



PRESS RELEASE

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Wildfire Risk Is Increasing – Careless Use of Fire Remains the Leading Cause

Outdoor recreation continues to grow in popularity, but there are still shortcomings in safe fire practices. The majority of wildfires are caused by human activity. The Käpy palaa safety awareness campaign provides much-needed guidance.

By 11 June, Finland had already recorded 1758 wildfires, compared to a total of 1,841 wildfires during 2025 (prontonet.fi). The most common causes include campfires, burning of brush and waste, smoking, and children handling fire.

“This year, a significant number of fires have occurred considering the time of year. Human activity and careless use of fire are particularly prominent causes, further exacerbated by exceptionally very dry terrain,” says **Oona Höök**, expert at the Rescue Services Partnership Network.

Climate Change Increases the Risk

Finland has traditionally been successful in preventing large-scale wildfires. Nevertheless, the risk of wildfires is increasing as the climate changes.

“Rising temperatures make vegetation and terrain dry out more easily. Earlier snowmelt also brings forward the start of the wildfire season,” says Tuomo Bergman, meteorologist at the Finnish Meteorological Institute.

Regardless of their size, wildfires are harmful both to the environment and to society. Extinguishing them always incurs costs and ties up rescue service resources.

Fighting Wildfires Through the Käpy palaa Campaign

Safe use of fire and fire-extinguishing skills are not familiar to everyone, creating a clear need for guidance. The Käpy palaa safety awareness campaign, aimed particularly at young people, encourages the safe use of fire. The campaign launches on 15 June, with squirrel friends Vili and Veli serving as its mascots.

Campaign materials, ranging from social media content and website resources to a downloadable guide, have been produced in Finnish, Swedish, and English. This helps ensure that important safety information reaches Finland’s foreign-language-speaking residents as well. According to estimates, more than 300,000 people living in Finland are able to communicate in English.





The Campaign Is Funded by the Fire Protection Fund

The Käpy palaa campaign has received funding from the Finnish Fire Protection Fund.

“We consider it important that school-age children learn skills for using fire safely and acquire the knowledge needed for fire-safe behaviour in outdoor environments. It is essential that all citizens know how to act correctly in situations involving fire risk,” says **Johanna Herrala**, Secretary General of the Fire Protection Fund at the Ministry of the Interior.

The campaign has benefited from the expertise and field experience of the Rescue Services Partnership Network, the Finnish National Rescue Association (SPEK), the Finnish Meteorological Institute, and Metsähallitus.

The Käpy palaa campaign has been planned and implemented by Convoy Advertising Agency Ltd.

“Creating and implementing the Käpy palaa project with unwavering commitment has been a matter close to Convoy’s heart from the very beginning. The extensive cooperation required for a high-quality campaign, together with our public-sector and marketing partners, is working exceptionally well again this year,” says **Mikko Tikander**, Creative & Manager, Convoy Advertising Agency Ltd.

Convoy’s creative and project implementation partners in the Käpy palaa team are OZO Marketing Agency and WOW Helsinki.

Further Information and Interview Requests

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Attachments

- Käpy palaa 2026 campaign logo
- Käpy palaa campaign image

Links to Official Käpy palaa Educational Videos

Finnish: <https://youtu.be/ZqCe6qcaWh8?si=UGMYvH5cgNW9PIGp>

Swedish: <https://youtu.be/DZV5DhXLVCg?si=q3s8b-UlrVXDDgrA>

