

Autonomous and dynamic civil society for all

Advisory Board on Civil Society Policy (KANE)
Strategy 2022–2026



Publications of the Ministry of Justice, Operations and administration
2022:5

Autonomous and dynamic civil society for all

Advisory Board on Civil Society
Policy (KANE) Strategy 2022–2026

Ministry of Justice, Finland, Helsinki 2022

Publication distribution

**Institutional Repository
for the Government
of Finland Valto**

julkaisut.valtioneuvosto.fi

Publication sale

**Online bookstore
of the Finnish
Government**

vnjulkaisumyynti.fi



**Advisory Board on
Civil Society Policy**

Ministry of Justice, Finland

This publication is copyrighted. You may download, display and print it for Your own personal use. Commercial use is prohibited.

ISBN pdf: 978-952-400-398-8

ISSN pdf: 2490-208X

Layout: Government Administration Department, Publications

Helsinki 2022 Finland

Autonominen ja elinvoimainen kansalaisyhteiskunta kaikille Kansalaisyhteiskuntapolitiikan neuvottelukunta KANEn strategia 2022–2026

| | | | |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|
| Oikeusministeriön julkaisu, Toiminta ja hallinto 2022:5 | | Teema | Toiminta ja hallinto |
| Julkaisija | Oikeusministeriö | | |
| Toimittaja/t | Maria Wakeham-Hartonen, Liisa Männistö, oikeusministeriö | | |
| Yhteisötekijä | Kansalaisyhteiskuntapolitiikan neuvottelukunta | | |
| Kieli | englanti | Sivumäärä | 31 |
| Tiivistelmä | <p>Kansalaisyhteiskuntapolitiikka vaikuttaa erityisesti kansalaisyhteiskunnan toimintaedellytysten toimivuuteen, osallistumisoikeuksien toteutumiseen sekä hallinnon avoimuuteen ja vuorovaikutteisuuteen, joita tulee kehittää strategisesti ja ylivaalikautisesti. Kansalaisyhteiskunnan vahvistaminen tukee YK:n kestävän kehityksen tavoitteiden toteutumista samoin kuin suomalaisen demokraatiapolitiikan tavoitteita.</p> <p>Tämän strategian tarkoituksena on kirkastaa kansalaisyhteiskunnan tilaa ja tulevaisuutta koskevat muutosalueet ja tavoitteet, joiden edistäminen muodostaa kansalaisyhteiskuntapolitiikan neuvottelukunta KANEn työn ytimen tulevina vuosina.</p> <p>Polkua on viitoittanut aiempien neuvottelukuntien toiminta ja tämän strategian luomiseksi KANEn jäsenistöltä kerätyt ideat sekä erilaiset laajat kansalaisyhteiskunnan tilaa koskevat arvioinnit ja tutkimukset ja keskustelut.</p> | | |
| Asiasanat | demokratia, kansalaisyhteiskunta, kansalaisjärjestöt, yhdistykset | | |
| ISBN PDF | 978-952-400-398-8 | ISSN PDF | 2490-208X |
| Asianumero | VN/13753/2021 | | |
| Julkaisun osoite | https://urn.fi/URN:ISBN:978-952-400-398-8 | | |

Ett autonomt och livskraftigt medborgarsamhälle för alla Delegationen för medborgarsamhällspolitik KANE:s strategi 2022–2026

| | | | |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------|
| Justitieministeriets publikationer, Verksamhet och förvaltning 2022:5 | | Tema | Verksamhet och förvaltning |
| Utgivare | Justitieministeriet | | |
| Redigerare | Maria Wakeham-Hartonen, Liisa Männistö, Justitieministeriet | | |
| Utarbetad av | Delegationen för medborgarsamhällspolitik | | |
| Språk | engelska | Sidantal | 31 |
| Referat | <p>Medborgarsamhällspolitiken inverkar särskilt på verksamhetsförutsättningarna för det civila samhället, på förverkligandet av rätten till medborgardelaktighet och på hur öppen förvaltningen är och hur växelverkan fungerar. Dessa ska utvecklas strategiskt och över valperioderna. Ett starkare civilt samhälle bidrar till genomförandet av FN:s mål för hållbar utveckling och stöder den finska demokratipolitikens mål.</p> <p>Syftet med denna strategi är att belysa förändringsområden och målsättningar som gäller medborgarsamhällets nuläge och framtid. Främjandet av dessa utgör kärnan i delegationens för medborgarsamhällspolitik KANE:s arbete under de närmaste åren.</p> <p>De tidigare delegationernas verksamhet och idéerna som samlats in av KANE:s medlemmar för att skapa strategin har fungerat som vägvisare, liksom också olika omfattande utvärderingar, undersökningar och diskussioner om medborgarsamhällets status.</p> | | |
| Nyckelord | demokrati, medborgarsamhälle, medborgarorganisationer, föreningar | | |
| ISBN PDF | 978-952-400-398-8 | ISSN PDF | 2490-208X |
| Ärendenr. | VN/13753/2021 | | |
| URN-adress | https://urn.fi/URN:ISBN:978-952-400-398-8 | | |

Contents

| | |
|---------------------------------------------------------------------------------------------------------------|-----------|
| Foreword | 7 |
| 1 Introduction | 9 |
| 2 Purpose and tasks of Advisory Board for Civil Society Policy (KANE)..... | 10 |
| 3 Changes in the operating environment underlying KANE's strategy | 12 |
| Autonomous, dynamic civil society and democracy need each other | 13 |
| New types and challenges of inclusion | 14 |
| Agility and ability to cooperate are the superpowers of organisations | 15 |
| 4 KANE's main objectives for 2022–2026 and implementation of KANE strategy | 17 |
| Safeguard and strengthen the autonomy and dynamism of associations and other civil society actors | 17 |
| Develop interaction and partnership between public administration and civil society | 18 |
| Promote equal participation for all..... | 19 |
| References | 21 |
| Appendices | 22 |
| Appendix 1: Composition of the Advisory Board on Civil Society Policy 2022–2026 (1st of September 2022) | 22 |
| Appendix 2: Communication plan of the Advisory Board on Civil Society Policy 2022–2026 | 25 |

Foreword

The Advisory Board on Civil Society Policy (KANE) is starting its fourth term of office (2022–2026) in a situation characterised by rapid, unpredictable change, both nationally and internationally. The situation changes the operating conditions of civil society and the expectations for its activities as well as the modes of operation and dynamics of the civil society itself. The pace and impacts of change seem to be difficult to predict. In the changing operating environment and in the middle of various crises, KANE's new strategy emphasises the role of autonomous, dynamic and inclusive civil society in a functioning democracy. The objective is similar with the goals of the previous advisory board (2017–2021), which underscores the values and long-term nature of the civil society policy pursued.

Furthermore, a dynamic civil society has a visible role and its own voice in decision-making. KANE considers the dialogue and cooperation between the general government and civil society even more important than before. Both of them must be promoted at all levels – locally, regionally and nationally. Especially now, when the new well-being services counties are about to start their operation, it is important to identify the civil society actors, both in the well-being services counties and municipalities. When the system of granting public funding and central government transfers is changed, one of the key principles must be to strengthen the autonomy, vitality and inclusion of organisations.

Increasing inclusion means that the modes of operation within civil society will also change. The civil society actors have an important role in making the voices of new groups, especially those in vulnerable and marginalised positions, heard both in relation to the general government and within civil society. A genuinely multivoiced, autonomous and dynamic civil society strengthens the crisis tolerance of the whole society.

The Advisory Board on Civil Society Policy strategy was prepared in an interactive process, and the advisory board adopted the new strategy in its meeting in June 2022. It was decided that the strategy would be published at the same time with the objectives for the government programme KANE has been preparing, since their messages support each other. The Finnish civil society is traditionally strong, and we need to secure its operating conditions in the future as well. Societal change is a collaborative effort, created as a sum of joint actions, but it also requires time, will and resources.

Kristiina Kumpula
Secretary General of the Finnish Red Cross
Chair of the Advisory Board on Civil Society Policy

October 2022

1 Introduction

Civil society policy has a particular impact on how well civil society can function, how the citizens' right to participate is realised and how openly and interactively the public administration operates. All these areas should be developed in a strategic manner across electoral terms. Strengthening civil society supports the implementation of the UN Sustainable Development Goals and the objectives of Finland's democracy policy.

The purpose of this strategy is to clarify the areas of change and objectives concerning the state and future of civil society, the promotion of which will constitute the core of the work to be done by the Advisory Board on Civil Society Policy (KANE) in the coming years.

The way for KANE's activities has been paved by the operations of the previous advisory boards and the ideas collected from the members of KANE for creating this strategy, as well as various extensive assessments, studies and discussions on the state of civil society.¹

¹ Ruuskanen, Jousilahti & Faehnle (2020). [Kansalaisyhteiskunnan autonomia haastettuna](#) (in Finnish; The autonomy of civil society under a challenge); European Commission (2021). [Rule of law report 2021](#); OECD (2021). [Civic Space Scan on Finland](#)

2 Purpose and tasks of Advisory Board for Civil Society Policy (KANE)

The Advisory Board for Civil Society Policy (KANE)², set by the Ministry of Justice for a four-year term at a time, operates under the auspices of the Ministry of Justice. KANE's tasks include promoting the interaction between administration and civil society and enhancing the operating conditions for civil society.

The Advisory Board on Civil Society Policy's tasks are based on Government decree (269/2007):

- 1) Promote cooperation and interaction between civil society and authorities;
- 2) Monitor changes in the operational environment of civil society as well as developments internationally and in the European Union;
- 3) Make initiatives, propositions and give statements to develop areas important for civil society policy;
- 4) Evaluate the ministries' NGO strategies and citizen consultation procedures;
- 5) Monitor the consistency and predictability of public decisions concerning NGOs and take initiative in developing them;
- 6) Take initiative for Finland's national and international policy regarding NGOs;
- 7) Initiate survey, research and development projects, promote research activities, utilise research results, and report on the results of these projects and studies.

² [Government Decree on the Advisory Board on Civil Society Policy \(269/2007\)](#) (in Finnish) and [Amendment to section 3 \(1285/2011\)](#) (in Finnish).

The advisory board consists of representatives of civil society, research, business sector, ministries and other public agencies. The Government appointed KANE for its fourth four-year term of office on 27 January 2022³. The Advisory Board is chaired by Kristiina Kumpula, Secretary General of the Finnish Red Cross, and vice-chaired by Virpi Dufva, Executive director of the Union for Senior Services.

³ [Government Decision on the composition of the Advisory Board on Civil Society Policy for the mandate period from 27th of Jan. 2022 to 26th of Jan. 2026 \(OM/2022/5\) \(in Finnish\)](#)

3 Changes in the operating environment underlying KANE's strategy

- Global megatrends (e.g., ageing, population diversification, segregation of regions, digitalisation);
- Impacts of global crises (climate crisis, biodiversity loss, coronavirus pandemic, war in Ukraine);
- Increasing authoritarianism and instability in the world, declining democracies, narrowing of civic space and autonomy;
- Increasing antagonism and polarisation, growing mistrust in the problem-solving capacity of political systems;
- Increase in cyber threats and misinformation;
- Change in civic activity, increase in informal and online activities;
- Diversification of civil society, rising individualism;
- Unpredictability of public funding for organisations and increasing steering by funding providers;
- Focusing responsibility requirements (transparency, accountability, non-discrimination) increasingly to civil society actors as well;
- Increasing inequality of participation and exclusion in many sectors of society.

Autonomous, dynamic civil society and democracy need each other

The importance of autonomous⁴ and dynamic civil society for a functioning democracy becomes emphasised, as civil society acts as a counterforce to the rise of authoritarian and unstable regimes in the world, which highlights the need of liberal democracy and a functioning rule of law. Civil society prospers in democratic constitutional states. At the same time, its critical, diverse activities that create new knowledge strengthen democracy. The strength of Finnish society lies in effective cooperation between civil society and public administration, which is based on recognising the autonomy of associations and through which also new ways of doing things may emerge to promote democracy.

In international comparisons measuring democracy and the rule of law as well as the implementation of fundamental and human rights, Finland ranks among the top countries, and the relevant Finnish legislation has gained international praise. Finland's civic space is rated as being open. In Finland, people's trust in authorities and civil society has remained high, even though it varies between population groups.⁵ The exclusion and discrimination of different population groups should be combated by strengthening their opportunities to participate and ensuring that everyone can keep up with society and the development.

A large share of organisations consider that they have an open connection with authorities and decision-makers. It is more common in small organisations than in large ones for the representatives to feel that they do not have the opportunity to participate and influence⁶. According to studies on environmental legislation, for example, to have any real chance of influencing, the organisations should know at what point it is possible to influence matters.⁷ It has been considered necessary to increase the transparency and partnership of policy processes and timely participation. For example, the OECD has recommended that, to strengthen people's trust, Finland set up regular dialogue between government and citizens, increase transparency in public

⁴ Most often, the concept of organisational autonomy is used for referring to the legal basis of the activities of ideological associations, the freedom of association, essentially characterised by autonomy, the right of associations to decide on the content of their rules and to make their own decisions (Halila, 2016).

⁵ [CivicsMonitor](#) (19 Jan. 2022)

⁶ [CivicsMonitor](#) (19 Jan. 2022)

⁷ Viljanen et al (2014). [Miten ympäristöperusoikeus toteutuu?](#) (In Finnish; How are environmental basic rights and liberties realised?) Ministry of the Environment, University of Tampere and the Northern Institute for Environmental and Minority Law

administration and decision-making, develop processes for participation and influence, and involve citizens in the preparation of policy alternatives.

People are concerned about civic space also in Europe. For example, the European Commission, the European Union Agency for Fundamental Rights and Civicus have highlighted diverse challenges faced by NGOs. The challenges are related to, for example, exercising the freedom of association, the freedom of assembly and the freedom of expression, threats experienced by civil society actors and the resources available, such as funding. Many parties have also considered the impacts of colonialism and the racism remaining an undissolved issue a burden for Europe. The coronavirus pandemic was seen to strengthen some of the trends of decline in democracy and participation, which have been used for limiting the democratic rights and liberties of individuals.⁸

New types and challenges of inclusion

Finland has an extensive and robust civil society field with NGOs acting as a key arena for participation and influence. Participation in organisational and voluntary activities enhances people's well-being in many ways. It has been evident for some time now that the active participation of the members of traditional organisations and volunteers is decreasing, while there has been an increase in participation and influencing through short-term and isolated actions, especially online. Even though the elderly today tend to have increasingly improved functional capacity, the digital divide can cause exclusion.

One of the challenges of the Finnish civil society is related to participation accumulating to those already active.⁹ Polarisation, transgenerational social exclusion and the accumulation of exclusion also leave population groups and parts of them outside civil society activities. This is a complex challenge affecting several policy areas, the tackling of which requires cross-administrative cooperation and structures that take into account the different actors and their opportunities to participate.

The accumulation of participation also means the accumulation of civic competence. Democracy, the strengthening of human rights skills and media education skills

⁸ FRA (2021). [Protecting civic space in the EU](#); European Commission (2020). [European Democracy Action Plan](#)

⁹ e.g., Grönlund & Wass eds. (2016). [Poliittisen osallistumisen eriytyminen: Eduskuntavaalitutkimus 2015](#) (in Finnish with English abstract and foreword; The Differentiation of Political Participation – Finnish National Election Study 2015)

should be consistently incorporated into curriculum work in schools and educational institutions as well as cooperation done with schools and civil society.

It requires leadership aimed at creating space and fostering confidence building to take account of democracy, inclusion, interaction and the operating conditions of civil society and to build trust. It also increases the need for interaction and dialogue between the public administration and civil society.

When moved online, the conversations increasingly take place between like-minded people, which diminishes understanding between different groups. Hostile, often anonymous speech increases, and the risk of misunderstanding and feelings of insecurity increase and may affect how meaningful people find being involved in the first place. It may be difficult to distinguish between correct information that is important for a constructive discussion atmosphere and the false information if one has inadequate media and digital literacy skills. The pluralism of organisations is also challenged. In other words, civil society policy also means defending constructive debate and freedom of expression, and the eradication of hate speech and racism.

Agility and ability to cooperate are the superpowers of organisations

The operating environment of Finnish NGOs is undergoing several major changes at the same time. Solving them requires discussion, agility, competence and cooperation. The big societal events, changes and crises over the recent years have demonstrated the central role of civil society actors in strengthening the resilience of society, channelling inclusion, and supporting and supplementing the activities of the authorities. Civil society has also demonstrated its ability to change (e.g., the digital leap during the coronavirus pandemic). Cooperation between organisations and authorities in preparing for and responding to crises also works well.

Although the importance of civil society and organisations for a functioning democracy and society is increasing, studies show that the NGO sector is becoming increasingly professional and that the operating logic of the private and public sector is defining the activities of associations to a growing extent.¹⁰ When private and public sector logic starts to replace activities based on voluntary involvement and membership-based democracy, it weakens the special civil society nature of organisations. Uncertainty

¹⁰ Ruuskanen, Jousilahti & Faehnle (2020). [Kansalaisyhteiskunnan autonomia haastettuna](#) (in Finnish; The autonomy of civil society under a challenge).

about the level and future of public funding for organisations as the political circumstances change generates uncertainty and unpredictability in their activities. This may contribute to increased professionalisation of organisations and their progressing hybridisation. Globally, signs can be detected of efforts to use organisational funding and steering of such activities for the purposes of instrumentalising and politicising civil society activities to implement official decisions, thus bypassing the autonomy of civil society.

In addition to the impacts of global megatrends and crises, at the national level, the changes are related to actions such as the reform of social welfare and health care services, the transition to new operating models in activities funded by gambling revenue and the development of discretionary government transfers. In the future, any changes and legislative drafting should be examined particularly from the viewpoint of the autonomy and vitality of organisations: What kind of impacts will the changes have on the freedom of action of the organisations and, on the other hand, how will the authorities protect and safeguard the autonomy of organisations? At the same time, NGO activities are also undergoing a transition that challenges existing modes of operation and structures by new informal and non-hierarchical modes of operation.

4 KANE's main objectives for 2022–2026 and implementation of KANE strategy

KANE'S VISION 2022–2026

An autonomous and dynamic civil society for all

The Advisory Board wants to ensure that Finland will continue to have an autonomous and dynamic civil society where no one is left behind, without forgetting Finland's global responsibility and influencing on the matter. The Advisory Board's vision has been prepared to cover the period 2022–2026. The Advisory Board will continue its work to achieve its vision and the main objectives described below during its term of office within the framework of good governance and its own powers.

KANE strategy can serve as a framework for action and a tool for policy coherence for the strategy and programme work of different administrative branches and societal actors. Societal change is a collaborative effort, created as a sum of joint actions, but it also requires time and resources. In the Advisory Board, it requires that all parties involved be open and invest in interaction. The chairs and the secretariat of the Advisory Board are responsible for coordinating the implementation of the strategy.

Safeguard and strengthen the autonomy and dynamism of associations and other civil society actors

- **Listening to civil society actors' initiatives, expertise and critical counterpower in the public administration and decision-making are the basic prerequisites for implementing democracy, participation rights and the autonomy of organisations.** This means that NGOs and civil society actors are neither the executors of administrative decisions nor complementary to activities of public authorities. The shared values and objectives may relate to, for example, the promotion of democracy, the rule of law, fundamental and

human rights, fundamental right to a healthy environment, welfare and cultural inclusion.

- **We should be able to ensure that the autonomy, inclusion and vitality of associations remains the objective of long-term civil society policy in Finland.** As the operating environment of civil society is undergoing a major change in many respects, it is necessary to agree on the objectives of civil society policy in the form of a strategy, programme or government resolution, while ensuring the resourcing and monitoring of measures.
- **Funding for civil society is based on the promotion of citizens' agency as part of strengthening democracy, inclusion and resilience.** When reforming or amending the regulations concerning associations and the funding and assistance systems for organisations, the key principle must be to strengthen the autonomy, vitality and inclusion of organisations, taking into account the combined effects of projects.
- **The impacts of decisions concerning civil society must be identified in preparation and decision-making better than before.** To promote the autonomy and dynamism of civil society and to highlight changes in the operating environment, we need multidisciplinary research, competence building of public officials and extensive interaction and communication.

Develop interaction and partnership between public administration and civil society

- **Public administration needs a critical, autonomous civil society as its partner and vice versa. Cooperation must be based on partnership and on identifying and recognising the different roles of various actors.** For example, in the new well-being services counties, it is important to recognise the role of organisation-based civic activities as a preventive factor that enhances inclusion and the resilience of the community. The realisation of functional structures for inclusion and interaction must be supported. We must also invest in the management of democracy and inclusion.
- **At best, the knowledge and expertise of civil society combined with official activities may also create new modes of operation.** Civic activities are activities that cross administrative boundaries and silos, and it means that forms of cooperation must also cross administrative boundaries and modes of

operation. The ongoing restructuring of social welfare and health care services and fire and rescue operations will enable adoption of new kind of cooperation and operating methods.

- **To strengthen the partnership, we need to enhance dialogue and cooperation between the public administration and civil society, locally, regionally and nationally, taking account of the different population groups.** The NGO Academy¹¹ provides excellent foundations for a dialogue. Making it deeper and taking it to a regional level may generate new kind of joint activities and understanding.

Promote equal participation for all

- **We should promote the application of deliberative democracy, and the spread and consolidation of citizens' panels, resident panel experiments and participatory budgeting to strengthen the systematic involvement of civil society at all levels of government.**
- **It is still not customary to involve civil society actors in the preparation of decision-making from the beginning. Civil society actors have important knowledge and skills in identifying problems and defining and implementing solutions to them.** For example, to strengthen the fairness of the green transition requires consulting the groups particularly affected by climate change. On the other hand, the consultations should not be siloed or limited to hearing specific sectors only.
- **The fear created by the heated discussion climate and hate speech may limit the actions taken by civil society.** Civil society policy also means defending the freedom of expression and the eradication of hate speech and racism. We should support the equal opportunity of different associations and voluntary civil society actors to be heard.
- **It is important that we expand and deepen the range of participants and the diversity of voices heard from civil society. This means involving the voice and competence of new actors.** It would be particularly important to promote consultation with vulnerable and marginalised groups, in which cooperation between both authorities and civil society actors is needed. Enhancing

¹¹ [Open Government, NGO Academy.](#)

inclusion also challenges traditional organisations to extend inclusion to new groups. We need structures that take into account different actors and their opportunities to participate.

- **Organisational activities must also be reformed to enable active civic activities, and different population groups and new forms of influencing should be incorporated into the activities of organisations.** Equality planning and environmental issues are areas that concern all organisations, regardless of the sector. The role of NGOs in supporting sustainable development at local level also requires joint discussion and decision-making.
- **Inclusion constitutes a key issue regarding democracy and civil society throughout Europe.** Enhancing European cooperation and research also strengthens cross-border civic activities.

KANE'S KEY MODES OF OPERATION IN IMPLEMENTING THE STRATEGY

1. inter-administrative cooperation, supporting the coordination of civil society policy, networking, providing expertise and raising awareness
2. promoting research on civil society policy
3. communication

KANE's modes of operation, such as annual planning, provide support for the implementation of the strategy. The previous Advisory Board issued recommendations for developing the modes of operation, and they can be developed in a manner that best supports the implementation of this strategy.

The mid-term review of the strategy will be carried out in 2024, at which point we will examine, for example, how the implementation work has progressed in its entirety and whether the focus areas of influence and the measures recorded under them are still relevant. Other related evaluations and studies will also be used in the mid-term review.

References

CIVICUS – Tracking conditions for citizen action. Finland. <https://monitor.civicus.org/country/finland/> (19.1.2022)

European Commission (2020). *European Democracy Action Plan*. https://ec.europa.eu/info/strategy/priorities-2019-2024/new-push-european-democracy/european-democracy-action-plan_en

European Commission (2021). *2021 Rule of law report*. https://ec.europa.eu/info/policies/justice-and-fundamental-rights/upholding-rule-law/rule-law/rule-law-mechanism/2021-rule-law-report_en

European Union Agency for Fundamental Rights (2021). *Protecting civic space in the EU*. <https://fra.europa.eu/en/publication/2021/civic-space-challenges#publication-tab-0>

Government Decision on the composition of the Advisory Board on Civil Society Policy for the mandate period from 27st of Jan. 2022 to 26th of Jan. 2026 (OM/2022/5) (in Finnish).

Government Decree on the Advisory Board on Civil Society Policy (269/2007) (in Finnish) and Amendment to section 3 (1285/2011) (in Finnish).

Grönlund, K. & Wass, H. (2016). *Poliittisen osallistumisen eriytyminen: Eduskuntavaalitutkimus 2015*. (in Finnish with an English abstract and foreword; The Differentiation of Political Participation – Finnish National Election Study 2015). Ministry of Justice. Publication of the Ministry of Justice 28/2016. <https://julkaisut.valtioneuvosto.fi/handle/10024/75240>

OECD (2021). Civic Space Scan of Finland. *OECD Public Governance Reviews*. OECD Publishing, Paris. <https://www.oecd.org/gov/open-government/civic-space-scan-of-finland-f9e971bd-en.htm>

Ruuskanen, P., Jousilahti, J. & Faehnle, M. (2020). *Kansalaisyhteiskunnan autonomia haastettuna*. (in Finnish) Finnish Government. Publications of the Government's analysis, assessment and research activities, Policy brief 25/2020. <https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/162498/25-2020-Kansalaisyhteiskunnan%20autonomia%20haastettuna.pdf?sequence=4&isAllowed=y>

Viljanen et al (2014). *Miten ympäristöperusoikeus toteutuu?* (In Finnish; How are environmental basic rights and liberties realised?) Ministry of the Environment, University of Tampere and the Northern Institute for Environmental and Minority Law.

Appendices

Appendix 1: Composition of the Advisory Board on Civil Society Policy 2022–2026 (1st of September 2022)

Chair:

Kristiina Kumpula, Secretary General, Finnish Red Cross

Deputy chair:

Virpi Dufva, Executive Director, Union for Senior Services.

Members:

Niklas Wilhemsson, Head of Unit, Ministerial Adviser, Department for Democracy and Public Law, Ministry of Justice (Kaisa Tiusanen, Senior Adviser for Development, Management Support and Core Services, Ministry of Justice)

Kari Niemi-Nikkola, Senior Officer, Department for Youth and Sport Policy, Ministry of Education and Culture (Anssi Pirttijärvi, Planning Officer, Department for Youth and Sport Policy, Ministry of Education and Culture)

Harri Martikainen, Development Director, Administration and Development Department, Ministry of the Interior (Leena Seitovirta, Senior Specialist, Administration and Development Department, Ministry of the Interior)

Markus Seppelin, Senior Ministerial Adviser, Social Affairs, Department for Communities and Functional Capacity, Ministry of Social Affairs and Health (Elina Varjonen, Senior Specialist, Department for Communities and Functional Capacity, Ministry of Social Affairs and Health)

Tuija Oivo, Senior Ministerial Adviser, Employment and Well-Functioning Markets, Ministry of Employment and the Economy (Jussi Toppila, Senior Ministerial Adviser, Steering, Ministry of Employment and the Economy)

Riina-Riikka Heikka, Head of Unit, Department for Development Policy, Ministry for Foreign Affairs of Finland (Mika Mickelsson, Acting Head of Unit, Unit for Communications, Ministry for Foreign Affairs of Finland)

Markku Mölläri, Ministerial Adviser Department for Local Government and Regional Administration, Ministry of Finance (Katju Holkeri, Senior Ministerial Adviser, Financial Affairs, Head of Unit, Public Governance Department, Ministry of Finance)

Johanna Korpi, Director of Legislation, Permanent Secretary's Cabinet and Management Support, Ministry of the Environment (Heta-Elena Heiskanen, Senior Specialist, Environmental Protection Department, Ministry of the Environment)

Päivi Kurikka, Senior Specialist, Strategy Unit, Association of Finnish Municipalities (Eero Ylimentalo Specialist, Strategy Unit, Association of Finnish Municipalities)

Ilmari Nalbantoglu, Public Affairs Manager, Finnish Olympic Committee (Henrika Backlund, Secretary General, Finlands Svenska Idrott r.f)

Anna Munsterhjelm, Executive Director, Finnish National Youth Council Allianssi (Ulla Siimes, Executive Director, Central Union for Child Welfare)

Riitta Kittilä, Organisations Manager, SOSTE Finnish Federation for Social Affairs and Health (Oscar Ohlís, Specialist, Social Policy, SAMS - Samarbetsförbundet kring funktionshinder rf)

Rosa Meriläinen, Secretary General, Central Organization for Finnish Culture and Arts Associations KULTA ry (Marita Salo, Chair, Finnish Study Centres)

Harri Hölttä, Chair, Finnish Association for Nature Conservation (Christell Åström, Executive Director, Rural Women's Advisory Organisation)

Ikechukwu Ude-Chime, Board Member, RASMUS - Anti -Racism and Xenophobia Association (Tomi Timperi, Secretary General, Central Association for Men's Organizations in Finland)

Annu Lehtinen, Executive Director, Finnish Refugee Council (Petri Öhman, Coordinator, Finnish Association of Russian-speaking Associations)

Ulla Nord, CEO, Finnish Association of Social Enterprises (Hannamari Heikkinen, Development Manager, Suomen Yrittäjät ry - National, regional and local advocacy for small and medium entrepreneurs)

Petri Ruuskanen, Senior Lecturer, University of Jyväskylä, Department of Social Sciences and Philosophy (Lea Rynnänen-Karjalainen, Executive Director, The Federation of Finnish Learned Societies)

Anne Porthén, Executive Director, Citizen Forum (Mauno Kumpulainen, Chair of Rural popular assembly in Vehversalmi, Rural popular assemblies in the rural districts of Kuopio)

Appendix 2: Communication plan of the Advisory Board on Civil Society Policy 2022–2026

Introduction

This is the Advisory Board on Civil Society Policy (KANE) communication plan for the term 2022–2026. The communication plan defines the general objectives, core messages, target groups, channels, methods and languages used in KANE's communication as well as the guidelines for visual communication. The plan also specifies the parties responsible for the sectors of communication and the focus areas for monitoring the results.

The purpose of this communication plan is to specify in general terms the communication guidelines of KANE. The concrete communication measures, timetables, persons responsible and resources as well as monitoring indicators will be specified as part of annual planning.

Objectives – why does KANE communicate?

The Advisory Board on Civil Society Policy (KANE) serves as a forum for interaction between the public authorities, civil society, the business sector and civil society research. The objective of the Advisory Board is to enhance the operating conditions of civil society and to promote dialogue between different actors.

KANE's communications support the objectives of the Advisory Board by highlighting issues related to civil society policy in decision-making and public debate. Another aim of communications is to strengthen the openness of the public discussion climate and to promote constructive cross-sectoral dialogue.

KANE's core messages – what do we communicate?

In its communications, KANE focuses on the main themes it has selected for its term of office. In line with the KANE strategy, the Advisory Board's vision is "an autonomous and dynamic civil society for all". In the term 2022–2026, the main themes of KANE and the core messages associated with them include:

MAIN THEME 1: SAFEGUARD AND STRENGTHEN THE AUTONOMY AND DYNAMISM OF CIVIL SOCIETY ACTORS

- Listening to civil society's views in the public administration and decision-making is the basic prerequisite for the implementation of democracy, participation rights and the autonomy of organisations.
- It is necessary to agree on the objectives of civil society policy in the form of a strategy, programme or government resolution, while ensuring the resourcing and monitoring of measures.
- Funding for civil society is based on the promotion of citizens' agency as part of strengthening democracy, inclusion and resilience.
- The impacts of decisions concerning civil society must be identified in preparation and decision-making better than before.

MAIN THEME 2: DEVELOP INTERACTION AND PARTNERSHIP BETWEEN PUBLIC ADMINISTRATION AND CIVIL SOCIETY

- The public administration needs a critical, autonomous civil society as its partner and vice versa. Cooperation must be based on partnership and on identifying the different roles of various actors.
- At best, the knowledge and expertise of civil society combined with official activities may also create new modes of operation. The forms of cooperation must cross administrative boundaries and modes of operation.
- To strengthen the partnership, we need to enhance dialogue and cooperation between the public administration and civil society, locally, regionally and nationally, taking account of the different population groups.

MAIN THEME 3: PROMOTE EQUAL, ACTIVE PARTICIPATION OF ALL

- We should promote the application of deliberative democracy and the spread and consolidation of citizens' panels, resident panel experiments and participatory budgeting.

- Civil society actors have important knowledge and skills in identifying problems and defining and implementing solutions to them. Civil society must be involved in preparing decision-making from the beginning.
- Civil society policy also means defending the freedom of expression and the eradication of hate speech and racism.
- It is important to expand and deepen the range of participants and the diversity of voices heard from civil society.
- Organisational activities must also be reformed to enable active civic activities, and new forms of influencing should be incorporated into the activities of organisations.
- Inclusion constitutes a key issue regarding democracy and civil society throughout Europe. Enhancing European cooperation and research also strengthens cross-border civic activities.

In addition to the core messages linked to the main themes, KANE also communicates about other topical issues that affect the activities and operating conditions of civil society, as the situation and resources allow.

Target groups – to whom do we communicate?

KANE's communications consist of internal and external communications. The main target groups for internal communications are the members and deputy members of the Advisory Board as well as the members of working groups and divisions. The target groups for external communications include authorities and political decision-makers, NGOs, universities and research institutes, as well as citizens and the media. KANE aims to target its core messages to the above-mentioned target groups through various channels.

Channels, means and languages of communication – how do we communicate?

Communication channels

- Email: kane.om@gov.fi
- Webpage: <https://oikeusministerio.fi/en/advisory-board-on-civil-society-policy>

Social media:

- Ministry of Justice social media channels: Twitter, Instagram, Youtube and LinkedIn
- Demokratia.fi account social media channels: Twitter and Facebook
- Hashtags used in social media communication: Finnish: #KANE #kansalaisyhteiskunta, #järjestöt, Swedish: #medborgarsamhället, #föreningar, English: #civilsociety, #organisations

The key social media channel used by KANE is Twitter. Other social media channels are used as required. Other communication channels include seminars, workshops, consultation events and online consultations.

Means of communication

Participation in public debate – KANE initiates public debates through studies, expressions of positions, presentations and social media, among others. In addition, events and happenings can be organised and press releases published in KANE's name.

Statements – KANE issues statements on topics and issues it considers important. KANE's members play an important role in communicating the statements to the public and to their own stakeholders.

Dialogue – KANE promotes dialogue between civil society and the public administration and decision-makers, for example, by organising rounds of visits to key ministries.

Advisory Board meetings – KANE meetings are important forums for internal interaction within the Advisory Board. The minutes of the meetings are distributed to all members, and they are public information. The members of KANE are encouraged to communicate actively about the Advisory Board meetings both in the public and to their own stakeholders.

Accessibility of communications

In its communications, KANE ensures that all content intended for public distribution, such as websites and social media updates, is accessible. This is done to ensure that KANE's communications are understandable to as many different people as possible. By ensuring accessibility of communications KANE promotes equality.

Communication languages

KANE's working language is Finnish, and the Advisory Board's internal communications are mainly conducted in Finnish. At the meetings, the members can also speak Swedish, and the secretariat and chairs can also be contacted in Finnish, Swedish or English.

In external communications, the websites, press releases and invitations to public events are published in Finnish and Swedish. Social media posts are mainly made in Finnish and, if necessary, also in Swedish. When considered necessary and possible, social media posts, websites and press releases can also be translated into English, plain language and Sámi or other languages. In public events organised by KANE, the participants can use Finnish, Swedish or English. Interpretation in sign languages will also be arranged, if necessary.

Responsible parties – who communicates?

KANE's public image looks like its chairs and members.

Members – Members are encouraged to communicate actively, both internally and externally. For example, members can produce material and express views related to

the main themes selected by KANE, present ideas for study projects to the working committee and produce content for press releases, statements, social media, etc.

It is hoped that KANE members and their organisations actively communicate on KANE meetings, statements, positions and other communications in their own communication channels and stakeholder groups.

Working committee and chairs – The working committee and chairs are responsible for the planning of and policies regarding KANE's communications in collaboration with the Secretariat.

Secretariat – The Secretariat operating at the Ministry of Justice coordinates the implementation of KANE's communications in cooperation with the Ministry's Communications Department. The Secretariat provides technical support for and coordinates the preparation of statements and proposals. The Secretariat, in cooperation with the working committee and chairs, is responsible for any communications related to the meetings, both to the members and externally.

Monitoring the results – how do we succeed in our communications?

Through its communications, KANE aims to promote the effectiveness of the Advisory Board's activities. The measuring of effectiveness will focus in particular on the following areas and indicators:

The effectiveness of the activities – The effectiveness of KANE's activities is assessed as part of the mid-term survey of the members of the Advisory Board and the evaluation survey of the term of office. The members are asked, for example, to estimate how the statements and views presented by KANE are taken into account in the preparation processes and decision-making. External reports on the effectiveness of KANE's operations can also be commissioned.

The effectiveness of communication channels – When measuring the effectiveness of its communication channels, KANE tries to make use of online and social media analytics tools (e.g., visitor numbers, time spent on content, distribution, viral nature, inclusion, amount of interest).

Visual identity – what do we look like viewed from the outside?

KANE has its own logo and visual identity (updated in 2017), which must be used in accordance with the graphic guidelines. The unified visual identity enhances the recognisability of KANE. The purpose of the graphic guidelines is to provide instructions on how to use the logo, graphic elements, colour schemes and fonts, and to harmonise the way in which KANE operates and is displayed in printed and electronic materials.

Photographs play an important role in KANE's communications. With photographs, KANE makes its communications livelier and makes them easier to approach for different target groups. Photos that show people are favoured in press releases, website content and social media photos. In addition to the photo archives of the Ministry of Justice's Communications Department, images in line with KANE's visual image can be searched for in free image banks, such as [Unsplash](#) and [Pixabay](#).

Ministry of Justice Finland
PL 25
00023 Valtioneuvosto, Finland
www.ministryofjustice.fi

ISSN 2490-208X (PDF)
ISBN 978-952-400-398-8 (PDF)



MINISTRY OF JUSTICE

FINLAND