

**Twenty-sixth session
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Item 17 of the provisional agenda

Geographical names and cultural heritage

Campaign for the cultural environment 2010, Finland *

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Campaign for the cultural environment 2010, Finland

In 2010, a campaign for cultural environment called *JOY – Jokaisen oma ympäristö* [Your own 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. The name of the campaign "Your own environment" refers to the Finnish Constitution, according to which the responsibility for nature and its diversity, the environment and the cultural heritage concerns everyone.

JOY was arranged by various civic organizations, and a total of 313 communities engaged in it.

Place names as part of the cultural environment

During the JOY 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.

Different strata can be detected in place names: names of varying ages, and names born and shaped in different ways. The exhibition focused on three major themes: the traditional, inherited names; planned names in urban environments (names of roads, streets, parks and other urban areas); and the unofficial names used by city dwellers, i.e. mainly colloquial name variants. In addition to Finnish names, the exhibition also included names in Swedish, Saami, and the Finnish sign language.

The topics in the posters on traditional names covered the meaning and origin of place names; the existence of parallel names and allonyms; multilingualism; borrowing from one language to another; and the collection and archiving of place names.

In the posters on name planning it was shown how traditional place names can be used in the planning of the nomenclature in town plans and how new names can be shaped on the basis of the characteristics of the place. The names of town quarters and memorial names also had their own posters.

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).

Examples from the exhibition (posters in PDF format)

Place names - a part of cultural heritage http://www.kotus.fi/files/1759/0_aloitustiedot.pdf

Names from one language to another http://www.kotus.fi/files/1754/1c_kielesta_kieleen.pdf

Names in our hands - signing names http://www.kotus.fi/files/1753/2a_nimet_kasissa.pdf

The right name to the right place in a map http://www.kotus.fi/files/1750/3a_oikea_nimi.pdf

Names in multiple languages http://www.kotus.fi/files/1748/3c_nimi_monella_kielella.pdf

Planned names http://www.kotus.fi/files/1743/5_espoo.pdf