

# RUN FOR HEALTH



EDUCATIONAL MATERIAL:

Trends in European running events

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# TOPICS

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- Popularity of running as leisure time activity
- Rise and diversification in running events
- Digitalization
- Sustainability
- Future trends



# OBJECTIVES

## LEARNING OUTCOMES

**By the end of this module, trainees should be able:**

- 1) To understand trends in European running and running events (1960-2020)**
- 2) To explain and discuss current and future trends in running events**



# EXAMINATION MATERIALS

## **Formative**

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- Multiple Choice Questions and class discussions

## **Summative**

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- Essay Questions

# TRENDS

## POPULARITY OF RUNNING AS LEISURE TIME ACTIVITY

- <1960: competitive, track and field clubs
- Late 1960s: public roads, social status symbol yuppies (*first running boom*)
- 1970s-1990s: spread from USA to Europe, and later stagnation
- 2000s: new segments/profiles of runners, completing > competing (*second running boom*)
- Today: experience economy, changing needs (*third running boom?*)

Based on Scheerder et al. (2015); Van Bottenburg et al. (2010)



# TRENDS

## RISE AND DIVERSIFICATION IN RUNNING EVENTS

- Marathons → multiple distances (5K, 10K, etc.)
- Rise in number of small-scale events + unique experience runs (mud, color, trail, etc.)
- To create added value and new opportunities
  - Association with other sectors (e.g. education, tourism, culture, large elite sport events, etc.)
  - One day events → multiple day events

Based on Andersen (2020); Scheerder et al. (2015)

Based on results of R4H-project



# TRENDS

## DIGITALIZATION

- Among organizers
  - Promotion: digital marketing and social media (e.g. influencers)
  - Services: from finish times to live time measurements
- Among participants
  - Wearables
  - Online sharing with (virtual) friends and community

Based on results of R4H-project



# TRENDS

## SUSTAINABILITY

- Environmental
  - Implementation of Sustainable Development Goals (SDGs): green events (label)
    - Reduce ecological footprint / strive for carbon neutral events:
      - Recycled race shirts
      - Reusable drinking cups or edible water globules
      - Edible packaging of snacks
      - Sorting of waste and banning plastic
      - Renewable energy
    - Sustainable use of infrastructure
      - Bicycle parking and (encouraging) public transport
      - Capacity of public domain / nature
- Social
  - Target vulnerable groups
  - Charity

Based on results of R4H-project





# TRENDS

## FUTURE TRENDS

- Smart connections
  - Seek for opportunities to offer unique experiences / packages
- Covid-19
  - Future for small-scale or large-scale events?
  - How to reduce contacts?
  - Virtual events
    - Need among participants?
    - How to create the same excitement and experience as real-life events?

Based on results of R4H-project



# QUIZ! Let's test.

1. Which of the following segments of runners began running more often at the start of the new millennium?

- a) Children
- b) Women and elderly
- c) Individuals with a track and field club membership
- d) Men

# QUIZ! Let's test.

2. What was the most popular location to run before 1960?

- a) On public roads
- b) On athletics track in track and field clubs
- c) On treadmills in fitness centers
- d) All locations were equally popular

# QUIZ! Let's test.

3. Which of the following is not a typical example of a so-called experience run?

- a) Mud run
- b) Urban trail
- c) Marathon
- d) Color run

# QUIZ! Let's test.

4. Which of the following initiatives on running events is a typical example of social sustainability?

- a) Offering snacks in edible packages during and after the race
- b) Encouraging sustainable transport
- c) Striving to use renewable energy
- d) Donating the profits of the running event to good causes

# QUIZ! Let's test.

5. What are *yuppies*?

- a) It is the abbreviation for Young Unknown Protagonists. These are new and unknown segments that entered the running market at the start of the new millennium and played an important role in the further development of running and running events
- b) It is a synonym for so-called experience runs
- c) It is the abbreviation for Young Urban Professionals. Young and working people living in cities that started running in the 1960s as a social status symbol
- d) People that participate in running events to have a nice time

# ESSAY QUESTIONS



WHICH OTHER TRENDS CAN BE IDENTIFIED REGARDING EUROPEAN RUNNING EVENTS?



WHICH CHARACTERISTICS DOES A COVID-19-PROOF EVENT CONTAIN?



WHICH EVENTS CAN BE IDENTIFIED AS BEST PRACTICES AS REGARDS 'SEEKING SMART CONNECTIONS'?

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