



Government Resolution for the Cultural Heritage Strategy 2023–2030

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Government Resolution for the Cultural Heritage Strategy 2023–2030

Mirva Mattila (editor)

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Abstract

For the first time in Finland, the cultural heritage strategy examines all aspects of cultural heritage comprehensively: it is everywhere and it is part of everyone's life. Cultural heritage can be tangible, intangible or digital, or it can be related to a cultural or natural environment. The aim is that cultural heritage is highly valued and that protecting and fostering it is a collective responsibility shared by everyone.

The strategy's vision highlights the role of cultural heritage as a resource for society and as a factor improving the quality of people's lives: cultural heritage serves as a bridge between people and offers solutions for building a sustainable future. The most important values of the strategy are sustainability, diversity and equality as well as the responsibility for preserving cultural heritage for future generations.

The strategy considers the opportunities that cultural heritage offers for increasing inclusion, identifying cultural diversity and equality, and promoting sustainable development. The strategy highlights the importance of competence, education, research and reliable information and describes economic opportunities and needs related to cultural heritage.

The four themes of the strategy contain a total of 16 objectives with 54 measures.

Keywords	cultural heritage, museums, archives, libraries, cultural environment, intangible cultural heritage, natural environment
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Tiivistelmä

Kulttuuriperintöstrategiassa tarkastellaan ensimmäisen kerran Suomessa kulttuuriperintöä kokonaisvaltaisesti: sitä on kaikkialla ja se on osa jokaisen elämää. Kulttuuriperintö voi olla aineellista, aineetonta tai digitaalista tai se voi liittyä kulttuuri- tai luonnonympäristöön. Tavoitteena on, että kulttuuriperintöä arvostetaan ja sen suojelu ja vaaliminen on kaikkien yhteinen tehtävä.

Strategian visiossa korostetaan kulttuuriperinnön merkitystä yhteiskunnan voimavarana ja ihmisten elämänlaadun parantajana: kulttuuriperintö toimii siltana ihmisten välillä ja tarjoaa ratkaisuja kestäväen tulevaisuuden rakentamiselle. Keskeisiä arvoja ovat kestävyys, moninaisuus ja yhdenvertaisuus. Läpäisevänä arvona on myös vastuu kulttuuriperinnön säilyttämisestä tuleville sukupolville.

Strategiassa otetaan kantaa kulttuuriperinnön mahdollisuuksiin osallisuuden lisäämisessä, kulttuurisen moninaisuuden ja yhdenvertaisuuden tunnistamisessa sekä kestäväen kehityksen edistämässä. Strategiassa korostetaan osaamisen, koulutuksen ja tutkimuksen sekä luotettavan tiedon merkitystä sekä kuvataan kulttuuriperintöön liittyviä taloudellisia mahdollisuuksia ja tarpeita.

Strategiassa on neljän teemakokonaisuuden alla 16 tavoitetta, jotka sisältävät 54 toimenpidelinjausta.

Asiasanat kulttuuriperintö, museot, arkistot, kirjastot, kulttuuriympäristö, aineeton kulttuuriperintö, luonnonympäristö

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I kulturarvsstrategin görs för första gången en helhetsbetonad granskning av kulturarvet i Finland: kulturarvet finns överallt och är en del av varje människas liv. Kulturarvet kan vara materiellt, immateriellt eller digitalt eller anknyta till kultur- eller naturmiljön. Målet är att kulturarvet ska uppskattas och att skyddet och värnandet av kulturarvet ska vara allas gemensamma uppgift.

I visionen för strategin betonas kulturarvets betydelse som samhällsresurs och som en faktor som förbättrar livskvaliteten: kulturarvet utgör en bro mellan människor och erbjuder lösningar för hur man bygger en hållbar framtid. De viktigaste värderingarna är hållbarhet, mångfald och likabehandling. Ett genomgående värde är också ansvaret för att bevara kulturarvet för kommande generationer.

Strategin tar ställning till kulturarvets möjligheter att öka delaktigheten, definiera kulturell mångfald och likabehandling samt främja hållbar utveckling. Strategin betonar vikten av kompetens, utbildning, forskning och tillförlitlig information och ger en beskrivning av de ekonomiska möjligheterna och behoven i anslutning till kulturarvet.

Under strategins fyra tematiska helheter finns det 16 mål och 54 rekommenderade åtgärder.

Nyckelord kulturarv, museer, arkiv, bibliotek, kulturmiljö, immateriellt kulturarv, naturmiljö

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Contents

Foreword	8
1 Vision 2030	10
2 The premise of the Cultural Heritage Strategy	11
2.1 Definition of cultural heritage	12
3 Our diverse cultural heritage	14
3.1 Actors in the cultural heritage sector	18
3.2 Key legislation, strategies and international agreements related to cultural heritage	22
4 Direction of changes in the operating environment	24
4.1 Cultural heritage as part of a sustainable society	24
4.2 Cultural heritage in climate change	25
4.3 Cultural heritage in cross-border operating environments	26
4.4 Cultural competence and knowledge of cultural heritage strengthen the individual and society	27
4.5 Cultural heritage in the era of sustainable growth	28
4.6 Changes in public administration are reflected in cultural heritage policy	29
5 Strategy objectives and outlined measures	30
5.1 Cultural heritage as our own and shared property	30
5.2 Cultural heritage, nature and climate change	36
5.3 Cultural heritage, learning, competence and research	42
5.4 Cultural heritage and the economy – sustainable and creative	47
6 Societal and economic impact of the Strategy	54
6.1 Societal impact	54
6.2 Economic impact	54
7 The implementation and monitoring of the main guidelines of the strategy	56

Appendices	56
Appendix 1. Summary of the objectives and outlined measures.....	57
Appendix 2. List of key legislation on cultural heritage.....	62
Appendix 3. List of the key cultural heritage conventions and actions of the Council of Europe and the UN.....	64
Appendix 4. European Union cultural heritage documents	67
Appendix 5. Declarations by Nordic ministers of culture	68
Appendix 6. Strategic outlines concerning cultural heritage	69
Appendix 7. European, Nordic and international policy on cultural heritage	71

FOREWORD

The Government resolution for a Cultural Heritage Strategy is based on Prime Minister Sanna Marin's Government Programme, according to which the Government intends to “draw up a cultural heritage strategy”. The drawing up of the Strategy will also implement the New European Agenda for Culture proposed by the European Commission in 2018. In the Agenda, Member States are urged to draw up their own strategies in the field of cultural heritage.

The Ministry of Education and Culture initiated the preparation of the Strategy on 12 March 2021 by appointing a steering group and a working group tasked with drawing up the Proposal for the Cultural Heritage Strategy. The steering group had representatives from the Ministry of Agriculture and Forestry, the Ministry of Education and Culture, the Ministry of Economic Affairs and Employment, the Ministry of the Environment, Business Finland / Visit Finland, the University of Eastern Finland, the National Audiovisual Institute, the National Archives of Finland, the Finnish National Gallery, the National Library of Finland, the Finnish Museum of Natural History, Rural Women's Advisory Organization, Metsähallitus, the Finnish Heritage Agency, the Finnish National Agency for Education, the Sámi Parliament, the Finnish Innovation Fund Sitra, the Finnish Local Heritage Federation, the Association of Cultural Heritage Education of Finland, the Association of Finnish Municipalities, the Finnish Museums Association, the Governing Body of Suomenlinna, the Society of Swedish Literature in Finland, the University of Turku, Finnish Transport Infrastructure Agency and the Council for Public Libraries. The Ministry of Education and Culture, the Ministry of the Environment, the Finnish Heritage Agency and the Finnish Local Heritage Federation were represented in the working group. The proposal prepared by the steering and the working group for 18 May 2022 received 176 comments, which were then used as a basis for finalising the Strategy proposed by the Ministry of Education and Culture for further consideration by the Finnish Government.

In the Strategy, Finland's cultural heritage is for the first time examined comprehensively: it is everywhere and part of everyone's life. Cultural heritage can be tangible, intangible or digital, or it may be linked to the cultural or natural environment.

The aim of the Strategy is to outline the implementation of cultural heritage policy in such a way that it will take into account the diversity of cultural heritage and the fostering, development and utilisation of cultural heritage as a resource for the whole society.

The Strategy takes a stand on the opportunities provided by cultural heritage in increasing participation, identifying cultural diversity and equality, and promoting sustainable development. The Strategy emphasises the importance of competence, education, research and reliable information and describes the economic opportunities and needs related to cultural heritage.

After the government resolution, work will be continued by formulating an implementation plan, which includes setting and prioritising a concrete timetable for measures in cooperation with the administrative branches and stakeholders, selecting implementation methods and persons responsible for the measures, and identifying the resources required.

The vision of the Cultural Heritage Strategy emphasises the importance of cultural heritage as a resource for society and as a provider of a better quality of life to people. At best, our shared cultural heritage is our shared key to a more sustainable future.

Petri Honkonen

Minister of Science and Culture

1 Vision 2030

The importance of cultural heritage as a resource for society has increased, which has led to an improvement in people's quality of life: cultural heritage serves as a bridge between people and offers solutions for building a sustainable future.

2 The premise of the Cultural Heritage Strategy

Cultural heritage is linked to everything around us and it is part of our life. This is also the basis for drawing up the Cultural Heritage Strategy.

In the Strategy, cultural heritage is looked at comprehensively. The starting point is fostering, developing and utilising diverse tangible, intangible and digital cultural heritage and cultural environments as a resource for the whole society. The aim is that cultural heritage will be valued and that identifying, protecting and fostering it will be a collective responsibility shared by everyone. The opportunities provided by cultural heritage are identified and they are utilised in different areas of society and in building a sustainable future. In the Strategy, cultural heritage is examined from the point of view of individuals and communities as well as from the point of view of different sectors, the policy level and decision-making in society.

The most important values of the Cultural Heritage Strategy are resilience, diversity and equality. The responsibility for preserving cultural heritage and protecting it for future generations is also a cross-cutting value. The aim of the Strategy is to serve as a tool for implementing the Council of Europe's Faro Convention and contribute to the achievement of the objectives of the United Nations 2030 Agenda for Sustainable Development.

The Council of Europe Framework Convention on the Value of Cultural Heritage for Society, the Faro Convention, emphasises the diversity of cultural heritage and its importance as a resource for sustainable economic and social development. The key objectives of the Convention include strengthening the link between cultural heritage, the quality of life, identity and sustainable development in society.

The Faro Convention encourages value-oriented discussion on the societal significance of cultural heritage and the directions in which it should be developed. The aim is broad participation by citizens. The underpinning principles of the Convention are everyone's right to cultural heritage, shared responsibility for one's own and the shared cultural heritage and its sustainable use as the basis for societal development and a good life.

The 2030 Agenda, the UN's plan of action for sustainable development, aims at sustainable development from the point of view of the economy, people's wellbeing and the environment alike. The 2030 Agenda is based on ecological, economic and social

sustainability, which are closely intertwined. A cultural dimension is also linked to each of these areas of sustainability. Cultural heritage may also serve as a driver of change that produces a sustainable way of life and in which individuals and communities can find solutions based on cultural heritage on the one hand or create a new, sustainable cultural heritage on the other. This is part of the cultural dimension of sustainable development, which cross-cuts the sustainability goals.

The Strategy contains four chapters based on target themes, which also include the outlined measures. The targets focus on people's and communities' ownership, responsibility and opportunities for participation in cultural heritage, cultural heritage as a part of ecological sustainability, supporting and strengthening competence and learning, and sustainable utilisation of the economic potential of cultural heritage. Knowledge and skills, digitalisation and regional, local and international perspectives have also been taken into account as cross-cutting themes.

The description of the operating environment includes the key societal change factors that influence cultural heritage and that can be influenced with the help of cultural heritage. After the target themes, the societal and economic impacts and the implementation of the Strategy are discussed in respective chapters.

A comprehensive overview with background information on cultural heritage has been appended to the Strategy.

2.1 Definition of cultural heritage

The following definition is used for cultural heritage in the Cultural Heritage Strategy:

Cultural heritage is created as a result of human activities and in interaction with the environment. It reflects changes in values, beliefs, knowledge, skills and traditions. Cultural heritage can be tangible, intangible or digital. Cultural heritage is renewed, preserved and transferred to future generations.

The starting point of the definition of cultural heritage is the definition of cultural heritage in the Faro Framework Convention, which has been further modified in cooperation with the steering group that drew up the proposal for the Cultural Heritage Strategy.

Grounds for the definition

Cultural heritage changes and evolves because people identify, produce, consume, change, destroy and create it. The value and content of cultural heritage change. The most comprehensive one of the definitions for cultural heritage that became established in 2022 is contained in the Faro Framework Convention.

Cultural heritage and the information about it are produced, used, managed and preserved by private persons, communities and institutions, art and culture professionals, researchers, companies and the public sector.

People who together make an effort to protect, sustain and transmit specific aspects of cultural heritage to future generations form a heritage community.

Individuals and communities may adopt and create new cultural heritage, but they may also give up their cultural heritage.

Cultural heritage may have positive, negative or conflicting, personal, or jointly shared meanings. Cultural heritage is valued not only by individuals and communities, but also by experts and research, public authorities and especially by central government and municipalities.

Cultural heritage can be tangible, intangible or digital, and it may be linked to the cultural or natural environment regardless of who owns it. On the one hand, digitalisation can be a form of recording or distributing tangible or intangible cultural heritage when we talk about digitised cultural heritage. On the other hand, the digitalising society, media and culture also produce cultural heritage that is originally digital and does not exist in traditional forms. Legislation and international agreements lay the foundation for the protection of cultural heritage and the cultural environment that have been defined as being of common value and guide their use. Cultural heritage and information on it are recorded in places such as libraries, archives and museums. Information about natural heritage is also deposited and stored as cultural heritage.

Digital cultural heritage covers both the tangible and intangible cultural heritage that has been transformed into a digital form and the expressions and practices of cultural heritage that has been digital from the start.

Cultural heritage is created in all human environments. The environment and the landscape that humans have influenced from prehistoric times to the present day are often called cultural environments. Different landscapes, built environments and archaeological heritage of different ages form a whole that combines nature and human activities as well as the customs, practices, meanings and views related to them.

3 Our diverse cultural heritage

Finland has always been a culturally and linguistically diverse society that is in constant change. All human activity produces culture and some of it becomes cultural heritage. The cultural heritages of different communities provide society with richness and form bridges between people and groups of people. Linguistic and cultural forms of expression, customs and skills and the originality of cultural heritage sites and history characterise the diversity of our cultural heritage. The vitality, preservation and renewal of cultural heritage are visible as richness in the regional and local culture.

Awareness of society's diversity enriches the views we have of our shared cultural heritage. Many cultural and linguistic groups have a long history in Finnish society. International migration has increased cultural and linguistic diversity especially over the past three decades. Communities themselves have the power to define the cultural heritage that is meaningful to them.

According to the Constitution of Finland, everyone has the right to their own language and culture. The Constitution also includes everyone's responsibility for cultural heritage. The rights to cultural heritage and its preservation are also promoted by other means than legislation.

Democracy, equality and non-discrimination are the key values in our society and are also visible in cultural heritage work. The debate on cultural heritage that is considered important should be continuous value-based debate that is open to all. Cultural heritage that is defined as valuable now may also change in the future.

Diverse cultural heritage, different cultural identities and a shared value base help to increase resilience and contribute to the psychological crisis resilience of society as part of the overall security of society.

Language plays a central role in building and maintaining culture. Language is also part of our shared cultural heritage. Several foreign languages and even more dialects are spoken in Finland. The Constitution recognises the national languages of Finland, which are Finnish and Swedish. They are used in all fields of society and their position is strong. Finland has institutions that have been given the task of promoting and preserving

the Swedish language and the Swedish-speaking culture in Finland. Swedish-speaking associations are also active.

In addition to the national languages, the Constitution mentions the language of the indigenous Sámi people, which in Finland means Northern Sámi, Skolt Sámi and Inari Sámi, and the language of the Roma and sign language. Furthermore, the Karelian language is an indigenous minority language in Finland. The largest groups of people speaking a foreign language are speakers of Russian, Estonian, Arabic, English and Somali.

The Sámi are an indigenous people that under the Constitution of Finland have the right to maintain and develop their own language and culture. The most important task of the Sámi Parliament is to implement cultural autonomy and safeguard the preservation and development of the culture of the Sámi as an indigenous people. The Skolt Sámi Village Committee is the highest representative body of the Skolt Sámi. In addition to the Sámi, the Roma and other minorities in society have a communal right to maintain and develop their language and culture.

In Finland, intangible and tangible cultural heritage that has been identified to be of common value or typical of its time as well as information on it has been recorded in libraries, archives, museums and similar places. Sites and landscapes that belong to the cultural environment and are valuable from the point of view of building history and archaeology have been protected with legislation. The operation of archives has focuses on storing data and disseminating it to researchers.

- The National Library of Finland records the production of Finnish publications and has deposited printed publications since 1707, audio recordings and recordings since 1980, and online material since 2006.
- The annual accumulation is approximately 100,000 physical publications, 60,000 electronic publications and more than 200 million files of websites.
- The digitised content in the digi.kansalliskirjasto.fi service totals 24 million pages.
- The digi.kansalliskirjasto.fi is subject to 23 million page loadings a year.

- In addition to Helsinki, National Archives of Finland has seven locations across Finland and the Sámi Archives in Inari.
- The deposited analogue archive material amounts to more than 280 shelf-kilometres. The annual accumulation of analogue archive material is approximately 5 shelf-kilometres.
- Digitised material totals 150 million files, of which the content of more than 70 million of the pages has also been identified.
- The online use of the digital material is 1.8 million visits per year.
- The Finnish Literature Society, the Society of Swedish Literature in Finland and numerous other private archives accumulate and maintain important collections.

- The analogue collections of the National Audiovisual Institute have 23,000 film release prints and 137,000 video recordings. The collections have 124,000 items of material related to films, such as photographs, posters, scripts, objects and equipment. Digital release prints total 2,700 and digitised photographs 295,000.
- The Institute's radio and television archive has recordings of the national radio and television broadcasts since 2009 and a representative sample of local broadcasts. The television programmes produced by the Finnish Broadcasting Corporation YLE between 1957 and 2008 are a separate collection. The collection includes more than 140,000 television programmes.

- The collections of the Institute for the Languages of Finland mainly consist of the corpora of vocabulary, names, and spoken and written language in the national languages.
- The main lexical collection in the Word Archive of Finnish Dialects contains more than 8 million items of dialect data on approximately 400,000 words. The archive of the Swedish dialects in Finland contains more than one million data items.
- The collection of place names in the lexical corpora contains approximately 2.7 names from Finland and the neighbouring areas.
- The archive of recordings in Finnish includes more than 24,000 hours of audiovisual material: the majority of the material is dialect interviews in Finnish, but extensive collections of related languages and material on cultural history are also included.

- National museums are the National Museum of Finland, the Finnish National Gallery and the Finnish Museum of Natural History.
- In 2019, the Ministry of Education and Culture named 32 museums with regional responsibility and 17 museums with national responsibility.
- There are approximately 150 other museums that operate professionally and they maintain 326 museum sites that are open to the public.
- In addition, there are almost one thousand local museums that are maintained by volunteers or part-time.
- More than 45 million objects, works of art, scientific samples, audiovisual recordings and photographs have been deposited in professional museums.
- The collections increase by approximately 600,000 items every year.
- Before the COVID-19 pandemic, more than 7 million visitors visited the museums.

- The Ancient Relics Register maintained by the Finnish Heritage Agency includes 35,700 fixed ancient relics in mainland Finland.
- There are over 1,200 built cultural heritage sites of national significance.
- Nationally valuable landscape areas total 186.
- Protected valuable buildings in the government building stock total 600.
- There are seven UNESCO World Heritage Sites in Finland.
- UNESCO's List of Intangible Cultural Heritage contains three sites from Finland.
- The Wiki inventory for Living Heritage has 213 sites.
- Three sites from Finland have been approved to UNESCO's Memory of the World Register.
- The national register of the Memory of the World programme has 17 sites.
- At the end of 2022, there were Finnish members in seven Cultural Route associations of the Council of Europe.

- The Finna search engine service is available online and brings together the material and services of a total of approximately 430 libraries, archives and museums.
- Finna is maintained by the National Library of Finland.
- Finna makes available 2.5 million digital objects.
- The online use of the finna.fi service amounts to 3.8 million visits per year. The number of online visits to all Finna views is 44.8 million visits per year.
- Finna materials are also available through Europeana, the digital library of Europe.

3.1 Actors in the cultural heritage sector

Cultural heritage exists everywhere. It is a builder and supporter of the identity of individuals, communities and different administrative branches and sectors. The societal impact of cultural heritage is strengthened when everyone understands its significance and commit themselves to fostering it.

Individuals and communities

Each of us has our own cultural heritage that is important to us and we participate in producing, using, managing and preserving cultural heritage. A large part of cultural heritage springs from the activities of people and communities, such as language, customs and traditions that are considered important and worth preserving. Intangible cultural heritage is also constantly created in the daily activities or as a result of artistic activities, for example.

Cultural heritage communities consist of people who value specific aspects of cultural heritage and identify them as important, and wish to sustain cultural heritage through their activities and transmit it to future generations. People may belong to several different cultural heritage communities.

Organisations and associations have a central role in the cultural heritage sector in areas such as recording and transmitting cultural heritage, cultural heritage education, development of local heritage work and professional competence, expert and international cooperation, and promotion of recreational activities.

At the national level, oral and intangible cultural heritage is recorded by the Finnish Literature Society and the Society of Swedish Literature in Finland. Other archives receiving government aid are those storing material of the different political parties and archives storing material related to the business sector, sport and music. The Finnish Local Heritage Federation and Finlands svenska hembygdsförbund promote local heritage and cultural heritage work that is based on the local starting points, strengthens participation and is pluralistic. Other actors operating in the cultural heritage sector include the Finnish Museums Association, the Association of Cultural Heritage Education of Finland, Sámi Duodji, the Rural Women's Advisory Organization and the Association for Rural Culture and Education.

Different religious communities also foster their own rich tangible and intangible cultural heritage. The Church Act applying to the Evangelic Lutheran Church of Finland and the Act on the Orthodox Church lay down provisions on the protection and fostering of church buildings as part of cultural heritage. In addition, many companies have collections, environments and documents about their own history, which they look after.

Public administration

Identification and utilisation of the opportunities provided by cultural heritage require knowledge and transmission of knowledge as well as taking into account cultural heritage in decision-making and resourcing. Moreover, shared responsibility over the preservation of cultural heritage is needed, which in turn requires a dialogue across sectoral boundaries.

The promotion of competence, culture and wellbeing and the development of vitality and the living environment are the main tasks of municipalities. As local authorities, municipalities create preconditions for cultural activities and the promotion of cultural heritage. Services and cooperation are promoted, for example, by developing digital services and operating practices. Many services such as schools, day-care centres and museums continue to be municipal neighbourhood services close to residents.

The main tasks of regional councils are regional development and regional land use planning. The councils are also responsible for promoting culture and the regional identity as well as taking into account cultural environments in regional land use plans. The shared desired state of development in the region and the priorities are recorded in the regional strategic programme.

The task of the Sámi Parliament is to manage matters concerning the language and culture of the Sámi and their status as an indigenous people.

The Ministry of Education and Culture is responsible for developing education, science, cultural, sport and youth policies in Finland. Guidelines and legislation concerning the cultural heritage sector are also the Ministry's responsibility. The administrative branch of the Ministry of Education and Culture has several agencies and institutions tasked with cultural heritage matters. As an authority, the Finnish Heritage Agency is responsible for the protection of environments of cultural history value, archaeological cultural heritage, built heritage and cultural property. In addition, the Agency's tasks include supporting and developing the museum sector nationally. The National Museum of Finland operates as part of the Finnish Heritage Agency. Its task is to be in charge of accumulating, managing of and presenting national assets of cultural history value. The task of the Finnish National Gallery is, among other things, to be responsible for the maintenance and accumulation of the collection of the National Gallery owned by the State.

The tasks of the National Archives of Finland include ensuring that the official and private documents part of the national cultural heritage and the information contained in them is preserved and available and promoting their use in research. The National Archives of Finland also serves as the expert authority for the permanent storage of the documents and archive activities. The tasks of the National Audiovisual Institute include the storage of films and television and radio programmes. The Governing Body of Suomenlinna as the

state's property holder agency is responsible for the World Heritage Site Suomenlinna. As an expert in language, the Institute for the Languages of Finland is responsible for the guidance, advice and dictionary work related to Finnish and Swedish and is responsible for research related to language guidance and dictionaries. In addition, the Institute coordinates the guidance of the Sámi languages, sign language and the Roma language.

The Finnish National Agency for Education decides on the national curricula for education, early childhood education and care and other regulations, leads the preparation of the qualification requirements of vocational qualifications and issues the qualification requirements in line with the qualification structure. In addition, the Finnish National Agency for Education supports the development of education and the promotion of internationalisation by also determining the starting points for the development of cultural competence and the building of a cultural identity in education.

The National Library of Finland and the Finnish Museum of Natural History operate as part of the University of Helsinki. The National Library is a developer and maintainer of libraries and the digital services and infrastructures in the cultural heritage sector. Among other things, the National Library is responsible for the recording and transmission of cultural heritage published in Finland or published cultural heritage concerning Finland. The task of the Finnish Museum of Natural History is to be in charge of the storage, accumulation and maintenance of the national collections in natural history.

The administrative branch of the Ministry of the Environment covers matters concerning communities, the built environment, housing, mitigation of climate change, biodiversity, sustainable use of natural resources and environmental protection. The Ministry of the Environment is responsible for the preparation of legislation concerning the cultural environment, landscape and built heritage. The Centres for Economic Development, Transport and the Environment (ELY Centres) have tasks related to the use of land and water areas, the steering of construction, the management of the cultural environment, the protection of biodiversity and the management of built heritage. The Finnish Environment Institute (SYKE) is a research and development centre for the environment. Alongside other things, it administers information related to landscapes and the built environment.

The Ministry of Agriculture and Forestry is responsible for the development of rural areas and for matters related to agriculture, forestry and horticulture, fisheries, game and reindeer husbandry, and land surveying. Of the agencies and institutes of the administrative branch, the National Land Survey of Finland, the National Resources Institute Finland and the Forest Centre are among those related to cultural heritage.

Metsähallitus operates under the guidance of the Ministry of Agriculture and Forestry and the Ministry of the Environment. The Ministry of the Environment is responsible for the performance guidance of Metsähallitus Parks and Wildlife Finland, which manages the national and nature parks, other protected sites and wilderness and recreational areas in our country. It is responsible for the management, use and public services of the areas and for the national protection and monitoring of several endangered species and biotopes. Public administration tasks also have a statutory obligation to foster the cultural property under their control.

The administrative branches of other ministries also include matters and responsibilities that are directly or indirectly related to cultural heritage. Finnish Transport Infrastructure Agency operating under the Ministry of Transport and Communications is responsible for the development and maintenance of the State road network, railways and waterways. It also manages the real estate, cultural environments and cultural property under its control that are of cultural history value. The Ministry of Finance steers Senate Properties, which together with Defence Properties Finland administrates a considerable part of the real estate assets of the State. The Customs operating under the Ministry of Finance acts as an authority in the international trade of cultural objects. The Ministry of Justice's tasks include coordination of matters concerning equality and democracy and ensuring that the linguistic rights are realised. The Ministry of Justice supports the development of the cultural autonomy of the Sámi and reconciles the processing of the rights of the Sámi in different ministries. The Ministry for Foreign Affairs is responsible for the real estate located abroad. The administrative branches of the Ministry of Social Affairs and Health and the Ministry of Economic Affairs and Employment deal with matters closely linked with cultural heritage, such as the wellbeing of people and the promotion of the creative industries and tourism.

Finnish higher education institutions produce extensively researched information on cultural heritage and educate experts for cultural heritage organisations. Among other things, universities promote scientific and artistic education and provide the highest teaching based on research. Universities of applied sciences are tasked with providing higher education for professional expert tasks and duties based on the requirements of the world of work and its development and on the premises of academic research and academic and artistic education.

3.2 Key legislation, strategies and international agreements related to cultural heritage

In national legislation, provisions on cultural heritage are included in the Constitution of Finland at a more principled level and in other legislation at a more detailed scope-specific level. Several acts lay down provisions on different rights and duties that provide opportunities to influence matters concerning cultural heritage.

Under the Constitution of Finland, cultural heritage is the responsibility of everyone. Legislation on cultural heritage has in the past few years been updated to meet the needs of the changing society. At the same time, the diversity and equality of cultural heritage has been examined. Among other things, the Public Libraries Act, the Museums Act and the Act on the Cultural Activities in Local Government have been reformed at the end of the 2010s. At the beginning of the 2020s, the Land Use and Building Act, the Antiquities Act and the archives legislation were subject to a reform.

Under the Act on the Autonomy of Åland, Åland has legislative powers in matters related to culture, education, ancient relics, the protection of buildings and land use. The Sámi, as an indigenous people, in turn have self-government in terms of their own language and culture in the Sámi homeland as provided in the Act on the Sámi Parliament and other acts.

Starting from the 2010s, several strategies and programmes related to cultural heritage have been drawn up. The stronger understanding of the importance of cultural heritage as a resource for society has contributed to this.

It has been recorded in the European Union's Treaty of Lisbon that the European Union shall respect its rich cultural and linguistic diversity and ensure that Europe's cultural heritage is safeguarded and enhanced. However, Member States have legislative power over matters related to culture and cultural heritage issues. Matters related to exporting cultural heritage and to restricting the free mobility of goods make an exception. The European Union has a number of actions and non-binding conclusions and recommendations on cultural heritage.

The Council of Europe has six conventions concerning cultural heritage. These conventions deal with the protection of architecture, archaeological heritage, landscape, the societal importance of cultural heritage, audiovisual heritage and offences relating to cultural property.

UNESCO's conventions concerning cultural heritage deal with cultural and natural heritage, intangible cultural heritage, underwater cultural heritage, cultural expressions, protection of cultural property and illicit import and export of cultural property.

Finland has entered into force most of UNESCO's and the Council of Europe's conventions related to cultural heritage and has undertaken to comply with several other international declarations, agreements and recommendations. With regard to the Sámi, the UN Declaration on the Rights of Indigenous Peoples containing obligations to protect the cultural heritage of indigenous peoples is significant.

A description of the key statutes, international agreements and strategies, the actions of the European Union and the Council of Europe, and the cultural heritage policy in the Nordic Countries have been appended to this text.

4 Direction of changes in the operating environment

By appreciating, researching, understanding, interpreting and utilising history, culture and cultural heritage, it is possible to develop operating models, structures and solutions that strengthen all four dimensions of sustainability. In a changing operating environment, measures need to be taken to better identify these opportunities as part of more extensive societal changes. Cultural heritage is a central resource in a society that supports the building of the identity of individuals and communities, values cultural diversity and equality, and is based on interaction. It is preserved when it is used and changes over time.

4.1 Cultural heritage as part of a sustainable society

A sustainability transformation that takes into account the ecological carrying capacity of the environment requires broad-based changes in the economy, technology and culture. Achieving the goals of the 2030 Agenda has not progressed as expected globally. The accelerating climate change is contributing to the implementation of the programme.

The transition towards a more sustainable society affects different sectors and communities and people's lives in different ways. It is therefore important to uphold the principles of fairness and to safeguard human wellbeing in the middle of the changes. A comprehensively sustainable society ensures that the right to cultural heritage is realised. It can be seen as part of human rights, the realisation of which is the foundation of wellbeing. The educational and cultural rights include everyone's right to have access to knowledge and participate in culture. Cultural heritage provides experiences of participation, which is the basis of our wellbeing.

The central trends in changes related to the use of cultural heritage, access to it and its formation in the changes taking places in society are the increase of linguistic and cultural diversity and equality, the ageing of the population, immigration and internal migration. To reach different audiences and users, cultural heritage services are required that take into account the needs of different population groups. At the same time, it must be possible to re-examine the structures of organisations in the cultural heritage sector and strive to increase the linguistic and cultural diversity of those working in expert and managerial positions.

Regional differentiation affects cultural heritage especially as differences between cities, their neighbourhoods and sparsely populated areas. Regional differentiation combined with the increasingly sparse financial resources create pressure to ensure the accessibility of cultural heritage. The developing differentiation also affects the cultural environment. In growth centres, it must be possible to reconcile changes in the increasingly condensed construction and land use with the values of the cultural environments and safeguard high-quality development of the environment. In areas with a declining population, on the other hand, new uses should be found for the emptying and underused building stock. In addition, ways of maintaining and developing the cultural landscape of rural areas should be found.

Inequalities in wellbeing, wealth, income and competence contribute to the development of confrontation of values and attitudes. From the point of view of cultural heritage, this requires development of widely accessible services. In particular, the importance of intangible cultural heritage in strengthening the sense of belonging, providing a basis for participation and producing a sense of meaning can increase mutual trust in society.

Digitalisation makes it possible to develop new business models and better and more accessible services. However, the digital transformation is much more than just a technological or economical change as it has a strong impact on our way of life and the structures of society and modifies our culture. The virtual environments and decentralised technologies of a new generation develop fast and are difficult to predict. The introduction of new technologies in the cultural heritage sector should take place by paying attention to the equality of people, digital wellbeing and the ethical nature of the decisions.

A sustainable lifestyle within the limits of one planet requires cultural changes and a reassessment of the value base. In a sustainable way of life, the experience of meaningfulness is based on values other than overconsumption. Changes in the use, production and consumption of natural resources secure the preconditions for wellbeing and a meaningful life for both current and future generations.

4.2 Cultural heritage in climate change

The greatest future threats to humanity are climate change and biodiversity loss. Climate change mitigation and halting biodiversity loss require stronger action by the international community, states and all sectors of society, including the cultural heritage sector. In accordance with Prime Minister Sanna Marin's Government Programme, Finland aims to be carbon neutral in 2035 and carbon negative soon after that.

Cultural heritage is the result of human activities and ways of using natural resources, and therefore also reflects the human relationship with nature. By studying and analysing cultural heritage, we obtain information on how human activities have affected the environment and contributed to the emergence of the climate crisis. On the other hand, it shows how people have at different times been able to live in harmony with the environment, how they have learned to appreciate and protect the environment, and how, for example, efforts have been made to store and use materials for as long as possible. Sustainable models and solutions for curbing climate change and biodiversity loss can be found in cultural heritage and the knowledge bound in it.

Climate change also has a concrete impact on the preservation of cultural heritage and the cultural environment. Changes in the conditions and the increase in extreme weather phenomena affect the built cultural environment, archaeological sites and landscapes and may threaten their preservation. An effort must be made to prepare for changes through anticipation and by developing the management of the sites and monitoring their condition. The decline in biodiversity and biodiversity loss affect the cultural environment and are visible as traditional biotopes that are becoming endangered and as declining natural heritage. The fast increase in mean temperatures is visible especially in the Arctic where the changes threaten the traditional livelihoods and cultures of the indigenous peoples, among other things. For the Sámi, adaptation to climate change is a cultural change process in which know-how is lost and replaced and new know-how is created. Climate actions, protection of biodiversity and sustainable development are required so that we can also save the intangible cultural heritage for future generations.

4.3 Cultural heritage in cross-border operating environments

The changes affecting cultural heritage are increasingly often global and not limited within states. In addition to the climate crisis, the COVID-19 pandemic, which has affected people's life and the functioning of societies at many levels, has reminded us of the interdependencies between the economy, society and security. It has been estimated that we will not understand and see a large part of the impact until the coming years. Cultural heritage is also threatened by natural catastrophes, the increase in geopolitical tensions, armed conflict and many other risks.

Cultural heritage helps to endure the mental pressure caused by different crisis situations and recover from crises better. It is important to secure the protection of cultural property and the operation of cultural services in long-term crises that test people's coping and psychological resilience. Finland should be active in this respect, both nationally and

internationally. Nationally, it is important that cultural property can be secured in all security and crisis situations. The identification of cultural property, improvement of preparedness and cooperation between the authorities safeguard the protection of cultural property in all types of disruptions and exceptional circumstances.

Especially conflict-affected areas are at risk of illicit export of cultural property and trade related to it. Objects that have been illicitly exported from a country have often been stolen or come from illegal archaeological excavations. Finland has committed itself to UNESCO's international conventions and recommendations aimed at preventing and rectifying illegal activities targeted at cultural heritage. Export of cultural goods is subject to a licence in Finland and the EU and the most recent EU legal acts also limit their import. The aim is to secure the preservation of valuable cultural heritage especially in third countries and prevent the financial gain achieved with illegal trade as it maintains terrorism and other criminal activities, among other things.

In conflict situations, the destruction of cultural property may be intentionally used to undermine the identity and self-esteem of individuals and communities. Many sites that are regarded as cultural property are symbols of independence and a sense of community, and safeguarding them in conflict situations strengthens not only the sense of security of the population but also its sense of community.

There may be efforts to undermine the sense of community for political purposes, for example, by means of misinformation and disinformation. The development of digitalisation brings new security risks and channels for hybrid influencing. Cultural heritage and history can be exploited to highlight differences and to justify points of view that promote juxtaposition or controversial interpretations. It is important to support the strengthening of critical media literacy in society.

4.4 Cultural competence and knowledge of cultural heritage strengthen the individual and society

In the past few decades, cultural competence has been systematically developed. Education, the cultural capital of society and critical thinking, which are needed in building a sustainable and good future, are strengthened by ensuring the availability of cultural heritage education, education and information on cultural heritage.

Conflicts and societal layers related to cultural heritage have also been identified. For example, issues related to cultural ownership have become more widely known. To enable sustainable and appreciative use of cultural heritage in different services, it is necessary to

raise awareness of the cultural heritage of different groups and the ethical issues related to cultural heritage. This also supports the increase in intercultural understanding in the diversifying society.

Teaching and education about cultural heritage, cultural resilience and supporting the cultural identity are included in the national core curricula. It is possible to include a diverse cultural heritage in all school subjects. Municipalities also implement supplementary plans for cultural education. Cooperation is also carried out with actors outside school, such as libraries, archives, museums, other educational institutions, and actors in the field of culture and arts.

Knowledge of history and cultural heritage helps to strengthen the ability to imagine something that does not yet exist. A time perspective to a societal change shows that matters could also have gone in a different way. An understanding of the past supports our understanding of the future as the horizon of opportunities: in addition to responding to threats, it may also be possible to find futures that are worth striving for. To take advantage of the opportunities, it is necessary to strengthen research related to cultural heritage and the use of cultural heritage data to support decision-making.

The cultural heritage sector is developing strongly. Responding to the increasingly diverse needs of society and people and the developing working methods require professionals to constantly adopt new knowledge and skills.

4.5 Cultural heritage in the era of sustainable growth

The starting point for ecologically and socially sustainable growth is that the economy produces wellbeing for people within the limits of environmental sustainability. A change in consumption and production methods is a central part of solutions concerning sustainable development. However, changes targeted at production to promote sustainability are not enough on their own. Instead, products and services should also serve as solutions to sustainability challenges. More determined investing in new sustainable solutions that promote wellbeing are needed alongside products and services that burden the environment as little as possible. One of the approaches is the welfare economy, which is based on the idea that human wellbeing is at the centre and the starting point for decision-making. An examination of the different components of the economy and wellbeing helps to achieve a better balance of economic, social, cultural and ecological sustainability.

Changes in the production and consumption methods may strengthen the significance of cultural heritage as a producer of sustainable growth, as an attraction and as an enabler

helping the region to stand out. From the point of view of the benefits provided directly and indirectly by cultural heritage, it is essential how cultural heritage manages to attach itself to changes that are under way. Growth also needs to be supported by a favourable operating environment, for the development of which the public and the private sector are responsible together. From the point of view of the creation, accumulation and creative re-use of cultural heritage, it is essential that the preconditions for artistic and creative work are secured.

The economic potential of cultural heritage has been identified, but so far it has not been fully exploited. Knowledge and understanding of the financial importance and the ways of applying it in the economy should be reinforced and active use should be made of it. This supports sustainable use of cultural heritage and inspires interest in different partnerships between cultural heritage actors, companies and other actors.

4.6 Changes in public administration are reflected in cultural heritage policy

Changes in society, reforms in public administration and the tightening economic outlook also affect the public resources targeted at cultural heritage. The health and social services reform has a significant effect on the framework of the activities of public administration. Education and early childhood education and care, cultural, youth and library services, municipal planning, land use and land use planning, and environmental services continue to be among the responsibilities of municipalities. With the change, the importance of cultural heritage may strengthen in the municipal services, decision-making and cooperation. Living intangible cultural heritage and cultural environment are pull factors of municipalities and regions. Investing in them helps to increase people's wellbeing and enjoyment.

Expanding the funding base of cultural heritage and sharing responsibility in the future is important so that the uncertainties related to the development of the economy can be responded to. Measures need to be taken by both the cultural heritage sector itself and parties supporting its activities and benefitting from them: citizens, companies and third sector actors and all industries.

5 Strategy objectives and outlined measures

The objectives and outlined measures of the strategy for cultural heritage have been compiled under four chapters focusing on

- people's and communities' ownership, responsibilities and opportunities to participate
- nature and climate change
- supporting and strengthening competence and learning
- sustainable use of the economic potential of cultural heritage.

At the beginning of each chapter, objectives are set for the year 2030. The measures outlined for implementing the objectives are also presented. A summary of all the objectives and outlined measures is presented at the end of the Strategy.

5.1 Cultural heritage as our own and shared property

OBJECTIVES FOR 2030

- Everyone's right to cultural heritage is realised. Cultural heritage is actively promoted.
- Recorded and protected cultural heritage reflects a diverse society.
- The broad societal significance of cultural heritage has been recognised. Cultural heritage is a resource that increases everyone's wellbeing.

Everyone's right to cultural heritage is realised. Cultural heritage is actively promoted

The right to cultural heritage means opportunities to act for the benefit of one's own cultural heritage, while also respecting the cultural heritage of others. These rights belong to everyone. Although there has been some progress in the rights of different

groups, everyone's rights to culture and cultural heritage are still not realised. Especially the realisation of the rights of minorities needs to be promoted. Everyone must have the opportunity to participate in defining cultural heritage, implement their cultural heritage and identify themselves from it. Individuals and communities have the opportunity to adopt and create cultural heritage, but also to place themselves outside it, or give it up.

Participation in cultural heritage is realised in everyone's own sphere of life as well as in self-motivated civic activities and leisure activities related to cultural heritage, in freely forming groups, communities and associations and by taking advantage of the available cultural heritage services and material in museums, libraries, archives and other cultural heritage sites. In a pluralistic society, cultural heritage actors play a key role in identifying and recognising the cultural needs of individuals and groups with different backgrounds, in creating equal opportunities in relation to cultural heritage, and in strengthening the dialogue with different stakeholders and audiences. Clear language and easy language are important tools in increasing participation. Awareness of cultural heritage and its importance is a prerequisite and the first step to participation and active work for the benefit of cultural heritage. Openly available digital cultural heritage and interactive digital services support everyone's right to cultural heritage.

The concept of intersectionality describes how human characteristics, such as gender, age, functional capacity, ethnic background and sexual orientation, intersect and influence a person's identity, opportunities to act and their position in society. The intersectional approach can be used to dismantle inequalities and to develop services that take cultural diversity and equality into account also in the cultural heritage sector.

Awareness of the operating methods that have affected the cultural heritage sector at different times has increased in recent years. For example, discussion on the repatriation (i.e. restoration) of cultural heritage and representation (i.e. ways of describing a group or an individual or a lack of them) have highlighted ways in which boundaries between different groups have been drawn and maintained. Awareness has also made tensions related to matters such as cultural appropriation visible. Dealing with them requires increasing competence and development of interactive processes starting from early childhood education. This guarantees that the right to cultural heritage is also realised as an opportunity to influence how and by whom one's own cultural heritage is presented, described and used.

Outlined measures

- Everyone's equal rights and opportunities to participate in and influence cultural heritage will be supported. Especially the realisation of minorities' rights to cultural heritage will be supported.
- Cultural heritage actors' competence in equality will be strengthened.
- The realisation of the rights of different groups to cultural heritage will be monitored during the strategy period.
- Tensions and conflicts related to cultural heritage will be identified and analysed. Interactive and conciliatory operating models will be created for dealing with them.

Recorded and protected cultural heritage reflects a diverse society

As recorders and transmitters of cultural heritage, cultural heritage sector actors such as libraries, archives and museums play an important role in what people's understanding of cultural heritage will be like. The role entails an understanding of the values and attitudes prevailing in society at any given time and their influence on the policies and choices made in recording and transmitting them. Familiarity with today's phenomena and the related cultural heritage meaningful to different groups is required from cultural heritage actors. When maintaining and developing the cultural environment, it is important to recognise environments of different ages and types and changes in values and appreciations.

Interpreting cultural heritage and providing opportunities for interpreting it are part of the expertise of cultural heritage actors. Individuals and communities whose opportunities for participation organisations in the cultural heritage sector can actively promote operate alongside professionals in defining and accumulating cultural heritage.

Current documentation and the recording of the current culture as well as the development and diversification of the documentation and recording methods ensure for their part that the understanding of our shared cultural heritage will deepen and expand as new knowledge is accumulated and society changes. This is recognised increasingly well in libraries, museums, archives and other cultural heritage organisations. The recording and transmission of cultural diversity are visible in the objectives of the activities and as diversification of competence and working methods. Digital interactive tools provide communities with means to also record their cultural heritage themselves and to share and use information about it.

When more and more people have the opportunity to identify themselves from the shared stories, influence their environment and use cultural heritage, cultural heritage strengthens as shared knowledge and social capital. Open and accessible cultural heritage provides building material for identities: the stories, customs, objects and other material of different people become visible. The availability and accessibility of cultural heritage should be strengthened by enabling people to access it regardless of time and place. Long-term preservation of cultural heritage contributes to ensuring the memory of society and the usability of cultural heritage for future generations.

Outlined measures

- Different operating methods will be developed in the documentation, recording, preserving and transmission of culturally diverse cultural heritage.
- Cultural heritage will be used diversely.
- The availability and accessibility of cultural heritage services and contents will be ensured in the whole country.
- Digital recording and technological choices will be used to ensure long-term preservation, usability, availability and accessibility of cultural heritage data.

The broad societal significance of cultural heritage has been recognised. Cultural heritage is a resource that increases everyone's wellbeing

Cultural heritage crosses the boundaries of sectors and administrative branches and carries both shared and specific meanings and values. The strengthening of cultural heritage as a resource for communities requires wide-ranging societal debate and increased understanding of the importance of cultural heritage for people and communities.

Cultural heritage activities strengthen participation, inclusion and attachment. According to the 2021 Cultural Heritage Barometer, 69 per cent of the respondents believe that cultural heritage improves people's wellbeing. For the preconditions for wellbeing to be preserved and be strengthened, it is important to adhere to the principle of fairness, reduce inequality and strengthen the participation of people and groups of people and their opportunities to influence matters. For example, cultural heritage may play a role in the integration of immigrants. It is possible to use the living traditions of communities to help people settle in new homelands and promote coexistence in which all parties are

respected. The experience of attachment strengthens social cohesion, which supports the resilience of individuals, communities and society.

Cultural heritage affects general wellbeing, but also supports psychological crisis resilience and recovery from crises. In uncertain times, culture itself or participation in cultural heritage activities can provide an opportunity for shared experiences and processing of issues and feelings that are considered difficult. For example, the Sámi live in three Nordic countries and in Russia. Cross-border cooperation enables them to have shared experiences and a sense of community.

A large number of studies have been carried out on the impact of culture and arts on wellbeing. In the visitor survey on Finland's World Heritage Sites published in 2019, it was concluded that the visit to the World Heritage Site had most increased visitors' mental wellbeing and health impacts. WHO's extensive summary of studies on the health impacts of arts and culture from 2019 highlighted the link of arts and culture with wellbeing, health and social inclusion throughout the person's lifecycle.

In the Council of Europe's 2016 report based on the IFCD indicators describing the link between culture and democracy (Indicator Framework of Cultural Democracy) it was observed that participation in culture is strongly linked with trust and other characteristics of an inclusive society. Participation online may also have a positive impact on democratic attitudes.

Participation in cultural heritage can be actively supported by removing obstacles to participation and inspiring interest in cultural heritage. Digital tools open up opportunities for more diverse ways of participation. Local cultural heritage work supports influencing one's own neighbourhood.

Cultural heritage actors have the opportunity to act as forums for societal, communal, and participatory debate that promotes sustainability. Thanks to the strong trust of citizens, the starting point for their work is good. Libraries in particular are regarded as shared places where everyone finds the courage to go to. The cultural heritage sector and cultural heritage actors can be involved in strengthening democracy by inspiring a debate and providing space for negotiation from different perspectives.

Society should take care of creating the financial, administrative and legislative preconditions for cultural heritage work and cultural heritage sector actors. Ensuring their up-to-dateness and developing them is necessary to enable cultural heritage actors to meet the expectations and objectives set for them. When the tasks expand and diversify, it must be ensured that sufficient resources and competence are available for the protection, recording, preservation, management and restoration of cultural heritage.

The up-to-dateness and functioning of legislation should be monitored and the implementation of international cultural heritage agreements should be ensured. This requires systematic and proactive cooperation between the authorities and site owners. It is important for Finland to assume international responsibility for matters such as the protection of cultural assets by participating both in the preventive work and in crisis management.

Outlined measures

- Public, third and private sector actors in the cultural heritage sector and the science community will distribute information on the societal impact of cultural heritage.
- Multidisciplinary cooperation will be used to increase knowledge of the impact of cultural heritage on wellbeing and to develop operating models for taking advantage of them.
- The up-to-dateness and development of the economic, administrative and legislative operating conditions will be ensured.
- Alongside the national development of the measures protecting tangible and intangible cultural heritage and cultural property, Finland will participate in international cooperation of the sector in the key forums.

5.2 Cultural heritage, nature and climate change

OBJECTIVES FOR 2030

- Cultural heritage knowledge and skills contribute to speeding up the transition towards a more sustainable lifestyle.
- Cultural environments are used and managed in a sustainable manner.
- Cultural heritage sector actors are paving the way to low-carbon and sustainable activities.
- Cultural heritage values, natural values and ecological sustainability objectives have been reconciled.
- Cultural heritage values and the solutions they offer have been taken into account in climate policy.

Cultural heritage knowledge and skills contribute to speeding up the transition towards a more sustainable lifestyle

People must have the right and opportunity to lead a more sustainable lifestyle. This requires a comprehensive cultural change in which attention is focused on mental wellbeing instead of unlimited economic growth and unsustainable use of natural resources. To transition to a society based on sustainable development, we need a socially and economically fair ecological transition permeating the entire society. Cultural heritage actors can implement and support this change by producing different contents and information and offering intangible welfare factors to replace material consumption.

Skills related to traditional manual work, building, outdoor activities or sustainable use of nature contain knowledge and competence for building a more sustainable lifestyle. Methodological competence and material awareness support the development of sustainable products and services and the circular economy instead of a throw-away culture. Indigenous people have traditional knowledge related to a more sustainable lifestyle and adapting to changes in the environment. Better use of this knowledge promotes the transition towards a culturally, socially and ecologically more sustainable society.

In addition to affecting the production methods, cultural heritage can be used to contribute to a change in the ways of consumption: technologies that promote

traditional, sustainable lifestyles and the sustainability transformation can be developed, proportioned and implemented more widely in society. Appreciation of local materials, cultural knowledge and skills, and their importance in a sustainable lifestyle must be strengthened.

However, from the point of view of sustainable development, cultural heritage should be examined critically. Both sustainable and unsustainable practices have become part of cultural heritage. By analysing them, it is possible to both avoid mistakes and find tested, proven solutions.

Outlined measures

- Cultural heritage actors will promote a sustainable way of life by taking advantage of research information in their activities and by transmitting cultural heritage knowledge and skills.
- Knowledge of the cultural heritage of different groups and of ethical issues related to cultural heritage will be reinforced.

Cultural environments are used and managed in a sustainable manner

More than 80 per cent of Finland's national wealth is in the built environment. A large amount work, capital and natural resources such as materials and energy is tied in buildings. The building stock is the most important part of our national wealth. Its maintenance and use also play a central role in achieving the carbon neutrality objective. The high utilisation rate, maintenance and timely repair of the built environment reduce the negative climate impacts and the consumption of natural resources, while the demolition of buildings and the construction of new buildings in their place is usually a worse option in terms of climate impacts. The culture of sustainable property management and repairing should be valued more than it currently is and facility needs should be satisfied primarily with the current building stock.

Finland's architectural policy is aimed at promoting a building culture of a high quality, in which both the existing building stock and new construction are taken into account. The approach highlights the cultural values and architecture of the built environment as part of cultural heritage. The use, renovation and repairing of buildings preserve cultural values and traditions. There are approximately 1.5 million buildings in Finland, of which 6 per cent were built before 1921 and less than 20 per cent before 1950s. A considerable

part of the oldest built heritage is part of the cultural heritage of the Church. Compared to many other European countries, we have a special responsibility for preserving the small number of older buildings we have in our country. The modern building stock built in the latter half of the 1900s is a challenge, and special attention should be paid to sustainable solutions when repairing it.

Keeping the existing building stock in use is important from the point of view of climate and preserving the buildings, but may require changes in their uses. When buildings are repaired and their energy efficiency is improved, the measures taken should be adapted to the cultural history value of the building.

Traditional, natural land use, such as grazing and reaping, has contributed to the formation of biodiversity. Traditional environments need constant management. Management of traditional rural biotopes and their restoration help the endangered species living in them, support biodiversity and prevent biodiversity loss. The management of traditional environments is also important from the viewpoint of the landscape. Climate change should also be taken into account in the management of cultural landscapes. The landscape is a central part of cultural heritage especially for the Sámi.

The preservation of archaeological cultural heritage can also be improved by managing the sites and their surroundings. The management and use of protected relics should be sustainable and enough resources should be allocated to it. Visiting managed sites that have been marked in the terrain is a good way of familiarising oneself with the archaeological cultural heritage and learning to understand man's relationship with the environment through the ages. The known archaeological relics in traditional rural biotopes reveal the long-term continuity of settlements and land use. In such areas, the management of archaeological cultural heritage also promotes biodiversity.

Outlined measures

- Ways to increase the utilisation rate and develop the maintenance of underused building stock, especially of built heritage sites, will be surveyed.
- Repair concepts that take into account low carbon, the circular economy and the characteristics of buildings will be developed.
- The management and importance of traditional rural biotopes and other cultural landscapes will be strengthened.
- The protection of archaeological cultural heritage and the preservation of the built environment will be strengthened by developing sustainable management of the sites and the monitoring of the effects of climate change.

Cultural heritage sector actors are paving the way to low-carbon and sustainable activities

More and more actions in line with sustainable development are expected of actors in the cultural heritage sector. It must be possible to describe, demonstrate and measure them better than today. All the dimensions of sustainability must be comprehensively taken into account. This will support the structures, steering, funding, and the contents and impacts of the activities. The sustainable development handprint of the cultural heritage sector, i.e. the impact of positive activities, can be increased in all activities.

The cultural heritage sector has the opportunity to act as a pioneer when we build a carbon-neutral society and a sustainable way of living. The sector must strengthen the knowledge base of the sustainability of all of its activities, examine and renew its procedures and operating practices, and increase its visibility as a promoter of sustainable development. What this means, for example, for the operation of institutes that preserve cultural heritage, is that they need to reassess their choices, values and operating practices related to accumulating and storing collections and material from the points of view of sustainability. The contents of cultural heritage must be made available and accessible in ways that support sustainability.

The accessibility of the information and services related to cultural heritage can be improved considerably by developing digital services and contents. However, at the same time, attention must be paid to the carbon footprint produced by digitalisation. Digitalisation may partly reduce the need to store physical material, and partly be a new way of transmitting and administering cultural heritage alongside physical ways. For example, these challenges can be solved by providing centralised resource-efficient services and paying attention to the carbon footprint of the data centres.

Outlined measures

- The points of view of sustainability will be taken into account in the policy measures and financing instruments of the cultural heritage sector.
- Indicators expressing ecological, economic, social and cultural sustainability are created and introduced in the cultural heritage sector.
- Cultural heritage sector actors will direct their activities in a goal-oriented manner to reinforcing sustainable development and take into account solutions related to the mitigation of and adaptation to climate change and to the circular economy in their activities.

Cultural heritage values, natural values and ecological sustainability objectives have been reconciled

According to the Cultural Heritage Barometer (2021), people consider the natural environment the most important cultural heritage to be fostered. Clean and diverse nature is also considered the most important future cultural heritage. The values related to cultural heritage and nature should be handled more comprehensively and in cooperation by different actors.

More of cross-sectoral cooperation and mainstreaming of these issues is needed in decision-making and research on climate actions, biodiversity and sustainable development. Multidisciplinary research is needed in areas such as energy efficiency, the circular economy, built heritage, cultural heritage and climate change. For example, climate actions in agriculture, forestry, energy production, transport and construction have direct and indirect effects on cultural heritage and the cultural environment. Some of these effects are positive from the point of view of cultural heritage, some negative, conflicting or difficult to reconcile.

For example, improving the energy efficiency of buildings, investing in renewable and zero-emission energy, preventing urban sprawl, and extension and infill development may be more challenging from the point of view of built heritage. More extensive and more anticipatory cooperation is necessary in such issues to reconcile different values.

Outlined measures

- Cooperation between different sectors such as protecting the natural and cultural heritage will be increased, for example, in the compatibility of shared, anticipatory plans and data resources.
- Multidisciplinary research programmes will be promoted.

Cultural heritage values and the solutions they offer have been taken into account in climate policy

Cultural heritage, the cultural environment and their management contribute to the mitigation of climate change and the realisation of the Sustainable Development Goals. By examining cultural heritage, for example, by using different collections and data resources, we obtain information on biodiversity loss, climate problems and changes in the living environment. Cultural heritage sector actors can for their part help to find solutions to

the decline in biodiversity and the mitigation of and adaptation to climate change. By adding these points of view to the current climate strategies and programmes, we will also improve the effectiveness of Finland's climate policy.

Cultural heritage and the cultural environment are also taken into account in the plans for adaptation to climate change in terms of extreme weather phenomena, increasing floods and rising sea levels. This way, it will be possible to take care of protecting cultural heritage and cultural environments when climate changes. Climate change has already had a profound impact on the environment, livelihoods, culture and cultural heritage of the Sámi, for example. Supporting the adaptation of the culture may for its part reduce these harmful effects.

Climate change adaptation and mitigation measures contribute to promoting the preservation of cultural heritage. For example, cultural heritage related to snowy winters and vulnerable to extreme weather phenomena benefits from both adaptation and mitigation. Cultural heritage and the continuity it provides in turn supports people in adaptation.

The impact of climate measures on culture and cultural heritage should be taken into account in the planning and implementation of successful climate policy. It is important to see cultural heritage not only as an opportunity for planning and implementing climate policy, but also as a value that needs to be protected and that protects from the effects of climate change.

Outlined measures

- Cultural heritage will be included in the plans for climate change mitigation and adaptation.
- When climate change policies are planned, the effects are assessed from the point of view of cultural heritage.
- The effects of climate change on intangible and tangible cultural heritage and the cultural environment will be monitored.
- The international measures and cooperation in fostering cultural heritage will be strengthened in relation to climate change and sustainable development.

5.3 Cultural heritage, learning, competence and research

OBJECTIVES FOR 2030

- Education, competence and the ability to cultivate and use cultural heritage are strengthened through cultural heritage education and lifelong learning.
- The competence of professionals in the cultural heritage sector corresponds to the changing needs of the sector and society in a versatile way.
- Cultural heritage research is multidisciplinary and international, and its results are widely utilised.
- Cultural heritage data is comprehensive, up-to-date, compatible and widely used.

Education, competence and the ability to cultivate and use cultural heritage are strengthened through cultural heritage education and lifelong learning

Knowledge of cultural heritage and history and appreciating them strengthen education. Education is meaningful as such, but also as a producer of positive societal development and enabler of multivoiced discussion. Maintaining cultural and library services supports the realisation of the rights to access information, preserving mental wellbeing and participation in society.

Cultural heritage and the values and traditions related to it are included in the objectives of education and teaching. In early childhood education and care and at different levels of education, including basic education in the arts and liberal adult education, and in leisure activities of children and young people, cultural heritage is examined as a multidisciplinary and multiartistic phenomenon. Learners familiarise themselves with it by using diverse learning environments, working methods, learning material and pedagogical methods. Cooperation with different actors such as libraries, museums, archives, centres for children's culture and local history societies is enhanced in teaching.

According to the Cultural Heritage Barometer (2021), especially older age groups, in which people already have life experience and a long learning path behind them, value cultural

heritage. Strengthening the appreciation of cultural heritage in younger age groups is key to being able to preserve cultural heritage.

Engagement in cultural heritage and the related voluntary work strengthen the formation of cultural and local identities, integration of immigrants and social cohesion. By engaging in hobbies, children and young people also contribute to the formation of cultural heritage actively themselves. Digital services are a natural way for young people to familiarise themselves with cultural heritage and use it.

Personal experiences arising from voluntary work, hobbies and, for example, events related to cultural heritage must be used more actively between generations and among different population groups. This contributes to the transfer of new and old cultural heritage knowledge, skills and competences as well as the formation of a cultural and local identity and integration of immigrants.

Cultural heritage education provides the capabilities to identify, define, transfer and transmit cultural heritage and create new cultural heritage. In cultural heritage education, cultural heritage is examined, experienced and created through multiple senses and by using information produced in various ways. This enhances both knowledge and appreciation of cultural heritages that people are less familiar with, exercises and develops manual skills and strengthens cultural heritage literacy and cultural competence. Special attention must be paid to raising awareness of the cultural heritages of minorities. Active implementation and development of cultural heritage education must be taken into account in both education and self-motivated learning.

Outlined measures

- The importance of cultural heritage education will be strengthened in the national core curricula, qualification requirements, leisure activities of children and young people and the development activities related to these fields.
- Self-motivated lifelong learning will be supported by increasing the opportunities of people of all ages to engage in many forms of cultural heritage and informal learning of cultural heritage.
- Teaching staff's pedagogical competence in cultural heritage education will be enhanced. The development of pedagogical materials, methods and tools related to cultural heritage education will be supported.
- The compatibility and usability of cultural heritage content and learning material will be developed in cooperation with cultural heritage sector actors.
- The opportunities of Sámi children and young people to learn about their own cultural heritage will be strengthened.

The competence of professionals in the cultural heritage sector corresponds to the changing needs of the sector and society in a versatile way

The links of the cultural heritage sector with the different areas of society such as research, education, early childhood education and care, communication, regional development, the social welfare and healthcare sector, tourism, agriculture, infrastructures and livelihoods will be identified better than currently. Cultural heritage sector actors produce information actively to support decision-making also to other sectors and participate in the societal debate.

New kind of competence is required in the cultural heritage sector to provide topical information for the needs of society. In the future, competences such as broad-based business competence, communication competence and legal competence will be important for acting in different networks. In addition, the ability to build functioning partnerships and combine and analyse information is needed. On the other hand, the continuation of traditional manual skills such as restoration competence, must be ensured.

Expertise in cultural heritage consists of diverse education and research implemented in several fields of science. The availability of cultural heritage sector actors must be ensured also in future by determining the blank areas in competence, by anticipating future competence needs and securing sufficient places in education. Comprehensive provision and sufficient availability of continuing education must be used to ensure the maintenance and renewal of professional competence of the professionals in the sector.

Knowledge of history and the layers and special features of cultural heritage must be identified as part of the educational content and professional identities of all sectors. Competence needs related to cultural heritage will be taken into account sufficiently both in education leading to a qualification and in continuing education in different professional groups. Topics included in the training of different professional groups are building and repairing, mass digitisation of archived material and legal specialities, such as intellectual property rights.

Outlined measures

- The competence needs in the cultural heritage sector will be determined and anticipation of competence needs will be enhanced.
- Competence and education will be developed to meet the needs of both the cultural heritage sector itself and the changing needs of society and to support education and creativity.
- The identification and recognition of cultural heritage competence will be promoted. The employment opportunities of experts in the cultural heritage sector and the utilisation of cultural heritage competence will be promoted.

Cultural heritage research is multidisciplinary and international, and its results are widely utilised

In Finland, extensive research is conducted in culture, cultural heritage, history, language and arts. For example, science and arts experts and researchers are educated in science and art universities. Their work also produces cultural heritage.

A considerable part of tomorrow's cultural heritage will be formed by today's audiovisual, visual and performing arts, and of the products and services of the arts and crafts industry, design and architecture. The vitality and development of arts, culture and the creative industries are therefore prerequisites for the creation of cultural heritage. The language also plays an important role. On the one hand, it is an essential transmitter of intangible cultural heritage and on the other hand, it is cultural heritage itself.

Researched, open and reliable information benefitting cultural heritage serves as a counterbalance to disinformation and cyber influencing. For this reason, it is important to take care of preserving, the preservation, availability and accessibility of cultural heritage. It also increases equality and the appreciation, diversity and visibility of cultural heritage. Research provides in-depth and correct information about our own and others' history and cultural heritage, increases understanding and ownership, and brings cultural heritage closer to everyone's everyday life.

Cultural heritage research must have resources that enable research on a long-term basis. The preconditions for basic research in the sector are secured, investments are made in the continuity of researchers' careers and internationalisation, and higher education institutions and research institutes have the opportunity to promote applied research diversely with different stakeholders. Cooperation and dialogue between higher education institutions, research institutes, museums, libraries and archives are supported to increase the effectiveness of cultural heritage research.

Researchers, higher education institutions and other institutions make scientifically researched and reliable information available to everyone. When knowledge of cultural heritage, cultural heritage sites and the past of society is up to date and is updated when new research information becomes available, we can also better understand the phenomena and structures affecting the current situation. Safeguarding diverse and multidisciplinary research ensures the visibility of society's cultural diversity and strengthens multivoicedness.

Outlined measures

- The resources for basic research in cultural heritage will be secured and the preconditions for applied research will be supported. The multidisciplinary and internationalisation of research will be invested in.
- Extensive utilisation and visibility of cultural heritage research and cultural heritage data will be strengthened. Researchers in the sector will be encouraged to active societal debate and participation.

Cultural heritage data is comprehensive, up-to-date, compatible and widely used

Cultural heritage and the data on it are produced, used, managed and stored by private individuals, various communities and institutions, art and culture professionals and enthusiasts, researchers, companies and the public sector. National agencies and institutes, libraries, archives and museums have a special responsibility for recording data and developing the knowledge base as part of their duties. They secure the open availability and compatibility of data and enhance the opportunities of those interested in cultural heritage to participate in producing the data. Accessible and reliable cultural heritage data promotes equality and supports the preservation of cultural heritage. It benefits teaching, education, research, the data economy, urban planning and tourism.

The importance of digital information continues to grow. However, the opportunities related to digitalisation have not been fully used. Artificial intelligence provides methods for the production, research and utilisation of data on cultural heritage, for example, by analysing the content. Artificial intelligence can be used to examine, investigate and use cultural heritage data in new ways in different fields. Virtual environments and augmented reality enable people to experience cultural heritage interactively and change the modes of learning.

Digitalised data, open databases and digital technologies reach more and more people more equally, both regionally and globally. Extensive digitisation can be used to support everyone's right to access their own cultural heritage. However, the utilisation of technology alone is not enough. We should also ensure that digital skills and the ability to acquire information are developed and enable the presentation of new interpretations of cultural heritage.

The compatibility of the data is supported by using and developing internationally uniform standards. The Finna.fi service is one of the many good examples of opening

up information. Cultural heritage data also benefit other research; for example, digitised newspapers provide information for climate research.

Safeguarding digital long-term storage is especially critical as digital data may be the only manifestation if physical or intangible cultural heritage is at risk or becomes destroyed for some reason.

Outlined measures

- The opportunities of cultural heritage sector actors for digitisation will be strengthened.
- Care will be taken of the long-term and permanent storage, availability, accessibility and usability of the most important national cultural heritage data.
- Cooperation between higher education institutions, research institutes and cultural heritage actors will be supported.
- Cultural heritage data will be distributed and utilised actively. The development of the knowledge base and compatibility of the data will be ensured..

5.4 Cultural heritage and the economy – sustainable and creative

OBJECTIVES FOR 2030

- Cultural heritage is recognised as a form of joint capital of society.
- The funding base for the ambitious development of cultural heritage has been expanded and public funds are used to safeguard its preservation.
- Cultural heritage is an increasingly important resource for the creative economy and other business activities.
- Economic activities respect the special nature and intrinsic value of cultural heritage.

Cultural heritage is recognised as a form of joint capital of society

Cultural heritage is significant societal capital. Its values are related to tangible values, such as documents, collections and buildings, but also to intangible creation of value, human capital and competence. For investments in cultural heritage capital to produce non-material and material wellbeing in line with sustainable growth, it is necessary to ensure its good management and economic productivity competently and in cooperation between different actors.

In 2019, the share of cultural sectors was 3.1 per cent of Finland's GDP. The corresponding figure in the European Union was 4.4 per cent in the same year. Investing in cultural heritage also provides economic multiplier effects, for example, as acquisitions and purchases of services by actors in the sector, as purchasing power produced by the paid salaries, as tax income and by creating demand for services in other sectors. When assessing the return on capital invested in cultural heritage, not only economic value but also other returns, such as the increase in wellbeing, the increase in social, cultural and educational capital, and the value of services and benefits provided to society and the population, must be taken into account. The utilisation of the skills of the cultural heritage sector may open up new opportunities for entrepreneurship and employment.

Tangible and intangible cultural heritage is used in economic activity directly or indirectly to increase competitiveness and to stand out better. Regions and municipalities profile themselves through sights, events and traditions. The regional special features are often found in nature, the language, culture and history. The cultural environment plays an important role in creating a pleasant and attractive living and business environment. By taking into account the temporal stratification and the special features of the cultural environment in urban planning, land use planning and regional development, high-quality environments are created which serve as competitive factors and increase the value of the regions by attracting tourists, new residents and private investments. Participatory planning also helps to increase residents' opportunities to influence matters and reinforces diversity and democracy.

Tourism and restaurant services and the event industry increase their attraction and retention power and their enchantment by taking advantage of these elements in their marketing and the content of their services. The importance of cultural heritage contents and sites has perhaps been identified best in tourism. In 2016, the proportion of those interested in cultural heritage sites and those who visited them was 61 per cent in foreign holiday travellers. In the 2017 Eurobarometer, 68 per cent of the respondents reported that cultural heritage may contribute to their choice of travel destination. In Finland, the 2021 cultural heritage barometer showed that 80 per cent of the respondents wanted to see cultural heritage when travelling.

Some research data is available on the regional economic impact related to cultural heritage. In the study produced by the University of Vaasa to Finnish Museums Association in 2013, the regional economic impact of museums including the multiplier effects were estimated at approximately EUR 340–500 million. According to reports, a smaller share of the financial profits is returned to the cultural institutes and a considerably larger share is channelled to other activities in society, such as the tourism and restaurant sector.

Although the potential of cultural heritage in economic activities has been identified, it has not yet been sufficiently utilised. Increasing and sharing information on the economic significance of cultural heritage and sustainable ways of using it supports the growth of the economic significance of cultural heritage. To maintain the value of this capital, we must take care of the management and development of cultural heritage. For example, the resources invested in the management, maintenance and development of the cultural environment and ensuring the operating conditions of museums and cultural heritage sites are necessary investments in preserving the value of the capital and improving its productivity.

Outlined measures

- The monitoring of the economic and employment impact of cultural heritage and the effects related to regional attraction will be developed.
- Sustainable tourism based on cultural heritage and cultural environments will be promoted.
- The value of the capital will be maintained by taking care of the cultivation and development of cultural heritage and the cultural environment.

The funding base for the ambitious development of cultural heritage has been expanded and public funds are used to safeguard its preservation

The ownership of cultural heritage and the responsibility for its maintenance and development in society are widely divided between municipalities, associations, foundations, companies, private individuals and the State. The value of the property can be maintained and developed by taking care of the obligations related to preservation and new possibilities for its utilisation can be created. Partnerships between actors can promote the expansion of the positive impact of cultural heritage to different sectors in society.

According to the Cultural Heritage barometer (2021), 76 per cent of the respondents are of the view that public funds should be used to protect and manage cultural heritage. In addition, 58 per cent of the respondents are of the view that private funds should be used to protect and manage it. According to 75 per cent, the State should provide financial support to those who preserve and manage cultural heritage.

Using public funds for the protection and management of cultural heritage is thus considered justified. The State has also committed itself to protecting cultural heritage through international agreements. It is therefore justified to use public funds to secure costs resulting from the protection and management of cultural heritage that is considered to be of common value and meaningful. Public funds are also used to produce the necessary official and expert services and to support actors providing cultural heritage services in the private sector. Funding from public-sector funds is also justified by the indirect benefits and cost savings resulting from investments in cultural heritage. Even just small grants have been found to have significant knock-on effects as seed funding and incentives for investments.

The tightening of public finances also affects the outlook for funding allocated to cultural heritage. To take advantage of and increase the societal and financial significance of cultural heritage, a sustainable funding base is needed to ensure the preconditions for the preservation and ambitious development of cultural heritage. It is necessary to encourage and develop the allocation of private sector resources to the management of cultural heritage through tendered funding, partnerships and other channels. New, encouraging funding methods are developed alongside the traditional forms of funding and grants to promote the sharing of the responsibility for cultural heritage by the public and private sector. Another precondition is that up-to-date information and competence in the management, preserving and repairing of cultural heritage is available. To increase private sector investments, the development of tax incentives and similar should also be investigated.

The aim is to make the private sector better recognise its social responsibility for cultural heritage. Corporate social responsibility refers to promoting sustainable development and responsible business in which the effects of the operation on the surrounding society are taken into account. Responsible operation includes respecting human rights and assessing the environmental impact. As for cultural heritage, corporate societal responsibility means the company's responsibility for looking after and maintaining its cultural heritage and appreciation of the shared intangible and tangible cultural heritage and cultural environment in its operation. Well-managed cultural heritage is a significant positive resource from the viewpoint of the company's reputation and competitiveness.

Outlined measures

- The development of the current forms of funding and opportunities for new incentives will be investigated (e.g., tax instruments).
- Corporate social responsibility for cultural heritage has been recognised in the private sector.
- Protection and preservation of cultural heritage that is considered to be of common value will be secured from public funds.

Cultural heritage is an increasingly important resource for the creative economy and other business activities

The creative economy is business activity born from the creative industries and creative competence. In addition to financial value, it also produces cultural and social value. The value networks of the creative economy consist of complex interaction between different actors. Cultural heritage is recognised as a resource when matters such as utilisation of experiential environments in business, business related to cultural heritage sites and products and services taking advantage of cultural heritage are developed both for consumers and for corporate customers.

Cultural heritage contents and services and the competence of cultural heritage actors should be used more diversely and on a more long-term basis than currently. This requires modelling of the interdependence, interactive relationships and operating structures of the private, third and public sector actors, determination of the competence, research and development needs, stronger cooperation and development of earning models. The different funding opportunities of the European Union may open up opportunities for the development of new services and for internationalisation.

Technology provides opportunities for the cultural sector – not only to take advantage of already existing solutions but also to actively produce new ones. For example, cultural heritage actors may participate in the development or piloting of technologies related to artificial intelligence or virtual or augmented reality by making their data resources and competence available.

The digitalisation of cultural heritage and art may provide new roles in the developing value networks and ecosystems. For this purpose, the competence of cultural heritage actors in business cooperation must be improved and opportunities for encounters between companies and the cultural heritage sector must be created.

Cultural heritage contents have been digitised in a systematic manner for approximately 20 years and, as a whole, they make up an important data resource from society's point of view. With the opening up of cultural heritage contents, the visibility and indirect economic impacts of cultural heritage have increased considerably. For example, it has been estimated that in future, technology will be an increasingly integral part of the travel experience, which opens up opportunities for the development of travel products based on digital cultural heritage.

Digital contents can be utilised in many ways. More extensive utilisation of copyrighted material managed by the cultural heritage sector actors increases the income channelled to the creator of the material. By working in cooperation with artists and the organisations representing them, it is possible to further develop systems that increase the availability and accessibility of art to all users while also securing appropriate compensation to the artists for the use of their works. At the same time, the digital business models of cultural heritage actors must be developed and their income must be increased with the help of digital services.

Outlined measures

- The creation of new operating models for entrepreneurship in the cultural heritage sector and for responsible business based on cultural heritage will be encouraged.
- Commercial use of cultural heritage data and digital contents will be promoted especially in the development of tourist services and innovative technologies.
- The development of partnerships and the creation of value networks between culture heritage sector actors, companies and research, development and innovation activities will be supported.
- Cultural heritage sector actors will be encouraged to actively take advantage of the European Union's funding programmes and structural funds.

Economic activities respect the special nature and intrinsic value of cultural heritage

More extensive economic utilisation of cultural heritage increases the number of users of cultural heritage. For the values and meanings of cultural heritage to be identified and taken into account in business use, active participation and partnership of cultural heritage actors is needed in developing the activities. Sharing data and competence supports the development of sustainable products and services based on cultural heritage

The starting point for economic activities must be respect for cultural heritage and protecting it against negative effects. This has not always been successful. For example in tourism, the use of cultural heritage requires careful and proactive consideration: on the one hand, tourism may bring new audiences and income to cultural heritage, but on the other hand, it may cause deterioration of the site or otherwise threaten the preservation, fostering and fair transmission of cultural heritage. This is particularly emphasised in actions related to the cultural heritage of indigenous peoples, in which the right of indigenous people to their own cultural heritage and its use should be respected. The best ways to ensure the sustainability of tourism is to strengthen awareness of sustainable activities, development of competence and education. In Finland, the Sámi Parliament approved the instructions supporting responsible and ethically sustainable Sámi tourism in 2018 and produced instructions on the Sámi culture and the Sámi homeland for visitors interested in responsible tourism.

There have also been attempts to gain financial benefit from cultural heritage for illegal purposes. To prevent illicit trafficking of cultural property, it would be particularly important alongside permit procedures and border control to be able to develop ethical and proactive activities and commitment to examining the background of objects and art in cooperation with the parties involved in the trade of cultural goods. For example, this applies to archaeological artefacts, art and cultural goods exported illegally from conflict-affected areas. The special features of international online trade should also be taken into account.

Outlined measures

- Awareness of taking into account the cultural heritage values in economic activities will be increased.
- The ethical practices in trade and procedures related to cultural goods will be developed in cooperation with different actors.
- The rights of indigenous peoples to use and utilise cultural heritage will be protected and the preconditions for their realisation shall be strengthened.

6 Societal and economic impact of the Strategy

6.1 Societal impact

The aim of the Cultural Heritage Strategy is to enable better and more comprehensive identification of the opportunities and impact related to cultural heritage in society and in different administrative branches. The implementation of the objectives of the strategy would significantly increase fairness and democracy in society and everyone's right to cultural heritage. The implementation of the objectives requires society as a whole to bear responsibility for cultural heritage, its preservation, protection, documentation and good management.

For the first time in Finland, the Strategy examines all the aspects of cultural heritage comprehensively. The key themes of the Strategy are related to promoting sustainable development, increasing inclusion and recognising diversity. The Strategy emphasises the importance of competence, education, research and reliable information and describes the economic opportunities and needs related to cultural heritage.

The measures outlined in the Strategy can be used to accelerate the transition to a more sustainable lifestyle, preparation for the effects of climate change and mitigating them. Looking after cultural heritage requires securing sufficient resources for the protection, management and preservation of cultural heritage. In addition, the functioning and up-to-dateness of public administration and legislation should be ensured. New opportunities for business can be created and positive economic impacts can be increased by utilising cultural heritage.

6.2 Economic impact

The starting point of the Cultural Heritage Strategy is that cultural heritage is our shared capital, the value of which we must preserve and look after. Investing in cultural heritage creates positive economic impacts in society and opportunities for the creative economy. Cultural heritage can be used as a resource for sustainable growth and responsible business.

The aim of the strategy is to recognise the significance and opportunities of cultural heritage extensively in society and to involve actors from different sectors in its development. Partnerships of the cultural heritage sector and the private sector generate new business and added economic value. The positive impact of cultural heritage on employment and the regional economy is significant.

Cultural heritage is managed and maintained by both the public and the private sector. The aim is to strengthen the corporate social responsibility of businesses in preserving cultural heritage.

The economic impact will be assessed in more detail in connection with the preparation of the implementation plan. If it is possible to allocate additional resources to the implementation of the strategy within the framework of central government finances, it may be possible to achieve the objectives faster and more effectively.

Such measures in the strategy are:

- preserving and maintaining cultural heritage and protecting cultural property
- securing the operating conditions for the cultural heritage sector
- developing aid systems and incentives for the cultivation of cultural heritage (incl. tax instruments)
- promoting the digitisation of cultural heritage and the digital services
- promoting cultural heritage competence and cultural heritage education
- strengthening the knowledge base concerning cultural heritage.

7 The implementation and monitoring of the main guidelines of the strategy

During 2023, the Ministry of Education and Culture will commence formulation of the implementation plan on the sets of objectives and the outlined measures as a further extension of the Cultural Heritage Strategy. The implementation plan presents the implementation methods, responsible parties, schedules, cost impacts and their monitoring. The implementation plan must be formulated in cooperation with central ministries and the stakeholders responsible for realising the measures. Matters related to updating and monitoring the implementation plan must be agreed upon simultaneously with its formulation.

Appendix 1. Summary of the objectives and outlined measures

Cultural heritage as our own and shared property

Everyone's right to cultural heritage is realised. Cultural heritage is actively promoted

- Everyone's equal rights and opportunities to participate in and influence cultural heritage will be supported. Especially the realisation of minorities' rights to cultural heritage will be supported.
- Cultural heritage actors' competence in equality will be strengthened.
- The realisation of the rights of different groups to cultural heritage will be monitored during the strategy period.
- Tensions and conflicts related to cultural heritage will be identified and analysed. Interactive and conciliatory operating models will be created for dealing with them.

Recorded and protected cultural heritage reflects a diverse society

- Different operating methods will be developed in the documentation, recording, preserving and transmission of culturally diverse cultural heritage.
- Cultural heritage will be used diversely.
- The availability and accessibility of cultural heritage services and contents will be ensured in the whole country.
- Digital recording and technological choices will be used to ensure long-term preservation, usability, availability and accessibility of cultural heritage data.

The broad societal significance of cultural heritage has been recognised.

Cultural heritage is a resource that increases everyone's wellbeing

- Public, third and private sector actors in the cultural heritage sector and the science community will distribute information on the societal impact of cultural heritage.
- Multidisciplinary cooperation will be used to increase knowledge of the impact of cultural heritage on wellbeing and to develop operating models for taking advantage of them.
- The up-to-dateness and development of the economic, administrative and legislative operating conditions will be ensured.
- Alongside the national development of the measures protecting tangible and intangible cultural heritage and cultural property, Finland will participate in international cooperation of the sector in the key forums.

Cultural heritage, nature and climate change

Cultural heritage knowledge and skills contribute to speeding up the transition towards a more sustainable lifestyle

- Cultural heritage actors will promote a sustainable way of life by taking advantage of research information in their activities and by transmitting cultural heritage knowledge and skills.
- Knowledge of the cultural heritage of different groups and of ethical issues related to cultural heritage will be reinforced.

Cultural environments are used and managed in a sustainable manner

- Ways to increase the utilisation rate and develop the maintenance of underused building stock, especially of built heritage sites, will be surveyed.
- Repair concepts that take into account low carbon, the circular economy and the characteristics of buildings will be developed.
- The management and importance of traditional rural biotopes and other cultural landscapes will be strengthened.
- The protection of archaeological cultural heritage and the preservation of the built environment will be strengthened by developing sustainable management of the sites and the monitoring of the effects of climate change.

Cultural heritage sector actors are paving the way to low-carbon and sustainable activities

- The points of view of sustainability will be taken into account in the policy measures and financing instruments of the cultural heritage sector.
- Indicators expressing ecological, economic, social and cultural sustainability are created and introduced in the cultural heritage sector.
- Cultural heritage sector actors will direct their activities in a goal-oriented manner to reinforcing sustainable development and take into account solutions related to the mitigation of and adaptation to climate change and to the circular economy in their activities.

Cultural heritage values, natural values and ecological sustainability objectives have been reconciled

- Cooperation between different sectors such as protecting the natural and cultural heritage will be increased, for example, in the compatibility of shared, anticipatory plans and data resources.
- Multidisciplinary research programmes will be promoted.

Cultural heritage values and the solutions they offer have been taken into account in climate policy

- Cultural heritage shall be included in the plans for climate change mitigation and adaptation.
- When climate change policies are planned, the effects are assessed from the point of view of cultural heritage.
- The effects of climate change on intangible and tangible cultural heritage and the cultural environment are monitored.
- The international measures and cooperation in fostering cultural heritage are strengthened in relation to climate change and sustainable development.

Cultural heritage, learning, competence and research

Education, competence and the ability to cultivate and use cultural heritage are strengthened through cultural heritage education and lifelong learning

- The importance of cultural heritage education will be strengthened in the national core curricula, qualification requirements, leisure activities of children and young people and the development activities related to these fields.
- Self-motivated lifelong learning will be supported by increasing the opportunities of people of all ages to engage in many forms of cultural heritage and informal learning of cultural heritage.
- Teaching staff's pedagogical competence in cultural heritage education will be enhanced. The development of pedagogical materials, methods and tools related to cultural heritage education will be supported.
- The compatibility and usability of cultural heritage content and learning material will be developed in cooperation with cultural heritage sector actors.
- The opportunities of Sámi children and young people to learn about their own cultural heritage will be strengthened.

The competence of professionals in the cultural heritage sector corresponds to the changing needs of the sector and society in a versatile way

- The competence needs in the cultural heritage sector will be determined and anticipation of competence needs will be enhanced.
- Competence and education will be developed to meet the needs of both the cultural heritage sector itself and the changing needs of society and to support education and creativity.
- The identification and recognition of cultural heritage competence will be promoted. The employment opportunities of experts in the cultural heritage sector and the utilisation of cultural heritage competence will be promoted.

Cultural heritage research is multidisciplinary and international, and its results are widely utilised

- The resources for basic research in cultural heritage will be secured and the preconditions for applied research will be supported. The multidisciplinary and internationalisation of research will be invested in.
- Extensive utilisation and visibility of cultural heritage research and cultural heritage data will be strengthened. Researchers in the sector will be encouraged to active societal debate and participation.

Cultural heritage data is comprehensive, up-to-date, compatible and widely used

- The opportunities of cultural heritage sector actors for digitisation will be strengthened.
- Care will be taken of the long-term and permanent storage, availability, accessibility and usability of the most important national cultural heritage data.
- Cooperation between higher education institutions, research institutes and cultural heritage actors will be supported.
- Cultural heritage data will be distributed and utilised actively. The development of the knowledge base and compatibility of the data will be ensured.

Cultural heritage and the economy – sustainable and creative

Cultural heritage is recognised as a form of joint capital of society

- The monitoring of the economic and employment impact of cultural heritage and the effects related to regional attraction will be developed.
- Sustainable tourism based on cultural heritage and cultural environments will be promoted.
- The value of the capital will be maintained by taking care of the cultivation and development of cultural heritage and the cultural environment.

The funding base for the ambitious development of cultural heritage has been expanded and public funds are used to safeguard its preservation

- The development of the current forms of funding and opportunities for new incentives will be investigated (e.g., tax instruments).
- Corporate social responsibility for cultural heritage has been recognised in the private sector.
- The preconditions for protecting and preserving cultural heritage that is considered to be of common value are secured from public funds.

Cultural heritage is an increasingly important resource for the creative economy and other business activities

- The creation of new operating models for entrepreneurship in the cultural heritage sector and for responsible business based on cultural heritage will be encouraged.
- Commercial use of cultural heritage data and digital contents will be promoted especially in the development of tourist services and innovative technologies.
- The development of partnerships and the creation of value networks between culture heritage sector actors, companies and research, development and innovation activities will be supported.
- Cultural heritage sector actors will be encouraged to actively take advantage of the European Union's funding programmes and structural funds.

Economic activities respect the special nature and intrinsic value of cultural heritage

- Awareness of taking into account the cultural heritage values in economic activities will be increased.
- The ethical practices in trade and procedures related to cultural goods will be developed in cooperation with different actors.
- The rights of indigenous peoples to use and utilise cultural heritage will be protected and the preconditions for their realisation shall be strengthened.

Appendix 2. List of key legislation on cultural heritage

- According to section 20, subsection 1 of **the Constitution of Finland** (731/1999), nature and its biodiversity, the environment and natural heritage are the responsibility of everyone. Under section 17, subsection 1 of the Act, the national languages of Finland are Finnish and Swedish. The Constitution also lays down provisions on the self-government of Åland (section 120) and the self-government of the Sámi (section 121, subsection 4).
- **Under the Act on the Autonomy of Åland** (1144/1991), the province has legislative powers in areas such as building and planning, adjoining properties, housing, nature and environmental protection, recreational use of nature, water law, prehistoric relics and the protection of buildings and artefacts with cultural and historical value in the province, as well as in certain matters concerning culture and the archive, library and museum service.
- **Under the Act on the Sámi Parliament** (974/1995), the Sámi, as an indigenous people, have linguistic and cultural autonomy in the Sámi homeland as provided in the said Act and in other legislation. Under section 5 of the Act, the task of the Sámi Parliament is to look after the Sámi language and culture, as well as to take care of matters relating to their status as an indigenous people represent the Sámi in matters pertaining to its tasks (section 6).
- **The Act on Cultural Activities in Local Government** (166/2019) is aimed at supporting people's opportunities for engaging in creative expression and activity; promoting equal opportunities for all population groups, and further their participation in the culture, arts, and education; strengthening people's health and well-being, as well as their inclusion and community engagement, and creating conditions for developing vitality. Under section 3, subsection 5 of the Act, it is the duty of local authorities to promote the preservation and use of cultural heritage, and activities that foster and develop local identities.
- **The Museums Act** (314/2019) is aimed at maintaining and strengthening individuals' and communities' understanding of and participation in culture, history and the environment, promoting the preservation of cultural and natural heritage and art for future generations, and promoting communality, continuity and cultural diversity as well as education and culture, wellbeing, equality and democracy.

- **The objects of the Act on Public Libraries** (1492/2016) are to promote equal opportunities for everyone to access education and culture, availability and use of information, reading culture and versatile literacy skills, opportunities for lifelong learning and competence development, and active citizenship, democracy and freedom of expression. The implementation of these objectives is based on sense of community, pluralism and cultural diversity.
- **The Archives Act** (831/1994) lays down provisions on the organisation of archive activities of archive creators, the purpose of which is to preserve the national cultural heritage created in the past and currently created in the form of documents and other recordings and to keep it available in order to satisfy the need for diverse information in society.
- **The Act on Deposit and Preservation of Cultural Materials** (1433/2007) is aimed at preserving for future generations the printed products and recordings, online material, radio and television programmes, films and recordings made available to the public and making them available to researchers and others needing them.
- **The Antiquities Act** (295/1963) protects all fixed ancient relics as protected memorials from previous settlements and history in Finland, movable ancient objects and ship discoveries. The Act is currently being reformed.
- **The Land Use and Building Act** (132/1999) governs the use of land and water areas and building activities on them. The Act also lays down provisions for fostering the cultural environment in relation to national land use targets, land use planning and construction. The Act is currently being reformed.
- **The Act on the Protection of the Built Heritage** (498/2010) is mainly applied to protecting the built heritage located outside the local detailed plan area unless otherwise provided.
- **The Act on Restricting Export of Cultural Artefacts** (933/2016) lays down provisions on restricting export of artistic, historical and archaeological cultural artefacts to protect national treasures belonging to the national cultural heritage.
- **The return of illegally exported cultural artefacts** is governed the Directive 2014/60/EU of the European Parliament and of the Council on the return of cultural objects unlawfully removed from the territory of a Member State and amending Regulation (EU) No 1024/2012 (Recast). The Directive has been implemented in Finland with the Act on the Return of Cultural Objects Unlawfully Removed from the Territory of a Member State of the European Union (1292/2015).

Furthermore, acts such as the Church Act (1054/1993), the Act on the Orthodox Church (985/2006), the Language Act (423/2003), the Universities Act (558/2009), the Wilderness Act (62/1991), the Nature Conservation Act (1096/1996), the Mining Act (621/2011) and the Water Act (587/2011) are related to cultural heritage.

Appendix 3. List of the key cultural heritage conventions and actions of the Council of Europe and the UN

- **Convention for the Protection of the Architectural Heritage of Europe** (the Granada Convention, 1985) obligates the Member States to active, goal-oriented protection of built heritage. This means the identification, safeguarding and listing of sites to be protected.
- The aim of **the European Convention on the Protection of the Archaeological Heritage** (the Valletta Convention, 1992) is to protect archaeological heritage as a source of the European collective memory and as an instrument for historical and scientific study.
- **The European Convention for the Protection of the Audiovisual Heritage** (ETS No. 183, 2001) guides the countries that have ratified it in preserving the audiovisual heritage and safeguarding it. A protocol on the Protection of Television Productions is annexed to the Convention (ETS No. 184). Finland has not ratified the Convention.
- The aim of **the Council of Europe Landscape Convention** (the Florence Convention, 2000) is to promote the protection, management and planning of the landscapes and to organise European cooperation in landscape issues. According to the Convention, the landscape contributes to the formation of local cultures and it is a basic component of the European natural and cultural heritage,
- **The Framework Convention of the Council of Europe on the Value of Cultural Heritage for Society** (the Faro Framework Convention) emphasises the diversity of cultural heritage and its importance as a resource for sustainable economic and social development.
- In 2017, the Council of Europe opened for signature **the Convention on Offences relating to Cultural Property**. The previous convention, the Delphi Convention was ratified in 1985 by only three countries and has not entered into effect.
- The route activities of **the Enlarged Partial Agreement on Cultural Routes of the Council of Europe** aim, among other things, to increase awareness of the European values and diverse cultural heritage, strengthen the dialogue between cultures and develop cultural tourism that promotes sustainable development. Finland has been a member of the Partial Agreement since 2018.

- **UNESCO's convention on protecting the world cultural and natural heritage** (the World Heritage Convention, 1972) aims to identify and safeguard through cooperation between nations the values of the world's key natural and cultural heritage sites and their preservation to future generations.
- **The UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage** (2003) aims to promote the fostering of living intangible cultural heritage and increase awareness of the importance of intangible cultural heritage. The Convention emphasises the importance of transmitting tradition, cultural diversity and people's participation in cultural heritage.
- **The UNESCO Convention for the Protection of Cultural Property in the Event of Armed Conflict** (the Hague Convention, 1954) and **the Second Protocol of the Convention** (1999). The agreement aims to ensure that, during an armed conflict, warring parties refrain from attacks on cultural property and, at the same time, refrain from using sites considered to be cultural property for such military activities of their own that would damage the sites or justify hostile acts of the opposing party. The Convention therefore requires that the parties to the Convention already prepare to protect cultural property during time of peace and familiarise their citizens and armed forces with the content of the Convention. The key reforms contained in the Second Protocol of the Hague Convention relate to the inclusion of cultural property of particular importance to humanity as a whole under enhanced protection in the event of an armed conflict.
- **The UNESCO Convention on the Protection of the Underwater Cultural Heritage** (2001) aims to enhance the protection of underwater cultural heritage and cooperation between the states party to the Convention in promoting it. The Convention has not been implemented in Finland.
- **The UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property** (1970) states that cultural property is one of the fundamental elements of civilisation and national culture, the true value of which can only be understood in a context in which as much as possible is known about its origin, history and traditional environment. The signatory States therefore have a duty to protect cultural property in their territory from theft and unauthorised exports.
- **The Unidroit Convention on Stolen or Illegally Exported Cultural Objects** (1995) contains detailed provisions on the return of stolen or illegally exported cultural objects, supplementing UNESCO's Convention to the extent Finland has also considered it deficient.
- The aims of **UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions** (2005) is to promote free and diverse cross-border mobility of cultural products and services and persons. The leading

principles are human rights, the fundamental freedoms and the sovereignty of states.

- **The United Nations Declaration on the Rights of Indigenous Peoples** protects and promotes the rights of indigenous peoples and the individuals belonging to them. According to Article 31 of the Declaration, indigenous peoples have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions, as well as the manifestations of their sciences, technologies and cultures. Finland has signed the declaration.
- UNESCO maintains **the World Heritage programme** aimed at facilitating the protection of mankind's archive and library heritage and access to it and to increase awareness of the existence and importance of the archive and library heritage.
- **UNESCO's Geopark network** consists of unique geological sites, of the so-called geoparks. The network shares experiences and best practices from the teaching of natural sciences, protection of geological heritage, geotourism and sustainable development.
- The biosphere reserves of **UNESCO's Man and the Biosphere programme** are aimed at improving the interaction of man and nature. The reserves in the network search for local solutions to global sustainability challenges as part of sustainable social development.

Appendix 4. European Union cultural heritage documents

- Commission Recommendation (EU) 2021/1970 on a common European data space for cultural heritage
- Commission Recommendation on the digitisation and online accessibility of cultural material and digital preservation (2011/711/EU)
- Recommendation of the European Parliament and of the Council on film heritage and the competitiveness of related industrial activities (2005/865/CE)
- Council Recommendation on priority actions to increase cooperation in the field of archives in Europe (2005/835/EC)

Appendix 5. Declarations by Nordic ministers of culture

- Art and culture as promoters of sustainable development (3 November 2021)
- Declaration from the Nordic ministers for culture – cultural heritage as a premise for safe and peaceful global development, and the importance of preventing the illegal trade in cultural artefacts (30 November 2019)
- Declaration by the Nordic Ministers of Culture on Promoting Diversity of Cultural Expressions and Artistic Freedom in a Digital Age (2 May 2018)
- Destruction of cultural heritage in Iraq and Syria – Nordic initiative to stop illegal trading in cultural objects (12 May 2015)

Appendix 6. Strategic outlines concerning cultural heritage

The Cultural Environment Strategy completed in 2014 outlined for the first time the activities in the cultural environment sector at the national level. The strategy was aimed at increasing the understanding of the opportunities provided by the cultural environment, promoting good management of the cultural environment as part of sustainable development and emphasising the importance of civic activities. According to the assessment conducted at the end of the strategy period in 2020, the strategy has increased the importance and appreciation of the cultural environment. The strategy was considered to have supported sustainable development and the availability of high-quality cultural environment data.

Finland's first National World Heritage Strategy for the period 2015–2025 has been approved. According to the vision of the strategy, Finland is a responsible actor in the preservation of world heritage, whose World Heritage Sites serve as a model of conservation, preservation and presentation to others. Vital environments are a shared world heritage for future generations.

The Museum Policy Programme completed in 2018 outlines main success factors up to 2030. According to the programme, museums have an important part to play in the creation of a culturally, socially and ecologically sustainable society, and in promoting wellbeing. The aim of the programme is to highlight museums as experts, partners and enablers.

Finland's national architectural policy programme has been approved of the period 2022–2035. The programme highlights the importance of the built environment in everyone's daily life, where also the cultural heritage values of the environment have an important role as part of the development of sustainable living environments. Early childhood education and care, education and information and communication are essential in achieving the sustainability goals. The programme drives us towards sustainable and carbon-neutral construction and emphasises the importance of architecture as a source of vitality and international attraction.

The vital functions of Finnish society and the basics of comprehensive security have been defined in the Security Strategy for Society drawn up in 2017. One of the vital functions is psychological crisis resilience, which is maintained by ensuring the educational basic

services, among other things. The shared values of the nation are built on different cultural identities, values and the diversity of cultural heritage. The building of the cultural identity is supported by maintaining cultural services and protecting the cultural property.

In addition, cultural heritage has a central role in the roadmap for the national development of cultural tourism and in the cultural heritage strategy of the Evangelical Lutheran Church of Finland, valid until 2024. The Government Resolution on the Government Premises Strategy 2030 contains guidelines regarding cultural property in the possession of the state's property holders. The national strategy on recreational use of nature 2030 also identifies cultural heritage. The objective of the Strategy for the National Languages of Finland, completed in 2021, is to safeguard a future Finland with two viable national languages. The 2022 Government report Finland's Digital Compass recognises the role of cultural heritage and the long-term storage of scientific data and information in ensuring the memory of mankind and as part of the foundation of digital education and culture.

Appendix 7. European, Nordic and international policy on cultural heritage

European Union

The European Union respects the richness and diversity of its cultures and languages and ensures the preservation and development of the European Union's cultural heritage. However, Member States have legislative power over issues related to culture and cultural heritage. Matters related to exporting cultural heritage and to restricting the free mobility of goods make an exception

The European Union has a number of activities and initiatives related to cultural heritage. The New European Agenda for Culture 2018, which is also implemented by the Cultural Heritage Strategy, shows the strategic direction for cooperation in the cultural heritage sector. The Council's work plan for the period 2019–2024 sets out the key actions and objectives in the field of culture for the next few years. The EU's cultural heritage activities are brought together by the European Framework for Action on Cultural Heritage, which includes actions related to participation, sustainability, protection of endangered cultural heritage, competence, research and innovation capacity, and international partnerships.

In the past few years, the Council of the European Union has issued several conclusions on cultural heritage. Among other things, the conclusions have dealt with risk management in the cultural heritage sector, mainstreaming of cultural heritage, access to digital cultural heritage and participatory administration of cultural heritage. Among other things, the Commission's recommendations have taken a stand on the digitisation of cultural heritage and promoting it. Proposals for measures related to cultural heritage are also included in the reports produced by the EU's Open Method of Coordination working groups.

For example, the European Heritage Label awarded to sites across Europe, which Finland joined in 2018, makes the importance of cultural heritage visible. Europe's joint digital library Europeana brings together material from European libraries, archives and museums and promotes their availability and use.

Council of Europe

The European Council is an organisation of the governments of 47 Member States. Its task is to promote human rights, democracy and the rule of law. Culture is seen as a key tool in this. Education and culture are used to build equality and to create and fortify cooperation structures across societal boundaries.

In addition to the conventions on cultural heritage, the Council of Europe adopted the European Heritage Strategy (Strategy21) in 2017. The strategy has three main points of view: the Social component, Territorial and economic development and Knowledge and education. Each country can utilise and implement the strategy in a way it chooses to. In addition to guidelines, the strategy also provides good examples from all over Europe.

Every year, European Heritage Days, a joint programme of the Council of Europe and the European Union provides millions of people with the opportunity to familiarise themselves with the European cultural heritage.

The Cultural Routes of the European Council have proven to be a well-functioning form as an implementer of the Council's shared values and objectives. With the help of the culture routes, citizens can learn to value their history and cultural heritage in more depth.

Nordic countries

The proposal of the Government of Sweden on cultural heritage policy was made in 2016. The key values in cultural heritage are memory, competence and education; creation of identities and communities and building of a sustainable society. These values should be made an integral part of society as a whole. The realisation of the values requires seeing cultural heritage as a matter concerning everyone; a wider and more in-depth public debate on cultural heritage and promoting co-creation and commitment to cultural heritage.

Cultural heritage has not been examined as a whole in Norway over the past few years. In 2021, the Government introduced a report outlining museum policy in Norway until 2050. The report emphasises the role of museums as part of democracy and freedom of speech. The policy on the cultural environment was outlined in 2020. Everyone must have the opportunity to participate and take responsibility for the cultural environment. The cultural environment promotes sustainable development. The diversity of the cultural environment is ensured as a basis for knowledge, experience and use. According to the national strategy for libraries 2020–2023, libraries are houses of democracy.

Iceland's first national programme on cultural policy originates from 2013 and examines the arts and cultural heritage together. The cornerstones of the National Cultural Policy are the following: creative work and participation in cultural life; easy access to the arts and to cultural heritage; cooperation between the government and the large number of people and institutions which are active in the field of culture, and participation by children and young people in cultural life.

The promotion of implementing the Nordic Sámi Convention continues.

The United Nations

The UN's specialised agencies important in terms of cultural heritage are the United Nations Educational, Scientific and Cultural Organization UNESCO and the World Intellectual Property Organization, WIPO.

As a UN specialised agency, UNESCO's core task is to maintain peace and security and to promote the implementation of human rights and sustainable development through education, science, culture and communication. As for culture, UNESCO's objectives are to protect the global cultural and natural heritage and intangible cultural heritage and to promote cultural diversity, the creative industries and the dialogue between cultures. Finland implements actively those UNESCO's conventions, recommendations and declarations that it is committed to.

The World Intellectual Property Organization WIPO coordinates cooperation between states in the promotion of the organisation of the system for international intellectual property. Intellectual property protects human creativity, inventions and art. Its most important areas are industrial property rights, copyrights and related rights.

The World Health Organisation WHO has a leading role in the normative work, development and coordination of global health policy. The organisation has drawn up the Traditional Medicine Strategy 2014–2023, in which member states are urged to integrate traditional medicine into public health care, especially into primary health care.

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