

**Best before**  
**01012015**



*To acknowledge facts is the root of all wisdom.*

J.K. Paasikivi

*There are no facts. There are only interpretations.*

F.W. Nietzsche

Future Makers – Finland 2015

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## Attitude!

The purpose of Sitra's Future Makers 2015 course was to find out how those born after year of 1968 see the future of Finland and the Finnish people. Activity in preferably more than one area of life was a prerequisite for being invited to the course.

The purpose was to seek an order of values in their world-view – openly, without a predetermined idea of what that order could possibly be. The themes had not been set in advance by Sitra; instead, the course members themselves chose topics they considered essential.

This book is the result of a gradual process. First, the participants wrote a personal essay on the future. These texts already provided much food for thought. Next, the participants were deluged with specialist reports and chose the subject areas they considered important. Finally, the groups were divided into three: partly to make it easier for each member to make his or her voice heard, and partly to find different perspectives. The groups then prepared a number of well-grounded action proposals, which – in addition to the discussions conducted during the six-month period – serve as a foundation for this book.

Throughout the six-month process, the discussions were excellent. The course participants claimed to be breathless, while guest speakers kept asking: "Where did you find this group?" The comment "I've never been pressed like this before" was often heard. Facts were the only authority.

The common element the course members shared was being part of certain age groups. In other respects they were very different from one another. The course did not have a set of common values written on the wall. Instead, the value basis was the result of each member respecting the values of one another. The 'one and only option' mindset was never emphasised in the discussion – quite the contrary. This setting led to a genuine collection of many voices, polyphony. Thus it did not seem reasonable to try and write a report which all the participants would agree to in all respects.

Right from the start it was clear that "it's really great to discuss things with people of your own age group; at work, I'm always younger than all the rest", as one course member said. Nobody was interested in proclaiming rebellion against other age groups; instead, each and every one was interested in the state of Finland and the world in 10–15 years' time. The construction blocks of the future – people, the environment, trade and education – are the same as for anyone else considering the future. Yet the synthesis and the emphasis are original. When two dozen Finns capable of independent thought, capable of talking and listening at the same time, spend days on end together, the result is bound to be fascinating.

What was it that made the course so special? The deeper into the layers of society the discussion penetrated, the clearer it became that attitude is the key. The state of the world is what it is, but you have to take a standpoint in how you face it. The Future Makers course did not regard the world with cynical eyes, but rather with hope: there really is a better way of doing things. Discussions were also characterised by their perspective – the typically Finnish, state-oriented thinking is in need of a change.

When more than 20 people who are quite unknown to one another tackle the task of preparing a collective book on a better world in six months, the job seems – to put it nicely – challenging. It worked. The group was supported (and interpreted) by Anna-Liina Kauhanen and Jaakko Lyytinen, the authors of this report (except for the opening words). Mervi Porevuo,

Pekko Kohonen, Tuire Lehtikoinen, Suvi Savola and Susanna Ekola from Sitra worked with disregard to the track of time. Their commitment made it possible to achieve what the course members wished for and some things they did not even know they were wishing for. Our thanks to Ville Tietäväinen for the layout.

In the words of graffiti: "When one man dreams, it is a dream. When several men dream the same thing, it is the beginning of reality."

Peter Ekholm  
Principal

## User instructions

What kind of Finland would you like to live in 2015?

The Best Before 01012015 report is seeking answers in different areas. The underlying theme running through the publication is the goal of a society where everybody has the right to pursue his or her own responsible path to happiness, to play an active part in society and develop a community spirit.

Instead of cynical horror scenarios and threats of a pension time bomb, the report analyses Finland's future from a more optimistic perspective, through faith in people's desire and ability to change.

The aim is for Finland to be known as a multicultural society with a diversity of opinions in which everybody can take part and have a say. How could we turn Finland into a country where responsible citizens can and will take part in the maintenance of a just welfare society?

The challenges Finland will face in the future have been divided into five headings:

**New Finland.** The principal theme of this chapter is the necessity of immigrants in Finland. The aim is a tolerant Finnish society, offering immigrants the opportunity to take part and have a say in it, and lead a full and happy life.

**The future of work and new ethos of life.** This chapter addresses the work upheaval and how to control the increasing insecurity of the labour force.

**New benefits deal.** The work upheaval and the aging of the population make it imperative to analyse the concept of a welfare society from a new perspective.

**Happiness through participation.** This chapter considers ways to prevent social exclusion and to increase ways for people to take part in civil society. The third sector plays a major role in the development of a community spirit.

**A world of diversity.** The topics encompass mega-class issues: the EU, globalisation, human rights, fair world trade, and environmental responsibility. What kind of role will Finland play on the international scene?

After the content chapters, the report ends with a **Creative class picture**. If you want to know what the Best Before 01012015 report is built on, this is the place to start. Based on interviews, the class picture explores the values of the Future Makers.

**Chop-chop.** A list of concrete action points is included at the end of each chapter.

To be enjoyed cold and without prejudice.

P.S. Naturally, not every view presented in this report is endorsed by every member of the group. Where the diversity of opinions was the greatest, there the most voices are also heard in the text.

## **New Finland**

**Why would self-sufficient Finland need immigrants? To shed racism and to become a multicultural, tolerant society.**

Finland is facing in the short term similar threats than other EU-countries: aging population, approaching labour shortage, declining economy. Any aspiring politician knows by heart the chant of our common concerns: what will happen to our economic growth, gross domestic product, competitive edge or market leadership.

While many see the dangers, all too few see our future strengths. The threats are known, yet the decisions and actions necessary to counter them are still to come.

Instead of worrying about future challenges, we need to seize them with both hands. On a global scale we are doing extremely well, yet we must now focus on our strengths and seek new trump cards.

### ***Immigration is a must***

While the concern should not be exaggerated, transforming Finland - from a self-sufficient and mentally even racist society into a paradise permeated by a spirit of community, civic participation and a sense of responsibility, and wealthy to boot - is a major challenge. This is impossible without immigrants.

Finland has the lowest level of immigrants among the EU-countries. Finland needs immigrants to become more open and tolerant, to become a country where it is good to live and where it is good for others to come and live. Immigrants invigorate the artistic and scientific communities, open up new vistas and broaden our understanding of other cultures and global problems.

Opening doors to immigrants is also a form of the competition for competence, since multiculturalism feeds social innovation and inventiveness. In the climate of tightening international competition, success depends on competent employees, which further escalates the cross-border competition for leading experts.

The diversity of the living environment and culture provides a competitive edge in this competition – and diversity requires new people, a spirit of enterprise and new activities.

Things hot up not only thanks to the immigrants' contribution to the multicultural mix, but also because immigrants will need and create new services: homes must be built, furniture acquired, education and a variety of cultural services obtained.

Of course, the facts of the demographic change must also be taken seriously. To survive a reckless overturn of the dependency ratio, Finland must attract more immigrants. They are needed as protection against the dictatorship of the OAPs and being overwhelmed by pension and care expenditure. Our dependency ratio will decline drastically when the baby boomer generations retire. Today's small age groups will be left holding the bill.

Financing the increasing pension and social welfare expenditure with a smaller labour force is an extremely difficult challenge – particularly if the predominant reluctance to make unavoidable political decisions continues. It is unlikely that a fairer deal between the

generations could be achieved more easily – on the contrary, soon there will be an influx of populist senior citizens preaching away at Parliament in Arkadianmäki.

Immigration is also important, since Finland is more likely to face a labour shortage than large-scale unemployment. Even if the 600,000–700,000 employees approaching retirement age will not leave us a legacy of quite as many jobs, Finland will need immigrants as well as a rapid increase in the domestic employment rate to fill the vacuum. Without immigrants we cannot maintain our high-quality welfare society and top-level, international competitive ability.

Finland must establish, the sooner the better, a clear, solidaristic, active immigration policy, which respects human rights and attracts immigrants to the country. A suitable target would be for the annual number of immigrants to correspond to 0.5–1% of the population. This would mean approximately 25,000–50,000 immigrants per year.

The tone of the new immigration policy marks a shift from regulation to seduction, from the 1970s hostile bouncer mentality to the enticing siren's call.

### ***Hard competition for immigrants***

To avoid conflict between generations, Finland needs new blood. But where can we find the new blood, when the culture of temporary jobs and a performance-driven society keep the birth rate to a minimum?

Most of Europe and the western industrial countries will be fighting the same demographic problems as Finland, so competition for immigrants is a harsh fact.

However, we must clarify the basic concepts first. One of the problems of Finland's deficient immigration policy has been to constantly group migration and refugee policies under one heading. People move to Finland not only to find work, a place to study or love, but also to escape war, torture and persecution.

On a terminological level, the different immigration categories – migration and refugees – should be kept separate. Migration is usually a voluntary choice, becoming a refugee hardly ever. Finnish immigration policy must encompass both migration and refugee policies, but they must not be confused with each other.

The main concern of our migration policy (over the next few years at least) is clear: in terms of attractiveness, Finland is badly lagging behind other Nordic countries, for example. How can we lure large numbers of experts from a wide range of fields to Finland from other countries? How can we convince leading experts that spending just a few years in a Finnish company would look good on their CVs? In addition to a harsh reputation, Finland's position is undermined by its cold climate and difficult language.

Freedom of movement in connection with the expansion of the EU will probably bring a few immigrants to Finland, but the impact of the internal immigration of new EU citizens will hardly make a difference. When movement in general increases, competence and know-how will always concentrate in certain areas more than others, while some areas will become temporarily poorer; however, some areas will also receive significant support from their expatriate citizens. You must be able to sniff the trends.

We do have our trump cards: unpolluted nature, a high level of education, good basic services and health care, a functioning democracy and infrastructure. Our position on the outskirts of Europe may also be an advantage. Many immigrants see Finland as a safe and stable society. We must hold on to these allures to be able to proudly offer a safe growth and living environment for the immigrating experts and their families.

Finnish enterprises with a positive image may also serve as magnets for migration. Finland is not yet taking full advantage of the fact that we are undeniably in the spearhead of information

societies. It is not enough that Nokia alone is enticing young IT professionals to Finland. While they lack a global presence, many smaller, modern enterprises are also suffering from a shortage of staff. For them, foreigners would be an excellent solution. For Finland's future, it is also important that the social welfare and healthcare sectors receive competent immigrant workers.

Enterprises that have invested in human capital should market their operational methods, working conditions and prerequisites more boldly, when there is just cause for this. This is not always the case: who wants to move to a country that can only offer short-term, uncertain, temporary employment – at least for those under 40 – without even a whiff of security in the labour market?

### ***Bring on the points***

One of the basic conflicts inherent in an active immigration policy is that supply and demand do not always meet. Finland should use some sort of points model to evaluate the suitability of prospective immigrants – and of immigrant employees in particular. Immigration points systems are used in Canada, Switzerland and New Zealand, amongst others.

A carefully designed points system would also be to the immigrants' advantage, since the purpose of the system is to ensure they can find jobs quickly in Finland. The points system would prevent social exclusion and excessive dependence on social support structures. From the perspective of Finnish society, the placement of immigrants in different areas and in a wide range of capacities – IT professionals and midwives, cleaners and managing directors – is a source of wealth.

Points could be granted for language skills, age, work experience and education, for example, while the country of origin would not be taken into account. However, the demand for a given type of competence would be considered: the greater the demand for certain professional skills, the more points the immigrant with such skills would receive. The points system would have to be clear and transparent; the basis of decisions must not remain unclear.

This is because there are essential fundamental problems with the points system. It is particularly dangerous to see immigrants blindly as just production factors who are here to save Finland. This attitude will result in those moving to Finland not accepting the new country as their own.

Immigration policy is not only about numbers and measuring the educational level of the newcomers; it is a question of policy definitions that define Finland in a number of ways. The first step towards an immigration policy reform should be considering how immigrants could be best supported. This requires changes in attitudes, politics, legislation and administration. Finland needs a Minister and Ministry of Immigration, who would be responsible for ensuring the preconditions for a tolerant, multicultural society. At the same time, the Directorate of Immigration must be reorganised as an immigration-oriented authorizing body.

### ***Immigration policy and global responsibility***

In addition to the free movement of trade and goods, the free movement of people and information acts as an engine of globalisation. Compared with the mechanisms of the economy, migration promotes globalisation in different ways.

Although the age-old, hidebound debate on foreigners issues conducted in Finland easily gives rise to the idea, not all migrants are victims of human trade. Most immigrants are ordinary people trying to sort out their lives.

Millions of people have learned how to operate across borders. They have brought forth a new cosmopolitan, trans-national and trans-cultural form of globalisation.

An active immigration policy and the free movement of workers nevertheless have their flip side: the brain drain, which plagues the developing countries in particular. Western industrial countries wrestling with their demographic problems benefit – at the expense of developing countries – from the emigration of an educated and professional labour force from the developing countries.

The negative effects of brain drain can be best prevented by improving the conditions in the country of origin and its international status. This means removing trade obstacles and accelerating development cooperation. However, emigration may also benefit the country of origin. Returning emigrants bring back and transfer from one culture to another new kinds of competencies and technologies.

### ***What about the refugees?***

Although Finland must try and attract voluntary, legal job-seeking immigrants, we must also shoulder more responsibility for refugees. Finding a place of safety is the core issue in their protection. Visa requirements, control of the EU's external borders and sanctions against transport companies are leading to the fact that in the EU, the only route to safety any refugees have is in a smuggler's container – and the consequences are hazardous.

Finnish refugee policy has been extremely strict for no reason. The number of refugees must be better proportioned to the global refugee situation. That way, Finland would clearly accept its share of responsibility for refugees. The refugee policy starts from an individual's need for help, so an immigration points system is not feasible for refugees.

With the objective of an annual inflow of immigrants corresponding to 0.5-1% of the population, it is important that refugees have a clear minority quota in this number. Refugees should account for 8–10 per cent of all immigrants.

Refugees must be provided with the same welfare services as other Finnish people and the same special services as other immigrants. Refugees also need their own special services. First of all, Finland must critically evaluate the need for closed reception centres for refugees, so that restrictions of freedom are kept to a minimum.

### ***From mono-culture towards multiculturalism***

An active immigration policy would also involve comprehensive and unprejudiced discussion on what it really means to have a significant number of people from foreign cultures move to Finland. In the early 2000s immigration policy may still be regarded from the perspective of the majority culture, but as the numbers of immigrants grow, we must be ready to change, too. We are facing growth pains and an endless list of questions: How in general can we attract foreigners to our self-serving and cold world? How can we facilitate the process of adaptation, to broaden people's ability to tolerate minorities, to prevent racism? Who's in, who's out, who's a foreigner, who's a citizen? How long will an immigrant remain a foreigner or an immigrant in Finland? Which forms of culture will be tolerated, which ones supported? Should the status of the English language be reinforced? How can we prevent the formation of involuntary social ghettos?

Lagging behind in immigration policy issues as Finland is, it has the opportunity to at least try and avoid the mistakes already made in other countries. This demands a sense of direction and questioning many things, however. We can start from redefining the entire concept of who is Finnish from a new standpoint and discussing openly what the values of a multicultural Finland will be.

A successful immigration policy requires that the attitudes of Finns towards foreigners take a turn in a more tolerant direction. Tolerance education is important, otherwise populist movements may raise their heads.

## ***Friends, Romans, countrymen***

In a multicultural Finland, everybody must have the right to his or her own culture. A strong sense of personal identity ensures self-esteem and adaptation to the mainstream culture. Children often face difficult situations when home-learned behaviour standards clash with those of the mainstream culture. This is why more resources must be found for fostering tolerance and a spirit of community for people to act together at schools and day-care centres. More resources are also required for the education for immigrant children and in general and vocational education for immigrant youth.

The efficient integration of immigrants into Finnish society benefits all parties and provides the best cure for racism and intolerance. Immigrants should be immediately be given tuition in the Finnish or Swedish language and culture, as efficiently as possible, and then be directed to training opportunities if necessary. In the integration of adults, the main factors are learning the language, obtaining information about the local labour market and quickly finding a job. Finland must promote immigration by providing immigrants and refugees with a solid support and information package. A Welcome to Finland programme would offer similar services to the current integration plans, but the services would be available for all immigrants, not only unemployed jobseekers.

Part of the material could be provided in the format of a written Finland kit integration package. In addition, we need a comprehensive programme focusing on citizenship skills and information on society. Ideally, public authorities would be able to assign every immigrant to a voluntary sponsor or sponsor family, to help them adapt to life in Finland.

Obtaining Finnish citizenship is vital for the integration of immigrants. The process should be quick, as simple as possible and free of charge for the applicant. Applying for dual citizenship should also be made free of charge, over the Internet for example.

An active immigration policy also includes efficient measures for marketing Finland internationally. We must not underestimate even minor tricks designed to attract immigrants to Finland. For example, marketing could be targeted at the descendants of Finnish emigrants. They are likely to be interested in Finland already and their attitudes towards immigration are positive. Second and third generation emigrants should be provided with specific information about immigrating to Finland, Finnish society and working life.

The Finland.fi website could be used to promote the marketing of immigration and immigration information. The site would provide clear and easy access to information about Finland – for potential immigrants, tourists and refugees alike – with a link “How to immigrate to Finland” flashing in the top corner.

## Chop-chop:

- Immigration policy must be clearly divided into migration and refugee policies
- The target is to attract 25,000–50,000 immigrants (corresponding to 0.5–1 per cent of the population) to Finland annually.
- The suitability of the immigrants is to be evaluated and their adaptation to Finnish society promoted by adopting a clear and transparent points system.
- A Ministry of Immigration is to be established.
- The new Ministry of Immigration is to prepare a marketing strategy to attract immigrants to Finland. One of the adopted measures is the Finland.fi website. Immigration marketing is to be targeted at the descendants of Finnish emigrants in particular
- The training of immigrants is to focus on the skills needed in obtaining an education and finding a job, and on learning citizenship skills
- Each immigrant family is to be provided, on request, with a Finnish sponsor family.
- Applying for citizenship must be made free of charge.
- A solemn ceremony is to be created for the granting of citizenship

“The pursuit of happiness is perhaps considering what kinds of choices are morally sound. Where and how to live? Whether to live in Finland, whether to buy a house or to live in the city, to live alone or in a commune? Whether to have children with a partner or on your own?”

### I am Finnish

Obtaining Finnish citizenship should be turned into a bit of a do. We should have a ceremony where the heads of new citizens are crowned with a blue and white skullcap, like the one Väinämöinen wears in paintings.

A citizenship ceremony might also be a good thing for natural-born Finns. After all, the idea is that Finnish identity must also change in an increasingly multicultural setting.

The Finnish identity and spirit of community can no longer be based on *sisu* and sauna alone, nor on the mantra that being born in Finland is like winning the lottery jackpot.

“Happiness cannot arise from one sector of life; you must find it in several different areas. It’s not born of success at work and a good relationship, as they too need the input of experiences with different things, physical things, doing things.”

## **The future of work and new ethos of life**

**The upheaval of working culture is changing the nature of work more permanently than any occasional fluctuations in economic trends. How shall the nation boastful of its working capacity adapt to a world where the nature and significance of work must be completely redefined?**

This chapter approaches the future of work, the economy, productivity, education and entrepreneurship from the perspective of work upheaval. It also considers the tensions arising from the basic conflict that while production is increasingly complying with the new logic, structures, culture and principles still reflect the logic of the old, industrial world.

The Finns' relationship to work is illustrated by golden rules about how 'industriousness is our joy' or 'the workman is known by his work'. Even the mass unemployment of the 1990s did not affect our respect for work, although more and more people had to define their identity through other means than work. But how will this nation of drudges adapt to the work upheaval?

Attitudes to work are already widely differing. Some subscribe to the hacker ethic, introduced by philosopher Pekka Himanen, which makes little distinction between work and free time; some continue to see work as something inescapable but also offering experiences of success. For a third group, work is a way of financing interests more valuable than work; for a fourth group, work is a lifestyle choice just like clothes, address and cell phone cover design.

For the plodding majority, work upheaval takes the form of an increase in atypical employment relationships: short-term work, distance work, part-time work, self-employment, having multiple jobs – in other words, increasing insecurity. The upheaval also means that fewer individuals follow the traditional three-step model where childhood and youth are the time of education, adulthood a time of working and old age a time of leisure. For older employees, it is a question of well-being at work, for younger ones, often a question of combining family and work.

From the employee's perspective, the rigid structures of the old system and its irrelevant regulations limit opportunities for organising life in an ideal way. People need further options, further opportunities for individual arrangements, freedom and participation.

The on going revolution has a de-ja-vu effect in a mind of a Finn. Rapid changes are familiar to many Finns. Before WWII Finland was an agricultural country. Industrialism was coming late compared to other nations but the process was faster than anywhere else.

### ***A great leap***

For decades, the information society has been heralded as the next step in the evolution of the industrial countries. This is exactly what the mega-trend of work upheaval is about: the leap from industrial mass production to post-industrial production. Brains will replace material goods and intellectual capital will become the primary production factor. Change has been in the offing since the 1960s, but now we are finally beginning to see how it is transforming our world.

The concept of work upheaval has been explained with a variety of terms: the information society, the new economy, the global network economy, the competence society, the networking society, the competence-based economy. Yet none of these concepts accurately describes what the change is all about.

During the age of industrialism, productivity was based on efficiency and the specialisation of employees and tools. Now the leading edge of productivity has shifted to new businesses characterised by diversity, networking, cooperation and flexibility. They combine handicraft with mass production, analysis and synthesis, accurate and silent information, sense and sensibility. New innovations are increasingly often based on the way work is organised. How, then, is the upheaval affecting production? Until recently, the history of work and production has progressed by replacing force with a greater force. In mass production, even complicated problems were solved by dissecting them into small parts, analysing the problem and re-optimising the function of each part. Productivity resulted from great force and maximum efficiency.

We are now entering the next stage. The advantages of mass production are utilised as far as possible, but part of the force is replaced with knowledge. If in the beginning there was handicraft and in the middle there was mass production, production now relies more and more on information and information-derived syntheses. Products and manufacturing methods have all become remarkably diverse.

Diversity concerns materials as well as the knowledge required in production. Individuals operating through cross-disciplinary and cross-skilled networks across national borders are continuously making small, independent decisions, each one of which makes a small contribution to the whole and the end result.

Global enterprises have been wrestling with these changes for a long time. Now it is society's turn to face the world of diversity, short cycles and rapid changes. Adaptation requires breaking loose from the traditional mindset of planning and regulatory administration. Rather than physical matter, knowledge and competence will affect the conditions of our lives in the future, particularly in highly advanced countries. Our quality of life, our way of life and our opportunities for societal and economic development depend more and more on knowledge and competence. Learning and competence will also gain importance as competition factors.

Creativity and innovativeness require not only a learning-oriented environment and organisation, but also security. Innovativeness in a work community often emerges through networking, not solely as a product of a single capable individual.

## ***Learning to learn***

An inherent factor in the above-described work upheaval is the growing importance of learning. Learning must be natural enough to be almost subconscious. The Future Makers did not draft a separate educational policy programme, as they consider lifelong learning as the basis for all activity.

The task of the comprehensive school and other educational institutions is to teach the spirit and importance of learning. The main thing is to learn to learn – methods, the ability to do, the fundamentals of social activity, a passionate attitude to the world and belief in your own ability.

Education must be wide-ranging and teach individuals to question established truths, which will ensure better tools for research, development and active social debate.

Learning is not only about renewing the labour force, and self-improvement and self-education are not only about maintaining professional skills. In a fragmentary working life, learning offers the opportunity for meaningful activity even when paid labour is not the linchpin of one's life. It offers all citizens the opportunity for education and self-improvement, which used to be possible only for the leisured upper class. The ability to learn, to change and to question also enhances your potential for applying for and succeeding in a variety of tasks.

In a learning society, personal development intertwines with the entire career span. Unlike with physical labour, people continue to process their work and learn from it even after working hours. Employees need time and space for thinking and digesting what they have learned. Lifelong learning is a process that is not confined to seminars and courses only.

### ***Fourfold table analysis of the economic structure***

The diagram created by the Dutch researcher A.C. Hemerijck demonstrates short-term changes in the economic structure. The horizontal axis describes the vulnerability of the business to global competition and the vertical axis the work requirement level.

	Global competition	Local competition
High Skill Employment	+	+/-
Low Skill Employment	-	+ ?

The bottom left-hand quadrant contains basic production tasks in sectors vulnerable to global competition. Jobs will be lost in this sector as production is intensified and automated. Jobs always move to where work is the cheapest. Increasing numbers of assembly lines have already moved to cheaper countries. Innovations and new businesses may create new jobs to replace those lost in the production sectors that seek cheap labour elsewhere. Jobs must be found elsewhere for the redundant work force of this sector.

The circled areas play a key role in terms of growth. The top left-hand quadrant shows businesses vulnerable to competition that requires special competence, such as the high-tech industries and services offered on global markets. These pioneering businesses in the forefront of competition have global markets, profitable cost structures, increasing demand and need for labour. This quarter brings a large share of the income into the national economy.

The top right-hand quadrant refers to domestic services requiring a high level of competence that are not as vulnerable to global competition as the business in the top left-hand quadrant: teachers, doctors and administration, for example.

The bottom right-hand quadrant shows basic requirement level services directed at the domestic market. This sector has potential for growth. If we can take full advantage of the potential, it may bring work opportunities for those from the bottom left-hand quadrant who have lost their jobs. This sector includes welfare and care professions, for example.

### ***No harm in trying***

In the changing work culture, employers are more exposed to economic fluctuations, and risk management will shift more and more to the individual. One solution to insecurity is entrepreneurship, which could offer employees a larger measure of security than an uncertain job. Entrepreneurship also offers people the opportunity to work independently on their own terms.

New enterprises will be badly needed in the future, particularly in the service industry, which has so far depended largely on the public sector. Service businesses will also create new jobs. Furthermore, investing in services supports an ecological model of consumption, where people consume experiences rather than matter.

In the fourfold table, the service sector in the top right-hand quadrant is also the area where jobs may be transferred and created. Finland needs an emergence of healthy, profitable and voluntary entrepreneurship. Finns have a paradoxical relation with entrepreneurship: attitudes are positive, yet few become entrepreneurs. This strange phenomenon could be influenced through entrepreneurship training and by developing entrepreneurial activities.

People's conception of entrepreneurship should also be broadened. For example, part-time entrepreneurship could be combined with part-time employment. The fear of losing unemployment benefit or other benefits should not present an obstacle to starting a small business.

Free or affordable training can help people manage the risks related to entrepreneurship. Every effort should also be made to minimise risks and the fear of failure. For example, entrepreneurship training at universities should be intensified.

In Finland, bankruptcy is a sin and a major source of shame, although usually it is just a question of a failed business idea. Bankruptcy should not lead to a life-long yoke of personal debt and the loss of house and home, car, or land. Individuals should be able to declare 'personal bankruptcy' as an alternative to business bankruptcy, so that the downfall of an enterprise would not automatically lead to the loss of home or other property.

## ***New ethos of life***

Predictions of loss of work due to technological advancement have proved to be wrong – at least in part. An information society increases the amount of work, but the heavier burden is not evenly distributed. Instead of working our fingers to the bone, we must be able to recognize other universal motives for work, learning and development than just ensuring personal economic security and social status. It is the question of the values giving rise to a new ethos of work and life. The upheaval in work and working culture has extremely wide-ranging effects on the way children are brought up, education, family life and free time, not to forget subsistence and survival.

In terms of Finland's competitive edge, how well we adapt to the requirements of the work upheaval is an essential issue. To flourish, creativity and innovativeness require a work environment that promotes learning.

The greatest – and most surprising – change may be that in the future, people will be less focused on work as main content of their lives. What can cause such a dramatic change? The most likely explanation has to do with the fact that the number of life-long jobs, or even professions, will go down. In an uncertain world you cannot attach yourself to a job any more. For an employee, flexibility means liberation from the slavery of the eight-to-five work rhythm. People should be able to freely adapt their schedules to their situation in life and at work and not all be forced to observe one and the same rhythm. Respect for the well-being and rights of employees is just as essential. Even if the purpose of dismantling obstacles was to boost productivity, it should be remembered that all kinds of work are valuable.

Finland's evolution into a proper competence society requires structural reorganisation and the wide acknowledgement of a more flexible work philosophy or ethic. Labour and economic legislation easily turns into a barrier, unless it is tuned to reflect both the current state of affairs and the future. For example, labour legislation obligates the employer to keep track of the employees' working hours, which causes conflicts in many sectors, as well as limiting creativity and productivity.

The rigid working life structures will unbend gradually. The most competent employees will further increase their power. A skilled employee has better opportunities for picking and choosing an employer who shares the same values. The choice may be affected by working hours, location, the enterprise's corporate social responsibility or its trendy image. The working culture also puts new demands on management. The most skilled professionals will be competed for in the global labour market in all the quadrants of the diagram.

### ***From the factory workshop to the studio***

The world sees Finland as a futuristic techno land. Are we also blazing the trail when it comes to the upheaval of working culture? It is true that Finland has moved quickly. In the 1970s, Finland awoke to the fact that success was no longer to be based solely on cheap and efficient mass production in the metal and forestry industries. As a result, the transition from the factory workshop to a technology studio was so smooth that by the end of the millennium, the world media flocked to the country to gawk at Nokia-Finland's capacity for innovation.

Finland Ltd. invested in competence, education and value-added production and is still going strong in competitive ability analyses. In addition to a capacity for rapid transformation, success is based on the Finnish educational system, thanks to which we have been able to harness the talent potential of the entire nation. Success has come at a cost: out of all the European countries, making employees redundant is the easiest in Finland. Competitive ability must not be an absolute value in itself that supersedes everything else.

The evolution of the consumer society after WWII and the shift from manual labour to mass production meant, even in Finland, that the perception of 'proper work' as a yardstick for life began to crack and, at the same time, the concept of useful work began irrevocably to change. The labour structure changed in the same process. Versatile education became a requirement for one job after another. The freshest evolutionary stage is the 'creative class', which is claimed to bring home a large amount of the national bacon.

Education has also improved people's ability to analyse their own lives and to find meaning in their lives outside work and subsistence. We have more freedom, but also the responsibility for developing our own humanity.

People also seek a lifestyle and the meaning of life through consumption. Consumption is related to values, as manifested by the fact that more and more people are aiming at ethically sustainable consumption or at decreasing their consumption. Many are also willing to make financial sacrifices, such as reduce the time spent at work, to improve their quality of life.

### ***Art is long, life short.***

Ars longa, vita brevis. This Latin slogan on the importance of art and culture crops up often enough in solemn speeches, but in practice when money is distributed, culture always ends up with the short straw. While force-feeding economic jargon into every sector must not be an end in itself, the rhetoric of money can be employed to defend the position of culture and art.

Could we be mature enough to no longer consider commercialisation a sin? In fact, artists are actually entrepreneurs.

One of the self-evident tasks of art and culture is to initiate social debate on values. The higher people's standard of mental and intellectual education and cross-disciplinary and cross-artistic understanding, the better opportunities a country has for innovation and national success. To succeed, Finland needs popular culture as well as other forms of culture; to succeed, popular culture needs its share of public funding.

A strong cultural environment fosters and promotes creativity. Vigorous cultural services and a culturally oriented atmosphere stand in direct relation to people's well-being and success.

Art and culture are not only about institutions and grants: art also enhances our quality of life and well-being, fosters the spirit of community and facilitates self-expression.

Educational equality is based on a public, free-of-charge library system. Its first task is to offer access to a broad selection of non-fiction and fiction, for which it requires adequate purchase grants. Libraries are also a natural location for other information services. They offer access to the Internet to all and sundry, but teaching resources are also needed, from 'library cat' projects encouraging children to read to Internet surfing classes for senior citizens.

### ***Selective hyper-competition***

Finland is such a small country that believing we can be good at everything, or even in many things, is a form of self-delusion. Finland must choose the sectors where it wants to remain competitive against all others.

Finland must also decide what means it will use in competition. Our trump cards include high value added products and a high standard of education. We must not try and compete with the price of labour – jobs in production in the lower value added industries will disappear in any case. We must keep an eye on international tax competition, but we must avoid the 'tax race'. A suitable target for Finland would be to attract the research and development functions of international enterprises to the country. This attraction is based on a working infrastructure, safety, and a stable and predictable business environment, as well as investments in training and research in the given industries. Suitable industries include our core competence areas: information technology, the forest industry and the environmental industry. Finland could also look for competitive edges in creating successful brands in welfare, care and training services. Concentration also means determining areas for industrial co-operation and creating national co-operation strategies. Potential partners include China, Russia and Latin America. The advantages of the developing world must also be taken into account when choosing partners, and co-operation must be introduced as part of development aid.

Whether Finland retains its competitive ability also depends on the employment rate, targeted at 75 per cent. The only solutions suggested have been for young people to enter the labour market at an earlier age and the reduction of structural unemployment. The flexibility approach should concern all age groups. Since life expectancy has risen considerably, increasing the retirement age to 70 in non-physical occupations would be worth considering. If people could more flexibly alternate periods of work, education, sabbaticals and child-care leave early on in their career, this would increase the available resources and people would be more willing to stay longer in the labour market. In addition to resources, attention must be paid to the employees' well-being.

## Chop-chop:

- Labour legislation and labour administration must be developed actively, without prejudice and from the perspective of the new work concepts.
- Our conception of work and learning is changing, and this gauntlet must be picked up in teacher training and basic education. The core issue is to teach people to learn and interpret society and influence it. Questioning issues and the fundamentals of social activity are tools for managing our lives.
- Raising a family broadens people's competencies, which is why parental and child-care leave should accrue pension.
- Part-time entrepreneurship must be promoted.
- VAT in the service industries must be reduced drastically.
- The retirement age should be raised to 70 and ways found to ensure well-being at work.

## Personal thoughts:

“Almost all university graduates entering the labour market go through the phase where you are willing to work hard to find your own thing. The problem is, when you're excited, you work too hard and lose the passion.”

“I lost my work motivation a few years ago. I felt I wasn't making a difference; I was just producing more paper. I produce background information but never get to be the one to bang my fist on the table. That pissed me off. I wanted to join corporate business where I can have a direct impact, on something at least. I regained my motivation bit by bit, but had to work really hard for that.”

“Major innovations may come at the drop of a hat; on the other hand, they are not that common. We should get rid of the idea that compulsive chewing over an issue around the clock is better than an 8-hour day.”

“Project thinking is ideal for me, since I want to have a passionate attitude to work. But the projects must keep within limits so that there's some energy and time left for other things. So that I won't end up the way so many people working for third-sector organisations do; the job takes all your resources and then some.”

“What I like about my job is the freedom to make proper decisions, that I'm allowed to manage things quite independently. I like a fast-evolving, turbulent setting where you can really make an impact.”

## **A new benefits deal**

**We have lost our grip of the situation and the welfare state is in crisis. Previously our pride and joy, the safety network is in tatters that cost too much and help too little.**

Finns who take the Nordic welfare state too much for granted are in need of a good shaking: to be able to finance the basic services and meet demands for quality, we must be prepared to give up something. The social security and service network and its financing model must be updated in a manner that takes into account the new challenges arising from the work upheaval and efficiently prevents social exclusion.

This chapter analyses various means for organising welfare. New approaches to earnings-related benefits, the many forms of basic income, the different degrees of means tests – all these will be dealt with. In an ideal situation, the future Finland would be so wealthy that the social security system or pensions would not need to be scaled down. However, at a pinch, the small age groups are willing to reduce their own welfare benefits for the good of the most underprivileged. They expect the same solidarity from the large age groups, for whom the dismantling of the earnings-based system may be hard to swallow.

## ***Challenges of a welfare state***

Over the next few years, there will be large numbers of employees retiring from government and municipal service. Each municipality will have to make plans for how they will produce and finance their services in the first place – not to mention how they will do it with maximum efficiency and quality – when there are fewer employees and tax-payers and the number of those in need of care services grows larger. Social exclusion will increase, but at the same time, the increasingly prosperous middle class will demand new services: themed day-care centres for children, recreational homes for the elderly – the wishes and needs for services will not be uniform. Many are also willing to pay for the diversity of services.

The existing welfare state is in need of a change also because the quality of services is no longer up to scratch: budgets have been pruned, and quantity as well as quality has gone down the drain. Complaints about the insufficiency of publicly produced and publicly funded services are getting louder, and certainly with reason enough. The health service offering does not correspond to demand, basic education struggles with problems. Social and health services are a far cry from customer-oriented activities.

Social change requires the gumption to move from the heavy structures of the welfare state towards a flexible welfare society. Measures must undeniably be taken to boost the service system and to prevent social exclusion. We must also acknowledge the fact that people have different needs at different stages of their lives. We must not abandon anybody but retain basic security for all citizens. But what are the principles that will ensure basic security? Answering this question requires unprejudiced thinking.

Major themes must be introduced into the discussion: Are we prepared to make choices about how benefits are allocated and to renounce the holy principles of a Nordic welfare state? Shall we introduce a citizen's income or some other form of universal basic security? For each

according to his or her just deserts or a grand in every hand? How should we streamline the current system, which is partly too complicated, too full of red tape and too expensive? Our challenge is to create a model which would allow people flexible control of their lives. Working culture has become fragmentary and the responsibility for developing personal competence has increasingly shifted to the individual. Surviving work upheavals also requires a reform of the basic security system – drastic if need be – that will support people’s needs in a changing working life. Despite their differences, the potential solutions presented in this chapter all aim at targeting direct income transfers to better ensure basic survival. The common aim is clear: a just and fair distribution of welfare.

### ***Model A: Citizen’s income***

The existing social security system is based on the model of long and permanent employment relationships, where work input ensures a steady income. Those who fall out are saved by the safety network or ‘safety trampoline’, which may bounce them back into the rat race. In the changed working culture, the safety network could be replaced with a ‘hang-glider’ model. The entire social security system would be based on one uniform package guaranteeing basic subsistence: citizen’s income. The model should be constructed in such a way that working would always be profitable.

The hang-glider metaphor refers to the idea of how the system should support people gliding between various stages in life. The idea of citizen’s income is to ensure subsistence, whatever the circumstances, and facilitate individual decisions.

What kind of basic security should citizen’s income offer? It should guarantee regular income even when people are not working, for one reason or another. Unlike current earnings-related systems, it would not be designed to maintain any particular standard of living. Individuals should take more responsibility for preparing for financial risks: we already have a range of voluntary insurance services whose purpose is to offer additional security in case of unemployment, for loan management costs or to provide a supplementary pension.

A citizen’s income would not remove the need for some means-test based forms of support, however. There will always individuals in need of special support, such as the disabled, abusers of intoxicants, and the homeless.

The aim of the citizen’s income would be to encourage people to develop their personal competencies, whether they are unemployed, work part-time or have a full-time job. Citizen’s income could change the way we look at unemployment, for example: it could be seen as an opportunity for something new.

The existing support system does not encourage the unemployed to study or accept work in another field; instead, they often passively wait for a job requiring the kind of education they have had. The system should be reformed to reflect the fact that people change careers, sometimes several times, and require new training for that. Students or the unemployed, for example, could raise their standard of living with temporary jobs or entrepreneurship. A citizen’s income would also facilitate part-time entrepreneurship.

What, then, would be a reasonable level for the citizen’s income? The minimum amount should be higher than the current minimum subsistence level; also, taxation will quickly reduce the citizen’s income to nothing when income from other sources increases. These are indeed some of the most relevant questions concerning the idea of a citizen’s income: what kind of system supports working, and how much can you earn until taxation eats away your citizen’s income?

## ***Goodbye to earnings-related benefits?***

In practice, the introduction of a citizen's income would mean that existing earnings-related models would largely be dismantled. Earnings-related social security aims at maintaining the achieved standard of living and thus it can be claimed that it offers the best security to the moderately and very well off – who can afford to manage their risks with voluntary insurance policies.

The primary reasons for abandoning the largely state-financed, earnings-related benefits – pensions and unemployment protection – are financial: the instructions for defusing the pension time-bomb have been lost, and the increasingly smaller age groups cannot finance earnings-related pensions. If the aging Finland cannot keep up in the race for economic growth, it should give up almost all earnings-related benefits.

The fate of maternity benefit will probably arouse the liveliest debate. An important bait in terms of family policy, the allowance should be raised high enough to encourage people to have children, even without any earnings-related elements. Reverse earnings-related systems would also be demolished. For example, hospital expenses or the price of OAP home services would not escalate in accordance with income level

## ***Model B: From universalism to means tests***

A citizen's income is not the only model for distributing our welfare money. Another option is to use means tests more widely. Abandoning universalism means moving from lolling about in the safety network towards a more active model of welfare support where fewer people receive more services.

The demand for the extended use of means tests is based on the fact that not everybody actually needs universal supports and income transfers. Instead, society should offer more individually tailored services exactly where they are needed and with such force that they really help people reach a level where they can support themselves through their own work and personal activity.

While universal income transfers can be abandoned, we must hold on to universally available services. Not that the services must be the same for everyone: whether Steiner day-care or language immersion day-care, the services would be supported in equal proportion, whether arranged by the private, public or the third sector.

The means-tests model would aim at improving the quality of services, allocating services to those who need them and ensuring that demand and supply meet. Problems with quality have undermined the credibility of the services, which can be regained only by listening to the customers and improving quality.

The public sector would considerably increase its services purchases in the future. However, it must first determine which services it is willing to finance in the first place and which services will be left to each individual's own discretion. Then it must be decided how the services are to be implemented: whether they should be purchased from the private or the third sector, or produced by the public sector itself? Prioritisation is necessary, since the demand for the welfare state is endless.

Many social welfare services are already based on means tests, but the unclear system confuses both the applicants and the social welfare authorities. The means test guidelines must be simplified and bureaucracy must not be allowed to serve as an obstacle to service.

What would the most well-to-do segment have to give up? For example, the universal right to tax-deductible mortgage interests, child benefit and national pensions can be waived and these benefits be allocated to those who really need them.

It is clear that while there are demands for expanding means tests at the expense of a universal approach, we must at the same time consider how to motivate the middle class – who finance these services – to pay taxes. The middle class pays for the majority of the welfare state's expenditure, takes the most active part in society and diligently maintains the third sector. What will happen to its social commitment, if universal benefits such as child benefit are only paid to those who really need them?

The change requires genuine courage: we must be able to trust that society can rise to a higher plane where the default morality is not based on direct give-and-take alone. And the middle class will receive services in exchange for the taxes it pays: you cannot belittle the importance of infrastructure, education, basic security and a peaceful society.

### ***Public money, private services***

The citizen's income and means tests models share the requirement that the production of public services and their funding are to be kept separate. Municipalities are already purchasing more and more services from private service providers.

All in all, the development of the private service sector – hairdressers, laundrettes, day-care centres – is an important key to the management of employment levels, even if the privatisation of healthcare services alone would not increase the number of jobs available.

There are no obstacles to privatisation. While municipalities have the statutory obligation to organise certain services, they are not obliged to produce them. In the future, services should be produced by various social partners: enterprises or third-sector players.

The production of public services could utilise the market mechanism (services can be produced in the private sector) even if they are still distributed to citizens free of charge or at a subsidised price. Naturally, sometimes public service production is the only option. For example, many of the tasks of the police force are by their very nature such that the public sector must take care of them, even if the volume of private security companies further increases.

Contracted services are most suited to healthcare, rehabilitation, elderly care, day-care, home care services, cleaning, many support services and the maintenance and servicing of infrastructure.

The state will always retain the final obligation to monitor the production of social services. Even if the public sector, the private sector and various civic organizations produce and supplement the services financed and produced by society, they cannot and indeed must not make the final decisions on whom society serves and cares for, or how it is done. The weak and the underprivileged must be guaranteed a sufficient level of support.

### ***Better quality***

Instead of being an end in itself, privatisation must provide added value, and particularly quality. This will not happen if we sell monopoly rights. For example, Helsinki City Transport has outsourced many of its bus routes by selling monopoly rights. This does not solve anything – both customers and employees suffer from the decline in services and working conditions.

If service production is to be given over to the private sector, we must find more efficient indicators for measuring the quality of the services. What you measure is what you get: if there is no other way to achieve quality, we should develop an indicator which calculates the price per minute for a shared coffee-break between a nurse and an elderly care patient.

Sometimes it is the quality that matters, not the price – what is measured always depends on our choice of values.

The motives for enhancing services and rethinking structures do not correspond to economically-motivated dreams about maintaining Finland's competitive ability; instead, the aim is a genuine evolution of man and humanity, a service society without a pariah caste.

## ***Services at home***

The reform of the welfare service system requires active participation from citizens. The redistribution of benefits aims at ensuring each citizen has the skills and opportunities for using and being of use to the surrounding welfare service network.

The welfare model must encourage people to develop their own competence, whether they work part-time or full-time or have no job at all. Equality must also be given pride of place. When work and working culture provide more experiences and excitement, family life gets trampled on by the career. At the same time, family life also requires more: modern parents must share more responsibility for bringing up children, and both often also have jobs.

Private services will be much sought after in the future. For example, home care services are pivotal to the work upheaval and gender equality: the responsibility for care and home care services must not be left to women alone.

The state should make every effort to make it easier to purchase home care services. Current attitudes towards the buyer and even the seller of these services are too perfunctory. A good way to increase the use of the services is to cut down their value-added tax.

Day-care services also ensure that both parents can take a full part in work as well as hobbies and organizations. Day-care services must be widely available even in the future. It is also important to support families in several ways when the children are young.

In the name of increased equality, the costs of parenthood must be divided between all employers, since raising children is also a national objective and project. Men must also be encouraged to use their right to paternity and parental leave.

## ***Greater Helsinki and the other one hundred Finnish municipalities***

If and when the third sector gains importance as a provider of welfare services, the funding of services in particular must be discussed openly and honestly. Administrative borders between municipalities must not stand in the way of the supply and availability of good services.

Enhancing services and improving their quality is not possible without a simultaneous reform of the municipality structure. The current structure is the result of hundreds of years of evolution, but it is no longer working. Small municipalities are not always able to offer basic services, as they simply cannot afford it any more.

Although most of the basic services are already produced in sub-regions, municipal federations or at provincial level, the number of municipalities must be reduced and municipalities merged to create municipal centres with strong identities. The aim is to provide people with the services they need.

For the promised land of municipalities, forced mergers are undoubtedly a bitter pill to swallow. Nevertheless, municipalities and their administration must be separated. For example, two small municipalities can still function as separate municipalities, but their administration will be organised jointly. The identity of a municipality is not dependent on its administration.

Mergers would benefit not only small municipalities, but also the large municipalities in the Helsinki region. The infrastructure and service structure would better serve the inhabitants if the municipalities in the region – at least Helsinki, Vantaa, Espoo and Kauniainen, where one fifth of all Finns live – were to merge.

## Chop-chop

- Should the Finnish economy end up in a really bad state, the small age groups are willing to reduce their own benefits for the good of the most underprivileged. In this case, welfare services must be based on a system of citizen's income or means tests.
- The financing and production of public services is to be separated.
- Quality indicators must be developed for services, to be able to genuinely evaluate and develop their quality.
- The number of municipalities must be drastically reduced (there are 446 municipalities in Finland today) and the municipalities in the Helsinki region be integrated into Greater Helsinki.
- The VAT levied on home care services must be cut down.
- We must hold on to the availability of high-quality day-care services at an affordable price.
- The cost of parenthood must be divided between all employers.

Personal thoughts:

“Ours is a genuinely penny-pinching life and we are dependent on free day-care and free healthcare. I was dependent on unemployment benefit and a daily allowance until I set up my own business and lost even that amount of support.”

“The old requirements concerning the role of women are still going strong. You must be able to bake. Even though we live in this world, people think you should still have the old skills as well as the ones needed now and in the future. “

“Equality is taken too much as a matter of fact. There's the risk that we will go backwards in what we have achieved.”

“I live out all kinds of horror scenarios in my mind. There are so many threats: you can lose your job, your health may go. But when you don't have any problems, you must enjoy life to the full. Drink booze, play golf and spend time with the family.”

“Accumulating substantial wealth has been the be-all and end-all for my father. I've seen that it doesn't bring you happiness or security. My childhood directed my values far away from

financial success. For me, being a parent is everything. I try and give my children all the time I have, and that's what's most important and valuable."

"I want to defend the welfare society, so that the income gap will not increase, and I want people to look out for one another. Special attention must be paid to groups that are not as well off, for historical, social or religious reasons."

"The large age groups have sorted out their pensions and other benefits for themselves. That sometimes irritates me. On the other hand, I feel I'm a link in the chain of generations and feel privileged."

## Happiness through participation

**Too many people feel that it is difficult to take part and have a say in Finnish society. The third sector, which creates and fosters a spirit of community, reaches out a helping hand to ensure that the future Finland, a multi-cultural competence society, will have something to offer for the also-rans as well.**

The small age groups are a generation that grew up in an individualist climate. They know their subcultures and ways to stand out from the crowd, their scenes and their genres. They have backpacked alone from Samoa to Shanghai and adapted to a new job every three months. At the same time, the individualist generation yearns for a spirit of community. Friends as well as relations to the family and relatives are important – family values, or at least the idea of having a child in the near future, are at a premium, even though more and more people live alone. Rather aptly, the small age groups have been called ‘solidaristic individualists’. The tension between communality and individuality derives from rapid social change: we live in a permanently uncertain risk society where the threat is that after the next temporary job, everything will vanish like smoke.

The individual-oriented survival society causes anxiety and loneliness. The economic slump increased social exclusion. People take no part even in their own lives: in the existing culture of haste and rush, in the whirlpool of work-related stress, parents do not have time for their children.

Finnish society contains too many factors that encourage people to escape reality. The circles get smaller and smaller and egocentrism is predominant. Elements that foster community-orientation and participation are few and far between. When everything is just a mobile call or an SMS away from your doorstep and the Internet offers constant distraction, too many people find it less of a hassle to spend their time on pursuits more commercial and faster to digest than community activity.

Organising things is a foreign idea for many individuals, which leads to many missed opportunities and experiences.

The existing welfare society is rapidly transforming into an amusement society of passive individuals.

At the same time, many dream about knowing their neighbours better, finding a babysitter in the neighbourhood and families getting together for a communal cookout.

How can we get people to work together with other residents, officials and experts in designing the urban plan of a new area, organising local community festivals, learning about OAP homes in the area and the operating principles of the local police? How can we get people to enrich their everyday lives and live a happier life?

The key is participation. But sometimes taking part requires being made to take part. Too many people find it difficult to have a say in Finnish society, too many people have little motivation to take care of their own turf or for contributing to people’s well-being in their neighbourhood. Nevertheless, in the restructuring of the welfare state, participation is more important than ever before.

## ***Third comes first***

Finland has a strong third sector that maintains a sense of community in society. It is a genuine resource, since it can respond to and meet new challenges more quickly than the state or legislation can. The third sector is the channel through which people can be made to take part in society. And participation prevents being excluded or excluding others.

In Finland.org, the promised land of societies, associations and organisations, many individuals already take an active part all kinds of voluntary work in organisations, associations, foundations and societies. In this chapter, the third sector refers mainly to civic organisations, charities, voluntary work and leisure activities. The third sector has many other roles. It is also an important producer of welfare and social services. Many third-sector players, organisations and service providers also create jobs and generate employment. The third sector is sometimes seen as a dumping ground for the welfare state, which is where the biggest problems lie. In a traditionally defined welfare state, many of the services dumped on the third sector would belong to the public sector. Charities and organisations have been forced to serve as crutches for the welfare state: they feed the poor, provide employment to the disabled and prevent social exclusion and alcohol and drug problems on a voluntary basis, since the public sector has run out of resources.

The third sector suffers from lack of recognition and respect. It will gain more recognition once the division of responsibilities between the state and the third sector is clarified.

## ***Money for the third sector***

For a working civic society, it is important that the third sector – although largely dependent on public funding – remains an independent participant in civic debate.

The State must enable the existence of the third sector, not merge its organisations into the basic service structure. The state must also smooth out the differences between civic organisations, since people's interest is not evenly divided between the various players.

Approached by a girl scout or a collector for an organisation for the unemployed, ordinary citizens are more likely to drop their coins in the girl's collection box, even if both organisations do extremely valuable work.

Private individuals could also be more active in financing the third sector. Bait is needed to this end, however, such as making charity donations tax-deductible for both enterprises and private individuals. This should not be allowed to undermine the current financial basis, such as state subsidies, of the third sector. Instead, the reform would aim at activating and expanding the financial basis of the organisations.

## ***Discordant notes in a mixed choir***

New civic movements have also emerged that test the boundaries of the traditional conception of organisations, established by the Martha organisation and Lions Clubs. Unfortunately, some politicians regard these new forms as political harassment. And, unfortunately, the media also create generalisations based on the actions of a few extreme organisations.

This leads to the 'activist equals terrorist' syndrome. Because of their new kind of aggressive operating culture, some movements have gained a reputation as troublesome civic movements. Carcass-waving farmers, animal rights activists or black blocs are nevertheless part of a

polyphonic society – regardless of the discordant notes. In an increasingly active civic society, freedom of speech is a particularly important right.

Civic activism does not make politics any less important, nor is the voting percentage a measure for participation. An active civic society is an important part of a lively democracy. The debate on the level of civic participation in society must not get into a rut of only worrying about people's lack of interest in politics, although we should also consider why people are not interested. How can we increase the appeal of politics without resorting to scandals and populism?

The media plays a major role in how interesting we consider civic activity or politics. At the same time, many see the media as too powerful a mediator, or rather embellisher, of discussion. The increasing influence of the media has changed the operational logic of our society: when certain information is made public is calculated on the volume of news broadcasts and the abundance of other news. Bad news is disclosed when the media is full of world-scale sensations, and correspondingly, initiatives are published in July to ensure primetime publicity.

Finland needs a proper discussion on the role of the media. From the perspective of freedom of speech, future challenges are not inconsequential. What will be the impact of attempts made by the judicial system to curb public debate by dealing out punishment? How will the role of the traditional media change when everyone has access to the Internet, where discussion groups offer an excellent forum for civic debate but where it is possible to publish hostile anonymous abuse, like the Sonera book? Rather than being based on the role of media in politics alone, critical discussion of the media and its ethics must also consider its role in society as a whole and in how people use their time.

## ***Kids and grey panthers***

Finland's challenge is to actively seek answers to the exclusion of children and young people and the increasing abuse of alcohol among the young. One solution is to teach the young to have a say in society. This task would fall most naturally into the sphere of the comprehensive school, apprenticeship training and youth work, since education and training are the main engine of the entire competence society.

One of the most challenging tasks of education is to educate individuals to citizenship, to make young people understand where they stand in relation to their surroundings and society. While there is great concern about children and their social exclusion, concern about the elderly is also acute, even if major upheavals are in the offing on the Finnish OAP scene. Finland will soon be brimming with grey panthers, brisk and healthy sixty-somethings who have the time and money to spend and to travel. They would also be happy to spend time with children and young people, but the proper forums are lacking. How can we make the super-grandmas and grandpas give the golf clubs in Marbella a miss and instead head for the playground, with their own grandchildren or somebody else's?

Family connections to grandparents and relatives have become looser and it is difficult to find good role models. Naturally, while this is not to say that family responsibility should be transferred to rental grannies in the third sector, civic organisations could try and create new communities together where people can meet each other openly, genuinely and across generations. Promoting contacts and interaction between younger and older generations is indeed a major challenge for the organisations. Both generations have a lot to learn from each other.

Cooperation between some comprehensive schools, day care centres, old peoples homes and service homes is a good example of how generations can meet and act together in a natural way.

Cynics will ask what's in it for the volunteer acting, say, as a surrogate grandpa for a single-parent family. The answers: the meaning of life and company. The feeling of taking part, having a say, and a sense of community are important construction blocks of our identity.

### ***In search of identity***

Noble reasons are not a requirement for taking part in society. More selfish ones will do: why not settle for full-time civic participation as the meaning of life and turn it into a career, instead of prattling on about the betterment of society and general well-being? It is okay for participation to be fun.

Searching for an identity has not been easy in recent times. While traditionally strong reference groups – family, village community, province, Finnishness – have become too fragmented with respect to values, new reference groups do not emerge automatically: you must actively seek them. Civic organisations are crucial when the generation of temporary jobs is seeking a new, urban spirit of community.

Developing the spirit of community is more than just supporting rigid organisational structures and organised participation. It also means creating a living urban culture. How well can we use the various voluntarily established networks and spontaneous participation, the founts of creativity – this will be the ace up our sleeve.

For example, successful urban planning, including flourishing neighbourhoods and events, is important, if and when Finland is determined to look after the new work aristocracy, the creative class.

The spontaneity and freedom of its habitat are important for the lifestyle of the creative class, so named by the American professor Richard Florida. Florida's ideas are discussed in more detail in the section Creative class picture.

The creative class values cultural diversity. Instead of traditional communities, it seeks out the metropolitan bright lights and lively culture. Many innovative and attractive locations share features such as an abundance of buskers and a thriving gay and lesbian culture.

Unfortunately, urban creative involvement and participation have not yet made a home for themselves in Finnish towns and suburbs. The spirit of neighbourly help is lost, even though many wish people regarded their entire neighbourhood as their home and were interested in developing their surroundings.

### ***Work consumes***

Life is not yet a continuous garden party, for many reasons.

As the nature of work is changing towards information and there are calls for increased efficiency, work does not have the same role it used to have for people. The pressure of work is suffocating and work insinuates itself into people's free time. The hectic nature of work crushes civic activity. When coping with work alone seems overwhelming, even active people find it a major challenge to combine work, family life and civic activity.

The prevalent idea of working hours is based on the rhythm of an agricultural and industrial society. Even on dark winter mornings, people rush in early to stamp their time cards, even if

they had burned the midnight oil watching television or surfing the Internet. Coffee, the national drug, provides a jump-start in the morning.

Instead of pay rises, employees should be offered better options for shortening their working hours. This must not mean that the workload remains the same, however; instead, the idea is that shorter working hours offer work opportunities to other people. We should also make time for civic activity, which currently runs the risk of becoming crushed under work, family and entertainment.

Shortening working hours is only a short-term change, however. Genuine quantum leaps and new operational models are enabled only through new values and mindsets. The normative definitions of work, a good worker or good mother only create yardsticks for us which we try and measure ourselves against, even if only subconsciously. We look at the definitions in a rear-view mirror, however. Change requires that, just as work has to be redefined not only on the basis of the time it takes, being a good parent has to be seen outside the context of the smell of home-baked bread and a clean home. Time spent with children, involving them, listening to and playing with them, these are the essence of parenthood.

If people had more free time, they would very likely use a wider range of services. This would increase employment among the educated and less educated alike and gradually enable consumption to develop in a more ecological direction.

### ***The latte generation has heartburn***

Hectic and unnecessary drudgery has several side effects, some of which have become such a regular part of everyday life that they are hardly questioned. When life is about constant change and decisions, exhaustion and stress increase automatically. The entire time span changes. This is why people must pay more attention to getting enough sleep and having enough leisure.

Rest improves the quality of life as well as productivity: employees have fewer problems and are therefore better able to concentrate on their work. The competence of its employees is currently one of the key resources of an enterprise. If the working community is not healthy, human capital will also suffer. Resting and taking it easy is always worthwhile. Productivity improves and the employee gets his share.

Even though Margaret Thatcher and Napoleon boasted of snatching only a few hours of sleep a night, it is a physiological truth that to maintain their physical and mental health, John and Jane Smith require 8 hours of sleep on average. Most people suffer from a chronic lack of sleep, which they try and offset by drinking countless cups of coffee during the day.

It is not a coincidence that in Finland, Switzerland and many other Calvinist-Protestant countries, coffee is the national drug. In countries traditionally focused on work and efficiency, people appreciate the stimulating effect of coffee, which makes them perform like Duracell bunnies.

Information on the importance of sleep should be provided to make people more aware of the fact. They should also be encouraged to spend less time in front of the box and to adapt their working hours to the rhythm of daylight in winter.

The harmful effects of coffee should be pointed out, and other beverages, such as herbal teas, be offered as an alternative on social occasions.

## **Take it easy**

More free time alone is not enough to make people content and happy. It is a question of a totally new ethos of work and life.

All in all, most people wish for rather simple things to make them happy: being together with their family, walking in the countryside, sex with their partner. There is less and less time for such pastimes, however.

We need discussion about what really matters to people. To increase well-being and improve the quality of life, people must be encouraged towards self-improvement as human beings, parents, citizens and fellow men and women. We must also more openly question the accustomed norms of what makes a good worker, a good parent or a good citizen.

Let us not idolise participation so much as to turn it into another stress factor: each individual is also entitled to choose not to take part and yet be a full member of this society, a full citizen.

“- To me, happiness is a state of balance, defining yourself and your place in the world with awareness. The feeling of doing something worthwhile is the most important factor in happiness. At the moment I’m looking for happiness and balance.”

### **Wino-Finland**

The horror scenario of booze-crazed Finns is not necessarily a joke. National health indicators show that our health level has never been as low as today – and things are getting worse. The worst single problem remains one and the same: alcohol. A sodden middle class will soon be a reality, and in 2015, the almost 100-year old Finland will be a hung over illfare state. Once people enter into the spirit of things, the direct costs of alcohol in Wino-Finland of 2015 will be well over 600 million euro per year.

“- When I was younger I used to think achieving happiness would mean being able to do the things you wanted, travelling around the world, meeting interesting people, having intellectual kicks. But now it’s scaling down to smaller sources of joy. To make the relationship work, to have children and a family at some point. I’m at an age when your mindset shifts from the experimental toward safety-orientation.”

“- The biggest obstacle to happiness is discontent, at least in my life- For me, the pursuit of happiness is a process in which I continuously try and define further what life really is. Getting rid of irrelevancies helps me to concentrate on what’s essential.”

## **Chop-chop:**

- The division of responsibilities between the state and the third sector must be clarified by defining who does what and why. When a third-sector player is assigned and chosen to produce services, it must receive adequate compensation for the services it produces.
- Donations that support civic activity should be made tax-deductible
- Corporate social responsibility must be targeted so that the enterprises really support their employees' participation in civic activities.
- We must seek and find feasible ways of shortening working hours and move from the idolisation of a neck-breaking work tempo to recognising the need for rest.
- Schools, workplaces and the third sector are to boost civic action and involvement in society through education.
- Media education is to be increased in schools and day-care centres.
- Resources must be ensured for the cooperative network of schools, day care centres, old peoples homes and leisure activities for children and the elderly, as well as new operational models that increase interaction across generations.
- Children and elderly people must be involved in community planning.

Personal thoughts:

“The pursuit of happiness is perhaps considering what kinds of choices are morally sound. You think about where you want to live, how you want to live. Whether to live in Finland, to have a house or live in town, to live alone or in a community, to have children with a partner or alone?”

“Integrating work and family is the basic conflict. I’ve got two children and a job in which I could spend all day on a plane. I’ve learned to draw the line at work. It’s not easy when my colleagues are men in their 50s or 60s who don’t have the same experience.”

## **A world of diversity**

**In this chapter we draw broad outlines with a broad brush. Globalisation, human rights, fair trade, environmental responsibility or the future of the EU - these are all threads in the complex tangle surrounding Finland's role on the international scene.**

The aim is not to solve the transatlantic conflicts that chip away at the relationship between the USA and the EU, nor to explain what globalisation or world trade are all about. The aim is to suggest possible approaches towards a more equal future.

When we talk about the EU, the USA, the UN or the WTO, the scale is inevitably enormous, and Finland's leverage often seems as significant as the droppings of a fly in an ocean. Never lose your courage when facing the goliaths and Gullivers of this world, however. Through purposeful action in international forums, Finland and other Lilliputians may together try and rope down any Gullivers. The decisive factor is what Finland focuses its strength on.

### ***What will happen to the European Union?***

The future of the European Union is an all-important question for Finland, at least when it comes down to economic competition, environmental protection and common security. The future of the EU is nevertheless threatened by a legitimacy issue that whittles away at the legitimacy of its very existence: its citizens do not identify with the EU.

The EU is also afflicted by a paradox of inefficiency. While integration has progressed to the core areas of sovereignty, political responsibility and authority are seriously lagging behind. The EU would seem to be facing a path of diverging integration in the near future. The Union is expanding, and the internal chasms between 'old Europe' and 'new Europe' will probably widen further. There are several cores coming into existence within the EU. The Member States seek to connect with each other in defence policy, for example, or in economic policy. What kind of a union does Finland, a small but peripheral Member State, wish to help develop?

The greatest challenge is the lack of common vision. The EU was based on the principles of peace, freedom, human rights and democracy. These principles must be the motivating forces of the Union to which all parties are committed. Religion, for example, is not one of the basic principles. The values of the EU must be subject to a general European discussion.

The founding principle of the EU was the post-war striving for peace, democracy and economic well-being. The same guiding stars also motivate its expansion. Unless it has the approval of its citizens, the EU will nevertheless fail to achieve its goals.

Finland must shoulder its share of the responsibility for promoting the comprehensibility, proximity and democracy of the EU. In the eyes of its citizens, the Union must be a legitimate and credible system with structures for parliamentary influence.

Citizens will become interested in the Union's decision-making structures only when they have been simplified and made comprehensible. Decisions will have to be made on the most appropriate level and decision-making must have its own surveillance mechanism. On the other hand, the EU must not stick its fingers into every pie but act only where union-level action is required.

In 2015, the EU is likely to have some 30 Member States, which will make democratic decision-making even more difficult. Issues such as the language question and power relationships must be rethought.

## ***A soft superstate***

The USA is currently the sole military superpower. Its current politics often leave it free to operate without the sanction of international organisations. In a monopolar world order, the United States is the one suffering from Goliath syndrome. It finds it difficult to balance short-term gains, such as the downfall of Saddam Hussein or the Taliban administration, with long-term stability, such as relations with the EU, China or Russia.

The EU's relation to the USA is the Union's most important foreign relation, in terms of security policy as well as world trade. What should the EU do? Put a stop to the military autocracy of the USA? Should the EU become a tightly knit confederation before it can become a respectable superpower?

The Union should seek to become a 'superpower' that promotes soft security. This would involve a security and foreign policy aiming at preventing crisis escalation – not through military attacks in the Yankee way but rather through crisis management, peacekeeping activities and humanitarian aid. The EU could also show a unified front and promote constructive development aid and fair trade. The Union already has a common trade policy and a common foreign and security policy.

The rise of the EU as a military superpower alongside the USA does not necessarily loom even in the foreseeable future. This is why immediate actions are required. It is essential to immediately reinforce the role the UN plays in the establishment and maintenance of international standards. Even though Finland is militarily neutral, it is not excluded from international security issues, which is why Finland should be active in the UN and its organisations.

The best way to fight the war against terrorism is to work for justice, human rights and equality on a global scale. Countries that violate these standards must be enticed to participate in cooperation through organisations in all political sectors. After all, even mental health patients are not secluded in closed wards; instead, the aim is their active treatment as outpatients. We must seek common values and interests through free discussion. Trade sanctions could also be imposed to put pressure on countries that violate the agreements.

## ***From unfair to fair trade***

The EU may already be a megalomaniac theme, but next we move on to giga-range issues: globalisation, world trade and sustainable development.

Earlier on, we offered the EU a role as a superpower advocating 'soft security', development co-operation and fair trade. The first step towards fair trade would be to abolish the EU's own export subsidies, since they hinder the free competition of products from poor countries within the EU. The next step would be to press other wealthy countries (mainly the USA) to abandon their own protectionist policies.

The fundamental question is, are we willing to pay more for fair trade products, if the production methods also bring prosperity to the poorest segment?

In a narrow, economic sense, globalisation refers to the liberation of world trade and the financial market. Globalisation-critical civic movements who focus on this interpretation have directed their criticism particularly towards the World Trade Organisation (WTO), the World Bank and the International Monetary Fund (IMF).

The globalisation-critical movement maintains that in reality, the freedom of world trade corresponds to strict regulation of world trade in the interests of investors and major

corporations – free trade is free only for the wealthy winners. The industrial countries dictate the rules of free trade and liberate trade only in areas where they themselves have a leading edge, such as high technology, banking services and water supply, not in the areas where they are weak. The labour market, for example, is still very much regulated.

There are justified reasons for claiming that poverty or environmental problems are not caused by globalisation itself, but rather from poor management of globalisation. This approach defends globalisation, since the state of the developing countries will also improve once the obstacles to free trade are abolished and national economies converge.

Globalisation must be managed in a manner that is fairer to the poor countries and global management be extended to international financial organisations. It is also essential to take the tasks of the markets and the state into account, and understand the weaknesses of both in decision-making.

### ***The opportunities of globalisation***

Globalisation may also be interpreted more broadly to mean that the economy is only a part – although a focal one – of the global networking development. The liberation of international trade has increased economic well-being, but only for some. New technologies also enable the establishment of tightly knit communities across national borders and the development of local democracy and involvement. As pioneers of the Internet, Finns are often found in the nodes of the new networks, in enterprises and organisations as well as at the level of the individual.

The opportunities of globalisation concern international networking among people and organisations. People are increasingly aware of their social, political and financial rights. In a global civic society, connections are the very means to increase solidarity. The spreading of AIDS, desertification or other common problems faced by mankind can be solved only through joint effort. This means intensified networking among states, international organisations, enterprises and the global civic society. Only thus can we design global structures for attacking severe problems.

Global justice and fairness require the integration of a functioning market ideology and joint responsibility. We must consider the meaning of mobility, an element of globalisation and an open market, from a national perspective. What is a community of mobile people like?

“- Simplicity is important, balance is important, the wife and I have consciously begun to clear away the clutter. I've even been aiming at a certain kind of laziness over the past years.”

### ***International solidarity***

Solidarity towards the third world also means that development cooperation must be introduced as one of the key focal areas shared by Finland, the EU and the UN. Development cooperation must be regarded as an investment in the future of the developing areas which promotes equality in the world.

The multinational economy also needs bridling and proper counterweights. The international trade union movement, for example, also plays an important role. Trade unions around the world should increase cooperation in issues such as defending the rights of employees or restricting the use of child labour.

The Finnish trade union movement has excellent opportunities for initiating transactional trade union activities: we have a high union membership rate, a working organisation, a long history

and sufficient financial resources. The Finnish trade union movement could support issues such as the human rights of employees on a global scale even more efficiently than the state of Finland.

In addition to top-level activities, the trade union movement should focus more interest on the organisation of people at grass root level in the third world countries and on the opportunities ordinary people have for influencing their working conditions – in other words, it should help local people to help themselves.

### ***Sustainable development. Now.***

The most extreme horror scenarios see globalisation leading to an ecological catastrophe. Once industrialisation gets into full swing in the developing countries and the world is at the same time burdened by the extravagant consumption behaviour of the rich north, environmental tolerance will be facing the impossible.

Along with the rest of the industrial world, Finland must take a firm hold of environmental concerns and reduce the burden on the environment by changing people's consumer habits. On the whole, people should begin to radically question their consumption needs. This is a tough aim, as people have their responsibility as consumer-citizens simultaneously trumpeted at them from all directions: we must all keep the economic wheels rolling by continuous consumption. There has also been resistance to the idea of making prices reflect the product's environmental impact, even if there is good reason to do this.

Finland must make a genuine commitment to sustainable development. This commitment must be clearly visible in education and training as well as in research and development.

### ***The EU and environmental politics***

Decisions on our environmental legislation are mainly taken in the EU and their national application is possibly only within the decreed limits. The EU's common environmental policy enables regulation in the entire Union as well as the use of the EU's joint voice in the international environmental debate.

The EU has taken a step in the right direction by introducing sustainable development and environmental concerns as the permeating principle in all political sectors. This means that each action must be considered from the perspective of its environmental impact: how the reform of the production structure could improve the state of the environment, how environmental issues are visible in trade policy, and how regional differences can be evened out while also taking the state of the environment into account.

Unfortunately, the permeability of environmental issues works only in principle. In reality, the EU is not giving enough weight to environmental issues in trade policy, for example. The EU is also a strong supporter of the coal industry and over-fishing.

When environmental policy is married off to trade and industrial policy, the union also carries the risk that national special features will not be sufficiently observed in the preparation of regulations. As a result, the conditions for international competition in a given field may be weakened entirely without proper justification, though we should in fact encourage environmental protection.

## ***Whip or restrictions?***

Globalisation also involves keeping a more vigilant eye on the economic and ecological responsibility of enterprises. It is up to the enterprise operating on a local level alone to identify its responsibilities and ensure the sustainability of its operations. The negative effects of globalisation could be alleviated, were the international community able to agree on joint global standards for environmental protection.

After the end of the cold war, the global community attempted to find solutions to environmental problems at the Rio environmental summit. Experiences from the summit showed that unless there are binding quantitative objectives, governments will not voluntarily pay enough attention to environmental issues. The 1997 Kyoto Protocol on Climate Change also demonstrates how difficult it is to find working solutions to global environmental problems. Kyoto also showed clearly how closely trade and environmental policies intertwine and how slow agreeing on reparatory measures can be, when it comes to dividing responsibility and sparse resources.

The question is, will voluntary action work better than enforcement? In the question of industrial and agricultural emissions, for example, voluntary actions have often led to good results, while voluntary quotas concerning fish stocks have failed: in certain cases, hasty agreements on binding restrictions have been made only after the stocks have first been destroyed. Whether the measures used are voluntary or based on international conventions, the main point is for society to focus enough attention on the subject.

How can we focus attention, if new restrictions or support measures are to be avoided?

Permanent changes in environmental issues can be achieved through training and education.

Technology also plays a central role in solving these problems. To be efficient, both tools must be backed by deep-rooted political will.

## ***Finland as a leading human rights state***

Finland's aim in the international arena should be to become known, already in the foreseeable future, as the world's leading human rights state. What does such a high aim entail in practice?

Turning human rights into a brand, for example. In all of their operations, including global trade and economic policy, Finland and Finnish companies should respect the UN Declaration on Human Rights, the ILO agreements and other basic human rights agreements.

As part of the human rights brand, enterprises would undertake to provide reports on their social responsibilities. Large global enterprises in particular should report how their subcontractors respect the human rights, including economic and social rights, of their employees.

Although we would expect that Western enterprises respected human rights as a matter of course, this is unfortunately not the case. Implementing a human rights brand is particularly challenging in countries that are economically attractive but where there is cause for concern about human rights, such as China. We must not engage in hyper-competition, trade and investments at the expense of human rights, even if our competitive ability would diminish as a result.

Poverty is ultimately also a human rights problem. The development of a human rights brand requires, from Finland as well, a stronger commitment to the abolishment of global poverty.

The most obvious step would be to raise our development aid to the level of other Nordic countries at least. One option would be to develop the EU's joint development cooperation policy. We should also focus more on the quality of development cooperation and introduce more small projects involving the third sector. The most efficient way to abolish poverty is to

promote democracy, good administration, the rule of law and a more just market economy in the developing countries.

## ***No loose talk***

In the interest of its competitive ability, Finland would be wise to require that all other countries also respect human rights. Human rights must be respected in administration, jurisdiction, legislation, agreements, trade relationships and education – on all continents. Promoting human rights has remained too much on the level of well-meaning talk around the negotiation table.

Respect for human rights, democracy and good administration should be an integral element of international trade and other agreements. Finland should actively promote a worldwide ethical human rights brand which would be used to ensure justice and equality in international agreement negotiations. The basic principles of the human rights brand would be applied to all international agreements.

The need to stop violations of human rights is acute, but it must not be done by any means, foul or fair: not just anyone anywhere may assume the role of global police force and enforcer. This is why Finland must actively work towards strengthening the operational capacity and independence of courts of justice and other corresponding international bodies. Finland must assume a more active role, particularly in the UN and in developing the UN.

In international conflicts, Finland's natural role is that of an active peace negotiator. Militarily independent and stable, Finland has exceptional potential for acting as a mediator and constructor. In international forums, Finland must represent diplomatic means and the so-called soft security perspective. Its first aim could be to promote the rights of women and children on a global scale.

But, but... before Finland can convincingly assume the role of a global minister and judge, we must clear our own backyard and put things in order in our own country.

“- Happiness is a fundamental issue in many respects. Matters well in hand, coolness and calm – this is what happiness is made of. The pursuit of happiness is associated with independence and freedom. That you're free to do whatever feels right at the given time.”

## **Chop-chop:**

- The developing countries must be offered better opportunities for benefiting from globalisation through means such as improving the dialogue between the WTO and the UN, for instance.
- A binding agreement on corporate environmental reporting must be reached in the EU and then on a global scale.
- A human rights brand will be established to verify international agreements.
- 0.1 per cent of Finland's gross domestic product will be allocated to an environmental fund. Half of the money will be allocated to the solution of burning environmental

problems in neighbouring areas and developing countries, the other half to environmental research and product development.

- Ethics must be turned into a competitive edge: ethically sound production methods must be emphasised in public purchases.
- We must create a life-long 'exchange student system' and increase contacts between individuals through international exchange programmes, available irrespective of income level or country.

Personal thoughts::

"I'm afraid that thanks to the jobs I've had, I'm already used to a certain kind of life. Maybe I'm no longer willing to become a field worker in an AIDS programme in Africa. I still hope to combine a certain belief in the market so that it could better be harnessed to remove the inequality of this world."

Anna-Liina Kauhanen and Jaakko Lyytinen

## **Creative class picture**

**Start here, if you wish to find out what the preceding pamphlet is based on. Building on interviews, this chapter analyses the values of the Future Makers course participants. The small generations, whose youth years were shadowed by the economic slump, equated the personal with the economic and political. Their most important shared goal is the right to the pursuit of responsible happiness.**

The participants for the Finland 2015 - Future Makers course were selected from Finns born after 1968 who were active in various sectors. What are the values that connect 22-35 year old Finns?

The small age groups are a generation that grew up in the spirit of individualism; at the same time, they yearn for a community spirit. Sociologist Leena Suurpää has characterised them as "solidaristic individualists".

The tension between communality and individuality also emerges from interviews with Future Makers. For most of them, the major unresolved conflict has to do with how to reconcile work and family responsibilities. Success in an uncertain labour market requires career planning and a strict commitment to work. On the other hand, those who already have children acknowledge children and family as part of their core values.

The result is a continuous feeling of insufficiency: "I want to achieve something in working life, but I also want to achieve everything in terms of family, to be a good mother and wife. Do I need to give something up to achieve all this? Where do I find the extra hours each day?"

When the group discussed their values, almost each member in turn confessed to having suffered from burnout at some point. The generation of temporary jobs has, rather harrowingly, become acquainted with Neil Young's philosophical observation: "It's better to burn out than fade away."

Where, then, does the individualistic yearning towards solidarity and communality come from? One explanation is the anxiety and loneliness caused by a survival society. Among the darkest consequences of the slump is the dramatic increase in social exclusion and marginalisation. Enhancing communality and solidarity is seen as the most effective antidote to social exclusion.

## ***Key generational experiences***

Karl Mannheim's theory of generational experiences is probably the most widely used – and most hackneyed – tool of generation analysis. According to Mannheim's definition, for a generation to be formed, there must be shared, pivotal key experiences that unify the generation as group with a distinct consciousness. An *age group* becomes an *experiential generation* only through a key experience.

The application of the Mannheimian theory of generational experience easily leads to clichéd simplifications. Baby boomers will be forever seen through the heroic, rose-tinted spectacles

of those who staged the sit-in at the Old Student House in 1968. In the same way, the events taking place in 1979 – the occupation of Lepakko, a hostel for alcoholics, and the Koijärvi movement, a precursor of the Green League – have been suggested as the key experiences of the punk generation born at the turn of the 1950s and 1960s.

What, then, would unite the small age groups? Instead of a sit-in at the student union building or squatting in a former shelter for alcoholics, it would be easy to pinpoint more dramatic moments as the key experiences for those born between the sit-in at the Old Student House and the Moscow Olympic Games.

What those born at the time of the 1970s oil crisis remember from their toddler years is not only Marimekko's striped T-shirts and Czechoslovakian wax animations but also the threat of nuclear war. The first spots on their faces appeared at the time of the Chernobyl nuclear plant accident. When they reached voting age, the wall in Berlin came down and the revolution began that led to the collapse of the communist social democracies in the Soviet Union and Eastern Germany.

Naturally, there are other kinds of key experiences: "We were marched to the dental healthcare centre to stand in line and gargle with fluoride" – being cared for by the welfare society.

"Dingo, college shirts and jeans taken in at the seams" - popular culture. "The girls who freed foxes" – animal rights and a new kind of civic activism.

International upheavals have naturally left an impression on the outlook of the small age groups. Nevertheless, for them the fall of the Berlin Wall was less significant a key experience than the slump in the domestic economy in the early 1990s and its aftermath: mass unemployment, the bank crisis, bread queues, social exclusion, temporary jobs. Thanks to the slump and the resulting economic turbulence with its sharp upturns and deep plunges, the generation that reached the age of majority in the 1990s is sown with uncertainty which explains the undercurrent of pessimism in the philosophy of many of its representatives.

"During the 1990's slump I learned about the relativity of poverty. My father lost all his possessions during the economic confusion and my parents got divorced. I was a student then and did not see them that much. I learned to live on a pittance, as students do, but it was a major change when suddenly there wasn't any support. I'd always taken it for granted in my petit-bourgeois, financially secure life. My values changed, but so did the values of my parents, too", a course member describes.

"- For me, happiness means that others will also have the opportunity to make their own happiness, to follow their own star. "

## ***Slackers and spoon fed youth***

The small age groups have also been called 'slackers'. According to Tommi Hoikkala, a sociologist who has studied generations, the term 'slacker' refers to "messengers of an easy and 'rich' life who have been raised by bourgeois baby boomer parents and who appreciate a relaxed attitude and having a good time".

The small age groups have grown up surrounded by consumer culture and matured intellectually at a younger age than their parents. They have often had a materialistically substantial childhood and youth. The Finnish equivalent of slacker is probably what the shipyard manager satirically called the spoon fed generation.

"For our generation, life has been rather easy, in the sense that we do not have that many pivotal key experiences. The most significant experience is doing things together, like on a class trip; at houseparties people would sit in a circle on the floor and reminiscence about sports classes at comprehensive school or sing songs from Pikkukakkonen, a TV programme

for children. The generational experience is only now being created, through the work upheaval."

Generational consciousness usually emerges as a result of a revolt against the previous generation. The baby boomers rejected the values of the war generation and, at the peak of their hubris, ended up dancing the can-can on the graves of war heroes. Their children, the small age groups, have no other reason to be bitter towards their parents except the substantial pensions the baby boomers have prepared for themselves and how they have "assumed the privilege of making all decisions from their own point of view", as a course member stated. "As they (the large age groups) have made decisions that leave them comfortably off, others must give up everything and join the labour force at an earlier age. Their self-centred politics are irritating. They see it as solidaristic and fair."

### ***The personal is political***

The value base of the Future Makers is characterised by a strong sense of responsibility, multiplicity, tolerance and the pursuit of freedom. Indeed, many regard tolerance, multiplicity and attitude towards gender equality as the decisive differences between their own value base and that of their parents.

The gap between the generations is also visible in their attitude towards politics. An identity that emphasises individualism shuns political categorisation: of the Future Makers, not even those actively involved in party politics find the left wing – right wing juxtaposition a rational method for defining their own political views.

"For me it (the left wing – right wing juxtaposition) isn't that relevant; actually, I find it rather oppressive. I feel I share the traditional left-wing values of caring and solidarity, while on the other hand I sympathise with the traditional right-wing views of personal entrepreneurship", says a course member. "I can be self-satisfied like a right-wing supporter, but also advocate communality like a left-winger", sums up another course member.

"I am politically confused, I can't identify with any of the parties."

"For me, the relevant framework concerns the interests of a small group against the interests of a larger group, or short-term gains versus long-term gains."

"People seem to be divided more by their orientation along the individual–community axis, or on the basis of how they see the distribution of work between the public and the private sectors."

Many have a pragmatic attitude to politics: political parties are seen as a channel of influence. One of the course members considers the potential choice of a party this way: "I've been trying to choose between the parties for a while now, and it is really tough. Had I made my choice earlier, I'd have followed my feelings. However, now that I know more about the positive and negative aspects of each party, I feel I'm just trying to choose the least evil."

"I've considered the differences between three parties. Their programmes are very similar, which means that the question has to be weighed in the light of secondary principles – how the parties operate and what they are like internally."

Although they avoid being tarred by any political brush, this generation is not lacking in opinions – on the contrary. The issue is that adopting a dogmatic philosophy seems intellectually false, if you are simultaneously aware of the complexity of the problems.

For the Future Makers, the personal is political. Daily choices about how to live are politics: what and how to consume, whether to eat meat, buy ecologically, drink French plonk, buy your furniture from Ikea or from the flea market.

An individualistic mindset is also apparent in how background and personal experiences have influenced political views. For the child of an uneducated family, the provision of equal educational opportunities for everyone is a pivotal value.

“When I was a kid, other children used to bully me and I experienced physical violence. Since then I’ve paid attention to what society has to offer for the underdogs.

### ***Right to responsible happiness***

When defining their common goal, the group arrived at the formation “the right and opportunity to the pursuit of responsible happiness”. Many find happiness in small things. “Personally I don’t have any high dreams of happiness. It’s enough that my children are happy when they enjoy each other’s company, hug each other and show tenderness. My philosophy is: small steps towards small goals; small things make you happy.”

“For me, happiness is a state of balance. A feeling of doing something worthwhile is the most important factor in happiness. At the moment I’m definitely looking for happiness and balance. Perhaps I’ll remain a happy seeker. As a teenager I came up with this personal motto, which I still accept today: If I had to choose, I’d rather be poor and happy than rich and unhappy.”

“On a wider scale, the pursuit of happiness is associated with independence and freedom. That you are free to do whatever feels right at the given time.”

Some discordant notes also emerged from among the group to oppose the ideology of happiness: “I find it extremely naïve, American liberalist bullshit. Personally I want to defend the right to unhappiness, sorrow and anxiety.”

“- You can seldom do something that would give you the greatest happiness. I notice I do things so that my children will be happy. This means compromises in how I use my time.”

### ***I was born in Finland***

Attributes associated with Finnishness and the Finnish identity are as easily dominated by clichés as the definitions of generations, which many find artificial. When the course members were asked to define what was particularly Finnish in their identity, the responses repeated many classical characteristics of our species: directness, stubbornness, persistence, reticence, honesty, calm. Then again, a maniac personality and rage were also mentioned.

Many associate Finnishness with language and a certain relationship to nature, with silence, distance and the need for one’s own space. The equality of women was also regarded as an important element of Finnish identity.

Alongside its Finnishness, this generation uses internationality and global frameworks as natural perspectives. “Even though I was an exchange student before the era of the Internet and massive global information flow, the world somehow got smaller. I wouldn’t ever regard Finland as the only option again.”

While industrial decision-makers fear brain drain and demand lighter taxation, these demands do not appeal to the Future Makers. Few would emigrate just because of taxation, since their roots are here, their language, their culture and a safe environment for bringing up children in.

## ***Creative class***

The title given to the section describing the course members, 'Creative class picture', refers to the 'new', creative class of society presented by the American professor Richard Florida in his book *The Rise of the Creative Class* (2002). Florida considers creativity as the main source of economic growth, and an emphasis on creativity will direct both work and culture as well as everyday life.

The creative class, those involved in creative work, has already held a prominent place in the economy and in society for 50 years. The creative class is expanding continuously. For example, 30 per cent of those employed in the USA belong to the creative class. The Finnish IT miracle was also based on the innovativeness of the creative class.

At the core of the new social class are researchers and engineers, architects and designers, those involved in teaching professions, artists, musicians and the entertainment sector, whose economic function is to provide new ideas, techniques or content. The core is surrounded by a larger group, including business, financing, legal and healthcare professionals.

The tasks of the creative class are typically characterised by problem-solving and acting on the basis of independent evaluations, thus requiring a good education and human capital. The creative class is paid for creating, and their jobs involve a larger degree of autonomy and opportunities for flexibility than those of more traditionally defined classes.

The creative class also works hard, partly because creative work is rewarding and they view the subject with passion, partly since the competition for new ideas and products is fierce. Competition for the top of the creative class is also fierce. Creative individuals seek out the globally most interesting settings, such as lively metropolises – and businesses follow, since the competition for the top of the creative class is fierce.

Florida's main message is that social and cultural issues have a strong effect on economic development. Finland must also ensure that its creative class enjoys life here.

Creative class awareness is also visible as part of the background of the Future Makers' manifesto. The permeating starting points of the Chop-chop proposals are accepting differences and a tolerant atmosphere at various levels, including an interesting urban culture, a new kind of communality and a working culture that enables creativity.

## **Future Makers – Finland 2015**

The Future Makers – Finland 2015 course is part of Sitra's Finland 2015 programme for 2000–2003. The purpose of the programme is to map the success factors and challenges associated with the future of Finland.

Overall, the Finland 2015 programme involves six courses aimed at top-level decision-makers in Finnish society and the Future Makers– Finland 2015 course for young people. The programme will end in the autumn of 2003 with the Finland 2015 Summit in Tallinn.

The task given to those taking part in the Future Makers – Finland 2015 course was to define the factors essential if Finnish society is to be able to renew itself in the future. To achieve this objective, the participants received information and discussed various topics with leading Finnish and international experts representing various fields. Together, the participants identified the major challenges Finland will face in the future and reported their results. The structure, methods and contextual issues of the programme emphasised involvement on all levels of society, a multi-disciplinary approach, and internationalism. The Future Makers course was held between March and September 2003. The course involved a preliminary assignment, an information session, a seminar, two workshops, excursions to the Netherlands and to Canada, Internet-based FutureNet work and releasing the results at the Finland 2015 closing seminar. The number of course days was 20, and the course was led by Project Manager Peter Ekholm from Sitra. Training Manager Mervi Porevuo from Sitra was responsible for the implementation of the course.

The results from the other six courses have been published in the form of Round Table reports, available on the Sitra website at [www.sitra.fi/suomi2015](http://www.sitra.fi/suomi2015).

### ***Participants***

Young Finns representing 22 different fields were invited to participate in the course. Those invited were all born after the sit-in at the Old Student House in 1968 (the symbolic dimension) and were active in several fields of life (the nerd filter). The objective was that the group would be able to analyse issues from a wide perspective and commit fully to the course programme. Course participants were chosen so as to represent as many areas of society, different areas and regions as possible. 12 of the participants were women, 10 men.

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**Aysu Shakir** (b. 1974), Project Manager  
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**Sari Siikanen** (b. 1980), MP's assistant/Chairman  
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