VI Congresso Internacional de Corrida – 2015

EUROPEAN ATHLETICS RUNNING FOR ALL

Running for All web platform

www.european-running4all.org

&

Safety & Quality Certification for Road Races

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WHY ?

- **Running activities are growing** at a rapid rate as well as the demands of the runners.
- Every runner has a reason for participating and holds certain expectations on **the level of quality and safety** of the race.
- Every race organiser has the intention:
  - **To organise their race in the most secure way** possible for the runners and the spectators.
  - **To maintain the quality** in order to attract a large number of participants.
- Until now there are only a **limited number of regulations that exist** in some European countries. Where examples of best practice exist, the experience cannot be considered Europe wide and is not understood by all.

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HOW ?

- European Athletics has developed **Safety and Quality Standards** for public road races
- This standards have been created by **consultation and integration** of different experts within the running movement.
- There is a need to recognise the races with a good-quality level. It is the **role of European Athletics and its Member Federations to support this movement** by setting and implementing road race safety and quality standards.
- European Athletics together with the different stakeholders are **responsible for setting the standards** to ensure the necessary legitimacy and credibility.

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WHAT ?

- The **Safety and Quality Standards** serve as on orientation, common view and understanding of the expected requirements.
- Additionally it will encourage positive **partnerships between runners, race organisers, European Athletics and the athletics Federations** as well as with all the other stakeholders.

The Standards

- The safety and quality standards for Road Races are divided into three levels - 1-star, 3-star and 5-star - to encompass all types and sizes of races.

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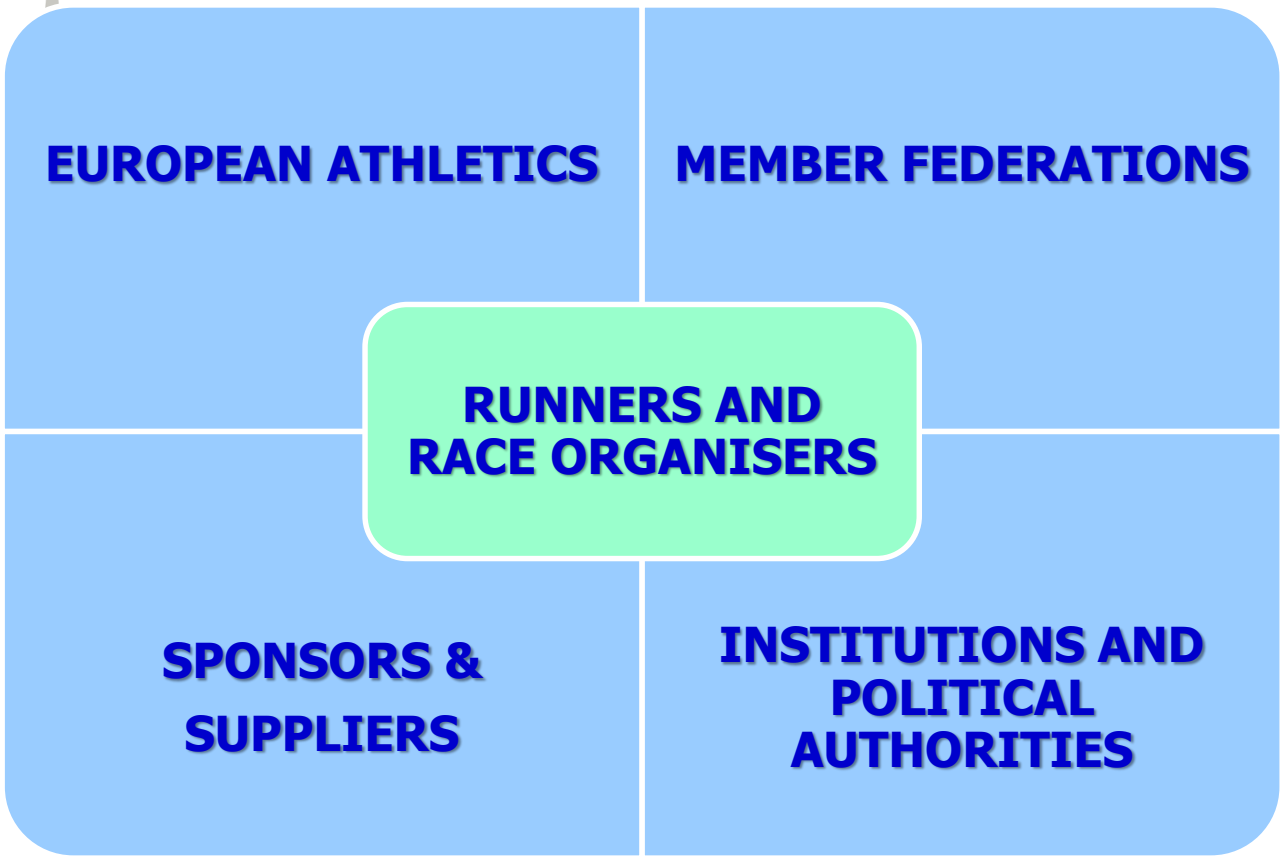
WHO ?



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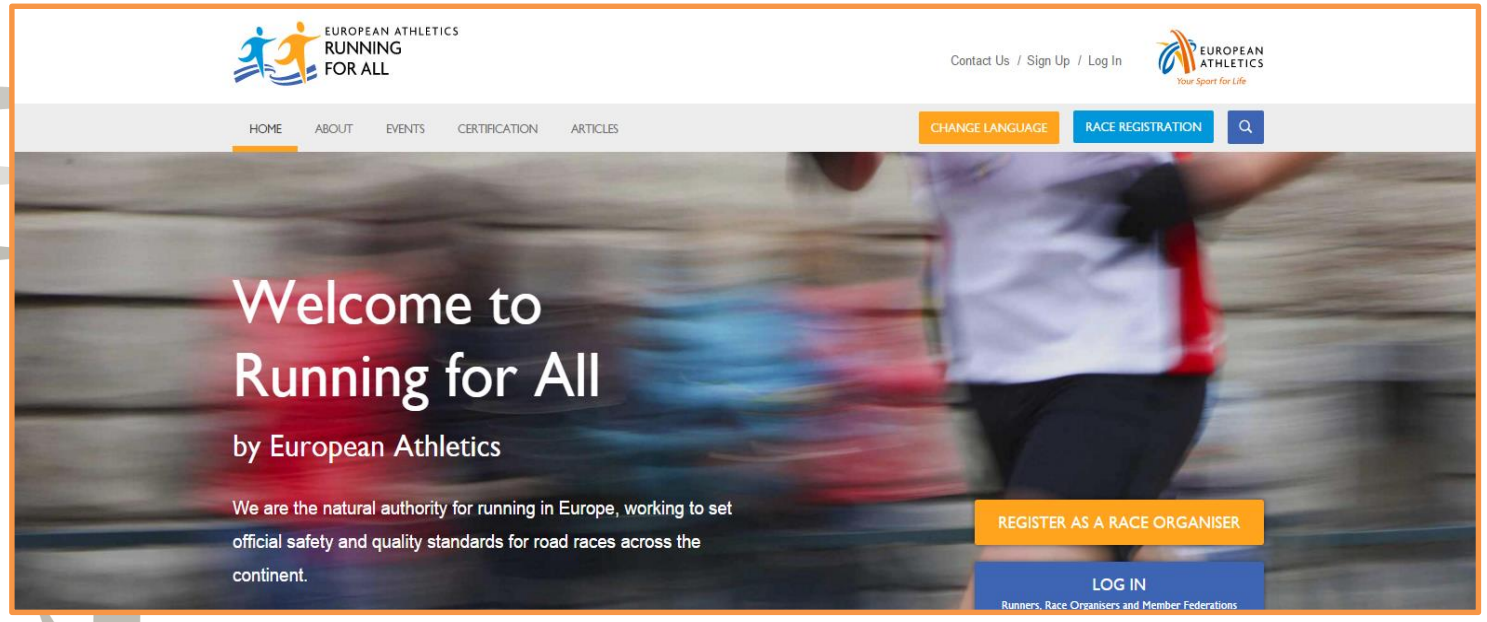

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Introducing the standards

• The European Athletics Quality Road Race standards act as an assurance for road runners throughout Europe. They distinguish between races that respect the standards and those that haven't sought certification or assessment. They form the foundation of Running for All, a strong recognizable brand for running activities throughout Europe.

The standards

• **Three levels of standards encompass all types and sizes of races.**

1 Star - The race fulfils guaranteed minimum requirements of safety and security for athletes during a race with a small number of runners.

3 Star - The race guarantees a good level of safety and security, and offers runners a satisfactory level of quality of services for a race with a large number of runners.

5 Star - The race guarantees a comprehensive level of safety and security, and high quality services, for a race with significant numbers of runners.

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How does certification work?

[Race organizer registration process]

These are the 6 steps Race Organizers should take in order to submit their Event to Running for All internet platform.

1

Register online at **european-running4all.org**

2

Complete form with simple event details

3

Answer 54 yes or no questions relating to standards

4

Review form

5

Submit form by email

6

Receive email notification acknowledging submission

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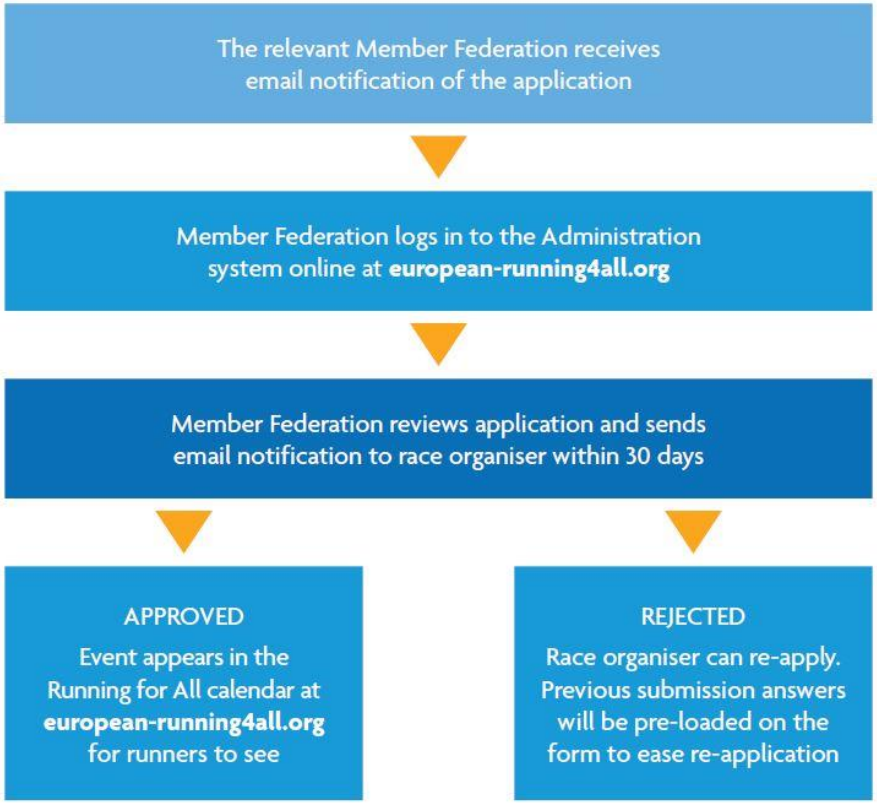
How does certification work?

Member Federation reviews application

The application is reviewed by the relevant Member Federation and is either approved or rejected. If approved, the event appears in the Running For All calendar or, if rejected, the race organizer may re-apply.



Using Running for All graphics to promote your Race

- When submitted event is approved, Race Organizers are able to access and download Running for All graphics *(as well as guidelines for their usage)* thru Event profile of the Race.

Download assets

Our certificate icons are always used in full colour or in white when used on colour. The certificate icon must not appear in any other colour.

Download icon

Colour: EPS | PNG

White: EPS | PNG

Black: EPS | PNG

Download the usage guidelines here.

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Runners providing feedback to Runners & Race organizers on their experience & share their comments and ratings

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Using Running for All graphics to promote your Race

- When downloaded, Running for All Logo with certification level could be used for promotion thru Race website, facebook profile, twitter, etc.
- Here is the example how Kosice Peace Marathon used it in article on their website:

Race promotion thru European Athletics website, Facebook and Twitter

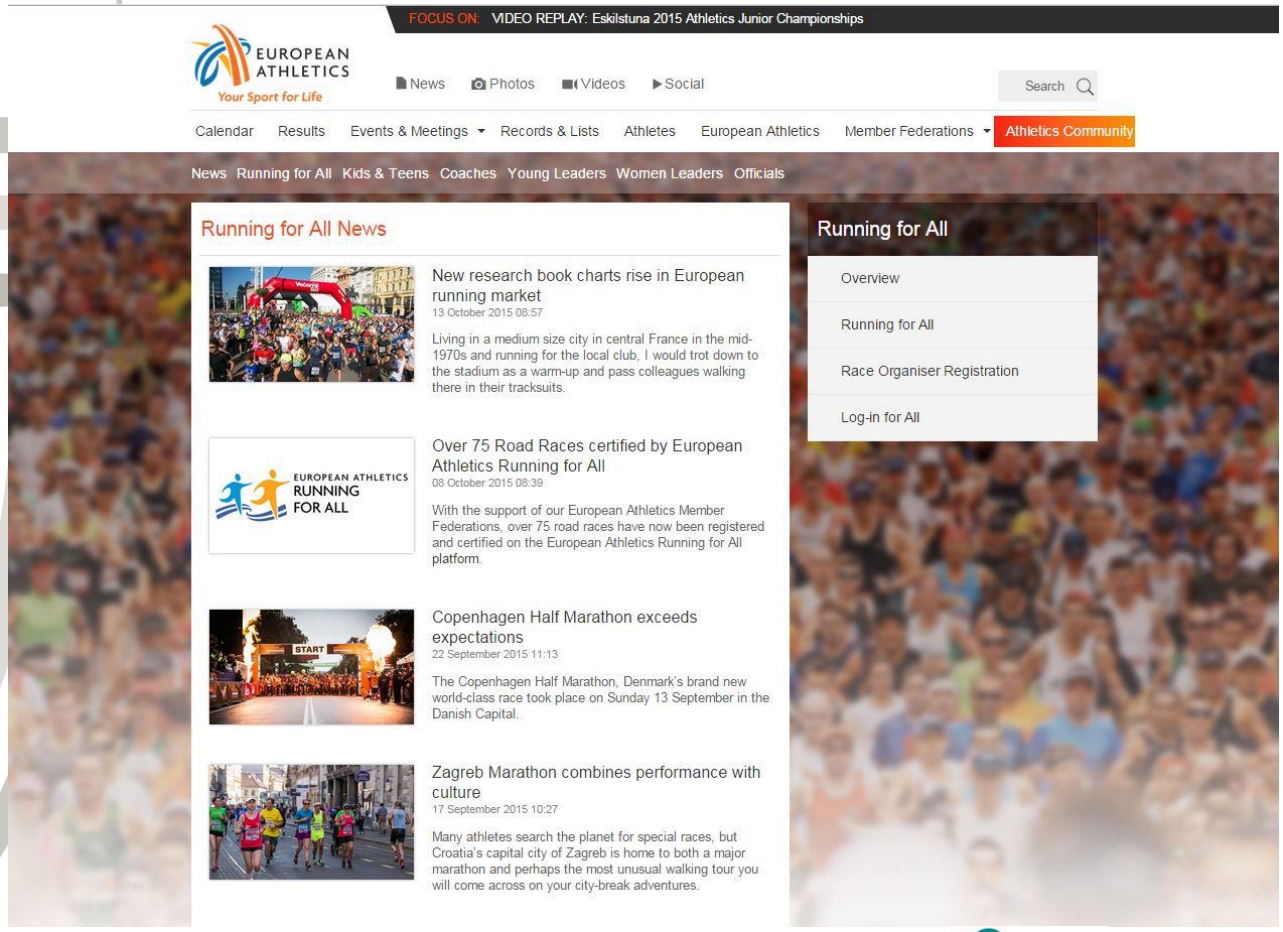
European Athletics is constantly promoting certified Races:

- Via articles in news section of the website - *http://www.european-athletics.org/news/*
- Via Facebook - *https://www.facebook.com/EuropeanAthletics/*
- Via Twitter profile - *@euroathletics*

Running for All is also promoting certified Races:

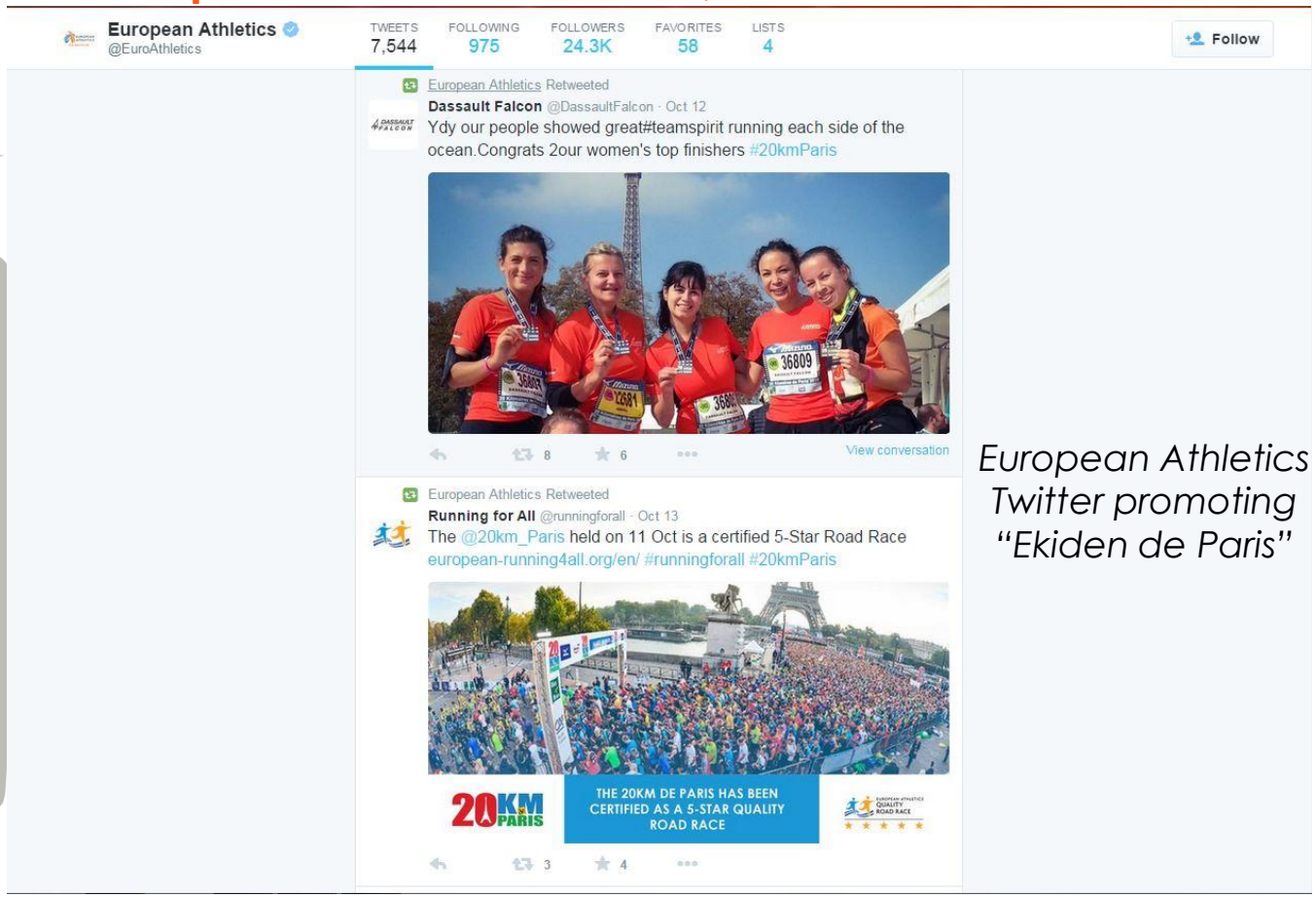
- Via articles on its internet platform - *http://www.european-running4all.org/en/articles/*
- Via Running for All Twitter - *@runningforall*

Race promotion thru European Athletics website, Facebook and Twitter



European Athletics "News" section - Running4All articles

Race promotion thru European Athletics website, Facebook and Twitter



European Athletics Twitter promoting "Ekiden de Paris"

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Race promotion thru European Athletics website, Facebook and Twitter

- Example of how Info graphics should look like:

Kosice Peace Marathon

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Thank you for the time and attention.

We are open now for discussion, questions and inputs.

Please feel free to contribute…

MARKO VASIC
RUNNING FOR ALL - CONSULTANT

mobile: +381 64 2042631
email: marko.vasic@european-running4all.org

www.european-running4all.org

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