

# FINLAND – AN ACTIVE NATION AND PEOPLE

PICK UP THE BATON



SUOMI

# 1.1 WHAT IS THIS **CONCEPT** ABOUT?

A LOT OF GOOD WORK IS DONE IN FINLAND TO IMPROVE PEOPLE'S PHYSICAL, MENTAL AND SOCIAL ABILITY TO FUNCTION. HOWEVER, RESULTS HAVE STILL GOTTEN WORSE. THE LIMITS OF DIMINISHED ABILITY TO FUNCTION HAVE NOW BEEN CROSSED.

It's not just about sports or exercise but changing habits and practices. Change requires the efforts of all the operators in Finland. We need a way to introduce the topic of ability to function to social discourse alongside climate change and the economy.



## 1.2 WHAT IS THIS **CONCEPT** ABOUT?

EVERYONE HAS THE RIGHT TO THE ABILITY TO FUNCTION. LOSING THIS ABILITY IS A MASSIVE PROBLEM FOR BOTH THE INDIVIDUAL AND SOCIETY AT LARGE.

THERE ARE NO QUICK FIXES TO THIS.

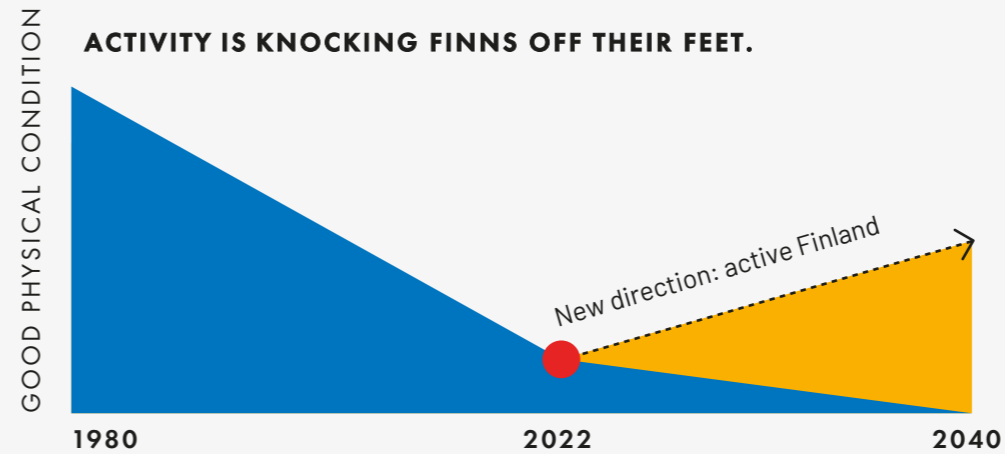
Ability to function is a goal in and of itself, and movement is the way to reach it. Before people can be activated to move, we must change the way they think. Our task is to bring ability to function into social discourse and make moving around about something more than just exercise. We wish to make all kinds of movement a desirable and appreciated part of people's everyday lives. We do not place blame but motivate, inspire and strive to create joy of success. We have a solution-oriented message. **We are talking about everyone's right to the ability to function.**



# 2.1 WHY ACTION IS NEEDED NOW?

The physical condition of people living in Finland – and thus their ability to function – has already been trending down for 40 years now. Inactivity is already costing us 4.7 billion euros annually.

Inactivity is knocking Finns off their feet. At this rate we will no longer have a Finnish welfare society in the 2040s.

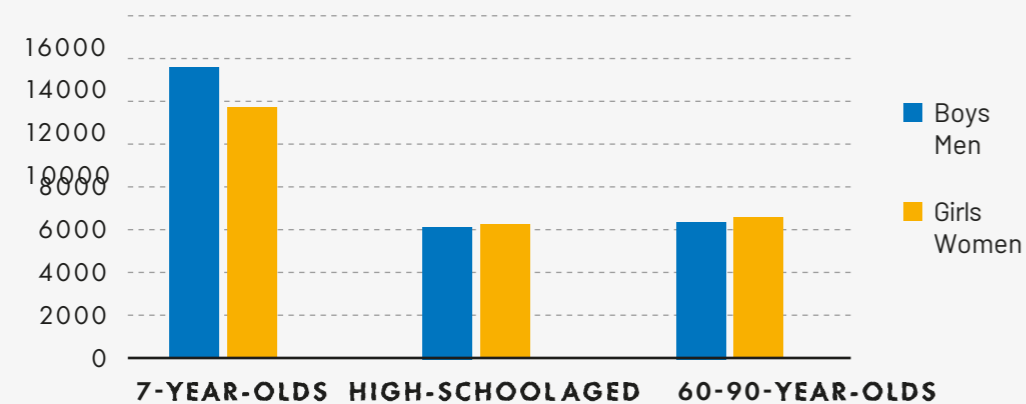


**2022**  
The physical condition of the population is diminishing in nearly all age groups. The cost of inactivity to society is €3.2 billion per year and immobility costs €1.5 billion.

**2040**  
On the current path the endurance of men will have collapsed so that only 2 % of 50-year-old men are in good shape.

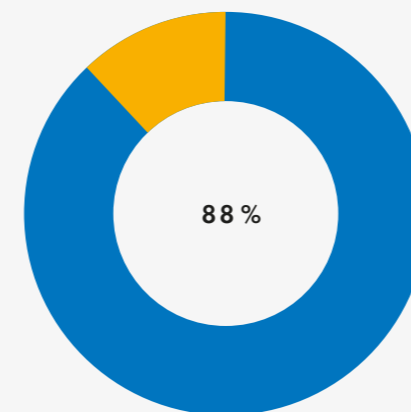
## NUMBER OF DAILY STEPS COLLAPSES AS PEOPLE REACH ADULTHOOD

Youths beginning their studies, work life or military service take the same number of daily steps as those moving on to retirement.



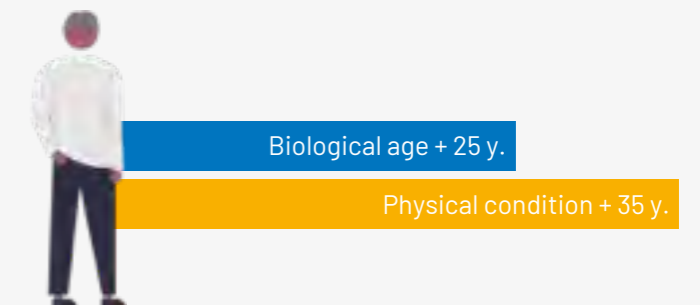
## AVERAGE WEIGHT IS RISING

88 % of 44-year-old men will be overweight by the year 2050.



## WE ARE AGEING BEYOND OUR YEARS

In terms of physical condition, men will age 35 years in the next 25 years.



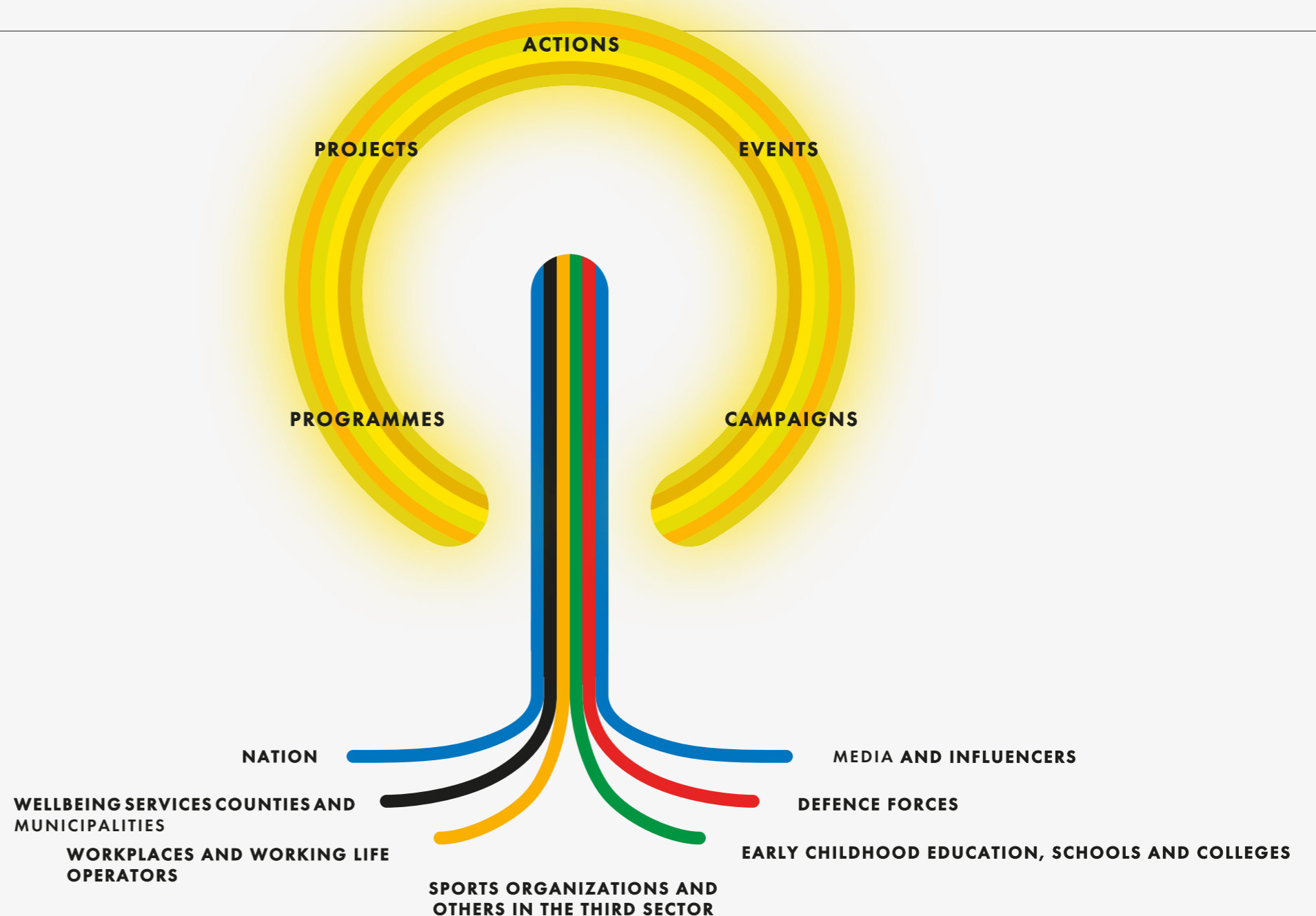
# 3.1 HOW IS THE PROBLEM SOLVED?

The purpose of joint operation is to make the concept visible, recognisable and attractive. The shared goal is to change people's values, attitudes and everyday behaviour in a direction that promotes ability to function. **Many operators, one shared concept.**

We wish to encourage the creation of new practices to promote movement and finding new choices for a more active life.

Greatest impact is made by those who know their target audience and have the best understanding of the issues. This is why we will not communicate for you but with you. This way we can also reach target groups we otherwise couldn't.

In the 2020s, communication is action, first and foremost. **Many operators, many actions, one shared message!**



# 4.1 HOW CAN WE JOIN UP?

## MAKE A PROMISE TO FINLAND

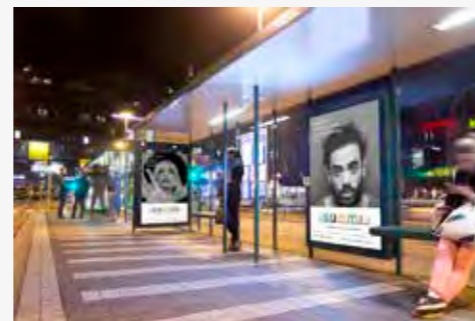
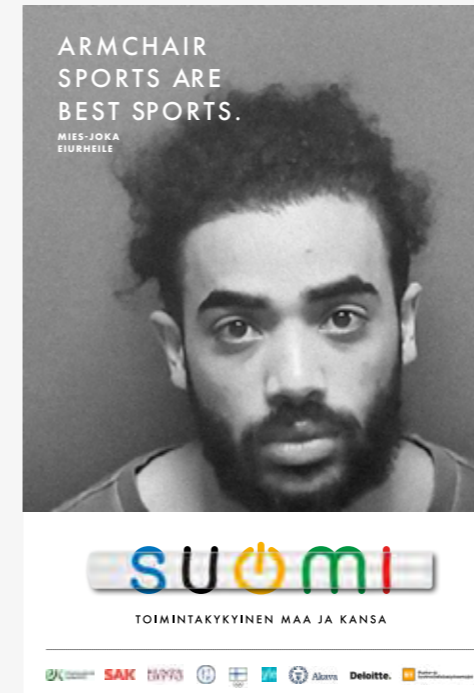
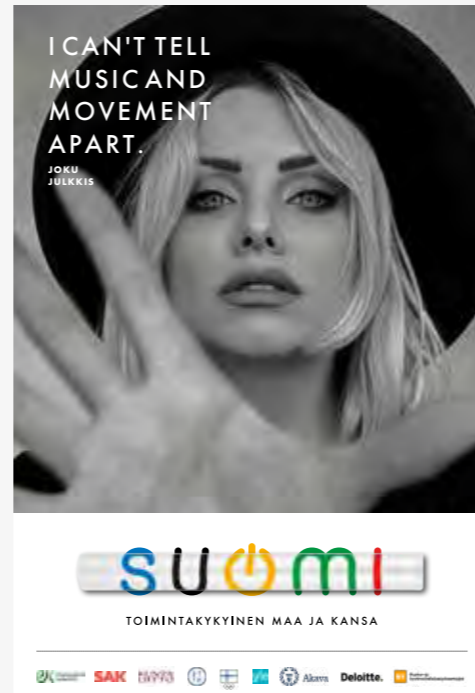
Introduction of the concept is a sustainable act for both our nation and our people. By joining up you will be one of the facilitators of the concept through your own example.

As part of the concept we will be collecting promises that lead to concrete, practical measures to increase movement in the different organisations.

- ① Think about what your practical promise would be.
- ② Post your promise on social media using #LupausSuomelle and/or #LöftetillFinland
- ③ Communicate with your staff and make use of the concept's logo while doing so.

Through the promises we wish to inspire the adding of new tools to society's toolbox concerning the ability to function.

The concept's umbrella can fit millions of promises under it. Together we will start a snowball that grows and grows while inspiring actions and communication to improve ability to function.



# 4.2 INSPIRATION AND TIPS FOR MAKING MOVING PROMISES

PROMISES CAN BE MADE ON THE STRATEGIC OR OPERATIONAL LEVEL, AND WHY NOT ON THE PERSONAL LEVEL AS WELL.

