

PLANNING AND MANAGEMENT OF EUROPEAN UNIVERSITIES CHAMPIONSHIPS (EUC)

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EUSA is an organization of the national university sports federations in Europe.

- Founded in November 1999 in Vienna/Austria by 25 national federations.
- The Secretariat is based in Hannover/Germany.
- The total number of countries-members is 35.

EUSA Objectives

- to maintain and develop regular communication
- to co-ordinate competitions, conferences, mass-sport-events and other activities both at university and national level
- to represent university sport to European organizations
- to disseminate throughout Europe the ideals of university sport

Four component parts of PE and sport programs in Unis

1. The required class or basic instruction programs
2. The intramural and extramural programs
3. The interuniversities program in country or abroad
4. The non-organized sport and leisure activities

European Championships – High Competitive Sport

- The first EUC were organised in Basketball (Aveiro/POR) and Volleyball (Belgrade/YUG) in 2001
- For most highly skilled students
- Receives more publicity
- Values: Fitness, skill, individual and social development

Operative Goals of Uni Sport

1. Entertainment
2. National Sport Development
3. Financial
4. Transmission of culture
5. Carrier opportunities
6. Public relations
7. Athlete's personal growth
8. Prestige
9. Achieved excellence (Bucher, 1983)

Countries participation in EUC (men – women)

	SPORT	2001	2002	2003	2004
1	Basketball	5-3	11-9	12-7	
2	Volleyball	6-8	10-11	11-9	POR
3	Tennis		5-5	-	
4	Football			12-4	POL
5	Karate			6-3	
6	Cross Country				GRE
7	Beach Volleyball				AUT
8	Badminton				
9	Futsal				

Organizational problems of the current situation

- Less interest for host countries
- Limited promotion (internet, media)
- Lack of communication
- Limited time from the entrusting to the host partner to the event realization
- Repetition of the same managerial activities
- No free dates

Alternative Options

- Separate events every 2 years
- Separate twin events every year
(one team – one individual sport)
- Regional Championships
- Leagues in groups

European Universities Games

- Every 2 year in the same place
- 1 week - July
- 6-8 obligatory sports with 0-2 additional
- 2000 – 3000 total participants
- Sport for all event(s)
- A cultural program
- A educational conference
- Separate EUC per other sport



EUROLYMPIC.ORG
The European Olympic Committees

*The EYOF

In 1990, on the initiative of Dr. Jacques Rogge, the EUCs launched the "European Youth Olympic Days" (EYOD) now called EYOF (European Youth Olympic Festival), **the only polysports event on this Continent.** These European Youth Olympic Festivals, which have a Summer and a Winter edition, are organised every other year.

Advantages of the EU Games

- Mega event
- Central management
- Bigger participation
- More promotion
- Force for European cohesion
- Broadcasting rights
- Marketing

Impact in the host city

- Less cost than other sport events
- Tourism attraction
- Marketing opportunity
- Catalyst for urban development
- City image
- New or renewal sport venues for citizens