



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

# Finland's Cultural Environment Strategy as a tool for landscape awareness and activities

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European Landscape Convention  
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# Cultural Environment Strategy 2014-2020

- The first Finnish national strategy concerning cultural environment and landscape
- The Strategy was prepared by the Ministry of the Environment and the Ministry of Education and Culture



# Cultural Environment Strategy 2014-2020

- The Government gave the Resolution about the strategy in 2014
- The Implementation Plan was prepared by the Ministry of the Environment in 2015 (in Finnish)
- A coordination group is following and coordinating the activities



# Cultural environment

- Landscape
- Built heritage
- Archaeological sites

# Strategic choices of the Strategy

1. Cultural environment is a **resource**
2. **Legislation** on the cultural environment and its application are of high quality
3. The importance and **value** of the cultural environment is recognised
4. Strength from **cooperation**
5. **Information** on the cultural environment is sufficient and of high quality

# Focal points of the Strategy

- Value of the cultural environment
- Right and responsibility



# How do we work to carry out the Strategy?

1. Actions of the public administration
  - Studies, reports > actions
  - Development projects
  - Cooperation



# How do we work to carry out the Strategy?

## 2. Cultural environment commitments

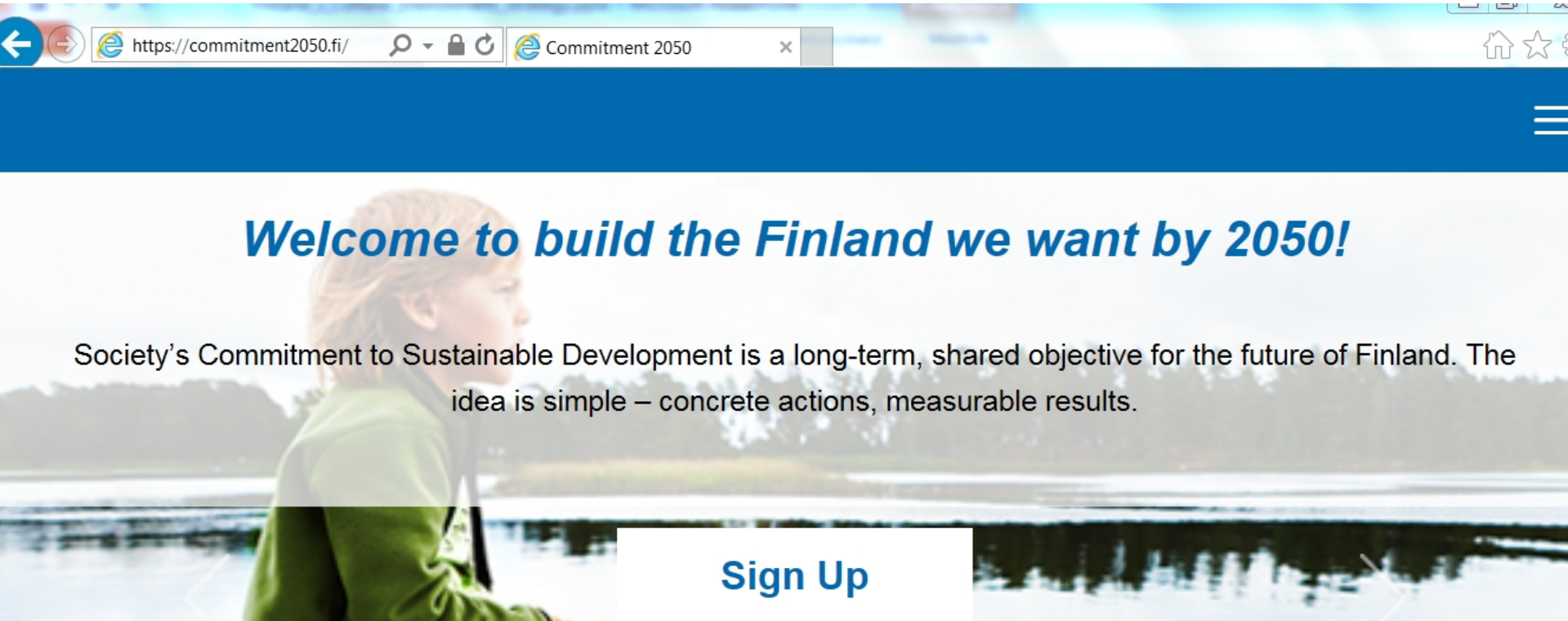
## 3. Grass root activities





# Cultural environment commitments

- Ministry of the Environment and the Ministry of Education and Culture made a **commitment** under Society's Commitment to Sustainable Development (<https://commitment2050.fi/>)



The image is a screenshot of a web browser displaying the 'Commitment 2050' website. The browser's address bar shows the URL 'https://commitment2050.fi/'. The website's header is a solid blue bar with a white hamburger menu icon on the right. The main content area features a large, semi-transparent image of a young girl with blonde hair, wearing a green jacket, looking out over a body of water. Overlaid on this image is the text 'Welcome to build the Finland we want by 2050!' in a blue, italicized font. Below this, a paragraph of text reads: 'Society's Commitment to Sustainable Development is a long-term, shared objective for the future of Finland. The idea is simple – concrete actions, measurable results.' At the bottom center, there is a white rectangular button with the text 'Sign Up' in blue. Navigation arrows are visible on the left and right sides of the image area.

<https://commitment2050.fi/>

Commitment 2050

## *Welcome to build the Finland we want by 2050!*

Society's Commitment to Sustainable Development is a long-term, shared objective for the future of Finland. The idea is simple – concrete actions, measurable results.

[Sign Up](#)

# Cultural environment commitments

- The ministries committed themselves to implementing the Strategy
- They invited organisations, municipalities, schools, museums, property owners, citizens etc to participate in implementing the strategy and make their own cultural environment commitments

## *Cultural environment commitment*

The Ministry of the Environment and Ministry of Education and Culture commit themselves to implementing the Cultural Environment Strategy 2014–2020. The strategy goals and actions promote the achievement of sustainable development goals. With the cultural environment commitment, the ministries invite other parties to participate in implementing the Cultural Environment Strategy.

<https://commitment2050.fi/commitment/cultural-environment-commitment>

# Cultural environment commitments / NGOs

- The Finnish Local Heritage Federation
- Local heritage societies
  - Commit to sustain the local culture and the preservation of the cultural environment of the region
  - Collect information about the region and offer it to anyone interested
  - Etc



# We offer 'carrots' to NGOs

- A seminar for NGOs and activists on the cultural heritage field
- Advice, experiences, encouragement

## Porkkanoita kulttuuriympäristötyöhön

Ympäristöministeriö, Suomen Kotiseutuliitto ja Helsingin kaupunginosayhdistykset ry Helka järjestävät 12.10.2016 tilaisuuden, jossa kannustetaan yhä uusia yhteisöjä tekemään sitoumuksia. Tilaisuudessa kuullaan innostavia esimerkkejä ja osallistujat saavat apua sitoumusten ideoinnissa ja suunnittelussa, sitoumusten verkkoalustan käyttämisessä ja kulttuuriympäristöpäivien tapahtumien suunnittelussa.

[Katso ohjelma ja ilmoittaudu täällä.](#)



# Photo competition



# Photo competition



# Photo competition



# Photo competition





# Be there where people are

## Facebook

## Twitter

#kulttuuriympäristömme #vårkulturmiljö  
#kulttuuriympäristö #kulturmiljö  
#kulttuurimaisema #kulturlandskap

## Instagram

[@kulttuuriymparistomme](https://www.instagram.com/kulttuuriymparistomme)

## Web site

[www.kulttuuriymparistomme.fi](http://www.kulttuuriymparistomme.fi)  
[www.ym.fi/kulttuuriymparistostrategia](http://www.ym.fi/kulttuuriymparistostrategia)



