A SUMMER OF TEAMS
With DNA and The Match in Minsk and European Athletics Team Championships in Bydgoszcz, Sandnes, Varazdin and Skopje

Congress Election and Decisions
Education Programme
Golden Glasgow Indoors
New Sponsorship Deals
TALLINN TO HOST 2019 EUROPEAN ATHLETICS CONVENTION AND GOLDEN TRACKS

The European Athletics Family will gather in the Estonian capital of Tallinn from 24-26 October for this year’s European Athletics Convention and Golden Tracks award ceremony when the men’s and women’s European Athletes of the Year and Rising Stars will be crowned.

As well as the celebrations, the Convention will provide the last chance for delegates from all 51 European Athletics Member Federations to convene ahead of a crucial year culminating with the Tokyo 2020 Olympic Games and the Paris 2020 European Athletics Championships.

The programme for the Convention will set the tone for 2020, a theme which will be picked up in a keynote speech from President Svein Arne Hansen. He will also reflect on a year which has seen high profile continental championships, an Election Congress in April and the inaugural editions of DNA and The Match Europe v USA.

Addressing the Convention last year, Hansen struck an optimistic tone in the afterglow of the hugely successful Berlin 2018 European Athletics Championships which was part of the inaugural multi-sport European Championships but warned against complacency.

“For all we have accomplished together, we have brought the sport to a critical moment,” he said. “It would be natural to feel confident – maybe comfortable – but this is the time where there is a real danger of complacency.

“I am reminded of a saying: nothing fails like success. The fact is we need to be aware that we are at a place where it is essential to stay focused on the future, to keep moving forward, to keep changing and to keep innovating.”

Following his re-election as European Athletics President, it is likely that this theme will be elaborated upon further by Hansen in the Estonian capital.

Twelve months ago, France’s world decathlon record-holder Kevin Mayer and Great Britain’s treble European champion Dina Asher-Smith were crowned European Athletes of the Year in Lausanne, Switzerland.

European champions Jakob Ingebrigtsen and Armand Duplantis, from Norway and Sweden respectively, shared the men’s Rising Star award with the women’s accolade going to fellow European champion Elvira Herman from Belarus.

The speculation has already started about who will succeed them at the end of the outdoor season. All will depend on performances this summer.
ATHLETICS IN EVERY HOME AND ON EVERY PHONE

For some of you, what follows will have a familiar ring to it because I am using some of my closing remarks at this year’s European Athletics Congress as the basis for this introduction to the latest edition of Inside Track.

However, with the readership numbering several thousand compared to the few hundred who were in the auditorium in Prague in April, I believe what I had to say is worth repeating here.

We have accomplished so much together in the last four years in terms of solidifying the long-term finances of European Athletics and changing how people, both within and outside of our sport, perceive athletics and everything that it embraces. It is really worth reflecting on how much our situation has changed since the 2015 elections.

But, make no mistake, there is still much more to do.

We must continue our efforts to bring our great sport into every home and have it on every phone in Europe. This is my mission and should be our collective mantra.

So, if you have read this far, you are possibly wondering, “What does Svein Arne mean when he talks about ‘every home and every phone’?”

To be clear, I mean that we must all – both at a continental level as well as national – step up our efforts to build on athletics’ values as the basis of engaging with more and more people in some way and ensuring our sport is relevant in every European's life.

This means recommitting to our twin-pillar strategy for making athletics Your Sport for Life.

A key objective in this respect is to help our Member Federations reach out to their running communities even more than they already do to ensure that road race participants feel they have a connection to the wider sport.

Another idea is about improving what the sport offers to children and young adults; and there is no limit to the potential of developing this theme.

Your Sport for Life is also about finding ways to integrate athletics into the public and private efforts to improve overall public health for all ages. We can do so much more in this area and during the next four years I hope we can find ways to increase our impact on Europe's physical and mental well-being.

In the last 12 months I have often talked about having athletics on every phone and sometimes I can sense people don’t grasp fully why I am saying this, but we now live in a live in a world of technology and digital communications.

Tablets and smartphones are an important way the majority of people, especially the younger generation, interact with each other and consume video material including sports programming.

It is our responsibility to engage with these people in this way if we want to diversify the audience of our sport and increase participation as well as have an impact on physical activity.

Having said all that, I would like to conclude by taking a step back from outlining my vision for the future and briefly get nostalgic to say a big thank you everyone who has supported me since 2015 during my first mandate as President.

I am very proud to have been elected President once again for the next four years, humbled by the fact that it was unopposed, and glad that so many of the European Athletics family share my views on the journey ahead for our sport on this continent.

SVEIN ARNE HANSEN
Svein Arne Hansen was re-elected unopposed as the European Athletics President for the next four years running from 2019 to 2023 at the 26th European Athletics Congress in Prague. Representatives of 50 Member Federations – Russia was not officially represented as the Federation remains suspended – gathered in the Czech capital in April for the Congress and President Hansen expressed his thanks for their support.

"I am very gratified that you, the European Athletics Member Federations, have put your confidence in me for another four years; but I am not European Athletics; you are," he said.

"The success of any organisation and any movement is a reflection of the passion and the commitment of everyone on the inside. Not just the leader, not just a handful of activists, but of everybody," he added.

The three Vice Presidents elected by the Congress were Cherry Alexander (GBR), Dobromir Karamarinov (BUL) and Libor Varhaník (CZE) with Karamarinov confirmed as continuing in his role as first Vice President the following day at the Council meeting.

New rules had been introduced to ensure a gender balance since the last Election Congress in April 2015. For the first time ever there was a requirement that at least one man and woman had to be elected as a European Athletics Vice President.

Alexander consequently became just the second female European Athletics Vice President in its 49-year history, following on from Austria’s Erika Strasser who was Vice President between 1991-95.

‘Running for election for one of the top positions in the sport...
in Europe has been a lifetime ambition and I'm honoured to have been elected,” said Alexander. “As a female in the sport in the early days I recall how challenging it is to have your voice heard and I know that it feels similar for smaller federations who need to be heard too.”

In addition to the three Vice Presidents, 13 Council Members were elected in Prague from a list of 25 candidates with a minimum of three women required to be elected.

Following two rounds of voting Slobodan Brankovic (SRB), Nadya But-Husaim (BLR), Raul Chapado (ESP), Fatih Cintimar (TUR), Jean Gracia (FRA), Karin Grute Movin (SWE), Marton Gyulai (HUN), Frank Hensel (GER), Anna Kirnova (SVK), Panagiotis Dimakos (GRE), Antti Pihlakoski (FIN), Sonja Spendlhofer (AUT) and Erich Teigamagi (EST) were all elected.

With the election of But-Husaim, Grute Movin, Kirnova and Spendlhofer the minimum requirement for ensuring a gender balance was exceeded and in addition to Alexander, European Athletics will have five women on its Council for the first time ever.

The elections also brought an infusion of new blood into the Council. In addition to Alexander who had not previously been a Council Member before her election as Vice President, no fewer than seven of the 13 Council Members for 2019-2023 will be serving in this capacity for the first time. The Congress was followed by the inaugural meeting of the newly elected European Athletics Council.

Full details of the voting can be found on the European Athletics website.

In a sad postscript to the Congress, the death of Erika Strasser was announced two weeks later. An Olympic javelin thrower representing Austria in the 1960s, Strasser became President of that country’s Athletics Federation and broke new ground during the 1980s and 1990s in terms of women’s representation in European Athletics. She passed away on 30 April at the age of 85. (See News on pages 20-21.)
President Hansen’s final report of his first term charts progress made in key areas.

Just over a month ahead of the European Athletics Congress, European Athletics President Svein Arne Hansen published his fourth annual report, this year entitled ‘Change Delivered’, looking at the progress made towards realising the five-part agenda outlined in his 2015 election manifesto, ‘Leading Change’.

The 22-page report provides an overview of European Athletics’ activities up to the end of the fourth and final year of his first term and is available to download and read in its entirety via the European Athletics website.

“Change Delivered covers a time of extraordinary activity and progress for both our organisation and our sport and we can all be proud of what has been accomplished,” said President Hansen at the time of publication.

“In the final section of Change Delivered, I look forward and set out my thoughts on the work needed for the period from 2019 to 2023. Work has already begun on this.

“I have a personal mission to put athletics into every home, making it a central part of how people engage with sport; and recognising the rapidly changing cultural, social and technological environment across Europe, I want to see athletics on every phone as well.

“I am determined to make athletics even more exciting and compelling across the generations,” added Hansen.

STATUS OF 2015-19 PRIORITY PROJECTS

SERVICES FOR THE RUNNING COMMUNITY
Status: Delivered (and ongoing)
Notes: Our first service to the running community was the Road Race Safety & Quality Standards System which, since its launch in 2015, has grown to include more than 900 races in 47 countries. In 2016, we experimented with a mass participation 10km race staged in conjunction with the European Athletics Championships in Amsterdam, and we will be developing the concept in the future. In 2017, we brought our Member Federations together with the running industry at the first European Running Business Conference in Frankfurt. The second edition will take place in Prague later this year.

PROFESSIONALLY DESIGNED PR, DIGITAL AND SOCIAL MEDIA STRATEGY
Status: Delivered (and ongoing)
Notes: Our communications strategy and investments paid off with large spikes in social media interest around our major events, including a remarkable 975 million total impressions during Berlin 2018. Work in this area included 2016 and 2018 seminars aimed at equipping federation communication managers to disseminate championship-related stories through their national channels. Our new EBU contract allows us to use video material from European Athletics events on social media to the benefit of our partners and makes it possible to develop stories.

PROMOTION OF ATHLETICS IN YEARS WITH NO OLYMPIC GAMES OR WORLD CHAMPIONSHIPS IN EUROPE
Status: Delivered (and ongoing)
Notes: After nearly three years of negotiations, all the contracts were signed in late 2018 for the Europe v USA match and preparations for the event are now well underway. With strong support from the EBU and the authorities in Belarus, the match will be commercially viable from its first edition.

SUPPORT FOR POTENTIAL AND CONFIRMED HOST CITIES
Status: Delivered (and ongoing)
Notes: A multi-year project to enhance our event selection process was completed with publication of the updated European Athletics Event Organisation Manual and creation of an interactive online bidding platform for candidate cities. In 2018 we introduced a new major event bidding procedure which includes individual discussions with federations and interested cities to assess their plans and capabilities before they proceed with a formal candidature.
In addition to the elections and approving the financial reports for 2017 and 2018, the 50 Member Federations present at the Congress passed a series of important proposals concerned the future of the sport in Europe, including one relating to European Athletics’ efforts towards a more balanced gender representation in senior positions within the organisation.

An amendment to the Constitution was passed by Congress making it a requirement that the President and the Vice Presidents shall collectively include at least two of each gender. It was passed with immediate effect meaning that all future Election Congresses will be subject to it including the next one in 2023.

This is an increase from the 2019 elections which saw a minimum requirement for one person of each gender to be represented in these four roles. In addition, from 2023, there shall be at least five of each gender among the 13 other Council Members, an increase of two from the current minimum requirement.

The continuing process of moving towards a more appropriate gender balance was also extended towards the European Athletics Commission. An amendment to the Constitution was approved which will now apply the gender equity principal of at least 40 percent per gender in the composition of all newly created Commissions.

The 2021 European Athletics Congress, the 27th edition, will take place in Lausanne, Switzerland and is scheduled for 15-17 October 2021.

**COMPETITIONS**

The European Combined Events Team Championships will be discontinued with effect from 2021, which means the forthcoming edition in July 2019 – with the Super League taking place in Lutsk (UKR) and the First and Second Leagues being staged in Ribeira Brava (POR) – will be the last.

The recommendation to take this decision came after an expert review of the competition which concluded it was no longer an essential part of major events preparation for Europe’s leading multi-event exponents and the resources needed to organise it can be better used for other purposes.

The European Race Walking Cup will be renamed the European Race Walking Team Championships from 2021 and the European Mountain Running Championships will be renamed the European Athletics Off-Road Championships from 2021.

**Awards and Honours**

**European Athletics Honorary Members**
Sylvia Barlag (NED); Jose Luis de Carlos (ESP); Toralf Nilsson (SWE); Salih Munir Yaras (TUR)

**European Athletics Plaque of Merit**
Patrick Magyar (SUI)

**European Athletics Golden Pin**
Gregor Bencina (SLO); Carlo Giordani (ITA); Karin Lundgren (SWE); Michel Marle (FRA); Ibrahim Tunc (TUR)
The first meeting of the newly elected Council took place the day after the Congress on Sunday 14 April and the main point of business after a brief orientation for the new members was determining the composition of the Executive Board and two Commissions.

As per the Constitution, the European Athletics President, Vice Presidents, CEO (ex officio), and up to two Council members – one of each gender – were approved by the Council upon proposal by the President to form the Executive Board.

In addition to European Athletics President Svein Arne Hansen and the three Vice Presidents – Dobromir Karamarinov, Cherry Alexander and Libor Varhanik – Council Members Frank Hensel and Karin Grute Movin were appointed to the Executive Board for the period 2019-23.

Having held leadership positions in the Local Organising Committees for 12 major athletics events held in Great Britain since 1991, Alexander was also appointed as the Chair of the Events & Competition Commission on which she had served as a member for the previous four years. Hensel was appointed as the head of the Development Commission for the same period.

At a Council meeting held in Oslo in June, members of the Medical & Anti-Doping Commission and European Athletics Evaluation Panel were also appointed.

**Development Commission (2019-2021)**
CHAIR: Frank HENSEL, (Executive Board member)
DEPUTY CHAIR: Marko VASIC, (European Athletics Office)
MEMBERS: Richard ANNER, (LUX), Nick DAVIS, (IRL)
Pramvera EJUPI HAJZERAJ (KOS), Jakob LARSEN, (DEN)
Jenny MEADOWS, (GBR), Barbara PETRAHN, (HUN)
Roberta RUSSO, (ITA), Erich TEIGAMAGI, (EST)

**Event & Competition Commission (2019-2021)**
CHAIR: Cherry ALEXANDER, (Vice President)
DEPUTY CHAIR: Bernadette BRUN, (European Athletics Office)
MEMBERS: Nilufer BIRCAN, (TUR), Nadya BUT-HUSAIM, (BLR)
José Luis DE CARLOS, (ESP), Esther FITTKO, (GER)
Alfons JUCK, (SVK), Toralf NILSSON, (SWE)
Pierce O’CALLAGHAN, (IRL), Galia PUHALEVA, (BUL)
Periklis IAKOVAKIS, (GRE) (Athletes Committee Chair)

**Medical & Anti-Doping Commission (2019-2021)**
CHAIR: Pedro BRANCO, (POR)
DEPUTY CHAIR: Ede RUTKOVSKZY, (European Athletics Office)
MEMBERS: Jan ENGSTRÖM, (SWE), Richard DRISCOLL, (GBR)
Tiia KUURANNE, (FIN), Marianna KISS, (HUN)
Benjamin COHEN, (SUI)

**Athletes Committee (2018 – 2022)**
CHAIR: Periklis IAKOVAKIS, (GRE)
DEPUTY CHAIR: Sandrine GLACIER, (European Athletics Office)
MEMBERS: Emma GREEN, (SWE), Hannah ENGLAND, (GBR)
Ivet LALOVA-COLLO, (BUL), Janis LEITIS, (LAT)
Marcin LEWANDOWSKI, (POL), Angel David RODRIGUEZ, (ESP)
Ivana SPANOVIC, (SRB)
BERLIN 2018 MAKES A BIG IMPACT

Participation and well-being given a boost as well as jobs and economic benefits.

An event impact report commissioned by European Athletics has revealed that the Berlin 2018 European Athletics Championships had a profound influence on the exercise habits of local residents as well as a tangible impact on the local economy, creating 1000 full-time jobs.

The report was conducted by Rütter Sococo AG and the University of Applied Sciences in Lucerne and confirmed the benefits that can be gained by staging a major event such as Berlin 2018, which formed part of the inaugural multi-sport European Championships with co-hosts Glasgow.

Youth membership of athletics clubs in and around the German capital has increased by almost 30% since 2014 as a direct consequence of Berlin 2018.

The organisers worked closely with municipal authorities as well as the Berlin Athletics Association and the German Athletics Federation ahead of Berlin 2018 to devise an inclusive programme of events which threaded together the topics of sport, health and education.

The reach was particularly substantial at youth level with 28,000 students participating in Schooletics. This programme gave pupils the opportunity to get involved in activities such as throwing a javelin for the first time or running inside the grounds of the Olympic Stadium.

Another 8000 students took part in an inter-school Urban Athletics competition incentivised by the chance to compete during the European Athletics Championships as the grand finale took place on the European Mile at the Breitscheidplatz.

“The economic impact, in particular, should emphasise to existing and future bidders for European Athletics competitions the benefits that staging our events can bring to host cities,” said European Athletics President Svein Arne Hansen.

“However, issues such as the social impact and sustainability are also very important in this report and are a blueprint for how other competitions can bring significant advantages to their surrounding communities.”

In terms of economic impact, the post-event analysis showed that the Championships added €144 million in turnover to the German economy. This corresponded to the creation of 1000 additional full-time jobs in Berlin as well as 300 more elsewhere in Germany.

A tax income of approximately €11 million was also generated by the public authorities in Germany. Part of the revenue came from spectators and visitors accruing almost 270,000 overnight stays. Visitors spent approximately €30 million in hotels and other accommodation that was directly related to Berlin 2018.
Having made completion of European Athletics’ anti-doping programme – I Run Clean – a mandatory requirement for entry to the Gyor 2018 European Athletics U18 Championships, the certification requirement has been extended this year’s U20 and U23 Championships.

Athletes wanting to compete in Boras and Gavle, at the European Athletics U20 and U23 Championships respectively, will have to successfully complete the programme and gain certification via an e-learning platform. I Run Clean consists of eight interactive modules and is now available in 25 languages.

In a further rollout, certification and completion of the programme will also become mandatory for senior athletes for the first time later this year. It will be a requirement for all athletes wanting to compete in the SPAR European Cross Country Championships in Lisbon this coming December, and from 2020, it will be mandatory for all European Athletics championship events.

European Athletics President Svein Arne Hansen praised the implementation. “We have had a well-planned communications campaign since I Run Clean was launched in 2017; that has included promotion at the 2017 European U20 and U23 Championships, social media coverage, and webinars for more than 30 national federation entries managers, who had to make sure their athletes had completed the programme. I can report there were no operational problems last year.”

“It is essential that all elite athletes understand the dangers of doping and how the doping control system works, which is why we are making it mandatory for taking part in our events.”

“I am pleased to say that European Athletics continues to play an active and significant role in the fight against doping. We are very happy with the results of the first year of implementation and the number of users we have attracted,” he added.

From its launch in the summer of 2017 until the middle of May 2019, more than 10,000 users have engaged with the I Run Clean e-learning platform, and over 7000 have completed the programme and received their certification.

The I Run Clean certificate code number that an athlete receives upon completing all eight modules is now automatically linked to their profile in the official European Athletics athlete database. This eases the entry process to European Athletics events making certification even more valuable.

Communications activities planned for this year include promoting I Run Clean – and the associated e-learning programme – to all the athletes competing in The Match Europe v USA Minsk 2019 in September.
FULL HOUSE FOR GLASGOW 2019

European Athletics Indoor Championships’ return to Scotland was a riot of colour, capacity crowds and captivating action.

Twenty-nine years after Glasgow’s Kelvin Hall staged the European Athletics Indoor Championships, they returned to the Scottish city and were staged in magnificent fashion at the multi-purpose Emirates Arena. This was the track cycling venue when Glasgow also hosted the inaugural multi-sport European Championships alongside co-hosts Berlin last summer.

Capacity crowds throughout the three days in early March were enthralled by athletes who had dominated the column inches in the German capital last summer.

Any concerns that the indoor season would assume less importance this year due to the late staging of the IAAF World Championships in Doha had quickly been assuaged when the final entries for Glasgow 2019 were released. No less than 17 gold medallists from the Berlin 2018 European Athletics Championships – including the two gold medal-winning teams in the 4x400m relays – declared themselves ready to contest the 26 events. Another three winners from Berlin were also planning to compete in Glasgow before injury sadly forced them to withdraw.

One of those Berlin winners, Laura Muir had won the 1500m title last summer before dashing back to Glasgow for the launch of the ‘200 days to go countdown’. Muir helped to promote the Championships in her role as official ambassador during the final four months of 2018, and it was a further boost to the organisers when she announced her intention to compete in both the 1500m and 3000m.

Muir was initially planning to contest just one event in Glasgow but she came away with her second double, following on from a twin triumph in Belgrade two years ago, winning the 3000m on the first night in a championship record of 8:30.61 before summoning up the famous ‘Emirates roar’ for a second time with victory again in the 1500m on the final night in 4:05.92.

Jakob Ingebrigtsen came close to emulating Muir...
with gold in the 3000m before having to settle for silver in the 1500m. His compatriot Karsten Warholm ensured a remarkable championships for Norway – who had never won a European indoor title prior to Glasgow – by winning the 400m in 45.05 to equal the long-standing European indoor record.

The television figures were very strong across Europe but exceptionally so in Great Britain and Norway. The last day of the championships attracted a peak audience of 1.8 million viewers on the BBC, while Ingebrigtsen's victory in the 3000m received 55.1 percent of the audience share in Norway with 47.8 percent tuning in the following day to watch the 1500m final.

In total, over 500 hours of live television coverage of the European Athletics Indoor Championships were broadcast in 29 European countries. There was also an additional 15 hours of live coverage on Eurosport.

Viewers watched a combined 60 million hours of live coverage across the three days, figures which exclude those watching the live stream on the European Athletics website which was provided by European Athletics' International Partner EBU and available globally.

Glasgow 2019 was highlighted by two championship records and five world-leading performances while 26 nations – including Russian athletes competing as Authorised Neutral Athletes – won medals. Another nine nations had at least one athlete reaching a final at the Emirates Arena.

European Athletics has continued to reap the sizeable rewards of putting social media at the heart of its communications strategy during major championships.

The engagement for Glasgow 2019 was vast across the three main platforms – Facebook, Twitter and Instagram – with a total of 271,910 interactions and a reach far in excess of this figure.

Video content was the principal driver of these figures, generating 3.3 million views combined with a total of 800,000 minutes watched.

European Athletics has continued to look for new ways to engage and interact with its growing fanbase. Instagram stories proved particularly successful in Glasgow with a peak completion rate of 96.7 percent and 828,000 impressions. The newly launched giphy page generated 33.2 million views within less than a month.

Illustrations of key moments such as Laura Muir’s double and Poland topping the medal table also performed excellently and added an extra dimension to the digital coverage.

Some of the best performing video footage from Glasgow was produced away from the field of play, showing the importance of providing fans with original and unique content to enhance their enjoyment of the championships. An exclusive video blog from Ekaterini Stefanidi gave viewers the chance to go behind the scenes with the reigning Olympic, world and European pole vault champion, and a video of Karsten Warholm embracing the Scottish flavour of the championships by wearing a kilt went viral across social media.
DNA DELIVERS IN MINSK

Dynamic New Athletics (DNA) was designed to deliver excitement and unpredictability through to the very last event, and when the format made its international debut at the second European Games in Minsk, the final on 28 June did not disappoint.

In front of a near-capacity crowd in the Dinamo National Olympic Stadium, host nation Belarus and neighbours Ukraine went into the last event, The Hunt – a mixed medley relay over legs of 800m, 600m, 400m and 200m – absolutely neck and neck. Having taken equal points from the previous eight events they started on level terms, with the electronic gates opening simultaneously.

The first two legs saw the pair hand over the baton almost together, but an outstanding 400m stint by Ukraine’s Oleksiy Pozdnyakov gave a critical advantage to Yana Kachur on the last leg. The sprinter’s nerve held and she brought her team home for gold a healthy 0.67 clear of silver medallists Belarus with Germany finishing third.

It was a fitting finale to four days of outstanding competition and showed that the new format certainly has a future.

“The beauty of this project is our serious approach and the in-depth research and expert input we have had,” commented European Athletics President Svein Arne Hansen. “We have invested a seven-figure amount and worked over three years on the concept with the best people inside and outside our sport.”

“This means we have created a concept that can fit across all levels of athletics. In Minsk it was the elite version, but DNA is modular and can be adapted to any level of competition; grassroots, schools, clubs etc.

“What you see in Minsk is not the final product, it is a first expression of where we want to go, there is more to come.

“Our traditional products work and are a magnet for spectators and TV audiences, as you could see in Berlin last year (at the 2018 European Athletics Championships).

“However, we cannot stop there, we must be open-minded, innovative and listen to the demands of the digital age and what the new generation is looking for. We believe this is mixed teams, short-form events and unpredictability. We call DNA the hip-hop version of athletics, and it will complement our traditional, classical form of athletics,” added Hansen, speaking during his week in the Belarus capital.

Top class athletics returns to Minsk and the Dinamo National Olympic Stadium when the venue plays hosts to The Match Europe v USA on 9-10 September. (More details on page 26.)
THROWING & RACE WALKING

Rio 2016 Olympic Games discus champion Christoph Harting remarked that the European Throwing Cup felt like a winter competition this year. However, to their credit, many athletes defied the cool and breezy conditions in Samorin to come away with qualifying standards for upcoming summer championships.

The European Throwing Cup is the traditional curtain raiser to the season for many of Europe's top throwers and 329 athletes from 38 countries were in action at the 19th edition in March. The venue was the x-bionic sphere, Slovakia's certified Olympic training centre, which was also the venue for the 2017 SPAR European Cross Country Championships.

The Belarusian contingent performed particularly well as Hanna Malyshik extended her world lead to 74.95m in the hammer. Her teammate Tatsiana Khaladovich went out to 65.89m in the javelin to defeat Germany's Christin Hussong, her successor as European champion in Berlin last August.

Ukraine's reigning world and European U18 champion Myhaylo Kokhan produced an impressive win in the U23 hammer ahead of his role model Bence Halasz from Hungary, winning with 76.68m to the latter's 75.41m. Giorgi Mujaridze won the U23 shot put with a championship record of 20.27m, becoming the first ever Georgian winner in Cup history.

There was a guaranteed championship record at the European Race Walking Cup in the Lithuanian city of Alytus in May. The women's 50km race walk was added to the programme for the first time for this year's edition and Italy's Eleonora Giorgi marked the occasion by breaking the tape in 4:04:50. The time also dipped under the European record held by Portugal's Ines Henriques at 4:05:56.

France's Yohann Diniz, now 41, produced another highlight, marking his return from illness and injury to win the men's 50km in a championship record 3:37:43. Now into his fifth decade, Diniz's performance gave notice that the world record-holder in this event will still be a force to be reckoned at the forthcoming global championships later in the year.

Italy topped the medal table in Alytus with three gold medals, two of which came in the men's U20 10km. Riccardo Orsoni won the individual title and led the Italians to the team crown.

A fourth Italian title was anticipated in the women's 20km but reigning champion Antonella Palmisano came to grief after leading in the early stages and didn't complete the distance. In her absence, Lithuania’s Zivile Vaiciukeviciute produced a popular win on home soil, crossing the line in 1:29:48.

Sweden's Perseus Karlstrom extended his unbeaten streak to seven wins in 2019 with gold in the men's 20km in a Europe-leading 1:19:54 and Turkey's Meryem Bekmez won both individual and team titles in the women's U20 10km.

EUROPE’S TOP THROWERS AND WALKERS UP FOR THE CUP

Left: Early stages of the men’s 20km at the European Race Walking Cup
Below: Belarusian Tatsiana Khaladovich won the javelin at the European Throwing Cup
European Athletics has signed a new deal with long-standing partner SPAR International that extends the relationship for another eight years through to 2027. This is the first time the contract has been renewed for eight years, reflecting a major commitment on the brand's part to European Athletics and the shared goals of facilitating healthy lifestyles through sport.

European Athletics President Svein Arne Hansen commented: “SPAR has been the principal sponsor of European Athletics since 1996 and has become synonymous with our sport in this period. We are very happy to continue our valued partnership. It is vital for our sport to have sponsors of the stature of SPAR supporting athletics. “We have mutual goals in improving health and well-being throughout the continent, and we hope to build on this synergy between European Athletics and an ever-growing global brand with its base in Europe in the coming years.”

The new deal commences from January 2020 with SPAR securing its position as sponsor of the European Athletics Championships, European Athletics Indoor Championships, European Athletics Team Championships and the SPAR European Cross Country Championships.

SPAR has also committed to supporting the sponsorship of the 2020 European Athletics U18 Championships in addition to the 2021 European Athletics U20 and U23 Championships, highlighting the brand’s focus on promoting youth sport.

SPAR International Managing Director Tobias Wasmuht said: “We are delighted to extend our long-standing partnership with European Athletics, a collaboration that spans more than 20 years. Our sponsorship of these major sports events provides invaluable brand exposure, increasing awareness of SPAR globally. “As a responsible retailer, SPAR has always been a destination for customers seeking healthy lifestyle solutions and through our partnership with European Athletics, SPAR is closely aligned with healthy living.”

The announcement of the extension of the partnership was made during the official press conference for the Glasgow 2019 European Athletics Indoor Championships, where SPAR was the bib sponsor.

Over 1000 people also took part in the ‘Beat the Elite’ challenge – in which members of the public attempted to match the speeds reached by the elite athletes – at the SPAR Sports Club at the Emirates Arena during the Championships.
STATE OF OUR SPORT

A COMMITTED RELATIONSHIP AND A HEALTHY FUTURE

CEO Christian Milz looks back at the 2019 Congress and forward at European Athletics’ financial future.

In the wake of the recent Election Congress in Prague, and as the person tasked with overseeing the conduct of the elections, I would like to congratulate all the successful candidates for the various positions and applaud those who put themselves forward for election but were unsuccessful.

President Hansen thanked all the candidates in his closing address, remarking on the passion and care for European Athletics and our sport that makes people willing to share their time and effort. I can only endorse those comments wholeheartedly.

History also suggests that some of those who were unsuccessful in their bid to be elected on this occasion will be successful at some point in the future. I would encourage those candidates who did not get enough votes to realise their ambitions this time to already start looking to the future.

What impressed me in Prague was that candidates came from 27 Member Federations, which is more than half of our membership. In very simple terms, this statistic alone shows that European Athletics is very relevant to our members and they want to engage in the decision-making process and shape the state of our sport at all levels.

The Congress also saw the Financial Reports for 2017 and 2018 presented. I will not go into lengthy details here as the Member Federations have those reports in their hands, but despite the fact that we went over-budget in our support of the Berlin 2018 European Athletics Championships and also for the creation of the inaugural multi-sport European Championships, European Athletics remains in a healthy financial state.

The additional investment in the organisation and promotion of Berlin 2018 will also prove very worthwhile in the longer term as it extends the branding of European Athletics and our sport in general.

European Athletics’ medium-term finances have also improved – and reiterating what is often said, our events remain a very attractive proposition to the corporate world – with a series of new long-term contracts with partners since the start of the year and a consolidation of our relationship with the European Broadcasting Union (EBU).

A new deal has been signed with SPAR International, a principal sponsor of European Athletics since 1996, that extends their partnership for another eight years until 2027.

The longevity of our partnership with SPAR is very rare in the world of sports marketing and sponsorship but shows the strength of our relationship with them, and their trust in us.

In the recent past, Mondo sponsored what was then the European Athletics Awards Night, the predecessor of what has become the Golden Tracks award ceremony, so we were very happy to announce at the Glasgow 2019 European Athletics Indoor Championships in March that a much broader four-year partnership had been signed with them which sees them become our Green Inspiration Partner.

In addition, agreements have been signed in recent months with Toyo Tires and LIQUI MOLY. Details of all these partnerships and history of these companies’ involvement with athletics can be found elsewhere in this issue of Inside Track.

I can also report that while we are still reflecting on the incredible success of Berlin 2018 on so many different levels, the Paris 2020 European Athletics Championships are now starting to loom on the horizon.

Indications already suggest that this will be a spectacular event and certainly a worthy successor to Berlin, even though the German capital will be a tough act to follow as a host of Europe’s premier athletics competition.

Christian Milz, CEO of European Athletics
WARSAW PLAYS HOST TO HIGH PERFORMANCE CONFERENCE

Over 60 delegates attended this year’s European Athletics High Performance Conference in Warsaw, Poland from 29-31 March, which forms part of European Athletics’ Education Programme.

The three-day event – which followed similar conferences in 2013 and 2017 – took place in Warsaw’s Renaissance Hotel and featured a stimulating programme of lectures and seminars. The conference attracted a host of national head coaches and high performance directors looking to broaden their knowledge ahead of two crucial seasons during which there will be both a world and European championships and an Olympic Games.

Following welcome messages from European Athletics First Vice President Dobromir Karamarinov and Poland’s two-time Olympic shot put champion Tomasz Majewski, the joint focus of the opening day was on creating a successful high performance environment and preparing athletes for the remainder of the current Olympic cycle that climaxes in Tokyo next August.

Swedish Athletics Federation head coach Karin Torneklint and Poland’s deputy head coach Krzysztof Kęcki provided first-hand case studies on the coaching structure in their respective countries and the session was further enriched by input from European Athletics Coaching Association President Frank Dick.

The first day concluded with Marco Cardinale, the Head of Sports Physiology of the Aspire Academy in Doha, addressing Tokyo 2020 strategies and managing the preparations of a team. The key themes he tackled were how to prepare athletes for a packed competition schedule ahead of Tokyo and how they can be helped to meet the environmental challenges posed by competing at both the IAAF World Championships in Doha this year and in Tokyo next year.

The emphasis switched from the strategic to the scientific on day two with four sessions featuring presentations and workshops on the perennial themes of physiology, adaptation and recovery, strength and conditioning, injury prevention and rehabilitation.

Speakers were drawn from a diverse background of high performance coaching and support in a variety of sports beyond athletics, and offered plenty of food for thought for the assembled delegates.

The final morning in the Polish capital saw a change of direction with communications manager and former professional skier Jamie Fox talking about the media and its importance to, and impact on, high performance athletes as well as athletics in general.
THE VALUE OF EDUCATION

Seminars for Member Federations and Young Leaders and more on the horizon as part of European Athletics Education Programme.

“Education is the passport to the future, for tomorrow belongs to those that prepare for it today.” So said the radical American civil rights leader Malcolm X and although the connection between him and European Athletics may at first sight seem to be tenuous, his famous quote was embodied in two Education Programme seminars which took place over the first six months of 2019.

A Competition System Development Initiative involving the federations of Albania, Bosnia & Herzegovina, Kosovo, North Macedonia and Montenegro took place in Bar, Montenegro between 3-5 May.

The purpose of the seminar, which involved 20 participants, was to strengthen the competition structure and event delivery capabilities in the five participating Member Federations. Additional aims included organising and delivering an event in the coming months that will add value to the competition programme of each participating Member Federation, as well as developing and testing a template that can accomplish these aims and can be replicated by other Member Federations.

“The rationale for staging this event came after we observed shortcomings in the organisation of a four-nation match in the region last year. Discussions with athletics experts in the region also highlighted a number of issues affecting the situation, including deficiencies in the national competition programmes, the lack of personnel with appropriate event management skills and weaknesses in the internal structure of some federations,” commented European Athletics Head of Development Marko Vasic.

“A project team was appointed to work with the Development Department on the design and delivery of a customised education measure for the four federations that participated in that match, plus Bosnia & Herzegovina,” he added.

Providing skills for the future was the focus of the Young Leaders Seminar in Sofia on 14-16 June. Thirty-nine participants between the ages of 20 and 30 from 31 Member Federations took part in the event in the Bulgarian capital. The participants, who had to be nominated for their potential as future leaders by their home federation, examined different leadership styles. Occupying a large part of the second day were speakers addressing the theme ‘New Leadership for New Times’. Case studies from Great Britain and Italy relating to youth councils in their countries were also presented on the final day. Later this year, the Coaching Summit Series – which has taken place annually since 2008 and remains a key pillar of European Athletics’ coaching strategy – gets under way with the inaugural European Shot Put Conference in Tallinn, Estonia from 8-10 November.

Some impressive names have already been lined up for this event, one of four in this year’s Series, including Germany’s multiple world and European champion David Storl and his coach Wilko Schaa. Storl, one of the most renowned gliders, will be giving a keynote speech all about the glide technique. They will also take part in a practical session as well as provide theoretical lectures on planning and technique.

The keynote speaker for the rotational technique is Australia’s 2012 Olympian Dale Stevenson, who now coaches reigning world indoor and outdoor champion Tom Walsh from New Zealand. The conference will also include Switzerland’s Jean-Pierre Egger, who coached Werner Gunthor and latterly Valerie Adams to so many accolades and major titles over the decades. Vesteinn Hafsteinsson from Iceland will be the presenter for the rotational technique in women’s shot putting. He will lead practical and theoretical sessions with his athlete Fanny Roos who holds the Swedish record in the event.
Organisers of the Paris 2020 European Athletics Championships have launched their drive for volunteers.

A team of 1400 volunteers will be required both before and during the Championships which take place at the Charlety Stadium from 25-30 August. They will cover 15 areas ranging from welcome services to spectators, services to the teams as well as accreditation, transportation and competition.

“Becoming a volunteer is a unique opportunity to participate at the European Athletics Championships. Beyond their contribution, which is essential to the success of the event, these men and women will experience an unforgettable adventure, rich with encounters and shared emotions,” said President of the Local Organising Committee Jean Gracia.

“This programme is also important to create momentum on the way to the Paris 2024 Olympic Games. We wish to encourage as many people as possible to become volunteers and support French sport in the years to come.”

An initial selection of successful applicants will be made this autumn and the recruitment phase should end in the spring of 2020.

It was also announced that LIQUI MOLY will be an Official Partner for Paris 2020. The German autoparts company joins SPAR, Le Gruyère and Toyo Tires as top tier partners for the championships.

LIQUI MOLY will benefit from a comprehensive package including LED advertising board visibility in and around the Charlety Stadium – which is expected host an estimated 100,000 spectators during the five days of competition – branding on promotional material throughout the French capital, ticketing and VIP hospitality, and fan activation opportunities.

LIQUI MOLY Managing Director Ernst Prost said: “This is a great fit for our global brand awareness strategy. It helps to improve visibility beyond our traditional involvements in motor sports. We are proud to be part of the championships.”

European Athletics President Svein Arne Hansen said, “We are very pleased Toyo Tires has extended their cooperation with European Athletics. The fact Toyo Tires has committed as an Official Partner until 2023 is testament to the commercial exposure our major events can bring to our family of sponsors.

“European Athletics and Toyo Tires has many shared aims and values and I am absolutely sure the continued cooperation will be fruitful and mutually beneficial.”

Commenting on the extended partnership, Toyo Tires Europe President Kenta Kuribayashi added: “The challenge every athlete experiences to be the best they can be, is a reflection of the spirit of Toyo Tires. This shared value made it a natural decision to strengthen our partnership with European Athletics.”

Toyo Tires has announced that it will remain an Official Partner at major European Athletics events until 2023 extending a relationship which began with the Berlin 2018 European Athletics Championships and continued with the 2019 European Athletics Indoor Championships in Glasgow.

This latest announcement means that the company will be an Official Partner for the 2020 (Paris) and 2022 European Athletics Championships as well as the 2021 (Toruń, Poland) and 2023 European Athletics Indoor Championships, a clear sign of Toyo Tires’ commitment to supporting athletics.

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PARIS 2020 EUROPEAN ATHLETICS CHAMPIONSHIPS UPDATE

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European Athletics President Svein Arne Hansen said, “We are very pleased LIQUI MOLY is again a partner with European Athletics after their involvement with the Amsterdam 2016 European Athletics Championships. We understand their market research showed that was a successful venture for them and I expect it to be even more worthwhile for both parties this time around.”

Following similar initiatives in Amsterdam and Berlin, the Local Organising Committee is aiming to bring athletics out of the stadium to a wider audience. There will be a mass participation 10km road race which will incorporate many of the city’s principal landmarks, including the Eiffel Tower, as well as a designated fan-zone where the medal ceremonies will be taking place along with an assortment of activities and stalls to promote the sport.

TOYO TIRES PARTNERSHIP EXTENDED UNTIL 2023

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EUROPE MOURNS THE PASSING OF INFLUENTIAL FIGURES

European Athletics is saddened to report the passing of two influential people in the world of athletics.

Erika Strasser, the first female Vice President of European Athletics, has died at the age of 85. She represented Austria internationally in the javelin in the 1960s, competing at both the 1960 and 1968 Olympics and she also finished in the top-eight at both the 1962 and 1966 European Championships.

On hearing of her death, European Athletics President Svein Arne Hansen said: “I am heartbroken at the passing of Erika Strasser who was the first female elected to the European Athletics Council and Vice President from 1991-1995. She was a true pioneer of our sport.”

Renowned athletics historian and statistician Roberto Luigi Quercetani has also passed away at the age of 97. He was a founder member of the Association of Track Field Statisticians (ATFS) of which he was president for eighteen years. He was also editor of the ATFS Annuals from its first edition in 1951 until 1969. His World History of Track and Field Athletics 1864-1964 is one of the foremost histories of the sport and his four volumes of Track & Field Performances Through the Years covering the years between 1921 and 1950 is an important work on athletics early years.

Quercetani was a freelance journalist contributing to La Gazzetta dello Sport, La Nazione, Atletica Leggera and Atletica Italica’s in-house magazine Atletica. Paying tribute to his achievements, Svein Arne Hansen said: “I want to salute the life and contribution of Roberto Quercetani. He has done athletics a great service and recorded the history and statistics of our sport for many years which will be treasured for centuries to come.”

EVENTS COMING TO POĐEBRADY, LEIRIA AND CINFAES

The European Athletics Executive Board has announced that Pođebírády in the Czech Republic will stage the next three editions of the European Race Walking Team Championships in 2021, 2023 and 2025.

The Czech spa town which is situated on the River Elbe is synonymous with race walking and has already staged the IAAF World Race Walking Cup in 1997, the European Race Walking Cup in 2017 as well as the annual European Athletics Race Walking Permit Meeting which dates back to 1929.

Going back even further back in history, a 50km race walk event was held between Prague and Pođebírády as long ago as 1894 – two years before the first modern summer Olympic Games in Athens and 38 years before the 50km race walk made its Olympic debut in Los Angeles in 1932.

“We know Pođebírády has a long history of staging well-organised and high quality international race walking events so we are therefore very happy to announce that the next three editions of the European Race Walking Team Championships will take place in Pođebírády,” said European Athletics President Svein Arne Hansen.

“The fact we have awarded Pođebírády the next three editions of the European Race Walking Cup shows we have the fullest confidence in the Local Organising Committee to deliver the best environment for the athletes.”

It was also announced that the Portuguese city of Leiria will host the 2020, 2021 and 2022 editions of the European Throwing Cup. The city has already staged three editions of the Cup in the last decade as well as many other European Athletics competitions proving its capability. The 2020 European Throwing Cup takes place on 21-22 March.

The European Mountain Running Championships will also be taking place on Portuguese soil in 2020 when Cinfães stages the event on 4 July. This will be the third time Portugal has hosted the annual event first held in 1995.
Two decades after the famous Ullevi Stadium in Gothenburg hosted the event, Sweden has the honour again of being the location for the European Athletics U23 Championships.

This year’s championships will be staged in Gävle, 160km north of the Swedish capital Stockholm, from 11-14 July at the Gavlehov Stadium Park.

The stadium has played host to domestic senior and age-group championships over the years as well as the 2005 European Cup First League. This coincided with the halcyon days of Swedish athletics and victories from Carolina Kluft, Kajsa Bergqvist and the Kallur twins memorably propelled the women’s team to promotion to the top-flight of European team competition.

One of the big draws this time will be Berlin 2018 silver medallist Andreas Kramer, who will be looking to defend his 800m title on home soil. Kramer is a noted front runner and he could feasibly challenge the championship record of 1:45.21, one of three records dating back to Gothenburg 1999.

Sweden will remain the focus during the following week when Borås stages the European Athletics U20 Championships at the Ryavallen Athletics Stadium from 18-21 July.

The last edition in Grosseto will surely be remembered as one of the vintage editions with Jakob Ingebrigtsen, Armand Duplantis, Niklas Kaul, Filippo Tortu, Miltiadis Tentoglou and Solene Ndama – all of whom have already made a mark at senior level – coming away with gold medals.

Out of the six, only Ingebrigtsen remains eligible to compete in Borås and the Championships are on his itinerary at the time of writing. In 2017, after failing in the 1500m final, the phenomenal Norwegian responded by winning titles in both the 3000m steeplechase and 5000m.

The leading Swedish hopes in Borås include European U18 long jump champion Tilde Johansson and hammer thrower Ragnar Carlsson who finished fourth at the IAAF World U20 Championships last year.

A LOOK TO THE FUTURE IN GäVLE AND BORÅS

U23 and U20 Championships will highlight the ones to watch for the future.
Poland has been one of the leading forces in European athletics over recent years and so they will be looking to excel on home turf at the European Athletics Team Championships Super League in Bydgoszcz from 9-11 August.

The Zdzisław Krzysztofkiak Stadium will be familiar to both athletes and spectators having staged the IAAF World U20 Championships and the European Athletics U23 Championships in 2016 and 2017 respectively.

The stadium is also the venue for the annual European Athletics Festival – now renamed the Irena Szewinska Memorial in memory of the three-time Olympic champion who passed away in June 2018 – which has been a European Athletics Permit meeting since 2001.

To ensure maximum support the Local Organising Committee has been promoting the event extensively at domestic events since the start of 2019. Official mascot Brysio – a lynx which is native to the nearby Carpathian Mountains – appeared at the Polish Indoor Championships in Torun and at various outdoor events since the start of the summer as well as featuring heavily in their social media and marketing campaigns.

The organisers have also drafted in Polish stars Paweł Wojciechowski, Marcin Lewandowski and Iga Baumgart-Witan as event ambassadors. Wojciechowski took part in a clean-up project at a nearby forest which forms part of the event’s sustainability plan and there was a 10km fun run in Bydgoszcz to coincide with the 100-day countdown.

Poland finished second behind Germany at the last edition of the Championships in 2017, but their chances of challenging their neighbours were scuppered by two key disqualifications which cost them up to 22 points. And the adage that every point matters will be as relevant as ever this year.

The top division of the European Athletics Team Championships will be streamlined from twelve to eight teams in 2021 meaning that the bottom five teams will be relegated with only the champions gaining promotion from the First League.

The European Athletics Team Championships First League takes place in Sandnes and hosts Norway will be among the leading aspirants for promotion. Karsten Warholm and the Ingebrigtsen brothers – who were born and live in Sandnes – are all expected to be involved, giving the home team a big boost.

The pattern of promotion and relegation will be similar down the leagues with the bottom four nations to be relegated from the First League – with Russia having been automatically relegated owing to be unable to compete due to their international suspension – and five nations from the Second League relegated with just the champions promoted from the Second and Third Leagues.

The European Athletics Team Championships Second League takes place in Varazdin, Croatia and the hosts will be hoping that reigning Olympic champions Sara Kolak and Sandra Perkovic will be part of their team.

Serbia look like being the leading contenders for promotion from the European Athletics Team Championships Third League which takes place in the Philip II Arena in Skopje, North Macedonia.

High stakes in Bydgoszcz

New system of promotion and relegation will mean the European Athletics Team Championships will be as competitive as ever.
SECOND EUROPEAN RUNNING BUSINESS CONFERENCE ON THE HORIZON

With just a few months to go until the second European Running Business Conference, the dedicated event website has gone live at www.erbc2019.com.

The website includes details of the programme, biographies of the speakers, information about how to register for the event and links to event partners.

Following on from a hugely successful first edition of this important conference, held in Frankfurt two years ago, this year’s European Running Business Conference will be held in Prague, Czech Republic from 6-8 September and will coincide with the Birell Prague Grand Prix 10K, one of the world’s top races over the distance.

One of the highlights of the weekend will be the Awards Ceremony for the Europe Race of the Year.

Confirmed speakers for the second European Running Business Conference include RunCzech President Carlo Capalbo, AIMS President Paco Borao, Danish Athletics Federation director Jakob Larsen and Golazo CEO Bob Verbeek, all of whom were popular speakers in Frankfurt. They will be again be imparting their enthusiasm, experience and wisdom to an audience which is likely to top 300 participants.

In addition to the return of a number of speakers, the conference will also feature several sessions which proved to be very well received in Frankfurt, including the pre-conference ‘speed dating’ and the 10-minute pitches by running industry innovators.

Registration for the European Running Business Conference is open via the website above, but a prompt response is suggested as there are discounted prices for early registration.

Partners of the conference are race day technology provider MYLAPS and event organisers RunCzech. Event supporters include: Always Advancing, Ashworth Awards, Datasport, GivenGain, H&A Media, iRewind, Modern Forms, OMG Sport & Entertainment, Pic2Go, SportsTechX and World’s Marathons.

EUROPE GETS ACTIVE ON GLOBAL RUNNING DAY

For the fourth successive year, European Athletics was a proud Global Supporter of Global Running Day, an inclusive project designed to encourage everyone – runners and non-runners alike – to celebrate their love for running and inspire others to get active regardless of how far or how fast they run.

This year’s Global Running Day took place on Wednesday 5 June. European Athletics promoted the initiative to all Member Federations and directly embraced the spirit of the day by forming the ‘Your Sport for Life’ team.

The team kicked off Global Running Day with a group run starting from the European Athletics HQ in the centre of Lausanne after the 13-strong team had pledged to run a total of at least 30 miles collectively.

Numbers for 2019 are still being collated, both in Europe and across the world, but with 177 countries involved – 16 more than in 2018 – Global Running Day organisers are confident they can also surpass the 2018 worldwide figure of an estimated 282,500 people who pledged to run 11.2 million miles.
MONDO BECOMES GREEN INSPIRATION PARTNER

One of the off-the-track highlights of the Glasgow 2019 European Athletics Indoor Championships was an announcement that Mondo, the Italian athletics track provider, had signed a four-year partnership with European Athletics.

The partnership has seen Mondo become the Green Inspiration partner of European Athletics as well as an Official Supplier for its main events where track and flooring is provided by the company.

Glasgow 2019 was the first event with Mondo as an Official Supplier with a sell-out Emirates Arena boasting a state-of-the-art variable banking hydraulic track which was installed by Mondo in 2012.

Mondo will be an Official Supplier for The Match Europe v USA Minsk 2019 and the Paris 2020 European Athletics Championships. They are also providing the track surface for the IAAF Championships Doha 2019 and the Tokyo 2020 Olympic Games.

European Athletics President Svein Arne Hansen said: “We are aware of Mondo’s commitment to sustainability and that it designs products that are safe for athletes and the environment. “We all have a responsibility to respect the environment and contribute to society. We aspire to organise sporting events with a commitment to sustainability and a valued partner like Mondo will help us in our ambitions.”

The European Athletics Green Inspiration brand was created in 2013 to associate with initiatives that major event organisers had created to engage the public in locally-focused projects promoting both sustainability and the event itself.

Project examples include teaching good lifestyle habits, physical education and promoting awareness of sustainability issues.

Mondo Sport Division Manager Maurizio Stroppiana commented: “We are proud of having designed and developed track surfaces that not only support athletes’ performances but can actively contribute to the air quality of the athletic facilities, creating a better space both for training and competing.”

Mondo has provided the track surface for many stadia in Poland including the IAAF Class I Certified Athletics Facilities in Chorzow and Warsaw, the Silesian Stadium and AWF Warsava, which are both equipped with Mondo Sportflex Super X 720 tracks.

In addition, the Miejski Klub Lekkoatletyczny in Torun, which will stage the 2021 European Athletics Indoor Championships, also has a Mondo track surface.

“We have many tracks across Poland with Mondo surfaces and although it is usually a decision for our technical department about which track manufacturer’s products are installed, what I can say is that many athletes have a preference for this surface,” commented Krzysztof Kęcki, the Director of Coaching for the Polish Athletic Federation.

“Mondo is one of the best. We competed on a Mondo track in London (at the 2017 IAAF World Championships) and many Polish athletes had good results there. We got six gold medals in Glasgow so Polish athletes are happy they will be competing on a Mondo track at home in Torun at the 2021 European Indoors.”
ARE YOU READY FOR THE MATCH?

Excitement builds ahead of the biggest athletics event in Europe this year.

The countdown has started for the first ever staging of The Match, a Europe v USA head-to-head outdoor duel which will be held in Minsk, Belarus on 9-10 September.

Three of Europe’s most successful athletes in recent years have been confirmed as official ambassadors for the event. Not only will they help to promote The Match in the buildup, but Russia’s Mariya Lasitskene, Greece’s Ekaterini Stefanidi and Turkey’s Ramil Guliyev will also don a Team Europe vest again when they compete in the match hosted by the recently refurbished Dinamo National Olympic Stadium at the start of September.

The trio all won gold medals at last year’s European Championships, and the IAAF World Championships London 2017, and while The Match represents another chance for them to embellish their already glittering resumes, it will also be their last significant test ahead of this year’s World Championships in Doha where they will be defending their titles.

Guliyev and Stefanidi, in particular, will face a strong American challenge in Doha and The Match could provide a tantalising hors d’oeuvre ahead of that event, which begins on 27 September.

Stefanidi commented: “I think The Match is a great idea and the women’s pole vault could be one of the highlights as I know whoever represents both Europe and the USA will be among the best vaulters in the world. For all of us, it will be the perfect preparation for Doha just a few weeks later.”

A head-to-head between Europe and the USA has strong roots in many sports – and international matches are not a new concept in athletics – but the idea to pit the two athletics superpowers against each other in an outdoor contest for the first time was initiated by European Athletics President Svein Arne Hansen.

With the next two IAAF World Championships taking place in Doha and Eugene respectively, Hansen wanted a global outdoor event to take place on European soil in 2019.

“This is the largest athletics event being held in Europe this year and the most important,” he said. “European Athletics is proud the event will be held in Minsk. I attended the re-opening of the Dinamo Stadium in 2018 and I believe this is one of the most beautiful athletics stadiums in Europe. This arena is very suitable for this format, and I am sure the event will be successful.”

Tickets have already gone on sale – with a two-day ticket starting from as little as 22 Belarusian roubles (approximately €9) and the organisers have been pleased with the initial response from the public. A television rights agreement has also been signed with the European Broadcast Union who will broadcast The Match live across the globe.
THE MATCH
EUROPE v USA
09-10 SEPTEMBER
MINSK 2019