

Nature conservation and tourism can coexist.



Year of research-based knowledge
2021



NATURE-IMITATING COATING MAKES BATTERIES MORE DURABLE.

Year of research-based knowledge

2021

SMART CLOTHES HELP PEOPLE WITH SPEECH DISORDERS TO COMMUNICATE.



Type 1 diabetes incidence has decreased in Finnish children.

More than 60 countries have adopted the idea of **the Finnish** maternity package.



Year of research-based knowledge
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VOCAL MUSIC PROMOTES RECOVERY FROM STROKE.

Year of Research-Based knowledge 2021

The Year of Research-Based Knowledge was a network-like project based on Finland's National Roadmap for Research, Development and Innovation.

The goal was to make research-based knowledge more visible and accessible, and to intensify collaboration between the actors involved.

The Year was organised by the Ministry of Education, Science and Culture, the Academy of Finland and the Federation of Finnish Learned Societies.



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Year of Research-Based Knowledge 2021

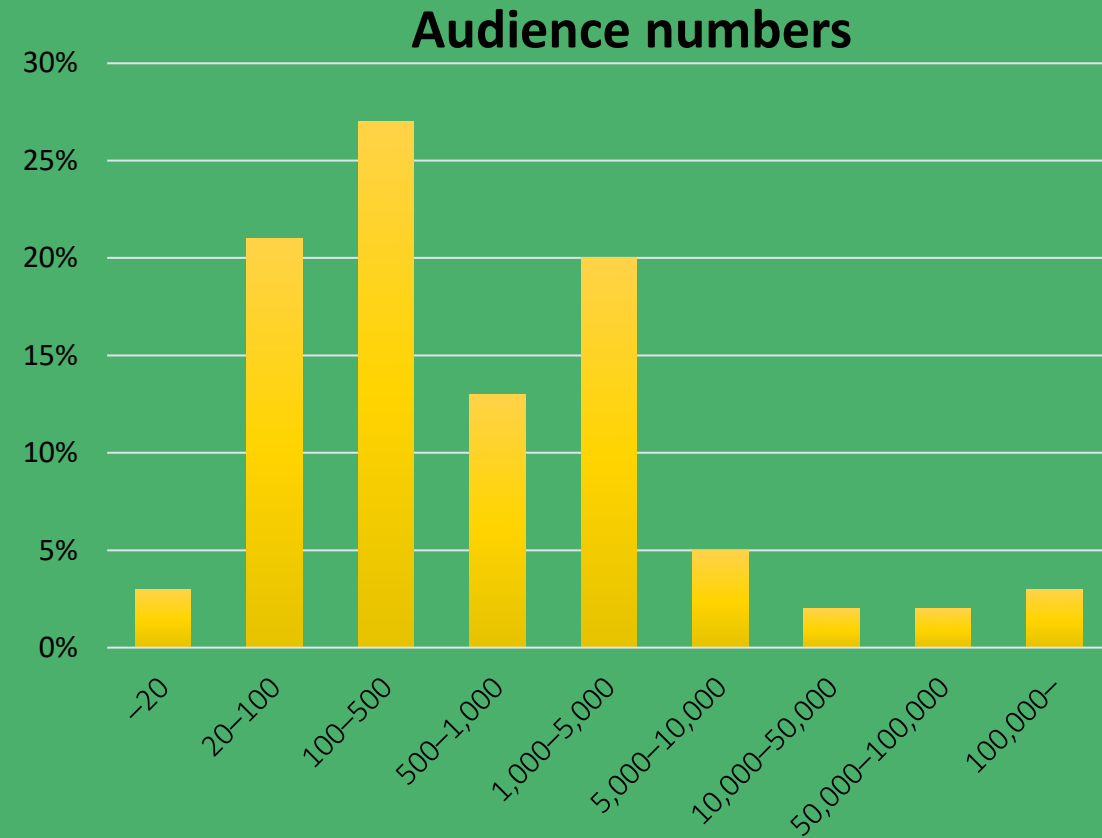
- For the first time in Finland, events promoting awareness of research-based knowledge were coordinated and communicated at national level.
- Target groups: citizens, policymakers and the business sector. A specific aim was to provide children and young people with creativity, inspiration and faith in the future.
- A key actor in developing, implementing and communicating the Year was a **network of 52 actors**: education, research and cultural organisations, umbrella organisations and all ministries.

Programme

- The official programme of the Year included **438** events and actions promoting awareness of research-based knowledge, carried out by **382** Finnish actors independently or together with others.
- The programme was built around established measures to promote awareness of research-based knowledge as well as new initiatives and partnerships created during the Year.
- The events were organised by a wide range of actors: universities and universities of applied sciences; organisations, government administration and research institutes; and cultural organisations such as museums and science centres.

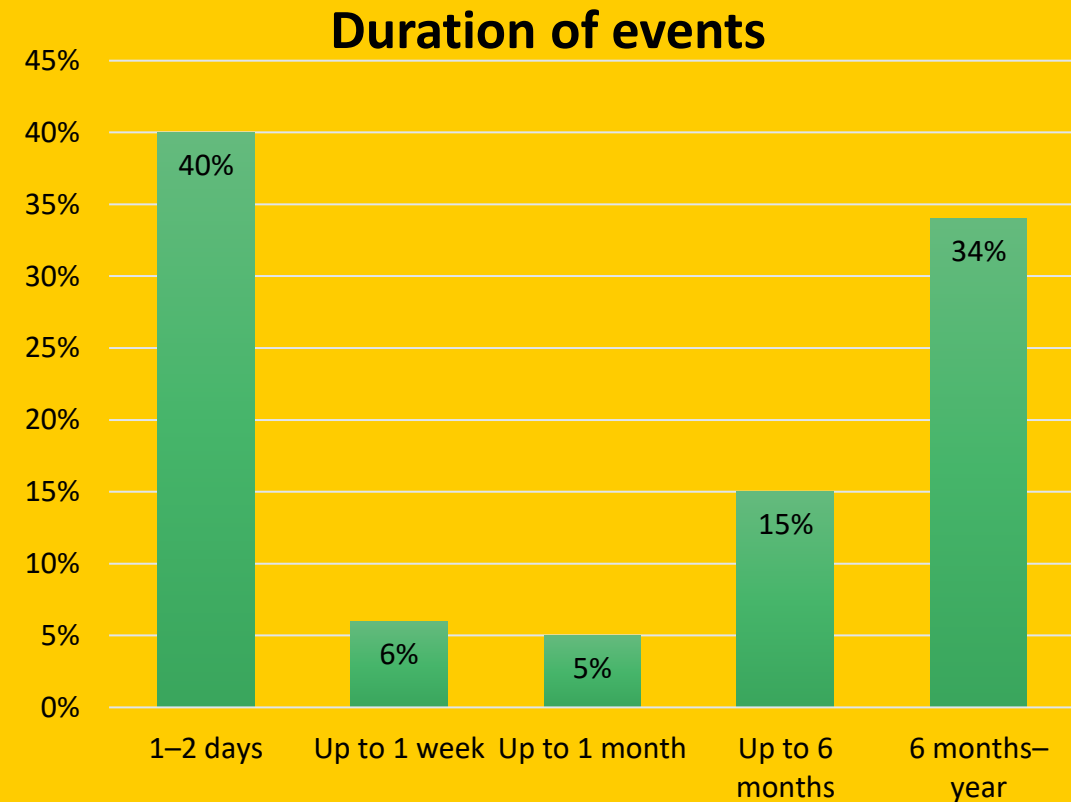
Audiences

- Most of the events reached **100–500** people. **11** events or actions reached **100,000+** people.
- **63%** of the events or actions reached new audiences.
- In particular, new audiences were reached among professional stakeholders, interested parties, students and pupils.



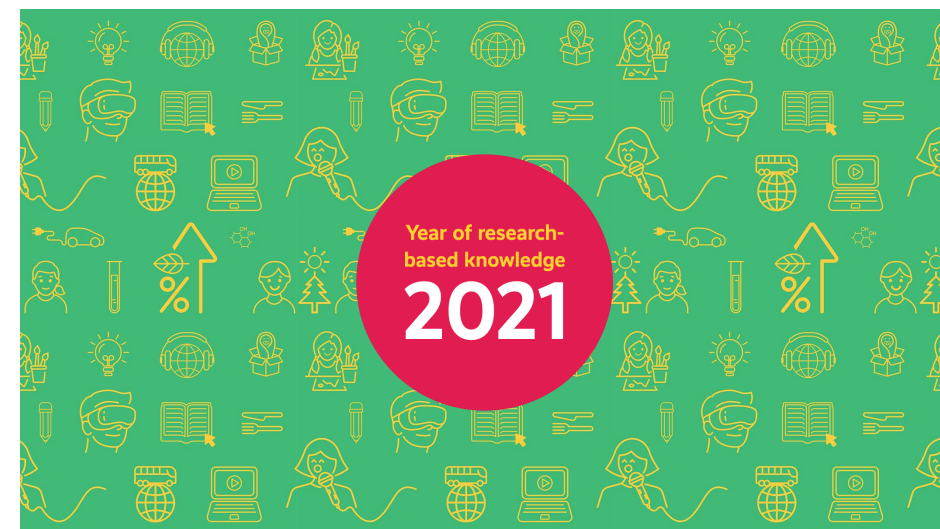
Duration and future of events

- Most of the events were **1–2-day** events or activities longer than **6 months**.
- **65%** will continue or be repeated. In **17%** of the events/actions, the future was still uncertain.
- **7%** reported that the increased visibility thanks to the Year had influenced the decision to continue.



Communicating the Year

- Communications focused on the internet and social media.
- The most effective communication activities in terms of visibility were campaigns carried out in cooperation with players in the scientific sector.
- The wide visibility of the Year's communications materials in partner and network channels was significant for raising awareness.



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Communication campaigns



A TV spot about the Year was shown on Yle's channels. It gained 1.33 million viewers and was one of the most popular contents of the Year on social media.

In the video, actor Laura Malmivaara and musician Miikka Niiranen talk about the importance of research-based knowledge as a source of wellbeing.

The "Mitä hyötyä" campaign highlighted how different research topics could be of surprising benefit to people's wellbeing or to issues that concern humanity at large.

The campaign posts led to longer articles published on Tietysti.fi, the Academy of Finland's popular science website.



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Communication campaigns



The “Mutua ihmeellisempää” campaign explained the difference between research-based knowledge and opinions and beliefs.

The joint campaign of five scientific organisations consisted of materials, videos and a website distributed on social media, presenting how scientific data are generated.

The “Tieto lukuina” campaign highlighted various figures and topical statistics on education, research and the impact of research.

The campaign was a joint effort with five statistics-producing organisations.

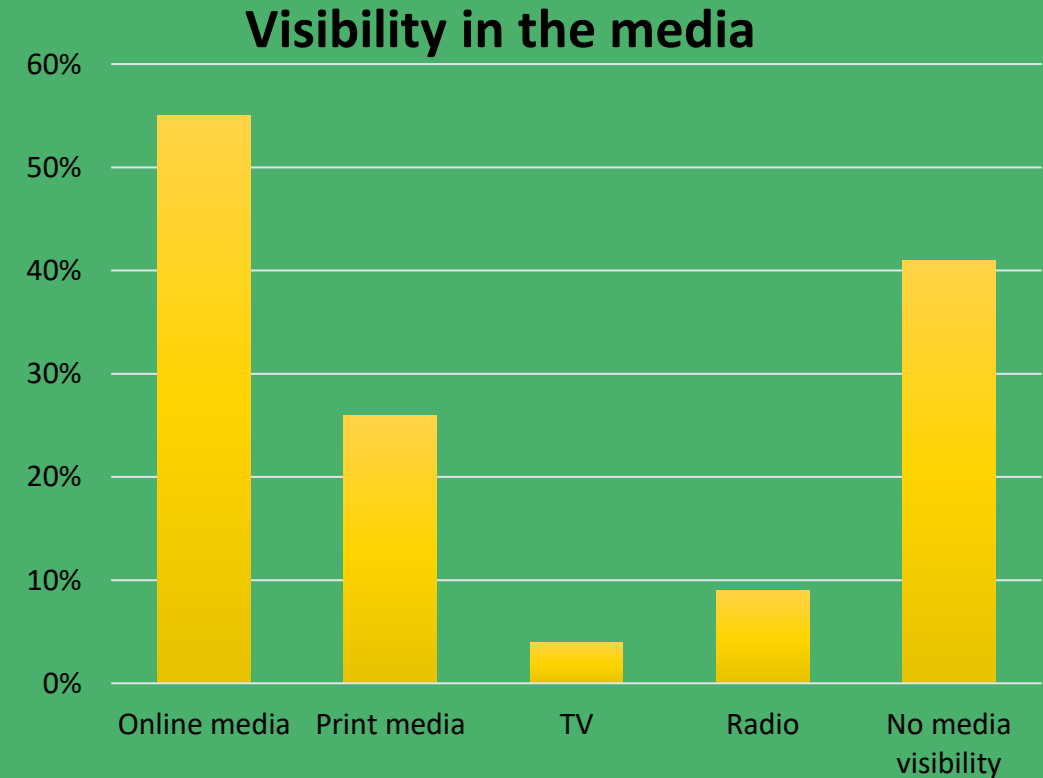
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Visibility in the media

- **59%** of the events and actions were seen in the media. Visibility was the highest in online and print media.
- The Year of Research-Based Knowledge gained **93** hits in the media (based on media monitoring).
- Use of the term 'tutkittu tieto' in the media increased by **23%** on the previous year. The term had **2,000+** mentions in the media in 2021.



In the media

- The Year had several media partners.
- Examples: Opettaja magazine, Apu Juniori - magazine, Yle Tiede online contents and Yle science festival
- The programme also included:
 - 20** journals published by scientific societies, universities or higher education institutes
 - 33** blogs or online publications
 - 20** podcasts



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