



Posti and the Football Association of Finland continue their partnership in 2027 â€” together for equality

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The partnership between Posti and the Football Association of Finland will continue in 2027. The collaboration is built on a strong foundation: the current partnership was renewed in 2024, but its roots go much further back. Posti was already a partner of the Football Association of Finland and the Finnish menâ€™s and womenâ€™s national football teams from 1994 onwards for approximately two decades.

The partnership is grounded in sustainability, with diversity, equality and inclusion at its core. Both Posti and the Football Association are committed to long-term efforts to advance these themes.

“For the Football Association, Posti has been a long-standing partner committed to shared values. Together, we have promoted the development of Finnish football and futsal across the country. Our cooperation has never been based solely on visibility, but above all on a shared belief that football can foster equality, community, responsibility and well-being throughout Finland,” says Mikko Varis, Sales and Marketing Director of the Football Association of Finland.

Our collaboration also extends to broader societal issues. Together, we have worked to promote equality, diversity and anti-racism, while reinforcing the message that everyone is welcome just as they are. These values are

an important part of Posti’s culture and shape the way we treat one another every day.

“Football brings people together regardless of their background, and the same principle guides us at Posti. Our partnership with the Football Association is long-term work towards building a more equal and inclusive society where everyone can feel welcome and valued. We are delighted to continue promoting these important themes together, both on and off the field,” says Anna Storm, Posti’s Vice President, Sustainability & Stakeholder Relations.

A big part of the partnership has been supporting the Green Card initiative, an important symbol of values-based action in Finnish football and futsal. The Green Card recognizes acts of fair play in children’s and youth sports and encourages respect for others and good behavior on the field.

Over the years, the partnership has been



widely visible at national team matches, on training apparel, on digital channels and through various community activations. It has included campaigns, content collaborations and events that have highlighted sustainability, community spirit and equality.

We are delighted to continue our long-standing partnership next year and to keep advancing the themes that matter most to us together.

Source: [Posti](#)