RUNNING FOR ALL
A guide to European Athletics Quality Road Race standards
“To be confirmed as a quality road race by European Athletics should be a goal for all road race organisers on the continent. Running activities are ever-increasing, and there is a need for a Europe-wide system that ensures runners are able to make well-informed choices when deciding on an event by ensuring its legitimacy and credibility. We are pleased to be an active supporter of Running for All.”

Brendan Foster
Founder, Great North Run

European Athletics
Running for All

Supporting runners and race organisers across Europe

The number of people taking part in organised running activities is growing rapidly. Every runner has their own reason for taking part, and their own hopes and expectations for the quality and safety of the public mass participation races they enjoy. Every race organiser will want to show they have the same concerns for quality and safety so they can attract the entrants they need to make the event worthwhile.

This is why we need a system to assess and publicise the quality of mass participation races. At present, only limited regulations exist in some European countries, and they are not always universally understood. For this reason, European Athletics has developed, with the help of leading running experts, a set of safety and quality standards for public road races.

With the support of the athletics federations of all European countries, these standards serve to confirm and maintain the expected requirements. They also stand to encourage positive partnerships and relationships between everyone involved in running – runners, clubs, organisers, European Athletics, national athletics federations, local authorities, service providers and the media.

We will promote and administer the standards system on a special website, with its own recognisable brand, to create a welcoming, inclusive and informative community for runners and organisers alike. Our aim is to encourage and endorse as many races in Europe as possible. That’s what we mean by Running for All.
The European Athletics Quality Road Race standards act as an assurance for road runners throughout Europe. They distinguish between races that respect the standards and those that haven’t sought certification or assessment. They form the foundation of Running for All, a strong recognisable brand for running activities throughout Europe.

The standards

Three levels of standards encompass all types and sizes of races.

1 Star
The race fulfils guaranteed minimum requirements of safety and security for athletes during a race with a small number of runners.

3 Star
The race guarantees a good level of safety and security, and offers runners a satisfactory level of quality of services for a race with a large number of runners.

5 Star
The race guarantees a comprehensive level of safety and security, and high quality services, for a race with significant numbers of runners.

How we set the standards

We assess races on a total of 54 categories that cover:
• Administration and finance
• Course
• Environmental and social responsibilities
• Measurement
• Medical
• Results
• Safety
• Services
• Timing

To ensure legitimacy and credibility, and to make sure the standards take account of the needs of today’s runners and race organisers, we have consulted:
• Runners
• Race organisers
• European Athletics Member Federations
• Competition and medical experts
Belgrade Marathon, April 2015
3 Star

- The SuisseGas Belgrade Marathon is Serbia’s biggest sports event with 25,000 runners
- It was declared an event of special importance by Belgrade City Council
- 2015 will see the 28th Belgrade Marathon
- The event comprises of marathon, half marathon and 5km fun run

“We encourage all AIMS race organisers in Europe to be certified by European Athletics as a Quality Road Race so that they are recognised across the continent as race organisers that respect safety and quality standards.”

Paco Borao
President, Association of International Marathons and Distance Races
Better for all

For runners

For runners across Europe, or any international visitors wishing to take part in an event, the European Athletics Quality Road Race mark is a guarantee and an assurance the race organisers respect the safety and quality standards and have been assessed accordingly.

The Running for All web portal, accessible in a number of European languages, acts as a central point of information with a calendar of certified races. With the opportunity to leave race reviews, Trip Advisor-style, it also acts as a long-lasting and growing source of peer-to-peer knowledge and advice.

For race organisers

For race organisers, the European Athletics Quality Road Race mark stands for credibility, and provides reassurance for runners, host political authorities, Member Federations, service providers, sponsors and other partners.

It offers additional promotion of the event, the chance to increase and maintain participation levels, and sets certified races apart from events without the standard.

The Running for All web portal acts as the channel to apply for certification and use of the brand in promotional materials, as well as an additional promotional channel for the event. It offers an international portal in a number of European languages for runners to access useful information.

For Member Federations

Member Federations will be involved in the monitoring and approval system for race certifications, and will appoint certifiers for the 3-star and 5-star races. They will promote the system to race organisers, clubs and runners.

This brings closer links to all involved in running and running events within the federation’s country, and additional publicity for the federation and its other initiatives. It also opens up the opportunities for potential partnerships and educational initiatives.

For European Athletics

Our aim is to be a recognised partner in mass participation running, and to be recognised as the natural authority for the running movement. As the owners of the online platform and monitoring system, we are responsible for the education and support of certifiers, and the liaison point between Member Federations and race organisers.

european-running4all.org
SKOPJE MARATHON, MAY 2015
5 STAR

• The 2014 Wizz Air Skopje Marathon had 6,350 runners
• It is supported by the European Commission and City of Skopje
• 2015 will see the 11th Skopje Marathon
• The event comprises of marathon, half marathon, marathon relay, 5km and team-building marathon

“With road running more popular than ever, it is very important that runners can enter races with full confidence that they will be guaranteed a safe and high quality experience. European Athletics Running for All will give athletes across Europe a platform from which they can select events. This will allow them to be the best that they can be and provide race organisers with clear standards of quality for their events to meet.”

Sebastian Coe
How does certification work?

STAGE 1

Race organiser registration process

These diagrams show how the European Athletics Quality Road Race certification works.

1. Register online at european-running4all.org
2. Complete form with simple event details
3. Answer 54 yes or no questions relating to standards
4. Review form
5. Submit form by email
6. Receive email notification acknowledging submission

STAGE 2

Member Federation reviews application

The application is reviewed by the relevant Member Federation and is either approved or rejected. If approved, the event appears in the Running For All calendar or, if rejected, the race organiser may re-apply.

- The relevant Member Federation receives email notification of the application.
- Member Federation logs in to the Administration system online at european-running4all.org.
- Member Federation reviews application and sends email notification to race organiser within 30 days.
- APPROVED: Event appears in the Running for All calendar at european-running4all.org for runners to see.
- REJECTED: Race organiser can re-apply. Previous submission answers will be pre-loaded on the form to ease re-application.
Promoting the Running for All standards

European Week of Sport

The European Commission is promoting a European Week of Sport for the first time in 2015 to raise awareness of the benefits of exercise and sport at all levels. Their aim is for a ‘great Europe-wide experience which will help people change their lifestyles while having fun at the same time.’ We aim to partner with the event, and show the power of athletics, by identifying and promoting as many road races as possible.

Amsterdam 2016 European Athletics Championships

Alongside our flagship two-yearly championships, and its major pan-European TV coverage, we’ll be organising a mass participation race. With potentially up to 30,000 runners, we’ll have a huge opportunity to promote our standards and the Running for All brand.

We’ll be publicising the European Athletics Quality Road Race standards through regular print and online communications, meetings and seminars, and by using European running legends as ambassadors. We’ll also call on all runners to act as trailblazers by sharing their experiences of races on the Running for All web portal.

A focus on running

The aim of the European Athletics Quality Road Race standards and the Running for All brand is to bring together all parties with an interest in running. The focus of this community of interest is, of course, the runners themselves.

“With so many road races to choose from across Europe, it is increasingly important for runners to be able to identify those that offer a quality and safe experience to the participant. The European Athletics Quality Road Race standards will ensure that both organisers and runners have standards to meet, which will drive up the overall value of road races. I am very happy to support the initiative.”

Sonia O’Sullivan
1995 world 5,000m champion, Olympic silver medallist, three-time European champion