

FANNI

EMOTIONS

Heartwarming stories that help children learn everyday social emotional skills

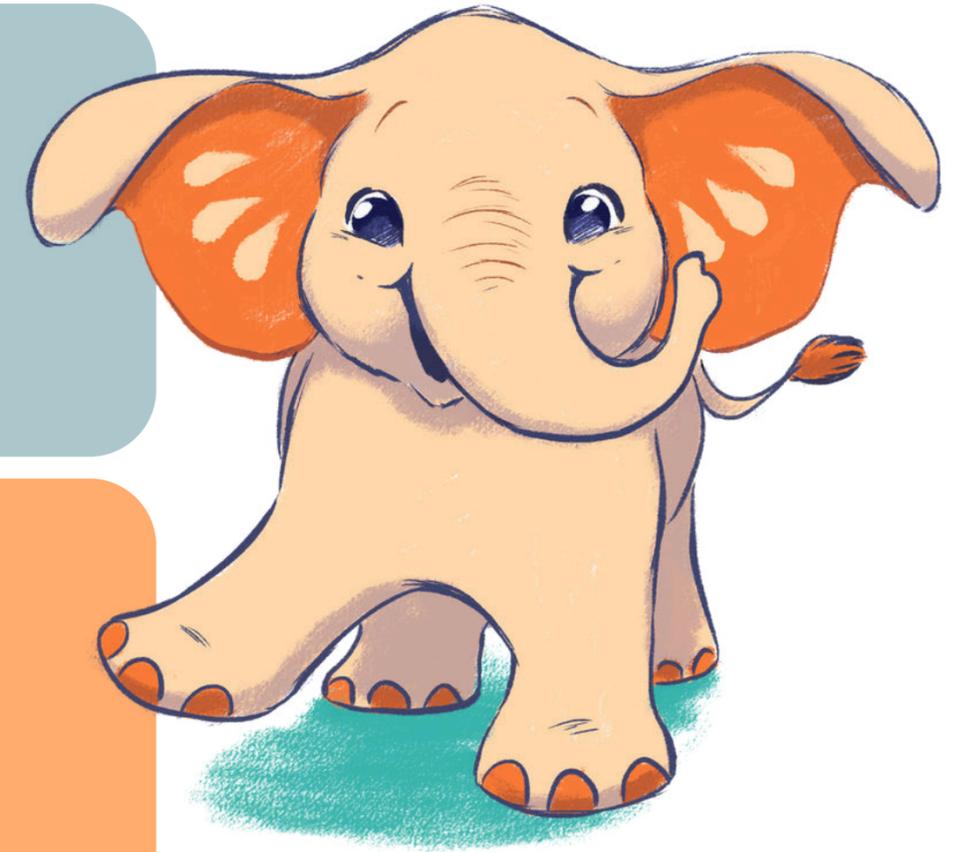
EMOTIONAL COMPETENCE - THE FOUNDATION OF WELL-BEING

Learning and
academic success

Psychological and
physical well-being

Meaningful relationships
and bullying prevention

Self-esteem and
self-awareness



WHAT IS FANNI EMOTIONS?

- Developed by Finnish Family Psychologists
- Compelling stories and relatable characters
- Practical tools for both children and parents



OUR STORY FROM 2019

Finland's best selling SEL series and one of the most popular children's series



State Award for Public Information

The Ministry of Education and Culture in Finland



Annual top 20 Bestseller

Source: Finnish Publishers Association



Book of the Year finalist 2023

Suomalainen Bookstore



Children's Book of the Year finalist 2024&2023

Adlibris Bookstore



Punni award, honorable mention

The Finnish Institute For Children's Literature

OVER
300,000
COPIES SOLD



WELCOME TO VINHAVAARA

The Fanni stories take place in Vinhavaara, an idyllic place far from here, with villagers who value nature, peace, and community.



THE FANNI SERIES: EMOTIONAL SKILLS STEP BY STEP

1

Allowing emotions

2

Identifying & labeling emotions

3

Regulating emotions

4

Meeting needs, problem solving

Each book focuses on a specific **emotional skill**, covering emotional processing as a whole.



FANNI
EMOTIONS



THE MIU SERIES: EMOTIONAL SKILLS FOR 0-3-YEAR-OLDS



Each title on the annual
TOP 20 BESTSELLER LIST
of most sold Finnish
children's books

- Self-awareness and body literacy
- Needs behind emotions
- Separation anxiety
- How emotions affect our behavior
- Social skills and problem solving

BOOKS AND SO MUCH MORE!

A versatile children's brand loved by both children and adults

- **Foreign rights** sold to 8 language areas: China, Norway (bestseller!), Korea, Romania, Brazil, Poland, Swedish in Finland, and Estonia
- Audiobooks and eBooks
- Frequent interviews in Finland's most prominent media outlets
- Trainings and webinars for parents and educators
- Children's Culture: events, music, and concerts

Brandlicensing

- Food (Muru Baby)
- Parks and play structures (Lappset)
- A puppet theatre play (Sampo)
- Clothing collections (Metsola)
- Wall calendars, postcards, and more (Kumma)



WHAT OUR READERS SAY



Like magic that changes both children and adults.

-A Korean Reader



A learning experience for both parents and children.

-A Korean Reader



These books discuss powerful emotional experiences in a humane, gentle, and non-judgmental way that makes it easy for children to understand.

-A Finnish Reader



Cute illustrations, wonderful characters, plenty of useful information and practical tips also for adults.

-A Finnish Reader

OUR TEAM



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