



Age Group Championships Opportunities

Introduction

Vilnius/LTU, 12 October 2017

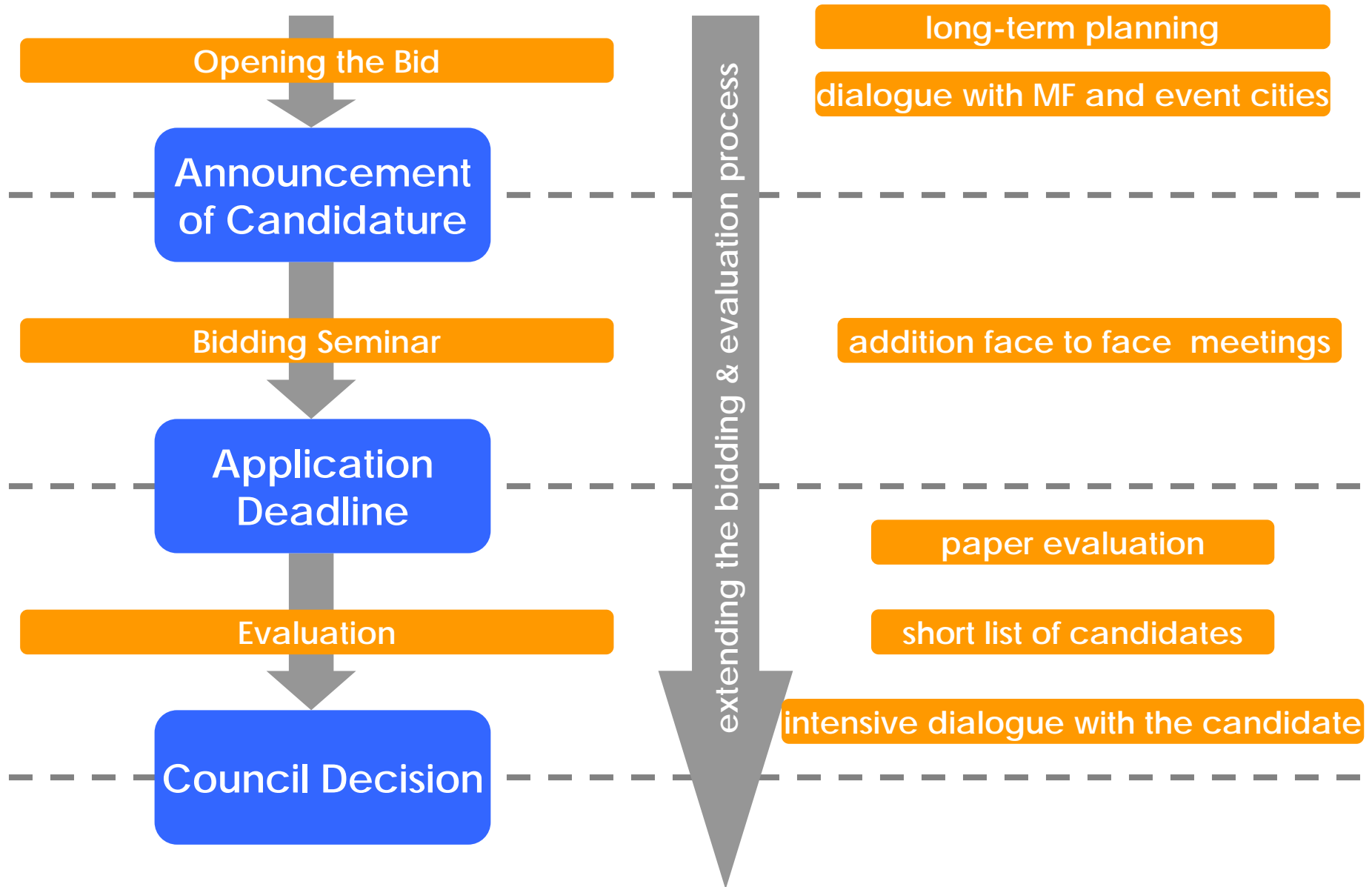
Objective of the workshop



To attract a greater number sustainable bids for the European Athletics age group championships by:

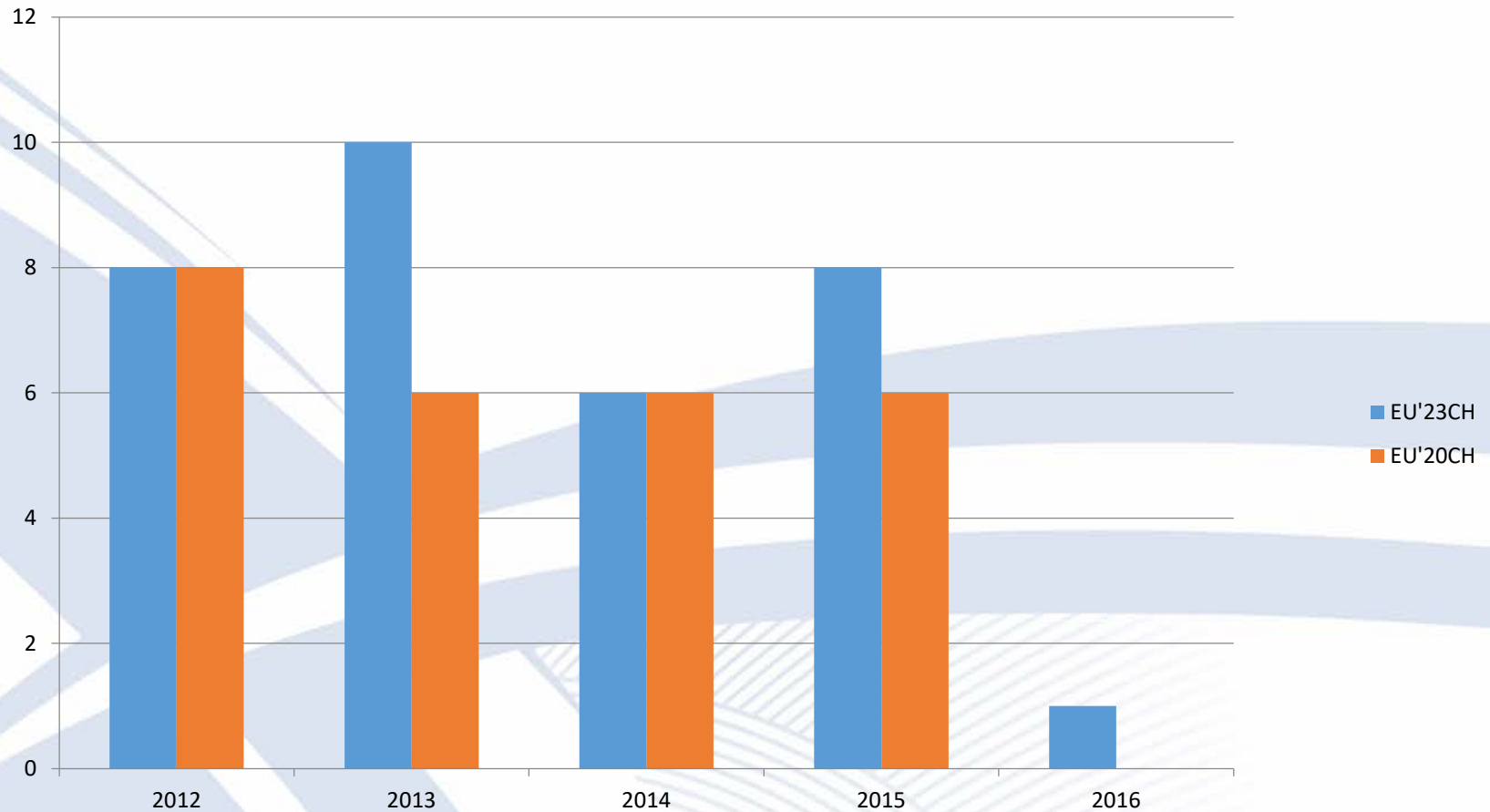
- Supporting the Member Federations in the bidding process and research for potential host cities
- Enhancing the value of the age group championships for the Member Federations and host cities
- Sharing Member Federations and cities experiences of organising these events
- Introducing the benefits and results of impact studies
- Presenting the European Athletics requirements and bidding process

Bidding & Evaluation process (2009)



EU'23CH & EU'20CH 2019

Bidding Intentions 2012-2016



... and the host cities are

European Athletics U'23 Championships:
Gävle, Sweden

European Athletics U'20 Championships:
Borås, Sweden

EU23CH

2012 2013

BUL BUL

FRA FRA

ITA GEO

LTU HUN

POL ITA

RUS LTU

SLO POL

SWE RUS

SLO

UKR

2014

FIN

FRA

LTU

ROU

RUS

SWE

2015

ESP

FIN

FRA

ITA

LTU

ROU

RUS

SWE

2016

SWE

2012**2013****2014****2015****2016**

BUL	BUL			
			ESP	
		FIN	FIN	
FRA	FRA	FRA	FRA	
	GEO			
	HUN			
ITA	ITA		ITA	
LTU	LTU	LTU	LTU	
POL	POL			
		ROU	ROU	
RUS	RUS	RUS	RUS	
SLO	SLO			
SWE		SWE	SWE	SWE
	UKR			

Internal process on national level

EU'20CH 2015

- Seminar for cities and clubs (70 p, 10 cities) in August 2010
- Intentions for any of available European Athletics Events
- Seminar for those interested in EU'20CH (3 cities)
- Site visit to EU'20CH in Tallinn (3 cities) in July 2011
- Pre-bid questionnaire (Eskilstuna)
- Evaluation site visit (Eskilstuna)
- Decision by the SAA to bid together with Eskilstuna



Restaurant
Unterschweinstieg



Small name tag on the woman's suit jacket.

Small name tag on the man's suit jacket.

Start with the end in view!





19th European Athletics Championships in Göteborg 2006



19th European Athletics Championships in Göteborg 2006



SAA's motive for the ECH

- ***Positive PR for athletics with youth, parents, media, politicians and sponsors in mind***
- ***Important stimulation for athletes, coaches, officials and other leaders***
- ***Achieve success in the sport in the short and long term perspective***



The City's motive for the ECH

- ***Make Göteborg more attractive for people to live in, to work in and to visit***
- ***Strengthen the name and reputation of Göteborg***
- ***Create a large scale festival for the inhabitants, thus contributing to an increased enjoyment of lifestyle***
- ***Through increased tourism, produce a big financial influx into the community***
- ***Stimulate and develop athletics within the region of Göteborg***
- ***Increase the chance of being able to be awarded other future events***

