

ACES Europe

European Capitals and Cities of Sport Federation

Michelle Vorel-Adams

ACES UK President



Who are ACES Europe?

- ▶ Non-profit association based in Brussels created in 1999
- ▶ Assign every year recognitions of European Capital, City, Community & Town of Sport
- ▶ Recognised by the European Commission in the White Paper (Art.50)



Awards



- ▶ European Capital of Sport
- ▶ 1 award per year to a capital of a country or city with more than 500,000 inhabitants



- ▶ European City & Community of Sport
- ▶ 1 award per year to a city between 25,000 to 500,000 inhabitants



- ▶ European Town of Sport
- ▶ 1 award per year to a town of less than 25,000 inhabitants



- ▶ World Capital of Sport
- ▶ Same format as the European Capital of Sport but outside Europe with main support of international organisations



- ▶ European Sport and Healthy Company
- ▶ ACES Europe and DCH-International Organization of Human Capital Directors (EHCA – European Healthy Companies Association) have joined forces to recognise publicly the effort made by those companies promoting sport and health among their employees



Awards



- ▶ Over Capital 20 awards
- ▶ Malaga, Budapest, Sofia, Marseille, Prague, Torino, Cardiff, Antwerpen, Istanbul, Valencia, Madrid



- ▶ Over 100 City awards
- ▶ Bacau, Ostend, Kosice, Stoke on Trent, Bristol, Bordeaux, Santander, Nice, Limerick, Varese, Gateshead, Innsbruck, Leicester



- ▶ Over 10 Community awards
- ▶ Shetland Islands, Isle of Man, Three Borders, Valle Veraita, Rewal



- ▶ Over 70 Town awards
- ▶ Belisce, Coin, Saint Vincent, Zittau, Sligo, Alp, Buzet, Evrotas, Olecko, Athlone



- ▶ None awarded to date



- ▶ Two awards
- ▶ Elpozo, Grupo Cofares



How to present a Candidature

- ▶ First step is receive a Letter of Intention from the Mayor of the city which wants to be a candidate at aces@aces-europa.eu or hugo.alonso@aces-europa.eu
- ▶ After the candidature is confirmed ACES Europe starts the official procedure:
Sign Regulations
Fee as candidate
Bid File
- ▶ Plan and visit the city by the Evaluation Committee
If the candidature gets the score to be awarded it receives the recognition in a Ceremony at the Euro Parliament (Brussels)



Bidding for an Award



- ▶ European Capital, Cities, Towns and Communities of Sport candidates must, as part of their candidature, provide ACES Europe with a bid file containing the answers to the questions (criteria) included in the guidance for the development of the bid file
- ▶ The eligibility criteria has been established by ACES Europe to have a thorough understanding about how the candidate cities promote in the population, through sport, the values of ACES Europe: enjoyment in exercise, willingness to achieve, sense of community, learning fair play and improvement of health
- ▶ The organisation of cities should develop a bid file to present its candidature providing information to respond to each of the points outlined in the eligibility criteria
The same criteria will use by the Evaluation Committee to assess the candidature during the visit.
- ▶ There is a candidate fee required on submission of the bid plus costs to use the image rights if the bid is successful



Obligations

- ▶ Responsibility as awarded city during the year
- ▶ Respect of the image rules
- ▶ Minimum of developing an International Congress or International Sport Competition
- ▶ Design a sport calendar with activities which promotes health, wellbeing and integration
- ▶ Minimum of developing an International Congress or International Sport Competition
- ▶ Memory and conclusions after the year with results



Benefits & Opportunities

What does it mean to be awarded by ACES Europe?:

- ▶ International recognition
- ▶ High visibility and political buy-in
- ▶ Potential to attract investment in services & develop new partnerships
- ▶ Put in value the sport policies of the destination
- ▶ Take part in the biggest network of cities of sport in Europe
- ▶ Share experiences between members
- ▶ Participate in several congresses and conferences during the year
- ▶ Increase and improve sports policies if possible



Stoke on Trent 2016

Example major benefits:

- ▶ Platform event UK Corporate Games secured for 2015
ACES delegation visit
- ▶ Up to £3.5m secured at outset within the City Council
plus:
Coca Cola £237,000, Spirit of 2012 / EFDS £245,000,
Sport England £250,000, Table Tennis England £15,000 & much more
- ▶ Enhanced Partnership Working (LOC)
- ▶ Reputation Gains and Improved Image
- ▶ Fostering of a Local 'Feel Good' Factor



Major Events in 2016

- ▶ Opening Ceremony
- ▶ Lord Mayor's Games
- ▶ Sports Psychology Jam
- ▶ 1966 Dinner
- ▶ Heart of the City Tour
- ▶ Corporate Cup of Soccer
- ▶ Corporate Cup for Netball
- ▶ Corporate Cup for Dragon Boating
- ▶ Pearl Izumi Tour Series
- ▶ Darts for Donna Louise
- ▶ England vs Greece Table Tennis
- ▶ StreetGames Festival
- ▶ Sports Personality of the Year Awards
- ▶ StreetGames Community Safety Conference
- ▶ Paralympics GB Carnival
- ▶ Summer Celebration
- ▶ Aviva Women's Tour
- ▶ UK Triathlon
- ▶ Run for Fun



Marketing and Promotion 2016



**City goal is clear
in sprint for title**

Potteries short-listed for prestigious sport accolade



Extensive Coverage

- ▶ Television
- ▶ Local and National Newspapers
- ▶ Social Media Engagement
- ▶ Local, National and International Events Coverage



Legacy

- ▶ **Antwerp**, European Capital of Sport 2013 increased in almost 10 points the Active people in the city (from 48% to 56%)
- ▶ **Logroño**, European City of Sport 2014, research from La Rioja University says that due to the award the ROI in the city was 44,500million euros
- ▶ **Torino**, European Capital of Sport 2015, more than 1,000 sport events during the year
- ▶ **Valencia**, European Capital of Sport 2011, created a European Observatory of Sport Good
- ▶ **Funding**, more than 50 cities have been involved in different EU Grants during the last years
- ▶ **Media Impacts**, More than 1.500 million impacts per year in medias: on line, off line, radio, tv, papers, magazines, events, activities...

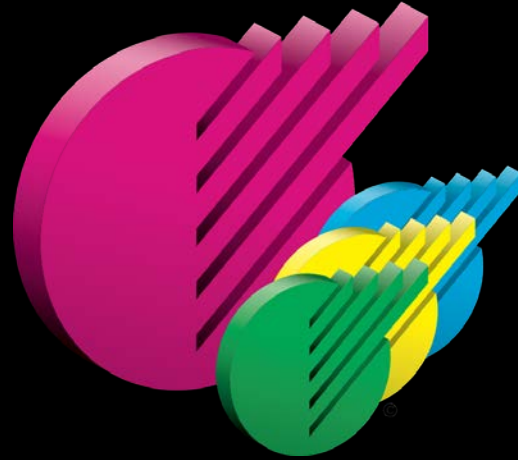


ACES Europe

European Capitals and Cities of Sport Federation

Think your destination could become
the next award candidate?





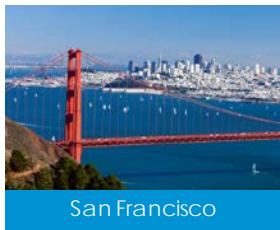
World Corporate Games

Michelle Vorel-Adams
Chief Operating Officer – UK & Europe

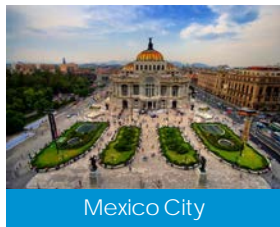
THE ULTIMATE MIX OF SPORT, BUSINESS & TOURISM

The *Worldwide Corporate Games Community*

The *Worldwide Corporate Games Community* has grown year after year thanks to the great support of cities around the globe since 1988



San Francisco



Mexico City



Athens



Tokyo



Sydney

THE ULTIMATE MIX OF SPORT, BUSINESS & TOURISM

What are the *Corporate Games*?

Multi Sport Festivals for Businesses

Open to all for the benefit of all

Teams – Tiny or Tremendous – represent every size and kind of business, institution or organisation

Team Members include Colleagues, Clients, Family and Friends

Any Age

No Qualifying Standards

Disabled integrated



THE ULTIMATE MIX OF SPORT, BUSINESS & TOURISM

Corporate Benefits

The *Corporate Games* offers unrivalled Corporate benefits and Business opportunities.

- Team Building
- Staff Integration
- Business Networking
- Brand Promotion
- Promote Health & Fitness in the Workplace



Get Fit For Business

Every **£1 invested in workplace wellbeing** results in an estimated **saving to society of £2.37**
– Public Health England.

More than **130 million days** are lost to sickness absence every year in the UK, and working age ill health has an annual cost to the economy of more than **£100 billion**.

The Health and Safety Executive estimate that **11.7 million working days** were lost to stress, depression or anxiety in 2015/16

- Reduces Absenteeism
- Increases Productivity
- Increases Staff Retention
- Improves Staff Morale



UK Corporate Games History



Liverpool



Coventry



Manchester



Newcastle Gateshead

2018	Stoke on Trent & Staffordshire
2017	Nottingham
2016	Europe Corporate Games Liverpool
2015	Stoke on Trent & Staffordshire
2014	World Corporate Games Liverpool
2013	Coventry
2012	Preston
2011	Loughborough
2010	Liverpool
2009	Brighton
2008	World Corporate Games Leeds
2007	Sheffield
2006	Swindon
2005	Manchester
2003/4	Newcastle Gateshead
2002	Norwich
2001	Limerick
2000	World Corporate Games Aberdeen
1999	Limerick
1998	Bracknell
1997	Belfast
1996	Aberdeen
1995	Peterborough
1993/4	Milton Keynes

Participating Organisations

The *Corporate Games* are the world's largest corporate multi sports festivals.

Over **28,000** organisations and **1,000,000** athletes have competed worldwide across the last 30 years.

Teams travel from all over the UK to meet local companies for sport, fun and business!



Games 80+



Games 70+



Games 70+



Games 65+



Games 50+



Games 30+



Games 35+



Games 25+



Games 20+



Games 40+



Games 25+



Games 20+



Games 30+



Games 45+



Games 25+



Games 20+



Games 25+



Games 20+



Games 25+



Games 40+



Games 20+



Games 25+



Games 20+



Games 30+



Games 30+

THE ULTIMATE MIX OF SPORT, BUSINESS & TOURISM

Corporate Games Patrons

Nelson Mandela

President of South Africa

François Mitterand

President of the French Republic

Gordon Banks OBE

Former England international
goalkeeper

HRH Princess Anne

The Princess Royal UK

HE Sheikh Nahayan Mubarak Al Nahayan

Minister of Higher Education and Scientific
Research

Sir Alex Ferguson

Manager Manchester United Football Club

To name a few...



Key features of the Games

Great Celebrations, Parade and Parties to create interaction among and within the Teams & Organisations

- SuperCentre Registration
- Opening Celebration
- Business Enterprise Day
- Great Games Party
- Closing Awards Celebration



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Facilities



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Closing Awards Celebration

Organisations & Athletes can win prestigious Awards

- Sport for Life Grand Award
- Medallist Award
- Championship Division Awards
- Sport Championship Awards
- Games Medals



Sports

Open to All

- 26 Sport Programme (example sports below)
- Individual and team competition
- Open equally to women and men with mixed team events
- For skilled, semi-skilled or novice participants
- Competition classes: Open 30-39 40-49 50+ 60+

Individual

Cycling
Running
Golf
Tenpin Bowling

Racquet

Tennis
Badminton
Squash
Table Tennis

Team

Beach Volleyball
Soccer (5s, 6s & 11)
Basketball
Hockey
Rugby 7's
Netball
Cricket 8s
Volleyball

Fun

Dragon Boat
Karting
Touch
Poker
Softball



Testimonials



Based on feedback from participants, this year was again a massive success! 99% rated their overall experience of the **Corporate Games** as either Extremely Satisfied or Satisfied, with 96% agreeing that their morale has increased & 73% increased the amount of exercise/fitness level as a result of taking part. The Games is a fantastic event and brings people together in a fun and competitive environment outside the office.



I cannot describe how impressed we all were with the games this weekend. My whole organisation is buzzing, and I'm seeing competitors and medalists alike acknowledging each other and 'high fiving' on corridors where previously they would have passed in silence. There's not been much to smile about in the police for some years now, so I'm not overstating the positive effect this event has had. Sports sections have been reinvigorated, friendships and bonds have been rediscovered, and I've even seen pictures of medallists up in the office to welcome them back.

This is down to you and your team's hard work, patience and dedication and as Nott's Police captain I'd like to add my thanks on behalf of my colleagues.

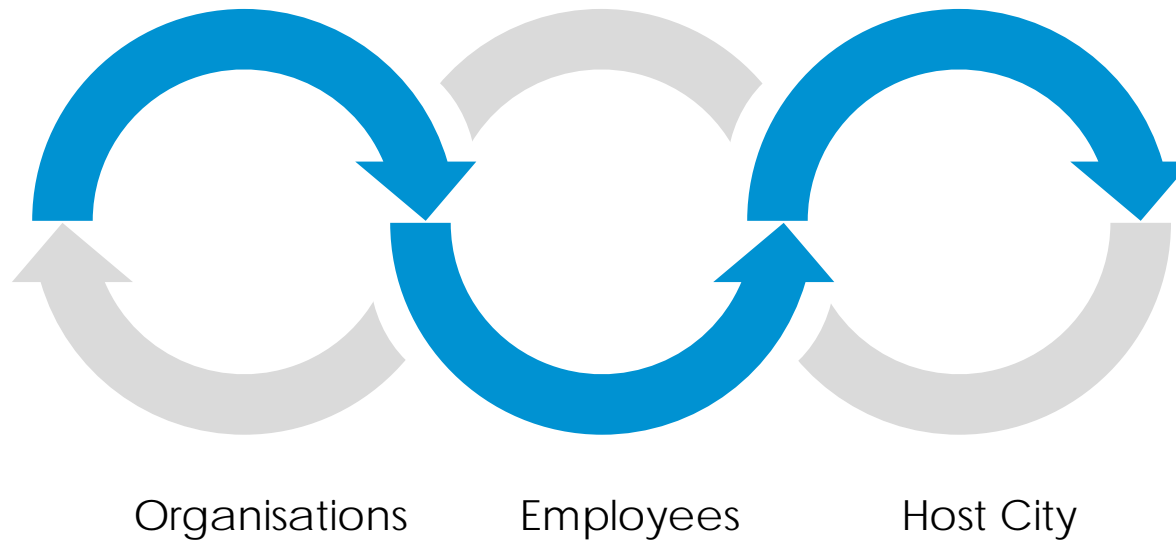


Browne Jacobson entered the Games for the first time in 2017 with a team of over 70. We all had a really enjoyable weekend and the spirit we built in the training running up to the Games has been excellent. The inclusive way it has been handled has encouraged some to become more involved in wider activities at Browne Jacobson. Our involvement of the Games drove an improvement in health and wellbeing, with over 75% also engaging in training before the Games and 64% of people feeding back that they had improved their overall fitness. Beyond even this, 96% of people stated that they had met at least one person that they wouldn't normally have the opportunity to speak to and also improved their knowledge of the business.

The Games gave everyone the opportunity to be an ambassador for our firm and across our participants we generated over 750,000 impressions on twitter, reaching 25,000 accounts using #TeamBrowneJacobson. We feel we are now building a legacy around health, wellbeing and collaboration from this starting point with 100% of our participants recommending it to others, 100% wanting to take part next year and an overwhelming 91% of our competitors wanting to maintain their training groups moving forward. It is safe to say that the Games has exceeded our expectations.

The Beneficiaries

Unrivalled Benefits - Unlimited Opportunities



BUT SO MANY MORE!

Host City



- Generates immediate economic impact
- The Ultimate high profile multi-sport event, bringing vast numbers of visitors from influential companies around the World
- Worldwide promotion of the Host City to brand itself as a centre for corporate sport, fitness and healthy lifestyles
- Plus media, publicity and repeat visits ...

UK Corporate Games Nottingham 2017

5,126 participants and visitors

Nottingham & Midlands

Accommodation and food & drinks	£ 3,058,767
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Shopping and attractions	£ 535,284
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Travel and other	£ 229,408
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TOTAL	£ 3,823,459
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Source: Nottinghamshire Post, based on Ekos Ltd

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Official Charity

The Games provides an outstanding opportunity for all Participants and associated Organisations to fundraise and support the remarkable work undertaken by the Official Charity.




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Sponsorship Opportunities

The *UK Corporate Games* offers rich and varied opportunities for Sponsors and Supporters of every type, size and interest tailored to the budget and business objectives of the Sponsor.



OFFICIAL PARTNERS, SPONSORS & SUPPORTERS

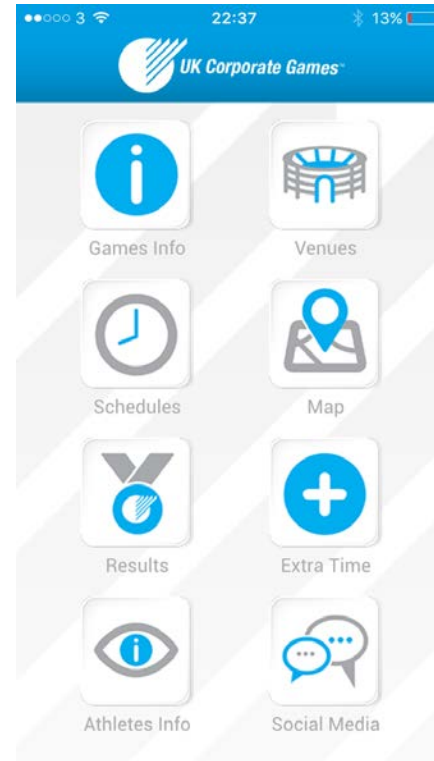
 City of Stoke-on-Trent	 Staffordshire County Council	 Keele UNIVERSITY	 STAFFORDSHIRE UNIVERSITY
 VULC Newcastle-under-Lyme College	 NEWCASTLE UNDER LYME SCHOOL COUNCIL	 The Trentham Estate	 Staffordshire Chambers of Commerce
Silver Champions			
			
Pre Games Conditioning Provider	First Aid Provider	Kit Supplier	Official Casino
			
Media Partner	Physiotherapy Provider	Accommodation Provider	Charity
			
			Branding Supplier
			
			Radio Partner
			

THE ULTIMATE MIX OF SPORT, BUSINESS & TOURISM

Corporate Games App Splash Screen

The Corporate Games app will have a splash screen.

Advertisement will stay on screen for 3 seconds every time the app is opened.

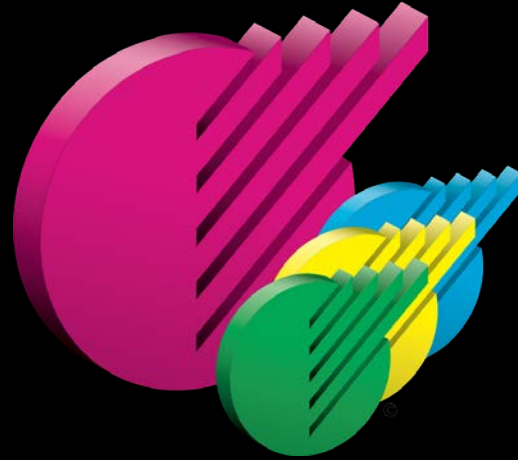


THE ULTIMATE MIX OF SPORT, BUSINESS & TOURISM

A Great Event

- Thousands of Participants
- Hundreds of Organisations
- Major Economic Impact
- The Capital of Corporate Sport





World Corporate Games

Are you ready to become the next host city?