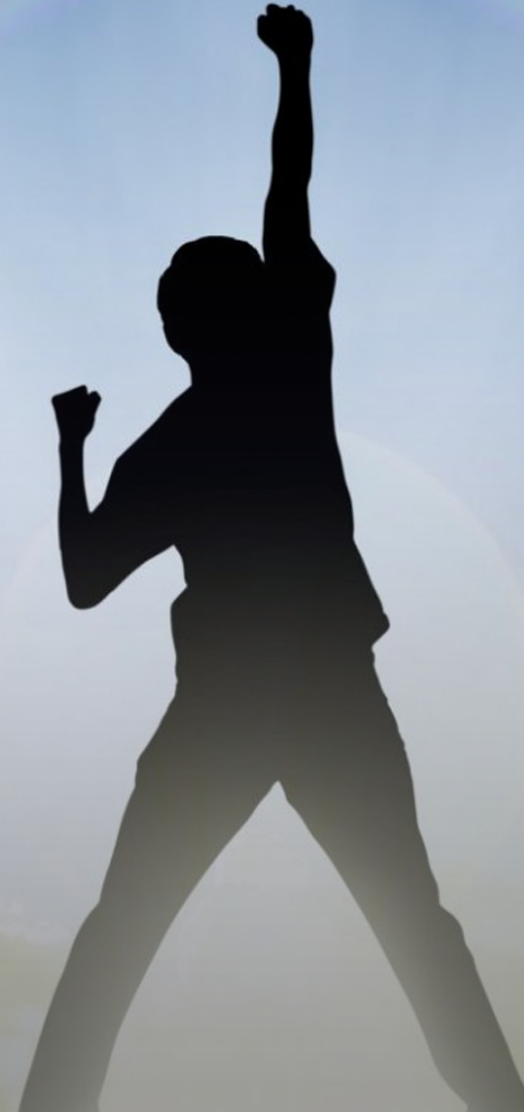


# Finlandia Newsletter

Special Edition

*What is Sisu?*



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Thank you for reading our first special edition. We have been with you for a long time, and nothing makes us happier than accompanying you through every possible way and path. It was late last year when we decided to prepare a special edition for the new year alongside our regular monthly newsletters. We were busy planning and strategizing, and it was decided that the special edition should be prepared in the form of a quarterly magazine and made available to you. As a result, you are now reading the first special edition of "Finlandq", and our newsletters/monthly magazines will also be available with a new look.

As you know, our goal has always been to increase the knowledge of our audience and help them on their learning journey. At Finlandq, we assist applicants and those interested in immigrating to and studying in Finland to reach their goals and dreams as effectively as possible. This content also serves as an opportunity to introduce Finland, its culture, and living and studying conditions to you.

In this special edition, we want to exclusively talk about one of the biggest parts of Finnish culture, which is "Sisu." So, stay with us and, if you have any opinions, criticisms, suggestions, or anything you think we should know, please feel free to contact us.

This special edition is produced and published by the content production team of Onvis.

# *Sisu*

Recently a Finnish film called "Sisu" was screened and released, which has garnered a lot of attention from both viewers and critics. Those who have limited knowledge and haven't read a lot about Finland have probably not heard the word "Sisu." However, for the rest who are familiar with Finland and the Finns, they have a basic understanding of Sisu. This word and concept in Finnish culture cannot be simply defined with a few lines, so it is not that easy to grasp.

In this special edition, we want to acquaint you more with the concept of Sisu and the impact it has had on the lives of the Finns. If we, too, embrace Sisu and apply it, our lives can be transformed.



## *What is Sisu?*

Sisu is the secret of Finnish success. Sisu is a combination of courage, resilience, toughness, valor, perseverance, effort, self-sacrifice, determination, and more. Sisu is one of the most beloved words in the Finnish language, which has been in use since 1920, but its roots are older and somewhat mysterious. Many believe that this word has a history of more than 500 years.



Although Sisu is a Finnish word that represents all the qualities and words you read about in the previous paragraph, it is, in fact, a universal concept that can be found everywhere. Sisu is not simply summarized by hard work, determination, and perseverance. It also involves taking care of your mental, physical, and emotional well-being and enjoying life. Sisu is not just about living; it's also about thriving. Sisu is having an open mind, sticking to your principles, strategizing for victory, and more.

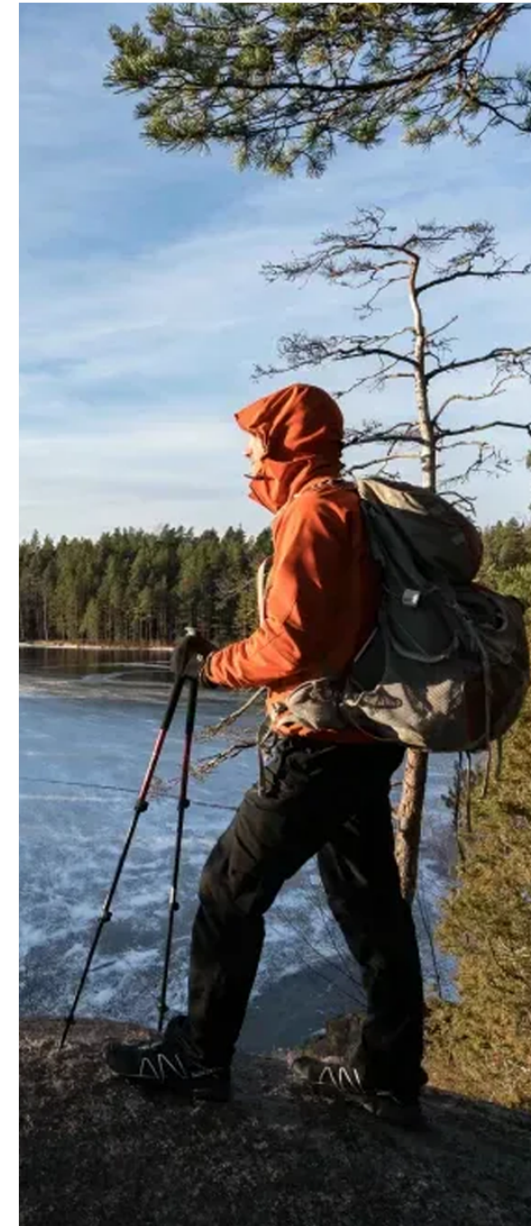
For example, when you suddenly become unemployed and lose your job, lose a loved one, or face a critical and challenging moment in your life where you feel like you don't have the strength and power to continue—this is where Sisu comes into play. Sisu, contrary to the common misconception of shouting victory and heroism, happens in calm and silence. Interestingly, Finns are among the least talkative people on Earth and believe that bravery and pride are not about boasting. If someone behaves in this manner, they are said to lack Sisu.

Finland has been named the happiest country in the world for six consecutive years. Why? One of the main reasons is Sisu. Finns value hard work and diligence in performing their duties and responsibilities, but they also value enjoying life just as much. It is not surprising to enthusiastically tell a Finn that your country has become the happiest in the world again.



However, if you go hiking with Finns and don't know how to make a fire or can't handle ordinary tasks for living in nature, that surprises them! The fact that government office employees in other countries do not properly attend to their duties, take sick leaves, or fall behind in their work during regular office hours is surprising to Finns. All of these things have contributed to shaping the modern concept of Sisu and the success of the Finns in their work and life.

Their perpetual adaptation to their climate and environment, especially their resilience during harsh Finnish winters, has played a significant role. Finland's winters are demanding! Whether on regular days or during the wartime with the Soviet Union, Finns have faced an almost relentless battle with their own climate



Most days in Finland are dark, and seeing the sun in the Finnish sky is considered a blessing. The temperature during the coldest days of autumn and winter in Finland is freezing! It doesn't go higher than -30 to -40 degrees Celsius. Learning various ways to live in such a climate and adapting to nature has given meaning, concept, and the word Sisu to their lives.



## *who has Sisu?*

This question is often asked, but the answer is only revealed through one's actions, whether an individual possesses Sisu or not. As you have understood, Finns do not like verbosity; they prioritize action. Even if they want to express something, they think it over carefully and then articulate it succinctly

Many believe that Finns are unfeeling, and having Sisu requires a particular level of ruthlessness and insensitivity. However, this belief is mistaken. Sisu means having the strength to embrace vulnerability, which includes showing weakness and asking for help. Displaying this courage itself requires Sisu. It's also said that Sisu is not just for lone wolves but also for the pack of wolves. In other words, Sisu is an individual trait, but by having it and acting on it, we can instill it in others. After all, it cannot be denied that any form of energy and living beings are stronger together

In the previous paragraph, we discussed a misconception, and we must say that Sisu has not always had its modern meaning and concept. In ancient beliefs, Sisu was considered an inherent trait of men, emphasizing their self-sufficiency and independence. Additionally, the literal meaning of Sisu refers to the intestines of the stomach. In many ancient societies, it was believed that true strength and willpower emerged from the stomach area.



Like everything else, Sisu has evolved and adapted to the changing times and, unlike most traditional beliefs and cultures in the world, it has kept pace with these changes. This makes us say that Sisu is a universal concept and is not exclusive to the Finnish climate. Throughout their lives and history, humans have always learned from the superior experiences and innovative methods of other nations and regions for their benefit and further progress. So why shouldn't we use Sisu?

As mentioned earlier, Finns are known for being reserved, and if you are a social person and like to talk a lot with those around you, there is no problem in the eyes of the Finns. In any case, one of the giants of modern technology and communications, Nokia, was born in Finland, and Finns have become more talkative since the 1980s, although they are still relatively reserved compared to other countries.

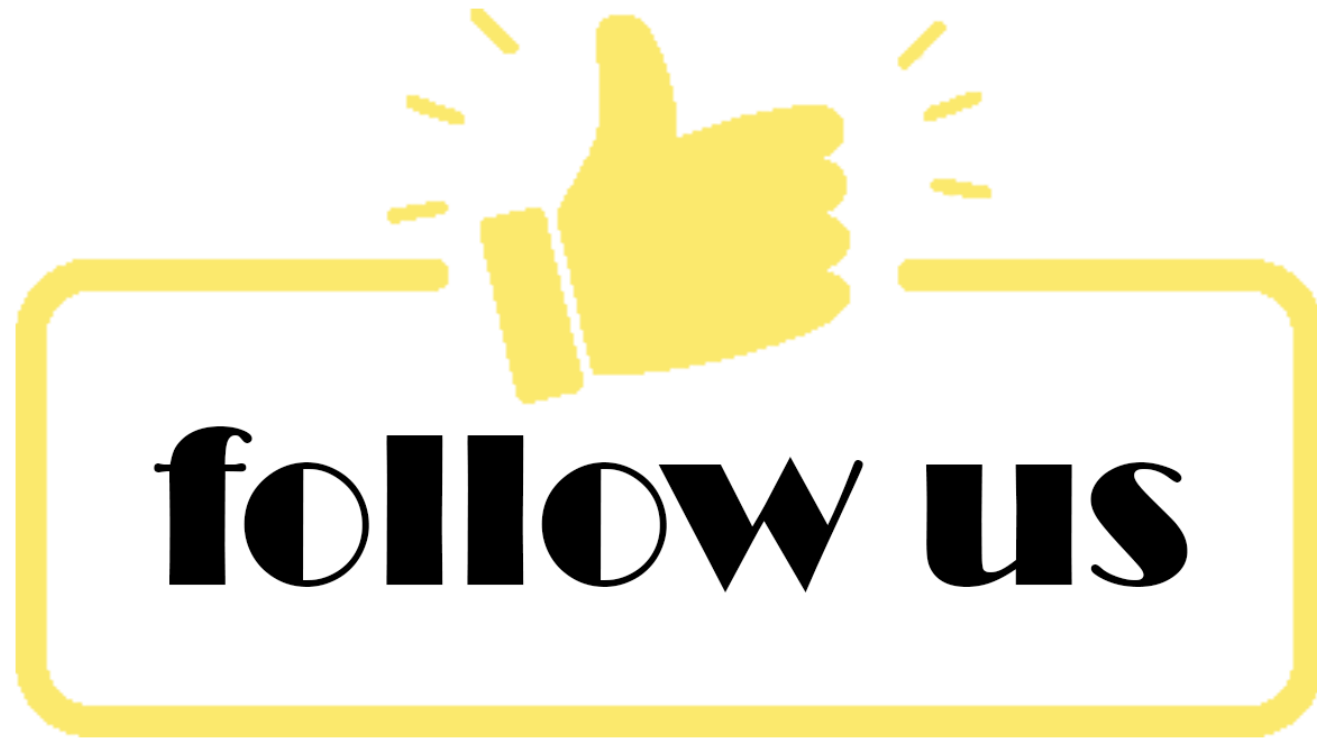




For example, if you go on a trip or to a restaurant with your Finnish friends and acquaintances, it's perfectly fine to have a conversation, and it's equally fine if you don't. No one judges you for this, and the most important thing is to enjoy the moment and find peace. It has happened that Finns go to a restaurant, order their food, eat it in complete silence, pay the bill, and leave the restaurant—just that simple and without unnecessary dialogue! In this regard, there's even a joke that Finns have several languages of silence! So, whether you speak or not, it doesn't mean you don't have Sisu.



We hope you have enjoyed reading the first special edition of Finlandq newsletter and have gained useful information. This is not the end of our journey with Sisu, and in future issues, we will talk more about this significant part of Finnish culture.



*[finlandq.com/study](https://finlandq.com/study)*

