

# **European Athletics**

## **Mass Participation Events Conference Frankfurt**

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# **Clubs and Mass Participation Events An Opportunity for Athletics?**

# The Healthy Island



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US Dept of State Geographer  
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**Stockholm**







The Healthy  
Island  
Lidingö

Stockholm  
Olympic Stadium



President of IFK Lidingö



Lidingö

Stockholm



# Lidingö Athletics Club



# 1965 – the club

4 x 1500

Swedish championships

Tommy Holmestrand

Europeans 1962

Anders Gärderud

Olympic Gold medalist 1976





# 1965 – the first Lidingö race





# The club 2009 - in Berlin

Nadja Casadei  
Heptathlon

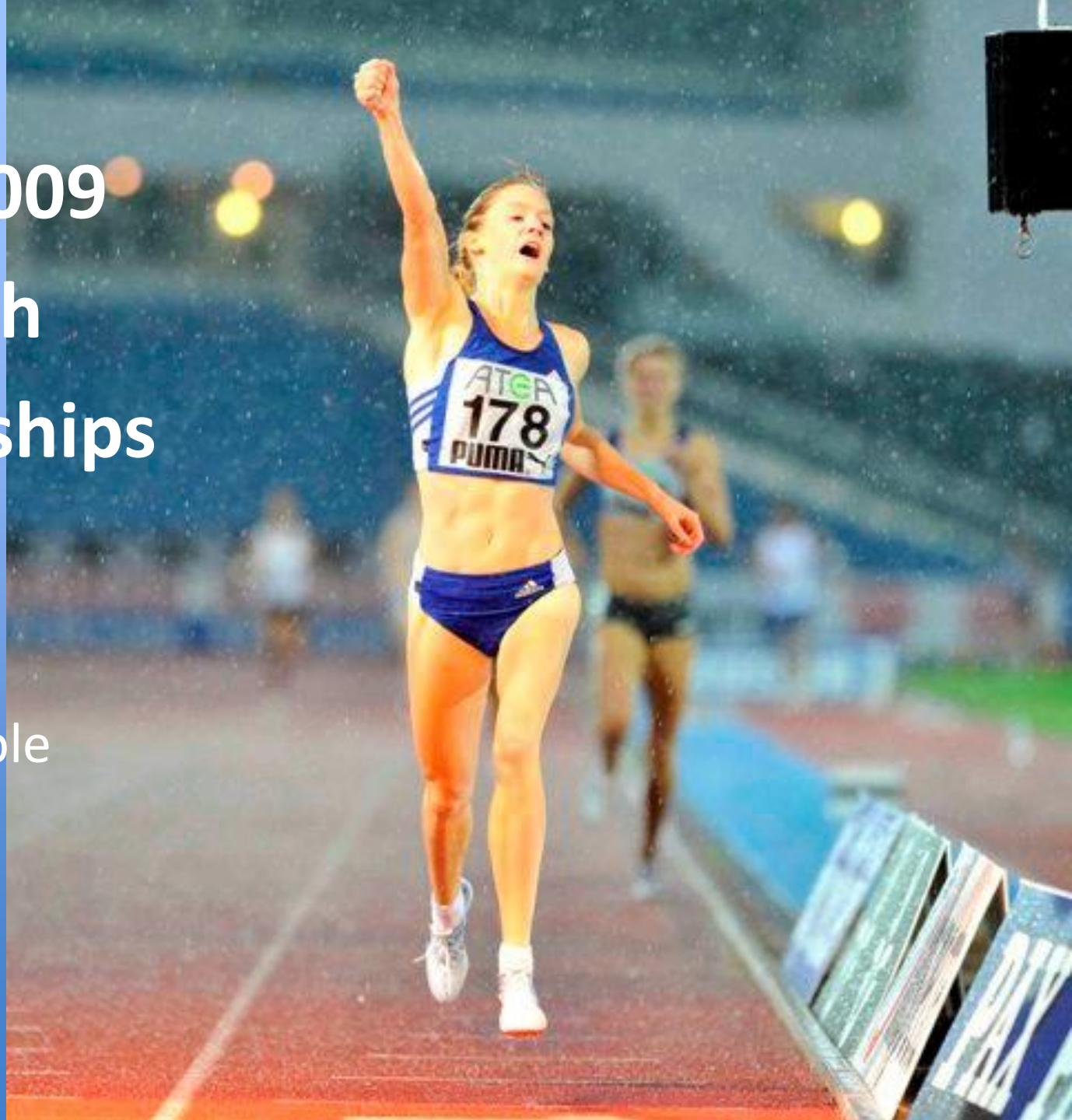




# The club 2009 - In Swedish Championships

Charlotte  
Schönbeck

800 /1500 - double



# The club 2009

- 'Top performance athletics'
- Active Youth-organisation
- 'Youth Olympics'
- Running 'for grown ups'
- The School relay – 100% participation age 9-15
- 'Summer Athletics Camp'



# The race 2009



38 000 runners



# Biggest cross country in the world





# 30K – very tough



# Three day event



# Friendly

A large crowd of runners is participating in a cross-country race. They are running through a grassy field with tall reeds on the right side. The runners are wearing various colored athletic gear, including white, blue, red, and black. The background features a line of trees and a clear sky. The word "Friendly" is written in large white letters in the upper left corner.



# Green





# Inclusive





# School relay





# Also separate Female race





# Little Lidingöloppet



Your annual challenge

Your year around health program

Your love of running

- Green

- For community

- by community







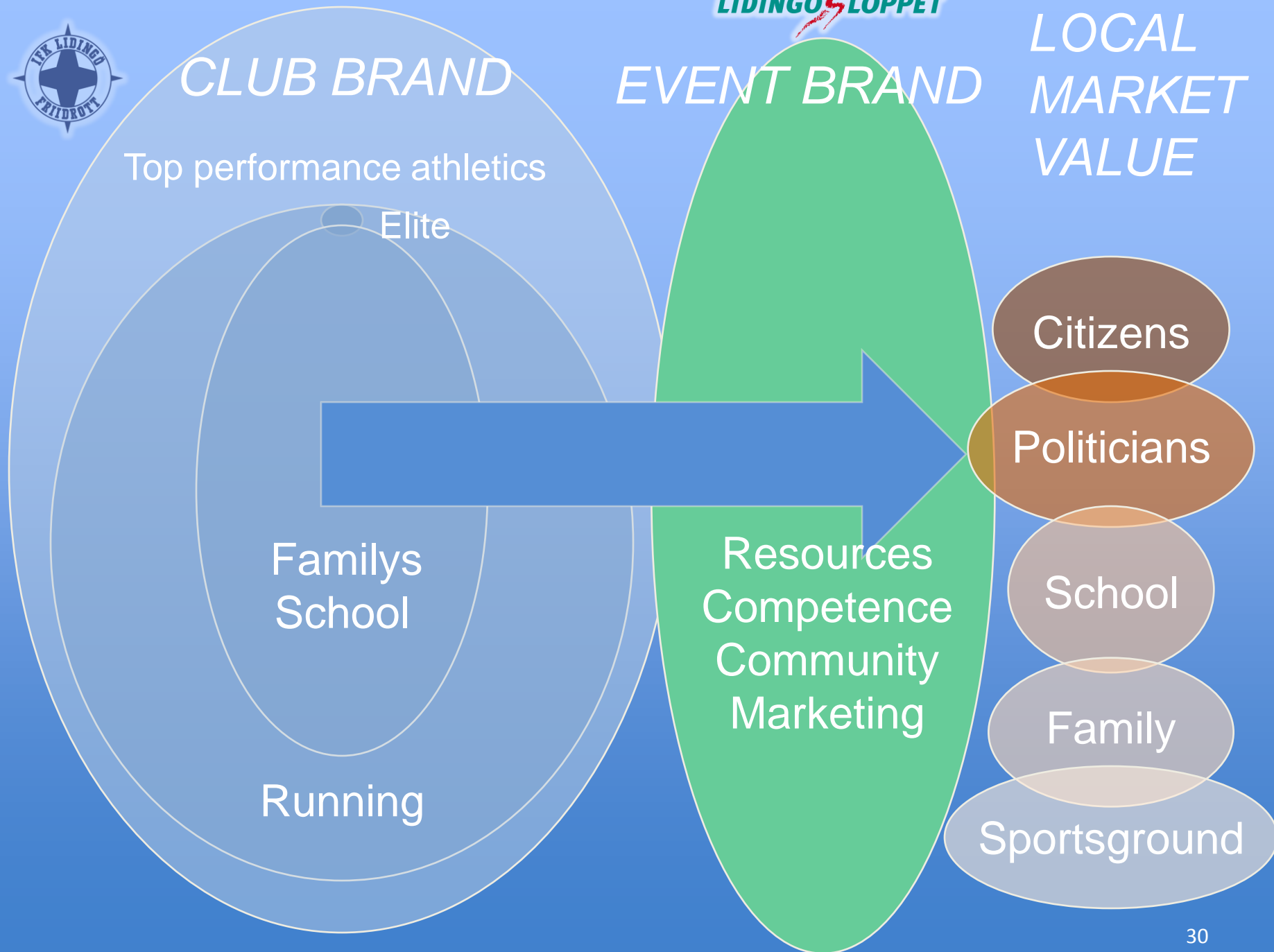


$$1+1=3$$





# LOCAL MARKET VALUE

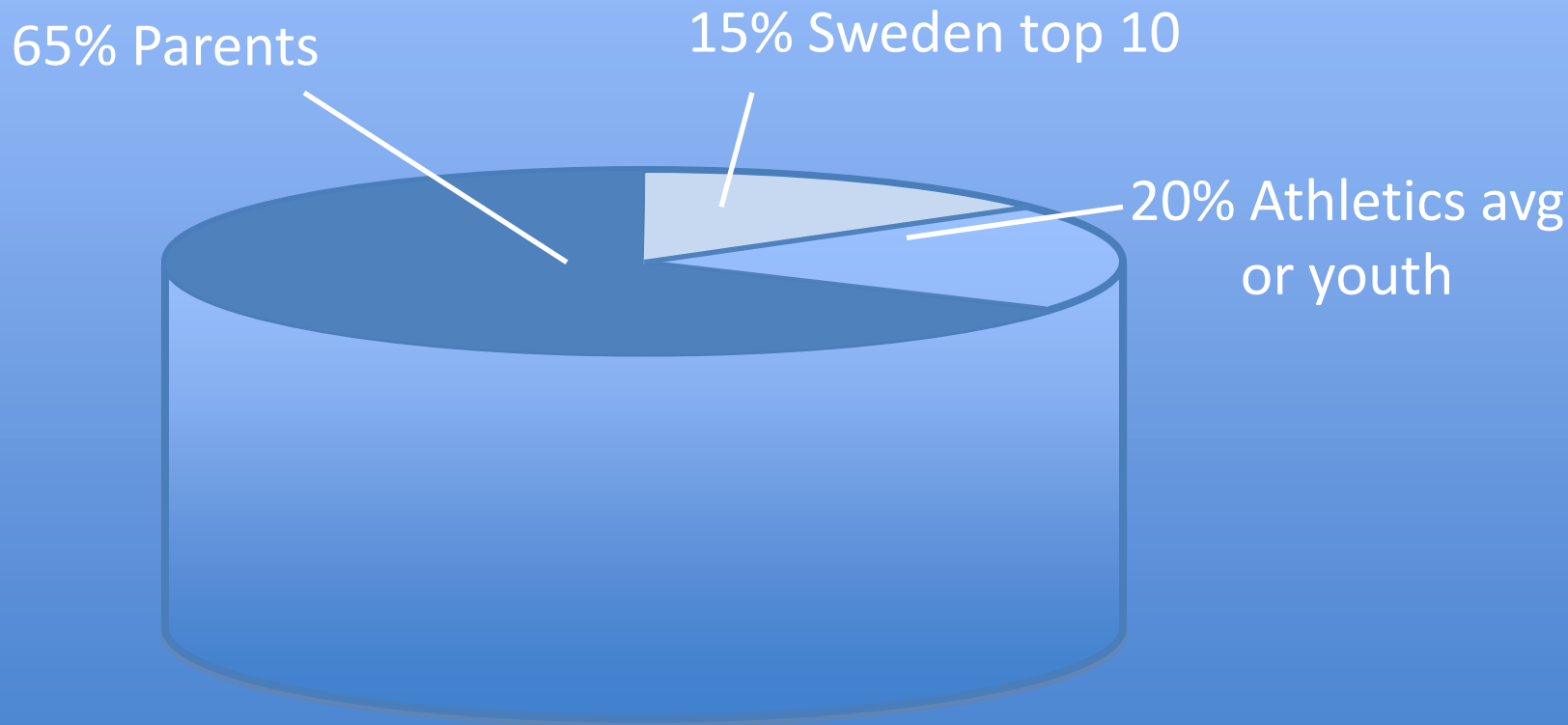




# The Healthy Island



# Key sources for experienced leadership: parents – and running



Key source for passion: values



# Market oriented athletics values

- Top performance
- Fun – Youth
- 'On the level that suites me'
- Family, Friends
- The successful event organizer
- 'Green' – community
- Putting the city on the map
- The Healthy Island

# IFK Lidingö Athletics club – leadership

- Club Board
- Youth committee
- Top performance committee
- Lidingö Olympics
- Summer sports school
- Löplabbet Games
- Lidingö Running
- Lidingöloppet
- School relay





# Requirements for Success

- Use athletics opportunities
  - running, health, mass participations
- ‘Market view’ – attract all athletics interests
- Involve broader community – get resources
- Build ‘Strategic leadership’
- Wider Federation role

# Welcome to Lidingö!

*The Healthy Island*

**LIDINGÖ**  **LOPPET**

September 24-26 2010





END