

# The most sustainable sports event ever

What is your event's environmental legacy for the next generation? Sitra challenged Lahti2017 organisers and 48 event partners to create the world's most sustainable event: the World Ski Championships in 2017. Here is how Sitra, Lahti2017, Ekokompassi and POW made the event sustainable in the spirit of circular economy.

## Before the event

### Raising awareness

Lahti2017 entrusted schools to share knowledge about circular economy and to take action. Sustainable event organising was promoted in the media throughout the event.

### Location

Lahti2017 challenged the city of Lahti to boost circular economy solutions such as public transportation.

### Agreement

All event partners were sent an agreement in which they committed to utilise circular economy solutions at the event. Most of them signed the agreement.

### Workshops

Two circular economy workshops were arranged for the event partners to rethink how we can together organise the most sustainable event ever.

**START  
2015**

## After the event

### Challenging all event partners

Due to the successful cooperation during the event, Sitra also challenged other sport organisations and event organisers to make their events more sustainable. Together with Sitra, Eurobasket 2017 and the Finnish Olympic Committee have continued the circular economy actions tested in Lahti2017.

## During the event

### Energy efficiency and renewable energy

The energy used at the event was 100% renewable, including wind power, biogas and solar power.

### Environmental impacts of food

Event partners were challenged to use local food and produce less food waste.

### Evaluation

Lahti2017 earned the Eco Compass Certificate for the sustainability actions at the event.

### Sustainable products and material flows

Event partners were encouraged to make the event products from environmentally-friendly materials and minimise waste. Leftover materials and products were reused after the event. All waste produced during the event were recycled.

### Sustainable transportation

Free local traffic was offered to event volunteers and media representatives. All visitors were encouraged to use public transportation and carpooling.

### Lobbying

The event organisers met with International Ski Federations FIS and different political and community decisionmakers to boost circular economy in future sport events.

Lahti 2017

**10** days  
**2,800** volunteers  
**1,600** reporters  
**220,000** visitors

## Checklist

- Commit the brand owner of the event (such as FIS and FIBA) to build the most sustainable event.
- Include sustainability into bidding, contracts and procurement.
- Think sustainability throughout the execution of the event: why, who, how, when and what do you need to make the event sustainable?
- Review what you have done, learn from it and share your best practices with other event organisers.