



VALTION LIIKUNTANEUVOSTO  
*Statens idrottsråd*

# Reports from Ministries on Promoting Sport and Physical Activity in Finland



PRIME MINISTER'S OFFICE  
FINLAND

**INTEREST IN PROMOTING PHYSICAL ACTIVITY**

Promoting intersectoral cooperation in central government.

**BASIC INFORMATION**

**Responsibilities**

- (1) Services to the Government
- (2) State ownership steering
- (3) Intersectoral cooperation
- (4) Finland's EU policy

**Finances**

€0.22 billion / 0.4% of the Government budget (2018).

**Personnel**

645 person-years (2019).

**Key agencies and institutions of the administrative branch**

Finnish Council of Regulatory Impact Analysis, Research and Innovation Council and Economic Council.

**MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY**

**Objectives**

- Promoting intersectoral cooperation
- Supporting the Government's decision-making

**Measures**

- Sport and physical activity as part of intersectoral cooperation (*including the promotion of sustainable development and healthy public sports facilities*)
- Promoting sport and physical activity as part of the Government's analysis, assessment and research activities (*VN TEAS*)

**Key performance indicators**

- Studies and research projects relating to sport and physical activity as part of the Government's analysis, assessment and research activities

**RESOURCES**

Estimated direct contributions:

- Financing from the Government's analysis, assessment and research activities (VN TEAS) for reports and research on sport and physical activity, approx. €0.15 million (2018)

Estimated indirect contributions:

- Promoting sport and physical activity as part of promoting an intersectoral approach (cannot be quantified)

**KEY LEGISLATION**

- Government Act
- Government Rules of Procedure

**DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)**

- Promoting an intersectoral approach to sport and physical activity
- Accounting for the perspectives of sport and physical activity with a cross-cutting approach in projects of the Government's analysis, assessment and research activities



Ministry for Foreign  
Affairs of Finland

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Promoting Finland's international status, sustainable development, equality, democracy and human rights.

### BASIC INFORMATION

#### Responsibilities

Key areas of responsibility include foreign policy and security policy, development policy and development cooperation, external economic relations and international human rights policy.

#### Budget

€1.12 billion / 2% of the Government budget (2018).

#### Personnel

The Ministry has around 880 employees and the Foreign Service around 2,330 (2018).

#### Key agencies and institutions of the administrative branch

Finland's network of foreign missions, or embassies and consulates, delegations to international organisations (EU, Council of Europe, OECD, UN organisations, NATO, WTO) and other branches.

## MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

### Objectives

- Strengthening Finland's international status
- Securing Finland's independence and territorial integrity
- Improving the security and wellbeing of people living in Finland
- Promoting sustainable development, international stability, peace, democracy, human rights, rule of law and equality

### Measures

- Fostering international cooperation through sport
- Promoting development cooperation through sport

### Key performance indicators

- No identifiable indicators

### RESOURCES

Estimated direct contributions:

- Subsidies for development cooperation projects aiming to promote sport, €0.15 million (2018)

Estimated indirect contributions:

- Contribution to promoting international cooperation through sport (cannot be quantified)

### KEY LEGISLATION

- No key legislation in terms of promoting sport or physical activity

### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Making better use of sustainable physical activity and sport as means of promoting development cooperation and issues important for Finland in the international context, including ambitious climate policy, human rights, equality and non-discrimination as well as democracy and civil society
- Enhancing a methodical and strategic approach to using sustainable sport and physical activity in international cooperation



## MINISTRY OF JUSTICE FINLAND

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Promoting social inclusion, democracy, equality and equity as well as reducing discrimination in society.

### BASIC INFORMATION

#### Responsibilities

(1) Legal order and legal protection (2) structures of democracy, and (3) citizens' fundamental rights.

#### Budget

€0.927 billion / 1.7% of the Government budget (2018).

#### Personnel

Approximately 260 person-years at the Ministry, 9,250 person-years in the administrative branch in total (2019).

#### Key agencies and institutions of the administrative branch

Courts, prosecutor's offices, enforcement offices, Office of the Ombudsman for Children, Office of the Equality Ombudsman, Office of the Non-Discrimination Ombudsman, Non-Discrimination and Equality Board, Office of the Data Protection Ombudsman and Data Protection Board, Sámi Parliament and Consumer Disputes Board.

### MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

#### Objectives

- Equal rights to participation and possibilities for exerting influence
- Modern and incentivising legal order
- High-quality legislative drafting
- A high standard of legal protection
- Fair criminal liability

#### Measures

- Coordination and development of civil society and voluntary activities (*Conditions for NGO and voluntary activities in sport and physical activity*)
- Influencing drafting; promoting consultations and the right to put forward initiatives (*inclusion in decision-making on sport and physical activity*)
- Promotion of fundamental rights, equality and non-discrimination as well as monitoring of discrimination (*equity in sport, equality and discrimination*)
- Prisoners' opportunities for participating in physical activity

#### Key performance indicators

- NGOs' and municipalities' joint bodies relevant to physical activity
- Initiatives and statements related to sport and physical activity
- Use of channels for participation and exertion of influence in the development of municipal sport services
- Promotion of equality and non-discrimination in municipalities' strategies for promoting sport and physical activity
- Number of non-discrimination and equality plans in NGOs promoting sport and physical activity
- Number of complaints related to sport and physical activity (equality and non-discrimination) and discrimination in physical activity services
- Grade for linguistic services at sports facilities

#### RESOURCES

Estimated direct contributions:

- No estimated direct investment in promoting sport and physical activity

Estimated indirect contributions:

- Indirect promotion of sport and physical activity, for example through the operating expenses of the Ministry of Justice and the authorities working in conjunction with it (cannot be quantified)

#### KEY LEGISLATION

- Constitution of Finland
- Associations Act
- Administrative Procedure Act
- Non-Discrimination Act
- UN Convention on the Rights of Persons with Disabilities
- Act on Equality between Women and Men
- Imprisonment Act

#### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Gender equality and addressing gender diversity in sport and physical activity
- Promotion of equal opportunities for participation in sport and physical activity
- Different types of harassment and discrimination in sport and physical activity
- Developing the monitoring of equity, equality and discrimination in sport and physical activity, especially at the level of practical activities
- Improving citizens' participation in decision-making on physical activity
- Enhancing good governance and developing operating models consistent with good governance in sports administration and organisations
- Active participation of NGOs promoting physical activity and sport in developing the civil society



## Ministry of the Interior Finland

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

A capable body of public servants who ensure safety and security.

### BASIC INFORMATION

#### Responsibilities

Internal security and immigration: (1) police, (2) rescue services, (3) migration, (4) border management.

#### Budget

€1.48 billion / 2.7% of the Government budget (2018).

#### Personnel

The Ministry has around 240 employees, while the administrative branch has around 15,200 in total (2019).

#### Key agencies and institutions of the administrative branch

National Police Board, Finnish Immigration Service, Finnish Border Guard, Emergency Response Centre Administration, Emergency Services College, Crisis Management Centre and Finnish Security Intelligence Service.

## MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

### Objectives

- Analysing the security environment and anticipating changes
- Prevention of insecurity caused by social exclusion
- Efficient and effective security structures and processes
- Maintaining and improving the resilience of the individual and society

### Measures

- Safety and security as an enabler of physical activity and sports (*including safety and security at events, safety and security of sports shooting and hunting*)
- Gambling and fundraising as well as legislation and supervision that enable the financing of sport and physical activity
- Role of physical activity in maintaining and promoting the functional capacity of police, rescue and border guard personnel and as part of training in these sectors

### Key performance indicators

- Safety and security experienced by the population
- Safety and security of sports and physical activity events (no information source as yet)
- Capabilities of the police, rescue service and border guard personnel

### RESOURCES

Estimated direct contributions:

- Contributions to personnel's physical activity and conditions for being active in the police, rescue and border guard sectors (cannot be quantified)

Estimated indirect contributions:

- Promotion of sport and physical activity also through other appropriations, including appropriations for police education and training (cannot be quantified)

### KEY LEGISLATION

- Lotteries Act
- Money Collection Act
- Firearms Act
- Public Order Act
- Police Act
- Rescue Act
- Border Guard Act
- Assembly Act

### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Safeguarding the preconditions for Sports shooting and hunting
- Stadium safety and security as well as monitoring of and statistics on safety and security at sports and physical activity events



## Puolustusministeriö Försvarsministeriet Ministry of Defence

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Maintaining and improving the population's (and especially conscripts') physical and mental functional capacity to meet the needs of emergency conditions and times of peace as part of maintaining military capability.

### BASIC INFORMATION

#### Responsibilities

(1) defence policy, (2) military defence, (3) coordination of comprehensive national defence, and (4) military crisis management and peace-keeping tasks.

#### Budget

€2.92 billion / 5.2% of the Government budget (2018).

#### Personnel

The Ministry of Defence has around 130 employees, while the administrative branch has around 12,800 in total (2019).

#### Key agencies and institutions of the administrative branch

Finnish Defence Forces, Construction Establishment of Defence Administration

### MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

#### Objectives

- Preventive military defence capability
- Defence policy that serves Finland's interests
- Enhancing international security
- A safe and secure society

#### Measures

- Conscripts' physical education, physical training and free-time physical activity
- Sports School: non-commissioned officers as well as national and international competitions and coaching activities
- Physical activity of Defence Forces personnel
- Promoting sport and physical activity among the rest of the population (*the Defence Forces' efforts to promote work ability and physical activity in national defence organisations*)
- Projects, research and continuing education related to sport and physical activity

#### Key performance indicators

- Conscripts' fitness tests
- Proportion of physical activity in training
- Number of conscripts' sports clubs and the number of participants/recorded performances
- Number of dropouts from military service on grounds of physical fitness
- Personnel's fitness tests
- Field fitness tests
- Fitness tests for reservists

#### RESOURCES

Estimated direct contributions:

- Approx. 60 full or part time employees in the physical activity sector and approx. 35 employees at the Sports School, around €5 million/year
- International competitions and coaching activities as well as organisation of competitions, €0.7 million/year
- Sports School's coaching activities, €0.36 million/year
- Military Finnish Championships, €0.07 million/year

Estimated indirect contributions:

- Garrisons' sports facilities and their operating costs (cannot be quantified)
- Brigades' procurement and coaching activities (cannot be quantified)
- Support for the personnel's wellbeing at work (role of physical activity, cannot be quantified)

#### KEY LEGISLATION

- Act on the Defence Forces
- Government Decree on the Defence Forces
- Conscription Act
- Act on Voluntary Military Service for Women
- Act on Voluntary National Defence
- Ministry of Defence decree on the eligibility requirements and terms of employment of military crisis management personnel

#### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Monitoring reservists' fitness levels and knowledge base
- Talking about lifestyles and improving the offer of potential support measures at call-ups
- Improving the fitness level of incoming conscripts in broad-based cooperation
- Increasing participation rates in voluntary physical activity during military service (e.g. high-quality low threshold opportunities for physical activity)
- Maintaining a good level of physical fitness after military service in reserve (e.g. talking about physical activity and physical activity advice as part of refresher courses)



## MINISTRY OF FINANCE Finland

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Safeguarding sustainable public finances.

### BASIC INFORMATION

#### Responsibilities

(1) Economic policy, (2) Taxation, (3) Financial markets, (4) Governance policy, (5) Local government affairs, (6) Public sector ICT, and (7) Government as employer.

#### Budget

€17.3 billion / 31% of the Government budget (2018).

#### Personnel

The Ministry has around 360 employees, while the administrative branch has around 12,100 in total (2019).

#### Key agencies and institutions of the administrative branch

Regional State Administrative Agencies, Local Register Offices, Government Institute for Economic Research, State Treasury, Statistics Finland, Population Register Centre as well as Government Shared Services Centre for Finance and HR, Senate Properties, HAUS Finnish Institute of Public Management, Hansel Ltd, State Pension Fund and Municipal Guarantee Board.

### MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

#### Objectives

- Growth in employment and productivity
- Customer-centred and productive public services
- Sustainability of public finances
- International participation and a successful Europe

#### Measures

- Taxation that supports sport and physical activity
- Promoting sport and physical activity as part of municipalities' basic services
- Sustainable economic policy that enables the promotion of sport and physical activity

#### Key performance indicators

- Operating expenses of sport and outdoor activity per resident incurred by municipalities
- Financing for the promotion of sport and physical activity in the Government budget

#### RESOURCES

Estimated direct contributions:

- No direct contribution to promoting sport and physical activity

Estimated indirect contributions:

- Promotion of sport and physical activity through central government transfers to local governments and appropriations, including transfers for basic public services, or EUR 8.5 billion (2018, cannot be quantified)

#### KEY LEGISLATION

- Local Government Act
- Act on Central Government Transfers to Local Government for Basic Public Services
- Income Tax Act
- Value Added Tax Act

#### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Tax policy that promotes an active lifestyle, sport and physical activity, including harmonisation and development of VAT rates (in addition to health and wellbeing services subject to VAT at zero per cent, a single VAT rate to cover all physical activity services would be introduced, the level of which would encourage physical activity)
- Safeguarding appropriations for physical activity in the Government budget and improving cross-administrative financing for promotion of physical activity



Ministry of  
Education  
and Culture

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Intrinsic value of physical activity and its instrumental value in supporting education, learning and inclusion; sport and physical activity as part of a meaningful life.

### BASIC INFORMATION

#### Responsibilities

(1) Early childhood education and care, (2) education and training, (3) financial aid for students, (4) science, (5) art and culture, (6) copyrights, (7) sport and physical activity, (8) youth work, (9) libraries, and (10) religious affairs.

#### Budget

€6.69 billion / 12% of the Government budget (2018).

#### Personnel

Approximately 260 employees at the Ministry and 2,500 employees in the administrative branch in total.

#### Key agencies and institutions of the administrative branch

National Archives, National Audiovisual Institute, Institute for the Languages of Finland, National Board of Antiquities, Celia – the national centre for accessible literature and publishing in Finland, Finnish National Agency for Education, Matriculation Examination Board, central government's educational institutions, Student Financial Aid Appeal Board, Academy of Finland, Arts Promotion Centre, Central Arts Council and national arts councils as well as the Regional State Administrative Agencies and Centres for Economic Development, Transport and the Environment in tasks related to education services.

### MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

#### Objectives

- Better knowledge, skills and competence for all
- Creative, inquiry-based and responsible action that renews society
- Equal opportunities for a meaningful life

#### Measures

- General leadership, coordination and development of sport policy as well as creation of general preconditions in central government (*municipalities, civil participation, building of sports facilities, sports training centres, research and communities of the sector, high-performance sports, active lifestyles, equality and non-discrimination as well as international activities*)
- Promotion of physical activity, physical activity in early childhood education and care, general education, vocational education and training, higher education and research; students' physical activity
- Promotion of physical activity as part of youth work
- Promotion of creative and expressive sports, including circus, dance and parkour
- Dissemination of information about sport and physical activity at libraries

#### Key performance indicators

- Proportions of those who accumulate the recommended amount of physical activity as well as physical functional capacity in different population and age groups
- Operating costs and investments of municipalities' sports services, physical activity in municipalities' strategies
- Number of those involved in civic participation related to physical activity/population
- Measures that increase physical activity in early childhood education and care, basic education and secondary level education
- Physical activity in higher education institutions' strategies
- Number of those with a degree in sports and exercise fields, the volume and quality of research
- Non-discrimination and equality plans in organisations promoting physical activity and discrimination in sport and physical activity

### RESOURCES

Estimated direct contributions:

- Central government appropriations for sport and physical activity €173.4 million (2018)

Estimated indirect contributions:

- Promotion of sport and physical activity is integrated in numerous other appropriations and grants of the Ministry of Education and Culture, including central government transfers to local government and discretionary government transfers for early childhood education and care, primary and lower secondary education, morning and afternoon activities, schools' club activities, vocational education and training, liberal adult education and municipalities' youth work as well as central government transfers for higher education institutions' activities (cannot be quantified).

### KEY LEGISLATION

- Constitution of Finland
- Act and Decree on the Promotion of Sports and Physical Activity
- UN Convention on the Rights of Persons with Disabilities, Non-Discrimination Act, Act on Equality between Women and Men
- Early Childhood Education and Care Act, Basic Education Act, General Upper Secondary Schools Act, Vocational Education and Training Act, Polytechnics Act, Universities Act and Act on Liberal Adult Education
- Youth Act
- Local Government Act, Municipal Cultural Activities Act and Associations Act
- Land Use and Building Act

### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Population's physical inactivity and polarisation in sports and physical activity
- Status of physical activity as a basic public service provided by municipalities
- Promoting an operating culture with a positive attitude towards physical activity at all stages from early childhood education and care to higher education institutions
- Accessibility of physical activity environments, repair backlog and lack of exercise facilities in the busiest areas
- Equality, non-discrimination and ethics in sport, exercise and physical activity
- Cross-administrative promotion, coordination and impact assessment of sport and physical activity
- Fragmentation of information relevant to sport and physical activity, insufficient knowledge base and utilisation of information in policy-making



Ministry of Agriculture and Forestry of Finland

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Promoting the viability of rural areas, human wellbeing (especially in rural areas) and sustainable use of natural resources.

### BASIC INFORMATION

#### Responsibilities

(1) Agriculture and horticulture, (2) rural development, (3) forestry, (4) fisheries, game management and reindeer husbandry, (5) food, (6) safety and quality of production goods for agriculture; animal health and welfare and plant health, (7) land survey, and (8) water supply.

#### Budget

€2.7 billion / 4.8% of the Government budget (2018).

#### Personnel

The Ministry has around 250 employees, while the administrative branch has around 4,200 in total (2019).

#### Key agencies and institutions of the administrative branch

Finnish Food Authority, Natural Resources Institute Finland, National Land Survey of Finland, Finnish Wildlife Agency, Metsähallitus, Finnish Forestry Centre, Finnish Environment Institute and the Centres for Economic Development, Transport and the Environment.

## MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

### Objectives

- Responsible and renewing food system
- Renewing and sustainable natural resources economy
- Wide range of business activities and successful rural areas, multilocality and networks
- Reliable geospatial, real estate and housing company data with a broad range of uses

### Measures

- Promoting the recreational use of nature, active nature hobbies and nature tourism as well as research
- Projects promoting physical activity in the Rural Development Programme for Mainland Finland and 4H activities
- Promotion of the equine industry and equestrian sports
- Development of natural resources, real estate and geospatial data (*including maps and map services for sport and physical activity*)

### Key performance indicators

- Visitor numbers to hiking areas
- Number of participants in free-time fishing, hunting, and berry and mushroom picking
- Numbers of hunting and fishing permits
- Number of Rural Development Fund projects aiming to promote sport and physical activity and their value in euros
- Number of participants in equestrian sports
- Number of equine industry companies, jobs created and turnover

### RESOURCES

Estimated direct contributions:

- Rural Development Fund support for projects aiming to promote physical activity, approx. €10–12 million/year (total of public financing)
- Allocation to Metsähallitus for promoting the recreational use of nature and nature tourism, € 5.8 million (2019)
- Budget item financing for Wildlife Service Finland EUR 0.55 million/year

Estimated indirect contributions:

- Government support for 4H activities €3.9 million (2019)
- For promoting the equine industry €40.2 million (2019)
- For land survey and data warehouses (incl. maintenance and development of geospatial data and maps etc.), €55.6 million (2019)

### KEY LEGISLATION

- Act on Support for Rural Development
- Government decree on support for rural project activities
- Act on Metsähallitus
- Fishing Act
- Hunting Act

### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Fragmented administration and lack of coordination in outdoor exercise and recreational use of nature
- Participation in hunting and fishing (number of participants and times participated), as well as the ageing and gender division of participants
- Promoting regional equality in physical activity services and possibilities
- Sporadic offer of nature tourism services, customer-oriented marketing, and inconsistency and inadequacy of the knowledge base
- Safeguarding the operating conditions for diverse equine industry and equestrian sports as well as possibilities for participation
- Development of information production, compilation and sharing as well as different services related to outdoor activities, recreational use of nature and active nature hobbies



## LMV MINISTRY OF TRANSPORT AND COMMUNICATIONS

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Sustainable mobility and wellbeing of people.

#### BASIC INFORMATION

##### Responsibilities

(1) Mobility, communication and transport services, (2) information security and data protection, utilisation of data, traffic safety and automation, and (3) transport and communications networks as well as energy and environmental issues related to transport and communications.

##### Budget

€3.5 billion / 6.2% of the Government budget (2018).

##### Personnel

The Ministry has around 140 employees, while the administrative branch has around 2,200 in total (2018).

##### Key agencies and institutions of the administrative branch

Finnish Transport and Communications Agency Traficom, Finnish Transport Infrastructure Agency, Finnish Meteorological Institute, Traffic Management Finland Group and Finnish Broadcasting Company, which is under the direct control of Parliament.

### MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

#### Objectives

- Legislation that enables the development of new services
- Maintaining wellbeing; creating sustainable growth and national competitive advantage through innovative services
- Enabling the utilisation of data in the development of new services and business
- Transport and communications networks that enable society's development and renewal

#### Measures

- Promoting and improving the conditions for walking and cycling (*maintenance and building of pedestrian ways and cycle paths, mobility management etc.*)
- Developing public transport (*also increases the use of active modes of travel*)
- Televising sports events of societal significance

#### Key performance indicators

- Modal split and traffic volumes of walking, cycling and public transport
- Lengths of cycle paths, winter maintenance of pedestrian ways and cycle paths
- Citizens' satisfaction with conditions for walking and cycling
- Number of programmes, strategies and similar for promoting cycling in municipalities
- Cycling routes to key commercial services and leisure activities
- Fatalities and serious injuries sustained by pedestrians and cyclists in road traffic

#### RESOURCES

Estimated direct contributions:

- Central government subsidies for mobility management, €0.9 million (2018)
- Investment aid for walking and cycling, €3.5 million (2018)

Estimated indirect contributions:

- For maintenance and building of pedestrian ways and cycle paths, approximately €38–43 billion per year
- Central government subsidies for promoting road traffic safety work EUR 9.1 million (2019)

#### KEY LEGISLATION

- Road Traffic Act
- Act on Transport Services
- Act on the Traffic System and Highways
- Act on the Maintenance, Cleaning and Clearing of Public Areas
- Land Use and Building Act
- Information Society Code and Government decree on television and radio operations

#### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Developing the conditions and possibilities for sustainable and active modes of travel, compact cities and co-location of services
- Accessibility of sports facilities and conditions for physical activity by means of sustainable modes of travel, developing mobility and physical activity with an integrated approach
- Developing economic policy instruments that encourage walking and cycling, for instance when commuting
- Developing resource allocations to walking and cycling and the impact assessment of measures
- Accessibility level of public transport and sufficiency of transport services, for example for leisure activities of persons with disabilities
- Promotion of digitalisation, automation and new mobility services
- Including women's most important high-level tournaments and Paralympics in the list of televised sports events of societal significance



## Ministry of Economic Affairs and Employment of Finland

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Promoting growth and employment as well as the working age population's and immigrants' functional capacity and wellbeing.

### BASIC INFORMATION

#### Responsibilities

(1) Operating environment for entrepreneurship and innovation, (2) a well-functioning labour market and workers' ability to find employment, (3) regional development, (4) energy policy, and (5) integration of immigrants.

#### Budget

€3.01 billion / 5.4% of the Government budget (2018).

#### Personnel

Approximately 390 employees at the Ministry and 7,400 in the administrative branch in total.

#### Key agencies and institutions of the administrative branch

Centres for Economic Development, Transport and the Environment, TE Offices, Energy Authority, Geological Survey of Finland, National Emergency Supply Agency, Business Finland, Finnish Competition and Consumer Agency, Finnish Patent and Registration Office, Finnish Safety and Chemicals Agency, Finnvera, Tesi, VTT Technical Research Centre of Finland and Finnish Minerals Group.

### MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

#### Objectives

- A competitive Finland
- A renewing innovation system
- Positive development in employment, unemployment and economic growth
- Growing public investments in energy technology development

#### Measures

- Business and innovations in the physical activity and wellbeing sector, sports and wellbeing tourism
- Role of physical activity in the development of working life (wellbeing at work), integration of immigrants and non-military service
- Physical activity as part of regional development and projects aiming to promote physical activity financed from the European Union's Structural Funds (European Regional Development Fund and European Social Fund)

#### Key performance indicators

- Turnover and job creation in the physical activity business
- Business support and financing received by physical activity businesses (Finnvera and Centres for Economic Development, Transport and the Environment)
- Number of Structural Funds projects aiming to promote sport and physical activity and their value in euros
- Adult population's self-reported work ability in relation to the physical requirements of work
- Supporting personnel's physical activity

#### RESOURCES

Estimated direct contributions:

- Support for sport and physical activity businesses, €2.7 million (2018)
- Support for innovation in sport and physical activity, approx. €3 million (estimate)
- Support for international operations of businesses in the field of sport and physical activity, projects related to winter sports in China and a pavilion at Tokyo Olympics 2020, €0.32 million (2019)
- As part of Tourism 4.0 action programme, €0.6 million allocated to promoting sports tourism (2018–2019)
- EU Structural Funds support for projects promoting sport and physical activity, approx. €14 million (2018)
- Special discretionary government transfer for supporting immigrant integration in sports organisations, €0.15 million (2018)
- Physical education and measures promoting physical activity at the Centre for Non-Military Service, €0.1 million (estimate)

Estimated indirect contributions:

- Promotion of sport and physical activity through the Ministry's other budget appropriations, such as financing sport and physical activity businesses (Finnvera), €23 million

#### KEY LEGISLATION

- Occupational Safety and Health Act
- Act on the Promotion of Immigrant Integration
- Act on Regional Development and the National Management of Structural Funds Projects
- Non-Military Service Act

#### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Developing the knowledge base, statistics and anticipation of sport and physical activity sector businesses
- Harmonising VAT rates in the sport and physical activity sector and developing them to support physical activity
- Better identification of and support for business opportunities in the sport and physical activity sector, strategic development of the sector and investments in supporting internationalisation
- Improving the status of physical activity as part of developing wellbeing at work
- Equal and non-discriminatory accessibility of private sport and physical activity services for different population groups
- Broad-based attention to physical activity and sport as part of regional development and the EU's Structural Funds programmes



## MINISTRY OF SOCIAL AFFAIRS AND HEALTH

### INTEREST IN PROMOTING PHYSICAL ACTIVITY

Promoting people's health and wellbeing.

### BASIC INFORMATION

#### Responsibilities

(1) Supporting health and welfare, (2) social and health services, (3) social insurance (pension, health and unemployment insurance), (4) private insurance, (5) occupational health and safety and wellbeing at work, and (6) gender equality.

#### Budget

€14.83 billion / 27% of the Government budget (2018).

#### Personnel

The ministry has around 440 employees, while the total scope of the administrative branch is around 3,500 person-years (2019, does not include the Finnish Institute for Health and Welfare).

#### Key agencies and institutions of the administrative branch

Finnish Medicines Agency, National Supervisory Authority for Welfare and Health, Radiation and Nuclear Safety Authority, Finnish Institute for Health and Welfare, Finnish Institute of Occupational Health, Social Security Appeal Board, Alko Inc., Finnish Centre for Pensions, Social Insurance Institution of Finland, Finnish Work Environment Fund and Employment Fund.

### MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

#### Objectives

- Active inclusion of people
- Integrated services and benefits
- A safe and healthy living and working environment
- Sustainable financing
- Wellbeing in the face of the transformation of work

#### Measures

- Intersectoral promotion of physical activity that promotes health and wellbeing (*TEHYLI*)
- Sport and physical activity as part of promoting functional capacity and work ability (*Funding Centre for Social Welfare and Health Organisations STEA's grants for NGOs in the social and health care sector, Finnish Institute of Occupational Health's measures, improvement of older persons' functional capacity*)
- Sport and physical activity as part of lifestyle interventions, prevention and treatment of illnesses and rehabilitation (*physical activity counselling and service chains, education in sports and exercise medicine, research in the population's physical activity levels etc.*)
- Promotion of sport and physical activity as part of social services (*physical activity as part of housing and transport services, personal assistance etc.*)
- Supporting incomes in the context of physical activity and sport (*incl. professional athletes' social security*)

#### Key performance indicators

- Proportions of those who accumulate the recommended amount of physical activity in different population and age groups
- Self-reported functional capacity restrictions of children and young people as well as the adult population
- Adult population's fitness in terms of endurance and muscular strength; sedentary behaviours and physical activity
- Adult population's self-reported work ability and coping at work until retirement
- Supporting personnel's physical activity
- Cross-administrative working groups on promoting physical activity (in municipalities)
- Status of physical activity counselling in municipalities

#### RESOURCES

Estimated direct contributions:

- Annual support for the UKK Institute, €0.9 million
- Support through an appropriation for health promotion for projects that include physical activity, €0.4 million/year (estimate)
- Support for the Funding Centre for Social Welfare and Health Organisations STEA, including physical activity, €14 million

Estimated indirect contributions:

- Promotion of sport and physical activity is part of many other appropriations and grants of the Ministry of Social Affairs and Health, including appropriations for the activities of the Finnish Institute for Health and Welfare and the Finnish Institute of Occupational Health as well as appropriations for social services (cannot be quantified)

#### KEY LEGISLATION

- Constitution of Finland, Non-Discrimination Act and Act on Equality Between Women and Men
- Health Care Act and Social Welfare Act
- Act on Supporting the Functional Capacity of the Older Population and on Social and Health Services for Older Persons
- Act on Services and Assistance for the Disabled
- Act on Special Care for Persons with Intellectual Disabilities
- Occupational Health Care Act and Occupational Safety and Health Act

#### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Making better use of physical activity as a tool in social welfare and health care
- Promoting sport and physical activity as part of maintaining the working-age population's functional capacity
- Developing service chains for physical activity counselling in cooperation with physical activity, social and health care actors in municipalities, occupational health care services, NGOs and individual actors' physical activity services
- Promotion of sport and physical activity as part of social services, including sufficiency of transport and personal assistant services for persons with disabilities as well as assistive devices for participating in physical activity



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

#### INTEREST IN PROMOTING PHYSICAL ACTIVITY

A high level of human welfare in a healthy environment.

#### BASIC INFORMATION

##### Responsibilities

(1) Communities and land use, (2) the built environment, (3) housing, (4) nature conservation, biodiversity and sustainable use of natural resources, and (5) environmental protection.

##### Budget

€0.18 billion / 0.3% of the Government budget (2018).

##### Personnel

The Ministry has around 240 employees, while the administrative branch has around 800 in total (2019).

##### Key agencies and institutions of the administrative branch

Finnish Environment Institute, Housing Finance and Development Centre of Finland. Through its work, the ministry also guides the Centres for Economic Development, Transport and the Environment, the Regional State Administrative Agencies and Parks & Wildlife Finland.

#### MEASURES TO PROMOTE SPORT AND PHYSICAL ACTIVITY

##### Objectives

- Sustainable urban development
- A good environment and diverse nature
- A carbon-neutral circular economy society

##### Measures

- Promotion of outdoor activities, recreational use of nature, nature-based tourism, everyman's right as well as research
- Steering of land use planning and participating in the development of transport systems and mobility
- Directing the planning of construction (*incl. construction of accessible facilities for physical activity*)
- Direction of housing (*incl. living environments that support older persons' mobility*)
- Nature conservation (*indirectly creates possibilities for outdoor activities, recreational use of nature and active nature hobbies*)
- Environmental protection (*physical activity as a way of mitigating climate change; emissions from physical activity*)

##### Key performance indicators

- Participation in outdoor activities by activity group
- Modal split and traffic volumes of walking and cycling
- Average length of commutes and cycling routes to key services
- Number of recreation and hiking areas, their surface areas and accessibility
- Number of visits to nature conservation areas, distance covered using active modes of travel, and the mode of transport
- Number of accessible nature trails
- Accessibility of the living environment and sports facilities
- Energy consumption of swimming pools and ice hockey rinks
- Sustainable use of nature attractions

#### RESOURCES

Estimated direct contributions:

- Allocation for the recreational and tourism use of nature (Metsähallitus), €14.1 million/year
- Research and development projects on the recreational use of nature etc., approx. €80,000/year
- Discretionary grants to municipalities for purchases of recreation areas €100,000/year

Estimated indirect contributions:

- Indirect promotion of the recreational use of nature and physical activity, for example through the operating expenses of the Ministry of the Environment and many authorities working in conjunction with it (cannot be quantified)

#### KEY LEGISLATION

- Outdoor Recreation Act
- Act on Metsähallitus
- Land Use and Building Act
- Land Use and Building Decree
- Nature Conservation Act
- Environmental Protection Act
- Water Act

#### DEVELOPMENT NEEDS (DETERMINED BY THE NATIONAL SPORTS COUNCIL)

- Developing the administration, coordination, cooperation, communication, resource allocations and strategic approach related to outdoor activities and the recreational use of nature
- Paying more attention to sufficient, accessible and high-quality recreation areas and nature attractions in land use and zoning, and using sustainable modes of transport to access services and sports facilities
- Taking into account the needs of active modes of travel, developing the conditions for them, and developing mobility and physical activity as a whole
- Improving the accessibility of living environments and preconditions for physical activity as well as building up knowledge and understanding
- Providing more sports facilities in areas of high demand and developing diversity and flexibility
- Building up the knowledge base and understanding of the environmental impacts of physical activity



VALTION LIIKUNTANEUVOSTO  
*Statens idrottsråd*

# Reports from Ministries on Promoting Sport and Physical Activity in Finland

Only a small number of Finnish people engage in sufficient physical activity to keep them healthy. Physical inactivity not only affects individuals' wellbeing and quality of life but also has large-scale impacts on different sectors of society (including social and health care expenditure, work ability and military performance).

Physical inactivity is a multidimensional societal phenomenon which does not respect the boundaries of administrative branches. The central government consists of 12 ministries, including the agencies and institutes subordinate to them. In practice, the decisions and actions of all ministries influence the population's engagement in sport and physical activity. Should we really wish to intervene in the population's physical inactivity, social, health care, education, environmental and transport policy instruments alike will be needed.

The National Sports Council has prepared the Reports from Ministries on Promoting Sport and Physical Activity in cooperation with the different ministries. The reports describe each ministry's interest, objectives, measures, resources, indicators, key legislation and essential development areas related to promoting sport and physical activity. An attempt has been made to use concepts compatible with each administrative branch's specific terminology in the reports. Responsibility for the information and views presented in the reports rests with the National Sports Council. The reports were published in June 2019.

The reports seek to build understanding and knowledge of different administrative branches' actions and interests in promoting sport and physical activity. Additionally, they create preconditions for the National Sports Council's increasingly extensive tasks of evaluating government's measures related to sport and physical activity.

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**Inquiries:**

[www.liikuntaneuvosto.fi](http://www.liikuntaneuvosto.fi)