

ETU STRATEGIC PLAN 2018-2021

1. CONSOLIDATE THE PRESENCE OF TRIATHLON WITHIN MULTISPORT EVENTS

1.a. Be part of 2022 edition of the European Sport Championships

STATUS

Winter Triathlon might be part of the 2019 Master Games in Innsbruck, Aquathlon will be at the World Beach Games in 2019 in San Diego. The European Youth Festival will include Triathlon in Slovakia 2021.

In Glasgow there will be 7 European Federations hosting together , for the first time , their European Championships: EA, LEN, UEG, UEC, FISA, ET and ETU.

The coordination is in the hands of ECM and EBU is the common Media Partner.

We are still looking for the Host City for the 2022 edition.

Discussions in place with the 7 EFs to create an Association for that purpose. There are some difficulties to align the interest of all the 7 EFs. As per today there are 2 Scenarios: 5 Sports or 7 Sports for the 2022 Edition. To find a host city for 2022 there is a Host Program in place at Glasgow.

ACTION PLAN

Be part and act proactively for the 2022 Edition. Priority 1 is the Exposure, Priority 2 income. Decision on the Host City will be made by the end of 2018.

Our future participation will be highly dependent from the success of 2018 Edition.

1.b. Support new race format

STATUS

New race formats have been created in the past with semi-final/final Triathlon races, the Multisport Festival, the Triathlon Youth Championships Festival and the Triathlon Mixed Relay Club European Championships.

In parallel other private LOCs have introduced new race format , the most recent is Super Ligue .

ACTION PLAN

To investigate on other formats like super sprint races, indoor triathlon race,... and this in cooperation with ITU Sport Department and ITU and ETU Technical Committee. The 2019 European Championships bid document will give the opportunity to LOCs to bid for a super sprint race and ETU will try to have an indoor European Cup Triathlon in Liévin (FRA).

Be inclusive with Private Organisers as far as they recognize our Role of Governing Body of Triathlon.

2. MAXIMISE THE PROFILE OF TRIATHLON

2.a. Continue to promote Age Group (AG) participation

STATUS

AGs are important stake holders of all NFs. We will be the only EF to stage in Glasgow the European Championships for AGs.

The presence of the AGs' Championships (World/Continental) during the same week end of the Elites , is one of the unique characteristic of our Sport .

Because of that ETU has started sharing the best practices on AGs among our NFs by organizing round tables.

The outcome of the round table is a set of recommendations for NFs and LOCs.

AGs' activities is one of the Criteria to select the BEST NF of the year.

ACTION PLAN

ETU role is to:

- spread the best practices;
- include in the Bids for European Championships the "requirements" to have a memorable experience;
- define the max level of the Entry Fee;
- give importance to the Medal Table;
- support Qualification Races;
- include Anti-Doping activities.

2.b. Improve the Triathlon European Junior Circuit

STATUS

ETU started with a Junior European Cup circuit in 2006. 8 events in 7 countries were part of the circuit that year, with an average of 45 athletes participating. Since then the amount of races raised to 10-12 while the average amount of athletes participating per race has even doubled.

Between 2006 and 2016 24 different countries (20% from the cat 2 NFs, 45% cat 3, 67% cat 4 and 90% cat 5) organized at least 1 Junior European Cup. Due to the popularity of organising Junior European Cups since??? each NF can only organize 1 junior race per year. From the 10 countries organizing a Junior European Cup in 2017 10% was a cat 2 NF, 27% cat 3, 25% cat 4 and 30% cat 5.

A Junior Ranking has been created in 2006 and since 2014 ETU has introduced 10.000€ Prize money for the first 3 NFs based on the Junior Ranking.

ACTION PLAN

2018: attracting more juniors and U23 athletes at the elite and junior races by providing U23 pool prize money to the top 10 ranked athletes) and an additional 10.000€ NF pool prize money for the top 5 Category 2 and 3 NFs.

2019: to explore other race formats to increase elite/junior participation. For 2019 within the ETU European Cup bid documents LOCs can bid for a super-sprint distance (junior) European Cup. Also ETU is planning to organise an indoor (super sprint) Triathlon European Cup race for elite and juniors on 2 March 2019 in Liévin, France;

Be more selective in the allocation of Junior European Cups.

Evaluate the outcome of the TV coverage in Loutraki Event in 2018 : something similar could be done to promote our Junior Circuit.

- 2020-2021: to give opportunity to all National Federations to organise an ETU sanctioned event. Especially encouraging NFs Cat 2-3 to organise of a Junior European Cup.

Dividing Europe in subregions and making sure each region has at least 1 European Cup and 1 Junior European Cup. With the assistance of the development committee ETU wants to focus more on Cat 2 and 3 NFs to organize an event.



3. DEVELOPE THE SPORT

3.a. Continue to support with our funds development of triathlon in Europe

STATUS

We receive from ITU an yearly instalment of 160K\$

Since 2013 ETU has supported the Development activities with its own funds. 2013 20.000€
2014 60.000€ 2015 47.000 2016 55.000 2017 60.000

ACTION PLAN

The instalment we have received from Baku and Glasgow has been split in the years and mostly allocated to Development:

2015-2018 55.000€/year from Baku

2019-2021 80.000€/year from Glasgow

We are working to find other source of income in order to support our NFs.

Increase the instalment from ITU and ETU.

3.b. Encourage all NFs to improve the development of the sport

STATUS

Since 2011 ETU divided the affiliated NFs in 5 categories and all NFs within category 2 and 3 receive financial support for the development of triathlon in their country. Furthermore ETU organizes in cooperation with ITU Development coaches (cat 2 and 3 only) and Technical Official education (3 levels).

ACTION PLAN

2018-2021:

- assisting NFs in category 2 and 3 in a financial and logistic way to promote and develop the sport of triathlon in their country (see 3.a);
- support ITU in increasing the number of certificated coaches in all cat 2 and 3 NFs by organizing courses within the regions and support the organizing NF in a logistic and financial way;
- assisting NFs in increasing the number of certificated Technical Officials in all NFs by selecting the regions where the different levels of courses is needed and support those courses in a logistic (cat 4 and 5 NFs) and financial way (cat 2 and 3 NFs).--> ask Zita/Eugène....

2018-2020:

- having new European NFs participating at the Olympic Games. Since 2000 27 NFs had at least 1 athlete at the Olympics of which only 5 are part of the ETU development programme (consisting of 19 NFs). Therefore ETU would like to continue assisting NFs of cat 2 and 3 to have their athletes participating at a development camp (focus OG 2024-2028) or being part of the ETU development team (focus OG 2020-2024) or ITU development team (focus OG 2020-2024).

2019-2021:

- increase the number of NFs competing at the European Championships in all categories (youth, juniors, elite, para and age group) and junior and elite Triathlon European Cups by making sure the selected cities are easy reachable, there is a wide range of hotels, a low entry fee,... . Keep monitoring the statics of our events and contact the NFs that have no athletes within our events to find out their needs and to help them in any possible way.
- ensure, by organizing courses for Event Organizers , that every NF affiliated to ETU has the potential to organize an ETU sanctioned event. Assist small federations with the organization of a regional Championship, have lower event fees for cat 2 and 3 NFs,...
- support the development work of multisport by organizing the Multisport European Championships (first edition in 2018).

3.c. Have all our European Nations represented

STATUS

The last couple of years ETU has grown from 38 affiliated National Federations to 43 National Federations, partly due to the good work of the ETU Development Committee in cooperation with the ETU Executive Board and ITU. However at least 7 countries are not yet part of the European Triathlon family (Bosnia Herzegovina, Kosovo, Albania, Montenegro, Monaco, Andorra). At this stage Monaco is only hosting 1 club that is affiliated to the French Triathlon Federation.

ACTION PLAN

As according to our Articles of Association ETU cannot have NFs affiliated to ETU when they are not affiliated ITU, ETU is depending on ITU. ETU will therefore work in close cooperation with ITU to increase the number of affiliated NFs . ETU will leverage on the fact that the ITU President is as well IOC member in assisting us.

3.d. Support and encourage the Exchange of Young Athletes across ETU/ITU

STATUS

ETU already tried in the past to have a cooperation of National Federations regarding athlete exchanges. A formal proposal has been presented at Lisbon Congress in 2016 . At the time 4 NFs volunteered to start with the exchange program (France, Great Britain, Italy, Spain)

No follow up

ACTION PLAN

As ETU is still believing in the project of Young athlete exchange. ETU will do again everything that is necessary to have this project started in 2019.The Project will be represented in 2018 to the NFs. If there will be no interest this project will be dropped.

Investigate the possibility to be supported by EU Erasmus+ funds .

4. STRONG AND EFFECTIVE LEADERSHIP

4.a. Provide finance sustainability

STATUS

We have increased our ETU reserves in the years :

2012 174.000 2013 206.000 2014 222.000 2015 271.000 2016 254.000
2017 265.000 2018 215.000 budget.

We have been able ,with our working model , to keep our fixed cost to a low level.

Our Administration costs (62.000€) are around the 20% of our turnover.

We assume that the right level of Reserves should be around 175.000€.

ACTION PLAN

- Continue with the same strategy : keep administrative costs low , and leverage on the services provided by the Itu administrative structure . There is the need to formalize the level of support for the future . Leverage on the great support provided by the NFs Cath 4-5 .

4.b. # BeClean strategy: promoting healthy environment

STATUS

Doping control is mandatory at all elite European Cups and European Championships (juniors, para, elite)

Since 2017 there is a separate tab at the ETU website on BeClean (see link: https://europe.triathlon.org/anti_doping/). It contains some relevant information regarding anti-doping (as the WADA code and the prohibited list).

ACTION PLAN

1. Educate (elite) athletes
2. Create an online education platform
3. Creating proactive behavior

Goals per year

2018

- Introducing term #beClean in all race briefing of European Cups;
- invest in doping tests at junior European Cups;
- Focus on AG Glasgow in alliance with LOC and BTF;
- Gather best practices from NFs to build ETU practice.

2019

- ETU #BeClean guidelines on website focusing on Juniors and U23;
- mandatory for LOCs to have at least 1+1 doping test at junior European Cups;
- #BeClean part of Triathlon Youth Championships Festival and development activities;
- Baseline measurement athletes awareness;
- Development online training in English;

- Online training available;
- All participants in ETU Cups are obligate to do online training;
- Focus on coaches and Board members and NF employees;
- Introducing #BeClean ambassadors.

2020

- Focus on paratriathlon and NF employees;
- All paratriathletes obligate to do online training;
- Of each NF at least one employee and one Board member did online training;
- Translation of online training to country specific language.

2021

- Follow-up baseline measurement to evaluate #BeClean campaign;
- All European Championships have both elite as well AG doping tests.

