

SPORT EVENT DENMARK

Uniting People

Media Advisory: The Power of Sporting Events - Engaging for a Sustainable Future

Sport Event Denmark, in proud partnership with SportAccord, is thrilled to announce our pivotal engagement at the upcoming annual convention where the world of sport converges. Our gold-partner presence, bolstered by the Danish host cities, is not merely a stand but a vibrant forum for dialogue, and meaningful connections under the banner: "The Power of Sporting Events."

The Heart of the Matter: Sustainability in Focus

In a world sprinting towards sustainability, the sports industry is not just warming up; it's leading the race. But what makes a sporting event more thrilling than a photo finish? The pursuit of sustainability, of course! As we gear up for SportAccord, we're throwing a spotlight on the vital sustainability challenges and opportunities that lie ahead.

Key Questions on the Sport Event Denmark stand:

Sustainability Focus: Beyond the finish line, how can sporting events contribute to a sustainable future?

Future Targets: In the realm of event planning, which sustainability topic gets the gold medal? Is it gender equality, the leap for good health and well-being, or perhaps the marathon for clean water and sanitation? The race is on for affordable and clean energy, responsible consumption, climate action, preserving life below water and on land, and championing quality education.

Outlook Paris 2024: The Torch of Excitement

As the Paris 2024 Olympics horizon brightens, we're not just looking forward to the games themselves but to how they will carry the torch for sustainability, inclusivity, and innovation. What facets of this global spectacle are you most eager to witness, whether you're cheering from the stands or streaming from the comfort of your couch?

Join Us: Dive into the Dialogue

Sport Event Denmark and our Danish host cities invite you to join us at our stand for a series of engaging discussions. Let's tackle the sustainability hurdles together and envision a future where every sporting event is a win for the planet.

About Sport Event Denmark: Leading the charge in hosting sustainable international sporting events, Sport Event Denmark collaborates closely with Danish cities, sporting organizations, and international bodies to promote sports and its power to inspire a sustainable future.

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Let's make sustainability the MVP of every game. See you at SportAccord!