

A shift towards well-being

FINLAND

EPW core priorities and flagships
Promoting health and well-being

WHO collaboration
Health advocacy and promotion
Partnership with the Regional Office

Finland has long embraced the well-being economy approach, including through contributions to EU Council conclusions, the Resolution on Economics and Health for All, and in its National Action Plan for the Economy of Wellbeing (2023–2025). The Regional Office has supported this process, offering technical support on the National Action Plan’s objectives and implementation through an expert group.

Through the WHO European Well-being Economy Initiative, Finland has engaged different government sectors to invest in health equity and well-being. The Regional Office provided an evidence synthesis report on the role of equitable health outcomes and well-being in economic recovery and social cohesion. It also helped to establish the New Economics Expert Group, which has been instrumental in identifying the multiplier effects of transitioning to a well-being economy. The WHO European High-level Forum on Health in the Well-being Economy has advanced the agenda for future well-being initiatives in Finland and the Region as a whole.

The impact

The collaboration produced guidance for national development work to shape Finland’s National Action Plan for the Economy of Well-being 2023-2025. The Regional Office continues to provide evidence, methodologies and tools that empower health authorities to create policies promoting social and human capital, economic inclusion, and mental well-being.

Lessons learned

- A whole-of-government approach is essential to achieve well-being.
- International collaboration is key to building political support and driving innovation.
- The public health sector is a crucial advocate and change agent in advancing welfare systems.

Donors and partners

Ministry of Health and Social Affairs



Children rowing a boat on a lake in Pargas, Finland.
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FINLAND

“Well-being is the foundation of a thriving society, and a sustainable economy is the foundation for prosperity.”

Ms Taru Koivisto, Director, Ministry of Social Affairs and Health, Finland

What’s next?

Finland will continue to implement the national action plan. Well-being indicators will soon be published and used across all government areas, embedding them into regional and local decision-making. The country will continue collaborating with the Regional Office, strengthening international cooperation to further the well-being economy agenda.