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Nation branding and commemorations of votes for women in three Nordic states

Bakgrund/Frågeställning

The Nordic countries do not just identify strongly with gender equality: they also increasingly mobilize their pasts, as well as more contemporary notions held at the international level wherein the Nordics are seen as exceptionally gender equal, to highlight and brand themselves in the present as global pioneers of women's rights. In this presentation, using nation-branding as an overarching perspective, we discuss how this eagerness among the Nordics to be perceived as front-runners of gender rights affected the memory politics at play during the national commemoration of 100 years of women's suffrage in Finland (2006–2007), Norway (2013) and Sweden (2018–2022). In addition, we ask what national narratives the respective jubilee celebrations helped to facilitate – and whether those narratives correspond with the images that function as the primary brands of Finland, Norway and Sweden today.

The presentation is based in a co-written article titled “Gender-equality pioneering, or how three Nordic states celebrated 100 years of women's suffrage”, *Scandinavian Journal of History* 2/2022.

Key words:

Nation branding - women's suffrage – memory politics – historiography – gender history

Metod och Resultat

Konklusion