

Veikkausliiga Recognizes 2025 Season's Responsible Initiatives

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Veikkausliiga honored three of this year's responsible initiatives last week during Club Day. Overall, Veikkausliiga clubs have carried out more than 100 responsibility-related actions this season, with each club highlighting one example.

This season, special recognition was given to FC Inter's *Energiaa Liikunnasta* tour, Ilves' public transport match ticket initiative, and AC Oulu's aid collections for Ukraine.

FC Inter – Energiaa Liikunnasta Tour

The *Energiaa Liikunnasta* tour is part of the InterAction social responsibility program, which reaches over 60,000 children annually. The tour emphasizes responsibility within the whole community, both on and off the pitch. In collaboration with Turku Energia, over 3,000 primary school children in Turku experience the joy of physical activity each year. Responsibility, education, and commercial partnerships benefit the entire city.

Ilves – Public Transport Match Ticket Initiative

All tickets and season passes for Veikkausliiga matches at Tammela Stadium include free travel on the Nysse public transport network. This initiative is carried out in partnership with Tampere Region public transport and aims to provide spectators with a free, convenient, and responsible way to attend Ilves matches.

AC Oulu – Support for Ukraine

In partnership with Oubus, AC Oulu has continued its strong support for Ukraine, as in previous years, organizing two aid collections during match events in 2025. The collections aimed to gather as many usable items as possible to be delivered to Ukraine, in addition to donations transported by bus, and were held during AC Oulu home matches.

Making Longstanding Work More Systematic

The pillars of Veikkausliiga's responsibility program are good governance, anti-doping and integrity, social responsibility, and environmental responsibility. For 2025–2026, the program focuses on improving the physical and mental well-being of children and young people, promoting equality and anti-racism, and environmental responsibility.

For the upcoming season, each club will prepare its own responsibility program in line with these agreed focus areas, ensuring that Veikkausliiga's responsibility program is fully implemented, monitored, and measurable at club level.

The work on Veikkausliiga's responsibility program has been led by board member Hanna Hovi, who emphasizes that many clubs have already carried out systematic and impactful responsibility work for years.

"Now we wanted to define a common direction and key focus areas for Veikkausliiga's responsibility work, better showcase the clubs' successful initiatives, and ensure that responsibility is implemented and developed across all Veikkausliiga clubs in a consistent manner," Hovi explains.

"Clubs naturally embed a lot of responsibility in their activities, because football touches and moves many people as Finland's most popular sport. All of this is now brought together, and responsibility can be implemented even more systematically through Veikkausliiga's shared responsibility program."