





European Running Championships 2025 Brussels – Leuven

Public–Private Partnerships for Participation

July 2025





Introduction









A Historic Debut for the European Running Championships 2025

Reflecting on the success of the event, **European Athletics President Dobromir Karamarinov** said: "The European Running Championships symbolises my vision of a sport that really is for everyone — young and old, elite and amateur, fast and slow. For too long, athletics was seen as reserved for the super-fit. This event has broken that myth. Every runner here was part of something historic."

This spirit of inclusivity was echoed by **European Athletics CEO Christian Milz**, who remarked: "This was a unique championships where every runner was an athlete and every athlete had the chance to feel like a champion. We've given people from all backgrounds the opportunity to experience that true championships atmosphere — and that is something very special."

With **individual and team medals**, a **new 'country ranking' competition** for mass participants, and the strong support of partners including **Golazo**, the **Royal Belgian Athletics Federation**, and the **cities of Leuven and Brussels**, the European Running Championships exceeded expectations.

It wasn't just a sporting event — it was a powerful statement about the future of athletics in Europe: inclusive, inspiring, and for all.

The European Running Championships have arrived — and they are here to stay.





Key numbers





Dates

Venues

Brussels -Leuven

46

Distances

Marathon, Half Marathon, 10k

Registered runners

12 - 13 April 2025

Total runners:

National team athletes:

National teams:

28.377 327

International Reach

Number of Countries Represented Top 5 Nationalities

118

Belgium, France, Netherlands,

United Kingdom, Germany...







Number of Spectators **180.000** over 2 days (police report)

Social media overview

By engagement:

3.497.855

Social media overview By reach:

124.094.029





TracX App Total activities: Active app users: 32.250.751 78.236

iRewind – Finisher Video campaign Total reach: Total videos produced 193.251 14.780

Eurovision Sport – Live broadcast **Elite Runners** TV

56.341 327

Additional Live broadcast – Middle East, Africa, Europe and Asia

Huya total views: 1.571.954







Visual identity





Visual Identity in the Streets of Leuven







During the European Running Championships, the city of Leuven transformed into a vibrant showcase of the event's visual identity.

Flags, billboards, banners, and branded info points were placed across the city — from the train station to the central square.

This city-wide branding wasn't just decorative; it served as an open invitation for residents and visitors to engage with the event. The carefully curated visual elements contributed to a festive atmosphere and reinforced the presence of the ERCH25 brand throughout the public space.





New concept











A New Era: Run with the Champions

The 2025 European Running Championships introduced a groundbreaking concept in athletics: for the first time, national team athletes and amateur runners competed side by side in a unified event, truly embodying the spirit of "Run with the Champions." This unique format not only brought fans closer to their sporting heroes but also gave every participant a taste of the championship atmosphere.



Country Ranking System for Mass Runners

A pioneering country ranking system was introduced, empowering mass-race participants to contribute points toward their nation's overall standing. For the first time, recreational runners didn't just race for personal bests — they raced for national pride, fostering a deeper sense of team. This innovation brought a new level of purpose and unity to the mass participation experience.









Iconic Venues: Brussels & Leuven





Host Region: Flanders

Flanders is is the Dutch-speaking northern portion of Belgium and a region of rich history, cultural heritage, and sporting excellence. As the host region of the European Running Championships 2025, Flanders offers the perfect setting for an unforgettable event. With its picturesque cities, charming landscapes, and world-renowned hospitality, the region seamlessly blends tradition and innovation.

At the heart of Flanders lies a passion for sports. From cycling and football to athletics and running, the region has a deep-rooted sporting culture. Flanders has hosted numerous international sporting events, including the 2021 UCI Road World Championships and the annual Ronde van Vlaanderen, attracting athletes and fans from all over the world. The region's extensive network of parks, forests, and scenic routes makes it a paradise for runners of all levels.

Beyond sports, Flanders is famous for its stunning architecture, lively cities like, Leuven, Brussels, Antwerp, Bruges, and Ghent, and its world-class gastronomy. Visitors can explore UNESCO-listed sites, enjoy the renowned Belgian beers.

As an institutional partner and proud host of the European Running Championships 2025, Flanders is ready to welcome participants and spectators.







Host City: Brussels

Brussels, the "Heart of Europe", has a lot to offer. There's its centre, with the Grand Place's Gothic town hall and imposing Saint Hubert galleries, home to the best chocolatiers in the country. There are luxurious shops, culturally diverse cultural offering areas, stately districts full of Art Nouveau architecture and green refuges such as Jubelpark. Explore the city's culinary opulence in countless cafés and restaurants and the cultural opulence of over a hundred museums. Brussels is everything at once.

Brussels is also the capital of the Brussels-Capital Region, of Flanders and of the French Community of Belgium.

Whether you're a spectator or a participant (or both): if you love sports, a visit to Brussels will definitely get your heart rate pumping. In addition to numerous sports clubs and facilities across the region, our capital city boasts a huge range of sporting events: from large, prestigious gatherings like the Brussels Diamond League Meeting or the European Cross-Country Championships to fun activities open to all levels of fitness.





Host City: Leuven

Leuven is a historic yet dynamic university city in Belgium, blending rich heritage with youthful energy. At its heart lies the Grand Place with the stunning Gothic Town Hall. The city is also home to KU Leuven, one of Europe's oldest universities, celebrating its 600th anniversary.

Leuven offers a mix of tradition and innovation, from the Oude Markt – known as "the longest bar in the world" – to the modern M Museum. It's a haven for beer lovers, with the iconic Stella Artois brewery and countless cozy bars. Green spots like Arenberg Park and the Botanical Garden offer peaceful escapes.

Whether you're a visitor or participant, Leuven thrives on sport. The city regularly hosts major events, including the 2021 UCI Road World Championships and 2024 UCI Gravel World Championships. Its compact layout and natural surroundings make Leuven an ideal location for vibrant sporting experiences.





Participation Overview

Runner Breakdown & National team athletes vs. Recreational runners

National team athletes:

327

National team athletes -**Recreational Runners**



Registered runners

Total runners:

28.377

Runners by Category



National teams:

46



MARATHON | HALF MARATHON | 10K

EUROPEAN

CHAMPIONSHIPS



Demographic Breakdown 10km Race by Age









Total registered runners:Female:Male:2.6462.991

National team athletes:FemaleMale8778



Demographic Breakdown Half Marathon Race by Age





Total registered runners:FemaleMale4.5715.922

National team athletes:FemaleMale4352

Half Marathon

Demographic Breakdown Marathon Race by Age





Marathon

Total registered runners:		
Female	Male	
2.669	9.578	

National team athletes:FemaleMale2542





Demographic Breakdown: Gender and Age



Runners by Age:







Races Overview: Race Courses & Logistics





Race Courses and Profiles



Sunday, 13th April





Saturday, 12th April





Sunday, 13th April





Event Site: Leuven Overview Recreational runners



The event site in Leuven was thoughtfully organized to ensure a smooth and enjoyable experience for all participants. Key zones were clearly marked and communicated in advance, including the bib pickup area, start boxes, bag drop zone, changing rooms, fan zone, medal engraving....

Runners were well-informed about how to navigate the space, thanks to

detailed maps, signage on-site, and pre-event communication via email and the official website. This clear layout and information flow helped reduce confusion and created a welcoming and efficient atmosphere for both runners and visitors.



Competition venue – Leuven National team athletes





Event Site: Brussels Overview Recreational runners

In Brussels, only the marathon start was set up, and accordingly, the event infrastructure was smaller in scale compared to the main site. Nevertheless, all essential areas were clearly marked, ensuring a smooth experience for participants. Runners had access to bib number pick-up on Sunday, a designated bag drop area, and first aid services, all conveniently located near the start zone.

Event site: Brussels (Start marathon)





Competition venue – Brussels Elite runners







Races Overview: Winners





Medal count

National team athletes: Individual + Teams rankings

	Country	Gold	Silver	Bronze	Total
1	France (FRA)	4	1	2	7
2	Belgium (BEL)	2	2	3	7
3	Italy (ITA)	3	1	2	6
4	Spain (ESP)	2	3	1	6
5	Israel (ISR)	1	2	2	5
6	Germany (GER)	-	2	-	2
7	Norway (NOR)	-	1	-	1
8	Slovenia (SLO)	-	-	1	1
8	Türkiye (TUR)	-	-	1	1

Country rankings – 25 per Nationality

	Country	Gold	Silver	Bronze	Total
1	Belgium (BEL)	6	-	-	6
2	France (FRA)	-	6	-	6
3	United Kingdom (GBR)	-	-	3	3
4	Netherlands (NED)	-	-	2	2
5	Italy (ITA)	-	-	1	1



European 10km Championship Winners Individual



Women

- 1. BATTOCLETTI Nadia 31:10
- 2. DIETERICH Eva
- 3. LUKAN Klara

Men

1.	SCHRUB Yann		27:37
2.	DAGUINOS Etienne	27:46	
3.	KIMELI Isaac		27:58





31:25

31:26





European 10km Championship Winners Team ranking



Women

- 1. Italy (ITA)
- 2. Germany (GER)
- 3. France (FRA)
- Total: 1:34:33 Total: 1:35:38 Total: 1:36:28



Men

1.	France (FRA)	Total: 1:23:28
2.	Spain (ESP)	Total: 1:24:55
3.	Belgium (BEL)	Total: 1:25:22



European Half Marathon Championship Winners Individual









Women

1.	HERBIET Chloé	1:10:43
2.	THOMAS Juliette	1:10:57
3.	NESTOLA Sara	1:11:26

Men

1.	GRESSIER Jimmy	59:45
2.	KIBRAB Awet Nftalem	1:01:08
~		

3. GONDOUIN Valentin 1:01:54



European Half Marathon Championship Winners Team ranking



Women

- 1. Belgium (BEL)
- 2. Italy (ITA)
- 3. Spain (ESP)
- Total: 3:34:59 Total: 3:38:20 Total: 3:39:06

Men

1.	France (FRA)	Total: 3:04:37
2.	Spain (ESP)	Total: 3:07:30
3.	Italy (ITA)	Total: 3:08:42





European Marathon Championship Winners Individual

2:27:41

2:28:01







Women

1.	OUHADDOU NAFIE Fatima Azzahraa	2:27:14
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- 2. MAAYOUF Majida
- 3. SALPETER Lonah Chemtai

Men

1.	AOUANI Iliass	2:09:05
2.	AYALE Gashau	2:09:08
3.	TEFERI Maruin	2:09:17




European Marathon Championship Winners

Team ranking

Women

- 1.
 Spain (ESP)
 Total: 7:24:4

 2.
 Israel (ISR)
 Total: 7:40:12
- 3. Belgium (BEL)
- Total: 7:40:18 Total: 8:01:37





Men

 1.
 Israel (ISR)
 Total: 6:27:5

 2.
 Belgium (BEL)
 Total: 6:38:3

 3.
 Türkiye (TUR)
 Total: 6:39:17



Country Ranking - Winners

Marathon, Half Marathon & 10km







Pre-Race Week



National Team Athletes

Arrivals & Accommodation

Arrivals

Most national teams arrived on Thursday (10 April, 2025), with LOC support ensuring a smooth welcome and transfer.

By Plane – Brussels Airport (BRU):

- LOC Welcome Desk after baggage claim
- Train (priority) or shuttle to the hotel
- By Train Brussels-North Station:
- 5-minute walk to the hotel with LOC guidance **By Road:**
- Direct to hotel, LOC welcome on site

Official Team Hotels

Thon Brussels City Centre (Bolwerklaan 17, 1210 Brussels)

- Welcome desk, Accreditation Centre (MAC & TAC)
- Bib pickup, Physiotherapy, Meeting rooms
- Full board (breakfast, lunch, dinner)
- Thon Hotel EU (Wetstraat 75, 1000 Brussels)
- Welcome desk, Meeting rooms (on demand)
- Physiotherapy at Thon City Centre (shuttle provided)
- Full board (breakfast, lunch, dinner)0







Check-in & Expo Overview

Arrivals & Accommodation



Location: Sportoase, Leuven

Bib pick-up, changes booth, and merchandise area were centralized in one location

Opening Hours:

- Thu, April 10: 12:00–19:00
- Fri, April 11: 10:00–19:00
- Sat, April 12: 08:00-18:00
- Sun, April 13:
 - o 10K: 07:30–09:30 (Leuven)
 - Marathon: 08:00–10:00 (Brussels only)

Over 80% of runners collected their bibs before race day

Exclusive event T-shirt & official merchandise available on site







Pre-Event Press Conference

Voices Before the Race

Brussels | Friday, April 11

Highlights

European Athletics President Dobromir Karamarinov hailed the inaugural European Running Championships as a "gamechanging" event for the sport.

- Record participation: 28,000+ runners from 46 member federations
- Largest-ever marathon in Belgium: 12,500 registrantsBE
- Strong domestic turnout: 23,500 Belgians, including 4,500 from Leuven
- Top European athletes featured
- 20+ media representatives present
- Livestreamed on the European Athletics YouTube channel



Virtual Media Center

Pre-Event interviews & Photo Corner

- Thon Hotel Brussels City Centre
- European Athletics set up an Athletes' Corner, managed by its media team, for interviews & photo sessions
- Open to athletes from all 46 member federations





- 42 interviews conducted
- Multilingual content produced and shared
- Available in the Virtual Media Centre's Media Bank for federations, media & athletes







Stage and Fan Zone





The Heart of the Finish Area

Beyond the Finish Line



In front of Sports center "Sportoase", the finish zone of the European Running Championships transformed into a vibrant hub of celebration and relaxation. The **central podium and main stage** hosted medal ceremonies, entertainment, and official speeches, drawing crowds throughout the event weekend.



The Heart of the Finish Area Beyond the Finish Line

Surrounding the stage, runners and spectators could enjoy well-designed chill zones—comfortable spaces to relax, meet friends, and soak in the post-race atmosphere. The area also featured:

- Acerta Company Village a branded relaxation area with entertainment and small expo space.
- Medal Engraving Stand where runners personalized their hard-earned medals.
- Official Merchandise Booth offering branded apparel and souvenirs.
- Food & Drink Zones serving local and international favorites to refuel and refresh.

These elements together created a lively, inclusive environment that celebrated the achievements of all participants while showcasing the best of Leuven's event hospitality.











On-Site Experience & Community



Electric Atmosphere in Leuven

- Thousands of spectators lined the streets to cheer on runners across all distances
- Continuous applause, music, and chants created a festival-like energy throughout the weekend
- Local bands and cheer squads added to the atmosphere at key points on the course

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Electric Atmosphere in Leuven







THE

Fans Supporting Champions

Fans proudly waving flags and signs in support of their teams

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Fans Supporting Champions



Community at the Heart

Enthusiastic support from residents of: • 4,500 local runners from Leuven • Streets filled with cheering families, school groups, and volunteers

52





Mixed Zone Interviews – Post-Race Reactions





Capturing the Emotion and Energy of the Finish Line



- Athletes shared raw emotions and insights right after crossing the finish line
- Interviews captured in the Mixed Zone, offering authentic postrace reflections
- 10 interviews conducted on Day
- 18 interviews conducted on Day 2
- Content via the Virtual Media Centre









Digital Experience -TracX Event App



Application Results Usage & Popular Functionality

Official App - Live tracking and Live rankings

TRACX is the official event app, trusted by over 4 million athletes worldwide. It offers live tracking, real-time performance insights, and seamless event engagement. With TRACX+, fans and participants unlock premium features, creating new connections and revenue opportunities for events.













iRewind - Personalised Runners Videos





Key Numbers & Highlights

Finishers Video Campaign

Video data set reporting Data reported: 12.04 – 25.04.2025.

The performance metrics captured via the iRewind iframe on the European Running Championships page.

- Strong impact of the campaign
- Effectiveness of line video delivery
- High value runners placed on receiving their personalised videos
- Videos reaching athletes as fast as 5 minutes post-finish



€iRewind

Campaign Reach & Impact Finishers Video Campaign



Videos reach over 193.000 people, and generate 74.000 website views

For Future editions to increase the reach

- Building anticipation for the videos pre-event
- Make videos more compelling by expanding camera coverage at key race splits and Iconic locations on the course

ERCH Website Page views 74.172 Video Plays 41.383 Estimated Video Reach 193.203







Live Streaming & Broadcast





Broadcast & Streaming Reach

TV & Livestreaming timetable

Sunday – M	larathon and	10km
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Time	Event	Location	Comment
09:20	Start Broadcast European 10K Championships	Leuven	
09:22	Race presentation, incl graphics (course, participants, weather,)	Leuven	
9:26	Athlete presentation top 5 male and female athletes at start line (10K)	Leuven	
9:30	Start European 10K Championships	Leuven	
9:58	First male finisher European 10K Championships	Leuven	
0:02	First female finisher European 10K Championships	Leuven	
0:03	Flash interview podium finishers European 10K Championships	Leuven	
0:05	Start Broadcast European Marathon Championships	Brussels	
0:07	Race presentation, incl graphics (course, participants, weather,)	Brussels	
0:11	Athlete presentation top 5 male and female athletes at start line (Marathon)	Brussels	
0:15	Start European Marathon Championships	Brussels	
:00	Medal Ceremony European 10K Championships Men individual	Leuven	
1:06	Medal Ceremony European 10K Championships Women individual	Leuven	
1:20	Halfway point European Half Marathon Championships	Leefdaal	
:25	Medal Ceremony European 10K Championships Men Team	Leuven	
1:30	Last finisher European 10K Championships	Leuven	
1:32	Medal Ceremony European 10K Championships Women Team	Leuven	
:40	Medal Ceremony European 10K Championships Men Country Ranking	Leuven	no images
:48	Medal Ceremony European 10K Championships Women CountryRankin	Leuven	no images
:25	First male finisher European Marathon Championships	Leuven	
2:28	Flash interview male podium finishers European Marathon Championships	Leuven	
2:43	First female finisher European Marathon Championships	Leuven	
2:46	Flash interview female podium finishers European Marathon Championships	Leuven	
2:49	Flash interviews + finish line images European Marathon Championships finishers	Leuven	
2:59	End of TV Broadcast	Leuven	
:15	Medal Ceremony European Marathon Championships Men individual	Leuven	Streaming or
3:20	Medal Ceremony European Marathon Champioships Men Team	Leuven	Streaming or
3:30	Medal Ceremony European Marathon Championships Women individual	Leuven	Streaming or
3:35	Medal Ceremony European Marathon Championships Women Team	Leuven	Streaming or
1:15	Medal Ceremony European Marathon Championships Men Country Ranking	Leuven	Streaming or
1:23	Medal Ceremony European Marathon Championships Women Country Ranking	Leuven	Streaming or
5:00	End of Livestream	Leuven	Streaming or
		Leuven	Ser canning of

Saturday – Half Marathon

Time	Event	Location	Comm
09:50	Start Broadcast European Half Marathon Championships	Leuven	
09:52	Race presentation, incl graphics (course, participants, weather,)	Leuven	
09:56	Athlete presentation top 5 male and female athletes at start line (Half Marathon)	Leuven	
10:00	Start European Half Marathon Championships	Leuven	
11:01	First male finisher European Half Marathon Championships	Leuven	
11:06	First female finisher European Half Marathon Championships	Leuven	
11:10	Flash interview podium finishers European Half Marathon Championships	Leuven	
11:35 11:40	Medal Ceremony European Half Marathon Championships Men individual Medal Ceremony European Half Marathon Championships Women individual	Leuven Leuven	
11:45	Medal Ceremony European Half Marathon Championships Men Team	Leuven	
11:52	Medal Ceremony European Half Marathon Championships Women Team	Leuven	
12:00	End of TV Broadcast	Leuven	
12:30	Medal Ceremony European Half Marathon Championships Men Country Ranking	Leuven	Streami
12:38	Medal Ceremony European Half Marathon Championships Women Country Ranking	Leuven	Streami
13:00	End of Livestream	Leuven	Streami
13:30	Last finisher European Half Marathon Championships	Leuven	

Live Coverage

- All three races were broadcast live on european-athletics.com
- English commentary provided by Tim Hutchings and Ellen Ellard
- Stream attracted significant viewership despite some geo-blocking restrictions
- Global Broadcast Distribution
 Europe:
 VRT (Belgium)
 L'Equipe (France)
 ERT (Greece)
 RTP (Portugal)
 RTVE (Spain)
 RTVS (Slovakia)
 UAPBC (Ukraine)
 Arena Sport (Ex-YU Region)

Highlights

Daily highlights were published on the European Athletics YouTube channel

Full race replays became available from 14 April 2025



Worldwide: Dubai Sports Channel (MENA) Huya (China) SPOTV (Southeast Asia) Africa XP (Sub-Saharan Africa)

Total time of broadcast

5h 50min

Total time of Livestream

8h 50min

Eurovision Sport - Analytic Report







Eurovision Sport - Analytic Report

Viewers' overview by gender and device used





Data reported: 12.04 – 14.04.2025.



Additional broadcast footprint







Taking the ERCH beyond Europe Additional broadcast footprint



Live Broadcast



Huya (China with expert Mandarin Chinese commentary, arranged by H&A Media)



Dubai Sports Channel (Pan-Middle East and North Africa, including 23 countries)



Africa XP (Sub-Saharan, including 37 countries)

48 minutes Highlights Show broadcast

TV broadcast



UK & Europe (including 50 countries), Asia Pacific and Middle East (including 34 countries), Latin America (including 5 countries)

Sub-Saharan Africa (including 35 countries)



super **sport**

Asia (including 15 countries)



Dubai Sports Channel (Pan-Middle East and North Africa, including 23 countries)



Hong Kong, China

Inflight broadcast

Lufthansa



Inflight broadcast with:

- Spanish subtitles
- German subtitles
- English subtitles

Total territories covered





HUYA Live broadcast - key numbers Additional broadcast footprint





H&A media

Live Broadcast

Total audience across all three 'live' races aired on Huya

1.571.954









48-minute Highlights Show creation Additional broadcast footprint

H&A

Broadcast Production Overview

- Final show duration extended to **48 minutes** to better tell the story and capture the full action, up from the original 23-minute concept
- Live commentary by Tim Hutchings and Ellen Ellard (world feed)
- On-site introduction and links recorded by Ellen Ellard
- **B-Roll footage** of historical sites courtesy of Golazo and Leuven Tourism Board
- **On-site filming**, including interviews and scenics, by Guy Horne, H&A Media
- **Post-production editing** by Emma Smith, Head of Live Production, H&A Media (UK)







Additional broadcast - Ex-YU Region

/\REN/\ 2 PREMIUM







Digital Content: Articles, Press Releases & Campaigns





Online Media Presence

Content from European Athletics and ERCH websites, enriched by partner contributions

European Athletics & LOC + Partners web pages

Total number of news articles:

Total number of email campaigns:

+55

+130

Total number of videos:

11

European Athletics Website analytics (pre-live _ post-live state of the website)

Total users:

267.334

New users:

191.349

Total page views:

1.373.661

User registrations:

2.814







Social Media & Engagement



European Athletics social media channels








European Athletics social media channels

Social Media Recap

EA social media growth during the ERCH:

Instagram followers : +2.464YouTube followers : +1.400Facebook followers: +1.497TikTok: +623





European Running Championships social media channels



MARATHON | HALF MARATHON | 10K





ERCH social media channels Social media growth (Instagram/Facebook)



ERCH social media channels Social media growth during RACE WEEK (Instagram/Facebook)





IRIS Social Media Research







Overview IRIS Social Media Research







Total number of posts:

1.826

Engagement: **3.497.855**



Video views:

20.760.790

Reach:

124.094.029





Monitoring period: 05.04.2025. – 20.04.2025.

Overview by Platform IRIS Social Media Research





Monitoring period: 05.04.2025. – 20.04.2025.

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Overview by Channel Type

IRIS Social Media Research



Posts





80



Overview by Channel Type

IRIS Social Media Research



3rd Party

Athletes

Video views





Reach



Monitoring period: 05.04.2025. – 20.04.2025.



Overview by author IRIS Social Media Research





INTELLIGENT RESEARCH

Monitoring period: 05.04.2025. – 20.04.2025.



Top 3 Posts by Engagement

IRIS Social Media Research

Teledeporte/ RTVE Noticias/ Real
 Federación Española de Atletismo/ Fatima
 Azzahraa Ouhaddou Nafie



Instagram | Video | 13 April Engagement: 60K 2. European Athletics/ FFAthlétisme/ Jimmy Gressier/ European Running Championships2025



Instagram | Video | 13 April Engagement: 38K **3.** European Athletics/ European Running Championships 2025 / Real Federación Española de Atletismo/ Fatima Azzahraa Ouhaddou Nafie



Instagram | Video | 13 April Engagement: 38K



Top 3 Posts by Reach

IRIS Social Media Research

 Teledeporte/ RTVE Noticias/ Real Federación Española de Atletismo/ Fatima Azzahraa Ouhaddou Nafie



Instagram | Video | 13 April Reach: 3.64m 2. European Athletics/ European Running Championships 2025 / Real Federación Española de Atletismo/ Fatima Azzahraa Ouhaddou Nafie



Instagram | Video | 13 April Reach: 2.39m

3. L'ÉQUIPE

EUROPEAN RI INNIA

MARATHON | HALF MARATHON | 10K



Twitter | Video | 13 April Reach: 2.39m



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Top 3 Posts by Video Views

IRIS Social Media Research

3. European Athletics/ European Running Championships 2025 / Real Federación Española de Atletismo/ Fatima Azzahraa Ouhaddou Nafie



Instagram | Video | 13 April Video views: 1.30m **3.** Teledeporte/ RTVE Noticias/ Real Federación Española de Atletismo/ Fatima Azzahraa Ouhaddou Nafie



Instagram | Video | 13 April Video views: 0.88m



3. European Athletics



Tik Tok | Video | 12 April Video views: 0.66m



Monitoring period: 05.04.2025. – 20.04.2025.





Streann Studio – Content Creator Studio



Personal Studio Streaming

A Scalable Solution for Content Creation and Engagement

Goals:

Amplifying the Event's Impact

The Studio was used as a tool to amplify the event's impact — enabling more people to access, engage with, and share the experience, transforming spectators into storytellers.

Democratizing Content Creation

A personal studio setup empowers anyone to go live and share events within their own networks — making content creation accessible to all.

- 畿 Run Europe Studio Powered by Streann Studio
- A browser-based, all-in-one live production platform
- No software or production experience needed
- Invite remote guests, use multiple cameras, and stream live instantly
- Monetization options included: Subscriptions, Pay-Per-View, Tips, 1:1 Coaching









From Live to Archive

Making Every Moment Count

- Seamless On-Demand Access
- Every live stream is automatically recorded and published
- Audiences can instantly replay content via dedicated creator channels
- Creators build a growing content library ready to share, monetize, or promote
- Boosts community engagement and extends the event's digital footprint







SuperHalfs — Going Live with Run Europe Studio

Live European Running Championships Coverage with a Personal Studio Setup



- SuperHalfs produced their own unique content featuring live commentary and guest reactions
- Their commentators and guests added real-time insights and excitement, creating a personal connection
- This custom content was streamed directly to their followers on SuperHalfs' social media platform
- Entire production was browser-based using Streann Studio, no extra software or editing needed



Outcome:

EUROPEAN

SuperHalfs demonstrated how creating and sharing authentic, community-driven content empowers fans and builds stronger engagement on their own channels.

MARATHON | HALF MARATHON | 10K



CHAMPIONSHIPS





Sustainability



Sustainable by Design A Comprehensive Green Strategy



A Comprehensive Green Strategy in partnership with:

- Flemish Government
- Local Authorities
- LOC (Local Organising Committee)

Focus Areas:

- Energy efficiency
 Water conservation
 Waste reduction
 Greener mobility
- Inclusion & safety

Event-wide commitment to sustainability from planning to legacy





Clean Energy & Water Smart

A Comprehensive Green Strategy





Smarter Energy Use:

- Eco-friendly offices (solar panels, green roofs)
- Local green grid connections > diesel generators

EUROPEAN RI

BRUSSELS >> LEUVEN

MARATHON | HALF MARATHON | 10K

• Batteries/biodiesel only as fallback

Water-Saving Measures:

- Reusable bottles & public fountains
- Eco-friendly toilets
- Direct public water network supply



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Waste Reduction & Green Gear

A Comprehensive Green Strategy



Waste Management with Ecofest:

- Bring-your-own-cup supply zones
- Cargo-bike eco teams
- Plogging event post-race
- Digital-first: less printing, more QR codes
- Donated left-behind clothing

Sustainable Event T-Shirts:

- Made by Scitimar Sportswear
- ~7 recycled plastic bottles per shirt
- Fully recyclable & responsibly sourced

SCIMITAR

PRODUCTS & PACKAGING



Investing hundreds of thousands of pounds in the research, development and testing of sustainable sportswear, Scimitar have committed to using recycled polyester as standard in all technical apparel production by 2030.

IT'S NOT JUST OUR PRODUCTS.

We've been heavily investing in the removal of plastic from our packaging and branding. We are now able to offer clients a number of different options to reduce the overall footprint of an order and eliminate the need for single-use plastic.

Across all sectors, we produce over 100 unique products in a recycled polyester or sustainable cotton option – more than any other brand in the UK.

We practice what we preach. Our two retail brands, Funky Sportswear & Scimitar Retail, are produced using fully recycled fabrics and are posted in ecofriendly parcel bags.







W RUNN

Healthy, Sustainable Catering:

- Plant-based options
- Reusable tableware
- Smart food planning to cut waste

Greener Mobility (with Scelta):

- STOP principle: walk, bike, public transport, cars
 Electric support vehicles
- Travel guides for low-emission travel
- Bike incentives for attendees

Polestar 4 Official camera car European Running Championships

Inclusion, Safety & Legacy

A Comprehensive Green Strategy

Inclusive & Safe for All:

- Accessibility: seating, parking, discounted entries
- On-site medical & security teams (ToB-Seen and the Red Cross)
- Anti-doping & respect for all

Legacy Initiatives:

- Annual Leuven marathon planned
- Continued tap water use at races
- Ongoing sustainability audit













MARATHON | HALF MARATHON | 10K

Thank you! See you in Belgrade 2027!

