

THE SWEDEN IN FOREGINERS' EYES

Stereotypes about Sweden and the Swedish people arise because of lack of knowledge about this country. In fact, in each caricature, there is always a grain of truth.

Here are some stereotypes:

Swedish family

Everyone knows the phrase “Swedish family” (the outdated English equivalent is Swedish sin), but where it came from is not completely clear. One way or another, it is common in the CIS countries. There is no such thing in Swedish.

So this stereotype is not true.

In any restaurant in Sweden – sweden table

Like the “Swedish family,” the “sweden table” concept is common in the CIS countries, although in other countries (primarily in Sweden itself) this phrase is unlikely to be understood. The idea to arrange cold appetizers, hot dishes and desserts so that anyone could approach them and choose what they like best, really come from Scandinavia, but the Swedes are not responsible for the further development of the buffet system.

So this stereotype is not true.

All Swedes are the same person - blue eyed blondes

Like any stereotype about national appearance - this is a great exaggeration. In addition to the abundance of brunettes and redheads among the indigenous people of the country, Sweden is a multinational country where you can meet people with different skin colors and different backgrounds.

So this stereotype is not true.

Swedes avoid conflict

Sweden has not entered into any war for more than 200 years and is not a member of any military alliance. It is a country free of war since 1814.

So this stereotype is true.

Everyone drives Volvo

Even though Volvo is Sweden's favorite car, this is just one of many brands on Sweden's roads. There are also lots of classic American cars, as well as the standard choices.

So this stereotype is not true.

Swedes are Green

This is so true. Communal recycling places, tetra pack, and Pant, Sweden is very Green and caring of the environment. Pant is a system where recyclable items like plastic and glass bottles have a cash reward if you return and recycle them. Normally 10% of the original value, Pant is a great system that rewards those who want to be green.

So this stereotype is true.