

Helsinki Day

A photograph of two young women performing on a stage. They are both wearing black mesh tops and blue jeans. One woman is holding a microphone and raising it in the air, while the other is smiling and looking towards the camera. In the background, there is a large orange circular graphic and a DJ setup on a table. A green metal fence is visible in the foreground, and a crowd of people can be seen in the lower right corner.

12.6.
2023

Event
organiser's
guide

helsinkipaiva.fi

Helsinki

Helsinki Day background

Helsinki Day on 12 June marks the birthday of Helsinki, founded in 1550, and everyone is invited to join in the celebrations. The idea behind the summer event is that various organisers – individuals, communities and businesses alike – can offer free events and programmes that are open to everyone in the city. Helsinki Day has been celebrated since 1959.

Whereas Helsinki Events Foundation coordinates Helsinki Day, the actual programme content is provided by numerous associations, clubs and organisations as well as by private individuals and City of Helsinki actors. This means that each year, the day's programme is a distinct concept that both surprises and offers something for everyone.

Welcome to join in!

Want to be part of the Helsinki Day programme?

Helsinki Day welcomes all kinds of events in different parts of Helsinki and at different times of the day. We hope to include as many different events that appeal to as many various resident groups as possible (seniors, families with children, immigrants, young people, etc.).

Free events that are neither ideological nor commercial are accepted for inclusion in the Helsinki Day programme. Please note that the person registering the event is fully responsible for realisation of the event concerned, including health and safety issues and any permits and notifications required by the authorities.

Responsibility and EcoCompass

The environmental impacts of Helsinki Day are monitored using the EcoCompass environmental management system. Also, all event organisers signing up for the programme through the open application process must pledge to comply with responsible and sustainable practices in their own events. Please note the following principles, as applicable:

- If your event generates waste, the waste must be sorted and the amount of mixed waste minimised. If needed, sorting instructions can be found in the [Roskat riiviin!](#) waste management guide.
- Every effort should be made to use only materials suitable for reuse at the events.
- Where possible, renewable electricity should primarily be used at the events.
- If you sell or serve food and drinks at your event and use disposable plates, cups and cutlery, these must be biodegradable.
You must also offer a vegetarian option. We also encourage the use of organic and local food wherever possible.
- Please pay attention to minimising transportation and traffic to and from your event. The public, too, should be encouraged to come to events on foot, by bike or by public transport.

Instructions for organising a sustainable event are available (in Finnish) in the [Siisti tapahtuma!](#) environmental guide. Please also read Helsinki Events Foundation's [sustainability and social responsibility practices](#) and the City of Helsinki's [general guidelines for organising events](#) (in Finnish).

Registering events

You can register events for inclusion in the programme from 1 March to 17 May using the electronic form that you can find on the [Helsinki Day website](#). You can later use the same form to update the event details but it's advisable to do so as early as possible to allow time for the changes to be processed.

Production grant

You can apply for a production grant from 1 March to 14 April.

If you wish, you can apply for a production grant for your Helsinki Day event using the same online form you used in conjunction with registering your event.

A production grant can be €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 state the event's production plan and cost structure.

The production grant recipients are decided by the Helsinki Day Panel, which comprises a variety of Helsinki residents. Applicants will be notified of the selections by 2 May. 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 and various visitor groups. The panel also reserves the right to determine the amount of production grant it approves.

Contracts will be drawn up for the event organisers selected, 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 for Helsinki Day. Organisers will also be encouraged to share information about their events for their own stakeholders.

Helsinki Events Foundation applies among other things the following methods in joint marketing and communications:

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

A list of all the events organised by Helsinki residents, associations, communities and businesses included in the Helsinki Day programme will be published on the website. The list will include a description of each event in Finnish, Swedish and English. The event organiser must submit a description of the event on the e-form found on the Helsinki Day website by Wednesday 24 May. The description must be no longer than 500 characters. The earlier the description is submitted, the sooner it will be published on the website. Helsinki Events Foundation will be responsible for the translations where these are not provided by the event organiser.

Information about Helsinki Day will also actively be shared on City of Helsinki channels, including the website, social media and the Helsinki lehti publication. Organisers of Helsinki Day events pledge to:

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

Feedback and reporting

All feedback is very important to use so that we can develop Helsinki Day events and for Helsinki Events Foundation to respond to the needs of the implementing parties as comprehensively as possible. We require each party who produces an event for Helsinki Day to complete and submit a feedback survey to be sent after the event and to report their own contribution to the event and the estimated number of visitors their own event.

Contact information

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Helsinki Events Foundation reserves the right to make changes to the Helsinki Day guidelines and programme.