RUNNING FOR ALL 2016

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
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 wants 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. Previously, only limited regulations existed in some European countries, and they were 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 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.
Introducing the standards

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
The Kaunas Marathon is for everyone whatever their age or physical preparation. It is held to help develop healthy lifestyles in Lithuania. 2016 will be the fourth time the event has been staged. The event comprises a 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, TripAdvisor-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.

european-running4all.org
For Member Federations

Member Federations are involved in the monitoring and approval system for race certifications. We are looking into appointing 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 an active partner 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.
BUDAPEST HALF MARATHON

- The 2015 Wizz Air Budapest Half Marathon had over 16,000 runners making it the largest in Central Europe
- The course winds through the centre of the city and across the famous chain bridge that links the two halves
- 2016 will see the 31st Budapest Half Marathon
- Runners can take part as individuals, as a pair or in a trio
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-runningforall.org
2. Complete form with simple event details
3. Answer 54 yes or no questions relating to standards
4. Review form
5. Submit form
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.
European Athletics was an active partner in the European Week of Sport in 2015, working closely with the European Commission in Brussels. We worked with organisers of existing races across the continent to support and promote the Commission’s initiative designed to raise awareness of the benefits of sport and physical activity. In the end, 72 mass participation races in 27 countries were run as part of the week and a further 44 races took place during the EWoS promotional period. Running for All certified races like the Copenhagen Half Marathon in Denmark, The SEB Tallinn Marathon in Estonia, the Wizz Air Budapest Half Marathon in Hungary and the Bristol Half Marathon in Great Britain were just four of the events that attracted around 250,000 participants. For European Athletics, the EWoS initiative helped promote the Running for All brand. EWoS is planned again in 2016 through the week 10-17 September with a promotional period until the end of the month. European Athletics will again facilitate registration of existing road races to bring in a high number of participants.

Amsterdam 2016 European Athletics Championships

Alongside our flagship two-yearly championships, and its major pan-European TV coverage, we will be organising a mass participation race. With potentially up to 10,000 runners, we will have a huge opportunity to promote our standards and the Running for All brand.
“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 ensures 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
<table>
<thead>
<tr>
<th>Races registered to date</th>
<th>Countries represented</th>
<th>Top 3 Countries</th>
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<tbody>
<tr>
<td>136</td>
<td>32</td>
<td>United Kingdom - 34</td>
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<tr>
<td></td>
<td></td>
<td>France - 14</td>
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<td></td>
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<td>Poland - 12</td>
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“The figures confirm the strong responses we have received from Member Federations and race organisers over the past months. They understand the benefits of a system to assess and publicise the quality of mass participation races across the continent.”

Svein Arne Hansen
European Athletics President
Off and Running

Pushing at an open door

Now that our Quality Road Race standards have been launched it is possible to review how the scheme is working in practice. Helped by the support of athletics federations from around Europe, over 130 races have joined the scheme showing the strength of demand. Organisers have welcomed independent certification of their events which has helped with their promotion. Runners too have been grateful for some standards they can rely on when entering a race.

More than half of the races that have registered have reached the 5-star standard. These races, mainly marathons and half marathons, are held in places as far apart as Omsk, Siberia in the east and Lisbon, Portugal in the west. Each one has demonstrated a comprehensive level of safety and security and high quality services for a large number of runners.

Striving for standards

Many race organisers are keen runners and former runners themselves and they see the Running for All standards as another challenge to meet. Several organisers of events that have reached the 3-star standard are clear that it is a springboard to the top level in future years.

The goal is to achieve the highest level of quality - not just in the number of participants but also in their satisfaction with all aspects of the race. As organisers work hard to achieve a higher rating, participants enjoy a better experience and the races become more successful overall too.
The Villa de Ribadesella 10 km is going into its eighth edition in 2016.
The flat course runs through the historic centre of this town on the shores of the Cantabrian sea in Spain.
In 2015 the race attracted over 500 participants.
“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, high quality experience. European Athletics Running for All gives athletes across Europe a platform from which they can select events. This allows them to be the best that they can be and provides race organisers with clear standards of quality for their events to meet.”

Sebastian Coe
IAAF President