

ACES Europe

European Capitals and Cities of Sport Federation

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



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



- ▶ None awarded to date



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



- ▶ 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...



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Think your destination could become
the next award candidate?

