

Country profile 2026: Finland

Introduction

According to the [Digital Decade 2025: Country reports](#), Finland is a technological leader within the EU, characterised by a highly agile digital economy and a very skilled population. According to 2025 reports, the country's ICT sector is a primary engine of growth, contributing 5.8% to gross value added and accounting for over 36% of total business R&D expenditure. Finnish enterprises lead the way in digital adoption, with 92.5% of SMEs reaching basic digital intensity and a remarkable 73% utilizing cloud services – both figures significantly surpassing EU averages. Infrastructure remains a core strength, particularly in mobile connectivity, where Finland boasts near-universal 5G coverage (99.5%) even in sparsely populated areas. A high level of digital skills is also in evidence. 82% of the population possesses basic digital skills, the highest rate in the EU. According to the [State of the Digital Decade Eurobarometer 2025](#), public sentiment is overwhelmingly positive, with 86% of citizens agreeing that digitalisation simplifies their lives, though 96% call for urgent action against cyberbullying. Strategically, Finland is securing its long-term sovereignty through a comprehensive suite of policies, including the 6G Bridge programme, a new 2024-2035 cybersecurity strategy, and dedicated strategies for advanced technologies.

Regarding digital policies for children, the National Audiovisual Institute (KAVI) and the Arts Promotion Centre Finland (Taike) will merge into the Finnish Arts and Culture Agency as of 1 January 2026. In the future, KAVI will participate under its new name, the Finnish Arts and Culture Agency.

BIK policies

Policy frameworks

Policy frameworks describe the overarching goals that shape policies for a better internet for kids.

	High	Medium	Low	Not present
Policy priority		X		
Integrated policy			X	
Influence of the BIK+ strategy			X	
Recognition of children's rights		X		

Table 1: Policy frameworks - Finland

- **This topic is an important and emerging policy priority** partially covered in national/regional laws, regulations and policies.
- **The topic of children and the digital environment is covered by broader policies** rather than in separate dedicated policies.
- **The BIK+ strategy informs national policies** but is not the main influence.
- **Children's rights in relation to the digital environment are an important and emerging policy priority**, with specific policies in development on this topic

Key developments and policy frameworks

- A new version of the [Non-Violent Childhoods Action Plan 2026–2033](#) was released in 2025. The updated plan aims to prevent all forms of violence against children (aged 0–17) between 2026 and 2033. The work is coordinated by the Ministry of Social Affairs and Health with the Finnish Institute for Health and Welfare. The [Action Plan](#) includes sections on the digital environment. The plan will have an interim evaluation, planned to be conducted in multidisciplinary cooperation in 2029
- In 2025, the Finnish Government launched a [national programme to promote democracy and participation](#). The implementation plan of the Democracy Programme 2025-2027 covers areas of media education and enhances the inclusiveness of children and young people in the digital age.
- Other relevant national policy frameworks include:

- National Core Curriculum for Early Childhood Education and Care (ECEC) (2022)
- Finnish Digital Compass (2023)
- Target state of digitalisation in early childhood education and care, pre-primary, primary and lower secondary education (2023)
- Child Strategy by the Ombudsman for Children (2021)

Policy design

Policy design asks whether evidence and research support BIK-related policies and whether systems are in place for monitoring and evaluating those policies.

	High	Medium	Low	Not present
Regular data collection		X		
Data on risks, harms, well-being		X		
Information systems		X		
National research fund		X		
Monitoring and evaluation		X		

Table 2: Policy design - Finland

- **Quantitative data on some aspects of children’s digital activity** is collected regularly as part of broader surveys.
- **Some but not all aspects of children’s experiences of risks**, harms and digital well-being are included in regular surveys.
- **Information is regularly gathered to inform policies on children and the digital environment.** However, this relies primarily on third-party sources, and there are limited opportunities to commission new data on children's digital activity.

- **Existing regular national research funding is available for research on children and the digital environment**, but this is not explicitly specified.
- **Policies are regularly monitored and evaluated**, but not always systematically.

Key national research studies

- The Finnish Safer Internet Centre is conducting a biennial study of children's digital media use. The first report from 2025 can be found [here](#).
- The Mannerheim League for Child Welfare (MLL) implemented a nationwide "Youth and Online Bullying 2025" survey targeting 13–18-year-olds to map the prevalence, forms, and contexts of cyberbullying in social media and gaming environments. The study collected 5,990 responses and provides actionable evidence for prevention, education, platform moderation and policy development. The main result was that every fifth of the age group encounters mean and harmful comments daily.
- The [latest study regarding SICs hotline work](#) was published in 2025 and covered the areas of children's experiences of sexual communication between peers and sexual violence, as well as sexual violence directed at children by an adult. Among peers, a quarter of the children said they had received a sexual message, and 15% had sent one themselves in the last year. A third of the children who responded to the survey (31%) said that they had been contacted by an adult or someone at least five years older than them online, and most of these children (67%) had experienced sexual abuse.
- The [Child Victim Survey](#) is a nationally representative survey of children and young people that extensively examines their experiences across different areas of life and living environments. The Child Victim Survey provides basic information on violence against children, which is needed to reduce the phenomenon and to improve related government activities. The next Child Victim Survey will be conducted by Tampere University in 2025–2026.

- The **Finnish Player Barometer** is a survey on the popularity of different varieties of gameplay in Finland, and in 2024, it was carried out for the ninth time, since it began in 2009. The barometer also addresses problematic issues such as excessive use.
- The Ombudsman for Children releases a biennial Child Barometer. The **latest barometer** was published in 2025.
- The Finnish Institute for Health and Welfare also releases a biennial **School Health Promotion study** that has questions related to digital environments.

Policy governance

Policy governance examines how policies are coordinated at the governmental level, whether other implementation bodies are involved in their delivery and coordination.

	High	Medium	Low	Not present
Lead ministry for policy development		X		
National coordination body			X	
National action plan or strategy		X		

Table 3: Policy governance - Finland

- **Policy development sits across different ministries** with leadership officially distributed according to the area of specialisation.
- **Policy coordination and implementation are spread across multiple entities without a clear central coordination mandate or mechanism.** Coordination is inconsistent or siloed, leading to potential duplication, gaps, or fragmentation in addressing children’s needs in the digital environment.
- **One or more programmes of action is/are underway supporting children’s online safety and participation in the digital environment.** However, these lack accountabilities, such as defined timelines, assigned responsibilities or key performance indicators (KPIs).

Stakeholder involvement

Stakeholder involvement enquires how different stakeholders can participate in policy development.

	High	Medium	Low	Not present
Stakeholder forum		X		
Public consultation on BIK topics		X		
Youth involvement in policy		X		

Table 4: Stakeholder involvement - Finland.

- **Stakeholders are involved through various existing groups or platforms across different government branches.** While opportunities for engagement exist, they are not centrally coordinated, and stakeholder participation may vary in consistency or influence.
- **The public is consulted during the development of new BIK policies.** While engagement is structured and meaningful, it is event-driven and does not occur outside of major policy formulation efforts.
- **Children are listened to directly in the policy development process** but are not formally involved in decision-making.

Stakeholder mechanisms

- All legislative processes and other major policies undergo stakeholder review, and a public hearing is usually held as well. Recent topics related to the BIK + strategy were, for example, the government's proposal to the parliament on electronic identification, trust services, and to complement the EU regulation on European digital identity into legislation (eIDAS), the national recommendations for children's free time digital device use and the evaluation of the National Media Education Policy.
- The Ministry of Justice has launched a new, interactive and digital service for children and young people. [Digiraati](#) (Digital Council) is an online service that allows people to participate in discussions on various

current topics. The purpose of the service is to offer all children and young people under 29 an equal opportunity to have their voices heard on social issues.

- The Ministry of Justice is also strengthening young people's [involvement in policymaking](#) across all policy areas by developing deliberative citizens' panels across the Finnish public administration. The project began in autumn 2025 and will run until the end of 2026, with the aim of diversifying children's opportunities to participate in decision-making, in line with the National Child Strategy and the National Democracy Programme.
- The [Finnish Child Advisory Board](#) supports the Ombudsman. The government appoints the Child Advisory Board to promote children's positions and rights, and to foster cooperation among authorities related to them. The Ombudsman for Children chairs the Child Advisory Board. Among other things, the Child Advisory Board represents different administrative branches, the regional and local levels, and organisations.
- The consultation and participation of children and young people are regulated, in particular, by legislation that applies to them (e.g., the Youth Act, Child Protection Act, Basic Education Act, and Early Childhood Education Act). Furthermore, all citizens can give their statements on proposals that are presented in public. A [dedicated portal](#) has been developed for this purpose.

BIK+ actions

Pillar 1 – Safe digital experiences

Actions to promote a safe, age-appropriate digital environment that respects children’s best interests.

	In place	In development	Other activity	Not present
Content rating systems for online/video games	X			
DSC measures protection of minors	X			
DSC-SIC working relationship	X			
Definition of harmful online content	X			
Complaints handling mechanism	X			
Intimate image abuse laws	X			
Cyberbullying laws	X			
Age verification requirements			X	
Digital wallet for minors	X			
EU harmonised age verification	X			
Laws on online marketing	X			
Protecting mental health and well-being	X			

Table 5: Safe digital experiences - Finland

Implementing EU laws

- Finland has an Act on Audiovisual Programmes (710/2011) that applies to digital games. In digital games PEGI system is allowed. The authority responsible for the legislation is the [National Audiovisual Institute \(KAVI\)](#)

and its Media Education and Audiovisual Media department (from 1st of January 2026, KAVI will be the Finnish Arts and Culture Agency).

- The DSC has published an internal risk-based assessment relating the DSA Article 34. All consortium members were interviewed for the assessment.
- There are annual meetings with representatives from the DSC on topics related to minors online, among others. In addition, the DSC body, Traficom, is a member of the SICs Advisory Board. As a [Trusted Flagger](#) under the DSA, Save the Children Finland maintains contact with DSC regarding, for example, relevant processes and reporting obligations.

Addressing online harms

- The [Finnish Criminal Code](#) describes images depicting a child in a sexual manner in the following way: “An image or a visual recording is factual in the manner referred to in subsection 1 if it has been produced in a situation in which the child has, in actual fact, been portrayed in a sexual manner, and realistic, if it is deceptively similar to an image or visual recording produced through photography or in another equivalent manner in a situation in which the child has been portrayed in a sexual manner”. The Finnish criminal code also has definitions for [abuse imagery](#) and [sexually offensive images](#).
- The Classification Criteria for age limits in audiovisual programmes (last updated in 2023) under the Act on Audiovisual Programmes (710/2011) define harmful content in four categories: violence, sex scenes, anxiety, and drug use. The criteria offer guidance on how to classify the programme: Suitable for all, or age limits of 7, 12, 16, or 18 years. In digital games, Finland applies the [PEGI age limits](#).
- The National Audiovisual Institute has a service for the general public to give [feedback](#) if they find the age limit for a film, television programme, or other audiovisual programme is too low or too high. Well-grounded feedback may lead to the reclassification of the audiovisual programme in question.
- In the Finnish Criminal Code, there is a [description of Non-consensual dissemination of a sexual image](#), which is described as presenting or

disseminating an image or a visual recording that factually or realistically depicts another person in a sexual manner so that the act significantly violates the person's right to sexual self-determination. The act is a criminal offence regardless of whether the image was taken with the consent of the person who appears in it. If a sexual image is taken without the consent of the person who appears in it, the act may be punishable, for example, as sexual assault or harassment. The age of criminal liability in Finland is 15 years, and the above description applies to persons aged 15 or older.

- The [Mannerheim League for Child Welfare](#) is part of the [Nordic Anti-bullying Network](#).

Age assurance

- The [Lotteries Act](#) regulates the age limits of lotteries and gambling. Gambling is prohibited for minors (under 18), and a person needs to verify their age before using the services, both offline and online.
- The national implementation of the revised eIDAS Regulation is currently underway. The [draft act](#) underwent public consultation in the summer of 2025 before submission to Parliament. Currently, the draft states that children over 13 will have access to the wallet, though it does not guarantee they will have significantly more services available than before the wallet app.
- According to the Ministry of Finance, the pilot is currently being tested, and the application includes an age verification feature that indicates the user is over 18. It will not share any other information about the user.

Supporting digital well-being

- The Finnish Competition and Consumer Authority has published [new resources](#) for citizens on dark patterns.
- Save the Children Finland runs the biggest online youth centre, [Netari](#), which offers young people safe and high-quality community, guidance, and counselling services.

Pillar 2 – Digital empowerment

	In place	In development	Other activity	Not present
Teaching online safety	X			
Digital skills training	X			
Policies on digital use in schools	X			
Adequate teacher training	X			
Non-formal online safety education	X			
Critical media literacy	X			
Creative digital skills	X			
Supports for parents	X			

Table 6: Digital empowerment - Finland

Digital empowerment in formal education

- The Finnish National Agency for Education published in 2025 recommendations for using AI in education.
- The Act on Basic Education (29 §, 245/2025) was revised to include restrictions on mobile phones and other smart devices on school premises during the school day. It is forbidden to use mobile phones during class time and mostly during recess as well.

Digital empowerment and lifelong learning

- The Mannerheim League for Child Welfare has had a helpline and other services for parents for years, regardless of the Finnish SIC. In addition, several other NGOs like the Finnish Parents’ League and Protect Children have been actively promoting online safety. The most significant initiative in 2025 has been drafting recommendations on digital media use for children and young people. The work has been coordinated by the Finnish National Agency for Education and the Finnish Institute for Health and Welfare and is aimed at parents and other guardians.

Pillar 3 – Active participation, respecting children’s rights

	In place	In development	Other activity	Not present
Promoting civic engagement	X			
Promoting children's rights	X			
Child-friendly policy documents				X
Addressing digital inequalities	X			
Positive digital content	X			

Table 7: Active participation, respecting rights - Finland

Active participation

- Youth councils are groups of young advocates that operate in municipalities and welfare areas to advocate for the interests of local youth. In 2015, youth councils were included in the new Municipal Act to ensure young people can participate in and influence decision-making. Every municipality should therefore have a youth council. Since 2023, all welfare areas have been required to have a regional youth council. The age of the young people involved varies.
- In a 2025 report on media education conducted in Finland in 2024, 60 organisations reported participating in promoting media literacy and media education. Around 60% of organisations had created content and organised training. Half of the organisations held workshops, and 35% reported creating a media literacy campaign in 2024. The 60 organisations came from the governmental, private, and third sectors. The most important target groups were young people aged 13 to 29 (57%), professionals or future professionals (47%), and children aged 0 to 12 (38%).

Addressing digital inequalities

- The [Media Literacy Policy in Finland](#) aims to ensure that media literacy is comprehensive in terms of content, perspectives, target groups, and

geographic distribution; KAVI has published [instructional principles](#) towards more inclusive media literacy. By implementing the BIK+ strategy, the Finnish SIC will promote media literacy and online safety of children in vulnerable positions. In addition, different actors and organisations have their own policies and rules to ensure inclusiveness.

- The National Broadcasting Company YLE has a media literacy project, Uutisluokka (“News class”), and a journalistic branch, YLE Mix, that produces news for child audiences. YLE children’s programmes have offered content on online safety and media literacy. The largest daily newspaper in Finland, Helsingin Sanomat, also offers children's news (Lasten uutiset) every Friday in video and online article formats.
- Media Literacy Week is the main activity to promote both safe and creative use of media and digital technologies. Safer Internet Day is celebrated in Finland as [Media Literacy Week](#). The aim of the week is to advance the media literacy skills of children and young people, as well as to support professional educators, guardians and other adults in their important media educational tasks.

Best practices

Example 1

Media Literacy Week (MLW)

Media Literacy Week (MLW) is a national awareness-raising campaign for media literacy and media education. The week is coordinated by the National Audiovisual Institute and is made together with more than 60 partner organisations. Teachers and other professionals participate during the week. 2025 was the 13th successive Media Literacy Week event.

Example 2

Mannerheim League for Child Welfare YouthNet (YN)

The Mannerheim League for Child Welfare YouthNet (YN) website and its social media channels provide a platform for online youth participation activities. In YN, young people can find awareness-raising information and tools, express their views and share their productions publicly, access Helpline services, and receive peer support regarding their use of online technologies. The platform is utilised to obtain a youth perspective for awareness-raising.

Example 3

Save the Children Finland Reporting Form

Save the Children Finland has a [separate reporting form](#) on all forms of child sexual abuse (both online and offline) that is designed for young people. The form is tailored to younger readers, with simpler, more specific questions than the general reporting form. The reporting form is embedded on a page that also has links to additional guidance and support services.

BIK+ index 2026: Finland

The BIK+ index has been developed to provide an aggregated at-a-glance overview of the levels of implementation across the two dimensions, BIK policies and BIK+ actions, in Finland compared to the EU27+2 average. Values are shown in per cent.

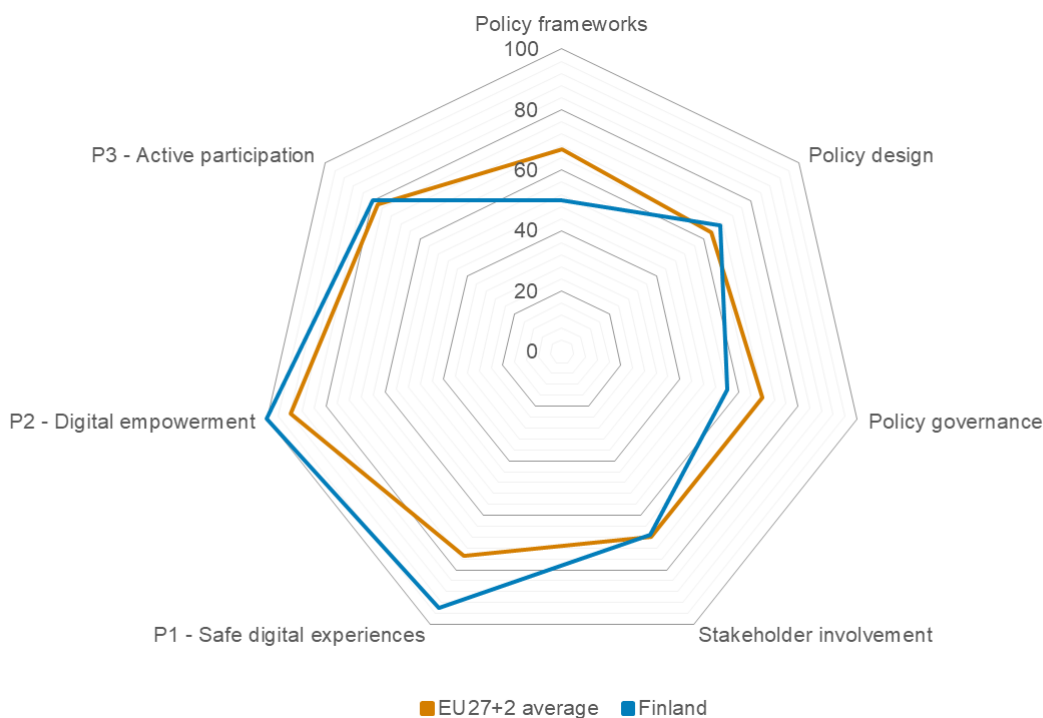


Figure 1: BIK+ index 2026: Finland - EU27+2 average comparison