

Tarja Moks (2011)

Xenophobe's® guide TO THE FINNS

Oval Books, London

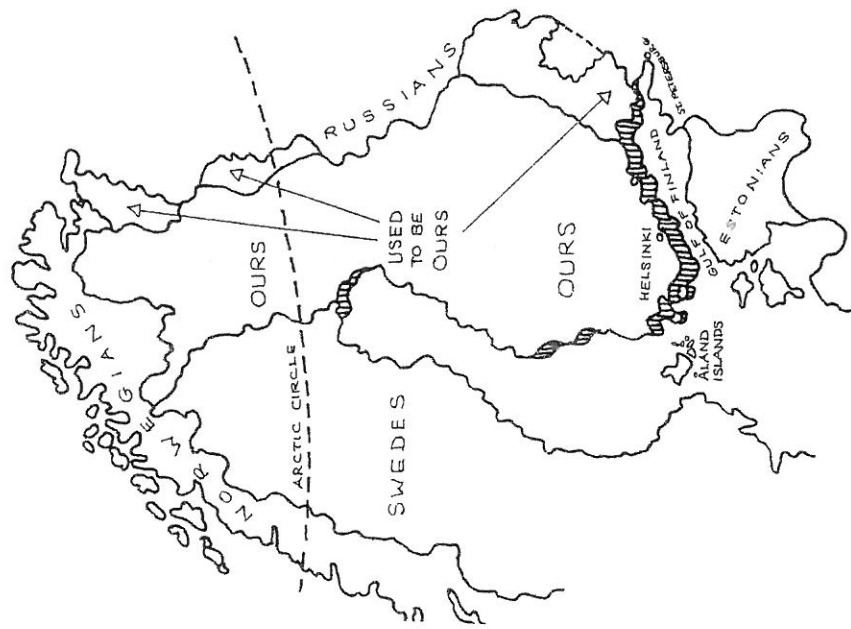
Nationalism & Identity

Forewarned

The Finns are a little different from the average Western nation. Extraordinary, some might say. Unlike most Europeans, they don't speak an Indo-European language. In fact, they hardly communicate in their own Finno-Ugric language, preferring not to squander their words. They are

a gutsy, honest, hard-working, reliable, socially responsible, down-to-earth kind of people who respect others' privacy to

such an extent they avoid looking you in the eye. They share an aversion to whingeing with the Aussies, but not their social ease with strangers. They envy the Mediterranean people their climate, but do not care for their flamboyant show of emotion. A Finn can get extremely angry or ecstatically happy without the use of any facial expressions or change in tone of voice. He will only wave his hands when drowning.



5.4 million Finns live sandwiched between 9.4 million Swedes and 142 million Russians. The Finns also have 77 billion trees, 187,888 lakes, 264,000 moose and 1 Santa Claus (who they claim is the genuine one).

The area that is their homeland is almost as big as Germany, and it's expanding by about the size of Gibraltar each year due to post-glacial rebound.

Knowing how to make a bed is guaranteed to dramatically decrease the number of arguments you may have with your wife. Not that everything is prescribed in the Finnish military: you are still free to squeeze the toothpaste tube in any way you wish.

Crime and punishment

Finland does not have as many police officers as most countries since it is the people's own consciences that do most of the policing. Parents don't slap their children because the State would prosecute them. Shoppers don't taste the grapes in the supermarket before buying them because it would be considered

“It is the people's own consciences that do most of the policing.”
 theft of a most serious kind. Pedestrians don't cross an empty street if the red man is showing – not even if it is 3am on a winter's morning, it is -20°C, and there is not a car, let alone another soul, in sight.

The crime rate in Finland is one of the lowest in Europe. No-one clutches their purses when shopping or hides their possessions from sight in parked cars. It always surprises the Finns when they are robbed on holidays abroad. For how are you supposed to know that someone might steal your belongings if you leave your bags unattended in the hotel lobby while nipping into the toilet?

There is one crime, however, that appears to be irresistible. And it pops up just before Christmas. Every Finn has been imbued with the idea that if Santa Claus sees you doing something wrong especially before Christmas, there will be no presents. Yet this threat has no effect when it comes to Christmas tree poaching. The Finns widely believe that the most beautiful Christmas tree is one that they've seen in a forest that is not public property. The illicit and daring nature of the escapade only fuels their desire for the forbidden. Poachers particularly favour those that are growing in State-owned woodland. The City of Helsinki has now introduced a made-to-measure fining system for each metre of stolen spruce.

“Finnish courts impose exceptionally short sentences and try their hardest not to send anyone to prison.”

The Finns hold the view that loss of freedom is a major punishment. Finnish courts impose exceptionally short sentences and try their hardest not to send anyone to prison. The Court of Appeal in Eastern Finland is particularly famous for its leniency towards rapists: the quickness of the act and the importance of the rapist's permanent job have both been cited as reasons for mitigating the District Courts' original punishment. However, commit a crime against the State, like fraud or tax evasion, and you'll suffer for the rest of your life.

Attitudes & Values

The influence of religion

The Swedes started converting the Finns to Catholicism from the 11th century onwards, while the Russian Orthodox Church attempted to convince the heathen nation that its version of Christianity was the correct one. The Finns' worship of the high god *Ukko*, sacred animals and other deities was gradually wiped out, and it was Lutheranism in the 16th century that ultimately won the Finnish soul. The values of

hard work and humility found receptive ground in the Finnish psyche. The possibility of an afterlife in heaven, instead of the inevitability of going to the underground land of the dead called *Tuonela*, as the Finnish pagan beliefs had it, was reasonably attractive. The most persuasive argument for conversion was, in reality, the compulsion to belong. Compulsion at the point of a soldier's sword, you understand, not by choice.

Nowadays nearly 80% of the population are members of the Lutheran Church. However, the majority of this pragmatic nation sees its affiliation, and the consequent state-administered payment of church taxes, as an investment for having christenings, confirmations, weddings and funerals in a church.

Occasionally, to get their money's worth, they might even attend a Christmas service.

Although only a small minority is actively involved in the church or one of its revival movements, the whole population still carries the legacy of Lutheran values on its shoulders. The biblical dictum, 'By the sweat of your brow you will eat your food until you return to the ground', is still very much adhered to.

You would think that because life is as tough as it is, you would not have to make it even harder. But no, the Finns revel in hardship. They are at their best when circumstances are at their worst. And when things aren't so bad, it's important to give others the impression that they are.

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Take Pekka as an example. His business is going well and the future looks promising. He owns a lovely house and has a beautiful wife and well-behaved children. You pay an innocent compliment and congratulate him on how well he has done for himself. Pekka quickly starts finding fault: the business is not really doing that well and he was just very lucky to have survived the recession; the house is just a kit house and wasn't actually built by him; his children are bound to stop behaving well once they reach their teens, and his wife, well, she is sure to go off with someone else because he still hasn't got round to building the *mökki* by a lake that

he promised her ten years ago.

The Finns' instinct is to think that good things cannot come easily and that, if and when they do, they cannot last. Other nationalities feel guilty when, by commission or omission, they have done something wrong and failed. The Finns feel guilty when they have done something right and been successful. Their strong sense of humility dictates that you must neither brag about your accomplishments nor celebrate them.

One can anticipate a desperate job interview scenario, for how do you know what different candidates are capable of if they habitually put themselves down? The trick is that both the interviewer and the

interviewee are Finns. They have a mutual understanding of what everything means. The interviewer knows that 'basic French' is equivalent to having studied the language

up to degree level and spent three summers in Paris on additional language courses in nanotechnology, the cultures of pre-colonial francophone Africa and other useful specialist vocabulary. Things only get complicated when foreigners apply for jobs. For instance, when an American asserts that his French is conversational the Finns are initially very impressed, only to discover later that the American is referring to the fact that he did indeed once have a conversation with an attractive French lady in France – in English.

Equality

The concept of equality forms the basis of the Finnish welfare society. The State works hard at treating all its citizens in the same way. Everyone receives the same State schooling where they are forced to eat the same nutritionally-balanced school dinners, served on identical plates and eaten with identical knives and forks.

They then move on to further

studies where they earn the right to put healthy refectory food on their plates themselves. On getting a job, they continue eating subsidised wholesome meals at the workplace canteen. It's only after they retire that they are trusted to decide for themselves what to eat for lunch. That is, until they are admitted to a retirement home where they will once again be fed institutionally-prepared food, though now from spoons or through a tube. All identical, of course.

“The Finns were the first Europeans to liberate their men from the burden of governing the country without the benefit of female guidance.”

The Finns were the first Europeans to liberate their men from the burden of governing the country without the benefit of female guidance. Finnish women have been able to vote and stand for parliament since 1906, longer than any other European country. Since then, the male Finn's obligation to provide exclusively for his family, pay when on a date and open doors for women has also been removed. Women have stepped

into the public sphere, making Finland the most gender-balanced country in the world. There have been two female Prime Ministers and one President. Women occupy more than 40% of the parliamentary seats, the younger ones publicly breast-feeding their babies while arguing for better services for families with children. The men are spending more time at home changing nappies, thanks to the provision of generous paternity leave.

“Finnish honesty is about meaning every word that comes out of your mouth.”

The principle of equality has also been observed in the establishment of a classless welfare society. Free education, almost free healthcare, a generous benefits system and a better state pension than elsewhere, guarantee equal opportunities for all citizens. The only problem is that all these require a considerable amount of public revenue. This is why the common assertion that to be born in Finland is like winning the jackpot in the lottery is only applicable when you are at the receiving end of these services. A far more common experience is that you need to win the lottery just to cover the tax bill.

Honesty

In Finland honesty is not just the best policy, it is the only policy. The Finns are among the least corrupt and most transparent nations in the world. If they say

they will do something, they will keep their word. The only mitigating factor for not fulfilling a promise is death. And even that is considered a poor excuse.

Finnish honesty is about meaning every word that comes out of your mouth. This is why you have to give the Finns time to think through what it is exactly that they want to say. Honesty is also responsible for their bluntness: At a diplomatic dinner, a Finnish Ambassador was seated next to an American lady who said: ‘Mr Ambassador, I have taken a bet that I can get you to speak more than five words this evening.’ After a lengthy pause the Finn replied: ‘You lose.’

Practicality

If the principle of equality is the cornerstone of Finnish society, the principle of practicality is the way in which the rest of the house is built. Homes are super-insulated and triple-glazed. This keeps the indoors at tropical temperatures so that it's quite pleasant to go outdoors every once in a while to cool down.

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Venerian blinds are put between the window panes so you rarely have to dust them.

Plate racks are fitted in cupboards above the kitchen sink so that you never have to dry the dishes. Not that

you need these now that there are dishwashers, but it's practical to have them nonetheless: you never know when you might need to hide empty bottles at short notice. Or, if you're a student, require a place for growing cannabis.

“Conditions are so good that large numbers of bears, moose and wolves sneak across the border from Russia.”

Finns have never been slaves to fashion trends – practicality and comfort always outweigh any aesthetic considerations. For instance, in winter the need to wear multiple layers of clothes makes you resemble the Michelin man (to the degree that handshakes on leave-taking have to be completed before donning one's heavy-duty outdoor garments). In spring and autumn it's best to encase yourself in a shell suit. And in summer, white tennis socks with sandals are second to none at preventing mosquitoes from biting your ankles. If you are sceptical, see how long you will last without them.

Being green

Two-thirds of Finland is covered in forests, Finland's 'green gold' which provides the raw material for one of its most important export items – paper. It's a natural environment that provides a haven for wildlife. All non-game birds and mammals are protected and as hunting is carefully regulated, the conditions

are so good that large numbers of bears, moose and wolves sneak across the 1300km-long border from Russia to start a new life as ecological migrants.

The Finns are eco-conscious and generate less household waste than the European average. This stems from efficient recycling and constant media reinforcement. The deposit scheme for glass and plastic bottles rewards environmentally-friendly behaviour. The biggest queues at Alko shops are not for buying wine, but for returning bottles. Even children know that collecting the empties during and after music festivals can take them a step closer to attaining a new iPod with relatively little effort. Less eco-fanatic citizens have been persuaded to sort their paper from their bio-waste and to wash their empty Tetra Paks: the threat of fines always works wonders in Finland.

“Another form of recycling is the Finnish tradition of finding inventive ways of reusing things.”

Another form of recycling is the Finnish tradition of finding inventive ways of reusing things. You can crochet plastic bags into rugs for your *mökki*'s out-house. You can freeze berries in empty milk cartons and use old tyres as raised beds for flowers. As early as 1974 Finland's most widely circulated magazine, *Pirkka*, started publishing readers' *niksit* (hints and tips). It spread the gospel of life-enhancement through the discovery of new uses for mundane

objects. The nation was hungry to learn how you could make glue by mixing vinegar and gelatine leaves. Or mend a hole in your umbrella with a sticking plaster.

The uses for pantihose have kept many readers enthralled. Initially, recommended for such unexciting purposes as storing onions in the garage or

“The uses for pantihose have kept many readers enthralled.”

making shoelaces from long strips, suggestions now range from pulling them over your head as you are about to go on a roller-coaster to prevent your spectacles

from falling off during the ride, to a solution for a comfortable night's sleep on a long-haul flight – tying yourself to the back of your seat with a Rambo-style headband so that your head doesn't flop down when you nod off.

Manners & Mores

No small talk

The Finns don't see the point of small talk. Why say anything if there is nothing worthwhile to say? If you start a conversation on the weather, the Finns will think that you really want to talk about it. If you ask 'How are you?', it will be considered a genuine enquiry, not a synonym for 'Hello'.

In the rest of the world, conversation follows the rules of ping-pong. Interruptions are common and keep the discussion on-going. For Finns, conversation resembles bowling. Everyone patiently waits his turn and interrupting another speaker is considered impolite. Finns are better at listening than at talking. Jorma Erto, a Finnish author and poet, described them as a people who don't answer when asked, who answer when not asked, and who ask when there is no-one to answer. Not exactly a definition of a perfect conversationalist.

“Making small talk is not simply a Finnish aversion. It's a national handicap. They cannot do it to save their lives. This is clear from the way they behave when going berry and mushroom picking in the forest. To deter any bears from coming close you need to make some noise. A group of people of any other nationality would have a good old chinwag amongst themselves. The Finns strap bands with jingle bells around their wrists.”

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Keeping it curt

Finns are courteous when it matters. 'Sorry' is reserved for more serious offences than accidentally bumping into someone in the street. In fact, it's almost impossible even so much as to brush against anyone's arm

who would have provided juicy dramas in the tabloids. There have been attempts to rectify the dull political scene by electing celebrities such as a former Miss Finland, a singer-songwriter, a brace of skiers and a clutch of TV presenters, but the politicians' quintessentially Finnish way of dealing with the media still prevails, as summed up in this exchange:

“Finland's history is full of triumphs over adversity: first over climate, then the neighbours and now the international markets.”

A Finnish diplomat was leaving an EU meeting in Brussels when a group of journalists surrounded him.

‘How did the meeting go?’ one reporter asked.

‘No comment.’

‘None whatsoever?’

‘None. And don't quote me on that.’

Business

Finland's history is full of triumphs over adversity: first over climate, then the neighbours and more recently the international markets. Finnish businesses and products have now spread around the globe and it's impossible not to come into contact with them. A Nokia mobile phone may nestle in your pocket. Your computer may be guarded against cyber-criminals by the F-Secure anti-virus and security software. KONE

lifts and escalators carry you up and down. You are sure to use Finnish paper products daily, whether it's to carry your shopping in a more eco-friendly way or to wipe your behind. You may travel Finnair's shorter and faster northern route from Europe to the Far East or take a holiday on one of the world's largest cruise ships made in Finnish shipyards. Even the less techie areas of life are affected: Fiskars' tools are now more common in gardens than gnomes.

(Un)employment

The official job centres and local Associations for the Unemployed ensure that job-seekers are fully catered for. The unemployed do not incur any costs while undertaking further education, such as courses in log-cabin building or customer service in Norwegian, or when applying for jobs (e.g. they can print their applications and use the telephone for free). Given that they can easily amuse themselves in an inexpensive way by

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taking advantage of cheap refectory-style lunches, concessional rates to the swimming pool and cinema, facilities for rug-weaving, and participating in free exercise classes ranging from Pilates to Zumba, there is not much incentive to actually gain employment.

Management by *perkele*

The Swedes have coined the term 'management by *perkele*' to portray the Finnish managerial approach. Instead of collectively pondering all the possible

alternatives and letting every member of the staff from the cleaner to the MD voice their views, as the Swedes do, the Finns act swiftly and don't waste time on the decision-making process. 99

Finns act swiftly and don't waste time on the decision-making process. If something isn't happening quickly enough, it is necessary for the top managers to slam their fists on the table and yell, '*Perkele!*' Repeatedly, if necessary.

You should not confuse this kind of behaviour with complete disrespect for consensus-based decision-making. The Finns know the precise parameters within which their responsibilities lie, therefore they expect all decision making within their remit to fall solely upon them. There is, thus, no need to ask others' opinions. It follows from this that if a manager gives someone a certain task, he or she is expected to leave the person alone to get on with the job. Any interference will be taken as criticism. Even innocent daily interest will be interpreted as a lack of trust and the manager will soon be told: 'Since you know so well how to do the job, you had better do it yourself.'

Business etiquette tips for non-Finns

- 1 If a meeting is scheduled for one hour, it will last one hour. Not a minute longer. So don't divert from agenda. Meetings are for dissemination of information, not platforms for debate.
- 2 Don't stand or sit too close to the Finns. They need a lot of elbowroom.
- 3 There is no need for social chitchat before negotiations. Get down to business as soon as possible. And don't interrupt the Finns when they talk. (It's bowling, not ping-pong, remember.)
- 4 Understate rather than overstate your case. Finns are result-oriented people. It's your subsequent actions that the Finns will assess. 'Deeds not words' are what count.
- 5 Expect the Finns to follow company policies like lemmings diving off a cliff. They won't make any exceptions to the rules; nor expect them.
- 6 Understand that mutual agreements are there to be respected and relied on. NB: Any speculative musing on your part could be taken as a commitment.
- 7 If invited for a drink and sauna, don't decline. The Finns are showing their appreciation after a successful business negotiation.
- 8 Your standing will increase if you express an interest in Finland's sports. Fake it if you must.
- 9 Don't attempt to arrange meetings in the summer months. The Finns are on holiday.

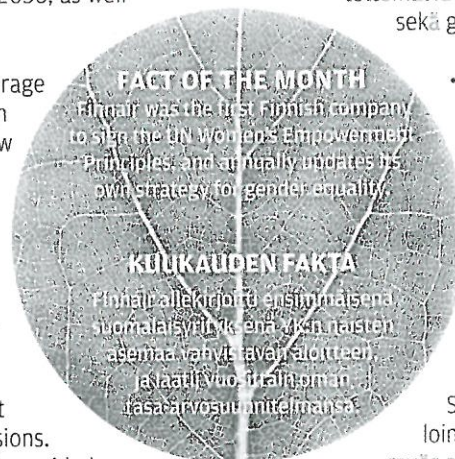


Measures for cleaner air

- From 1999 to 2009, Finnair cut its carbon dioxide emissions per seat by 22 per cent. By 2017, it intends to reduce this number by another 24 per cent; total reductions per seat from 1999 to 2017 will equal as much as 41 per cent.
- Finnair supports the International Air Transport Association's (IATA) goal of zero-emissions air travel by 2050, as well as a global emissions trading scheme.
- Finnair flies Europe's newest fleet. The average aircraft age is six years, and three years on intercontinental routes. Operating with new aircraft cuts back on fuel consumption and emissions by 20 to 30 per cent. The airline also flies the shortest routes between Europe and Asia via Helsinki, reducing fuel consumption. Passengers and cargo are carried on the same flights.
- Between 60 and 80 per cent of Finnair's landings in Finland are continuous descent approach landings that create fewer emissions. Unnecessary circling in the air or taxiway is avoided.
- Finnair's emissions calculator (at feel.finnair.com/full) allows travellers to check their personal fuel consumption and CO2 emissions by plugging in their departure and destination cities. Data assurance is done by PricewaterhouseCoopers and updated on a quarterly basis.

Ympäristötekoja ilmassa

- Vuosien 1999 ja 2009 välillä Finnair vähensi hiilidioksidipäästöjään 22 prosenttia istuinta kohden. Vuoteen 2017 mennessä tavoite on toiset 24 prosenttia. Kokonaisvähennykset istuinta kohden tulevat näin olemaan jopa 41 prosenttia vuosien 1999 ja 2017 välillä.
- Finnair tukee kansainvälisen ilmakuljetusliiton IATA:n visiota päästöttömästä lentomatkustuksesta vuoteen 2050 mennessä sekä globaalia sektorikohtaista päästökauppaa.



- Finnairilla on Euroopan nykyaikaisin laivasto, jonka keski-ikä on alle kuusi vuotta ja kaukoliikenteessä kolme vuotta. Uudella laivastolla lentäminen vähentää polttoaineen kulutusta ja päästöjä 20-30 prosentilla. Finnair lentää Helsingin kautta lyhimpiä reittejä Euroopan ja Aasian välillä; näin polttoaineen kulutus vähenee. Matkustajat ja rahti kulkevat samoissa koneissa.

- 60-80 prosenttia Finnairin laskeutumisista Suomessa tehdään jatkuvan luvun menetelmällä, jolloin päästöjä syntyy vähemmän. Ilmatilaa käytetään myös aina mahdollisimman tehokkaasti hyväksi, jolloin vältetään turhalta kiertäilyltä ilmassa tai kiitorata-alueella.

- Finnairin päästölaskurin avulla (feel.finnair.com/full) matkustajat voivat tarkistaa lentojensa polttoainekulutuksen ja hiilidioksidipäästöt lähtö- ja tulokaupunkien mukaan. Laskelmat ovat PricewaterhouseCoopersin varmentamat ja ne päivitetään kvartaaleittain.

FINNAIR SERVES 10,000 meals onboard daily, with more than 50 per cent of the waste going to recycling or re-use. This represents an eight per cent improvement from 2009.

PLASTIC WINE BOTTLES, mugs, packages and utensils, as well as cardboard cups and paper napkins are burned to produce energy. Aluminium cans and clear plastic bottles are recycled.

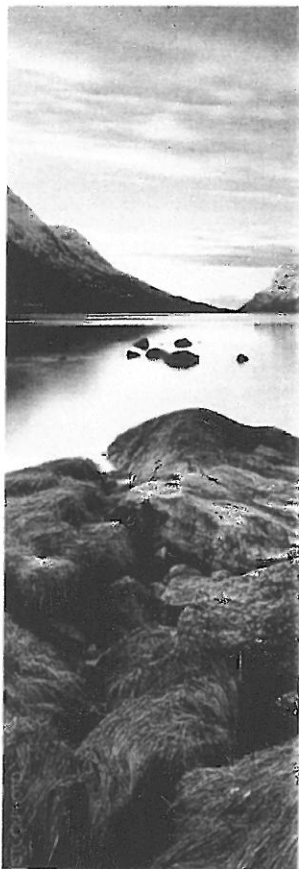
PLASTIC TRAYS are washed and reused. In Business Class, washable dishes and utensils are used.

TARJOILEMME lennoillamme päivässä noin 10 000 ateriala, joiden jätteistä yli 50 prosenttia käytetään hyödyksi. Tämä tarkoittaa kahdeksan prosentin parannusta vuodesta 2009.

MUOVISET VIINIPULLOT, mukit, kääreet ja aterimet sekä pahvi-mukit ja paperiservietit poltetaan energiaksi. Alumiinitölkkiä ja kirkkaiden muovipullojen materiaali kierrätetään.

MUOVITARJOTIN pestään ja käytetään uudelleen. Bisnesluokassa käytetään pestäviä astioita ja aterimia.

NEW NORDIC CHAMPION STRATEGY



With the goal of significantly lowering its European traffic costs, Finnair has begun discussions with potential partners on a joint venture for cost-effective expansion in the Nordic countries.

"For our customers, this would mean better connections and more opportunities to fly with Finnair," says **Mika Vehviläinen**, Finnair CEO. "This would also support our Asian strategy through increased feeder traffic for our Asian destinations and better presence in key cities throughout the Nordic region."

Finnair is undergoing a major restructuring program aimed at improving competitiveness and restoring profitability. In addition to strengthening its position in the Nordic countries, the company also seeks to improve the profitability of its loss-making European traffic. The joint venture model could allow Finnair to operate some or all of its European traffic at a significantly lower cost, while Finnair's own operations would concentrate more on long haul traffic.

WWW.FINNAIR.COM

SINGAPORE LOUNGE OPENS

Finnair offers a completely new service concept with Dnata Premium Check-In Lounge in Terminal 1 of Singapore Changi Airport.

HELSINKI AIRPORT UPDATES

INSPIRED by the World Design Capital 2012 and passenger requests, Helsinki Airport has opened several galleries displaying art, design and Finnish creative thinking. The Art Port gallery concept is unique as no other airport in the world has dedicated itself to art and design to the same extent.

WWW.FINAVIA.FI

THE GLOBE HOPE pop-up store is open until the end of April at gate 20. Known for its ecological, ethical and aesthetic products, Globe Hope makes its products from recycled materials

using a clever combination of design and environmental friendliness. From bags and pen holders to stylish clothing and mittens, the range of Globe Hope products is also available in the Finnair tax-free shop. Some of the products are crafted from Finnair materials including former crew uniforms and airplane seat belts.

WWW.GLOBEHOPE.COM

AVIATION STARS

Skytrax, independent specialist research advisors to the air transport industry, have awarded Helsinki Airport a 4-star rating.

WWW.AIRLINE-QUALITY.COM

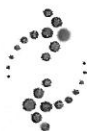
ECO-SMART

AS PASSENGERS often need only some of the amenity kit supplies, Finnair now offers intercontinental Business Class travellers standard items (earplugs, socks and eye masks packaged in recycled paper), with additional items available on request. Pictured at right, these include toothbrushes, shaving kits, lip balms, moisturising lotions, vanity kits, sewing kits and mini deodorizers.

The cosmetics, made by Finnish Guest Comfort Ltd, come in two different scents: birch and green tea. Customers will also be offered relaxing aroma pillows filled with Swiss pine curls.



STYLING: JUNKOLA



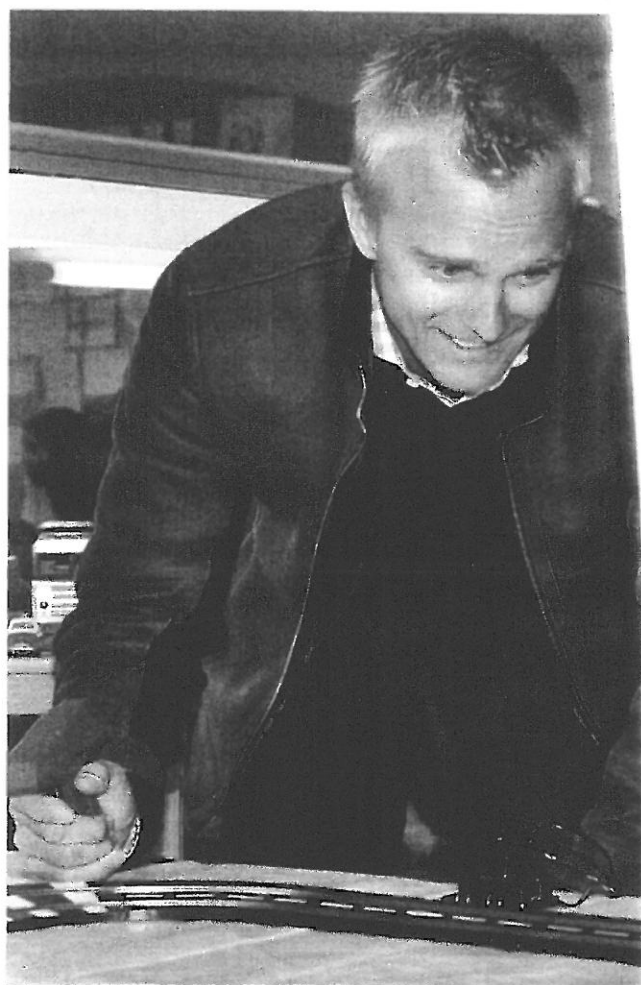
CORPORATE RESPONSIBILITY

Social capital

Finnair wants to be the Number One choice for quality-and environmentally conscious travellers. The airline participates in a number of environmental and humanitarian projects, and gives its frequent flyers the opportunity to donate expiring Finnair Plus points to various philanthropic initiatives.

Here are just a few examples of Finnair's societal involvement in a changing world:

- Finnair cooperates with the Finnish Association for Nature Conservation. Finnair Plus members have been able to donate points towards a reforestation project in Madagascar, where about 1,500 trees have been planted thus far with Plus points.
- Finnair has also joined forces with the Baltic Sea Action Group. As part of the collaboration, Finnair Plus members to donate points towards Baltic Sea cleanup efforts
- Finnair has been a corporate partner of UNICEF since 1994, participating in its yearly Change for Good campaign.
- As part of the Aircraft Meteorological Data Relay (AMDAR) program, Finnair provides weather measurements to the Finnish National Weather Service and to a number of meteorological institutes globally.
- Finnair provides assistance to areas struck by humanitarian crises. After earthquakes in Sichuan and Haiti, Finnair funded the construction of infrastructure and delivered medical equipment. When the 2011 tsunami and earthquake struck Japan, the airline sent baby formula to the affected areas, and offered Finnair Plus members the opportunity to donate points to the Japanese Red Cross; about three million points were donated towards blankets, water bottles and tinned food.
- Finnair employees are offered continuous training and development opportunities. The company conducts an annual 4D survey among its employees that measures wellbeing at work, identifies trends and pin-points potential problem areas. Finnair Group also makes use of virtual meetings to reduce the need for unnecessary travel.
- A Suntours (Aurinkomatkat) representative serves as the chair of the Tour Operators' Initiative, which promotes environmentally sustainable tourism. Suntours, which is part of Finnair Group, also sponsors programmes protecting wild turtles in Thailand and Greece.
- Through its collaboration with Nordic Offset, a Finnish company, AREA travel agency offers companies the opportunity to offset their carbon emissions from business travel by donating to renewable energy projects in growing markets such as China and India.
- Finnair has donated old cabin crew uniforms, blankets and other discarded materials to Uusix and GlobeHope, two Finnish companies that turn used materials into new design items.



Pay it forward with points

FINNAIR involves travellers in charity, disaster relief and environmental efforts by allowing Finnair Plus cardholders to give Plus points to various causes. Points can currently be donated towards the protection of the Baltic Sea, a reforestation initiative in Madagascar, UNICEF's projects, breast cancer research and flights for patients being treated at children's hospitals. After the 2011 earthquake and tsunami in Japan, members donated points to the Red Cross to purchase thousands of blankets, tins of food, water bottles and bags of rice for the affected areas.

The most popular of these causes has so far been the Association of Friends of the University Children's Hospitals, a Finnish charity group. Since 2010, Finnair Plus members have been able to make donations in an amount of their choice; points donated thus far equal about 1000 domestic flights.



...tula One driver Heikki Kovalainen races with
...ear-old Aarón Pórhöla at Helsinki University
...dren's Hospital in February.

YHTEISKUNTAVASTUU

Sosiaalinen pääoma

Finnair haluaa olla laatu- ja ympäristötietoisten matkailijoiden ykkösvalinta. Yhtiö ottaa osaa ympäristönsuojeluprojekteihin ja avustaa humanitääristen järjestöjen työtä. Finnair Plus -jäsenet voivat lahjoittaa pisteitä eri avustusprojekteihin.

Tässä muutamia esimerkkejä Finnairin yhteiskuntatoiminnasta muuttuvassa maailmassa:

- Finnair tekee yhteistyötä Suomen Luonnonsuojeluliiton kanssa. Finnair Plus -jäsenet ovat voineet lahjoittaa pisteitä metsitysprojektiä varten Madagascariissa; heidän lahjoituksillaan on istutettu noin 1500 puuta.
- Finnair on myös Baltic Sea Action Groupin yhteistyökumppani, ja Finnair Plus -jäsenet voivat pistelahjoituksilla avustaa Itämeren suojelutyötä.
- Finnair on ollut UNICEFin yhteistyökumppani vuodesta 1994 ja osallistuu organisaation vuosittaiseen Change for Good -kampanjaan.
- Finnair on mukana AMDAR-ohjelmassa, jonka kautta se tarjoaa säämittauksia Ilmatieteen laitokselle ja muille kansainvälisille sääpalveluille.
- Finnair tarjoaa apua katastrofien sattuessa. Sechuanin ja Haitin maanjäristyksien jälkeen Finnair auttoi tuhoutuneiden kaupunkien jälleenrakennuksessa sekä lääke- ja välinekuljetuksissa. Kevään 2011 Japanin tsunamin ja maanjäristyksen jälkeen Finnair lähetti maidonkorvikkeita tuhoalueille. Finnair Plus -jäsenet lahjoittivat noin kolme miljoonaa pistettä Japanin Punaiselle Ristille, joka osti niillä huopia, pullovetä ja purkkiruokaa.
- Finnairin työntekijöille tarjotaan jatkuvia koulutus- ja kehitysmahdollisuuksia. Konserttilaiset osallistuvat vuosittain 4D-kyselyyn, jossa kartoitetaan työhyvinvoinnin tilaa ja paikannetaan siihen liittyviä trendejä ja parannuskohtia. Konsernissa hyödynnetään myös virtuaalitekniikoita, ja siten vähennetään työmatkustusta.
- Aurinkomatkojen edustaja johtaa Tour Operators' Initiative -projektia, joka keskittyy ympäristöystävällisen turismin kehittämiseen. Aurinkomatkat myös sponsoroi kilpikonnaa suojelevia ympäristöhankkeita Thaimaassa ja Kreikassa.
- Yhteistyössä Nordic Offsetin kanssa Matkatoimisto AREA tarjoaa yrityksille mahdollisuuden kompensoida matkustuksesta aiheutuneita hiilidioksidipäästöjä. Kompensatiorhankkeista saaduilla tuloilla rahoitetaan uusiutuvan energian projekteja kehittyvissä maissa, kuten Kiinassa ja Intiassa.
- Finnair on lahjoittanut käytettyjä virkapukuja, huopia ja muita materiaaleja Uusix-verstaalle ja GlobeHopelle, jotka ovat tehneet niistä uusia design-tuotteita.

Pisteillä paremmaksi

FINNAIR tarjoaa mahdollisuuden osallistua hyväntekeväisyysprojekteihin, ympäristönsuojeluun ja hätäapuun Finnair Plus -pistelahjoituksilla. Jäsenet voivat lahjoittaa pisteitä Itämeren suojelutyöhön, metsitysprojektiin Madagascariissa, Unicefille, rintasyövän tutkimukseen Suomessa ja lentoihin Lastenkliniikoiden pienille potilaille.

Esimerkiksi Japanin viimevuotisen maanjäristyksen ja tsunamin jälkeen Punaiselle Ristille annetuilla pisteillä hankittiin tuhansia huopia, ruokapurkkeja, vesipulloja ja riisipaketteja kriisialueille.

Suosituin lahjoituskohde on tällä hetkellä Lastenklinikan Kummit, jolle Finnair Plus -jäsenet ovat voineet tehdä lahjoituksia vuodesta 2010. Tähän mennessä lahjoitettu piste-määrä vastaa noin tuhatta kotimaan lentoa.