p. 57)
- 2.2.3. Efforts will be made to significantly increase the proportion of renewable sources of energy and biofuels over the next 10-15 years. The bioenergy sector requires major investments in research and development activities, especially to promote the production and utilisation possibilities for cultivated biomass and biofuel and biogas. Focusing now on research, products and export in this sector will create opportunities for market leadership in the future. International sustainable development criteria will be written for the production of bioenergy. (p. 57)
- 2.2.4. Finland will keep to the target set in conjunction with the Directive on Electricity Production from Renewable Energy Sources, according to which the share of electricity produced from renewable sources of energy in Finland should be nearly one-third of overall electricity consumption by 2010. (p. 57)

- 2.2.5. The aim is to at least triple the amount of wood chips made from forestry waste, cultivated biomass, recycled fuels and biogas used in primary energy from about 2 per cent in 2004 to more than 6 per cent over a period of 15-20 years. (p. 57)
- 2.2.6. Energy efficient and low energy construction will be promoted in new building productions and a high level and reliability of technology ensured. (p. 58)
- 2.2.7. Citizens' awareness of energy efficiency and renewable energy sources will be increased and their opportunities for choice made easier by means of labels indicating energy efficiency and markets that offer eco-efficient alternatives. (p. 58)

2.3. Adapting to the adverse effects of climate change (p. 58)

- 2.3.1. Emissions reductions have a slow effect but are essential to prevent the situation from becoming untenable at the end of the century. Simultaneously, it is important for the various areas of society to look for means of forecasting changes, adapting to climate change and reducing the risk of extreme weather events. There is good reason to take risk factors, such as floods, into consideration in the instruction of construction and other land use. (p. 59)
- 2.3.2. A research programme on adaptation to climate change will be implemented in 2006-2010, with the target of increasing Finland's readiness to adapt to climate change by producing the information required for the planning of adaptation measures. Research will focus on the most urgent issues in terms of adaptation, such as increase in extreme weather events. Communication with citizens will be ensured. (p. 59)
- 2.3.3. Another target in terms of the biodiversity of Finland is to forecast the measures required to reduce the adverse effects or adapt to them as early as possible. In order to achieve this target, methods for drawing up climate change sensitivity analyses, for example, regarding the functionality of conservation areas and the consistency of the conservation area network. So-called adaptive planning measures for the evaluation and management of land use risks, especially the risks of flood, that also take preparation for and adaptation to climate change into account will be developed. Furthermore, it is important to prepare for maintaining the species that are most threatened by climate change outside their natural environments. (p. 59)
- 2.3.4. Preparation for climate change must also take note of the fact that climate change constitutes a serious challenge for agricultural and horticultural production. The positive and negative effects of climate change require new competence that must also be adjusted to correspond to sustainable development. This applies to cultivation methods, production investments, production animals and plant protection, etc. The good state of Finnish plant and animal health must be maintained. (p. 59)
- 2.3.5. Finland will track the possible social and health impacts of climate change and prepare for them. (p. 60)
- 2.3.6. Finland will also prepare for such climate change impacts that occur outside Finnish borders. Examination of climate change from a global perspective emphasises that climate change must be taken more seriously into consideration in all policy areas, also in development policy and other foreign and security policy. (p. 60)
- 2.3.7. The significance of the global impacts in relation Finland will be surveyed as extensively as possible when updating the National Strategy for Adaptation to Climate Change. An estimated two-degree rise in average global temperature means notable regional and global changes all over the world. Despite its geographic remoteness, the impacts of these changes will reflect on Finland, for example, in the form of migration. (p. 60)
- 2.3.8. Finland will perform a comprehensive assessment of development co-operation from the climate change perspective. On the basis of the assessment, a plan will be compiled concerning how, on the one hand, the mitigation of climate change and, on the other hand, the opportunities for development co-operation to support developing countries in adapting to the changes caused by climate change are taken into consideration in development co-operation and policy. (p. 60)

2.4. Ensuring biodiversity (p. 60)

- 2.4.1. A National Strategy and Action Plan for the Protection and Sustainable Use of Biodiversity for 2006-2016 will be implemented. (p. 61)
- 2.4.2. The decline of Finland's biodiversity will be halted by 2010, and favourable development of Finland's natural state will be established in the period of 2010-2016. Thus Finland will have the readiness to achieve a state of balance between the utilisation of nature and biodiversity in the long term. Finland will be prepared for the changes to nature that will result from climate change by means of a long-term National Adaptation Strategy. (p. 61)

- 2.4.3. In addition to protecting living species and environments, innovative and comprehensive approaches to planning will be developed and implemented. It is possible to alleviate the adverse effects of society and the economy have on nature by means of regional and land use planning while simultaneously ensuring the subsistence of people who get their living from nature. (p. 62)
- 2.4.4. Economic incentives will be introduced to encourage the development of new means of livelihood, such as nature tourism and enterprises that refine products of nature as well as nature and landscape management enterprises. (p. 62)
- 2.4.5. Identifying the economic and employment opportunities offered by the protection, management and sustainable use of biodiversity is a key factor in terms of societal acceptance of the protection of biodiversity. Efforts will be made to increase citizens' awareness of the importance of biodiversity and methods of protecting it. Multidisciplinary research will be promoted with the objective of developing innovations and types of business as well as employment in the area of biodiversity. (p. 62)
- 2.4.6. Finland's impact on retaining biodiversity at the global level will be strengthened through international cooperation. (p. 62)

2.5. Promoting sustainable production patterns (p. 62)

- 2.5.1. The Finnish economy will grow while environmental hazards decrease. In terms of limiting emissions, special attention will be paid to fine particles and hazardous substances as well as the growing noise problem. In addition to limiting emissions, increasing attention will be focused on the environmental hazards resulting from material flows through society and on developing material-use efficiency in production and consumption. Corporate Social Responsibility will be emphasised, because the raw materials used by Finnish industry and the consumer goods utilised in Finland increasingly come from other countries, and our products are consumed in other countries. (p. 66)
- 2.5.2. Since the material flows from fossil fuels place the greatest burden on the environment, Finland is consistently and purposefully reducing its coal intensity and examining how to end the use of environmentally burdening fossil fuels in the long term. The sufficiency and economically sustainable exploitability of oil are major challenges, even to the current generation. Systematic preparation for the future situation will make it possible to achieve many benefits. (p. 66)
- 2.5.3. Non-renewable natural resources will be utilised as eco-efficiently as possible. An increase in domestic use of raw materials is justified if the refinement process decreases global environmental load in relation to demand with consideration to the entire life cycle. In terms of export, the objective is the highest possible level of global eco-competitiveness, in which case the eco-efficiency of every industrial export production plant will be as good as possible in comparison to the production plants for the same product in other countries. (p. 66)
- 2.5.4. Particular attention will be paid to the hidden flows of non-renewable natural resources. The environmental impacts of hidden flows have not been studied sufficiently yet, and they will be examined in the future. Efforts will be focused on the development of eco-efficient materials. (p. 67)
- 2.5.5. In terms of renewable natural resources, an important choice in the coming years concerns how the use of natural resources to various purposes, such as nutrition, bioenergy, forest industry products and carbon sinks, will be integrated with the objectives of nature protection. The growing pressures for the use of renewable natural resources result from the increased demand for bioenergy and from climate change. Renewable natural resources will be favoured in relation to non-renewable resources, but they may only be utilised within the limits of the carrying capacities of natural systems. (p. 67)
- 2.5.6. Public research and development funds will be directed at a new generation of environmental policy that combines various sciences and technologies to offer user-oriented, sustainable solutions at the EU and national level. As technology markets grow strongly, Finland will also ensure that systematic and long-term policy creates new business opportunities and export products that will help improve Finland's chances to employ and guarantee well-being. Thus environmental policy will increasingly support the targets of business and employment policy. (p. 67)
- 2.5.7. Sectoral indicator systems will also be created on the basis of lifecycle approach, and will allow the international comparison of eco-efficiency. These indicators should be easy to understand and internationally comparable in order for them to be useful in future environmental discussion and consumer communications. (p. 67)
- 2.5.8. Broad commitment to international agreements and mutual rules will also create demand for services and products that promote sustainable development. Finland will actively promote commitment of the world's states to international environmental and human rights agreements and their implementation. (p. 67)

2.6. Changing consumption habits (p. 68)

- 2.6.1. Recommendations of Finland's National Programme to Promote Sustainable Consumption and Production (the so-called KULTU programme, 2005) will be implemented. (p. 69)
- 2.6.2. Consumers will be given sufficient information to support sustainable purchasing choices. Preconditions for making sustainable consumption choices include the actual availability of sustainable choices, the consumer's perception of the choice as important, and the desire to favour sustainable choices in practice. Patterns that make sustainable consumption possible will not come into existence without comprehensive planning and an integrated approach in which producers, consumers and other parties participate in developing the solutions. (p. 69)
- 2.6.3. Putting consumption on a sustainable foundation requires economic instruments, such as taxes, subsidies and pledges for energy investments, and illustrative tools, including eco-labels, eco-benchmarks, and international measures, such as ecological footprint. The most costeffective instrument for each specific case will be utilised. (p. 69)
- 2.6.4. More researched information on the lifecycle impacts of products are also needed to support more sustainable purchasing choices. Various networks and co-operation forms are also needed, which, through combining benefits and exchanging information, will enable a broader supply of more sustainable alternatives. (p. 69)
- 2.6.5. Local production, organic production and the production and marketing of fair trade products will be promoted as possible. (p. 69)
- 2.6.6. Advertising and the media play an important role as a creator and director of consumption needs and habits, and as a developer of media reading skills at schools. High-quality and reliable societal advertising and communications to promote sustainable consumption habits will be developed in co-operation with the media. Co-operation between the media and schools will be promoted. (p. 69)
- 2.6.7. Training the development of sustainable everyday practices and consumption habits in daycares, schools and institutes lays a good foundation for lifelong assessment of consumption habits. The sustainability of everyday functions will be purposefully promoted by means of sustainable development programmes and quality systems. (p. 70)
- 2.6.8. Material-intensive consumption will move in the direction of service use, for example, repair, maintenance, rental and cultural services. New means will be explored to help enterprises and consumers jointly develop new environmentally friendly services and influence the environmental properties of products. (p. 70)
- 2.6.9. Public sector procurement currently accounts for about 15 per cent of Finland's gross national product. The public sector will function as an example by promoting ecological and socially sustainable choices in practice and in public procurement activities. An action plan for greener public procurement will be developed (p. 70)

2.7. Improving the state of the Baltic Sea (p. 70)

- 2.7.1. The existing programmes and strategies for the protection of the Baltic Sea will be specified and implemented in order to turn ecologically, socially and economically harmful development in a positive direction. The Agri-environmental Subsidies Scheme for the 2007-2013 period will look for more effective measures for controlling the agricultural nutrient load. (p. 71)
- 2.7.2. Finland will continue to act initiatives with other countries in the Baltic Sea region and the EU to reduce the risks of nutrient emissions and sea transports. (p. 72)
- 2.7.3. Finland will be active in increasing environmental awareness in the Baltic Sea region. (p. 72)

2.8. The cultural significance of natural resources (p. 72)

- 2.8.1. Citizens' opportunities for everyman's right and other recreation, outdoor activity, hunting, fishing and gathering taking place in nature will be ensured. More diverse use of natural products could also benefit the export industry and promote the maintenance of rural vitality. (p. 72)
- 2.8.2. The importance of urban nature as a central factor in a good living environment will be strengthened in community planning. Citizens' opportunities to participate in and influence the planning of living environments will be ensured. (p. 72)
- 2.8.3. The perspective of cultural sustainability and the guidelines of the Sami Programme for Sustainable Development will be taken into consideration when updating the Ministry of Agriculture and Forestry's Natural Resources Strategy (Strategy for the Sustainable Use of Renewable Natural Resources, 2002). (p. 72)

- 2.8.4. A method will be created by which the guidelines of the Sami Programme for Sustainable Development will be taken into consideration in the natural resource policy and land use planning in the home region of the Sami people. (p. 73)

3. Sustainable communities in a sustainable regional structure (p. 75)

3.1. A polycentric and networked regional structure (p. 75)

- 3.1.1. The starting point for the development of regional structure is the balanced development of resources in Finland's regional and community structure. Finland's objective is polycentrism, in other words strengthening a strong, cohesive urban network with functional work distribution so that various centres and regions support each other. A polycentric and networked regional structure will be used to help create economic benefits and secure the availability of urban-like services and functions in different parts of the country and, above all, utilise the potential of already existing structures and regions. In order to increase the appeal of Finland, centres of innovation activity and expertise will be created that are strong enough to attract growth enterprises and experts from abroad and capable of functioning as hubs of a polycentric regional structure. This will require state and municipal co-operation concerning infrastructure. (p. 77)
- 3.1.2. Co-operation between municipalities will be developed in order to retain and create jobs and a diverse service structure. (p. 77)
- 3.1.3. Regional development will be balanced by means of national and EU regional and structural policy. Development investments will be directed at development occurring on the basis of the strengths and preconditions of the regions. In particular, investment will focus on improving global competitiveness, strengthening the foundation of expertise, and improving the operational preconditions for enterprises. The EU Structural Fund Programmes will be utilised efficiently. Strengthening their competence base will support regions that are weaker in terms of development, as will improving the operational preconditions for small and medium-sized enterprises by means of scaled regional policy subsidies. (p. 77)
- 3.1.4. Networking of different parts of the country with regions that straddle country borders and are functionally important to them will be promoted. South Finland will be developed as part of the operational co-operation region of the Baltic Sea. On the basis of its good rail connections, the Helsinki region and the areas surrounding it will be developed into a strong European metropolitan area that serves the entire country. Eastern Finland will exploit the proximity of Russia and St. Petersburg in particular, which will provide opportunities for cross-border cooperation. Co-operation between the Finnish west coast, particularly the Quark and Bay of Bothnia regions, and Sweden and Scandinavia will be deepened. The importance of natural resources will be emphasised in co-operation in the Barents region. (p. 77)

3.2. Functionally diverse and structurally sound communities and a good living environment (p. 78)

- 3.2.1. A functional infrastructure, in other words, good basic structures, are a necessity for the functioning of the whole of society. Basic structures include energy, transport and information technology systems as well as water, waste water and waste management systems. Social, health and educational services are also part of the basic community infrastructure and a functional living environment. (p. 80)
- 3.2.2. The infrastructure will be developed in anticipation of future needs and development. Long-term maintenance of the existing infrastructure will be ensured. The economic efficiency of the infrastructure will be increased by means of land use planning and, inter alia, by liberalising markets or promoting the use of information technology. (p. 80)
- 3.2.3. Land use co-operation between the state and the municipalities and regionally between the municipalities will be improved so that the existing construction stock, infrastructure and services are utilised in the best possible way, efforts will be made to relieve the housing shortage in growth centres and slow the increase in housing prices. Furthermore, opportunities to attain a pleasant living and operating environment will be supported. (p. 80)

- 3.2.4. The target is to attain functionally diverse and structurally sound communities and a good living environment. In particular, growth centres and the surrounding areas need housing, workplace and other construction that realises people's housing desires and the objectives of a sustainable community structure. The decentralisation of community structure and minimisation of transport needs as well as a reduction in the adverse effects of traffic are necessary in order to, inter alia, mitigate climate change. Measures to decrease the amount of transport and emissions will improve the health of the environment and also reduce costs in the long term. (p. 80)
- 3.2.5. The cohesion of natural systems will also be ensured in land use planning and space will be left for wild nature and biological diversity. Town and infrastructure planning can be used to exert greater influence on the consumption of natural resources resulting from construction and prevention of the hazards of their use. Physical activity, nature tourism, recreation in nature, and the needs of summer cottagers and leisure time requirements will be taken into consideration in land use planning. (p. 80)
- 3.2.6. The existing built environment will be utilised as the starting point for land use planning and construction. The retention and repair of usable buildings will be promoted so that their cultural-historical value is also taken into consideration. (p. 81)
- 3.2.7. As housing needs change and the requirement level rises, it must be possible to offer opportunities for specialised personal choices and ensure that the most attractive options observe the principles of sustainable development. There is reason to improve the efficiency of zoning of plots for small houses, but it is also just as important to increase production of larger dwellings suitable for families in the municipalities at the centre of the commuting areas. Retaining and strengthening the position of the centres is essential in terms of a healthy community structure. Good public transport connections, improved air quality and noise prevention will improve the preconditions for living and other functions in centres. (p. 81)

3.3. Ensuring a vital rural region and its services (p. 81)

- 3.3.1. Increasing the vitality of the rural area can relieve the adverse effects caused by the changing age structure of the population and the trend towards concentrated living. Diversification of business in rural areas is necessary in terms of the use of national finances and regional balance. Supporting entrepreneurship, promoting a diverse business structure, utilising the particular strengths of each region and promoting their sense of community and local culture as well as independent development of the villages will help increase the vitality of rural areas. (p. 82)
- 3.3.2. The operating preconditions for practicing agriculture and forestry will be ensured. In particular, the areas of bioenergy production, the protection and management of nature and cultural landscape, and diverse promotion of domestic tourism can be of even greater importance to rural development in the future. (p. 82)
- 3.3.3. Existing and new regional production chains and sectoral centres in the energy sector can be used to create new opportunities for employment and earning income in rural areas. Thus, there will be new options for agricultural production, the profitability of which will also be improved by the farm subsidy system to be implemented. In terms of new lines of production for agricultural and forestry farms, bioenergy production will be a key focus of development work. Increasing the use of energy wood will simultaneously promote forest management. (p. 83)
- 3.3.4. Finland works actively in the EU towards the development of a common agricultural policy to better respond to the needs set by sustainable development. (p. 83)
- 3.3.5. Long-term actions are also needed to increase telecommuting. This will require functional and well-protected information technology connections and flexible working time arrangements. (p. 83)

3.4. Ensuring the availability of services (p. 83)

- 3.4.1. The public sector has an important responsibility in terms of the realisation of regional and equal well-being. In order to ensure the availability of public services, a national municipal policy will be created to handle the balanced development of the municipal economy and to level out the differences between municipalities, with the target of ensuring good and equal availability of public services throughout the country. Co-operation between the public, private and non-governmental sectors in service production will be a necessity in the future as well. (p. 84)
- 3.4.2. National community policy will prevent the social segregation of urban areas. In rural areas, the importance of local conditions and approach models in the production of welfare services will be emphasised. The location of services close to inhabitants can, for example, further the elderly living at home, reduce the need for arranging transport services and increase the vitality of villages as well as, most importantly, their attractiveness as living

areas. Local services include home, health care and family clinic services, schools, daycare, postal, cultural, youth and physical activity services as well as trade. (p. 84)

- 3.4.3. The aim is to ensure the availabilities of daily consumer goods in different parts of cities and rural areas so that car dependency is also reduced. This will be made possible by, for example, online shopping and the spread of delivery services, which will require logistics development for service production and the implementation of organised deliveries and mobile service points. (p. 85)

3.5. The transport system and information society services as a basic precondition for a functional society and interaction (p. 85)

- 3.5.1. A functional transport system is a basic requirement for society and interaction. Regional and social equality and environmental impacts will be taken into consideration when arranging transport and information society services. The starting points for planning the transport system and information society services are safety and security, accessibility, the equality of citizens, availability of services, and eco-efficiency. Functional information society services also provide the opportunity to reduce physical transport through, for example, telecommuting. (p. 86)
- 3.5.2. Controlling the growth of transport will require a comprehensive approach, in which the demand for transport is actively influenced by traditional transport policy means as well as by economic and informative instruments, land-use planning, and assessing other sociopolitical decisions, especially the impact of economic, tax, regional, industrial, and housing policies on the demand for transport. Cooperation between the municipalities and the state will be increased when planning the transport system. (p. 86)
- 3.5.3. The starting point for the planning will be to minimise the need for traffic and reduce the adverse effects of transport. Preventing car dependency and stopping the growth of passenger car use will be made a target of transport planning. (p. 87)
- 3.5.4. The competitive position of public transport, cycling and walking in relation to passenger cars will be improved. The state and municipalities will use public funds to support public transport and public transport investments, especially where passenger numbers are high. The preconditions for sustainable means of transport will be improved and opportunities will be provided to combine public transport, walking and cycling into a functional travel chain. New, cost-efficient forms of public transport will be developed and implemented in rural and urban areas. (p. 87)
- 3.5.5. Maintenance of old transportation routes consumes considerably less natural resources than building completely new routes. Thus new construction of routes is a decisive factor in terms of the natural resource consumption resulting from the transport system. The objective is to increase the eco-efficiency of the present transport system and develop rail and public transport as well as information networks. Another target in addition to eco-efficiency is a reduction in the use of natural resources. Thus both total consumption and emissions will be reduced. (p. 87)
- 3.5.6. The functionality of the logistics system is important in terms of competitiveness throughout Finland. The target is to make goods transport safe, as efficient as possible, and harmless in terms of the environment. (p. 87)
- 3.5.7. Citizens' awareness will be increased regarding how transport burdens the environment and how to select transport means that are sustainable in terms of the environment. (p. 87)

4. Citizens - well-being throughout the entire life cycle (p. 89)

4.1. Balance between individual and societal responsibility (p. 89)

- 4.1.1. Safety, equity, health, science, art and other factors in human life are values in themselves, and should be embraced as such. (p. 90)
- 4.1.2. Society provides active citizens with equal opportunities for independent action, life management, and responsible action in society and local communities. An active citizen also takes responsibility for global wellbeing and the environment. (p. 90)
- 4.1.3. Society is responsible for arranging basic services and basic social security. The social security and service systems must cover the entire lifecycle of a citizen, be socially equitable and economically sustainable in the future as well. The social security systems must encourage work and enable adaptation to changing conditions, as well as support individual solutions and spontaneous preparation for future needs. (p. 91)

- 4.1.4. As young age groups decrease in size and the population ages, service production will be adapted to this change. This will require open discussion of the limits to the social, educational and health services system, the roles of different actors in producing services, and the development of preventive systems as well as focusing of resources on the most effective services. In terms of the sustainability of the service system, it is essential to improve the capacity of the ageing population, delay the need of the ageing for care, and focus services according to the care need. (p. 91)
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4.2. Quality of working life (p. 92)

- 4.2.1. Work is an essential factor in the well-being of an individual, and a lack of work is one of the most significant risk factors for social exclusion. The structure of the labour market will be further developed so that it is worthwhile for an employer to offer work and worthwhile for an employee to accept that work. (p. 92)
- 4.2.2. As working life will be developed, different areas of life are taken into consideration in a balanced manner. The target is to improve the wellbeing at work of employees and make it easier to reconcile work and family life. By strengthening the positive aspects of work, developing the individual at work, supporting career development and innovativeness, and good leadership will make it possible to better ensure the success of enterprises and employee health and well-being in the rapidly changing working life of today. The learning networks of working life are important, and they will be reinforced. Development of innovative solutions will require functional interactive relationships, creativity and competence. (p. 93)
- 4.2.3. Gender equality has not yet been realised in terms of salaries, job permanence, the costs of parenthood, and life expectancy, so determined and broad advancement of these matters are still needed. The gender perspective will be taken into account in all decision-making. (p. 93)
- 4.2.4. Working life flexibility, such as promoting working time saving and job alternation leave, provide the opportunity to renew professional skills and take breaks to rejuvenate and regulate the burden of work as well as extend the working career. The use of information and communication technology to enable telecommuting will be promoted and guidelines for that will be developed. The notable spread of telecommuting requires its integration into employers' strategies. Organisations should adopt telecommuting as part of their operating methods wherever possible. Different solutions that are under development must be adapted to the employment objectives. (p. 93)
- 4.2.5. In terms of the economy and funding of social security, it is important for people to be able to live healthily and with good functional capacity, and to remain in working life for a longer time. Thus, education policy must be built on the principles of lifelong learning and active ageing. (p. 93)
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4.3. Cohesion between different generations (p. 93)

- 4.3.1. A national target in the future must also be a service and income transfer system that provides a strong framework for ensuring intergenerational solidarity based on the needs of different age groups (p. 95)
- 4.3.2. The operating potential of an active ageing population in different areas of society, such as working life, volunteer and organisational work, caring for relatives, education, and the transfer of experience, will be supported. Accessibility of housing and the living environment will make living at home possible as physical condition deteriorates. Operational public and private services will help prevent problems and support functional capacity and independence. (p. 95)
- 4.3.3. The target is the well-being, growth and development of children and young people into balanced adulthood. Social assistance and service systems will be developed so that children and families are not subjected to inequality. The opportunity for equal educational and other choices will be ensured. Possible development of social exclusion will be prevented by means of education to support children and young people and by early intervention in problems. New operating models will be developed for the versatile support of children, young people and their families in schools and in health care services for children and young people. (p. 95)
- 4.3.4. Childhood and youth are valuable stages of life as such. Young people have the right and the responsibility to build their own future. Social inclusion and the opportunities to develop into an active citizen who bears responsibility will be promoted by supporting empowerment. (p. 95)
- 4.3.5. One of the preconditions for the balanced growth and development of children and young people is ensuring the health of the children and their parents. Information on the health and lifestyles of children and young persons and the changes occurring in them is needed to develop and support family clinic and school health care and health promotion programmes. The target is to develop a national monitoring system to follow the physical and mental development and health of children and young people. (p. 95)
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4.4. Preventing social exclusion and poverty (p. 96)

- 4.4.1. It is important to promote the inclusion of people who are at risk of being excluded from the society. Prevention of exclusion will be established as part of normal activities. The assessment of social and health impacts in different policy sectors, particularly in education and employment policy, is particularly important. Social security and services will be developed in a more active direction, so that the system will not develop exclusion traps. (p. 96)
- 4.4.2. Schools' competence at identifying the children and families that are at risk of social exclusion will be increased, and education that takes the individual's special needs into consideration will be developed. Special attention will be focused on the transition phase between education and working life. The target is for every person to receive a vocational or university education after completion of comprehensive school. (p. 96)
- 4.4.3. Special attention will be paid to long-term unemployment by means of the reform of active labour policy. Ultimately, pension solutions for seriously disabled long-term unemployed persons will be studied. (p. 96)
- 4.4.4. Inclusion will also be promoted by means of support networks based on peer support, so that they create opportunities for social cohesion and participation. Activity centres for the unemployed, clubhouses for mental health rehabilitation, and partner and community centres are concrete examples of arenas for everyday participation available for people outside working life. (p. 96)

4.5. Promoting healthy lifestyles and functional capacity and preventing health threats (p. 98)

- 4.5.1. Public health care services will focus on preventive health policy. Society provides opportunities for the spontaneous maintenance of health, and the target is for people to take increasing responsibility and interest in maintaining their health. Healthy lifestyles will be promoted by people if it is easy to choose them. In the future, there should be an extensive examination of how different social policy means could be used to implement reforms to promote health. Lifestyle changes will be broadly influenced through information, health care and multiparty cooperation. The role of health care personnel and many non-governmental organisations, the school institution, business life and the media as distributors of reliable health information will be supported. (p. 100)
- 4.5.2. Environments that make health promotion, preventive services, healthpromoting structures and physical activity possible as well as prevention of diseases are the primary means for increasing the health and social cohesion of the population, improving work capacity, enabling active ageing, and increasing the functional capacity of the ageing population. Anti-drug policy and health promotion programmes will be directed at influencing the choices of children and their parents in the direction of healthier lifestyle choices. (p. 100)
- 4.5.3. The health care and drug service system will be developed in a more integrated direction so that the available resources can be further focused on identifying and treating people at a high risk of becoming ill or socially excluded. (p. 100)
- 4.5.4. Structural changes through community and building planning and cooperation between industry and other business life will protect people's health while developing and promoting an environment that supports a healthy life. (p. 100)
- 4.5.5. A challenge will be to develop and apply new telecommunications solutions to support the functional capacity, performance and participation of citizens with limited functional abilities. The development of easy-to-use applications and aids will be supported to improve the quality of independent activity for all people in different stages of life. (p. 100)
- 4.5.6. Development of healthy foodstuffs, their increased supply and pricing as well as school and workplace catering has an effect on the choices of citizens. Measures to help transfer the focus from supporting production of foodstuffs that contain large amounts of saturated fats to the production of healthier choices, such as fish, vegetable oils, vegetables and fruit, will be supported, especially in daycares and schools. The target is for consumers to select healthy, safe and ecologically produced raw materials and foodstuffs. (p. 101)
- 4.5.7. Citizens' access to information on the factors affecting environmental health is necessary, in order them to make the right choices. The opportunities for citizens to exert influence in the planning of living environments need to be improved in order to ensure the health, safety and pleasantness of the residential environment. Integrating the health impacts into the environmental impact assessment must be reinforced. More information is needed about the cause and effect relationships between the environment and health, the joint effects, health risks and impact mechanisms of hazardous substances, and the health-promoting factors of the built environment. (p. 101)
- 4.5.8. Health threats caused by communicable diseases do not observe state borders. Health risks resulting from climate change are linked to climatic extremes, such as storms, floods and heat waves. Preparation for these health threats requires the co-operation of many actors, such as researchers and various authorities. (p. 101)

4.6. The national identity and a multicultural Finland (p. 101)

- 4.6.1. The characteristics of Finland's culture must be protected. At the community level, national inheritance and knowledge of other cultures increase stability and tolerance. Retention of cultural diversity within Finnish regions must be promoted, and the cultural perspective taken into account in all decision-making. (p. 102)
- 4.6.2. In the future Finland will be an even more multicultural country. Faster integration of immigrants and language acquisition is essential in terms of the well-being of immigrants, the balanced development of society and the economy. The target for immigrants of working age is their entry into working life and placing their competence and education at the disposal of Finnish society. In particular, the preconditions must be created for integrating young people of immigrant background into society. (p. 103)

4.7. Promoting civil activity (p. 103)

- 4.7.1. The starting point in the development of a welfare society is broad democratic rights for society, individual freedom, freedom of speech, freedom of religion, political rights, and the further development of such rights. Maintaining a conscious and active values discussion in society makes it possible for citizens to participate in determining the priorities of common issues. (p. 103)
- 4.7.2. Sustainable development requires that citizens have equal opportunities to participate, bear responsibility and benefit from the increased choices resulting from development. (p. 103)
- 4.7.3. All children and young people must have experience of taking responsibility and managing common matters, both in their own organisation and in those outside the school. Partners will be needed to extend the learning environment to society. The spread and establishment of methods of participation and influence in educational organisations that have been found successful will be promoted, and new means will also be developed. (p. 103)

5. The economy as a safeguard for sustainable development (p. 107)

- 5.0.1. Finland's objective in the future is also to retain its position as a welfare society, for which the good competitiveness of its national economy and a stable public economy provide the preconditions. Good employment, educational, health and social policy as well as a healthy environment lay the foundation for a stable society, subsequently strengthening the competitiveness of Finland. Thus the dimensions of sustainable development become intertwined. Parallel activities in different policy sectors will become essential in order to achieve sustainable development. (p. 112)
- 5.0.2. Ultimately, public sector financing depends on the employment of a sufficient number of the population. Employment and social cohesion are prerequisites for sustainable development. A 75 per cent employment rate is the precondition to provide a sustainable foundation for a welfare society. The financing base for the public economy will be improved by furthering well-being at work for people of working age, preventing loss of working capacity, quick access to education and graduation as well as lifelong learning. Controlled work-based immigration will also be needed to supplement the offering of labour in areas where there is a shortage of domestic labour. (p. 112)
- 5.0.3. Success in global competition requires specialisation, readiness for change and the ability to take advantage of strengths. Finland will utilise its own strengths, which are education, stable labour market relations, technology, a high level of environmental protection and good governance, access to welfare services and equality, and will invest in these in the future as well. (p. 113)
- 5.0.4. The target is a dynamic information society that takes advantage of opportunities and has efficient production in terms of the environment. Finland's economic growth and well-being are based on successful enterprises, an open economy, strong human competence, and a high level of environmental protection. Finland's target is to offer enterprises and people an operating environment that attracts activity in Finland and from Finland in the future as well. Finland has to guarantee a competitive operating environment for its enterprises. This will require functional labour markets, an effective innovation system, sound basic structures (infrastructure) and viable basic services as well as a good regulation environment. (p. 113)
- 5.0.5. Measures will be promoted to allow industry to renew and produce innovations and business that observe the principles of sustainable development. This will reinforce the success of Finnish industry and further employment and the retention of high quality human capital in Finland. (p. 113)

- 5.0.6. A competitive and environmentally sustainable economy needs new, growing and eco-efficient enterprises that are ecologically, socially and economically sustainable. The skills to develop, spread and utilise technological and social innovations will be created. Industrial policy will be used to promote an atmosphere that favours a service society and entrepreneurship, develop the quality of the operating environment for enterprises, create a favourable environment for entrepreneurship, ensure access to markets for enterprises, and promote the growth of enterprises, particularly those in the start-up phase. *(p. 113)*
- 5.0.7. In the future, Finland's economic success and well-being will continue to be based on a high level of competence and ensuring equal educational opportunities for the entire population. Attention will be particularly focused on ensuring that the structure of education meets demand in future decades. Simultaneously, lifelong learning for those already working must be developed. The challenge in terms of education is moving from the teaching of information to learning skills and creating new knowledge and innovations as well as searching for solutions. *(p. 114)*
- 5.0.8. Ensuring a high level of income requires the continuous improvement of productivity. Good productivity development, in both goods and service production, requires that employee well-being at work and the incentives for the growth of human resources and innovation activities are sufficient. Taxation will be developed so that it supports doing work and commissioning work in Finland, promotes sustainable use of natural resources and attracts foreign investment and experts to Finland. *(p. 114)*
- 5.0.9. Mankind over-exploits the planet's natural resource reserves. At the global level, consumption of natural resources should be placed on a sustainable foundation. In this matter, Finland and other industrialised countries have a particular responsibility, and they must significantly reduce their economies' consumption of natural resources and environmental hazards. *(p. 114)*
- 5.0.10. Finnish enterprises will be encouraged to participate in implementing the goals of the UN's Millennium Declaration. Companies will also be encouraged to direct their interest and activities at the least-developed countries, with the target of promoting co-operation and partnerships between the public and private sector. *(p. 114)*

6. Finland as a global actor and bearer of responsibility *(p. 117)*

- 6.0.1. Finland will act constructively, actively and initiatively on behalf of the broad realisation of sustainable development, democracy, freedom of speech, good governance, human rights, equality, the principle of constitutional state, and a functional market economy in the world. Finland will also strive to exert as much influence as possible on the decisions made in international relations and processes, which reflect on Finland and the security and well-being of Finns. *(p. 117)*
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- 6.0.3. Finland will support strengthening the UN as an important multilateral co-operation organisation, for which the impact of decisions must be improved and the consistency of activities must be furthered. As part of UN reform, Finland supports the establishment of a United Nations Environmental Organisation. *(p. 118)*
- 6.0.4. Finland will support strengthening the UN as an important multilateral co-operation organisation, for which the impact of decisions must be improved and the consistency of activities must be furthered. As part of UN reform, Finland supports the establishment of a United Nations Environmental Organisation. *(p. 118)*
- 6.0.5. Finland promotes the broad commitment of the world's countries to international agreements. Broad commitment to international agreements and mutual rules will also create demand for services and products that promote sustainable development. *(p. 118)*
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- 6.0.7. Finland will strive to implement the targets of sustainable development in accordance with the commitments and principles to which Finland has internationally committed within the framework of the United Nations, for

example, in the UN Economic and Social Council (ECOSOC), UN Commission on Sustainable Development (CSD), UN Environmental Programme (UNEP), and the UN Development Programme (UNDP). (p. 118)

- 6.0.8. Finland will strive to implement the targets of sustainable development in accordance with the commitments and principles to which Finland has internationally committed within the framework of the United Nations, for example, in the UN Economic and Social Council (ECOSOC), UN Commission on Sustainable Development (CSD), UN Environmental Programme (UNEP), and the UN Development Programme (UNDP). (p. 118)

6.1. Development of neighbouring regions (p. 118)

- 6.1.1. From Finland's perspective, it is particularly important to have stable development in our neighbouring regions. Joint efforts will continue and be condensed, especially in terms of blocking threats to the vulnerable environment of the Baltic Sea and Arctic region and increasing environmental responsibility. Regional co-operation must also focus particular attention on developing infrastructure and logistics, energy co-operation, preventing communicable diseases, and removing barriers to trade and investment. (p. 119)

6.2. Influencing EU policy (p. 119)

- 6.2.1. Finland will promote the continued improvement of the European Union's possibilities and ability to act as an initiator and an active actor in international development, human rights and environmental policy. (p. 119)
- 6.2.2. Finland will work towards ensuring that sustainable development and EU competitiveness become clearer focuses of EU activities. Sustainable development must be more strongly integrated into all EU policy sectors. Finland will utilise its own achievements in influencing the EU and promote issues in the EU that are important for the success of Finland and the entire Union. These issues include functional internal markets that take the European social dimension into consideration, a stable economy, a high level of environmental protection, the promotion of entrepreneurship, strengthening human capital, strong investment in research and development work, and attractiveness as an operating environment. Instead of increasing regulation, the EU should look for solutions through incentives. (p. 119)
- 6.2.3. For Finland, the EU represents an important channel for furthering the targets of sustainable development in the UN and other international organisations. In order for the EU to influence international decisionmaking in accordance with its economic and political significance, it must be strengthened internally. Furthermore, it has to find its place in the accelerating globalisation and international distribution of work. (p. 120)

6.3. Finland as a global bearer of responsibility (p. 120)

- 6.3.1. The reduction of poverty is only possible through influencing the causes of poverty and the inequality behind it. Finland will strive to influence more just development of globalisation, and the eradication of poverty and inequality. More balanced development of well-being requires the focusing of attention on the poorest and intervention in the structures that maintain poverty, such as corruption. In terms of alleviating poverty, it is essential to focus attention not only on economic growth but also on the quality of economic development. Economic growth must be such that the poor also participate in creating it, contributing to it and benefiting from it. (p. 120)
- 6.3.2. Finland is committed to the UN's Millennium Development Goals, which include promoting peace and security as well as reducing poverty in various ways. Finland is committed to consistently furthering development policy goals in all areas of international co-operation and national policy that influence the position of developing countries. (p. 122)
- 6.3.3. Finland is committed to increasing its development co-operation contribution to 0.7 per cent of gross national income, as agreed in the UN. The quality of development aid must be taken into consideration when increasing the amount of aid. Finland's contributions will be directed at supporting the recipient countries' own targets, which are determined in a democratic and participatory manner. However, the support must be focused on targets that genuinely have an impact in terms of sustainable development, such as good governance and the education of women and girls. Finland and the EU are committed to promoting equality also on a global basis. (p. 122)
- 6.3.4. Strong international organisations and contractual arrangements will be needed to influence globalisation. A multilateral system must be based on responsible and accountable institutions and on co-operation between public institutions, markets and civil society actors. There is a need to increase the opportunities for developing countries to exert influence, especially in international financial institutions. Increasing the possibilities for democratic influence in terms of non-governmental organisations will also provide added value for the functionality and approval of the international system. The search for solutions to global governance problems will continue. The Helsinki Process created at the initiative of the Governments of Finland and Tanzania in 2002 also provides a good foundation for this work. (p. 122)

- 6.3.5. Finland will promote the availability of new technologies and information technology in developing countries and join forces with the private sector to identify information and communications technology solutions that are suitable for developing countries and serve to further achievement of the goals of the Millennium Declaration. In particular, Finland has a lot of experience in the energy, transport, water management, forestry and biotechnology sectors. Simultaneously, enterprises can benefit from the new markets. (p. 123)
- 6.3.6. Economic growth produced by private business activities functioning on a sustainable foundation is important to increasing well-being and jobs as well as reducing poverty in all countries. Economic growth must serve the targets of human well-being without endangering the environment or biodiversity. The challenge is to create opportunities for sustainable sources of livelihood that guarantee a sufficient income while protecting and renewing natural resources. Good employment development is also essential to reducing poverty. Investing in development of working life that takes human rights into consideration is one part of sustainable development. (p. 123)
- 6.3.7. The education system must provide skills for world citizenship and widen the perspective on environmental and development issues and the needs and possibilities for more just distribution of well-being. (p. 123)

7. Supporting sustainable choices (p. 125)

7.1. Education to promote sustainable development (p. 125)

- 7.1.1. Targets for development presented in the National Strategy of Education and Training for Sustainable Development (2006) will be implemented in accordance with the implementation plan approved by the Finnish National Commission on Sustainable Development. (p. 127)
- 7.1.2. In the future, education will include information and teaching concerning the formation of values and attitudes as well as sustainable choices. Success in this will require investment in basic and in-service education for teachers. (p. 127)
- 7.1.3. The challenge of more comprehensive learning will be concretised in the co-operation between subjects, development of the operating culture and closer interaction with the surrounding society. Learning to use solutions that observe the principle of sustainable development and transferring them to everyday practices will require co-operation between teachers and between teachers and other experts and parents. (p. 127)
- 7.1.4. The importance of sustainable development will be strengthened in education policy and the basic and in-service education for teachers. Sustainable development must be made a priority of the strategies concerning the teaching sector and early education, and provide support for education and training in the strategies of other administrative sectors and actors. (p. 127)
- 7.1.5. Learning materials and guides will be developed to meet the needs of teaching sustainable development and to support multi-professional cooperation in schools, and in the activities between schools, and between schools and other actors. (p. 127)
- 7.1.6. Means of participation and influence that have been developed and found successful will be spread and established in educational organisations. New means of participation and influence will be developed, for example, through research. (p. 127)
- 7.1.7. The environmental certificate for institutions will be expanded to include the social and cultural dimension of sustainable development. The target is for all schools to have a sustainable development action programme in place by 2010, and for 15 per cent to have external recognition or certification of their activities by 2014. (p. 127)

7.2. Research and development, know-how and innovations (p. 128)

- 7.2.1. In terms of creating innovations, it is important to develop a know-how society, in other words, operating environments and strong centres of expertise that support the creation and application of new information. Skills related to bottlenecks in the innovation system, including risk financing, business competence, commercialisation and internationalisation, will be developed. Finnish enterprises need to learn new skills, especially in the areas of functionality, design and commercialisation of services. Turning inventions that support sustainable development into successful products on the market will be promoted and strong investment in research and product development will continue. (p. 129)

- 7.2.2. Successful commercialisation of innovations is a key factor in the success of individual citizens, groups, enterprises and societies. The basic preconditions for this are top-level know-how in technology and business. However, purposeful investment in the production of social innovations is also needed in addition to technological innovations, so that societal and social development do not diverge from economic and technological development. (p. 129)
- 7.2.3. In addition to developing the key strengths of know-how, there will also be investment in promising research fields and achieving sufficient volume and a good level of quality in them. Such fields include bio and environmental science, the welfare cluster and knowledge-intensive services. Promotion of innovations in accordance with sustainable development will require consistent policy in different sectors, and the development of regulation so that it rewards innovation activity that supports sustainable development. (p. 129)
- 7.2.4. It is important to ensure the innovativeness of sustainable development policy by means of networking co-operation and programmes of the administration, scientific community and civil organisations, and economic life. Diverse researcher training and research and innovation activities will create the preconditions for sustainable development. Adult education, non-governmental organisations and the media will also play an important role. (p. 130)
- 7.2.5. The principles of sustainable development must be integrated into research. The challenge is to make the research influential, in other words, ensuring that citizens and decision-makers are aware of the research results which provide an information base for sustainable choices. In order to promote the impact of research, end users of research information must be included in the research process right from the planning stage. (p. 130)

7.3. Economic policy instruments (p. 130)

- 7.3.1. Finland will use the most cost-efficient and effective policy instrument for each specific situation. The steering of choices must observe strong scientific evidence and the precautionary principle, which is based on probabilities. The policy instruments must be developed systematically and patiently on both a national and EU basis. (p. 131)
- 7.3.2. Economic measures will be developed that reduce the use of nonrenewable natural resources and environmental hazards as well as promote recycling and the energy efficiency of products, their consumption and energy use. The possibilities to decrease subsidies that are harmful to the environment and sustainable development will be examined. (p. 131)
- 7.3.3. Policy instruments will provide the opportunity to promote sustainable production methods, consumer habits and lifestyles, make environmental steering more efficient, and increase the cost-efficiency of environmental policy. The already initiated work to increase the steering effect of the taxation system will be continued systematically and patiently from the standpoint of environmental needs and obligations while taking economic requirements into consideration. The opportunities provided by new market-oriented measures will be examined and implemented as part of the development of the policy instruments. (p. 131)
- 7.3.4. The development of new technology is essential in achieving permanent results in terms of sustainable development. Access to markets for new environmentally friendly energy technology will be assisted by means of an energy subsidy granted for investments and studies to support such investments. A production subsidy for electricity produced with renewable energy will be granted through the taxation system. (p. 131)
- 7.3.5. Co-operation and common solutions within the European Union will make it possible to increase the impact of the economic instrument system and reduce the costs of adaptation resulting from new steering. The long-term target is to obtain agreement on the use of effective policy instruments in international co-operation when responding to global environmental challenges. (p. 131)
- 7.3.6. It is important to support the implementation of economic policy instruments through informative measures. (p. 131)

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