

EUROPEAN ATHLETICS
JUNIOR CHAMPIONSHIPS
ESKILSTUNA

2015

16-19 JULY



European Athletics
Junior Championships
Eskilstuna2015

ENJOY THE CHALLENGE
- AN ATHLETIC SHOW BEYOND EXPECTATIONS



Why?

- Attractive and sustainable development
- Sports and event evolution
- Focus on children and youth
- Athletics second biggest sport for youth
- We wanted a new challenge





Values through the event

- Gender issues like equal participation and possibilities on all levels
- Sports development
- Environmental awareness
- Social integration
- Tourist economical values





What made it successful?

- Athletics sport clubs with good experience
- Created a common value platform
- Infrastructure (venue)
- Politicians with commitment
- Direct access to decision makers
- Motivation for learning
- Cooperation
- Good support from the swedish federation
- Strong PR and marketing
- Citizen participation
- Local participation

