
AM I RACIST?

In a report published in late 2017, Finland was found to be among the most racially discriminatory countries in Europe. Although discrimination is experienced widely, few Finns consider themselves racist or prejudiced. If this was the case, the research results would, however, look very different.

Biases are not unchangeable thought structures, they are attitudes shaped by our social environment, culture and experiences, which we can influence.

THE AM I RACIST? CAMPAIGN CHALLENGES THE PUBLIC TO IDENTIFY AND ACKNOWLEDGE THEIR BIASES, AND TO CHANGE THEIR ACTIONS

Through this campaign, we wish to encourage open discourse on attitudes and mitigate polarisation. The campaign ambassadors Elisabeth Rehn, Nasima Razmyar, Iikka Kivi, Risto E.J. Penttilä and Tuomas Enbuske have opened the conversation by discussing their own biases.

EVEN SMALL DONATIONS CAN MAKE A GREAT DEAL OF DIFFERENCE. ONE DISCUSSION EVENT FACILITATED BY A COMMUNITY MEDIATOR COSTS ABOUT 135 EUROS.

The Finnish Refugee Council defuses prejudice by increasing the public's knowledge on refugees and migration, facilitating dialogue on prejudice and biases, and mediating conflicts with ethnic aspects. We hope that as many people as possible wish to join and support us in creating a positive transformation in public attitudes.

Equality begins with thoughts and everyday actions. We all have biases - what matters is how we confront them and whether we choose to act on them. Together we can change the world - one thought and action at a time.