

FinnAgora's Strategy 2015-2020

FinnAgora is an independent cultural institution operating in Hungary and its neighbouring areas, maintained by a foundation having the same name. Rooted in civil society, FinnAgora is an active member of the Team Finland network. FinnAgora makes Finland and Finnish culture, scientific research, business, civil action and competence recognizable and attractive both in Hungary and its surroundings, and it enhances social networking and interaction in these areas.

Contemporary arts and the rising talents of both science and the arts are especially central to our vision. We constantly search for innovative and fresh projects that can introduce new forms of Finnish culture and research.

Mission

FinnAgora's aim is to support the cooperation of Finnish culture, science, business life and civil action and to develop collaborative networks between Finland and Hungary.

Vision 2020

- FinnAgora is one of Hungary's and its neighbouring countries' most well-known and appreciated foreign institutes. We are a partner whose presence creates added value to events.
- FinnAgora is a wanted partner in Finland for artists and actors of the cultural and academical scene producing added value. As a result of our innovative concepts and flexible courses of action, we have achieved our goals in cultural export and we are capable of obtaining funding for our events.
- FinnAgora is a respected actor in the group of Finland's cultural and scientific institutes. We are an active operating member of the Finnish Cultural and

Academic Institutes (Suomen kulttuuri- ja tiedeinstituutit ry). We are innovators whose best practices are spread and applied by other members of the cultural institutes' network.

- FinnAgora is an attractive and interesting workplace for cultural export professionals and experts of the target country.
- Our activity is considered to serve the needs of our Finnish and Hungarian partners. Consequently, the interest in Finland and Finnish know-how has increased in Hungary and its surrounding areas, which has led to tighter and more comprehensive interaction in the framework of a broader European cooperation. Center for Finnish culture, science and economy, H-1118 Budapest, Kelenhegyi út 16/a, Hungary.

How do we operate?

FinnAgora's activity is based on its own project productions, on solid and broad cooperation with local partners and furthermore, on supporting already established events.

- We produce events also ourselves in collaboration with Finnish artists, information centers for various arts and cultural operators. FinnAgora has the main responsibility for acquiring financing and for organization in these projects.
- We participate as coproducers at art, science, business and civil society projects together with Hungarian and/or other actors operating in the field of arts and sciences in Hungary.
- We support Hungarian festivals, exhibitions, seminars as well as cultural and civil organizations by providing expert help and travel subsidies.
- A Finnish foundation operates at the core of FinnAgora and as the maintainer of the Budapest-Institute. Its active involvement integrates Finnish participants and their competence in large scale for the benefit of the institute.

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What are we like?

FinnAgora is an acknowledged expert organisation, a reliable and easy-to-approach partner that brings added value to events. Our activity is guided by our partners' needs and a sensitive approach to stakeholder work. We are proactive and initiative. We operate in a flexible and efficient way. Innovation, constant development and an appreciation for our employees and partners are our values.

Paying attention to partners' needs

FinnAgora's projects are based on long-term cooperation and they support the needs of Finnish and Hungarian stakeholders and our partners.

Proactivity and initiative

FinnAgora is familiar with the needs of its stakeholders, cooperating partners and other customers at becoming international. We know how to develop fresh and innovative operating plans that react to these needs. Owing to our expertise and strong network, we are able to create new concepts and act in a proactive way to increase cooperation.

Flexibility and efficiency

FinnAgora responds in a flexible but considering manner to initiatives and concerns. Its success is based on expertise and effective operation which is also financially strongly established. Efficiency and flexibility, combined with financial stability guarantee the continuity and development of operations.

Innovation and constant development

Our motto and secret of success are new creative ideas and the non-stop development of our activities. We are able to question and make better our already

existing solutions. The creative approach to problem solving is the special strength of our staff.

Appreciation of employees and partners

FinnAgora's capital lies in its expert, active and committed staff and in the creative interaction with partners. FinnAgora encourages its staff to learn new things and takes care of employees' inspiration, education and well-being. FinnAgora maintains active relationship with its partners in Finland, Hungary and internationally.

How do we know we are successful?

The best indicator to the effectiveness of our work is the fact that we have an increasing network of collaborating partners and there is a growing number of Finnish supporters of our activity who are ready to offer their expertise and know-how for our use. We are able to acquire funding for our concepts and events from a broader and broader base.

We are known and appreciated as promoters of culture and professionals of cultural export. Finnish art, culture, society and know-how becomes known through FinnAgora's work and contribution, and the interest in our country increases. Finns visiting Hungary have visibility in Hungarian publicity.

We have a working and active cooperation with Hungarian event organizers, Finnish information centers of different fields of arts, universities, towns, business organizations and various civil organizations.

We are able to reach a greater amount of audience than ever with our newsletters, webpage, and social media presence.

The apparency of our events is increasing in both the Hungarian and the Finnish media. There is a rise also in the number of direct contacts taken to the institute. There are plenty of participants at our cultural events, seminars and expert meetings. Finland

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is not only visible but also the target of active interest in Hungary and its surrounding areas.