

## **SPORT SUSTAINABILITY CHALLENGE:**

How to minimize the carbon footprint in international sports events?

### **Challenge owners:**

- Lahti Region Development LADEC Ltd.
- Lahti - European Green Capital 2021

### **Challenge description:**

As Lahti is the European Green Capital 2021, this challenge will be an excellent reference case for your team!

Humanity faces an existential climate crisis. As stated by the United Nations, meeting the scale of the challenge requires action by all sectors, including the sport sector.

Major international sports events have so far had a poor track record on sustainability. Investments in event infrastructure, international travel, accommodation and delivery of services all create CO2 emissions and waste.

This is changing. Sports events organizers are globally investing millions for solutions that can help to reduce the negative environmental impact. This presents a huge market opportunity for innovations. Lahti sports ecosystem has an ambition to be the greenest and the most sustainable in the world.

***That is why we are looking for solutions that help to minimize the carbon footprint in international sports events and make them more sustainable.***

Solutions created for this challenge can be scaled to any other (sports) event globally - and we'll gladly open the doors for you!

### **What kind of solution and team are we looking for?**

Solution can for example be technology, new concept, service or anything innovative. This challenge is open for any teams with a scalable solution to reduce the environmental impact. Teams can be startups, scaleups, established organizations or idea-stage teams of curious individuals. What matters is that teams have an ambition to take their solution to international markets.

**Benefits to participants**

- Meet meaningful contacts
- Recognize new opportunities
- Fast track the development of your solution
- Learn about business potential and culture across the world

Get recognition and potential pilot reference from working with globally environmental green forerunner City of Lahti - European Green Capital 2021, as selected by the European Commission.

**Prizes for Sport Sustainability Challenge:**

- If the winner is from Europe - invitation to Sports Tech event in Tokio in November 2021 (TBC). All travel and event participation expenses will be paid on behalf of Hackathon organizers.
- If the winner is from Asia - invitation to SMASH Lahti in spring 2022 (TBC). All travel and event participation expenses will be paid on behalf of Hackathon organizers.
- Direct contacts and matchmaking with sports event decision-makers in Finland, Europe and internationally
- Access to SMASH ecosystem and membership in Lahti wellbeing and sports cluster: Access to top expertise and business networks, market insight at your disposal. Take control of the market in Northern Europe or make use of the International Sports Business Network in Asia.