



EUROPEAN  
ATHLETICS  
YOUR SPORT FOR LIFE

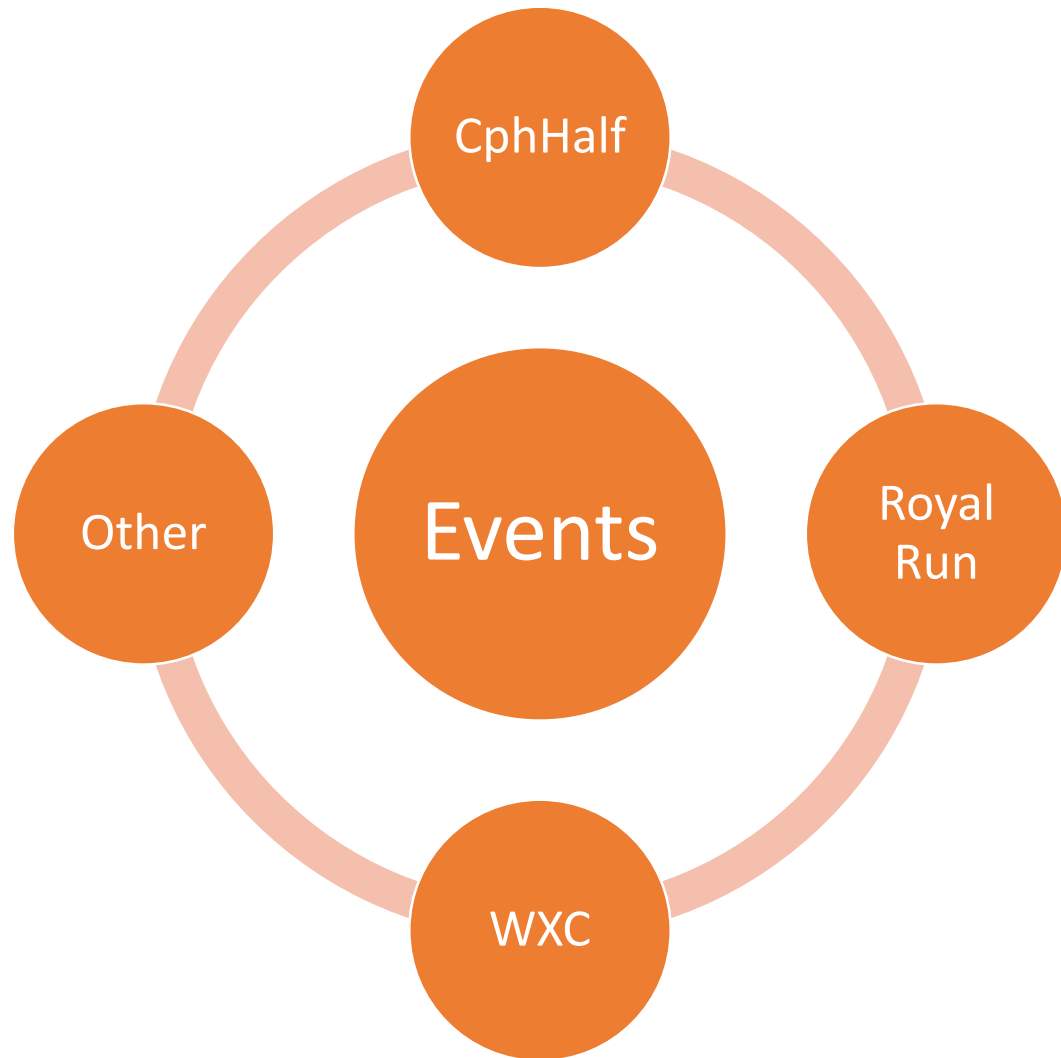
# CONVENTION

Lausanne 2018

*Workshop II - Running & Mass Participation*

*Jakob Larsen, Danish Athletic Federation*

# Danish Athletic Federation



2009

- Decision

2010

- Sponsored "Park Run"

2011

- Tremendous failure

2012

- Certification
- WHM bid
- Analysis programme
- Organizers' conference

2014

- WHM -> CphHalf
- Lobbying for national Health Agenda

2015

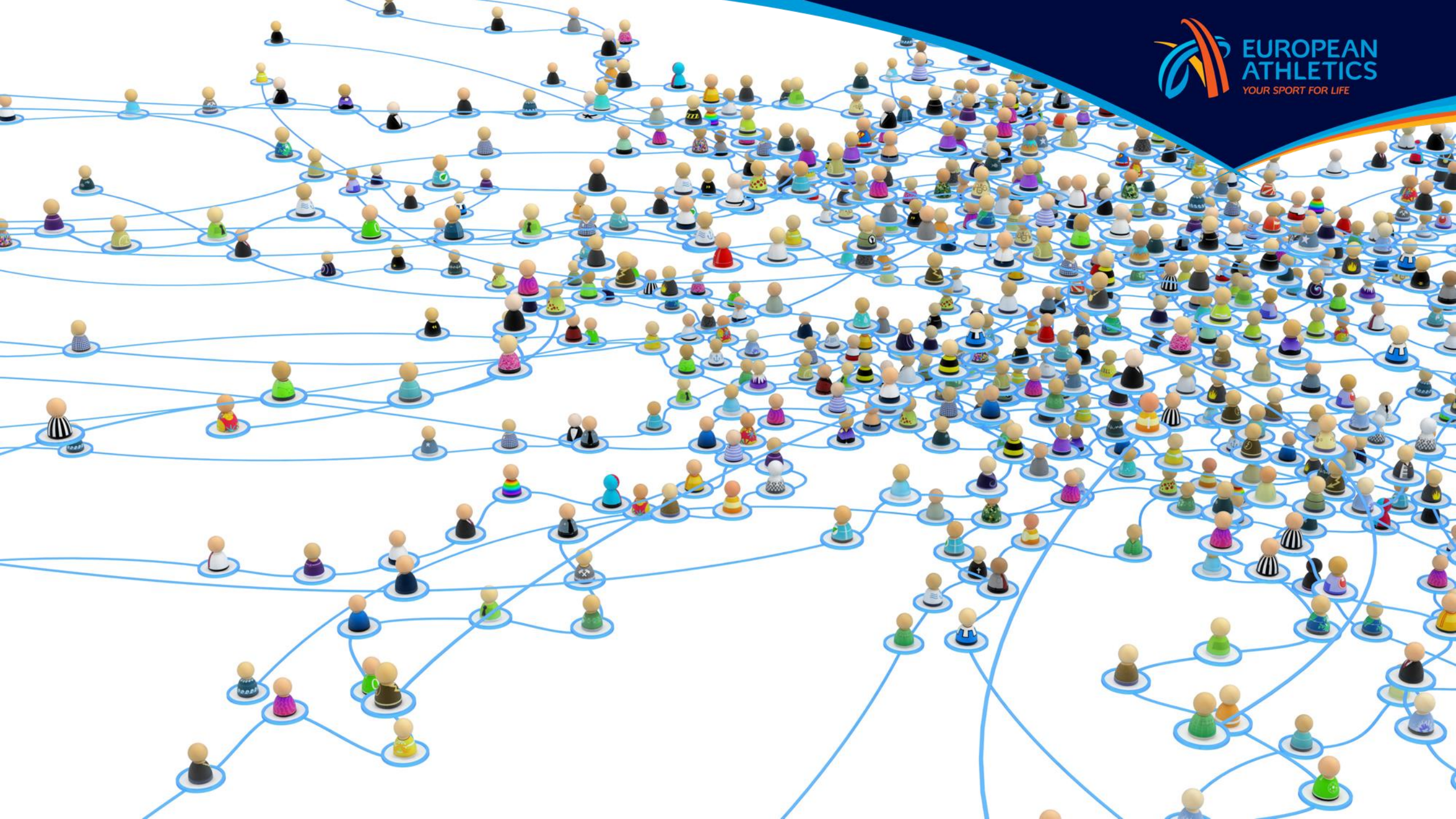
- National health policy
- Massive public investment in health-related sports

2017

- Starting to look elsewhere

2018

- Events
- Organizers
- Athletics
- Rehabilitation 'Low threshold'
- 'Low threshold'



1903  
**1983**  
2063

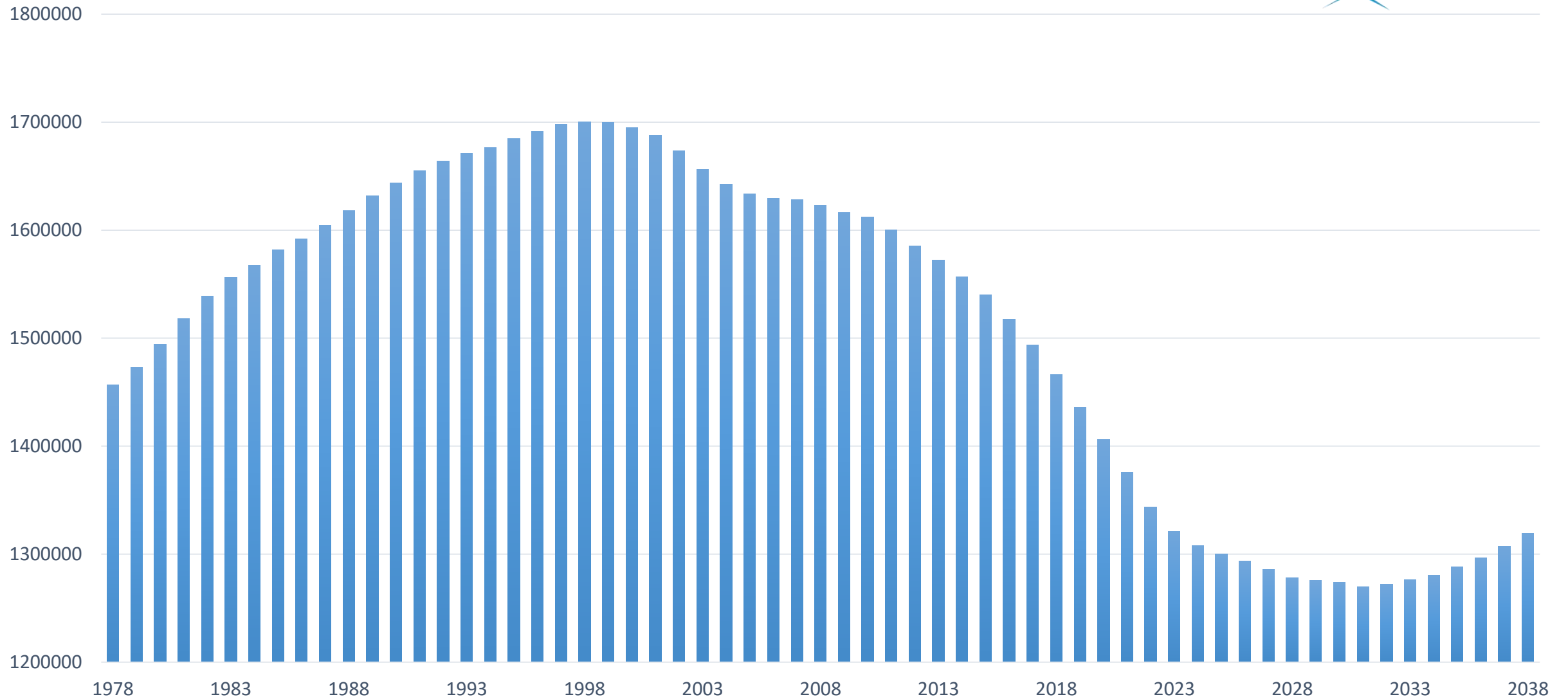
1923  
1963  
**2003**  
2043  
2083

1943  
**2023**  
2103

“What’s good for me”

“What’s good for society”

# Number of 35-55 year olds in Denmark





# *The future*







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*Thank you*

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