



1



2



3



4

## Key Questions for High-Performance Directors and Policy Makers

- ☐ Do we understand the transitions young athletes must go through to achieve elite-level performances?
- ☐ Why do some athletes make the transition but others don't?
- ☐ Is early success a must?
- ☐ How can we improve the odds and increase the chances of a successful transition?



5



What do we know about  
athlete transitions?

6

## Stages of Involvement in Sport

(Côté, 1999)



- ☐ **“Sampling”** (ages 6-13 years)
  - Fun
  - Range of sports
- ☐ **“Specialisation”** (ages 13-15 years)
  - Skill development
  - Focus on one sport
- ☐ **“Investment”** (ages 15-18 years)
  - Further skill development
  - Commitment
- ☐ **“Maintenance”** (ages 18+)
  - Perfection and maintenance of talent

From: Hollings, S.C. (2013). **The transition from elite junior athlete to successful senior athlete** – implication for athletics high performance programmes. Doctoral thesis. AUT University, Faculty of health and environmental sciences.

7

Côté and colleagues identified four stages based on chronological age for the following tasks:

1. The sampling years (6-13 y): The focus on fun and excitement through a range of extracurricular activities. Deliberate play activities aimed at increasing intrinsic motivation and enjoyment.
2. The specialising years (13-15 y): A growing importance is placed on sport specific skill development in this stage. Decrease in other extracurricular activities to focus on one sport, and deliberate play and deliberate practice activities occur concurrently.
3. The investment years (15-18 y): More importance is placed on the strategic, competitive and skill development aspects, along with an extremely intense commitment and tremendous amounts of practice.
4. The maintenance years (18+ y): This stage is characterised by the perfection and maintenance of talent, developed during the investment years.

From: Hollings, S.C. (2013). **The transition from elite junior athlete to successful senior athlete** – implication for athletics high performance programmes. Doctoral thesis. AUT University, Faculty of health and environmental sciences.

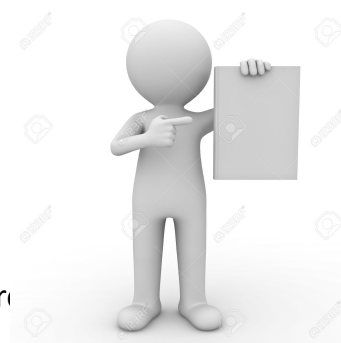
8



## The Sports Career: Predictable Stages and Transitions

(Wylleman & Lavallee, 2004)

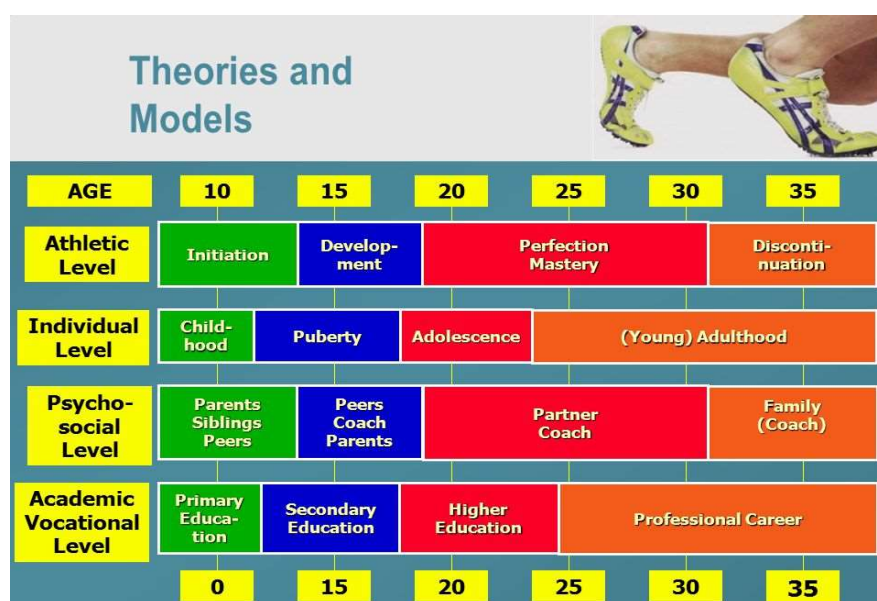
- (a) the beginning of the sports specialization,
- (b) transition to intensive training in the chosen sport,
- (c) transition to high-achievement sport and adult sport,
- (d) transition from amateur to professional sport,
- (e) transition from culmination to the end of the sport career,
- (f) end of the sport career.



Wylleman, P., & Lavallee, D. (2004). **A developmental perspective on transitions faced by athletes.** In: M. Weiss (Ed.), *Developmental sport and exercise psychology: A lifespan perspective* (pp. 507–527). Morgantown, WV: Fitness Information Technology.

9

## Athlete Development Transitions Model (Wylleman & Lavallee, 2004)



10

Why do we lose young talents?



11

## The 8 Most Common Reasons for Ending a Sports Career

(Schlossberg, 1981; Petitpas, Champagne, Chartrand, Danish, & Murphy, 1997; Wylleman et al., 1999; Wylleman & Lavallee, 2003)

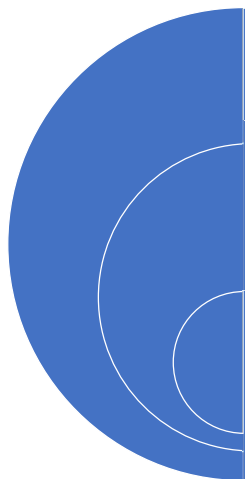
1. Age
2. Deselection
3. Injury
4. Family Matters
5. Burnout
6. Finance
7. Unsatisfactory relations with other persons in sport
8. Entering further education or job

From: Babić, V., Bijelić, G., Bosnar, K. (2019). **Some characteristics of Croatian elite athletes.** *Bulletin of the Transilvania University of Brasov, Series IX: Sciences of Human Kinetics*, 12(61), 1; 9-16. doi:10.31926/but.shk.2019.12.61.6

12

## Reasons for Pursuing an Elite Sports Career (Croatia)

(Babić et al.,2019)



The sample encompassed 301 athletes (154 F and 147 M), medal winners in top competitions: the Olympic Games, World and European Championships, World Cups and European Cups, and the Mediterranean Games from 1992 to 2012.

Overall, athletes **love** sports and the sports life.

They are used to investing efforts.

They don't find it hard, moreover, they like what they do.

**Sports earnings are attractive, but not the imperative for engaging in sports.**

The athletes were asked whether they would choose the **career of a top athlete** had they been given another chance.

Almost **95 %** of the athletes responded **Yes**.

Babić, V., Bijelić, G., Bosnar, K. (2019). **Some characteristics of Croatian elite athletes.** *Bulletin of the Transilvania University of Brasov, Series IX: Sciences of Human Kinetics*, 12(61), 1; 9-16. doi:10.31926/but.shk.2019.12.61.6

13

## The Croatian Experience

(Babić et al.,2019)

**What attracts  
athletes most**

- success (97.67 %),
- socializing and travelling (92.69 %),
- gaining discipline, working habits and organizational skills (89.37 %),
- sports earnings (61.46 %),
- social status (56.81 %),
- great efforts and sacrifices (29.24 %).

Babić, V., Bijelić, G., Bosnar, K. (2019). **Some characteristics of Croatian elite athletes.** *Bulletin of the Transilvania University of Brasov, Series IX: Sciences of Human Kinetics*, 12(61), 1; 9-16. doi:10.31926/but.shk.2019.12.61.6

14

## The Croatian Experience

(Babić et al., 2019)

What **deters** athletes most

- Neglecting other activities (44.85 %)
- Lack of time for socializing and entertainment outside sports (40.86 %).
- Public exposure, the percentage of athletes deterred by it (27.24 %; 58.14 % claimed that public exposure neither attract nor deters them).

From: Babić, V., Bijelić, G., Bosnar, K. (2019). **Some characteristics of Croatian elite athletes**. *Bulletin of the Transilvania University of Brasov, Series IX: Sciences of Human Kinetics*, 12(61), 1; 9-16. doi:10.31926/but.shk.2019.12.61.6

15

## Career Development and Transitions in Sport

(Stambulova et al., 2009)

### ❑ Challenges and Stressors

- Sport related (training and competition program)
- Psychological
- Psychosocial
- Academic/Vocational

### ❑ Coping Factors

- Balanced Lifestyle
- Time and energy management
- Personal support (from coaches, significant others)
- Career planning



From: Stambulova, N.; Alferman, D.; Statler, T. & Côté, J. (2009). **ISSP Position Stand: Career Development and Transitions of Athletes**.

16

*"..., the transition from junior to senior sports is crucial for the athletes who want to reach the elite level in sport. This transition relies not only to a sporting context; besides new challenges in practice and competitions, the athletes experience new demands in psychological, psychosocial, and in academic/vocational development. As a result, the athletes found themselves under high life stress. Therefore, career planning, balancing life style, stress/time/energy management, and effective recovery, as well as continuity in coaching and support from significant others, are recommended to facilitate athletes' coping with this transition." (Stambulova, et al., 2009)*

From: Stambulova, N.; Alferman, D.; Statler, T. & Côté, J. (2009). **ISSP Position Stand: Career Development and Transitions of Athletes.**

17



Is international success at Youth (U18) or Junior (U20) level a prerequisite for World and Olympic success in at the Senior level?

18

## Two (of several) Studies of International Age-Group Championship Participants

### ❑ Zelichenok (2005)

- Approx. 1500 athletes
- World and European age-group championships
- 4 career-path classifications

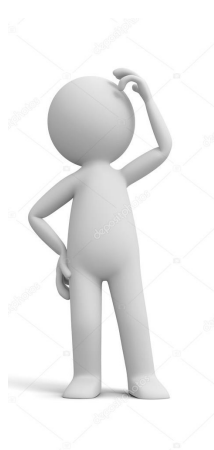
### ❑ Hollings (2013)

- Focus on World Junior Championships
- Retrospective and prospective analysis



19

## Zelichenok: Some Key Conclusions



- ❑ 70% of all medalists at the senior level achieved high-level performances at a young age.
- ❑ Career duration and achievement at senior level is not dependent on the athlete's actual place in the junior championships.
- ❑ Good results achieved at a young age do not have to compromise the athlete's career in terms of eventual level of success or duration.
- ❑ The average age of winners and medalists at the World Championships and Olympic Games has been gradually increasing.

Zelichenok, V. (2005). **The long term competition activity of the world's top athletes.** *New Studies in Athletics*. 20(2), 19-24.

20

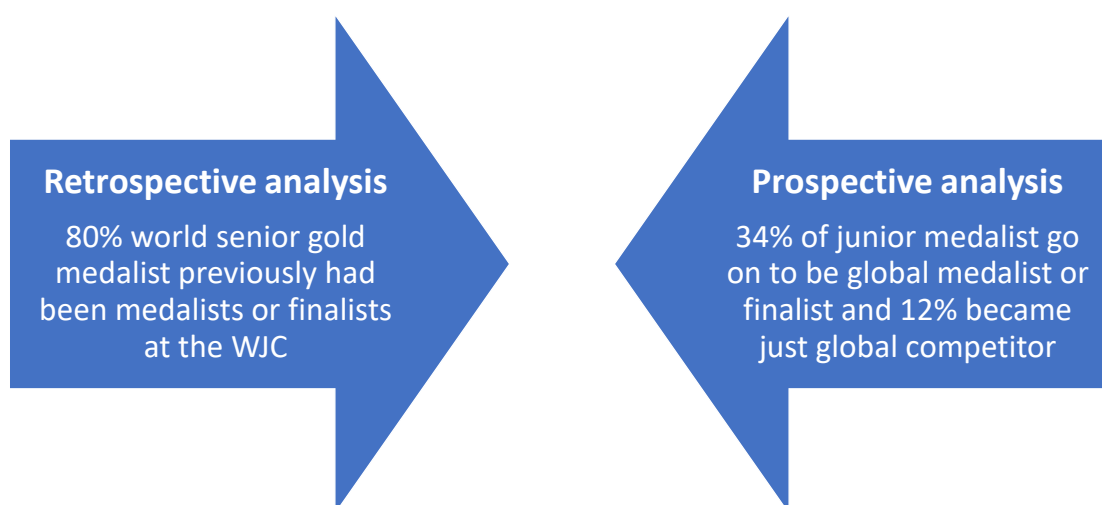
## Zelichenok's Athlete Career-Path Classifications

1. **Won** either EJC or WJC and **became** winners or medalists at WC or OG
2. **Did not win** a major Youth or Junior Championship but did play a prominent role at that level (finalist or minor medalist) and later **became** bright stars in the world of athletics.
3. **Did not achieve** notable success in the youth or junior categories but eventually **became** top performers.
4. **Bright as youths** and or as juniors and then either **disappeared** or became athletes of an average level.

Zelichenok, V. (2005). **The long term competition activity of the world's top athletes.** *New Studies in Athletics*. 20(2), 19-24.

21

## The Hollings Study: Double Analysis



Holling, S.C. (2013). **The transition from elite junior athlete to successful senior athlete – implication for athletics high performance programmes.** Doctoral thesis. AUT University, Faculty of health and environmental sciences.

22

**Table 4.2. Percentage of performance outcomes (medalists, finalists or non-finalist competitors) at previous World Junior Championships (1986-2006) for world champions (1987-2007), Olympic champions (1988-2004) and Beijing 2008 Olympic medalists.**

		Outcomes at previous World Junior Championships 1986-2006
World champions (gold medalists) 1987-2007	n=137	55% JM; 75
		25% JF; 34
		20% JC; 28
Olympic champions (gold medalists) 1988- 2004	n=81	64% JM; 52
		26% JF; 21
		10% JC; 8
Beijing 2008 Olympic medalists (1 <sup>st</sup> -3 <sup>rd</sup> )	n=57	61% JM; 35
		21% JF; 12
		18% JC; 10

JM = Junior medalists; JF = Junior finalists; JC = Junior non-finalist competitors

Holling, S.C. (2013). **The transition from elite junior athlete to successful senior athlete** – implication for athletics high performance programmes. Doctoral thesis. AUT University, Faculty of health and environmental sciences.

23

**Table 4.3. Frequency of Junior Medalists 1986-2004, who went on to become Senior Global Medalists, Global Finalists, Global Competitors or did not compete further.**

	No. of Medalists at World Junior Championships	Global			Did not compete at a Global event
		Medalist	Finalist	Competitor	
<i>Men</i>					
1986 Athens, GRE	61	13	6	2	40
1988 Sudbury, CAN	63	19	8	2	34
1990 Plovdiv, BUL	59	16	2	8	33
1992 Seoul, KOR	47	12	3	6	26
1994 Lisbon, POR	61	12	8	10	31
1996 Sydney, AUS	57	14	13	8	22
1998 Annecy, FRA	58	12	13	9	24
2000 Santiago, CHI	58	11	12	11	24
2002 Kingston, JAM	57	8	6	15	28
2004 Grosseto, ITA	57	11	5	11	30
<i>Total Men</i>	<b>578</b>	<b>128 (22%)</b>	<b>76 (13%)</b>	<b>82 (14%)</b>	<b>292 (51%)</b>

Hollings, S.C. (2013). **The transition from elite junior athlete to successful senior athlete** – implication for athletics high performance programmes. Doctoral thesis. AUT University, Faculty of health and environmental sciences.

24



**Table 4.3. Frequency of Junior Medalists 1986-2004, who went on to become Senior Global Medalists, Global Finalists, Global Competitors or did not compete further.**

	No. of Medalists at World Junior Championships	Global			Did not compete at a Global event
		Medalist	Finalist	Competitor	
<i>Women</i>					
1986 Athens, GRE	47	13	1	3	30
1988 Sudbury, CAN	38	7	6	2	23
1990 Plovdiv, BUL	46	8	5	4	29
1992 Seoul, KOR	43	11	2	3	27
1994 Lisbon, POR	46	11	5	6	24
1996 Sydney, AUS	45	6	13	3	23
1998 Annecy, FRA	55	10	5	4	36
2000 Santiago, CHI	51	13	5	5	28
2002 Kingston, JAM	47	13	8	10	16
2004 Grosseto, ITA	58	5	8	7	38
<i>Total Women</i>	<b>476</b>	<b>97 (21%)</b>	<b>58 (12%)</b>	<b>47 (10%)</b>	<b>274 (57%)</b>
<i>Total (Men &amp; Women)</i>	<b>1054</b>	<b>225 (21%)</b>	<b>134 (13%)</b>	<b>129 (12%)</b>	<b>566 (54%)</b>

Hollings, S.C. (2013). **The transition from elite junior athlete to successful senior athlete** – implication for athletics high performance programmes. Doctoral thesis. AUT University, Faculty of health and environmental sciences.

25



What can be done to help more elite junior athletes make the transition to become successful senior athletes?

26

## The Talent Development Puzzle: How?



- ☐ Improve talent identification?
- ☐ Specialise early or avoid early specialisation?
- ☐ Adjust age category competition programs?
- ☐ Improve athlete (or coach) support programs?
- ☐ Help athletes balance their lifestyle and competing demands?

27

## Hollings: Demands for Successful Athlete Transitions



- ☐ Effective high-performance training environment
- ☐ Access to training facilities
- ☐ Appropriate preparation of coaches
- ☐ Well-defined competition pathway
- ☐ Performance experience
- ☐ Balance of competing demands (athletic and academic goals)
- ☐ Needs-based social and financial support

Holling, S.C. (2013). **The transition from elite junior athlete to successful senior athlete – implication for athletics high performance programmes.** Doctoral thesis. AUT University, Faculty of health and environmental sciences.

28

## When Athletes Receive Support

**Table 3.** Overview by sport of the average ages at which elite athletes started their sport, decided to concentrate on their current elite sport only and received club and NGB support (data sorted by NGB support age).

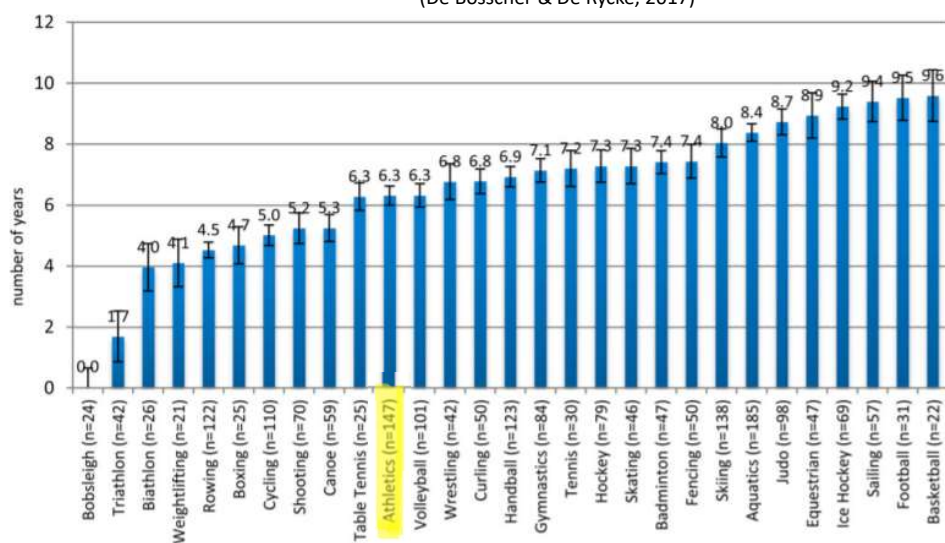
Sport	Starting Age	Club support	NGB support
Tennis (n = 30)	6.2 (±1.6)	11.4 (±2.8)	13.4 (±2.1)
Table Tennis (n = 25)	7.1 (±2.0)	11.9 (±2.3)	13.4 (±2.3)
Gymnastics (n = 84)	6.6 (±2.2)	12.0 (±3.6)	13.7 (±3.0)
Badminton (n = 47)	7.9 (±2.2)	13.3 (±2.4)	15.3 (±2.6)
Ice Hockey (n = 69)	6.4 (±2.6)	14.4 (±3.4)	15.6 (±2.8)
Skating (n = 46)	8.4 (±3.2)	14.8 (±3.4)	15.6 (±2.8)
Aquatics (n = 185)	7.5 (±3.6)	14.6 (±3.4)	15.8 (±3.4)
Football (n = 31)	6.5 (±3.9)	15.3 (±2.6)	16.0 (±3.1)
Handball (n = 123)	9.2 (±3.3)	15.8 (±2.7)	16.2 (±2.7)
Skiing (n = 138)	8.2 (±5.3)	13.3 (±3.9)	16.2 (±3.4)
Judo (n = 98)	7.9 (±3.2)	15.1 (±3.8)	16.6 (±3.2)
Volleyball (n = 101)	10.5 (±3.7)	15.3 (±3.0)	16.8 (±3.6)
Cycling (n = 110)	13.0 (±3.8)	16.7 (±3.5)	18.0 (±3.1)
Sailing (n = 57)	9.0 (±3.2)	15.1 (±4.3)	18.4 (±3.8)
<b>Athletics (n = 147)</b>	<b>12.3 (±4.0)</b>	<b>17.4 (±3.6)</b>	<b>18.6 (±3.7)</b>
Rowing (n = 122)	14.4 (±3.3)	16.9 (±2.8)	18.9 (±3.1)
Shooting (n = 70)	13.7 (±4.0)	17.6 (±4.6)	19.0 (±4.7)

Veerle De Bosscher & Jens De Rycke (2017). **Talent development programmes: a retrospective analysis of the age and support services for talented athletes in 15 nations**, European Sport Management Quarterly, 17:5, 590-609, DOI: 10.1080/16184742.2017.1324503

29

## Years Before Athletes Receive Support Services

(De Bosscher & De Rycke, 2017)



Veerle De Bosscher & Jens De Rycke (2017). **Talent development programmes: a retrospective analysis of the age and support services for talented athletes in 15 nations**, European Sport Management Quarterly, 17:5, 590-609, DOI: 10.1080/16184742.2017.1324503

30

## 2 more questions for today

- ☐ Are there special requirements or considerations for athletes in the early adult years (20-22)?
- ☐ How important is the U23 age group for promoting senior-level success?



31

***Thank you for your attention!***



From Junior to Elite: Enhancing support for U23 athletes, Mediterranean Athletics & French Athletics Federations, Marseille, 3.12.2021.

32



**Mediterranean Athletics**

## THE IMPACT OF U23 CHAMPIONSHIPS

**BRIAN HANLEY, PhD**  
**LEEDS BECKETT UNIVERSITY**



33



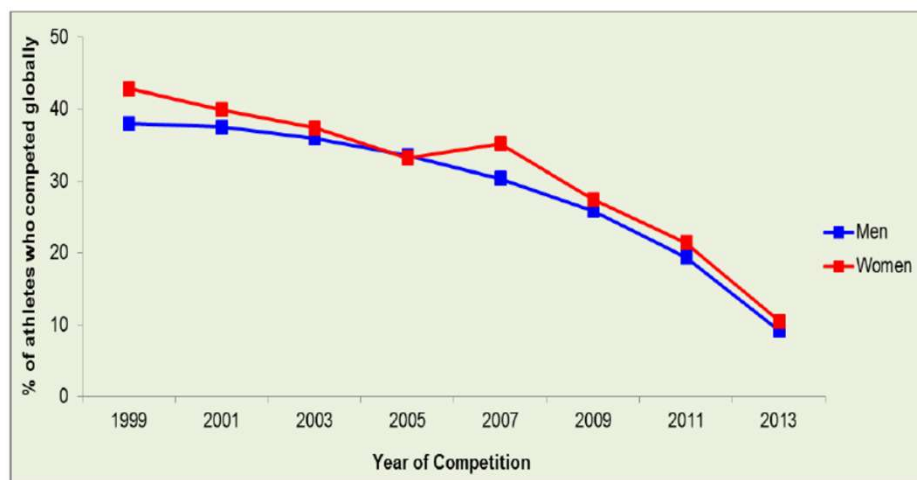
# Long-Term Athlete Development Through U23 Competition

**Dr Brian Hanley**  
Leeds Beckett University



34

## The European U23 Championships are a gateway to world-class competition



- About 40% of athletes who compete in the European U23 Championships eventually progress to global championships.



LEEDS BECKETT UNIVERSITY  
CARNegie SCHOOL OF SPORT

Data apply to global championships up to 2013

The Role of the European U23 Championships in the Development of Elite Athletes

by Brian Hanley

35

## Athletes who competed at U23 and global level for each European MAU member nation



	Men			Women			Total		
	U23	Global	%	U23	Global	%	U23	Global	%
Albania	3	1	33	2	0	0	5	1	20
Andorra	2	0	0	1	0	0	3	0	0
Bosnia-Herzegovina	8	2	25	0	0	-	8	2	25
Croatia	28	7	25	24	9	38	52	16	31
Cyprus	33	2	6	15	3	20	48	5	10
France	239	59	25	203	33	16	442	92	21
Greece	84	19	23	54	23	43	138	42	30
Israel	29	4	14	14	2	14	43	6	14
Italy	158	35	22	132	24	18	290	59	20
North Macedonia	4	3	75	3	3	100	7	6	86
Malta	6	2	33	3	2	67	9	4	44
Montenegro	3	1	33	0	0	-	3	1	33
Portugal	55	13	24	46	16	35	101	29	29
San Marino	4	1	25	2	1	50	6	2	33
Serbia	22	5	23	21	8	38	43	13	30
Slovenia	28	10	36	30	11	37	58	21	36
Spain	193	39	20	103	21	20	296	60	20
Turkey	39	7	18	42	16	38	81	23	28



LEEDS BECKETT UNIVERSITY  
CARNegie SCHOOL OF SPORT

36

## Number of medals won by former European U23 athletes at global level (European MAU member nations)



	Men			Women			Total		
	Gold	Silver	Bronze	Gold	Silver	Bronze	Gold	Silver	Bronze
Croatia				2	2		2	2	
Cyprus		1	1					1	1
France	3	7	7		1	3	3	8	10
Greece			1	1			1		1
Italy	2		3			1	2		4
Portugal	2	1	2				2	1	2
Serbia			1			1			2
Slovenia	2	2	1				2	2	1
Spain		1	3			2		1	5
Turkey					4			4	



LEEDS BECKETT UNIVERSITY  
CARNegie SCHOOL OF SPORT

37

## Keeping athletes in the sport



- Competing in the European U23 Championships is a strong predictor of staying in the sport up to 10 years after leaving U20 competition (World Junior Outdoor Ranking lists). Taking part in the European U20 championships only was not much better than not competing in them at all.

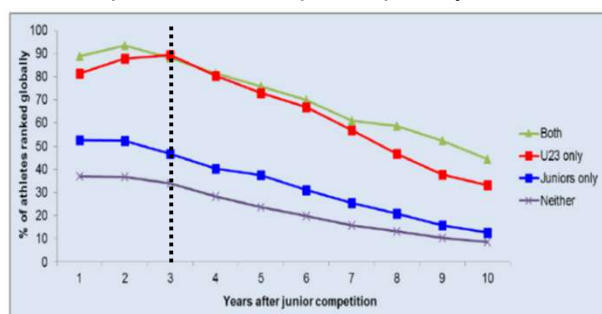


Figure 2. Percentage of male athletes to appear in the World Rankings each year after junior competition.

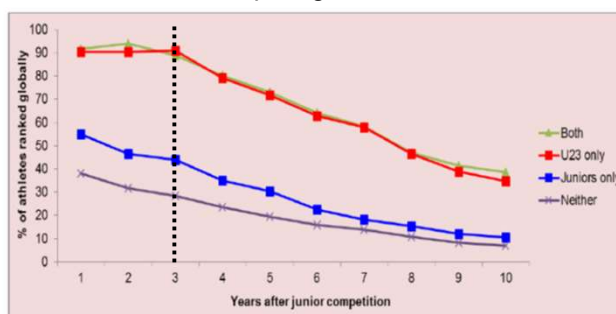


Figure 3. Percentage of female athletes to appear in the World Rankings each year after junior competition.

Data apply to World Senior Rankings up to 2015



LEEDS BECKETT UNIVERSITY  
CARNegie SCHOOL OF SPORT

The Role of European  
Age-Group Championships  
in Senior Participation Rates

by Brian Hanley

© by IAAF  
2012-2015

38



## U23 championships bridge the gap to senior competition



### Competition

- Look towards the emerging walking nations (Korea, Japan, China) for U/20 & U/23 competition opportunities between junior and senior representation.



Brent Vallance (AUS), European Race Walking Conference, Leeds, 2010



Getty Images

- Adam Rutter (AUS)
- Born 24/12/'86
- Eligible for World U20 Championships in 2006 aged 17.5 years
- After January 1<sup>st</sup> 2007 (aged 18 years and 1 week), he could only compete in senior competition.



LEEDS BECKETT UNIVERSITY  
CARNEGIE SCHOOL OF SPORT

39

## Entry standards



Men	World U18 (2017)	World U20 (2018)	European U23 (2021)	European Champs (2022)	World Champs (2022)
100m	10.85	10.55	10.50	10.16	10.05
400m	49.25	47.70	47.60	45.70	44.90
1500m	3:58.50	3:48.00	3:45.00	3:36.00	3:35.00
Long jump	7.25	7.55	7.60	8.10	8.22
High jump	2.06	2.16	2.16	2.30	2.33
Women	World U18 (2017)	World U20 (2018)	European U23 (2021)	European Champs (2022)	World Champs (2022)
100m	12.15	11.80	11.80	11.24	11.15
400m	57.00	55.00	55.00	51.70	51.35
1500m	4:33.00	4:27.00	4:25.00	4:06.00	4:04.20
Long jump	6.00	6.15	6.20	6.79	6.82
High jump	1.77	1.82	1.81	1.95	1.96



40



## Where do all the distance runners go?



- Günther Weidlinger (AUT) 3000m Steeplechase – 1999
- Rui Pedro Silva (POR) 5000m – 2003
- Mark Kenneally (IRL) 5000m – 2003
- Scott Overall (GBR) 5000m – 2005
- Marius Ionescu (ROM) 5000m – 2005
- Kári Steinn Karlsson (ISL) 5000m – 2007
- Mustafa Mohamed (SWE) 10000m – 1999
- Stsiapan Rahautsou (BLR) 10000m – 2007
- Jessica Augusto (POR) 1500m – 2001
- Alessandra Aguilar (ESP) 5000m – 1999
- Olivera Jevtic (YUG) 5000m – 1999
- Zsófia Erdélyi (HUN) 5000m – 2007
- Remalda Kergytė (LTU) 5000m – 2007
- Vanesa Veiga (ESP) 10000m – 2001
- Katarína Berešová (SVK) 10000m – 2007



www.worldathletics.org



www.worldathletics.org



LEEDS BECKETT UNIVERSITY  
CARNegie SCHOOL OF SPORT

41

## Championships within championships



- Apart from the Mediterranean / European U23 track and field championships, would more U23 competition help the development of young athletes?
- Should there be a move from U18 championships to U23 championships?
- There is already an U23 category in the European Throwing Cup and Cross Country.
- Could we have an U23 category in other events such as the European Race Walking Team Championships or the European 10,000m Cup?
- What about an U23 category in the World Athletics Half Marathon / Cross Country / Race Walking Team Championships?



LEEDS BECKETT UNIVERSITY  
CARNegie SCHOOL OF SPORT



european-athletics.com

42

## Long-term maintenance of athletes is important



World silver medallist (2009)  
– aged 39



World Champion (2017)  
– aged 39



World silver medallist (2019)  
– aged 43

- U23 championships are an important maintenance competition for athletes who want a long career in the sport. Athletes tend to improve considerably after maturation.
- By contrast, swimmers over the age of 25 are considered masters athletes!

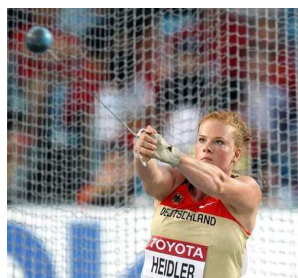


LEEDS BECKETT UNIVERSITY  
CARNegie SCHOOL OF SPORT

Getty Images

43

- A strong commercial aspect of track & field is that athletes familiar to a worldwide audience can compete for many years.



LEEDS BECKETT UNIVERSITY  
CARNegie SCHOOL OF SPORT

Getty Images

44

## Summary



- Athletics is often a sport for late developers. For example, U18 athletes are not allowed compete in the throws, combined events, 10,000m, marathon or race walks at World Athletics Championships.
- U20 athletes are not allowed compete in marathon or 20/35km race walks at World Athletics Championships – two of the most important events for U23 athletes to move into.
- U23 championships are therefore ideal for athletes who need to bridge the gap between U20 and senior competition. They particularly suit those who have recently left university competition, when many athletes leave the sport.
- At younger ages, we should note that competition is normal so the challenge instead is that there can be too many championships.
- Incorporating U23 championships within existing senior championships could not only encourage young athletes, but also reward those nations and coaches who invest in this age group.



45




# Thank you for your attention!

b.hanley@leedsbeckett.ac.uk

Free access to the featured articles via ResearchGate  
<https://www.researchgate.net/profile/Brian-Hanley-4>




46



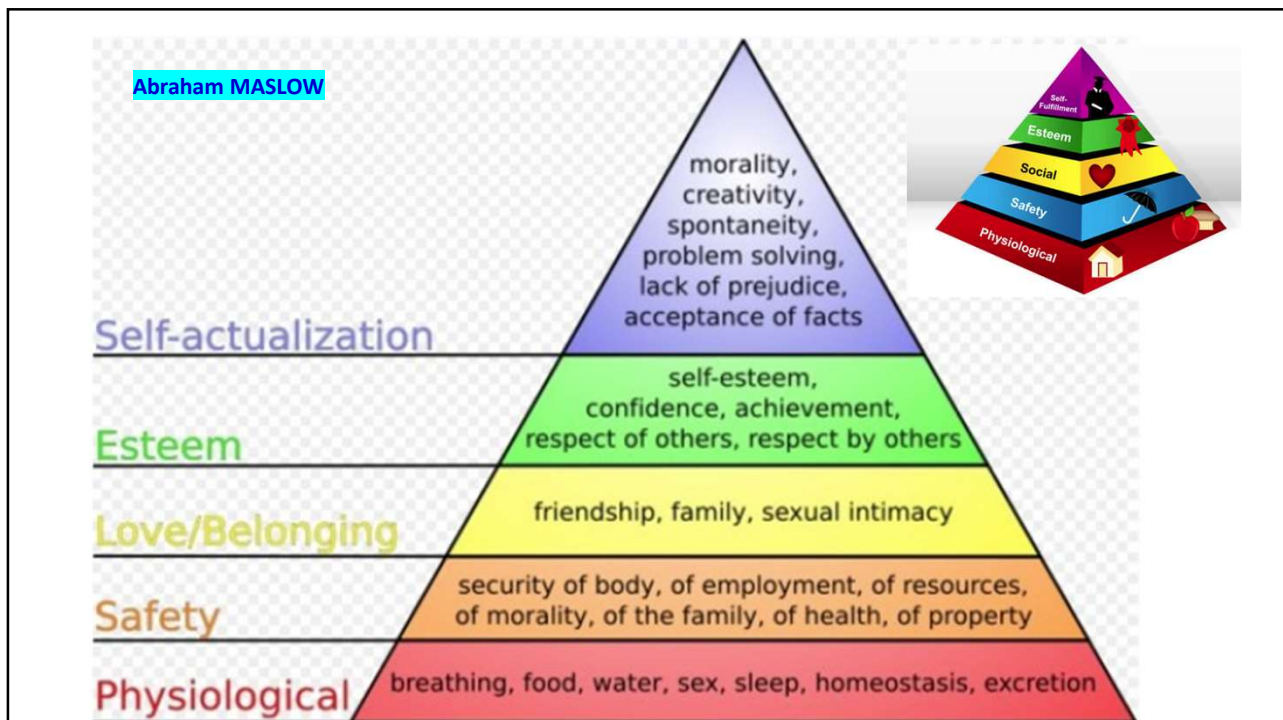
**Mediterranean Athletics**

## DUAL CAREER FOR ATHLETES: CONCEPT & PRACTICE

GÉRALDINE ZIMMERMANN, FÉDÉRATION FRANÇAISE D'ATHLÉTISME



47



48



BELOCIAN Wilhem



MANGA Aurel



MARTINOT-LAGARDE  
Pascal



110m Haies (106)   M   Vent : VR				
1	12"95 (+0.2)	E	MARTINOT-LAGARDE Pascal	Es Montgeron
2	12"97 (+1.0)	E	DOUCOURE Ladji	Viry Evry Nord Sud Essonne *
3	13"09 (+0.6)	E	DARIEN Garfield	Clermont Athletisme Auvergne *
4	13"12 (0.0)	E	BASCOU Dimitri	Us Creteil
5	13"15 (+0.8)	E	BELOCIAN Wilhem	Stade Lamentin
6	13"20 (+2.0)	E	CARISTAN Stephane	Us Creteil
7	13"24 (+0.8)	E	MANGA Aurel	Us Creteil



AUREL MANGA



## **2- Follow their progress in studies to help them**

- Meet with schools to develop the athletes' curriculum
- Agreement with schools to define the outline of the partnership
- Provide financial assistance to high-potential athletes with their school fees
- List the schools that offer adapted courses
- Find companies ready to welcome athletes as part of their internship.

53

## **3- Work with their employer to free up time for training**

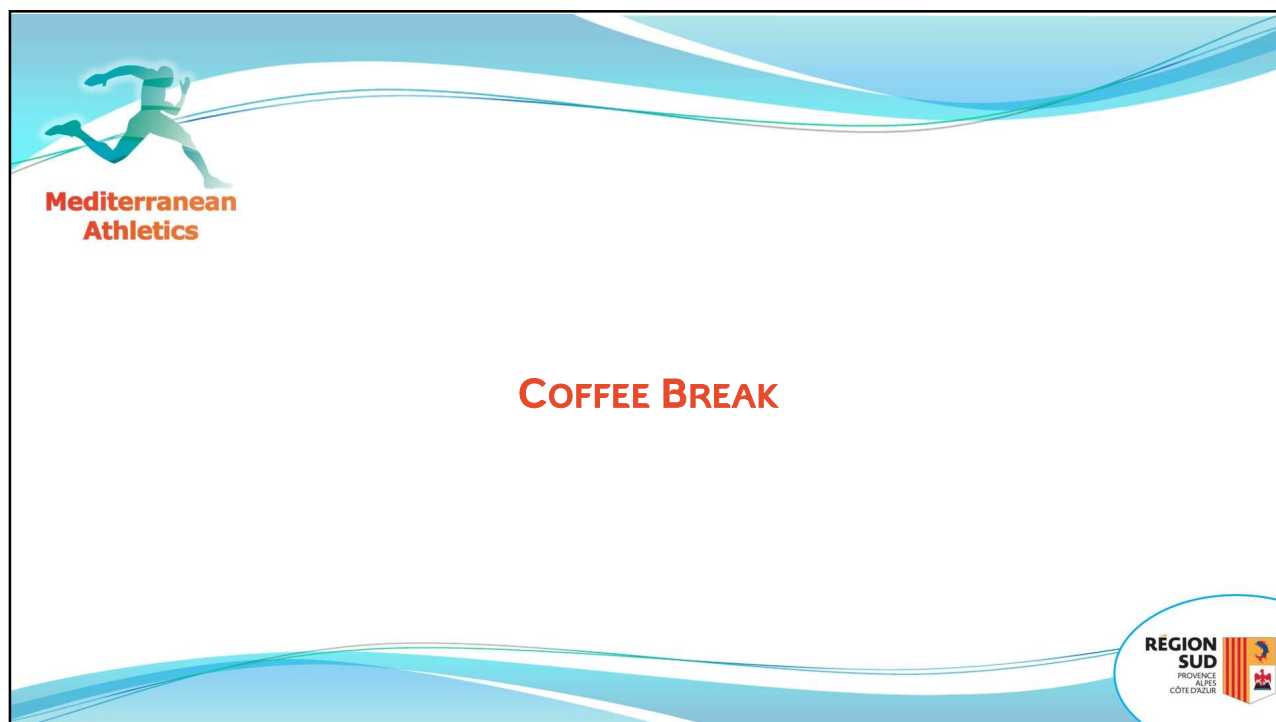
- Create connections between the different actors of athletics and their knowledge in order to develop the number of companies ready to welcome our athletes: ALUMNI on LinkedIn
- Sign an agreement between the company, the athlete and the federation in order to define the framework for this collaboration.
- Train athletes to make themselves known on professional social networks as high-level athletes looking for an employer.
- Curriculum vitae creation action

54

#### 4- Help them define what they want to do next


- To do a skills assessment : What are my skills?
- Help them make their project possible over a long period of time: Development of their skills through various actions
  - ⇒ English lessons, IT tools management lessons, communication training ...

55



56






**Mediterranean Athletics**

# **ATHLETE SUPPORT SYSTEMS OVERVIEW**

## **BALKAN PERSPECTIVE**



**PROFESSOR DR VESNA BABIC, UNIVERSITY OF ZAGREB**



57

# ***Athlete Support Systems: A Balkan Perspective***

**Vesna Babić, PhD**  
University of Zagreb, Faculty of Kinesiology  
vesna.babic@kif.unizg.hr

From Junior to Elite: Enhancing support for U23 athletes, Mediterranean Athletics & French Athletics Federations, Marseille, 3.12.2021.

58

## Institutional support



## Family support

### Sponsors

- Croatian National Olympic Committee
- Croatian athletics federation
- Local community
- Club

59

## Local community support

### Sports facilities

### Full-time coaches

### Competitions

### Local sports

### Development programs

### Preparations

### Financial support

### Health care

### Nutrition counseling

### Testing and diagnostics

60

## Regulations for categorization of athletes - Croatia

I. CATEGORY	II. CATEGORY	III. CATEGORY
<b>Seniors</b>	<b>Seniors</b>	<b>Seniors</b>
1. - 8. place OG, WC	9. - 16. place OG, WC	6. - 10. place Diamond league (total)
1. - 6. place EC	7. - 12. place EC	4. - 8. place Diamond league (individual)
World record in Olympic disciplines	1. - 5. place Diamond league (total)	2. - 4. place at the international WA Competition
	1. - 3. place Diamond league (individual)	1. - 3. place MG ili Universiade
	1. place at the international WA Competition	1. - 2. place NC (individual)
		result by Acquisition standards
	<b>Young seniors (U23)</b>	<b>Young seniors (U23)</b>
	1. - 4. place EC	5. - 8. place EC
		result by Acquisition standards
	<b>Juniors (U20)</b>	<b>Juniors (U20)</b>
	1. - 3. place WC	4. - 8. place SP
	1. place EC	2. - 4. place EP
	1. place at the WA mitings – official discipline	result by Acquisition standards



61

## Comparison of regulations for the categorization of athletes



CRO	SRB	SLO
1 st category athlete	<b>1. Elite athlete</b>	Olympic class athlete
2 nd category athlete	• Deserving athlete	A world class athlete
3 rd category athlete	• International class athlete	An international class athlete
4 th category athlete	• National class athlete	A promising class athlete
5 th category athlete	<b>2. Seniors</b>	National class athlete
6 th category athlete	• 1 st senior class athlete	Youth class athlete
	• 2 nd senior class athlete	
	• 3 rd senior class athlete	
	<b>3. Juniors</b>	
	• 1 st junior class athlete	
	• 2 nd junior class athlete	
	• 3 rd junior class athlete	

[https://www.hoo.hr/images/dokumenti/kategorizacija-sportasa/2020/Pravilnik\\_o\\_kategorizaciji\\_sporta%C5%A1a\\_prosinac\\_2020pdf.pdf](https://www.hoo.hr/images/dokumenti/kategorizacija-sportasa/2020/Pravilnik_o_kategorizaciji_sporta%C5%A1a_prosinac_2020pdf.pdf)

<https://sportskisavezsrbije.rs/wp-content/uploads/2019/07/Pravilnik-o-kriterijumima-za-kategorizaciju-sportista-iz-2004-min.pdf>

<https://www.olympic.si/datoteke/Pogoj%2C%20pravila%20in%20kriteriji%20za%20registriranje%20in%20kategoriziranje%20C5%A1portnikov.pdf>

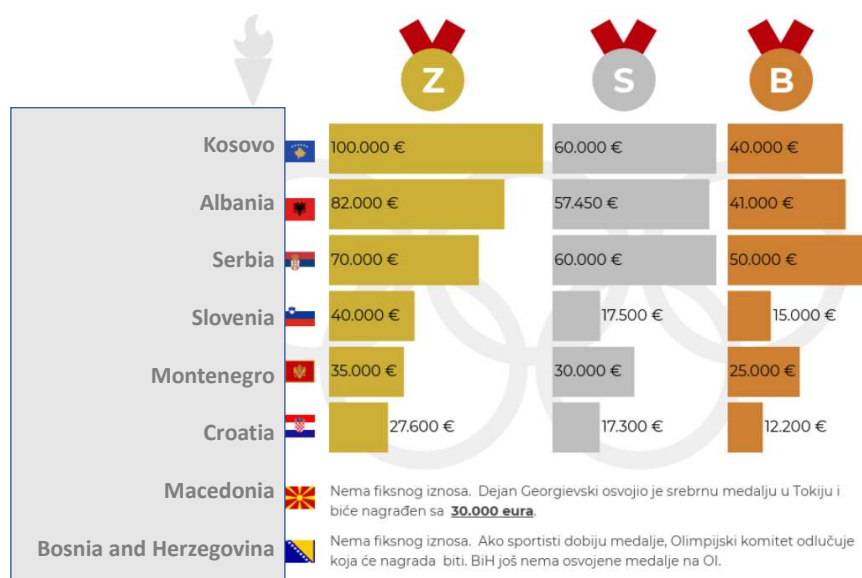
62

## Awards for sports achievement in Croatia

- National Award for Sport "Franjo Bučar" - since 2003.
  - a) award for lifetime achievement (3 awards; 50.000 kn=6.700€)
  - b) annual award (15 awards; 20.000 kn=2.700€)
- Annual state awards for top sports achievements
- Most Successful athletes and teams
- Dražen Petrović Award
- Milan Neralić Award
- Croatian Olympic Committee's Fair play
- Different awards at the local levels

63

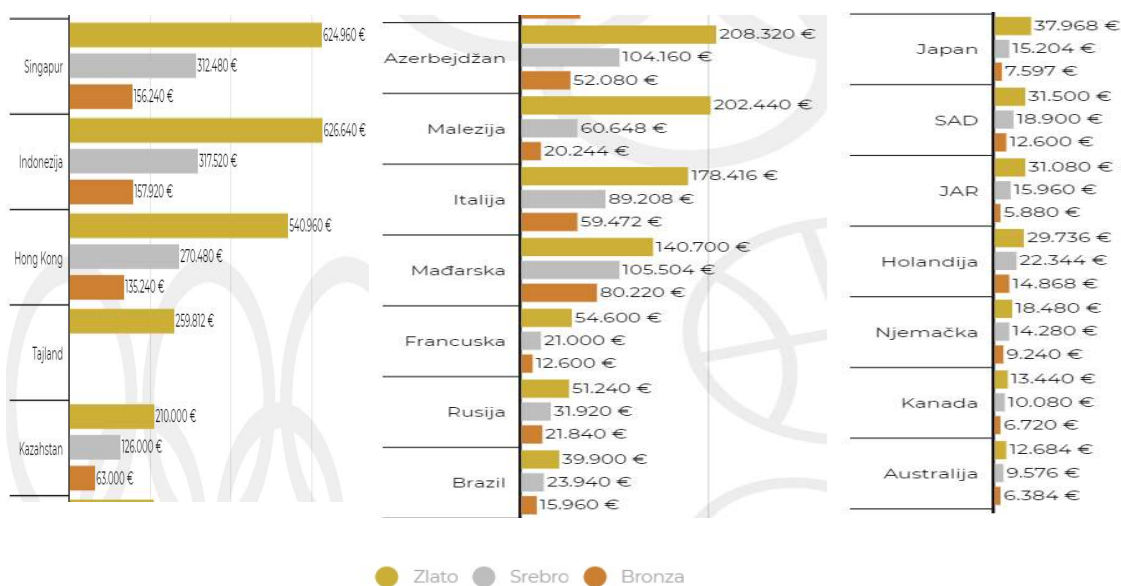
## Comparison of state rewards for Olympic success



<https://balkans.aljazeera.net/interactives/2021/8/8/infografika-nagrade-za-olimpijsku-medalju>

64

<https://balkans.aljazeera.net/interactives/2021/8/8/infografika-nagrade-za-olimpijsku-medalju>



65

### Athlete financial grants (payable monthly)

Croatia		Serbia		Elite athletes
1 st category	380 €	Deserving athlete		700 €
2 nd category	200 €	International-class athlete		450 €
3 rd category	120 €	National-class athlete		300 €

Employment & salary in military (CRO, SRB)/police/customs (SLO)

66

## Support programs for the elite athletes

1998 -2005 for 16-20 year-old athletes

since 2006:

1. 15-16 year-old athletes
2. 17-20 year-old athletes
3. 21-24 year-old athletes
4. special projects for candidates for OG and WCH



Pensions for medallists at OG, WCH, ECH

Development programs for the elite coaches

<https://www.hoo.hr/hr/dokumenti-1/5314-razvojni-programi>

67

CROOC I support for the elite athletes		15-16 y
1	Preparation and competition	1740 €
2	Sport facility use	130 €
3	Sport equipment	200 €
4	Testing and diagnostics	130 €
5	Health care	200 €
<b>Total</b>		<b>2400 €</b>

[https://www.hoo.hr/images/dokumenti/razvojni\\_programi/2020/potpore-iznosi-2020-rp-l.pdf](https://www.hoo.hr/images/dokumenti/razvojni_programi/2020/potpore-iznosi-2020-rp-l.pdf)

68

CROOC II-1 support for the elite athletes		17-20 y
1	Preparation and competition	1930 €
2	Sport facility use	260 €
3	Sport equipment	330 €
4	Testing and diagnostics	Lump sum
5	Health care	330 €
6.	Vitamins and supplementary nutrition	400 €
7.	Health examination	M 65 € W 105 €
8.	Insurance	190 €
Total		M 3525 € F 3565 €

[https://www.hoo.hr/images/dokumenti/razvojni\\_programi/2020/potpore-iznosi-2020-rp-II-1.pdf](https://www.hoo.hr/images/dokumenti/razvojni_programi/2020/potpore-iznosi-2020-rp-II-1.pdf)

69

CROOC III support for the elite athletes		21-24 y
1	Preparation and competition	2130 €
2	Financial grant	1600 €
3	Sport facility use	330 €
4	Sport equipment	400 €
5	Testing and diagnostics	Lump sum
6	Health care	430 €
7	Vitamins and supplementary nutrition	400 €
8	Health examination	M 65 € W 105 €
9	Insurance	190 €
Total		M 5545 € W 5585 €

[https://www.hoo.hr/images/dokumenti/razvojni\\_programi/2020/potpore-iznosi-2020-rp-III.pdf](https://www.hoo.hr/images/dokumenti/razvojni_programi/2020/potpore-iznosi-2020-rp-III.pdf)

70

### State Pension for Major Event Success

(payable monthly from age 45 in CRO and from 40 years of age in SRB )

Croatia	OG	WC, EC	Serbia	Elite athletes
<b>Gold</b>	720 €	720 €	Deserving athlete	1.400 €
<b>Silver</b>	570 €	430 €	International class athlete	1.150 €
<b>Bronze</b>	430 €	290 €	National class athlete	900 €

71

### Development programs for the elite coaches

Development programs CROOC for the coaches		(per month in €)	Local community salary (per month in €)
1	Elite coaches	<b>3000</b>	<b>650-930</b>  Dependes of education competences of coach and quality of the athletes results
2	Coach of team in Olympic sports	<b>2200</b>	
3	Excellent coaches	<b>2000</b>	
4	Quality coaches	<b>1700</b>	
5	Youth categories coache	<b>1200</b>	
6	Coaches for the development of a particular sport	<b>900</b>	

[https://www.hoo.hr/images/dokumenti/programi-nacionalnih-saveza/2016/Pravila\\_o\\_kriterijima\\_za\\_sufinanciranje\\_rada\\_trenera.pdf](https://www.hoo.hr/images/dokumenti/programi-nacionalnih-saveza/2016/Pravila_o_kriterijima_za_sufinanciranje_rada_trenera.pdf)  
[https://www.hoo.hr/images/dokumenti/razvojni\\_programi/2020/sufinanciranje-trenera-iznosi-2020.pdf](https://www.hoo.hr/images/dokumenti/razvojni_programi/2020/sufinanciranje-trenera-iznosi-2020.pdf)

72



## Support for Croatian athletics coaches

- 3 educational conferences every year
- Educational courses organized by the local community
- European Athletics conferences and webinars



73

## How athletes evaluate their support

### Received vs deserved support:

- 72.09% believe that they received less than they deserved
- 25.91% think that they received about what they deserved
- 1.99% think they got a little more than they deserved

### Subjective experience of their own achievement:

- 59.47% believe that they achieved most of their goals in sports
- 10% believe that they achieved all of their set goals
- 20% think they achieved more goals than they didn't

Babić, V., Bijelić, G., Bosnar, K. (2019). **Some characteristics of Croatian elite athletes.** *Bulletin of the Transilvania University of Brasov, Series IX: Sciences of Human Kinetics*, 12(61), 1; 9-16. doi:10.31926/but.shk.2019.12.61.6

74

***Athlete Support Systems:  
A Balkan Perspective***  
***Thank you for your attention!***



**Vesna Babić, PhD**  
University of Zagreb, Faculty of Kinesiology  
vesna.babic@kif.unizg.hr



From Junior to Elite: Enhancing support for U23 athletes, Mediterranean Athletics & French Athletics Federations, Marseille, 3.12.2021.

75

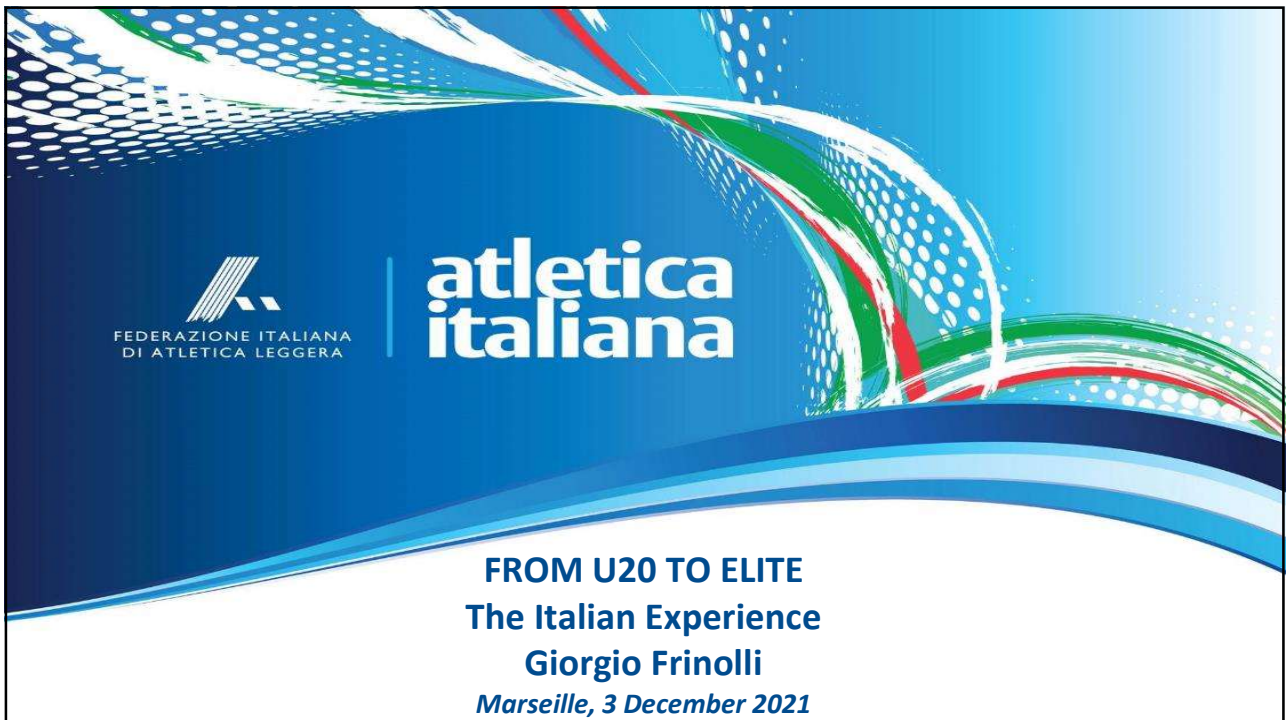


**Mediterranean Athletics**

**ATHLETE SUPPORT IN ITALY**  
**GIORGIO FRINOLLI, FEDERAZIONE ITALIANA DI ATLETICA LEGGERA**



76



77



78





79

## TOKYO OLYMPIC GAMES

2° IN THE MEDAL TABLE  
 12° IN THE PLACING TABLE  
 13 FINALISTS  
 11 NATIONAL RECORDS  
 2 EUROPEAN RECORDS  
 2 BEST PERFORMANCES U23

80

## EUROPEAN U20 CHAMPIONSHIPS

### EUROPEAN CHAMPIONSHIPS U20

#### 2 SILVER MEDALS

*Benati (400), 4x400m R (men)*

#### 6 BRONZE MEDALS

*Melluzzo (100m), Guglielmi (200m), Simonelli (110m H), Caiani (3000m St), 4x100m R (men)  
(Ulisse, Cappelletti, Guglielmi, Melluzzo), 4x400m R (women)*

#### 21 FINALISTS



**atletica  
italiana**

81

## EUROPEAN U23 CHAMPIONSHIPS

#### 6 GOLD MEDALS

*Barontini (800m), Sibilio (400mH), Dallavalle (TJ), Kaddari (200m), Sabbatini (1500m), Battocletti (5000m)*

#### 5 SILVER MEDALS

*Lando (HJ), 4x400m R (Moscardi, Scotti, Meli, Sibilio), Coiro (800m), Zenoni (1500m), Arnaudo (10,000m)*

#### 2 BRONZE MEDALS

*Scotti (400m), Cosi (20km W)*

#### 30 FINALISTS



**atletica  
italiana**

82

## TOKYO OLIMPIC GAMES

ATHLETES U25:  
15

ATHLETES U23:  
10  
(4 FINALISTS, 1 GOLD MEDAL)

ATHLETE U20:  
1



**atletica  
italiana**

83

## CHORZOW 2021 EUROPEAN TEAM CHAMPIONSHIP

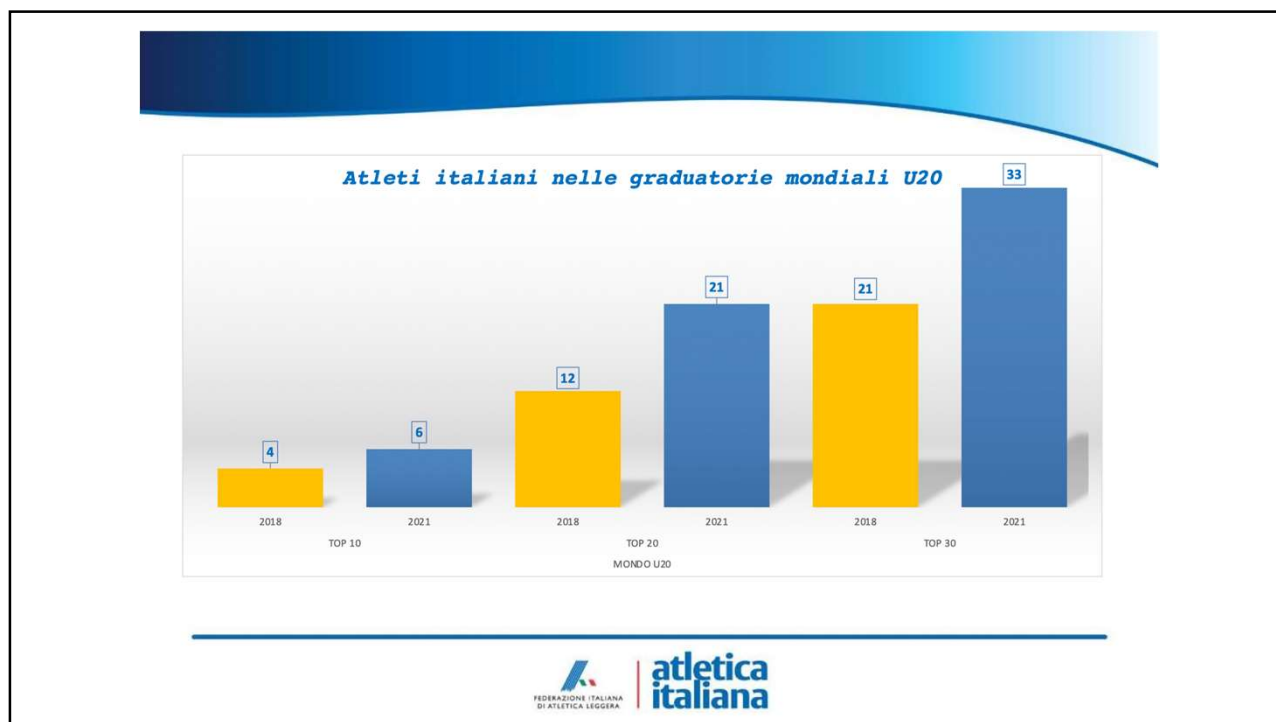
U23 ATHLETES:

7 IN INDIVIDUAL EVENTS  
+  
3 IN RELAYS



**atletica  
italiana**

84



85

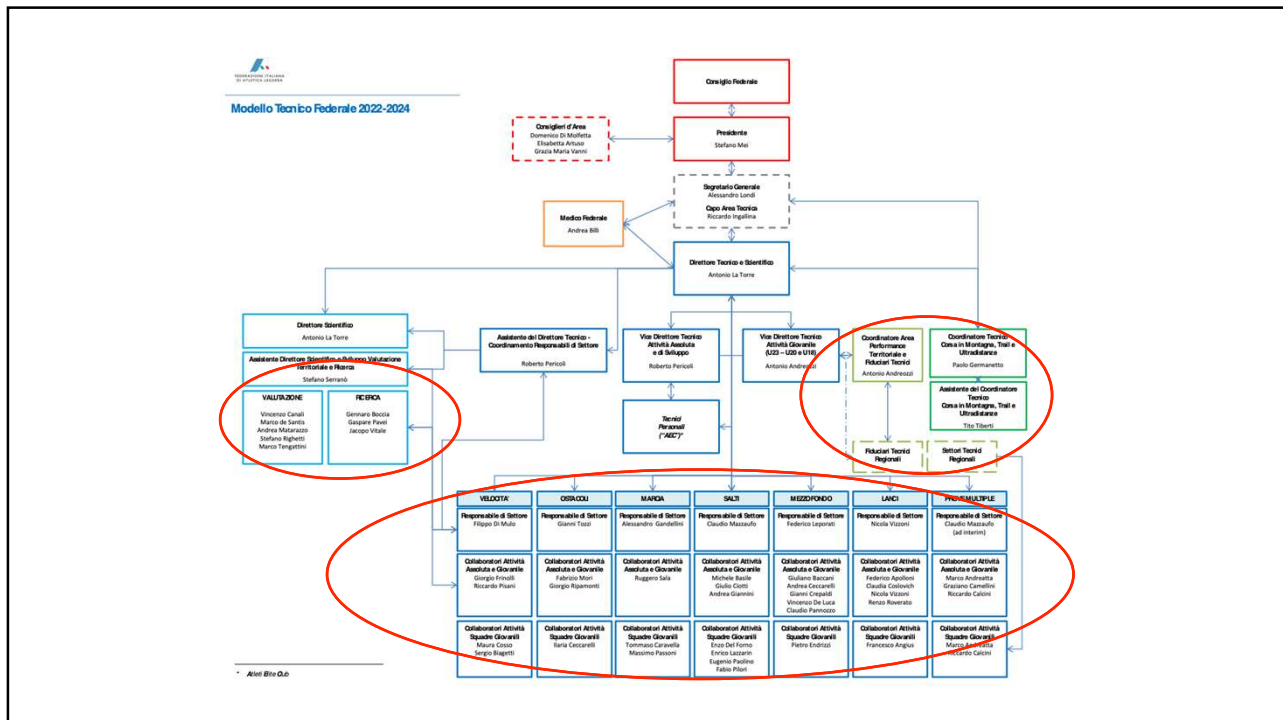
**HOW ALL THIS WAS POSSIBLE:**

- WE HAD TO CHANGE MENTALITY
- WE HAD TO CHANGE OUR ORGANIZATION
- WE HAD TO CHANGE OUR TRAINING PHILOSOPHY
- WE HAD TO BE OPEN TO THE REST OF THE WORLD

FEDERAZIONE ITALIANA DI ATLETICA LEGGERA | atletica italiana

86





87

**61 ATHLETES IN THE A.E.C.  
(Athletic Elite Club)**

**57 IN MILITARY GROUP**

88

## YOUTH ACTIVITY TO HIGH LEVEL

GREAT ATTENTION TO THE TRANSITION FROM THE U20 TO U23 CATEGORY - ORGANIZED TECHNICAL ACTIVITY

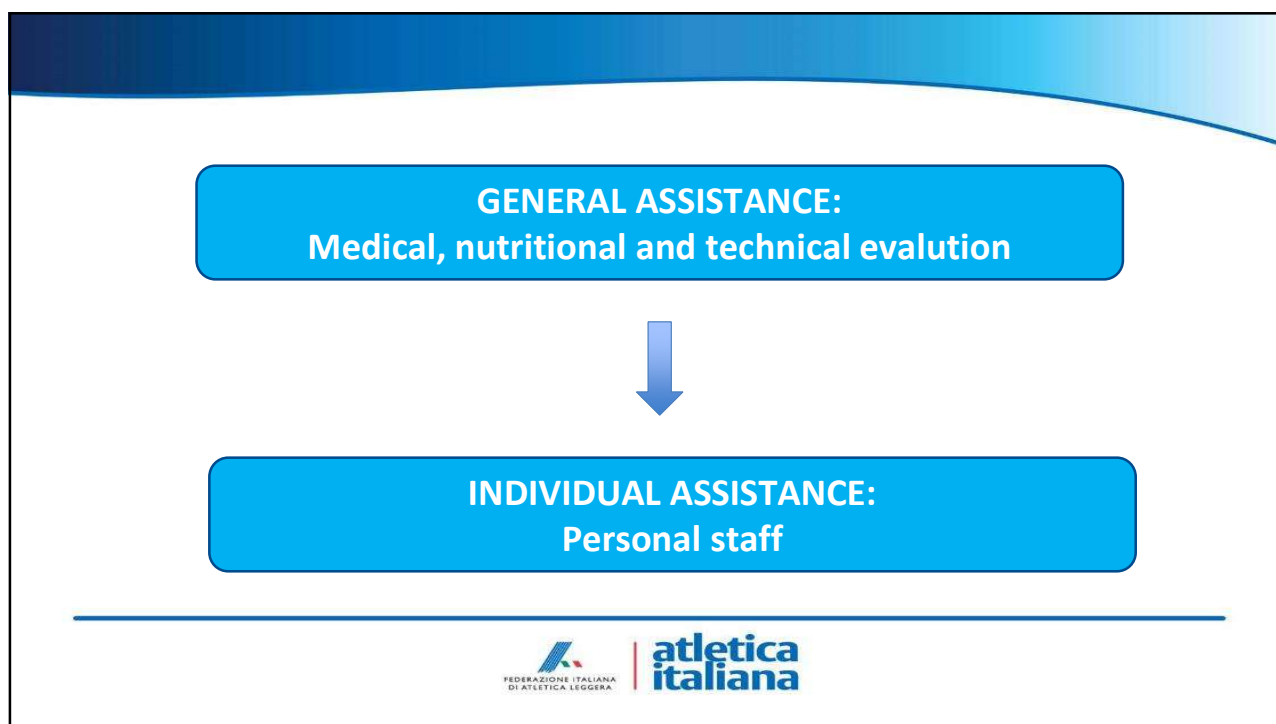
ORGANIZED TECHNICAL ACTIVITY AIMED AT THE U23 CATEGORY IN SYNERGY WITH THE A.E.C. ACTIVITY

## ORGANIZED TECHNICAL ACTIVITIES FOR U20 ATHLETES

	ATHLETES U20	ATHLETES U20	ATHLETES U20	ATHLETES U20
	2018	2019	2020	2021
AUTUMN TRAINING CAMP	90	95	None (Covid)	84
CHRISTMAS TRAINING CAMP	114	94	102	None (Covid)
EASTER TRAINING CAMP	127	107	None (Covid)	None (Covid)
4X100 RELAY TRAINING CAMP	20			12



91



92

## THE ITALIAN SUMMER



FEDERAZIONE ITALIANA  
DI ATLETICA LEGGERA

atletica  
italiana

93



**Mediterranean  
Athletics**

## I RUN CLEAN ANTO-DOPING EDUCATION PROGRAMME

JEAN GRACIA, FIRST VICE-PRESIDENT, EUROPEAN ATHLETICS

REGION  
SUD  
PROVENCE  
ALPES  
CÔTE D'AZUR



94



95



96



97

Slide 98 has a white background with a dark blue header area at the top right containing the European Athletics logo. The title 'I Run Clean Programme Initial Aims' is centered in a bold, dark blue font. Below the title is a bulleted list of three aims, each preceded by a blue diamond symbol. The text is in a dark blue font.

## I Run Clean Programme Initial Aims

- ❖ Provide reliable information on issues around doping in sport and the regulations that must be observed to compete fairly.
- ❖ Help athletes understand their personal values, how they relate to sport and how they contribute to good decision making. As more and more build solid ethical frameworks, the culture of clean sport will be strengthened.
- ❖ Supplement and support the anti-doping programs offered by Federations, National Anti-Doping Agencies and other organisations.

98

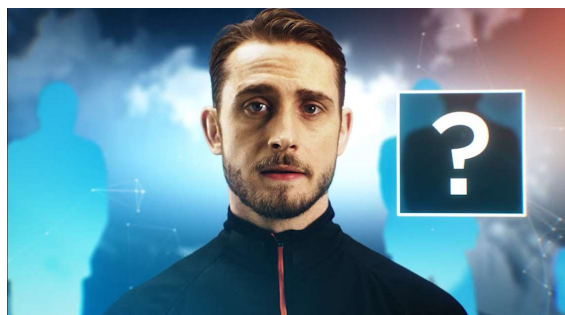
## I Run Clean Programme How it works



- ❖ Developed with input from athletes, sport officials, educationalists and doping control experts.
- ❖ A series of eight interactive modules supporting athletes to 'run clean' in line with anti-doping rules:
  - making good decisions,
  - doping control,
  - breaking the rules,
  - the WADA prohibited list,
  - Whereabouts,
  - consequences for health,
  - dietary supplements,
  - therapeutic use exemption.
- ❖ Athletes receive diploma when all modules have been completed.
- ❖ Athletes must renew qualification after two years.

99

## I Run Clean Programme Interactive on-line platform (1/2)



- ❖ In this first module people will learn about the importance of clean sport, values and good decision-making.
- ❖ In the other modules, people will go through the Anti-Doping rules and facts about doping.

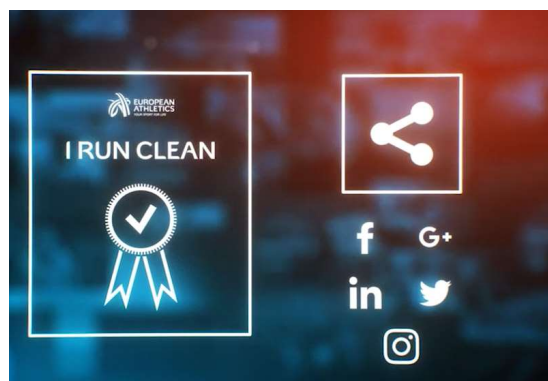
100



## I Run Clean Programme Interactive on-line platform (2/2)



- ❖ Everyone who completes the I Run Clean program is encouraged to share the fact that they are playing their part in the fight against doping with their friends and social media followers.



101

## I Run Clean Programme Achievements



- ❖ e-Launched in English, the platform is now available in 26 languages – the most for any anti-doping education program in the world.
- ❖ First time ever that anti-doping education has been a mandatory entry requirement for an international sport championship (not just Athletics).
- ❖ Key end-of-year statistics:
  - 2017 = **1,481** users and **386** certified
  - 2018 = **7,161** users and **2,234** certified
  - 2019 = **14,994** users and **8,222** certified
  - 2020 = 17,595 users and 9,827 certified
- ❖ Current status:
  - 2 December 2021 = **27,703** users and **22,345** issued certifications (15,353 valid certificates & 6,992 expired certificates)

102

## STATISTICS

(as of 12 November 2021)



		Registered users	Certifications			Incomplete	
			Issued	Valid	Expired		
1	■	FRA	3'534	2'578	1'875	703	956
2	■	LAT	1'977	1'816	1'413	403	161
3	■	CZE	1'642	1'477	878	599	165
4	↑	RUS	1'406	1'184	1'105	79	222
5	↓	CRO	1'319	1'109	1'071	38	210
6	■	ESP	1'221	935	481	454	286
7	■	GER	1'052	921	662	259	131
8	■	GBR	1'102	876	591	285	226
9	■	ITA	1'282	872	590	282	410
10	↑	SUI	818	712	495	217	106

103

## STATISTICS

(as of 12 November 2021)



		Registered users	Certifications			Incomplete	
			Issued	Valid	Expired		
11	↓	TUR	1'015	690	322	368	325
12	■	EST	758	674	649	25	84
13	■	SWE	689	589	444	145	100
14	■	GRE	705	521	279	242	184
16	↑	UKR	640	512	242	270	128
15	↓	POL	658	510	349	161	148
17	■	IRL	538	446	305	141	92
18	■	SVK	444	381	298	83	63
19	■	HUN	445	346	226	120	99
20	■	BLR	414	346	163	183	68

104



105



106

## I Run Clean Erasmus Project



- ❖ Decision to bid for an Erasmus Project on 21 January 2019.
- ❖ Preparation of the bidding documents with the following Partners :
  - Federations of Bulgaria, Estonia, France, Germany, Italy and Spain ;
  - Universities of Milano, Roma and La Sorbonne Nouvelle.
- ❖ Preparation meeting with the Partners in Glasgow on 2 March 2019.
- ❖ Submission of the I Run Clean Erasmus Project on 4 April 2019.
- ❖ Results published by European Commission on 26 September 2019.
- ❖ Total grant from European Commission: 324,000 euros.



107

## I RUN CLEAN™ Project Team



<https://www.iruncleanproject.eu/>

108

## I Run Clean Erasmus Project Deliverables (1/3)



- ❖ Interactive e-learning modules
  - Coaches, Medical & Leaders
  - Parents
- ❖ Developed by TASK with expert input



109

## I Run Clean Erasmus Project Deliverables (2/3)



- ❖ Local workshops
  - Athletes
  - Coaches, Medical & Leaders
  - Parents
- ❖ Training/certification for volunteer Ambassadors to deliver
- ❖ Developed by experts from Estonia, Germany & Italy
- ❖ 15 test workshops per country



110

## I Run Clean Erasmus Project Deliverables (3/3)



- ❖ Dissemination and Communications
  - Promote I Run Clean Platform
  - Promote test workshops
  - Position Member Federations as leaders in the fight against doping
  - Customised plans developed by partner Federations and la Sorbonne university students



111

## I Run Clean Erasmus Project Covid-19 Impact Adjustments



- ❖ Project duration extended by 6 months
- ❖ Transnational meetings moved online from March 2020 (increased number and frequency)
- ❖ Ambassador training plans altered
  - Moved from 2020 to 2021
  - Online option
  - Training Workshop organised in Berlin beginning of October 2021
- ❖ Test workshops delayed



112

## I Run Clean Erasmus Project Opportunities for Federations



- ❖ Image enhancement
- ❖ Engage grassroots through I Run Clean platform
- ❖ Coordinated communications in 2021-2022
- ❖ National-level partnerships
- ❖ Chance to participate in next Erasmus project



113



## ATHLETE SUPPORT SYSTEMS NORTH AFRICA, PALESTINE & SYRIA OVERVIEW

HAMDY ABDEL-RAHIM, PhD, AFRICAN AREA DEVELOPMENT CENTRE, CAIRO



114





## Mediterranean Athletics Seminar

### A Situation Analysis of Athlete Support in the Seven Southern & Eastern Mediterranean Federations

### Challenges & Opportunities

Dr. HAMDY RAHIM  
AADC – Cairo Director

115



As a quick view, most of the southern &  
eastern Mediterranean countries are producing



Top talented athletes for world & regional levels



Mostafa Amr

Shot Put PF: 21.31 m  
OG 2021/8th  
Mediterranean Games 2018/11<sup>th</sup>



Yasser Triki

Triple Jump PB: 17.43 m  
OG 2021/5<sup>th</sup>  
Mediterranean Games 2018/2<sup>nd</sup>



Soufiane  
El Bakkali

3000 m S – 7:58.15 ( Monaco 2018)

The first non-Kenyan-born  
athlete to win a gold at the  
Olympics or World  
Championships since 1987.

116



Various events can be seen as strengths in each zone:

### Zone 1

MAR /ALG /TUN

Top class of athletes in the M&L distance events

### Zone 2

SYR

Top class athletes in High Jump & Combined Events

### Zone 3

EGY

Good class athletes in the throwing events

117



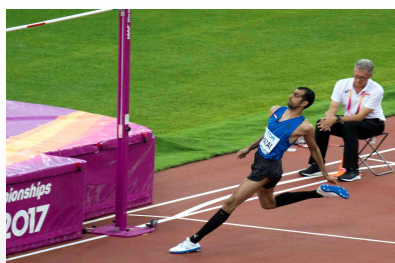
### Checklist sheet for the champion's industry in Southern & Eastern Mediterranean Federations

1 - Do MFs have a Long-Term Development Strategy?	Yes	No
2 - Do MFs have a local talent identification system?	Yes	No
3 - Do MFs have good or enough infrastructure for talented athletes training?	Yes	No
4 - Do MFs have full government financial support for athletes' preparation?	Yes	No
5 - Do MFs have financial support for participating in international competition?	Yes	No
6 - Do MFs have Medical , physiotherapy & psychotherapy care system?	Yes	No
7- Do MFs have good or enough infrastructure to host regional events ?	Yes	No

118



## Coaching and training opportunities For talented athletes



**Majd Eddin Ghazal** (SYR) PB 2.36 m / 2016

- **Bronze medal** / WCH in London 2017 with a 2.29 m jump.
- Syria's second world medal in history, after **Ghada Shouaa** (gold in 1995 and bronze in 1999 in the Heptathlon).

119



## Coaching and training opportunities for talented athletes



**Starting training**

SYR. – age 17 / 2004

**Talent identified by**

Local coach for 2 years / Foreign coach

**Sponsored by**

A national club

**External training camps**

0- 1

**Foreign coach**

NOT nowadays / Traveled to OMAN

**Financial coverage**

National Olympic Committee support / Personal resources

**Federation/government support** 60% ONLY before Olympic Games

**Last 2 years**

Had NO chance to compete out the borders of SYRIA



120



## Coaching and training opportunities for talented athletes



Starting training	EGY – age 14
Talent identified by	Local coach for 5 years
Sponsored by	A national club
External training camps	1 -2
Foreign coach	Online coaching or traveling to USA
Financial coverage	Personal resources
Federation/government support	ONLY before Olympic Games



121



## Competition Opportunities



### National Competitions:

Annually, the average is 3 -4 national competitions

### External & international competitions:

Annually, from 7 to 12 international competitions for talented athletes

### But the financial support:

Depends on the level of the athlete's performance and normally comes from the competition organizer or is paid personally

122



## Medical, Physiotherapy & Psychotherapy



### Two different cases:

1 – Good fixed Medical, Physiotherapy & Psychotherapy care system & good facilities for the talented athletes

MAR, for example, the national medical centre includes approximately 7 rooms for sports massage

2 - No fixed Medical & Physiotherapy Care System for talented athletes **but** the national federations cover the cost if needed or requested by the coach or the athletes themselves.

123

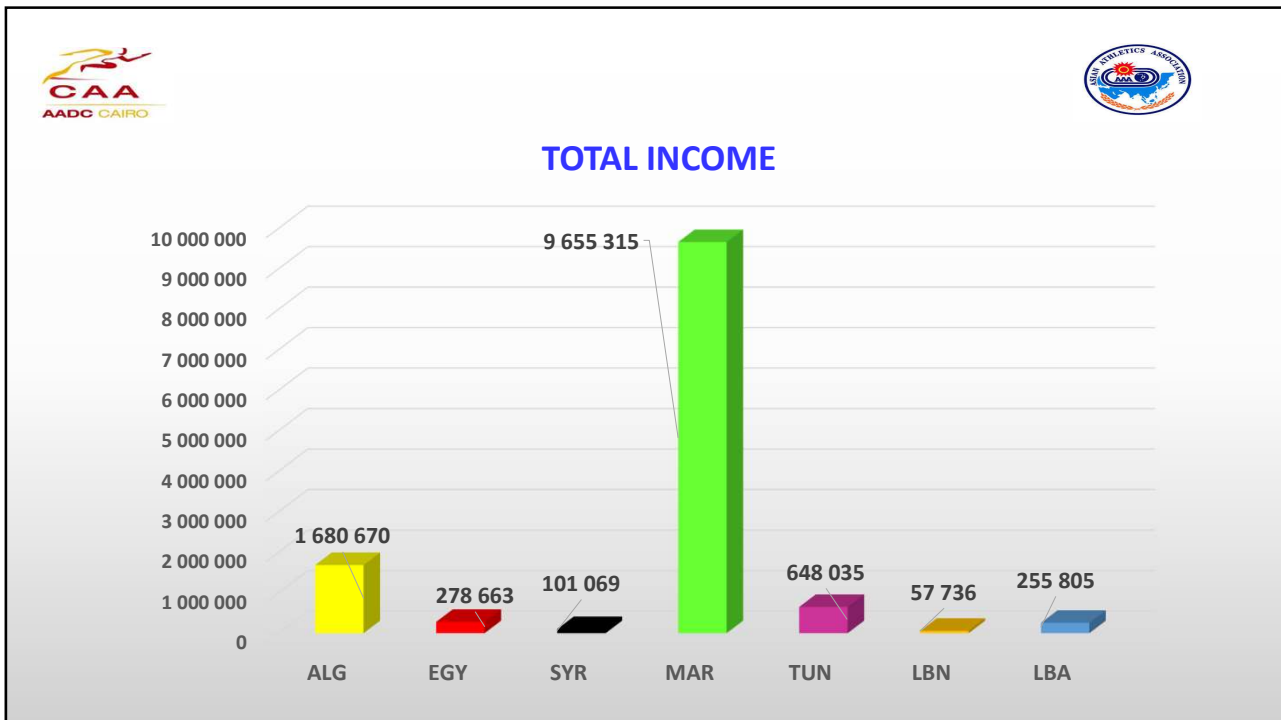


## Federation Financial Resources (Range in USD)

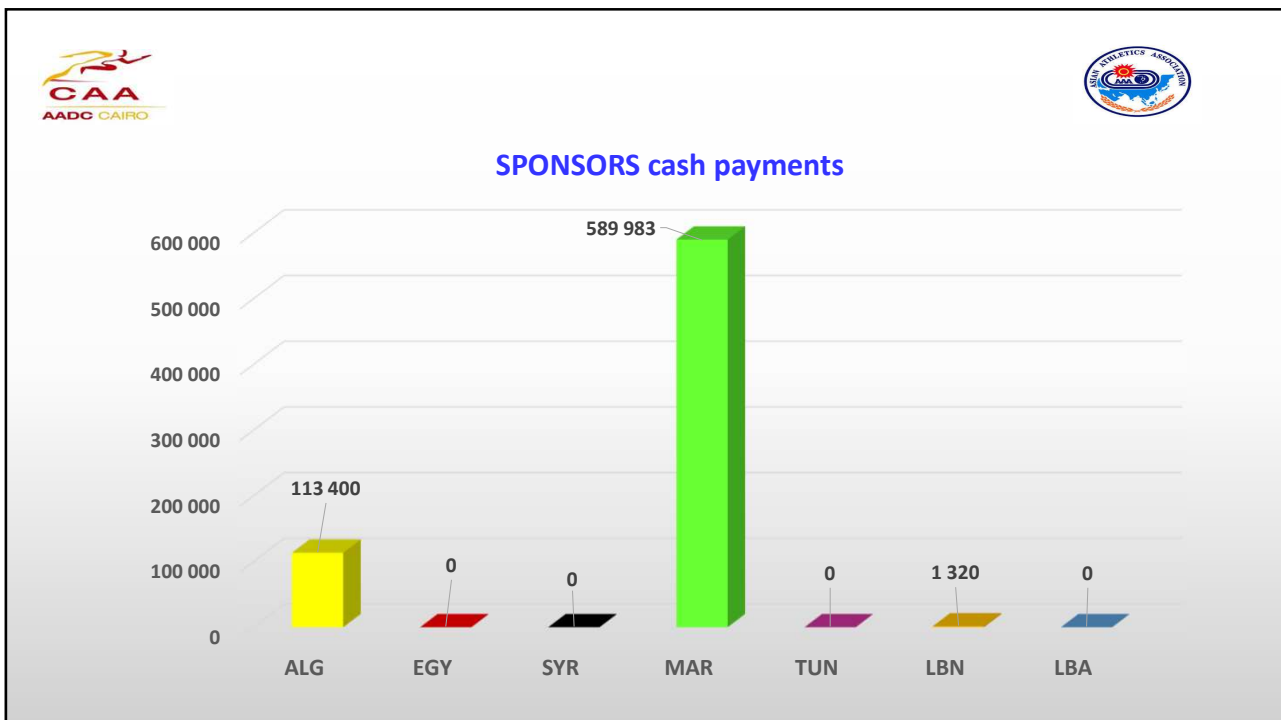


	MIN	MAX
1- Membership fees :	<b>0,000</b>	4,686
2 - Government :	<b>0,000</b>	8,933,031
3 - World Athletics /Olympic Dividend	<b>0,000</b>	21,766
4 - RACES/Other events	<b>0,000</b>	26,664
5 - Marketing (Sponsors) only cash payments:	<b>1,320</b>	589,983
<b>TOTAL INCOME from/to:</b>	<b>58,000</b>	9,655,315

124



125



126



The most important causes of the big gap between the two different cases and recommendations

1 - Lack of government support (Financial Resources)

- Look for and develop marketing & promotion skills and opportunities in board members
- Appoint Marketing & Promotion specialists or experts as full-time staff in each federation

127



The most important causes of the big gap between the two different cases and recommendations

2- Instability of technical cadres due to federation board member election process, which is done each 4 years.

- Appoint full-time technical specialist cadres or experts one year after election till the first year after next election

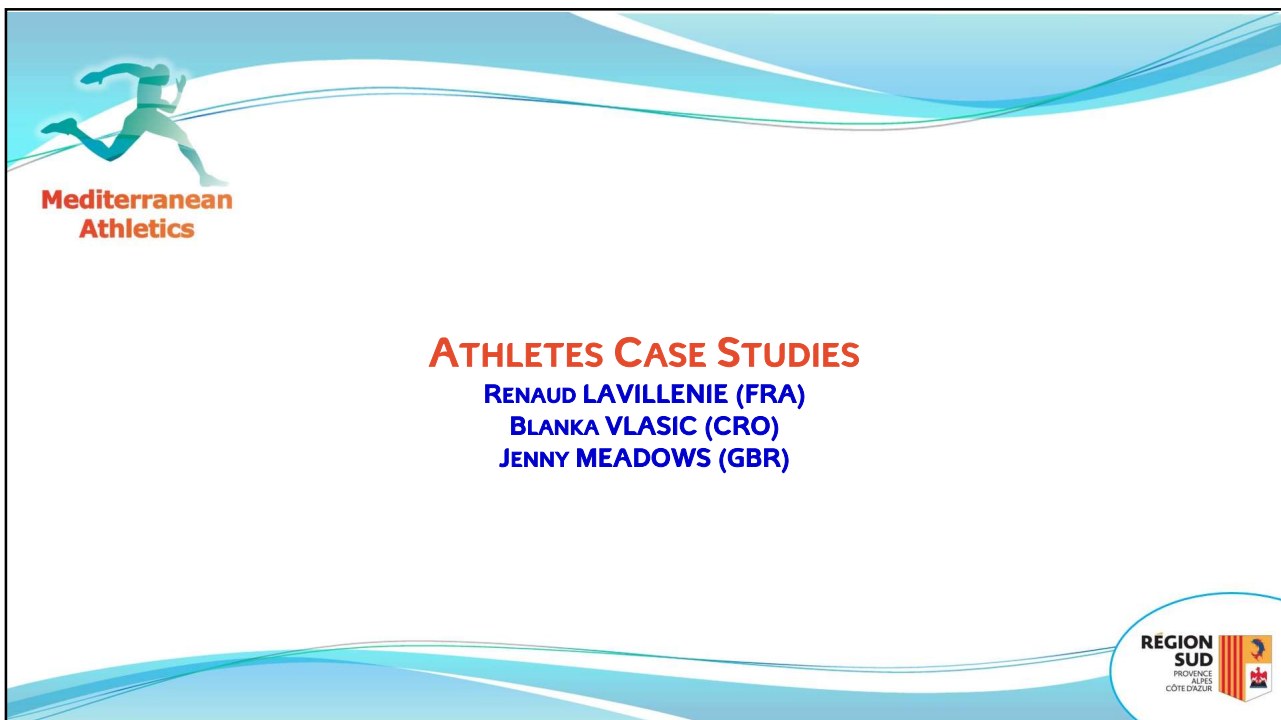
This will provide a connective point between the former & new board members and enhance talent identification systems and long-term development strategy

128





129



130



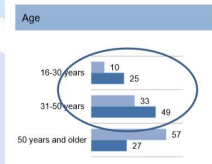
131



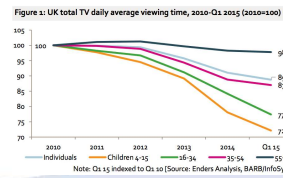
132

## Background

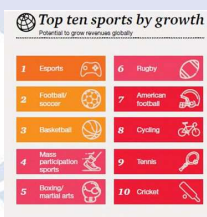
Athletics needs to evolve for a number of reasons



The sport has an **ageing fan base** that is not being rejuvenated with young fans or participants



Consumer behaviour is **changing** and in general TV viewership is decreasing while content consumption through other devices is increasing



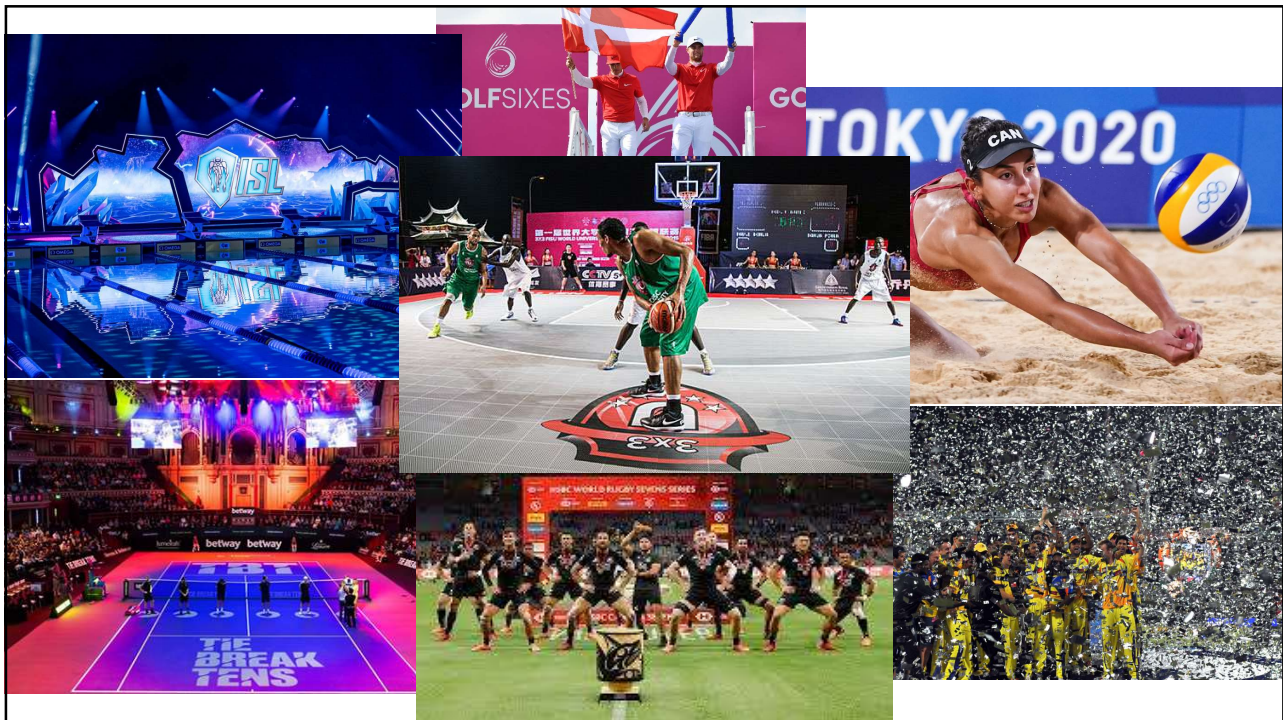
New sports (e.g. eSports) and existing sports that have managed to re-invent (e.g. Basketball, Rugby, cricket) are growing, whereas **athletics is not among the top ten sports by growth**

### Virtual and augmented reality

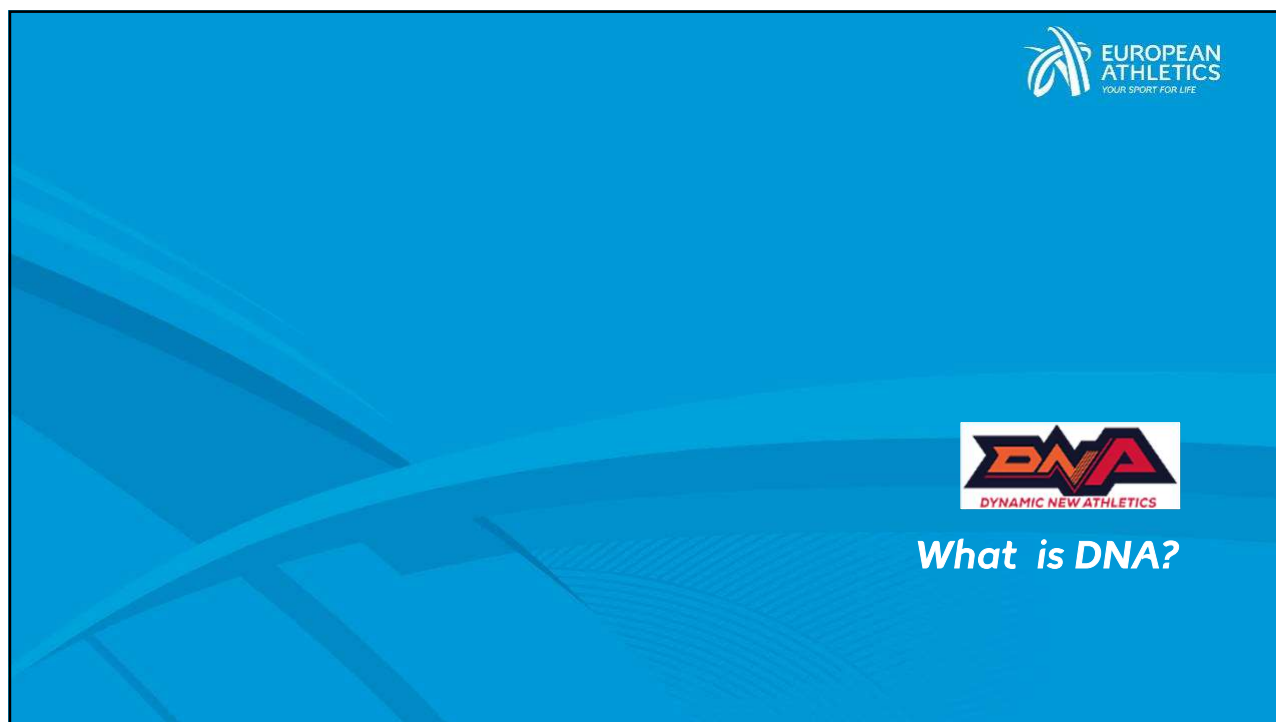


Digital technologies open up new opportunities for direct contact to consumers and revenue generation

133



134



135

**Showcase Events**  
*Basic format*

**DNA**  
DYNAMIC NEW ATHLETICS

EUROPEAN ATHLETICS  
YOUR SPORT FOR LIFE

6 national teams	Maximum 120 minutes	10 disciplines in total	Simple scoring system
<ul style="list-style-type: none"> <li>Mixed men and women</li> <li>Up to 16 athletes in each team</li> <li>Focus on team tactics and strategy</li> </ul>	<ul style="list-style-type: none"> <li>Fast paced sequence of events</li> <li>Only one event at a time</li> </ul>	<ul style="list-style-type: none"> <li>Run, jump and throw disciplines</li> <li>Modified rules</li> <li>Traditional formats presented in a new way</li> </ul>	<ul style="list-style-type: none"> <li>The last race will determine the winner</li> <li>Everything counts</li> <li>Points ranging from 2 to 12: 12 points 1st place, 2 points 6th place</li> </ul>

136

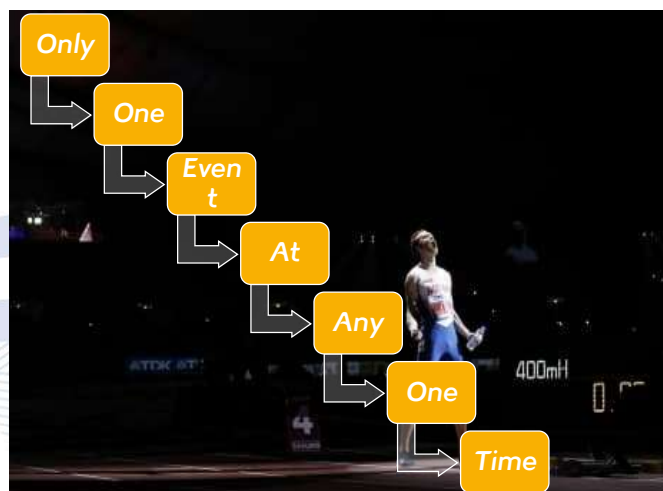


## Showcase Events

Athletes in the spotlight



00:04	100m Men
00:08	Long Jump Women R1
00:13	Long Jump Women R2
00:18	Long Jump Women R3
00:26	100m Women
00:29	Long Jump Women R4
00:37	Javelin Throw Men R1
00:43	Javelin Throw Men R2
00:49	Javelin Throw Men R3
00:56	4 x 400m relay Mixed
01:02	Javelin Throw Men R 4



137

## Scoring system & the winner

Scoring in each event and the final race



### First 9 events – points per team

- Mixed 4x400: 0-12 points
- Shot Put men: 0-12 points
- 60m H women: 0-12 points
- 60m H men: 0-12 points
- Long Jump women: 0-12 points
- 60m women: 0-12 points
- 60m men: 0-12 points
- Mixed 2x2x200: 0-12 points
- High Jump men: 0-12 points

Teams can collect between 0 to 108 points to determine start position for last event

### Last event – The Hunt crowning the winner

- Staggered start
- Overall winner and final ranking will be based on finishing order of the Hunt

138

## The DNA vision

### A New Dimension of Athletics Competition

#### Key aspects:

- Mixed gender teams
- Short & compact programme
- Result open until the final event ("The Hunt")
- Enhanced fan engagement
- Integral digital elements
- Modified rules / adaptable for every contest
- Complements classical athletic format to enhance the sport's offer to all levels

### The **DNA** Format

DYNAMIC NEW ATHLETICS

### The "Classical" Format



Two formats serving the same pyramid

139

## Project Organisation

### Delivery structure and workstreams

#### DNA Steering Group

Libor Varhaník (Chair)  
Cherry Alexander  
Raul Chapado  
Jean Gracia

#### Project Management

EA office  
Consultants

#### Work-stream Pillars

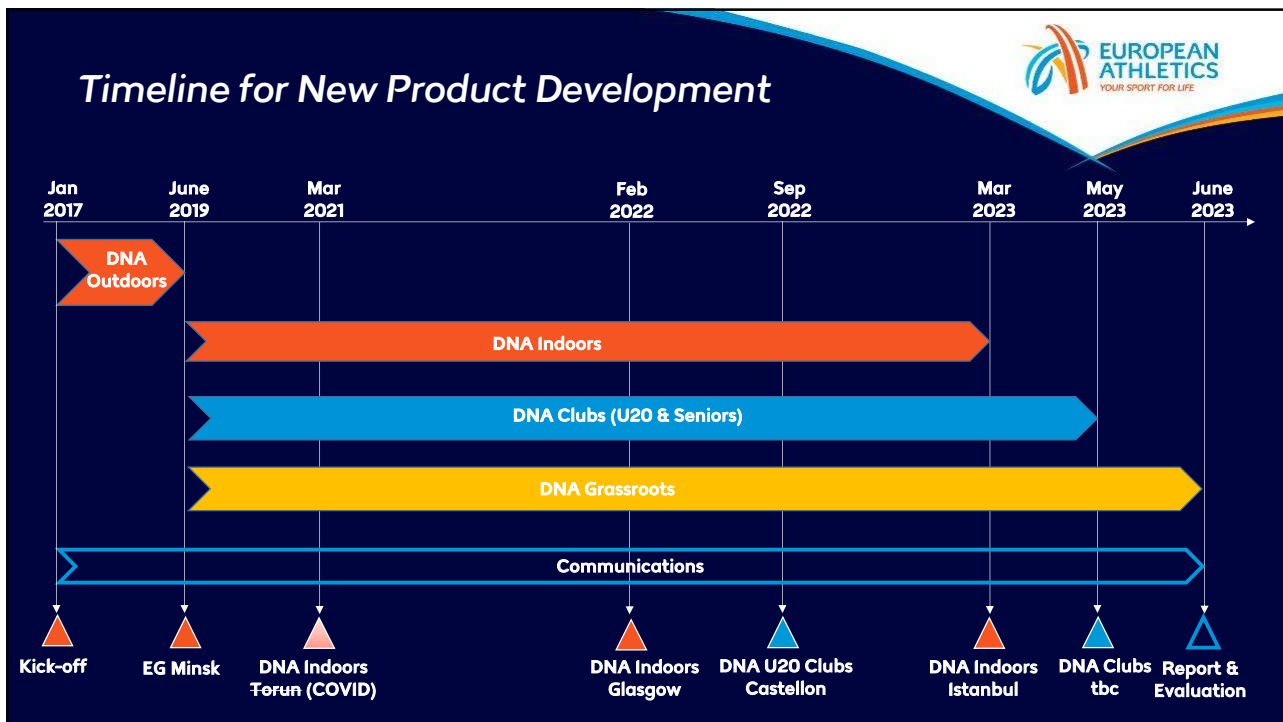
Showcase Events

Top Clubs Competition

Grassroots Development  
Jungle Athletics

Communications

140



141



142







143

## Showcase Events

### Glasgow 2022 - Overview



**DNA**  
DYNAMIC NEW ATHLETICS





**EUROPEAN  
ATHLETICS**  
YOUR SPORT FOR LIFE

- 5 February 2022
- England vs Wales vs Scotland vs Ireland vs Spain vs Turkey
- 16 athletes per team: 8 women + 8 men
- World Athletics Ranking Points
- Possible DNA grassroots programme for kids before the elite event
- Unique communications campaign tailored by young people
- Low cost to host and produce the event
- Live stream production

144

## Showcase Events

Glasgow 2022 – Competition programme

<div style="background-color: #0070C0; color: white; padding: 5px; margin-bottom: 10px; display: flex; align-items: center;"> <span style="background-color: white; color: #0070C0; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">1</span> <b>7 Track Events</b> </div> <ul style="list-style-type: none"> <li>▪ 60m men &amp; women</li> <li>▪ 60m hurdles men &amp; women</li> <li>▪ Mixed 4x400 relay: 2 men, 2 women, teams decide order</li> <li>❖ Mixed 2x2x200 relay: 1 man, 1 woman</li> <li>❖ The Hunt - Pursuit relay: 600m (women) - 400m (men) – 200m (women) , fixed order</li> </ul> <div style="background-color: #0070C0; color: white; padding: 5px; text-align: center; margin-top: 10px;">6 men + 7 women</div>	<div style="background-color: #0070C0; color: white; padding: 5px; margin-bottom: 10px; display: flex; align-items: center;"> <span style="background-color: white; color: #0070C0; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">2</span> <b>3 Field Events</b> </div> <ul style="list-style-type: none"> <li>▪ Long jump women</li> <li>▪ Shot Put men</li> <li>▪ High jump men</li> <li>❖ Field events head to head in knock-out format</li> </ul> <div style="background-color: #0070C0; color: white; padding: 5px; text-align: center; margin-top: 10px;">2 men + 1 woman</div>
<div style="background-color: #0070C0; color: white; padding: 10px; display: inline-block;">8 women + 8 men = 16 athletes in total</div>	

145

## Showcase Events

2023




- Istanbul European Athletics Indoor Championships
- 2 March 2023
- Exhibition match on Thursday afternoon before EICH qualifications
- Host team Turkey plus 5 top national teams
- 16 athletes per team: 8 women + 8 men
- Under-20 age category

146



147

## Top Clubs Competition

U20 2022 – Current Status






- Castellon/ESP to host
- 17-18 September 2022
- 16 teams, including ESP as host
- 4 matches over 2 days (2x first round, A & B Finals)
- Link to EU “Jungle Athletics” project & International Conference
- Communications campaign to be designed
- Live stream production

148

## Top Clubs Competition

### Competition Format Principles

- Annual rotation of 36 disciplines over 4 years
- 12 or 13 athletes + reserves per team

	2022	2023	2024	2025
TRACK EVENTS	100	200	400	1.500
	800	2.000 ST	3.000	400 H
	110 H	200	800	400
	100	1.500	100 H	2.000 ST
	3.000	400 H		
FIELD EVENTS	HJ	LJ	PV	TJ
	SP	DT	HT	JT
	LJ	HJ	TJ	PV
	JT	SP	DT	HT
MIXED RELAY & The Hunt	Mixed 4X400 200-400-600-800	Mixed 4X400 200-400-600-800	Mixed 4X400 200-400-600-800	Mixed 4X400 200-400-600-800



Men Events

Women Events

149

## Top Clubs Competition

### U20 2022 - Competition programme

**1 7 Track Events**

- 100m men & women
- 110m hurdles men
- 800m men, 3000m women
- Mixed 4x400 relay: 2 men, 2 women, teams decide order
- ❖ The Hunt - Pursuit relay: 200m (w), 400m (m), 600m (w), 800m (m), fixed order

5 men + 4 women

**2 4 Field Events**

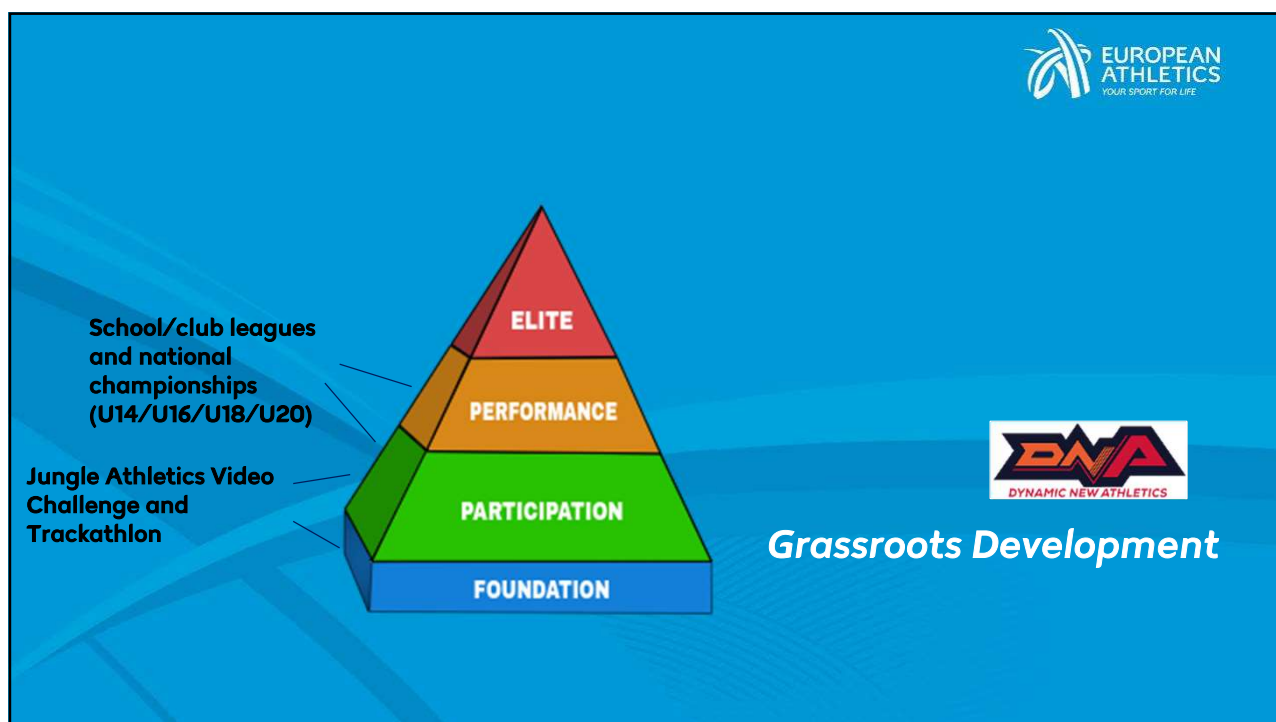
- Long jump women
- High jump men
- Shot Put men
- Javelin Throw women
- ❖ Field events head to head in knock-out format

2 men + 2 women

6 women + 7 men = 13 athletes in total

150





151

RFEA ATLETISMO

EUROPEAN ATHLETICS  
YOUR SPORT FOR LIFE

FACV

**European DNA meeting**  
clubes categoría absoluta / promoción

**DNA**  
DYNAMIC NEW ATHLETICS  
RFEA ATLETISMO

**VALENCIA 30.01.2021**  
**PALAU VELÒDROM LLUÍS PUIG**

Socio Patrocinador RFEA: **joma®**

Patrocinador Principal RFEA: **IBERDROLA**

Patrocinadores Oficiales RFEA: **GO fit**, **LOTERIAS**, **Kinder**, **EUROPEAN ATHLETICS**, **MONDO**

Instituciones RFEA: **GO fit**, **LOTERIAS**, **Kinder**, **EUROPEAN ATHLETICS**, **MONDO**

152

## Grassroots Development Case Study



- Develop a new format that add more value to the “traditional” Athletics
- Focus in the younger audience – more compact, more fast, more Athletics
- Add a new format for Club competitions in Spain for u16, 18, 20
- Activate school kids in Spain from 10-14 years old
- EU funded project for grassroots development “Jungle Athletics”
- International Conference in conjunction with U20 Clubs in Castellon 2022

153



154



## Grassroots Development

Case Study Belarus



- Organised and delivered DNA at European Games 2019
- Integrated regional U18 team competition during NCH in 2021
- Plans to integrate DNA indoors and outdoors in national calendar
- DNA summer festival in 2022 concept under development to gather and attract kids and parents to athletics
- Concept idea of transnational DNA indoor competition

155

## Grassroots Development

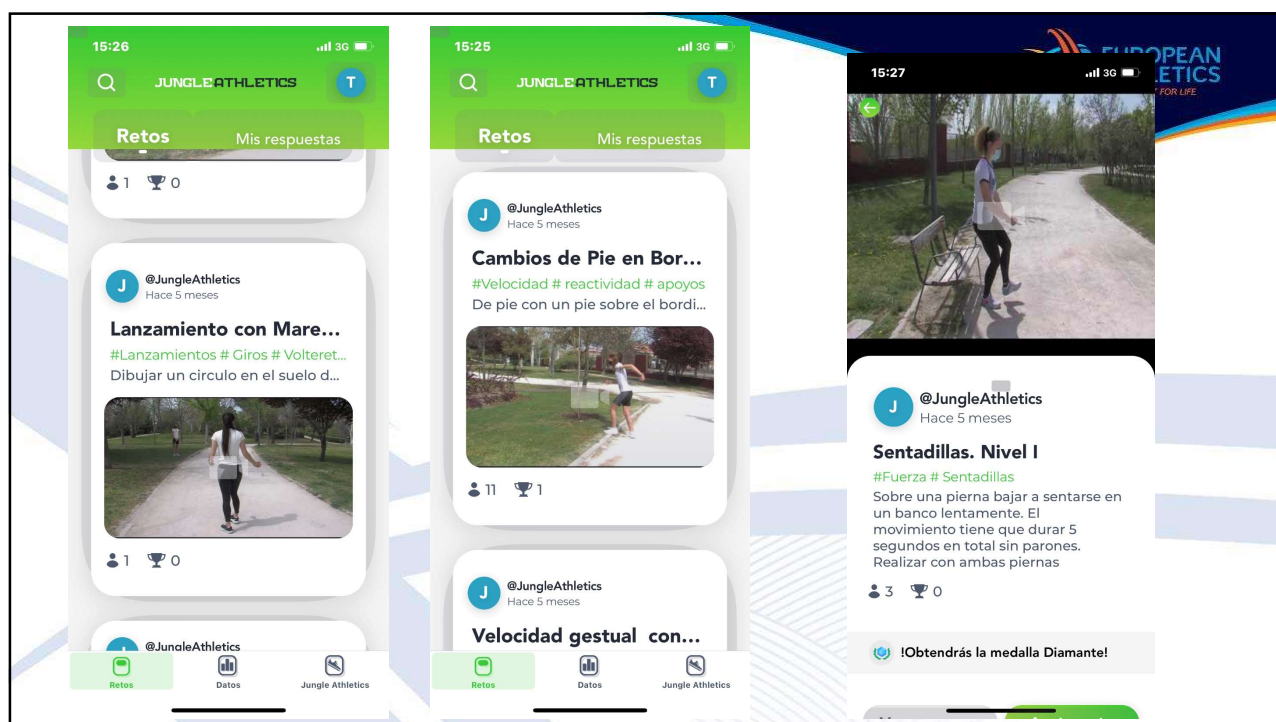
Jungle Athletics - Overview

- Grassroots project with EU grant
- Schools competition
- the App
- Engagement & Communication



156







157

## Communications

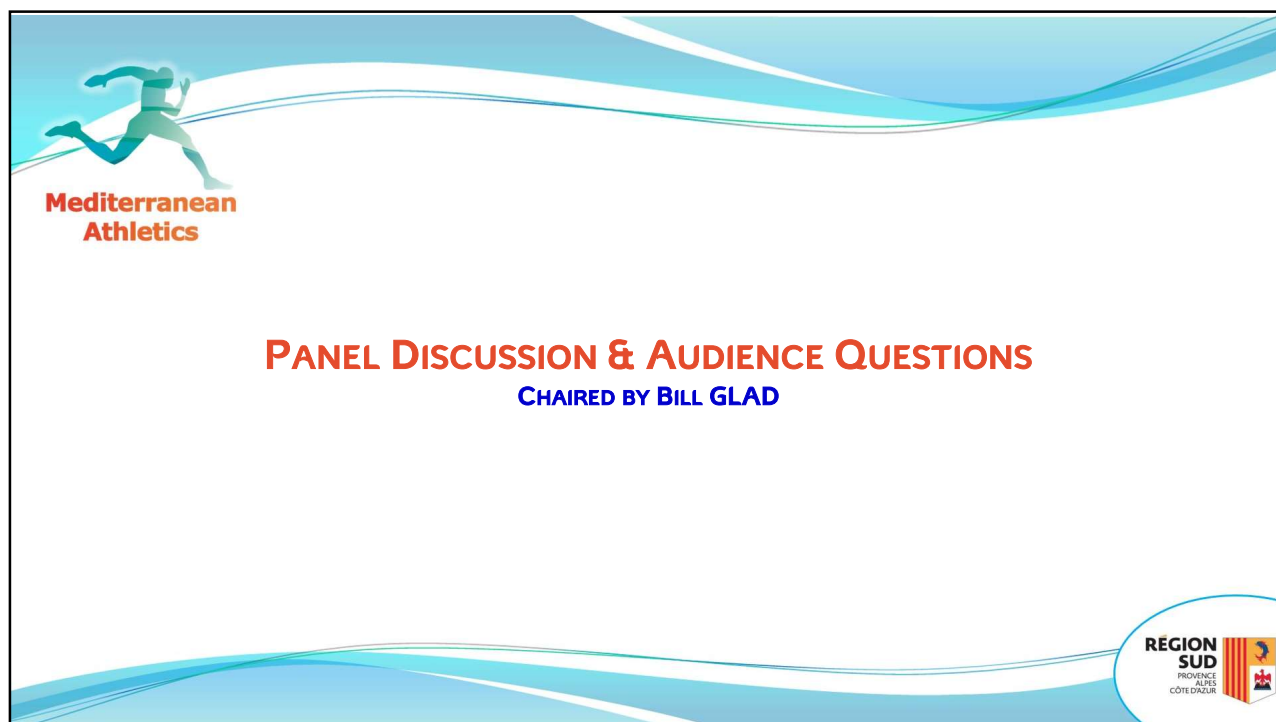
### Project process





- The approach will be different
- Emphasis on digital (social media, dna.run, webinars, etc)
- Promotional campaigns designed by young people (University cooperation)
- Webinars to support/educate federations, clubs and others as required
- International DNA Conference 2022

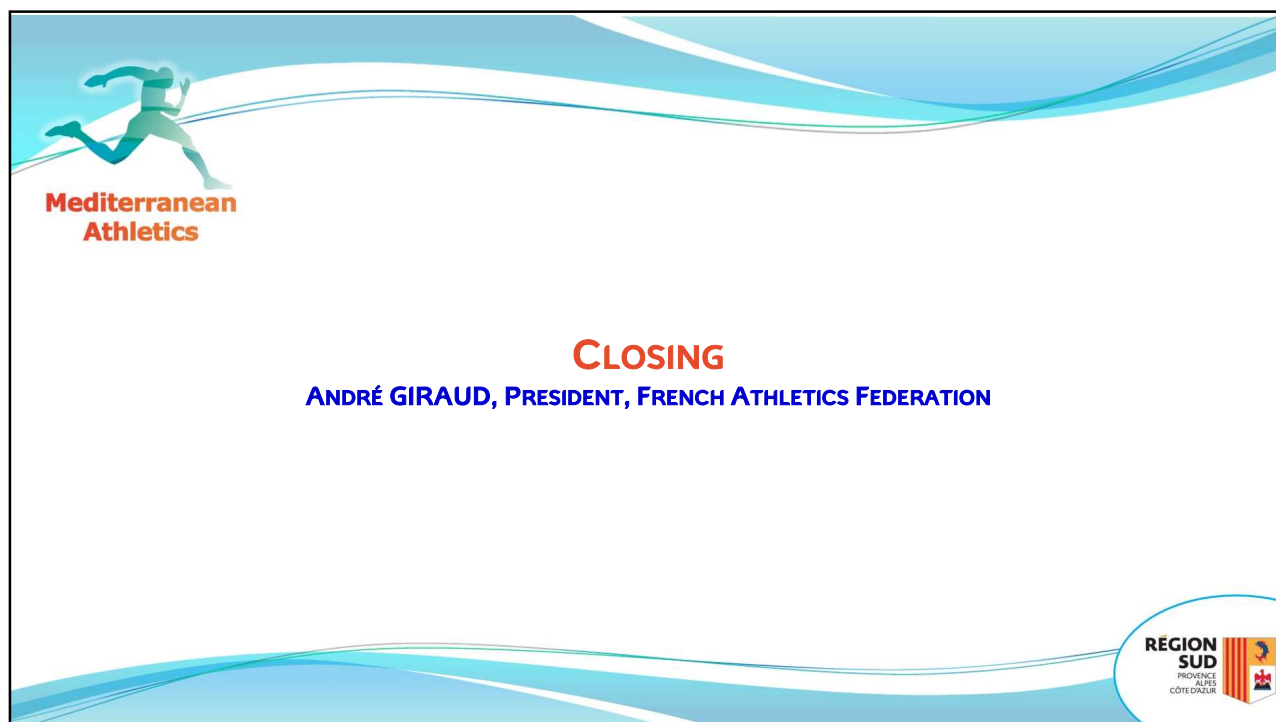
158



159



160



161



162