

EU2019.FI Finland's Presidency  
of the Council  
of the European Union

# Presidency Style Guide

English style guide for authors, revisers and translators  
of texts for Finland's Presidency of the Council of  
the European Union (1 July to 31 December 2019)



# Presidency Style Guide

English style guide for authors, revisers and translators of texts for Finland's Presidency of the Council of the European Union (1 July to 31 December 2019)

Available online at: <http://vnk.fi/kaannos-ja-kielipalvelut/sanastot>

Produced by: Foreign Languages Unit, Prime Minister's Office, Finland

**Laaditko tekstejä englanniksi Suomen EU-puheenjohtajakaudella? Käännätkö pj-kauden tekstejä englanniksi tai tarkistatko englanninkielisten tekstien kieliasua? Siinä tapauksessa tämä opas on juuri sinua varten!**

Nämä englantia koskevat tekstinlaadinnan ohjeet ("EU2019-tyyliopas") on tarkoitettu virkamiesten ja kieliammattilaisten käyttöön Suomen EU-puheenjohtajakauden ajaksi 1.7.–31.12.2019. Kyseessä on sähköinen opas, jota päivitetään tarpeen mukaan.

Palautetta voit lähettää osoitteeseen [EU2019kielipalvelut@vnk.fi](mailto:EU2019kielipalvelut@vnk.fi).

Valtioneuvoston kanslian EU2019-puheenjohtajakauden käännös- ja kielipalveluissa on lisäksi laadittu ranskan ja saksan EU2019-tyylioppaat. Ne löytyvät osoitteesta: <http://vnk.fi/kaannos-ja-kielipalvelut/sanastot>.

*EU2019-puheenjohtajakauden käännös- ja kielipalvelut*

**Are you drafting texts in English for Finland's Presidency of the Council of the European Union? Are you translating into English or revising English texts for Finland's Presidency? If so, this guide is meant for you!**

The Presidency Style Guide is an English style guide for authors, revisers and translators of texts for Finland's Presidency of the Council of the European Union (1 July to 31 December 2019). This online guide will be updated as necessary during the course of Finland's Presidency.

If you have any questions or comments, these can be sent to: [EU2019kielipalvelut@vnk.fi](mailto:EU2019kielipalvelut@vnk.fi).

Please note that the Presidency Translation and Language Services team has also produced separate style guides for French and German <http://vnk.fi/kaannos-ja-kielipalvelut/sanastot>.

*EU2019 Presidency Translation and Language Services team*

## **CONTENTS**

### **1. INTRODUCTION**

### **2. GENERAL POINTS**

2.1 DOs AND DON'Ts

2.2 CLEAR LANGUAGE

2.3 TEXT FLOW

2.4 INCLUSIVE LANGUAGE

2.5 CONVENTIONS

2.6 BULLET POINTS

### **3. PRESIDENCY WEBSITE TEXTS**

3.1 WHAT AND WHY?

3.2 RULES TO FOLLOW

3.3 PRESS RELEASES AND NEWS ITEMS

3.4 SOCIAL MEDIA

### **4. OTHER PRESIDENCY TEXTS**

4.1 RULES TO FOLLOW

4.2 SPEECHES

4.3 OFFICIAL DOCUMENTS

4.4 EMAILS AND LETTERS

### **ANNEX 1 – EU TERMS**

### **ANNEX 2 – FINNISH GOVERNMENT TERMS**

### **ANNEX 3 – LANGUAGE-SPECIFIC POINTS**

## 1. INTRODUCTION

This Presidency Style Guide provides recommendations on the use of English in texts for Finland's Presidency of the Council of the European Union (1 July to 31 December 2019). It is intended for officials drafting texts in English and for translators and revisers.

The guide draws on the content of the Council of the EU's in-house web style guide, the European Commission's English Style Guide, the EU's Interinstitutional Style Guide and the English Style Guide produced by the Prime Minister's Office in Helsinki.

As well as general advice, the guide sets out specific advice on different types of text. These come under two broad categories:

- Presidency website texts (including press releases, news items and social media)
- Other Presidency texts (official documents, speeches, emails and letters).

The advice and guidance given below is presented as follows:

- General points covering all texts
- Specific points covering Presidency website texts (some of this advice differs from the advice in the English Style Guide published by the Prime Minister's Office)
- Specific points covering other Presidency texts (this advice is broadly consistent with the English Style Guide published by the Prime Minister's Office).

## 2. GENERAL POINTS

### 2.1 DOs AND DON'Ts

These general points apply to both Presidency website texts and all other Presidency texts:

#### DOs

- Use British English (e.g. 'centre', 'organisation', 'labour'; NOT 'center', 'organization', 'labor')
- Use a style and tone that is authoritative, concise, transparent, clear and inclusive
- Use terminology consistently and follow the style and presentation appropriate for the text
- Ensure that the content is readily understandable to non-native speakers too
- Use everyday language
- Use short sentences and paragraphs (one idea per sentence)
- Use active (not passive) language
- Use verbs instead of nouns, to avoid noun-heavy text
- Use uncomplicated grammar whenever possible
- Use headings, sub-headings and bullet points
- Give exact dates; avoid 'today' and the future tense (if no date)
- Use footnotes sparingly
- Check your finished text is:
  - understandable
  - easy to read
  - to the point
  - informative
  - clear
  - concise

- neutral in tone.

#### DON'Ts

- Avoid buzzwords and jargon
- Avoid metaphors
- Avoid jokes and puns (may not be clear to everyone or might be offensive to some)
- Avoid 'etc.' (except in brackets and in tables)
- Avoid 'neighbouring' numbers (50 five-gram packages, NOT 50 5-gram packages).

## 2.2 CLEAR LANGUAGE

Short and concise sentences written in clear language allow readers to understand information faster. This does not mean that the content has to be oversimplified or that specialist terminology has to be avoided.

- KISS: **keep it short and simple**
- Noun phrases made up of four or more words can be ambiguous and often need to be broken up for the sake of clarity. There may even be more than one meaning.

INSTEAD OF:	WRITE:
This is done to determine <b>Finnish data user communication needs.</b>	(A, B, C or D, depending on what you really mean) <ul style="list-style-type: none"> <li>A. This is done to determine the <b>needs of Finnish data user communications.</b></li> <li>B. This is done to determine <b>Finnish needs for data user communications.</b></li> <li>C. This is done to determine the <b>communication needs of Finnish users of data.</b></li> <li>D. This is done to determine the <b>communication needs of users of Finnish data.</b></li> </ul>

- Change nouns to verbs and make sentences more concise.

INSTEAD OF:	WRITE:
The authorities <b>held an investigation</b> of the alleged mismanagement practices in the <b>organisation of the auditing.</b>	The authorities <b>investigated</b> the alleged mismanagement practices in <b>auditing.</b>
We should give consideration to all stakeholders <b>in the determination of</b> how the <b>implementation</b> of the programme <b>can be carried out.</b>	We need to take into account all stakeholders when <b>deciding</b> how to <b>implement</b> the programme.

## 2.3 TEXT FLOW

### 2.3.1 Grammar

- Use pronouns (such as 'it', 'this', 'that', 'those') to refer back to something mentioned earlier, and full names can be shortened when referred to a number of times:  
The National Agency for Food Safety decided to ...  
The National Agency recommended ...  
The Agency looks forward to ...  
It proposes a more active approach ...
- Use of verb tenses often differs between Finnish and English.

Muutosprosessi <b>on ollut</b> käynnissä vuosina 2004–2007.	The process <b>was</b> under way between 2004 and 2007. (NOT: has been under way)
Ministeri XX <b>on ollut</b> ministerinä 750 päivää huomenna tiistaina 13. syyskuuta.	Next week, on Tuesday 13 September, Minister XX <b>will have</b> served 750 days as a minister. (NOT: has been a minister for...)

- Use active instead of passive sentence structures.

INSTEAD OF:	WRITE:
The regulation <b>was approved by</b> the Council.	The Council <b>approved</b> the regulation.

- Finnish uses passive constructions more commonly than English. You can often convert the Finnish passive into the active form in English.

Ulkoministeriön suurlähetystöissä ja konsulaateissa <b>kirjattiin</b> vuonna 2016 noin 950 konsulipalvelua.	In 2016, the Foreign Ministry's diplomatic and consular missions abroad <b>handled</b> about 950 requests for consular service.
---	---

- In English, a non-living thing can perform an action.

Kuvassa 13 on ...	Figure 13 illustrates ...
Tulosten perusteella voi ...	Our results indicate ...
Kokouksessa päätettiin ...	The meeting decided ...

- Noun-heavy sentences can usually be improved by replacing some of the nouns with verbs. Where Finnish prefers nouns, English often uses verbs.

INSTEAD OF:	WRITE:
This study was commissioned for <b>the creation of an analysis of</b> existing procedures. (From the Finnish 'Tämän tutkimuksen toimeksiannossa tilattiin olemassa olevien toimintamallien kehittämisanalyysi.')	This study was commissioned to <b>analyse</b> existing procedures. or This study <b>analyses</b> existing procedures.

### 2.3.2 Structure

- When translating, remember that the logic of the target language may differ from that of the original text.

Jos sinulla on käynnistymässä tai suunnitteilla kokeilu ...	If you are planning or launching ... (NOT: ... launching or planning)
Päätöksenteko ja valmistelu vaatii ...	Preparation and decision-making requires ... (NOT: Decision-making and preparation requires ...)

- In English, longer structures usually occur later in a sentence than shorter ones.

INSTEAD OF:	WRITE:
<b>The relatively poor turnout in the 2014 European elections in many countries and the Eurosceptic attitudes of many of the candidates</b> was the real problem.	The real problem was <b>the relatively poor turnout in the 2014 European elections in many countries and the Eurosceptic attitudes of many of the candidates.</b>

- Lists are easier to read if they have a harmonised structure.

INSTEAD OF:	WRITE:
The objectives are <b>emphasising</b> a comprehensive approach to conflict prevention, to further <b>develop</b> the participation in the programme and <b>the strengthening of</b> crisis management capacity.	The objectives are <b>to emphasise</b> a comprehensive approach to conflict prevention, further <b>develop</b> the participation in the programme and <b>strengthen</b> the crisis management capacity.

### 2.3.3 Cohesion

- Add linking words when translating to improve cohesion in English, such as 'once again', 'as regards', 'accordingly', 'for this reason', 'to this end'.

INSTEAD OF:	WRITE:
I would like to say a few words about the education system ...	<b>In this context</b> , I would like to say a few words about the education system ...



That is why I welcome the ...	That is why I welcome <b>the fact that, in spite of everything, ...</b>
-------------------------------	---

- Where appropriate, add extra information in the target language when translating.

EU-puheenjohtajuuskauden triomaiden Romania, Suomi ja Kroatia <b>teemana</b> on "Mahdollisuuksien luominen nuorille".	<b>One of the</b> themes of the Romania, Finland and Croatia trio is 'Creating Opportunities for Youth'. (NOT: The theme of ...)
---	--

- Start sentences with the theme of the sentence. This also applies to headings and slogans.

<b>INSTEAD OF:</b>	<b>WRITE:</b>
In the final report (2014) of the working group for accessibility to art and culture, <b>the reinforcement of the cultural rights of linguistic, cultural and disabled minorities was set as a special goal.</b>	<b>Reinforcing the cultural rights of linguistic, cultural and disabled minorities was set as a special goal</b> in the final report (2014) of the working group for accessibility to art and culture.
The start of the meeting was postponed <b>because of the problems.</b>	<b>Because of the problems,</b> the start of the meeting was postponed.
<i>A better life through <b>good habits and practices</b></i> (from the Finnish 'Parempaa arkea hyvillä käytännöillä')	<b>Good habits and practices for better living</b>

- Use synonyms to avoid repetition.

<b>INSTEAD OF:</b>	<b>WRITE:</b>
The ministry <b>ensures</b> balanced economic policy based on sustainable growth. The ministry also <b>ensures</b> prudent management of public finances. Moreover, the ministry <b>ensures</b> sound fiscal policy.	The ministry <b>safeguards</b> balanced economic policy based on sustainable growth. It also <b>ensures</b> prudent management of public finances and <b>secures</b> sound fiscal policy.

- Be careful with the pronoun 'we' in translations from Finnish. Please **note** that if you say 'we discussed the matter with the prime minister', it means that you and someone else together discussed the matter with the prime minister.

Keskustelimme asiasta pääministeri YY:n kanssa.	I discussed the matter with Prime Minister YY. or: Prime Minister YY and I discussed the matter.
---	--

	(NOT: We discussed the matter with Prime Minister YY.)
--	--

## 2.4 INCLUSIVE LANGUAGE

- Use gender-neutral and bias-free language. Try to use inclusive language (i.e. language that does not exclude any particular groups in society) and avoid stereotyping.

INSTEAD OF:	WRITE:
chairman	chair, chairperson
fireman	firefighter
headmaster, headmistress	head teacher
policeman, policewoman	police officer
layman	lay person

- In contexts where the Finnish 'hän' covers any gender, using 'he or she' is often clumsy. You can resolve this by
  - changing to plural
  - repeating or omitting the noun
  - reformulating the sentence to avoid the pronoun.

INSTEAD OF:	WRITE:
The <b>speaker</b> should make sure <b>he</b> arrives on time.	<b>Speakers</b> should make sure <b>they</b> arrive on time.
Please give <b>his or her</b> name and passport number. If you don't remember <b>his or her</b> passport number, you can give it by xx.	Please give <b>his or her</b> name and passport number. If you don't remember <b>the</b> passport number, you can give it by xx.

- If unavoidable, use 'he or she' (or 'she or he') but NOT 's/he', 'he/she' or '(s)he'. Similarly, use 'him or her' and 'himself or herself' and NOT 'him/her' or 'himself/herself'.
- Avoid using the generic pronouns 'one' or 'you', because they are not usually appropriate for the style of government texts.

INSTEAD OF:	WRITE:
<b>One</b> should arrive before 14.00.	Delegates should arrive before 14.00.
If <b>you</b> want to reduce emissions, <b>you</b> should not forget heating systems.	To reduce emissions, it is important to consider heating systems as well.

- The use of singular 'they' is common and acceptable in many contexts. However, in legislation and other formal texts its use is not recommended.

Please give details of your child's school if <b>he or she</b> has attended school outside Finland.	Please give details of your child's school if <b>they</b> have attended school outside Finland.
---	---

- Use bias-free language; stereotyping and stigmatising language should be avoided.

INSTEAD OF: She is <b>confined</b> to a wheelchair.  The regulations concern facilities for <b>the disabled</b> .	WRITE: She is a <b>wheelchair user</b> .  The regulations concern facilities for <b>people with a disability</b> .
--	---

## 2.5 CONVENTIONS

### 2.5.1 Dates and time

- Write dates in the form 'Wednesday 5 June 2019' (NOT: 'June 5, 2019'). Give exact dates rather than just 'today' or the future tense with no date. If a shorter expression is necessary, use '5.6.2019' (NOT: '05.06.2019'), but avoid if possible, due to potential confusion with '6.5.2019'.

INSTEAD OF: <b>Today</b> , the working group reached a decision on the use of fertilizers.	WRITE: <b>On Wednesday 5 June 2019</b> , the working group reached a decision on the use of fertilizers.
---	---

- Use the 24-hour clock.

INSTEAD OF: The applications must be submitted by <b>9.15 am</b> .  The meeting ends at <b>5.30 pm</b> .	WRITE: The applications must be submitted by <b>9.15</b> . (NOT: 09.15) or The applications must be submitted by 9.15 in the morning.  The meeting ends at <b>17.30</b> .
---	--

- DO NOT use the Finnish week number system. Write out the dates instead.

INSTEAD OF: The meeting is scheduled for <b>week 41</b> .	WRITE: The meeting is scheduled for <b>the week starting Monday 7 October</b> .
--	--

### 2.5.2 Numbers, ranges, units, symbols

- For numbers above nine, write numerals not words
- Use the % symbol for percentages, without a space (50%, NOT 50 %)
- Write '500 to 900' or '500–900' (but use '500–900' in tables and Presidency website texts – see section 3)
- Use a point for decimals, not a comma (0.25, NOT 0,25)
- Currency symbols are placed before the figure, not after it (EUR 24,000 – but for Presidency website texts, see section 3 on using €); DO NOT use MEUR, mio, bio, k, or similar abbreviations
- 1994–1996, 1998–2012, 2010s (NOT: 2010's)

- '2000-luvulla' can mean the century or the first decade; avoid using '2000s' whenever a more precise expression exists
- Use superscript and subscript where appropriate after first spelling out if necessary: m<sup>3</sup>
- Large numbers:

Finnish	British English, also American English
miljardi	billion (= thousand million)
biljoona (= tuhat miljardia)	trillion (= thousand billion)
triljoona	quintillion

### 2.5.3 Hyphens

- Use hyphens with compound words and with compound modifiers where it is important to avoid ambiguity.

INSTEAD OF:	WRITE:
loan- or investment-based crowdfunding or loan or investment-based crowdfunding or loan or investment based crowdfunding	loan-based or investment-based crowdfunding
The amendments are presented in four column tables.	The amendments are presented in four-column tables.

### 2.5.4 Capitalisation, names, titles, posts, organisations

- Capitalise job titles, department and organisation names (check on their own websites): Ministerial Adviser (NOT: Ministerial Advisor); Economics Department; European Centre of Excellence for Countering Hybrid Threats
- Use full names of ministries: Ministry of Economic Affairs and Employment (NOT: MEAE)
- For international agreements, conferences and conventions, use capitals: Framework Convention on Climate Change
- Acronyms, initialisms and other abbreviations are generally capitalised: UN, UK, UNESCO, NATO, but not always (Sitra, Kela, Coreper, Ecofin); when written out in full, an abbreviation is not automatically capitalised: nongovernmental organisation (NGO), gross domestic product (GDP); do not use full stops in abbreviations (USA, PO Box), except with certain truncations (Art., tel.)
- DO NOT use Mr or Ms with titles; as a rule, avoid using them in most contexts
- Check whether an alphabetised list translated into English should be in alphabetical order or whether a protocol order should be used
- For information on government job titles, consult <https://vnk.fi/documents/10616/3457865/Virkanimikkeiden+k%C3%A4%C3%A4nt%C3%A4minen+englanniksi> (under Glossaries and Guidance, Prime Minister's Office).

### 2.5.5 Contact details

Email address with Finnish alphabet characters	<a href="mailto:paivi.mottola@example.com">paivi.mottola@example.com</a> (NOT: <a href="mailto:paivi.mottola@example.com">päivi.möttölä@example.com</a> )
--	---

Postilokero (PL)	PO Box (NOT: POB or P.O. Box)
Hallitusneuvos Tiina Turtiainen	Tiina Turtiainen, Senior Ministerial Adviser
puh. 050 111 3333	tel. <b>+358 50 111 3333</b>
Lisätietoja:	Inquiries: (NOT: further information, additional information) BUT FI: Lisätietoja ministerin ohjelmasta: EN: More information about the Minister's programme: EN: Read more:

## 2.6 BULLET POINTS

- Bulleted lists and use of bullets for highlighting can make the text easier for readers to understand and digest.
  - Introduce the list as necessary
  - Try to keep bullet items short
  - Do not use punctuation marks at the end of items in a bulleted list (except for full stop after last item, though not in the case of Presidency website texts – see section 3)
  - Avoid too many bullet points in a list; if the list is long, split it up into sub-groups, each with an introduction.

INSTEAD OF:	WRITE:
<p>The Informal Meeting of Ministers of the Environment will be held at Finlandia Hall (address Mannerheimintie 13e, Helsinki). Finlandia Hall, overlooking Töölönlahti Bay, is within walking distance of the centre of Helsinki. Trams 4 and 10 stop in front of Finlandia Hall on Mannerheimintie (Kansallismuseo stop).</p> <p>Delegations can enter Finland Hall by the entrances M1 and M4 on the Mannerheimintie side of the building.</p> <p>Finlandia Hall will also host a media centre open to accredited journalists covering the meeting. The entrance to the media centre will be K4 on the Töölönlahti Bay side of the building.</p>	<p>The Informal Meeting of Ministers of the Environment will be held at Finlandia Hall (address Mannerheimintie 13e, Helsinki). It is within walking distance of the city centre.</p> <ul style="list-style-type: none"> <li>• Trams 4 and 10 take you to Finlandia Hall (the stop called 'Kansallismuseo' on Mannerheimintie)</li> <li>• Delegation entrances: M1 and M4 on the Mannerheimintie side of the building</li> <li>• Media centre entrance: K4 on the Töölönlahti Bay side of the building, open to accredited journalists covering the meeting.</li> </ul>

- List items should be harmonised with the introduction.

INSTEAD OF:	WRITE:
<p>The aims of the programme are:</p> <ul style="list-style-type: none"> <li>• <b>promote</b> the use of artificial intelligence</li> <li>• further <b>reducing</b> the amount of waste production</li> <li>• <b>the encouragement of</b> greater involvement by young people</li> <li>• <b>ensuring</b> all regions can participate actively and benefit significantly from the scheme</li> <li>• <b>to raise</b> Finland's profile in the sector.</li> </ul>	<p>The aims of the programme are <b>to</b>:</p> <ul style="list-style-type: none"> <li>• <b>promote</b> the use of artificial intelligence</li> <li>• further <b>reduce</b> the amount of waste produced</li> <li>• <b>encourage</b> greater involvement by young people</li> <li>• <b>ensure</b> that all regions can participate actively and benefit significantly from the scheme</li> <li>• <b>raise</b> Finland's profile in the sector.</li> </ul>

### 3. PRESIDENCY WEBSITE TEXTS

While section 4 deals specifically with other Presidency texts (speeches, official documents, emails and letters), this section sets out advice for Presidency website texts.

#### 3.1 WHAT AND WHY?

What are Presidency website texts?

- They are specifically or primarily written as content for Finland's Presidency website eu2019.fi
- They include all press releases and news items for the Presidency website, and related social media texts
- They do NOT include official documents (e.g. documents from the Council, the Commission or the European Parliament; Council conclusions; reports; legal texts; background material) or speeches.

The Council of the EU advises that content published on presidency websites should

- provide information that can be very speedily digested by the media, leaders, ministers, MEPs, officials, international organisations, etc.
- be easily understood by those who are not native speakers of English.

Presidency website texts must therefore

- use everyday language
- use short sentences and paragraphs
- use uncomplicated grammar whenever possible
- use headings, sub-headings and bullet points
- avoid buzzwords and jargon
- avoid excessive capitalisation
- be easy to read on screen on different devices.

### 3.2 RULES TO FOLLOW

Besides the advice given in this section, the general advice in section 2 of this style guide applies. Information on other issues and more detail can be found in the following guides if necessary:

- English Style Guide, Prime Minister's Office, Helsinki  
<https://vnk.fi/documents/10616/3457865/English+Style+Guide>
- English Style Guide, European Commission  
[https://ec.europa.eu/info/sites/info/files/styleguide\\_english\\_dgt\\_en.pdf](https://ec.europa.eu/info/sites/info/files/styleguide_english_dgt_en.pdf)
- Interinstitutional Style Guide, European Union  
<http://publications.europa.eu/code/en/en-000100.htm>.

For the reasons given in 3.1, there are some specific rules to follow for Presidency website texts:

- Present the Presidency as the representative of all Member States, speaking with a single voice.

INSTEAD OF:	WRITE:
<b>Member states</b> discussed the draft proposal.	<b>Ministers</b> discussed the draft proposal.
The <b>General Affairs Council</b> adopted a proposal.	The <b>Council</b> adopted a proposal. (i.e. the Council as a whole, not just its General Affairs configuration)

- When reporting Council conclusions, for example, rephrase content so that it consists of the main points only and is easy to read.

INSTEAD OF:	WRITE:
The Council reaffirms that the WPS Agenda aims to ensure that the rights, agency, and protection of women and girls are always observed and upheld before, during and after conflict. Thus, the WPS Agenda is universally applicable and must therefore be implemented internally within the European Union and its Member States, as well as in the external action so that actions can be coherent, credible and impactful. This will be achieved by integrating a gender perspective and women's participation in all contexts, from conflict analysis to subsequent actions, including dialogue facilitation, mediation, peace negotiations and other conflict prevention and resolution tools. Source: Council conclusions, Women, Peace and Security	In its conclusions on women, peace and security (WPS), the Council stated that the European Union and its member states continue to be committed to implementing the WPS Agenda both within EU policies and in its external actions. This means integrating a gender perspective and women's participation into all contexts that concern peace and security.

- Conventions to follow to ensure text is speedily digestible on screen for all Presidency website audiences:

TABLE OF RULES: **PRESIDENCY WEBSITE TEXTS**

	<b>PRESIDENCY WEBSITE TEXTS</b>	<b>FOR COMPARISON:</b> OTHER PRESIDENCY TEXTS
Capitalise or not?	<p><b>Do not capitalise these:</b></p> <ul style="list-style-type: none"> <li>• <b>member states</b></li> <li>• <b>heads of state or government</b></li> <li>• <b>the Finnish government</b></li> <li>• <b>high representative</b> (BUT: <b>High Representative Mogherini</b>; High Representative of the Union for Foreign Affairs and Security Policy)</li> <li>• <b>environment ministers</b></li> <li>• <b>the president</b> (BUT: <b>President Tusk</b>)</li> <li>• EU leaders</li> <li>• <b>Council presidency</b> (BUT: <b>Finland's Presidency</b>, the Romanian Presidency)</li> <li>• <b>the commissioner for enlargement (if not full title)</b>; BUT Commissioner for European Neighbourhood Policy and Enlargement Negotiations)</li> </ul>	<p><b>Capitalise these:</b></p> <ul style="list-style-type: none"> <li>• <b>Member States</b></li> <li>• <b>Heads of State or Government</b></li> <li>• <b>the Finnish Government</b></li> <li>• <b>High Representative</b> (or: <b>High Representative Mogherini</b>; High Representative of the Union for Foreign Affairs and Security Policy)</li> <li>• <b>Environment Ministers</b></li> <li>• <b>the President</b> (President Tusk)</li> <li>• EU leaders</li> <li>• <b>Finland's Presidency</b>, the Romanian Presidency (BUT: <b>Council presidency</b>)</li> <li>• Commissioner for European Neighbourhood Policy and Enlargement Negotiations (BUT: the commissioner for enlargement, if not full title)</li> </ul>
Capitalisation for names of institutions and agencies, Council configurations, Council working parties (and other preparatory bodies)	Use the form given on the <b>organisation's website</b> and Council website.	Use the form given on the <b>organisation's website</b> and Council website.
Well-known acronyms EU, UN, WTO, NATO, IMF,	<b>No need to spell out these familiar abbreviations.</b> For all other abbreviations spell out on	Usually <b>spell out on first mention</b> and put the abbreviation in brackets, then use the abbreviation.



G8, G20, GDP, SMEs	first mention and put the abbreviation in brackets.	
Finnish and EU legislation – statute names	Capitalise as given on the <b>Finlex and EUR-Lex</b> websites. Subsequently, if using a shortened form, do not capitalise.	Capitalise as given on the <b>Finlex and EUR-Lex</b> websites. Shorter names capitalised too (e.g. General Data Protection Regulation). Subsequently can, if necessary, be paraphrased using lowercase.
Names of strategies and documents	Use lower case, e.g. <b>digital single market strategy</b> .	<b>If capitalised by e.g. European Commission, then capitalise</b> (e.g. Digital Single Market Strategy).
Subsequent references to a title or name after first writing out the full name	<b>Upper case</b> for full name and <b>lower case</b> for subsequent references: ... Bioeconomy Conference. On Wednesday the conference ...	<b>Upper case</b> for full name and for subsequent references: ... Bioeconomy Conference. On Wednesday the Conference ...
Buzzwords and jargon	<b>Avoid</b> using buzzwords and jargon, but if necessary, explain it first.	Buzzwords may be suitable in less formal texts (e.g. blogs), and jargon can be used if explained first.
Euro symbol or abbreviation?	€500 000	<b>EUR</b> 500,000 (In speeches: 500,000 euros)
Currency abbreviations	Use <b>€</b> , <b>£</b> and <b>\$</b> , but <b>spell out other currencies</b> (e.g. Swedish crowns, NOT SEK).	Use the <b>standard currency codes</b> , e.g. EUR, GBP, USD, SEK.
Euro area or eurozone?	Use <b>eurozone</b> .	Use <b>euro area</b> .
EU28 or EU-28?	<b>EU28</b>	<b>EU-28</b>
Numbers – a space or comma for thousands?	<b>5 000</b> <b>Use unbreakable space</b> (control+shift+space).	Use a comma: <b>5,000</b>
Ranges	Use <b>'to'</b> instead of a <b>dash</b> (e.g. ... were 20 to 30 emails every day ...) but a dash may be used for dates (e.g. ... on 13–15 August ...).	Use <b>either 'to' or a dash</b> .
Start a sentence with a number expressed in numerals?	<b>Ok</b> to start a sentence with a numeral.	If a sentence starts with a number, <b>write it out in full</b> .
Introducing quotations	Always <b>use colon</b> to introduce quotes.	Use <b>colon or comma</b> .
Bullet point punctuation or not?	<b>Do not use</b> full stops or semi-colons at end of any bullet points, even the last one, in a list.	Use <b>full stop at the end of the final bullet point</b> . Use other punctuation as necessary.

Superscripts and subscripts	<b>Avoid</b> superscripts and subscripts by spelling out if possible (e.g. carbon dioxide, NOT CO <sub>2</sub> ).	Superscripts and subscripts <b>may be used</b> .
Table headings and picture captions	Be sure to include these, and without a final full stop.	Include as necessary.
Links	Clickable links should not be web addresses but a short description in words (concealing the web address).	Links should be relevant and function reliably.

- Technical issues for website texts
  - Make the layout as clear as possible so the text is easy to read online
  - Bear in mind that your text will be read on different devices (desktop PC, smartphone, tablet) in all kinds of circumstances
  - Use keywords in headings to help readers find what they need
  - Use bold sparingly
  - Do not use italics
  - Avoid footnotes.

### 3.3 PRESS RELEASES AND NEWS ITEMS

#### Verb tense

- Press release headlines in English often work well with the simple present tense. Avoid using articles in the headline.

INSTEAD OF:	WRITE:
Minister Tiilikainen <b>will visit</b> Algeria on <b>a</b> trade mission on 20–21 November	Minister Tiilikainen <b>to visit</b> Algeria on trade mission on 20–21 November
Under-Secretary of State Anttonen is <b>leading the</b> trade mission in India	Under-Secretary of State Anttonen <b>leads</b> trade mission in India
The Government <b>proposed</b> improvements in export financing	Government <b>proposes</b> improvements in export financing

#### Verb when referring to speaker of direct quotation

- Where the instances of quoted speech in a Finnish press release or news item are followed by different verbs (e.g. korosti/totesi/sanoi ministeri), such variation may not be necessary in English.

"Tämä on vakava asia", ympäristöministeri korosti.	"This is a serious matter," said the Minister of the Environment.
"Tilanne on haastava," luonnehti Britannian pääministeri David Cameron tapaamista.	"The situation is challenging," said UK Prime Minister David Cameron.

## Quotations

- For direct speech, use "double quotes", otherwise use 'single quotes'. To introduce a quote, use a colon or a comma.
- Punctuation goes before the closing quotation mark, unless the quote is only part of a sentence.

SINGLE QUOTES	DOUBLE QUOTES
He was studying the origins of the Finnish word 'sauna'.	Donald Tusk, President of the European Council, said: "It is the right time to decide where to go from here."  "We will meet next week," said Prime Minister Sipilä.  He was quoted as saying the EU "must take action", but denied having said so.

## Titles

- In press releases, when several titles are given for a person, use only one title, normally the most pertinent one.

Oikeustieteen maisteri, kansanedustaja, finanssineuvos Matti Mäkelä matkustaa Brysseliin perjantaina 5.6.	Matti Mäkelä, Senior Ministerial Adviser, will be travelling to Brussels on Friday 5 June.
---	--

- In press releases concerning appointments, the person's academic qualifications may be given and should normally be translated.

Valtiotieteiden maisteri Juha Kiiski on torstaina 24.11.2015 nimitetty ...	On Thursday 24 November 2015, Juha Kiiski, M.Soc.Sc., was appointed as ...
--	--

- Avoid excessive repetition of a name and title by varying the references to the person in question. For example:  
Minister of the Interior Pekka Jokinen will travel to ...  
Minister Jokinen will hold meetings with ...  
Jokinen also intends to ...  
He will return on ...

## Embargo

- The publication of a press release may be embargoed.

Julkaistavissa 14.9. klo 14.00	Embargoed until 14.00 on 14 September
Julkaisuvapaa VN:n istunnon jälkeen	Embargoed until after the government session

### Joint press release

- A Finnish press release may be headed 'Ministeriö X ja ministeriö Y tiedottavat'.

Ministeriö X ja ministeriö Y tiedottavat	Press release (NOT: 'Press release by Ministry X and Ministry Y' or 'Joint press release by the Ministry of...')
--	---

### Check against delivery

muutosvarauksin	check against delivery (NOT: subject to change(s))
-----------------	---

### Acronyms and initialisms

- An acronym is an abbreviation pronounced as a word, and an initialism is an abbreviation in which each separate letter is pronounced. Acronyms do not usually take a definite article (NATO, REACH), but initialisms do (the UK, the BBC, the EU). However, established usage may be different, particularly for the names of companies (ICI, IBM) and universities (UEA, UCL.).
- Spell out acronyms and initialisms when first mentioned and give the abbreviation in brackets, unless they are well known (e.g. EU, NATO). **Council configurations:** General Affairs Council (GAC), Justice and Home Affairs (JHA) Council and so on.

### 3.4 SOCIAL MEDIA

- When producing content for social media, engage the reader by using 'we' or 'you' and e.g. starting with a question.
- Choose one main point of focus and provide links that work reliably.

<b>Remember that the impact of a social media message can be lost if the reader is distracted or misled by spelling mistakes or poor English.</b>
---

### Twitter

- The maximum number of characters in a tweet is currently 280, but shorter is better
- When tweeting make sure the text is fit for purpose; do not copy directly from press releases or other sources without editing first
- To keep tweets short
  - omit articles ('the', 'a', 'an'), as long as the meaning is retained
  - use abbreviations (such as 'e.g.', 'Mon-Tue', 'EU')
  - use compact expressions
- If the tweet includes an image or video, check that the text is consistent with it.

Note:

- Do not translate Twitter account names (e.g. @juhasipila)

- Translate the content of hashtags (e.g. #budjettiriihi) but without the # symbol; sometimes a corresponding English version of the hashtag is in use (such as #Finland100)
- Leave any 'keyword' list of hashtags at the end of tweets untouched.

Finnish	English
#budjettiriihi Kesärannassa ti-ke, PMI @juhasipila tapaa Ranskan presidentti@EmmanuelMacron to, pe @juhasipila ja @SampoTerho Turun #eurooppafoorumi'ssa.	Government budget session at Kesäranta Tue–Wed, PM @juhasipila meets French President @EmmanuelMacron Thu, PM @juhasipila and @SampoTerho at #europeforum in Turku Fri.
Tutustu osallistujien näkemyksiin haasteista <a href="http://vnk.fi/kohti-seuraavaa-sataa">http://vnk.fi/kohti-seuraavaa-sataa</a> #Seuraava100 #Suomi100	Find out the participants' views at <a href="http://vnk.fi/kohti-seuraavaa-sataa">http://vnk.fi/kohti-seuraavaa-sataa</a> #Next100 #Finland100

### Other channels, e.g. Instagram, Flickr, YouTube, Facebook

- Consult the social media site in question to check permitted character lengths and other rules or practices.

## 4. OTHER PRESIDENCY TEXTS

While the previous section dealt specifically with Presidency website texts, this section sets out advice for other Presidency texts (speeches, official documents, emails and letters).

### 4.1 RULES TO FOLLOW

Besides the advice given in this section, the general advice in section 2 of this style guide applies. Information on other issues and more detail can be found in the following guides if necessary:

- English Style Guide, Prime Minister's Office, Helsinki  
<https://vnk.fi/documents/10616/3457865/English+Style+Guide>
- English Style Guide, European Commission  
[https://ec.europa.eu/info/sites/info/files/styleguide\\_english\\_dgt\\_en.pdf](https://ec.europa.eu/info/sites/info/files/styleguide_english_dgt_en.pdf)
- Interinstitutional Style Guide, European Union  
<http://publications.europa.eu/code/en/en-000100.htm>.

The conventions you should follow for Presidency website texts were given in a table in the previous section. The corresponding conventions that should be followed for other Presidency texts are as follows:

TABLE OF RULES: **OTHER PRESIDENCY TEXTS**

	<b>OTHER PRESIDENCY TEXTS</b> (NOT PRESIDENCY WEBSITE TEXTS)	<b>FOR COMPARISON:</b> PRESIDENCY WEBSITE TEXTS
Capitalise or not?	<p><b>Capitalise these:</b></p> <ul style="list-style-type: none"> <li>• <b>Member States</b></li> <li>• <b>Heads of State or Government</b></li> <li>• <b>the Finnish Government</b></li> <li>• <b>High Representative</b> (or: <b>High Representative Mogherini</b>; High Representative of the Union for Foreign Affairs and Security Policy)</li> <li>• <b>Environment Ministers</b></li> <li>• <b>the President</b> (President Tusk)</li> <li>• EU leaders</li> <li>• <b>Finland's Presidency, the Romanian Presidency</b> (BUT: <b>Council presidency</b>)</li> <li>• Commissioner for European Neighbourhood Policy and Enlargement Negotiations (BUT: the commissioner for enlargement, if not full title)</li> </ul>	<p><b>Do not capitalise these:</b></p> <ul style="list-style-type: none"> <li>• <b>member states</b></li> <li>• <b>heads of state or government</b></li> <li>• <b>the Finnish government</b></li> <li>• <b>high representative</b> (BUT: <b>High Representative Mogherini</b>; High Representative of the Union for Foreign Affairs and Security Policy)</li> <li>• <b>environment ministers</b></li> <li>• <b>the president</b> (BUT: <b>President Tusk</b>)</li> <li>• EU leaders</li> <li>• <b>Council presidency</b> (BUT: <b>Finland's Presidency, the Romanian Presidency</b>)</li> <li>• <b>the commissioner for enlargement (if not full title; BUT Commissioner for European Neighbourhood Policy and Enlargement Negotiations)</b></li> </ul>
Capitalisation for names of institutions and agencies, Council configurations, Council working parties (and other preparatory bodies)	Use the form given on the <b>organisation's website</b> and Council website.	Use the form given on the <b>organisation's website</b> and Council website.
Well-known acronyms EU, UN, WTO, NATO, IMF, G8, G20, GDP, SMEs	Usually <b>spell out on first mention</b> and put the abbreviation in brackets, then use the abbreviation.	<b>No need to spell out these familiar abbreviations.</b> For all other abbreviations spell out on first mention and put the abbreviation in brackets.

Finnish and EU legislation – statute names	Capitalise as given on the <b>Finlex and EUR-Lex</b> websites. Shorter names capitalised too (e.g. General Data Protection Regulation). Subsequently can, if necessary, be paraphrased using lowercase.	Capitalise as given on the <b>Finlex and EUR-Lex</b> websites. Subsequently, if using a shortened form, do not capitalise.
Names of strategies and documents	<b>If capitalised by e.g. European Commission, then capitalise</b> (e.g. Digital Single Market Strategy).	Use lower case, e.g. <b>digital single market strategy</b> .
Subsequent references to a title or name after first writing out the full name	<b>Upper case</b> for full name and for subsequent references: ... Bioeconomy Conference. On Wednesday the Conference ...	<b>Upper case</b> for full name and <b>lower case</b> for subsequent references: ... Bioeconomy Conference. On Wednesday the conference ...
Buzzwords and jargon	Buzzwords may be suitable in less formal texts (e.g. blogs), and jargon can be used if explained first.	<b>Avoid</b> using buzzwords and jargon, but if necessary, explain it first.
Euro symbol or abbreviation?	<b>EUR</b> 500,000 (In speeches: 500,000 euros)	<b>€</b> 500 000
Currency abbreviations	Use the <b>standard currency codes</b> , e.g. EUR, GBP, USD, SEK.	Use <b>€</b> , <b>£</b> and <b>\$</b> , but <b>spell out other currencies</b> (e.g. Swedish crowns, NOT SEK).
Euro area or eurozone?	Use <b>euro area</b> .	Use <b>eurozone</b> .
EU28 or EU-28?	<b>EU-28</b>	<b>EU28</b>
Numbers – a space or comma for thousands?	Use a comma: <b>5,000</b>	<b>5 000</b> <b>Use unbreakable space</b> (control+shift+space).
Ranges	Use <b>either 'to' or a dash</b> .	Use <b>'to' instead of a dash</b> (e.g. ... were 20 to 30 emails every day ...) but a dash may be used for dates (e.g. ... on 13–15 August ...).
Start a sentence with a number expressed in numerals?	If a sentence starts with a number, <b>write it out in full</b> .	<b>Ok</b> to start a sentence with a numeral.
Introducing quotations	Use <b>colon or comma</b> .	Always <b>use colon</b> to introduce quotes.
Bullet point punctuation or not?	Use <b>full stop at the end of the final bullet point</b> . Use other punctuation as necessary.	<b>Do not use</b> full stops or semi-colons at end of any bullet points, even the last one, in a list.
Superscripts and subscripts	Superscripts and subscripts <b>may be used</b> .	<b>Avoid</b> superscripts and subscripts by spelling out if possible (e.g. carbon dioxide, NOT CO <sub>2</sub> ).

Table headings and picture captions	Include as necessary.	Be sure to include these, and without a final full stop.
Links	Links should be relevant and function reliably.	Clickable links should not be web addresses but a short description in words (concealing the web address).

## 4.2 SPEECHES

Standard format for speeches in English:

- brief opening words after the salutation
- short introduction ideally mentioning the main points
- body setting out the main points (3 to 5) and subpoints
- short conclusion summarising what was said.

### EXAMPLES

#### Opening:

It is good to see so many of you here today.

#### Introduction:

Today I would like to report on the outcome of the study. First, I will look at the initial data, then present the study outcome and finally where we can go from here.

#### Main body:

1. Description of initial data ...
2. Presentation of the study outcome ...
3. Next steps ...

#### Short conclusion:

This seminar today provided an overview of the circular economy in the light of the study carried out by the Commission in 2018 and the surprising conclusions reached in the study. As I described, there are several possible scenarios we can pursue. The next seminar in Cologne will hopefully tie all this together.

For further examples:

<https://vnk.fi/documents/10616/3457865/Puheiden+ilmaisuja+%28en%29>

## 4.3 OFFICIAL DOCUMENTS

- Official documents can be
  - documents from the Council, the Commission, the European Parliament or other institutions, agencies or bodies
  - Council conclusions, working party minutes
  - reports
  - legal texts
  - background material



- other texts that are not written as content for the Presidency website and are not speeches.
- See section 4.1 on the style guide rules to be followed when writing or translating official documents.

## 4.4 EMAILS AND LETTERS

### 4.4.1 Emails

When an email is our first point of contact with someone, our professional image is often created by these emails. From the point of view of the content and language used in emails, some key cross-cultural points are worth bearing in mind:

INSTEAD OF:	WRITE:
(Direct) Your argument does not make sense. I disagree. <ul style="list-style-type: none"> <li>• efficient</li> <li>• to the point</li> <li>• could sound blunt, aggressive or offensive in cultures used to indirect communication</li> </ul>	(Indirect) Thanks for your valuable input. I'm sure there's a lot we can still discuss. We could explore some of your points next week. <ul style="list-style-type: none"> <li>• seemingly less efficient but ultimately more effective</li> <li>• maintains harmony and avoids confrontation</li> </ul>

Be aware that:

- in some countries emails cannot be sent to just anyone in the organisation but should go through a particular hierarchy
- some emails need a certain degree of formality
- recipients may not be native English speakers or fluent in English
- some cultures expect a preamble with a personal note
- in some countries, people expect emails to focus on the matter at hand ('task-oriented'); in other countries emails are also a way of building and maintaining relationships, which means that the email should also mention something personal ('relationship-oriented').

Direct ('task-oriented')	Indirect ('relationship-oriented')
Dear John, Thank you for your comments. I look forward to our future cooperation. Best wishes, Sally	Dear John, I appreciate your valuable comments on the draft. It's been a pleasure working with you on this project. Thanks for the gardening tips, by the way. They should come in handy soon. Regards to your family. Best wishes, Sally

Communication style: direct vs indirect

Checklist:

- informative subject line

- keep language simple, clear and to the point
- respectful and polite language
- proofread before sending
- clear message about what the recipient is supposed to do (action or fyi)
- double check firstname/surname and titles and capitalisation
- be careful with 'Reply all'
- use 'high priority' function and exclamation marks sparingly
- avoid colours, symbols and special fonts
- do not use same style and tone of language as in text messages and Twitter
- avoid emoticons, contractions and abbreviations.

#### Greeting and signing off emails

FORMAL	SEMI-FORMAL	INFORMAL
Dear Ms Adams  xxx ... xxx.  Yours sincerely,  Cathy Knowles Senior Adviser Ministry of Finance tel. +358 50 673 8632 cathy.knowles@gov.com	Dear Jane, (OR: Jane,)  xxx ... xxx.  Kind regards, (OR: Best wishes,)  Cathy	Hi Jane,  xxx ... xxx.  Regards, (OR: Warmly,)  Cathy

#### 4.4.2 Letters

##### Opening and closing of most letters

If you open with:	Close with:
Dear Sir Dear Madam Dear Sir or Madam (the recipient's name is unknown)	Yours faithfully
Dear Mr Smith Dear Ms Smith Dear Dr Smith (the recipient's name is known)	Yours sincerely
Dear Anna (the recipient is a colleague or friend)	Kind regards, Best wishes, With best wishes, Best regards

**Note** that commas should be placed either after both the opening **and** closing phrases, or after **neither**.

Letters to Heads of State or Government, Ambassadors, EU representatives, Ministers

- Royalty

Start with: Your Majesty	Close with: I have the honour to remain/to be Your Majesty's devoted/loyal friend <i>or</i> I have the honour to remain/to be Your Majesty's most obedient servant
-----------------------------	---

- Other heads of state

Start with: Excellency Mr President Madam President	Close with: Yours faithfully
--	---------------------------------

- Heads of government

Start with: Dear Mr/Ms/Mrs Jenkins (NOT: Prime Minister Jenkins) Prime Minister	Close with: Yours sincerely  Yours faithfully
---	--

- Letters to Ambassadors and permanent representatives of the EU

Start with: Your Excellency Sir/Madam (for the UK)	Close with: Yours faithfully <i>or</i> I have the honour to be, Sir/Madam, Yours faithfully
--	--

- Letters to ministers

Start with: Sir/Madam Sir/Madam/My Lord (for the UK)	Close with: Yours faithfully <i>or</i> I have the honour to be, Sir/Madam, Yours faithfully I remain (or I am), Sir/Madam/My Lord, Yours faithfully
--	--

- Letters to Members of the European Parliament

Start with: Sir/Madam <i>or</i> Dear Mr/Ms Smith	Close with: Yours faithfully Yours sincerely
--	--

- Letters to Presidents of EU institutions

Start with: Sir/Madam <i>or</i> Dear President Smith	Close with: Yours faithfully <i>or</i> I have the honour to be, Sir/Madam, Yours faithfully
--	--

- Letters to Secretaries-General

Start with: Sir/Madam	Close with: Yours faithfully
--------------------------	---------------------------------

- Useful phrases in letters

START	CLOSE
-------	-------

It is my honour to invite you to ...	Would you kindly confirm your attendance ...
I have the honour ...	I should be obliged if you would inform me whether/confirm that your Government is in agreement with the above. Please accept, Sir/Your Excellency, the assurance of my highest consideration.
I have the honour to acknowledge receipt of your letter of today's date, which reads as follows:	I am able to inform you/confirm that my Government is in agreement with the contents of your letter/I have the honour to confirm that the above is acceptable to my Government and that your letter and this letter constitute an agreement in accordance with your proposal. Please accept, Sir/Your Excellency, the assurance of my highest consideration.

For more phrases see: <https://vnk.fi/documents/10616/3457865/Malli-ilmaisuja+valtionhallinnon+kirjeenvaihtoon+englanniksi>

- Exchange of notes (Notes Verbales)

START	CLOSE
<i>(Mission No 1)</i> presents its compliments to <i>(Mission No 2)</i> and has the honour to refer to	<i>(Mission No 1)</i> avails itself of this opportunity to renew to <i>(Mission No 2)</i> the assurance of its highest consideration.

## ANNEX 1 – EU TERMS

### Finland’s Presidency of the Council of the European Union

<b>fi</b>	
Suomen EU-puheenjohtajuus <sup>1</sup>	preferred, official
Suomen EU-puheenjohtajakausi	preferred
EU-puheenjohtajuus	admitted
EU-puheenjohtajakausi	admitted
Euroopan unionin neuvoston puheenjohtajuus	admitted
EU:n neuvoston puheenjohtajuus	admitted
Suomi Euroopan unionin neuvoston puheenjohtajamaana	admitted
Suomen kausi Euroopan unionin neuvoston puheenjohtajana	admitted
<b>en</b>	
Finland’s Presidency of the Council of the European Union	preferred, official
Finland’s Presidency of the Council of the EU	preferred
the Finnish Presidency of the Council of the European Union	admitted
the Finnish Presidency of the Council of the EU	admitted
Finland’s Presidency	admitted, short form
the Finnish Presidency	admitted, short form
the Council Presidency	admitted, short form
the Presidency of the Council	admitted, short form
the Presidency	admitted, short form
<i>For social media also:</i>	
#EU2019FI	
Finland’s Presidency of @EUCouncil	
FI Presidency of @EUCouncil	
<i>Do NOT use the following:</i>	
Finland’s EU Presidency <sup>2</sup>	deprecated
the Finnish EU Presidency	deprecated
Finland’s Presidency of the European Union	deprecated
the Finnish Presidency of the European Union	deprecated
Finland’s Presidency of the EU Council <sup>3</sup>	deprecated
the Finnish Presidency of the EU Council	deprecated

<sup>1</sup> The most commonly used Finnish term does not include the word “Council” or “Council of the European Union”. This is because it would not be natural or fluent to have three genitive forms in a row. In other languages (with the exception of Swedish), however, the recommended full form (Presidency of the Council of the European Union) should be used at first mention. Later on, shorter forms can be used when appropriate.

<sup>2</sup> **Do not use “EU Presidency”**, although it is widely used and would be a logical equivalent for the option most commonly used in Finnish. This is because it is the Presidency of the Council of the European Union, not of the European Union.

<sup>3</sup> Do not use “EU Council” as a short form of the Council of the European Union; use “Council of the EU” instead. You can also use “Council”, if it is clear which council you mean. Do not use “Council” when you mean “European Council”, or “Council of Europe”.

<b>sv</b>		
Finlands ordförandeskap i Europeiska unionens råd		preferred, official
Finlands EU-ordförandeskap		preferred, short form
Finlands EU-ordförandeskapsperiod		admitted
EU-ordförandeskapsperioden		admitted
<b>de</b>		
der finnische Vorsitz im Rat der Europäischen Union		preferred, official
der finnische Vorsitz im Rat der EU		preferred
der finnische EU-Ratsvorsitz		preferred, short form
der finnische Ratsvorsitz		admitted, short form
<i>When used without article:</i>		
Finnischer Vorsitz im Rat der Europäischen Union		preferred, official
Finnischer Vorsitz im Rat der EU		preferred
Finnischer EU-Ratsvorsitz		preferred, short form
Finnischer Ratsvorsitz		admitted, short form
<i>Do NOT use the following:</i>		
die finnische Präsidentschaft im Rat der Europäischen Union <sup>4</sup>		deprecated
die finnische Präsidentschaft im Rat der EU		deprecated
die finnische EU-Ratspräsidentschaft		deprecated
die finnische Ratspräsidentschaft		deprecated
<b>fr</b>		
(la) présidence finlandaise du Conseil de l'Union européenne		preferred, official
(la) présidence finlandaise du Conseil de l'UE		preferred
(la) présidence finlandaise du Conseil		preferred, short form
(la) présidence finlandaise		admitted, short form
<i>Do NOT use the following:</i>		
(la) présidence finlandaise de l'Union européenne <sup>5</sup>		deprecated
(la) présidence finlandaise de l'UE		deprecated
(la) présidence de la Finlande <sup>6</sup>		deprecated

<sup>4</sup> Although in German the form "Präsidentschaft" is widely used, it is not the official form used by the EU.

<sup>5</sup> In French, avoid forms using only "UE" or "Union européenne". It is the Presidency of the Council of the European Union, not of the European Union.

<sup>6</sup> In French, the only correct form is "présidence finlandaise" (cf. English).

## Other related terms

<b>Finnish</b>	<b>English</b>
jäsenvaltio	Member State (or, for Presidency website: member state)
valtion päämiehet	Heads of State or Government (or, for Presidency website: heads of state or government) or: leaders
yhteiset periaatteet triokaudelle	common priorities of the Presidency Trio
yhteinen ohjelma	common agenda
pääministerit (yleissanana)	prime ministers, premiers
EU27 (EI: EU-27)	EU-27 (or, for Presidency website: EU27)
Euroopan komissio EU:n komissio komissio	European Commission or: Commission (NOT: EU Commission)
Euroopan unionin neuvosto EU:n neuvosto neuvosto	Council of the European Union or: Council of the EU Council (= Council of the European Union)
ministerineuvosto (= Euroopan unionin neuvosto)	Council of Ministers (= Council of the European Union)
Eurooppa-neuvosto	European Council
Euroopan neuvosto	Council of Europe (not an EU institution)
Euroopan parlamentti EU:n parlamentti parlamentti	European Parliament or: Parliament (NOT: EU Parliament)
poliittiset ryhmät (Euroopan parlamentin)	political groups
Euroopan parlamentin jäsen meppi	Member of the European Parliament (MEP)
euroalue	euro area (or, for Presidency website: eurozone) (NOT: euro zone; NOT: Euro Area)
EU:n ulkopuolinen maa	third countries, non-EU countries
Coreper Coreper I ja II (rather than COREPER)	Coreper Coreper I and II
kolmikantaneuvottelut	trilogue negotiations
neuvoston kokoonpanot	Council configurations For names, go to: <a href="https://www.consilium.europa.eu/en/council-eu/configurations/">https://www.consilium.europa.eu/en/council-eu/configurations/</a>
neuvoston valmisteluelimet	Council preparatory bodies For names, go to: <a href="https://www.consilium.europa.eu/en/council-eu/preparatory-bodies/">https://www.consilium.europa.eu/en/council-eu/preparatory-bodies/</a>
työryhmä (neuvoston valmisteluelimenä)	working party
Komission puheenjohtaja Juncker	European Commission President Juncker or: Commission President Juncker

	or: e.g. ... introduced by the President of the European Commission, Jean-Claude Juncker, on ... (NOT: President of the European Commission Juncker; EU Commission President Juncker)
Eurooppa-neuvoston puheenjohtaja Tusk	European Council President Tusk or: President Tusk or: e.g. ... introduced by the President of the European Council, Donald Tusk, on ... (NOT: President of the European Council Tusk)
Euroopan unionin ulkoasioiden ja turvallisuuspolitiikan korkea edustaja ja komission varapuheenjohtaja	High Representative of the Union for Foreign Affairs and Security Policy/Vice-President of the Commission or: High Representative/Vice-President Mogherini or: High Representative Mogherini (or, in some contexts: Commission Vice-President Mogherini)
Euroopan ulkosuhdehallinto	European External Action Service (EEAS)
yhteinen ulko- ja turvallisuuspolitiikka	Common Foreign and Security Policy
talous- ja rahaliitto	Economic and Monetary Union
monivuotinen rahoituskehys (MRK)	multiannual financial framework (MFF)
pankkiunioni	banking union
sisämarkkinat	single market
euroryhmä	Eurogroup
komissaari	European Commissioner or: Commissioner (NOT: EU Commissioner)
komission kollegio	College of Commissioners
Euroopan unionin tuomioistuin	Court of Justice of the European Union or: Court of Justice
Euroopan tilintarkastustuomioistuin	European Court of Auditors or: Court of Auditors
Euroopan keskuspankki	European Central Bank
Euroopan talous- ja sosiaalikomitea	European Economic and Social Committee or: Economic and Social Committee
Euroopan alueiden komitea	European Committee of the Regions or: Committee of the Regions
Britannian EU-ero Britannian ero EU:sta	United Kingdom's exit from the European Union or: United Kingdom's withdrawal from the European Union
brexit	Brexit
erosopimus	withdrawal agreement
sopimukseton ero	withdrawal without an agreement or: no-deal Brexit



## ANNEX 2 – FINNISH GOVERNMENT TERMS

### Valtio

Generally use lower case 'state', but capitalise when it could be replaced by the name of a country.

'valtio' can **also** refer to:

- central government
- government
- the Government
- the Finnish Government
- the Government of Finland
- country.

state-owned enterprise (NOT: State-owned), state aid, state funding

BUT: the State of Finland

Finnish	English
Tiedot saadaan luovuttaa ainoastaan, jos asianomainen valtio tai kansainvälinen elin varmistaa riittävän tietosuojan tason.	Data may only be disclosed if the <b>state</b> or international body in question ensures an adequate level of data protection.
Maakuntien toiminta rahoitetaan pääosin <b>valtior</b> rahoituksella ja osaksi palvelujen pääosin <b>valtior</b> rahoituksella ja osaksi palvelujen käyttäjiltä perittävillä asiakasmaksuilla.	The activities of counties would be financed mainly from <b>central government</b> funds and partly from client fees to be collected from the users of services.
Kampanjassa jo mukana olevat <b>valtiot</b> ja yritykset:...	<b>Governments</b> and companies that have joined the campaign so far: ...
Eurooppalaiset <b>valtiot</b> , puolustusratkaisusta riippumatta, ovat yhä riippuvaisempia monikansallisesta puolustusyhteistyöstä sotilaallisten suorituskykyjen ylläpitämiseksi, kehittämiseksi ja käyttämiseksi.	European <b>states</b> , irrespective of their defence solutions, are increasingly dependent on multinational defence cooperation when it comes to maintaining, developing and using military capabilities.
Filippiinit on kulttuurisesti monimuotoinen, noin 7 100 saaresta muodostuva <b>valtio</b> Etelä-Kiinan meren ja Tyynen valtameren välisellä alueella.	The Philippines is a <b>country</b> consisting of about 7,100 islands between the South China Sea and the Pacific Ocean.
Sekä Suomen <b>valtio</b> että alueviranomaiset niin Ruotsin kuin Suomen puolella ovat tukeneet vuodesta 2010 Vaasan ja Uumajan välistä matkustajaliikennettä.	The Finnish <b>Government</b> , and regional authorities in both Sweden and Finland have subsidised passenger between Vaasa and Umeå since 2010.

### Julkinen hallinto

### Valtionhallinto

### Valtion keskushallinto

'Valtionhallinto' is usually translated as 'central government' (though it is sometimes appropriate to use 'central government administration' or 'state administration'), while 'julkinen hallinto' is 'public

administration', a wider concept referring to central, regional and local government together (i.e. 'general government'). These are not capitalised.

'Valtionhallinto' is therefore often used in the sense of 'keskushallinto' or 'valtion keskushallinto' (= the ministries plus the government agencies and public bodies within their administrative sector). Strictly speaking, however, in administrative terms 'valtionhallinto' consists of three levels: 'valtion keskushallinto' ('central state administration'), 'valtion aluehallinto' (regional state administration) and 'valtion paikallishallinto' (local state administration).

Työ ministeriössä tarjoaa näköalapaikan <b>valtionhallintoon</b> .	Working at the Ministry provides an excellent overview of <b>central government</b> .
Maakunta- ja sote –uudistuksessa tarkoitus oli järjestää Suomen <b>julkinen hallinto</b> kolmella tasolla, jotka ovat kunta, maakunta ja <b>valtio</b> .	In the regional government, health and social services reform, Finland's <b>public administration</b> was to be organised at three different levels: municipalities (local government), counties (regional government) and <b>state (central government)</b> .
Julkisen talouden suunnitelman valmistelun yhteydessä <b>keskushallinto</b> ja maakunnat käyvät neuvottelut ...	In connection with the preparation of the general government fiscal plan, the <b>central government</b> and the counties will negotiate ...

## Hallitus Valtioneuvosto

For 'hallitus' use 'the Government' or 'the Finnish Government' (NOT: 'Cabinet'), or, in a general sense, 'government'. The same applies to 'valtioneuvosto'.

The Finnish Government (valtioneuvosto) is to be understood, on the one hand, as the body which convenes for the general governing of the country, consisting of the Prime Minister and other ministers, and, on the other hand, the decision-making body for governmental and administrative matters consisting of the Government plenary session and the ministries. Capitalise 'Government' when

- it refers to the 'valtioneuvosto' or 'hallitus' of a given country or
- it is the head noun in the phrase.

Lowercase 'government' when it is used

- as a generic word or
- as a modifier.

<b>Hallitus</b> antoi keväällä 2009 eduskunnalle selonteon Itämeren haasteet ja Itämeripolitiikka. Koska sen tavoitteet ovat jo monelta osin toteutuneet, <b>valtioneuvosto</b> päätti selonteon päivittämisestä.	In spring 2009, <b>the Government</b> submitted to Parliament a report entitled Challenges of the Baltic Sea and on Baltic Sea Policy. As many of its objectives have already been achieved, <b>the Government</b> decided to update the report.
<b>valtioneuvoston</b> toiminnan kehittäminen	development of government functions
Ruotsin hallitus	Government of Sweden
hallituksen esitys	government proposal

valtioneuvoston periaatepäätös	government resolution
hallituksen ohjelma	the Government's programme
hallitusohjelma	the Government Programme
<b>hallituspuolueet</b>	Government parties

## Ulkoasiainhallinto

Foreign Service ('ulkoasiainhallinto', 'UH') covers the Ministry for Foreign Affairs and the Diplomatic Service ('ulkomaanedustustot', 'UE'), that is the diplomatic and consular missions abroad.

Foreign service (in lower case): foreign service in general or foreign service of a given country.

Note that the Ministry for Foreign Affairs is also known as the Foreign Ministry. Foreign Service, the Foreign Service of Finland.

## Hallinnonala

'branch of government', 'administrative branch'

A ministry's 'hallinnonala' consists of the ministry together with the agencies and public bodies under its administration.

NOTE: The translation 'branch of government' is usually more appropriate than 'administrative branch', which can easily sound too narrow. 'Administrative branch' is in any case preferable to 'administrative sector' or 'administrative domain'.

Joitakin tehtäviä ja yksittäisiä virastoja on siirretty <b>hallinnonalalta</b> toiselle.EN: Some duties and individual agencies have been transferred from one administrative branch to another.	Some duties and individual agencies have been transferred from one <b>administrative branch</b> to another.
Sisäasiainhallinnon hankintaohje	Procurement instructions for the Ministry of the Interior's <b>branch of government</b>

<b>virkamies</b>	public official (NOT: 'public servant' or 'civil servant')
<b>viranomainen, viranomaiset</b>	the authorities, public authorities, the authority for xx, government authorities
toimivaltainen viranomainen	competent authority
Oikeusministeriö myös tukee ja neuvoo muita viranomaisia säädösvalmistelun kuulemiseen liittyvissä kysymyksissä	The Ministry of Justice also supports and advises other authorities in questions related to the consultation practices in law drafting processes.
Valtioneuvoston asetuksella säädetään viranomaisesta, jolle vaatimus osoitetaan.	Provisions on the authority to which the demand shall be addressed are issued by government decree.
Muutoksenhaku sähköturvallisuusviranomaisen päätökseen	Appealing against a decision of the Electrical Safety Authority

Päätöksen tehnyt viranomainen on ylittänyt toimivaltansa	The public authority that made the decision exceeded its powers
--	---

### puheenjohtajuus/puheenjohtajamaa/puheenjohtaja

Consult the website of the organisation in question. For Presidency of the Council of the EU, see Annex 1.

puheenjohtaja/puheenjohtajamaa	chair, chairperson, chairmanship, presidency The Estonian Presidency of the Council of the European Union John Smith, Chair of the Working Group on Immigration Policy
--------------------------------	--

The EU negotiates and concludes international agreements both **with non-EU countries** and with international organisations, such as the WTO or the UN.

### Health, social services and regional government

For terms related to the health, social services and regional government terms, see <https://vnk.fi/kaannos-ja-kielipalvelut/sanastot>.

Write 'health' before 'social' even if in Finnish social is first (except in the name of the ministry: Ministry of Social Affairs and Health).

The abbreviation 'sote' usually means healthcare and social welfare. However, in the context of the health and social services reform, the term 'sote' is often used to refer to the services, i.e. 'health and social services'.

sosiaali- ja terveys-	health and social
sosiaali- ja terveyspalvelut	health and social services
sosiaali- ja terveydenhuolto	healthcare and social welfare
terveydenhuolto	healthcare
sote- ja maakuntauudistus	health, social services and regional government reform
sote-uudistus	health and social services reform
maakuntauudistus	regional government reform

## ANNEX 3 – LANGUAGE-SPECIFIC POINTS

### muun muassa

This is not always translated as 'among other things'; sometimes it can even be omitted.

Työryhmän tehtäviin kuuluu <b>muun muassa</b> a, b, c, d ja e.	The duties of the working group <b>include</b> a, b, c, d and e.
<b>Muun muassa</b> toiminnallisilla magneettikuvauksilla ...	Images produced by methods <b>such as</b> functional magnetic imaging ...
Pääministeri puhui <b>mm.</b> inflaatiosta.	Inflation was <b>among</b> the issues addressed by the Prime Minister.

### sekä

Often translates as 'and' instead of 'as well as'.

Työryhmä keskusteli tämän vuoden talousarviosta, määrärahoista ja menoista <b>sekä</b> verotuloista.	The working group discussed this year's budget, appropriations, expenditure <b>and</b> tax revenue. (NOT: The working group discussed this year's budget, appropriations and expenditure as well as tax revenue.)
--	--

### entinen ministeri, presidentti ... ministerin arvonimi

<b>Ministeri</b> Per Stenbäck osallistuu ....	<b>Former government minister</b> Per Stenbäck will participate ....
<b>Presidentti</b> Tarja Halonen puhuu ...	<b>Former President</b> Tarja Halonen will talk about ...

### lähtökohta

Avoid overuse of 'point of departure' or 'starting point'. Other alternatives, depending on the context, include: premise, goal, aim, approach, basis.

Talouspolitiikan <b>lähtökohdat</b> perustuvat tasapuolisuuteen.	The <b>main elements</b> in economic policy are based on equality.
Oikeusvaltion periaatteen kunnoittaminen on molempien sopimuspuolten ulkopoliittikan <b>lähtökohta</b> .	The principle of the rule of law <b>underpins</b> the international policies of both parties.

### edelläkävijä

Does not translate as 'forerunner' if the context is the present or future, as forerunner normally means something that precedes or heralds the arrival of something else.

Instead, try: frontrunner, take the lead, leader, lead the way, be at the leading edge, at the forefront, pioneer

Suomi on <b>edelläkävijä</b> monissa asioissa.	Finland is a <b>frontrunner</b> in many things.
--	---

Digitaalisen talouden osalta Suomen on oltava <b>edelläkävijä</b> .	Finland must be <b>at the forefront</b> of the digital economy.
---	---

### puoliso

Usually translated as 'spouse', but note that this normally means a husband or wife (= aviopuoliso) and excludes unmarried partners (= avopuolisot). If the term covers both, then the word 'partner' is appropriate.

### edustusto

Translates as 'mission', 'representation' or 'embassy', depending on the case. Consult: <https://um.fi/edustustot>.

### rauhanvälitys

Often 'mediation' is more appropriate than 'peace mediation'.

### kansalainen, Suomen kansalainen, suomalaiset

These translate as 'Finnish nationals', 'citizens', 'people', 'people in Finland', 'the general public', depending on the context.

### ohjata, ohjaus

Translates as 'guide', 'guidance', 'direct', 'direction', 'manage', 'management', 'oversee', 'oversight', 'coordinate', 'coordination', 'control', or a combination (e.g. 'guidance and direction').

Avoid 'steer' and 'steering', except for established terms such as 'steering group' and 'steering committee' and when the meaning is to physically or metaphorically steer something (e.g. vehicle or conversation).

Niiden suorituskyvyn ja prosessoinnin suunnittelu ja <b>ohjaus</b> ...	The design and <b>control</b> of their processing and performance ...
Ministeriö uudistaa, <b>ohjaa</b> ja luo toimintaedellytyksiä taloudelle ja julkiselle hallinnolle.	The Ministry is tasked with establishing, <b>overseeing</b> and reforming the operating framework for public finances and public governance.

### toimija

Translates as 'entity', 'body', 'party', 'operator', 'player' or 'those concerned/involved'. 'Actor' is overused.

### Geographical names, organisations, companies and people

When the name of a Finnish geographical feature includes 'järvi', 'joki', etc., use 'Lake Kuusijärvi', 'River Vantaanjoki', and so on.

Adjectival forms of compass points are not usually capitalised: eastern Europe, northern Finland. Use capitalisation if they form part of a proper name, an administrative or political unit or a distinct regional entity: East Indies, Eastern Europe, South Ostrobothnia.

Capitalise 'Arctic' when referring specifically to the geographical region known as the Arctic. Otherwise, it is generally lowercased when used as an adjective, e.g. arctic clothing, arctic temperatures.

For organisations, check usage from their website or official documents. E.g. Confederation of Finnish Industries (EK).

If no English translation exists, it may be appropriate to use a short description when first introducing the organisation or document, then use the Finnish name: Metsähallitus, the agency governing the use of state-owned land, ...

For registered English names of Finnish companies, consult <https://www.ytj.fi/en/index.html>.

Foreign proper names are sometimes spelled differently in English and in Finnish:

FI: Aleksei Uljukajev

EN: Alexei Ulyukayev

### Age

If the age of a person is mentioned, it is normally expressed without the word 'years'.

Matti Virtanen, 38, was appointed to the post.

### Archaic words

INSTEAD OF:	WRITE:
thereafter	then, afterwards ...
therein	in that, there ...
thus	so, therefore ...
aforementioned	this, that, this report ... the study; in some cases the word 'said' might be appropriate

Avoid using insofar as, albeit, thus, lest, herein, per se, inter alia or i.a. (except in limited EU contexts).



PRIME MINISTER'S OFFICE  
FINLAND

SNELLMANINKATU 1, HELSINKI  
PO BOX 23, FI-00023 GOVERNMENT  
FINLAND  
Tel. +358 295 16001  
[info@vnk.fi](mailto:info@vnk.fi)  
[vnk.fi/en](http://vnk.fi/en)