

# VI Congresso Internacional de Corrida – 2015

## EUROPEAN ATHLETICS RUNNING FOR ALL

Running for All web platform  
[www.european-running4all.org](http://www.european-running4all.org)  
&

Safety & Quality Certification for Road Races





## 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.



## HOW ?

- ❖ European Athletics has developed **Safety and Quality Standards** for public road races
- ❖ These 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.



## WHAT ?

- ❖ The **Safety and Quality Standards** serve as an 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.



## WHO ?

**EUROPEAN ATHLETICS**

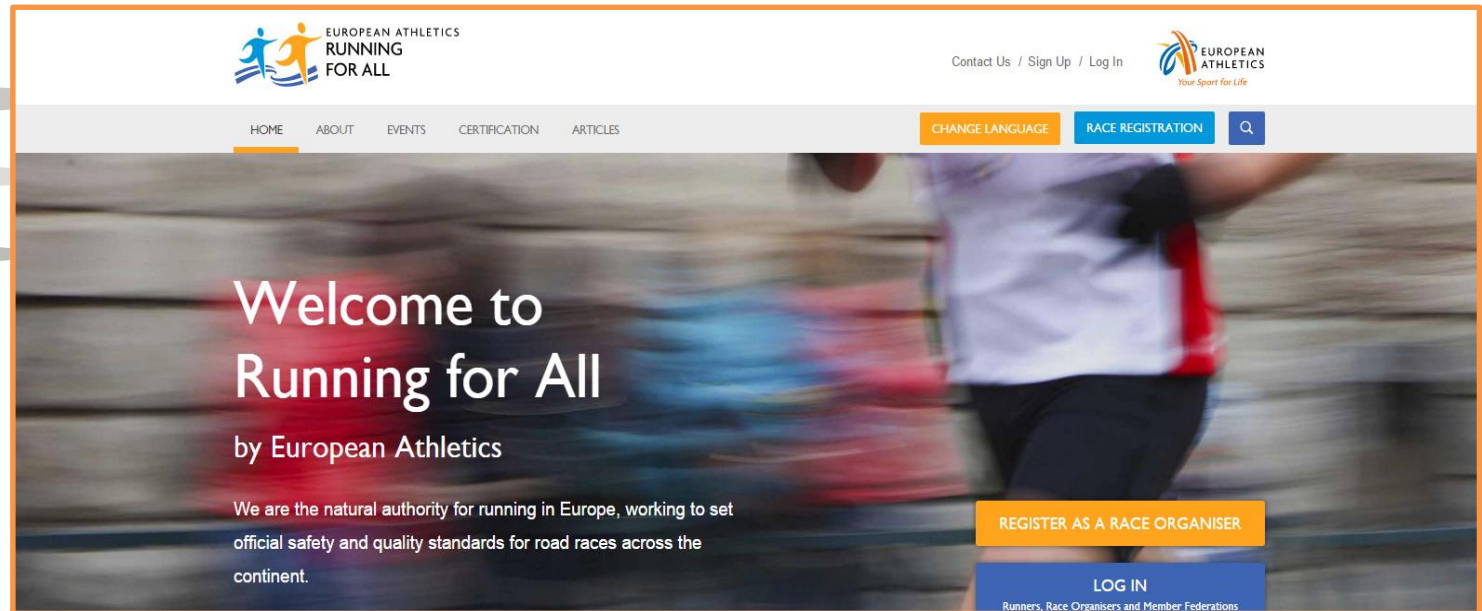
**MEMBER FEDERATIONS**

**RUNNERS AND  
RACE ORGANISERS**

**SPONSORS &  
SUPPLIERS**

**INSTITUTIONS AND  
POLITICAL  
AUTHORITIES**





**Running for All web platform**  
**[www.european-running4all.org](http://www.european-running4all.org)**



## 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.





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.

**How does certification work?**

1



Register online at  
**europaean-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

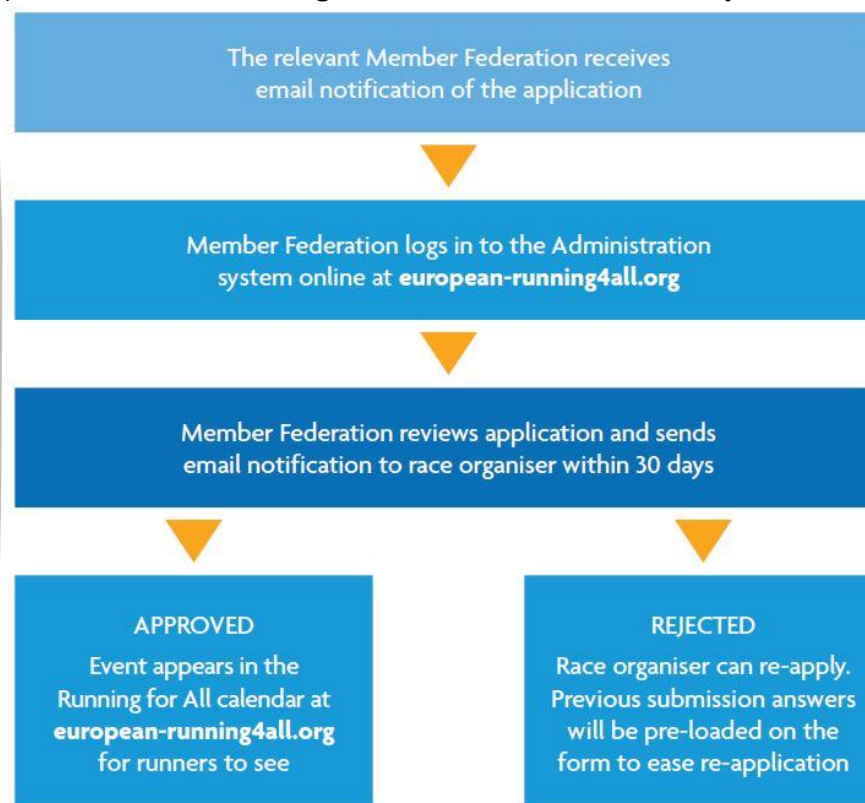




## How does certification work?

### 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.](#)



# Recently completed a race?

Share your experience by  
reviewing an event

REVIEW EVENT

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



## 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:



The screenshot shows the website for the 92nd Košice Peace Marathon, held in Košice, Slovakia, on October 4, 2015. The site features a navigation bar with links for Marathon Club, Contact, and a search bar. Below the navigation bar is a banner for the marathon, including the European Athletics Quality Road Race logo and five stars. The main content area displays the European Athletics Quality Road Race logo and the text "EUROPEAN ATHLETICS QUALITY ROAD RACE". To the right, there are links for ONLINE REGISTRATION, ORGANIZER, and MARATHON CLUB KOŠICE. The footer includes logos for the Portuguese National Program of March and Running, Desporto Para Todos, IPDJ, LISBOA Câmara Municipal, and the Portuguese Federation of Athletics.



## 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](https://twitter.com/euroathletics)

### Running for All is also promoting certified Races:

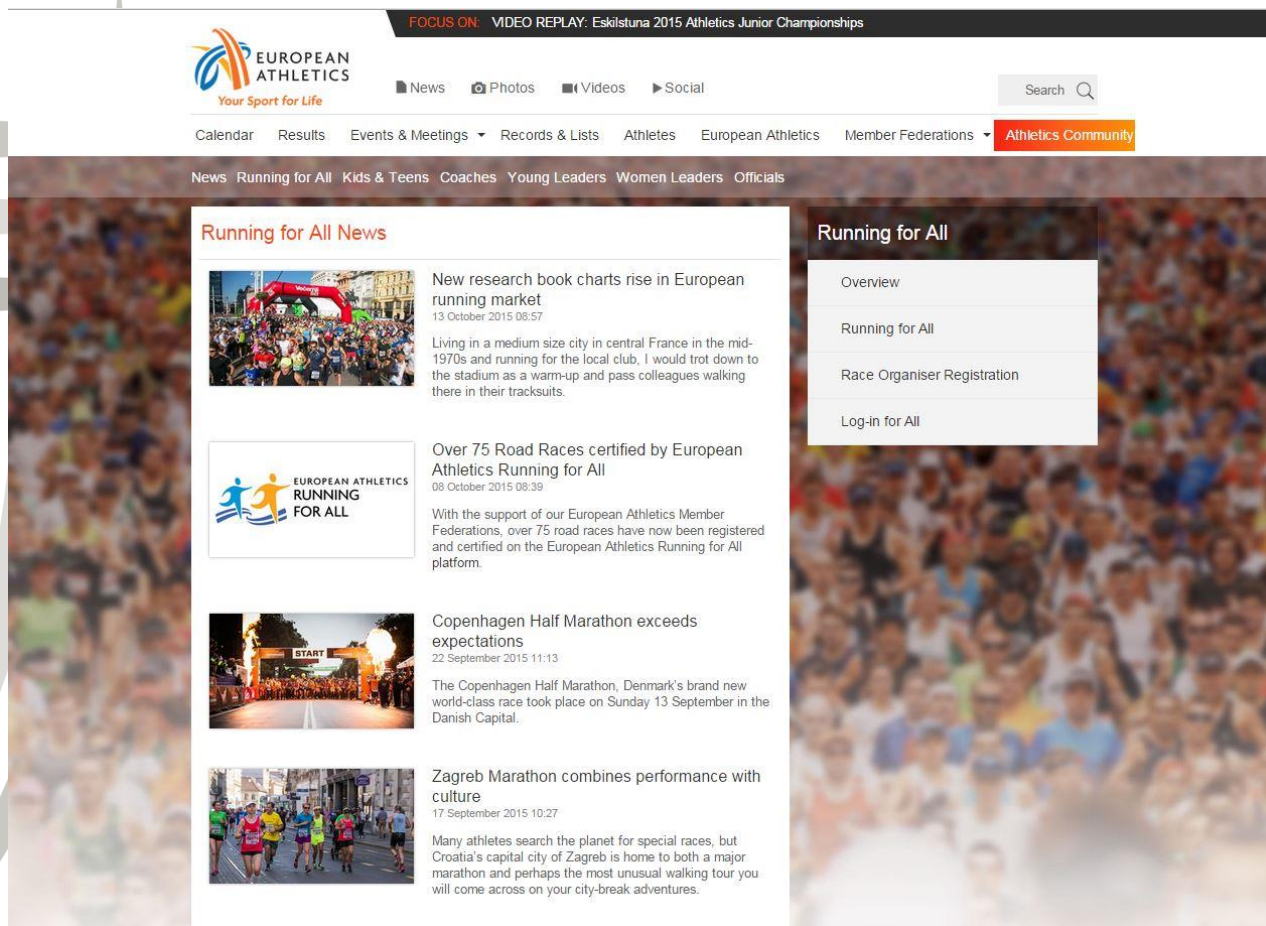
- Via articles on its internet platform - <http://www.european-running4all.org/en/articles/>
- Via Running for All Twitter - [@runningforall](https://twitter.com/runningforall)





## Race promotion thru European Athletics website, Facebook and Twitter

**FOCUS ON:** VIDEO REPLAY: Eskilstuna 2015 Athletics Junior Championships



**EUROPEAN  
ATHLETICS**  
Your Sport for Life

News Photos Videos Social

Search

Calendar Results Events & Meetings Records & Lists Athletes European Athletics Member Federations **Athletics Community**

News Running for All Kids & Teens Coaches Young Leaders Women Leaders Officials

### Running for All News

**New research book charts rise in European running market**  
13 October 2015 08:57  
Living in a medium size city in central France in the mid-1970s and running for the local club, I would trot down to the stadium as a warm-up and pass colleagues walking there in their tracksuits.

**Over 75 Road Races certified by European Athletics Running for All**  
08 October 2015 08:39  
With the support of our European Athletics Member Federations, over 75 road races have now been registered and certified on the European Athletics Running for All platform.

**Copenhagen Half Marathon exceeds expectations**  
22 September 2015 11:13  
The Copenhagen Half Marathon, Denmark's brand new world-class race took place on Sunday 13 September in the Danish Capital.

**Zagreb Marathon combines performance with culture**  
17 September 2015 10:27  
Many athletes search the planet for special races, but Croatia's capital city of Zagreb is home to both a major marathon and perhaps the most unusual walking tour you will come across on your city-break adventures.

### Running for All

- Overview
- Running for All
- Race Organiser Registration
- Log-in for All

*European Athletics  
"News" section -  
Running4All articles*



## Race promotion thru European Athletics website, Facebook and Twitter

**European Athletics** ✓  
@EuroAthletics

TWEETS 7,544

FOLLOWING 975

FOLLOWERS 24.3K

FAVORITES 58

LISTS 4

Follow

European Athletics Retweeted

**Dassault Falcon** @DassaultFalcon · Oct 12

Ydy our people showed great#teamspirit running each side of the ocean.Congrats 2our women's top finishers #20kmParis

8 6 View conversation

European Athletics Retweeted

**Running for All** @runningforall · Oct 13

The @20km\_Paris held on 11 Oct is a certified 5-Star Road Race european-running4all.org/en/ #runningforall #20kmParis

**20KM PARIS**

THE 20KM DE PARIS HAS BEEN CERTIFIED AS A 5-STAR QUALITY ROAD RACE

3 4

*European Athletics  
Twitter promoting  
“Ekiden de Paris”*





## Race promotion thru European Athletics website, Facebook and Twitter

- Example of how Info graphics should look like:

*Kosice Peace Marathon*





**Thank you for the time and attention.**

**We are open now for discussion, questions and inputs.  
Please feel free to contribute...**

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