

DNA Project – Head Coaches Workshop

European Athletics Convention, Lausanne, 26 Oct 2018

1. Welcome by the President Svein Arne Hansen
 2. Why DNA - background on the project
 3. Competition information for the European Games 2019
- Coffee break – (collection of questions)
4. Questions & Answers with technical experts
 5. Panel discussion on DNA prospects with athletes

Why do we need DNA?

Where are we coming from?



"It's all about innovation"
Svein Arne Hansen



**"To change or to be changed
that is the question"**
Thomas Bach



**"It needs to be a modern, athlete focused
sport, to be attractive & exciting to young people"**
Lord Sebastian Coe

Why do we need DNA?

Athletics has always evolved and is now facing the next step in it's evolution

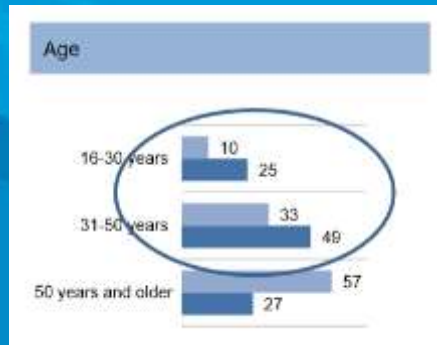
- As the first sport, the roots of athletics stretch back to the ancient Olympics and beyond
- In the past, athletics has evolved over and over again
- Today, a changing world calls for the next step of athletics' evolution

DNA is our answer to the call for change

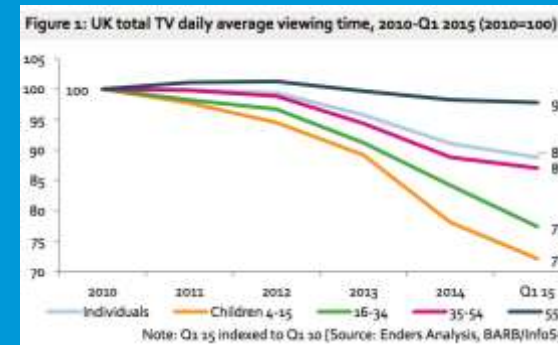


Why do we need DNA?

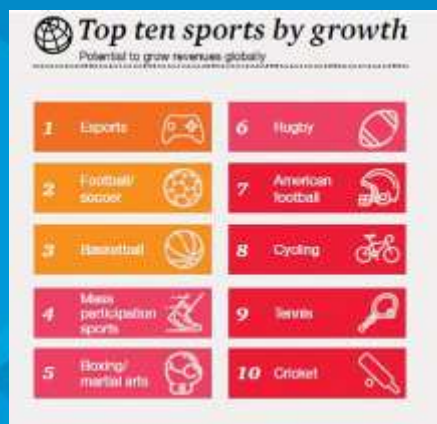
Athletics needs to change due to a number of reasons



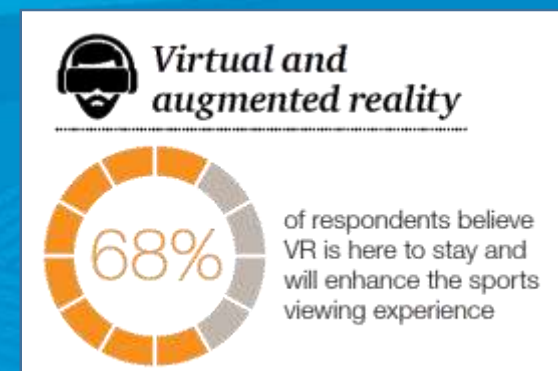
Athletics has an **ageing fan base** that is not being rejuvenated with young fans and participants



Consumer behaviour is changing radically, e.g. general TV viewership is decreasing while content consumption through other devices is increasing



New sports (e.g. eSports) and existing sports that managed to re-invent (e.g. Basketball, Cycling) are growing, whereas **athletics is not among the top ten sports by growth**



Digital technologies open up new opportunities for direct contact to consumers and revenue generation

Why do we need DNA?

What should the new format look like?

Extensive, Europe-wide surveys of a younger target group revealed the key characteristics of an appealing innovative athletics format:

- Team based competition combining male & female athletes
- Focus on the top disciplines – tying in with new trend sports
- Increase the role of the coach during the competition
- Short and compact setting
- Easy to understand, exciting and unpredictable until the end
- Digital media and technology interconnecting and engaging the fans with the event
- Live music and gigs



Why do we need DNA?

Take away I



Athletics is a great sport! To cope with the call for change, we need innovative formats of athletics that **complement** traditional formats and that meet the demands of a changing world, in particular of a younger, digital-oriented generation.

What is DNA?

What is DNA?

DNA is the „hip-hop version“ of classic athletics

„Hip-hop version“?

Because athletics can be compared with the evolution of music!



Classic music



New hip-hop music

+ Compared to classical music, hip-hop is a different music format

+ Some people prefer classic music
+ Some people prefer hip-hop music
Some people like both

+ The two forms of music are complementing but not replacing each other – it is still music!

What is DNA?

Traditional and new formats are designed to co-exist and create synergies

Classic Athletics

„Our core“ with main focus on:

- Elite pathways
- Existing formats & facilities
- Existing, well-known fans
- TV & traditional media for consuming

Dynamic New
Athletics

„Complementary branch“ with main focus on:

- Teams of elite & sub-elite athletes, clubs, schools
- New formats, new venues (e.g. nitro, street athletics)
- New, younger fans
- Digital media for engaging and interacting

What is DNA?

Take away I

DNA is not a one-off event for EG Minsk!



DNA is not designed to replace our existing elite athletics events!

Project Process for DNA

The project kicked-off in November 2015 with the Innovation Project

- In-depth market research, interviews, data analysis in 2016
- EOC contract Dec 2016 with EA participation at EG 2019
- Dedicated project team and resources
- Product Development in 2016 & 2017
- Test event and regulations in 2018
- Competition app developed in 2018
- European Games in June 2019
- Roll-out to follow

European Games 2019

general

Athletics Information European Games 2019 in Minsk



Athletics

- 23-28 June 2019, 4 competition days, plus 2 rest days, of knock-out tournament
- 120min match with 6 teams, up to 23 athletes per team, 10 disciplines (8 standards)
- Up to 30 teams qualified from ETCH 2017 – allocation process by 1 January 2019
- Up to 690 athletes (incl reserves) – travel paid for via NOCs
- Team Medals and individual medals for best performance in each discipline
- Teams are allowed to wear their national team vest with the logo of the national apparel provider in the field of play during the competition. Exact procedure to be agreed with NOCs
- European Games is part of the IAAF Ranking System (8 standard events)

Top 30 Teams qualified from ETCH 2017 for EG19

Top 30
Teams
qualified

1 GER	16 TUR	31 CRO
2 POL	17 POR	32 ISR
3 FRA	18 NOR	33 AUT
4 GBR	19 ROU	34 LUX
5 ESP	20 BEL	35 BIH
6 UKR	21 IRL	36 GEO
7 ITA	22 HUN	37 SRB
8 CZE	23 SVK	38 ISL
9 GRE	24 LTU	39 MDA
10 SWE	25 EST	40 MLT
11 FIN	26 BUL	41 MNE
12 SUI	27 DEN	42 ARM
13 BLR	28 SLO	43 MKD
14 NED	29 LAT	44 AND
15 RUS*	30 CYP	45 AZE

Waiting
List

Deadline for team allocation

- By 1 July 2018, MEGOC on behalf of the EOC and EA to inform the respective NOCs of their allocated quota places.
- By 1 January 2019, eligible NOCs must inform MEGOC whether or not they intend to participate in the Minsk 2019 European Games.
- By 15 January 2019, MEGOC will inform EA about using of allocated quota places by the NOCs.
- By 1 February 2019, EA will reallocate all available unused quota places

European Games 2019 competition

Tournament Schedule

Stage	Qualification	Tournament				
Final (6Q)	place 1-2-3	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>				
Semi-Finals (12Q)	top 3 advance to Final	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>		<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>		
Quarter Finals Remaining 18 (24Q)	top 1 + 2 highest 2nd places advance to Semi-Finals	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>	
Qualification Pre-Round (30Q)	top 1 + highest 2nd place advance to Semi-Finals Rest team go to 24Q	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>	<div style="display: flex; justify-content: space-around; border: 1px solid black; padding: 2px;"> 1 2 3 4 5 6 </div>

Best 2nd team is selected according to highest number of points after 9 events

Athletics Schedule

- Opening Ceremony & Date of Arrival: 21 June 2019
- Training Date: 22 June 2019
- Six (6) Competition Days: Sunday, 23 – Friday, 28 June 2019
 - 23 June Day 1: Qualification Round
 - 24 June Day 2: Rest day
 - 25 June Day 3: Quarter finals
 - 26 June Day 4: Semi-Finals
 - 27 June Day 5: Rest day
 - 28 June Day 6: Final
- Closing Ceremony & Date of Departure: 30 June 2019
- Note: minimum 2 matches per team, maximum 4 matches

Team Draw for European Games 2019 in Minsk

Top 30 Teams qualified from ETCH 2017:

- a seeding list will be compiled based on the results of ETCH 2017
- teams are to be distributed to groups based on the zig zag distribution
- a draw to be done for the order of the matches in March 2019

Example: Zig-Zag distribution for Qualification Day 1				
Match 1	Match 2	Match 3	Match 4	Match 5
1	2	3	4	5
10	9	8	7	6
11	12	13	14	15
20	19	18	17	16
21	22	23	24	25
30	29	28	27	26

First 30 Qualified Teams from 2017 Ranking					
1 GER	6 UKR	11 FIN	16 TUR	21 IRL	26 BUL
2 POL	7 ITA	12 SUI	17 POR	22 HUN	27 DEN
3 FRA	8 CZE	13 BLR	18 NOR	23 SVK	28 SLO
4 GBR	9 GRE	14 NED	19 ROU	24 LTU	29 LAT
5 ESP	10 SWE	15 RUS*	20 BEL	25 EST	30 CYP

*Russian participation pending IAAF reinstatement

Tournament Schedule for European Games 2019

		23 June 2018		24 June 2018		25 June 2018			
Qualification		09:40-11:40	Group A	REST DAY		Quarter Finals	09:40-11:40	Group Aa	
		12:00-14:00	Group B				12:00-14:00	Group Bb	
	09:40-14:00 & 15:20-22:00	15:20-17:20	Group C				17:40-19:40	Group Cc	
		17:40-19:40	Group D				20:00-22:00	Group Dd	
		20:00-22:00	Group E						
		26 June 2018		27 June 2018		28 June 2018			
Semi-Finals	17:40-22:00	17:40-19:40	Semi-Final A	REST DAY		Final	18:00-20:00	18:00-20:00	FINAL
		20:00-22:00	Semi-Final B						

The basic competition format

6 national teams

- Mixed men and women
- Up to 23 athletes in each team, incl. reserves
- Focus on team tactics and strategy

Maximum 120 minutes

- Fast paced sequence of events
- Only one event at a time

10 events in total

- Focus on run, jump and throw
- New formats
- Traditional formats presented in a new way
- 8 events for WCH & OG standards

Simple scoring system with a grand finale crowning the winner

- The last event will determine the winner
- Everything counts
- Points ranging from 2 to 12: 12 points 1st place, 2 points 6th place

Overview of the events

1 6 Track Events

- 100m men & women
- 100m hurdles women & 110m hurdles men
- Mixed 4x400 relay: 2 men, 2 women, teams decide order
- ❖ The Hunt - Pursuit relay: short-middle-long sprint, 2 men, 2 women, fixed order

6 men + 6 women

2 3 Field Events

- Long jump women
- Javelin throw women
- High jump men
- Field events head to head in knock-out format

2 women + 1 man

3 1 Combined Events

- ❖ **Track' Athlon 1 man & 1 woman (Run-jump-throw)**

❖ (non standard event)

1 woman + 1 man

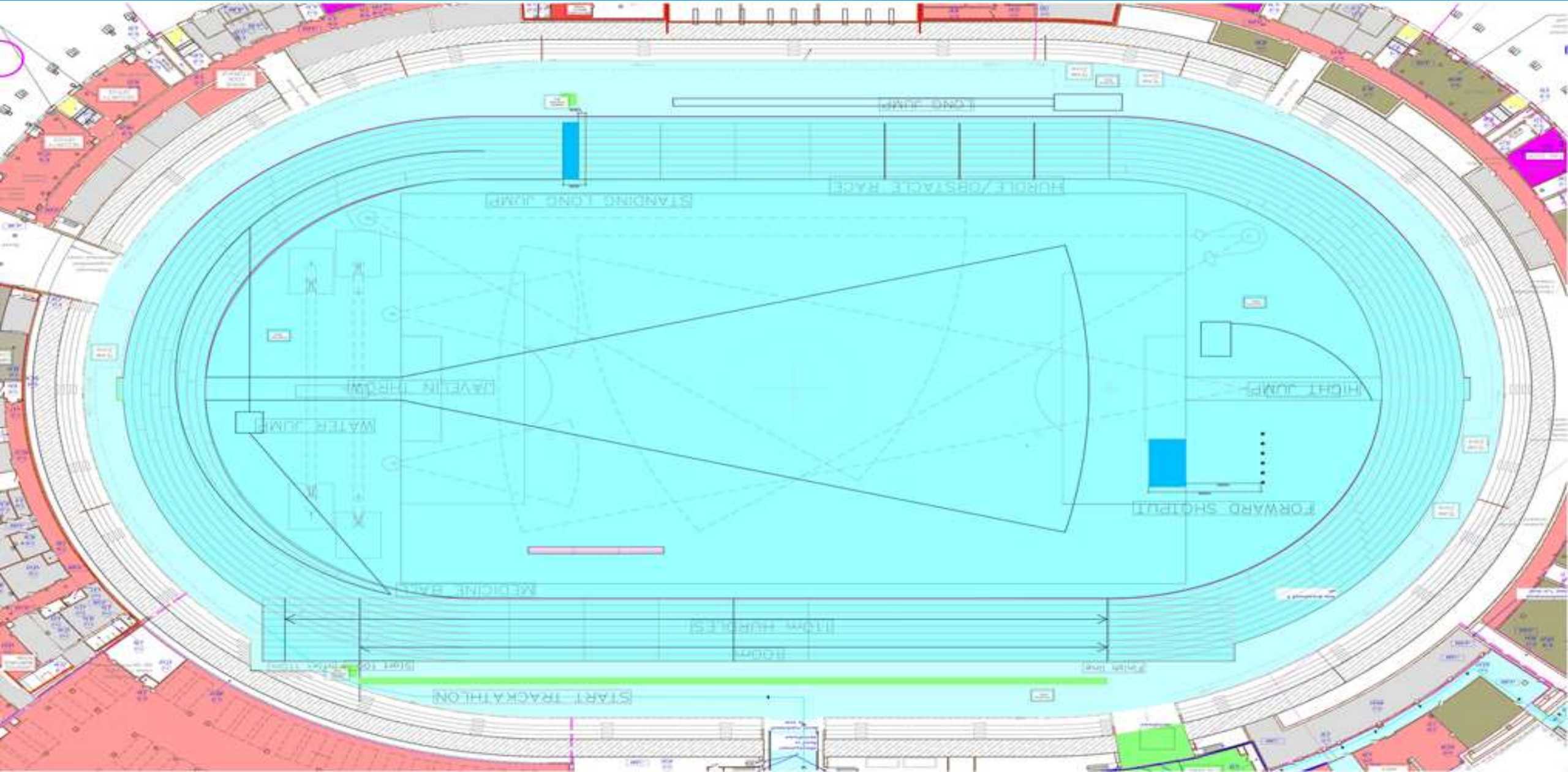
9 women + 8 men + 6 reserves = 23 athletes in total

Teams flow and Call Room Procedures



- **Teams'** zones and coaches zones inside
- Team members are actively supporting their team mates competing at that moment
- Call Room 1 for general checks for all team members going inside
- Call Room 2 '**standard**' procedures for athletes competing as per Call Room Schedule
- Call Room 1 at the warm-up level and Call Room 2 at the track level (before participating at their respective event)
- Two way flow between warm-up and competition venue
- Team stands adjusted to the team zone

Stadium layout



Mixed 4x400m relay

- Each team is to be composed of two men and two women. The running order is decided by the Team.
- Team composition to be announced by the time final declaration
- Running order can be changed for 2nd, 3rd and 4th leg during the race
- IAAF rule 170.20 shall be strictly applied, but the waiting athlete has to take his/her position latest the previous runner enters the home straight

Field events head to head system

Excitement through knock-out competition

- Two groups with three athletes in three rounds
- Jumping order and group composition by zig-zag according to SB
- **Head to head: 3 “spikes” win, 1 for tie, 0 for lost or foul**
- Knock-out
 - Qualification round robin
 - Ties in qualification decided by best performance according to IAAF rules
 - Final round by standing after qualification round
 - Final round order by comparison of the two athletes after qualification

Point allocation based on final round (0-12)

Stage	Round	Group A	Group B
Qualification	1	A1 v A2	B1 v B2
	2	A2 v A3	B2 v B3
	3	A3 v A1	B3 v B1
Final	5th place	3 rd Group A v 3 rd Group B	
	3 rd Place	2 nd Group A v 2 nd Group B	
	1 st Place	1 st Group A v 1 st Group B	

Note: if NM for all three attempts – no points for the team

① Feedback from the workshop participants ①

- Question/concern from Marton to make sure that the proposed format of head-to-head is treating athletes equally (as much as possible) in terms of waiting times between the jumps/throws.
- ① EA to discuss internally and come up with a proposal to change, if needed.

4 High Jump: Round 1 Heat 1 Record: HJ Official Results

Group A			Group B		
#1	#2	#3	#4	#5	#6
Egor Huptar RACCS 105	Artsiom Hrybailau BEARS 205	Kyarill Usatikay CROCS 305	Dziamyam Varanovich FOXES 405	Aliaksandr Charvontsau WHALE 505	Artsiom Markovich CHEET 605
1.85 ○	1.78 ○		1.85 ✕	1.85 ○	
	1.87 ✕	1.80 ✕		1.90 ✕	1.85 ○
1.92 ○		1.80 ✕	1.90 ✕		1.91 ✕
6	0	0	0	3	3

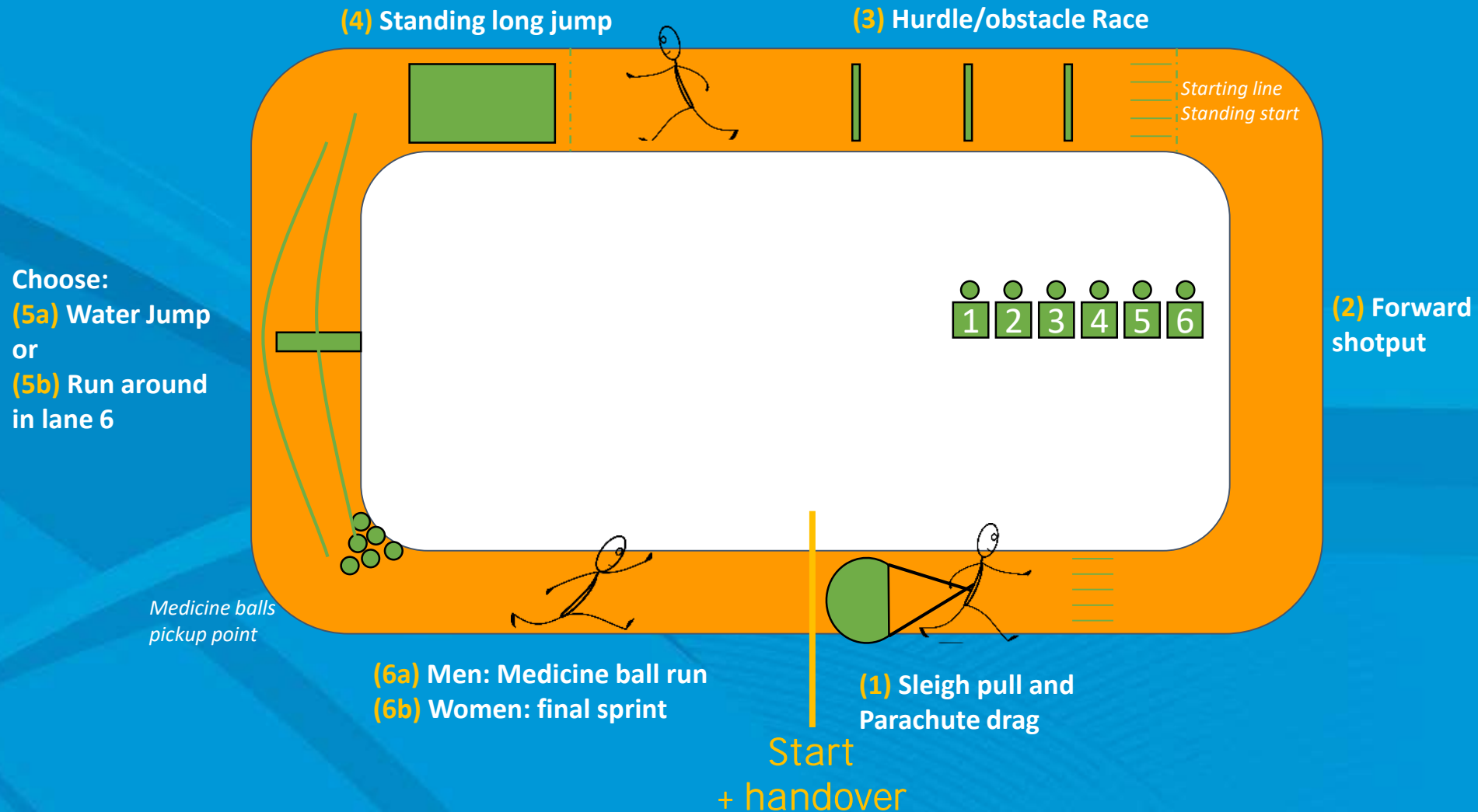
Finals

[CROCS] Kyarill Usatikay #305	6th 1.85 ○ ^{6 x 5}	5th 1.90 ○	Dziamyam Varanovich #405 [FOXES]
[BEARS] Artsiom Hrybailau #205	3rd 1.87 ✕ ^{4 x 3}	3rd 1.90 ✕	Aliaksandr Charvontsau #505 [WHALE]
[RACCS] Egor Huptar #105	1st 1.90 ✕ ^{2 x 1}	1st 1.85 ✕	Artsiom Markovich #605 [CHEET]

Clear data

Track'athlon

Final setup - overview



Track'athlon

2 laps: Men first, women second in reverse order (team number stays the same)

- (1) **Sleigh pull men & Parachute drag women** – approx. 40m run in lane 1-6. Then "drop harnesses"
- (2) **Forward Shotput** – men (7.26kg) to clear 14m in 1st attempt otherwise 12m in 2nd attempt or otherwise have 3rd throw;
women (4kg) to clear 14m in 1st attempt otherwise 12m in 2nd attempt or otherwise have 3rd throw
- (3) **Hurdle /Obstacle Race** – approx. 30 m /3 steeple barriers
- (4) **Standing Long Jump** – Clear 2,5m in 1st attempt for men, 2m for women, otherwise make 2nd jump to reach 1.5m
- (5) **Water jump or run longer distance** – choice between water jump or running in outer lanes
- (6) **a) Medicine Ball carry** – Men only (round 1) – pick up medicine ball (3 kg) after steeple chase barrier and sprint to handover for women to start second round with (1)
b) Final sprint – Women only (round 2)

Note: In case of the infringement of the relevant rules or track'athlon procedures, a team is to be penalized with deduction of 0.5 points for each infringement from their score after completion of track'athlon.

① Feedback from the workshop participants ①

- Concern from Ellio that parachute is possibly dangerous.
 - Suggestion from Greg to treat men and women equally: both should to the same, why not sleigh for both?
- ① EA to discuss internally and come up with a proposal to change, if needed.

The scoring in 9 events and final race

First 9 events – points per team

- **Track'athlon:** 0-12 points
- Long Jump women: 0-12 points
- 100m men: 0-12 points
- Javelin Throw women: 0-12 points
- 100m women: 0-12 points
- Mixed 4x400: 0-12 points
- 110m H men: 0-12 points
- High Jump men: 0-12 points
- 100m H women: 0-12 points

Teams can collect between 0 to 108 points to determine start position for last event

Last event – The Hunt crowning the winner

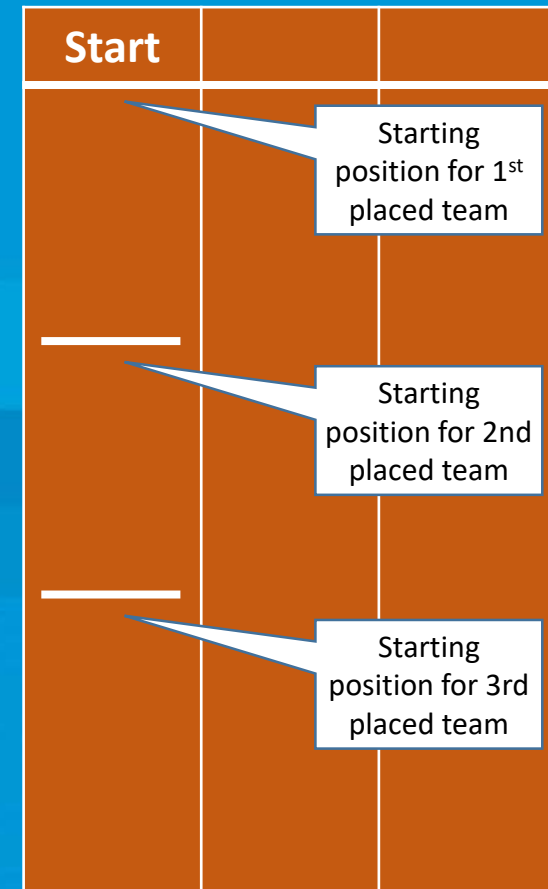
- Overall winner and final ranking will be based on finishing order of the Hunt

The Hunt - final pursuit race

The winner takes it all

- Final event
- 2 men, 2 women
- Relay with fixed distances: 800m (men) - 600m (women) - 400m (men) – 200m (women)
- Staggered start in lane 1:
 - Starting position determined by ranking after nine events
 - Point differences are converted into meters penalising lower ranked teams (e.g. 6th placed team starts at 50m behind the 1st placed team; conversion of points into distance: 1 point = 1 meter)
- Handover after each distance
- Whoever crosses the finish line first is the overall winner of the event

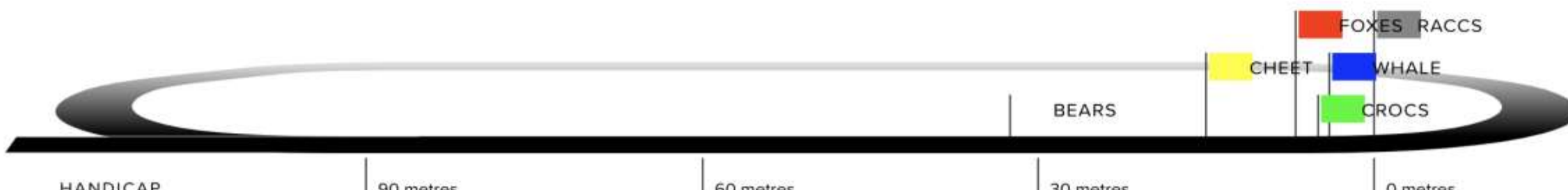
Note: possibility of using Gunderson method (time gaps) is being evaluated



OVERALL SCORES

Pos.	Team	2x400	LJ (F)	100 (M)	JT (F)	100 (F)	4x400	110H (M)	HJ (M)	100H (F)	Pts.	HndCap	Hunt
1	RACCS	2	10	12	12	4	8	4	11	10	73	0	1
2	WHALE	8	12	10	2	6	12	12	7	0	69	-4	2
3	CROCS	10	2	8	8	10	10	10	2	8	68	-5	3
4	FOXES	12	4	6	10	8	2	8	4	12	66	-7	4
5	CHEET	5	8	2	6	12	4	6	11	4	58	-15	5
6	BEARS	3.5	6	4	4	2	6	2	7	6	40.5	-32.5	6

HUNT STARTING POSITIONS





[What is DNA?](#)

[Why DNA?](#)

[Watch](#)

[European Games](#)

[FAQs](#)



www.dna.run

① Recommendations for the workshop participants ①

- Selection process for athletes is up to each federation considering the 2019 schedule. For **track'athlon**, it is recommended to have national trials to select the participating athletes.
- Urgently confirm with your NOCs your participation Minsk.