



CONVENTION

Lausanne 2018

Workshop II - Running & Mass Participation
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#BEACTIVE

*Mass Participation
Integration to ECH*



EUROPEAN
RUNNING BUSINESS
CONFERENCE
Prague 2019

*European Athletics
Off-road Championships*

Current 4 elements of EA Running Strategy and potential additions being explored



332 races are certified as **5-Star**, **124 races** as **3-Star**, and **193 races** as **1-Star**
Great Britain & NI lead with 119, Denmark with 65, Poland and Portugal with 52.

6 Member Federations still to join:

Andorra, Azerbaijan, Gibraltar, Israel, Kosovo and Liechtenstein

2.0 version of Running for All to support EA Digital and Commercial strategies

Running for All, Quality & Safety Certification

649 Races from 45 Countries



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2015, in **34 countries**, total of **127 races**. Each of participating countries had at least one race registered. Estimated number of participants was **276.360**.

2016, in **26 countries**, total of **147 races**. 48 were using actively EWoS graphic materials on their website/facebook/twitter. The estimated number of participants was around **190.000**.

2017, in **29 countries**, total of **181 races**. Estimated number of participants was around **210.000**. Turkey, FYR Macedonia and Liechtenstein didn't have running events active.

2018, in **35 countries**, total of **216 races**. Estimated number of participants was around **230.000**. Each of participating countries had one or more races that were activated to take part in EWoS.

European Week of Sport 2018

For past 4 years EA as partner to European Commission on EWoS



In 2018 European Athletics was the supporter of Global Running Day for the third consecutive time.

More than 1300 Race Organizers were invited to take part in this initiative and share it with their runners.

Statistics after the event show that there were 282.575 registered runners from 161 countries:

813 registered teams with 193.325 registered runners. All of that led to the total of 75.201 social network posts trended on June 6th 2018.

Staff at the European Athletics headquarters in Lausanne had a morning run on June 6 to mark Global Running Day.

Global Running Day

EA partnered with NYRR since 2016 on GRD initiative

ERBC 2017 in Frankfurt had 282 registered participants from 48 countries, the second edition will be held in the Czech capital of Prague from **6-8 September 2019**

The event will be staged in connection with one of the **RunCzech** events Birell Prague Grand Prix, IAAF Gold Label Race.

MYLAPS has once again designed the official app for the ERBC 2019

The idea is to gather **Race Organizers, Member Federations, Digital and Events Industry, Media, IAAF, AWMM, AIMS** and other industry players.

Programme will consists of total of **8 sessions**, with lots of plenary keynotes and workshops that will provide insights from the industry leaders.

European Running Business Conference 2019

Registrations are opened as well the event app



European Athletics has started inhouse process in 2018 to identify possible models for mass participation integration into ECH model.

Initial meeting has been organized been the key staff and ExBo had a first document and agreed to the process.

Phase I: Research, develop and present a viable, preferably multiple models for an biannual European Athletics Marathon and/or Half Marathon Championships. Full integration of Mass participation into existing championships, in terms of event distance, gender, start, finish and ranking/results.

Phase II: incorporate inputs received by the Council on the model selected and decided on. Develop detailed business case that would reflect real situation in perspective of 2022 ECH, with list of actions needed to be taken within the timeline set, for the full implementation.

Mass Participation Integration into European Championships

Registrations are opened as well the event app



European Athletics Events and Competition Commission started **feasibility study** on integration of Trail Running Championships to EA competition portfolio

IAAF announced on 28 August 2018 the inauguration of the **IAAF World Trail and Mountain Running Championships in 2021**, which is a result of a unique partnership between the IAAF, ITRA and WMRA

IAAF is planning a **biannual world event** starting from 2021 (it counts on Area Associations taking the even years) which would be held over 4 days, with 8-10 races (programme tbd)

EA is looking into a **biannual European Athletics Off-road Championships (integrating trail and mountain running disciplines)** starting from 2022 could replace the current mountain running championships

The integration of trail running and mountain running championships into one **European Athletics Off-road Championships** would be the most sustainable way to create continental championships for these disciplines

European Athletics Off-road Championships

Integration of Trail Running Championships into EA portfolio



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IAAF, EA and MF approach to running to be aligned

Complementing and not competing on the market

Recognise the momentum and local situation

Listen, Learn and Partner with key stakeholders

Thank you