

Helsinki Day

12.6.
2022

Event organiser's guide

helsinkipaiva.fi

Helsinki
Helsingfors

Helsinki Day background

Helsinki Day, celebrated on 12 June, is the birthday of Helsinki, which was founded in 1550. All townspeople are invited to join in the celebrations.

The idea behind the summer event is that different organisers – individuals, communities and businesses alike – can offer open and free events to everyone in the city. The day has been celebrated in Helsinki since 1959.

The Helsinki Day programme is coordinated by the Helsinki Events Foundation, but the real content of the programme is created by various associations, clubs and organisations as well as private individuals and departments of the City of Helsinki. This means that the day's programme is different each year, a versatile and surprising collection of events that is sure to offer something for everyone. **Welcome!**

Would you like to join in the Helsinki Day activities?

This year, the Helsinki Day programme will be spread over the weekend from Saturday to Sunday, 11–12 June. All kinds of events across the city and around the clock are encouraged to join in the Helsinki Day programme. The Helsinki Day weekend will offer an excellent opportunity to organise events that benefit from the bright summer nights, and we hope to hear new ideas for night-time event content.

The Helsinki Day events will be held in June, taking into account any Covid-related restrictions. We recommend that when planning your event, you consider potential changes, and we suggest that organisers favour outdoor events or activities in which the number of participants can be reduced if necessary. You can also register virtual or hybrid events for the programme.

Even if other restrictions on public events are no longer in force on Helsinki Day, the [requirements of Section 58c](#) of the Communicable Diseases Act on the prevention of an epidemic will apply until 30 June. According to these requirements, those who operate events or facilities open to the public must ensure that:

1. clients and participants can clean their hands;
2. clients and participants are instructed on how to maintain a sufficient distance, clean their hands and take other similar measures to prevent the spread of infections; and
3. the cleaning of the premises and surfaces is intensified in addition to what is provided for cleaning elsewhere in respect of the activity in question.

Free-of-charge events that are independent and non-commercial can be accepted into the Helsinki Day programme. Please note that the person who registers the event is fully responsible for organising the event, including health and safety issues as well as providing any permits and notifications required by the authorities.

Sustainability and EcoCompass

Helsinki Day's environmental impact is monitored using the Ecocompass certificate. All event organisers who sign up for the programme through the open application process must commit to sustainable operations in their events. Please note the following principles, as applicable:

If waste is generated at your event, the waste must be sorted and the amount of mixed waste needs to be minimised. Sorting instructions are available from the Helsinki Events Foundation.

- Only materials that are suitable for reuse should be used at the events.
- Only renewable electricity should be used at the events, if possible.
- If you sell or serve food and drinks at your event and single-use plates, cups and cutlery are used, they must be biodegradable. You must also have a vegetarian option, and we encourage you to use organic and local food whenever possible.
- Please pay attention to minimising transportation and traffic to and from the event. The public should be encouraged to come to the event on foot, by bike or by public transport.

Instructions for organising a sustainable event are available (in Finnish) in the [Siisti tapahtuma!](#) guide and the [Roskat riviin!](#) waste management guide. Read more about the Helsinki Events Foundation's [Sustainability and social responsibility](#) commitment and see general guidelines (in Finnish) for [organising events](#) in Helsinki.

Registering events and production grants

Events can be submitted to the programme between 7 March and 22 May using an online form, which can be found on the Helsinki Day website (helsinkipaiva.fi/en/). You can update the event details that you provided using the same online form, but we recommend you do so as early as possible to allow time for processing your changes.

You can apply for a production grant for your Helsinki Day event using the same online form as for registering your event. Applications for production grants must be submitted between 7 March and 15 April.

A production grant can be EUR 100–4,000 per event. The production grant can be spent on production costs such as infrastructure, material costs and artists' fees but not on marketing costs. The registration form must specify the amount of production grant being applied for and describe the event's production plan and cost structure.

The Helsinki Day panel, which consists of a variety of Helsinki residents, will select the production grant recipients, and all applicants will be notified of the selections by 30 April. When selecting the recipients, the panel will take into account the entire Helsinki Day programme and its even distribution across the city, sustainability and accessibility as well as new types of event content (especially in terms of night-time events), inclusion of different groups of visitors and health and safety issues. The panel also reserves the right to determine the amount of production grant it approves.

Contracts will be drawn up for the selected event organisers, who can then invoice Helsinki Events Foundation for the production grant accordingly.

Communications and marketing

Helsinki Events Foundation is responsible for the overall marketing and communications activities for Helsinki Day, but the organisers will also be encouraged to share information about their events with their own stakeholders.

The Helsinki Events Foundation applies the following methods in the joint marketing and communications efforts:

- the helsinkipaiva.fi website (in Finnish, Swedish and English)
- social media channels and marketing (Facebook and Instagram)
- marketing communications (e.g. outdoor and radio advertising campaigns)
- media relations and stakeholder communications

Information about Helsinki Day will also be actively shared on the City of Helsinki channels, including the website, social media and the Helsinki magazine.

Organisers of Helsinki Day events undertake:

- to be clear in all their communications that the event is part of the Helsinki Day programme
- to provide links from their website to the Helsinki Day website (helsinkipaiva.fi)
- to use the hashtag [#helsinkipäivä](#) or [#helsinkiday](#)
- to share information about their event through their own networks and channels where possible

Feedback and reporting

All feedback is very important to us so that we can develop the Helsinki Day event and for the Helsinki Events Foundation to be able to meet the needs of the implementing parties as well as possible. All parties who produce an event for Helsinki Day are required to submit a feedback questionnaire, to be sent after the event, and to report on their own contribution to the event and estimate the number of visitors to their event.

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