

European Sports Championships – Q & A's



What is the European Sports Championships?

- The concept brings together existing individual European championships into one coordinated multi sport concept.
- 12 days celebration of European sport staged every 4 years.
- First edition in July/August 2018.
- At least 5 Sports are included for the inaugural event = athletics, swimming, cycling, rowing and triathlon.
- Run by the leading European Federations.
- Berlin and Glasgow will be the hosts in 2018. Berlin will host the athletics and all other sports will be staged in Glasgow.
- EBU's free-to-air members are our broadcast partners.
- The event will have a massive potential reach of a cumulative live television audience of more than 850 million television viewers across the continent
- Approximately 4,400 athletes to compete.

What sports will be involved?

The first edition in 2018 will comprise the following sports: Athletics, Aquatics, Cycling, Rowing and Triathlon.

Where will it be held?

The event will be held in both Berlin and Glasgow. Berlin will host the Athletics, with Glasgow and Scotland hosting the rest:

- Athletics – Olympic stadium, Berlin
- Aquatics
 - Swimming – Tollcross, Glasgow
 - Diving, Synchronised – Royal Commonwealth Pool, Edinburgh
 - Open Water – Loch Lomond
- Cycling
 - Track – Sir Chris Hoy Velodrome, Glasgow
 - Road – Glasgow City Centre
 - Mountain – Cathkin Braes, Glasgow
 - BMX – venue to be built in Glasgow
- Triathlon – Strathclyde Country Park, North Lanarkshire
- Rowing – Strathclyde Country Park, North Lanarkshire

When is it?

The first event will be in late July/early August 2018 with the exact date still to be fixed.

Why have the individual sport Federations joined together?

The inaugural event in 2018 will represent a significant milestone in European sports, as it will be the first ever combined European Championships.

Key benefits to the sports:

- Further build the profile and exposure of the existing European championships – through increased TV and stadium audiences.
- Deliver an attractive competition format to the free-to-air broadcast members of the EBU.
- Further elevate the status of becoming a European champion.
- Build on the history and tradition of the European Championships.
- Helps de-clutter the crowded international sports calendar.
- Promote cultural and social cohesion across Europe.
- Bringing the Champions of Europe together.

Why is there more than one host city?

Athletics is being hosted in Berlin while the other sports are located in Glasgow.

One of the core values of the project is sustainability. The concept was developed with the flexibility to have more than one host city involved to enable Federations greater autonomy and flexibility in the choice of venue for their sport. It also broadens the opportunity for cities to become involved in the project in the future and reduces the need for significant investments in new facilities and infrastructure.

Furthermore, the Federations and EBU have all been attracted to the concept of this host city format within Europe because of the many synergies between Glasgow and Berlin that exist, plus the flexibility that it provides the European Sports Championships for the future.

How does the host city concept in 2018 work?

Glasgow and Berlin represent two of Europe's leading sporting and cultural cities and are delighted to be working together on this innovative new concept.

There will be many centrally co-ordinated elements that will unite the two host cities into one multi-sport championship event, including:

- Coherence through a central timetable.
- Uniform branding on site, on air and across digital and print media.
- One overall European Sports Championships medal table.
- Potentially combined opening/closing ceremonies.
- Shared cultural programme.

How was the concept developed?

The concept is being led by the European Federations of some of the major sports. They are working in partnership with the EBU, plus the host cities of Berlin and Glasgow, as well as their domestic governing bodies.

The project is being co-ordinated on behalf of these stakeholders by European Sports Championships Management.

Who decided which sports should be included?

The concept is based around the European sport's that already attract significant broadcast and media coverage and it is these European Federations that have proactively come together to support and grow the European Sports Championships concept.

Why were 5 sports chosen as the number for 2018?

The sports that have decided to come together for the European Sports Championships are those that already receive significant attention when holding their own individual European Championships and provide an extensive and varied programme for spectators on site and on television. They therefore will create a compelling combination in 2018. In order to find the right balance between increasing broadcast exposure for all sports within a multi-sport environment, it was decided that initially around five is a good number of sports that can be timetabled together for the first European Sports Championships in order to achieve this aim.

Why were Berlin and Glasgow chosen to host the first editions of the ESC in 2018?

Both Berlin and Glasgow are recognised as world class host cities that already possess fantastic sporting facilities and exceptional event staging experience. Therefore the Federations have selected them to host their most prestigious events. Glasgow's reputation as a top ten world sporting city was further enhanced last summer by hosting the best ever Commonwealth Games.

How will the event be organised?

The European Federations are fully responsible for the organisation of their European championships.

Each European championship will be organised by the National Association of the respective sports, in close cooperation with the host cities on behalf of the European Federations.

Coordination services delivered on their behalf by the newly created European Sports Championships Management.

Will there be any conflict for athletes taking part in the Commonwealth Games in Australia's Gold Coast in 2018?

No. The Commonwealth Games in 2018 will take place on the 4th – 15th April, meaning there is no conflict in timing for competitors. The European Sports Championships will enjoy its place in a busy year of sport including the Commonwealth Games, the Winter Olympics and the Football World Cup and will ensure in future years it does not clash with any of these important existing events. In fact by bringing a number of European Championships together into one concentrated period, ensuring dates do not clash becomes easier.

The first European Games is in 2015 – what's the difference between the two events?

The European Games is run by the European Olympic Committee and is a completely new event on the sporting calendar with many disciplines involved.

The European Sports Championships is very different because it is made up of existing European championship events run by the European Federations of each sport. The sports have been brought together for the first time based on their existing power to attract broadcast viewers which will be further enhanced by packaging them together in one economically sustainable and exciting event held every four years.

Where does the funding for the event come from?

The cost of the European Sports Championships will be underwritten by the host cities/public funding, media rights fees and sponsorship income. Ensuring that the European Sports Championships is economically sustainable for future host cities is a key element in the philosophy underpinning the concept.

