

Frederik Munk - Play the Game, October 27th 2015

SPORT EVENT DENMARK

HOSTING WINNERS

Denmark's efforts to ensure sustainable events

1

A broad definition of sustainability

2

The Danish sporting event model

3

Case: IAAF Half Marathon World Champ. 2014



A broad definition of sustainability

1

Economical

Secured
funding

Reasonable risk
profile

2

Social

Sports
legacy

Civil society
involvement

3

Environmental

Environment
protection


























Green event
technologies

Denmark must be among the leading countries in the world in terms of attracting, hosting and developing international sporting events - including elite and sport-for-all events.

Some of our results

- IOC Session and Olympic Congress 2009
- World Wrestling Championships 2009
- World Taekwondo Championships 2009
- World Track Cycling Championships 2010
- World BMX Championships 2011
- UEFA European Under-21 Championship 2011
- World Road Cycling Championships 2011
- Start of Giro d'Italia 2012
- World Canoe Marathon Championships 2013
- European Volleyball Championship 2013
- European Jumping and Dressage Championships 2013
- European Short Course Swimming Championships 2013
- European Men's Handball Championship 2014
- World Half Marathon Championships 2014
- European Golf Tour "Made in Denmark" 2014-2016
- World Badminton Championships 2014
- World Archery Championship 2015
- *World Trampoline Championship 2015*
- *World Women's Handball Championship 2015*
- *World Ice Hockey Championship 2018*
- *World Sailing Championships (all Olympic Classes) 2018*
- *World Men's Handball Championship 2019*
- *UEFA Euro 2020 (a part of it)*

2014 Global Sport Event Index (2009-20)

Rank	+/-	Nation	Events	Overall
1	0	 Russia	35	47287
2	0	 Canada	44	40593
3	0	 United Kingdom	26	38467
4	0	 China	31	38443
5	0	 USA	36	35013
6	+1	 Germany	36	30505
7	-1	 Italy	33	29717
8	0	 Brazil	9	26703
9	+1	 France	26	26313
10	-1	 Korea	24	25578
11	0	 Japan	20	24455
12	0	 Spain	16	21882
13	0	 Netherlands	21	20076
14	0	 Turkey	14	16468
15	+3	 Denmark	15	15902
16	0	 Austria	17	14790
17	+2	 Sweden	18	14600
18	-3	 Poland	13	14542
19	-2	 Australia	16	13502
20	+2	 Norway	14	12356
21	-1	 Switzerland	15	12092
22	-1	 Czech Republic	13	11823
23	+1	 Finland	14	10309
24	+3	 Qatar	6	9702
25	-2	 India	8	9309

2014 Global Sport Event Index (2015-20)

Top 10 Sports Nations 2015-2020 (Future)

RANK	+ / -	NATION	INDEX TOTAL
1	+2	USA	18,306
2	=	Canada	18,046
3	-2	Russia	17,730
4	=	United Kingdom	13,906
5	=	Brazil	13,487
6	=	Japan	11,707
7	=	Korea	11,031
8	+1	Germany	10,107
9	-1	China	9,407
10	+4	Denmark	8,209

Source: Sportcal Research

Sustainable criteria for selecting events



Sustainable conditions for hosting events



Facilities

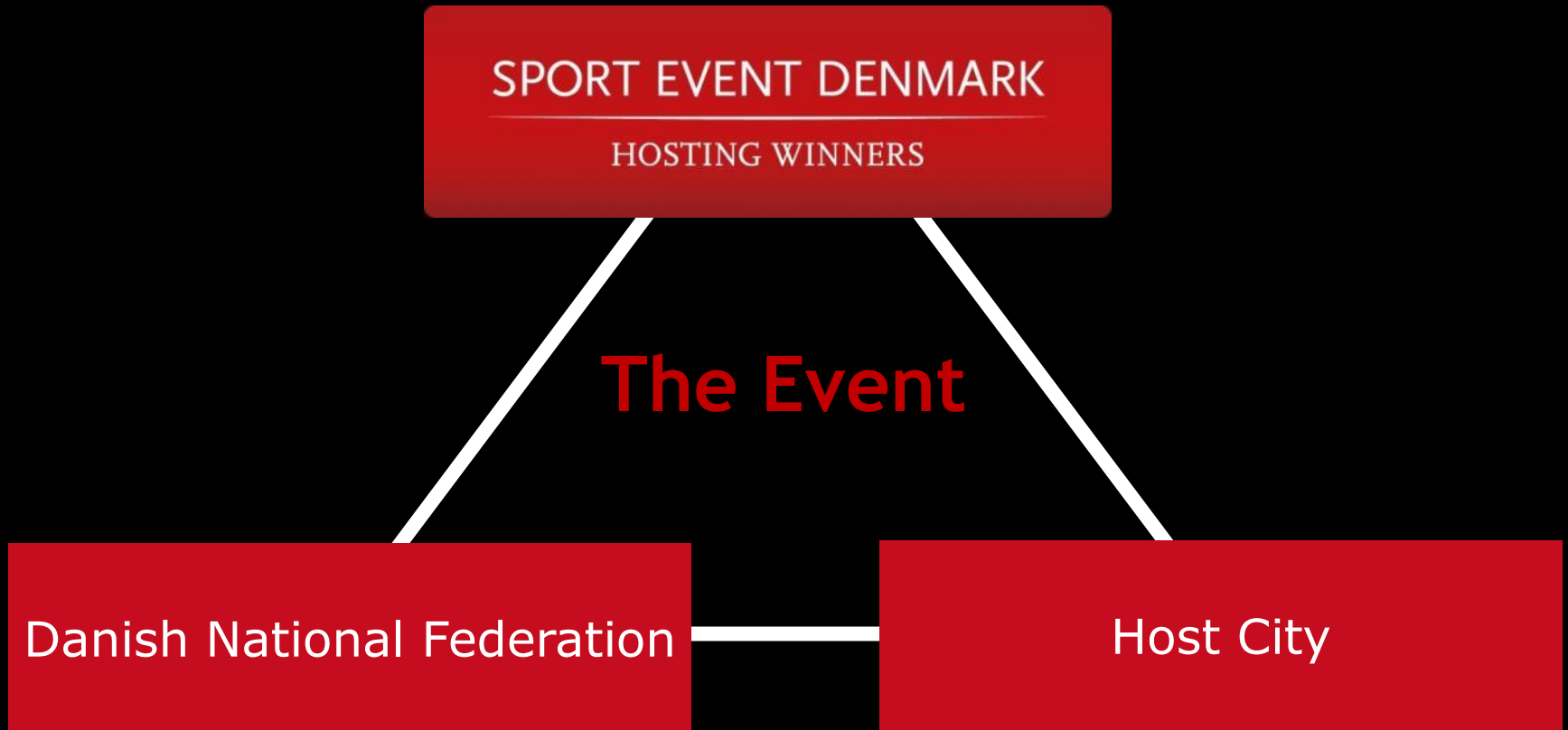


Finances



Organization

Our sport event model:



IAAF World Half Marathon Championships 2012

A sustainable event?



The Case of Copenhagen 2014



The Case of Copenhagen



The Case of Copenhagen



National Legacy: CPH HALF 2015+



IAAF Legacy: Cardiff 2016



Saturday 26th March 2016



Title Partner



Official IAAF Partners



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154

DAYS

20

HOURS

45

MINUTES

IAAF/Cardiff University **World Half Marathon Championships** **CARDIFF 2016**

Run in the footsteps of champions and be a part of one of the most prestigious global running events in 2016.

CLICK HERE TO
REGISTER
NOW

Reaching the full potential in 2018...

**COME
JOIN
US!**

The text 'COME JOIN US!' is rendered in large, bold, yellow capital letters. The letters are filled with black silhouettes of athletes in various stages of a race: 'C' shows a runner; 'O' shows a group of runners; 'M' shows a runner with arms raised; 'E' shows a runner; 'J' shows a runner; 'O' shows a runner; 'I' shows a runner; 'N' shows a runner; 'U' shows a runner; 'S' shows a runner; and '!' shows a crowd of spectators with arms raised.

**IAAF
RUNNING
FESTIVAL**



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