

**Twenty-sixth session
Vienna, 2-6 May 2011**

Item 17 of the provisional agenda

Geographical names and cultural heritage

Campaign for the cultural environment 2010, Finland *

(SUMMARY)

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Campaign for the cultural environment 2010, Finland

Summary

In 2010, a campaign for cultural environment was organized in Finland, jointly coordinated by the Finnish Local Heritage Federation and the European Heritage Days.

The goal of the campaign was to enhance the esteem of and care for the cultural environment, promoting people's interest in their immediate surroundings.

During the campaign, attention was also paid to place names. The Research Institute for the Languages of Finland, the Society of Swedish Literature in Finland, the National Land Survey of Finland and the name and town planners of the three cities in the metropolitan area – Helsinki, Espoo and Vantaa – prepared a joint exhibition on place names in Finland. The exhibition, named “The Story of Place Names”, toured the municipalities near Helsinki and was given a website in the web service of the Research Institute for the Languages of Finland.

The exhibition is available at:

<http://www.kotus.fi/index.phtml?s=3764> (in Finnish),

<http://www.kotus.fi/index.phtml?l=sv&s=3764> (Swedish) and

<http://www.kotus.fi/index.phtml?l=se&s=3764> (North Saami).