



## European Year for Combating Poverty and Social Exclusion 2010 – Finland’s National Programme

The Finnish National Programme for the European Year for Combating Poverty and Social Exclusion is carried out under the slogans “**Stop Poverty Now!**” and “**Building a Society for All**”. Finnish President Tarja Halonen has agreed to act as Patron for the Programme.

The Finnish campaign ambassadors are noted public figures from a variety of fields: Rainer Friman, Fatbardhe Hetemaj, Heikki Hursti, Wilson Kirwa, Kalle Könkkölä, Ristenrauna Magga, Elisabeth Rehn, Maria Guzenina-Richardsson, Olavi Sydänmaanlakka and Kari Väänänen.

The two key themes of the Programme are *inclusion* and *cohesion*. The objective is to reflect these themes in all events and projects carried out during the year, focusing on promoting the social inclusion of excluded people and those at risk of exclusion.

In the context of the events and activities organised during the year, a voice is given to those living in poverty and those facing exclusion. The goal is to bring up exclusion and social deprivation in discussions around the country, engaging all Finnish citizens.

The 2010 European Year for Combating Poverty and Social Exclusion aims at

- raising awareness and understanding of poverty and social exclusion
- supporting the poor and socially excluded people in exercising their rights
- promoting a sense of solidarity and common responsibility
- encouraging active involvement and participation, and
- reinforcing the commitment of all segments of society to combat poverty and exclusion.

Thematic framework through in-depth perspectives

Using multiple perspectives will provide deeper insights into the nature of poverty and social exclusion. The perspectives used in the Finnish National Programme make the two concepts more concrete, and create the main thread of the programme. The perspectives address issues such as childhood poverty, poverty among those living alone, and



relationships between poverty and sickness and disability.

### Encouraging all to “build a society for all”

The participating organisations encourage all actors of Finnish society and all citizens to take action, be it small deeds or ambitious ventures, so as to combat poverty and social exclusion and promote social inclusion, and “build a society for all”.

The stated goal for the National Programme is to organise a wide variety of events and activities in a bid to raise awareness and influence attitudes.

*There are two theme weeks: the European theme week (wk 21) and the Finnish national theme week (wk 47).*

The activities organised during the year will include a number of centralised events, such as a national opening ceremony in Kemi on 18 February 2010 and regional theme days across the country.

National Programme website: [www.stopkoyhyys.fi](http://www.stopkoyhyys.fi)

There is also a website introducing the Finnish National Programme for the European Year for Combating Poverty and Social Exclusion. The website provides more information on the campaign as to its objectives and contents, and it also allows visitors to download campaign materials (available in Finnish and Swedish).

### Participating organisations

The National Institute for Health and Welfare (THL) will co-ordinate the activities in Finland. The other participating organisations are the Finnish Federation for Social Welfare and Health (together with European Anti-Poverty Network Finland), the Finnish Centre for Health Promotion, the Social Policy Association in Finland, and the “Kuka Kuuntelee Köyhää” network (“Who listens to the poor?”). The funding for the activities is provided by the Ministry of Social Affairs and Health and the European Union.

#### **More information:**

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Visit [www.stopkoyhyys.fi](http://www.stopkoyhyys.fi) for more information on the activities and participants.