



CONVENTION
Tallinn 2019

1 Run Clean

Erasmus+ Project Overview

Genesis

- **European Athletics' ambitions**
 - Innovation in the fight against doping
 - Every home, every phone
 - Leadership in EU funding access
- **I Run Clean Phase I success**
- **2009 Preparatory Actions project experience**



Foundation

- Lotta al Doping programme (ITA)
- Young leaders' anti-doping outreach (GER)
- prePlay programme (SLO + partner countries)
- Establishment of ADAE (Agency for the Development of Athletics in Europe)
- 2019 Erasmus+ Call for Proposals



Process

- **Basic concept**
- **Advice**
 - EOC EU-Office
 - prePlay project team
- **Partner network**
 - Initial contacts Jan-Feb 2019
 - Meeting 2 March
 - Follow-up contacts
- **Drafting and submission**
- **Award**
 - € 324,276
 - Evaluation score: 92/100



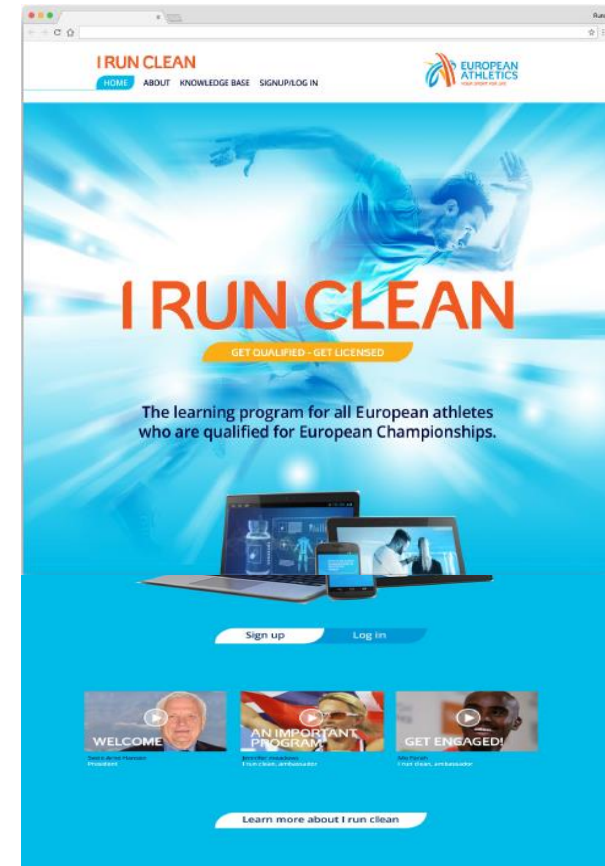
Project Deliverables

- **E-Learning modules**
 - Coaches and support personnel
 - Parents
- **Workshop models**
 - Athletes
 - Coaches and support personnel
 - Parents
- **Workshop leader preparation**
- **Impact testing**
- **30 month timeline (Jan 2020 to June 2022)**



Project Partners

- **Agency for the Development of Athletics in Europe**
- **European Athletics**
- **National federations**
 - Bulgaria
 - Estonia
 - France
 - Germany
 - Italy
 - Spain
- **Universities**
 - University of Milan – School of Exercise and Sport Science
 - University of Rome – Faculty of Medicine and Psychology



Output

- Education tools (e-learning / workshops in 7 languages)
- Trained ambassadors to deliver workshops
- Ambassador preparation process
- Impact research
- Positive image for athletics
- Engagement of tens of thousands
- Sponsorship property

