

THE FINAL REPORT



EUROPEAN MASTERS GAMES
TAMPERE 2023
#MASTERSTOGETHER

EMG 2023



INTERNATIONAL
MASTERS GAMES
ASSOCIATION

TAMPERE.
FINLAND

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INTRODUCTION

GREETINGS FROM CHAIRMAN OF THE LOC

The European Masters Games multi-sport event and festival was celebrated in Tampere in summer 2023 with a big heart, with an attitude produced by the Finnish “sisu” and above all, through friendship and a sense of community.

For two weeks, Tampere was transformed into a diverse festival city of international adult sports, where both people of Tampere and the guests could enjoy the atmosphere. The fanzone built in the city center allowed people to meet outside the competition venues and the spirit of togetherness between the athletes could be felt both at the venues and in the heart of the city. The participants and their numerous companions, who came from more than 70 different countries, brought us a great feeling of an international event and the people in Tampere were visibly proud of their own city.

More than 20 local sports clubs in Tampere did their best to organize an internationally high-quality sporting competition, regardless of what sport was in question. The event involved nearly 1000 volunteers, which made the EMG events run smoothly. Without their contribution, such an event would not be possible, so thank you very much for your commitment.

It has been great to work with the International Masters Games Association over the years. Of course, it has to be said that Covid19, the Russian invasion of Ukraine and the global inflation did not help our work along the way, but by working together towards to our goal we managed to overcome these obstacles. Our target of number of participants was not fully met due to global bans on gatherings and training during the Corona period for team sports, but the need to meet other people had not gone away. Many teams set their goals on participating the Games and restarted their already weakened activities. This, if anything, is the legacy we wanted to pass on to the world.



Concerns about immobility, both in childhood and adulthood, have been identified as a global problem. Events such as European Masters Games have the potential to encourage people to move throughout their lives. For most of our participants, success itself was not the main goal, but to prove to themselves that they can and will be able to do it. This attitude should be passed on to children and young people in competition-based sport education, so that in future they can feel the same joy of moving that we witnessed last summer.

Thank you all!
See you on the trails, on the slopes and on the ball fields!

Sincerely,
Pettu Pesä,
Chairman of Local Committee,
Director of Major Events, City of Tampere



GAMES SUMMARY

Close to 4000 athletes registered for the European Masters Games 2023. The total number of visitors that arrived for the Games approached 10 000. The worldwide multi-sport event brought together athletes from as many as 78 countries, with an average age of 53 years. The event featured 29 sports and 38 disciplines held at 19 high level venues.

The venues were well equipped, and the participants valued especially the short distance between different venues. Most of the venues were located within a 15-minute drive from the city center and the public transportation, free of charge for the participants, covered almost all venues.

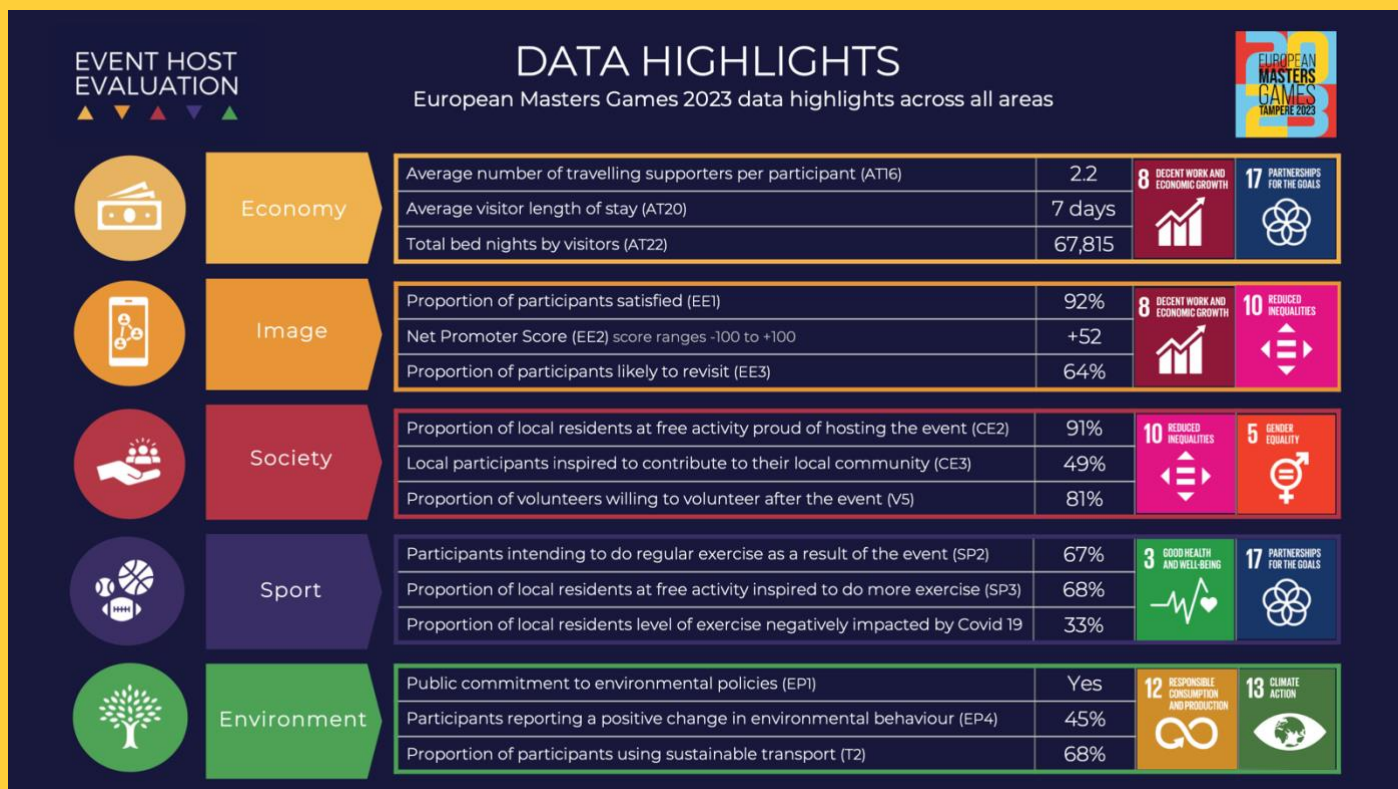
The EMG organization consisted of a central unit, local clubs and volunteers, a total of 1400 people.

European Masters Games 2023 was more than sports, offering a great variety of side programs and exciting activities in Tampere and surroundings.

About 3000 people enjoyed moments of happiness and joy together at the Opening and Closing ceremonies in the city center. The Gala nights were spent in a very Finnish way: by the lake with good food, sauna experience and live music.

The activities program offered about 20 different types of guided activities and trips in Tampere and Finland. Some of the trips even extended beyond Finland.

The Event Square at the Central Square was the meeting place to get to know the atmosphere of the games with various activities, partners and programs.





CITY OF TAMPERE

Tampere is a functional entity in a compact size. A place where urban city life walks hand in hand with vivid nature. Tampere is a state of mind, they say.

Tampere is the third largest city in Finland with 250,353 inhabitants. Tampere and its two universities are particularly attractive to students, thus the largest age group in Tampere being 20–29- year-olds. The city is located on a stretch of land between two lakes. Lake Näsijärvi on the northern side and Lake Pyhäjärvi in the south. Since the two lakes differ in level by 18 m, the rapids linking them, Tammerkoski, have been an important power source throughout history, most recently for generating electricity. Tampere was the first Nordic city to introduce electric lights for general use in 1882.

As an inland city, Tampere is located at the crossroads of all main railroads and highways and thanks to its location, it is easy to travel everywhere in Finland by car or by train. Tampere is served by Tampere-Pirkkala Airport, only 16 kilometers from the city center.

Finnish people have voted Tampere to be the most popular place to live in Finland several times - thanks to its location and multiple possibilities to work, study and enjoy the rich cultural life. Tampere has also been officially declared the "Sauna Capital of the World" because it has the most public saunas globally.

There are over 50 different style and size hotels and hostels in Tampere. Most of them are located on a great spot in the middle of the city center. Usually, you do not need to use public traffic services to navigate in the city because all the main restaurants, places to see and tourist attractions are only a few minutes' walk away.

All this has been noticed by tourists and visitors and Tampere has become one of the most attractive destinations in Finland for major events, big congresses, and international travelers.



ADMINISTRATION

FINANCE SUMMARY

EMG2023 Games budget ended up 2,9M € in total.

Revenue was mainly generated from three sources: participation fees, public subsidies (local and national) and different types of business partnerships. 60% of the event budget was funded by the public sector.

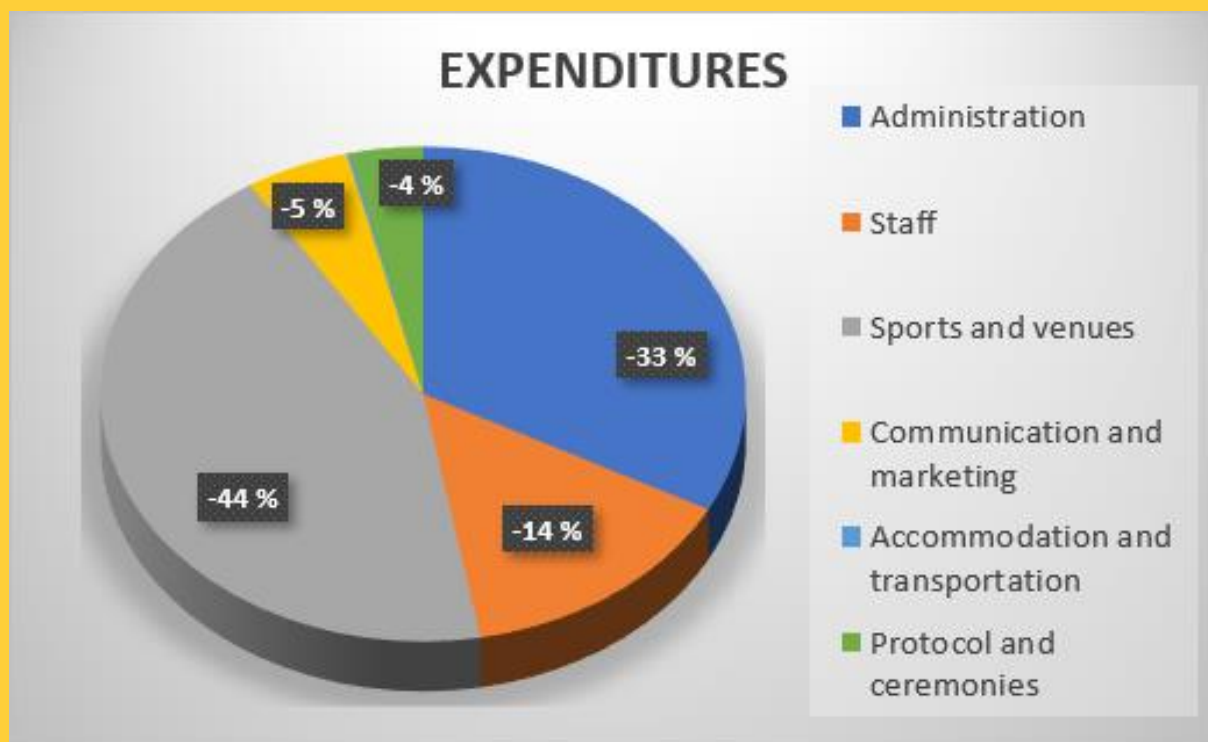
The highest expenses consisted of administrative costs that included the IMGA fees.

The city of Tampere made some significant investments in the venues, for example a totally new venue for archery. Those investments were excluded from the Games budget since they were part of the city's continuous development strategy.

The financial result was positive, but it did not reach the target EMG2023 had, because the number of participants was lower than expected in the beginning.

However, the city of Tampere was very satisfied with the total visitor expenditure of almost 7M€.

One of the goals the EMG2023 had on top of the financial support to the local clubs, was to improve and develop the sports environment and facilities in the city. This goal was achieved well.



SUSTAINABILITY

EMG2023 was committed to act responsibly and follow the sustainable development principles of Tampere city. The organization was involved in achieving Tampere city's goal of being carbon neutral by 2030. Through the organization's own actions and choices, the goal was to minimize the negative environmental effects of the EMG2023 event and further strengthen the positive social, economic, and cultural effects.

Good health and well-being, clean water and sanitation, responsible consumption and production and partnerships for the goals were chosen as the basis of responsibility from the UN's sustainable development goals.



Equal opportunities policy

European Masters Games 2023 was committed to the Equal opportunity policies of Tampere City.

Sustainable procurement code

EMG2023 organization required its partners to be committed to sustainable development and to have responsibility policies in place.

Waste management plan

In EMG2023 Tampere there were 19 venues for the event around the city. Of these, Tampere Stadium, TESC and Kauppi Sports Center gathered the largest number of visitors. The waste management policies were already mostly in place at the venues. Extra waste containers were added when needed, for example at the Event square.

Some examples of successful waste management actions:

- Tap water is drinkable everywhere in Finland, every participant received their own bottle to fill in.
- Public transport was included in the participation fee and venues were accessible by bus or tram.
- Subcontractors had been chosen considering their responsibility programs and commitment to sustainability.
- Recycling of cardboard, paper and plastic before, during and after the games.
- Efficient reuse for leftover products (extra welcome bags, beach flags and other visual elements and volunteers' uniforms were donated to sports clubs, volunteers and charity organizations)

Accessibility

Digitally: the website had accessibility tools, language and the structure were clear and ease of use.

Financially: everyone was equally welcome to participate. The public had free access to the events.

Socially: open and safe atmosphere for diversity.



ORGANISATION

City of Tampere hosted the European Masters Games 2023 and the local organising body, the EMG2023, was created as a separate legal entity to deliver the actual event.

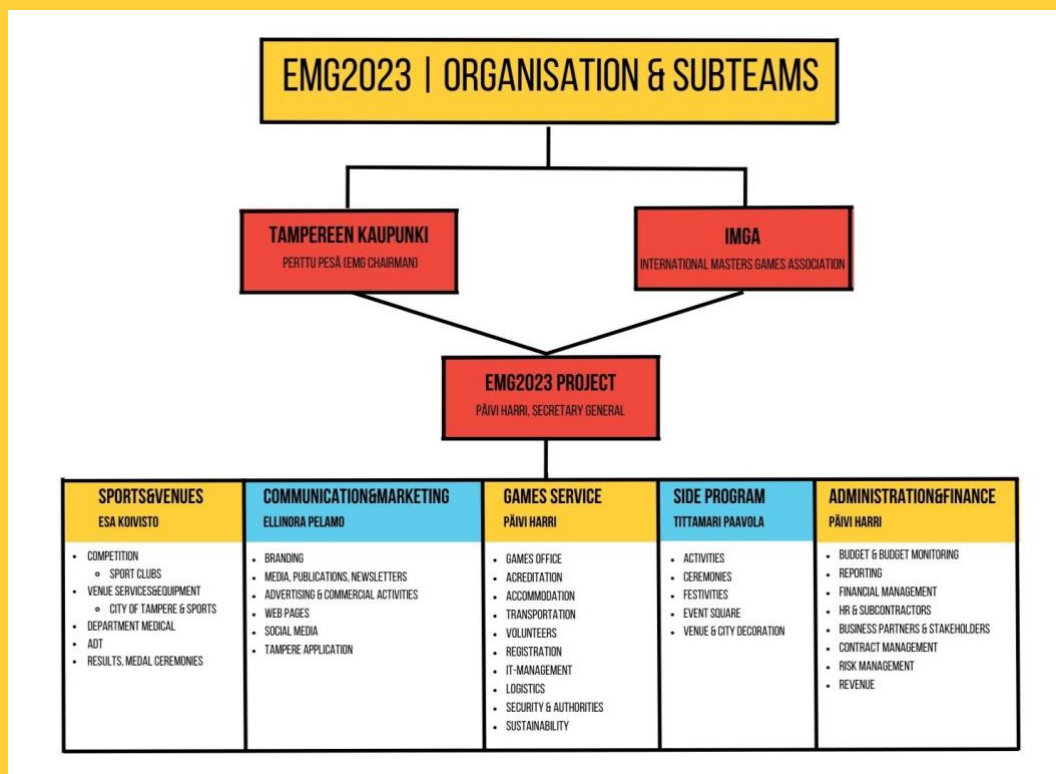
LOC

The Local Organising Committee was established in 2022. The main role of the LOC was to follow up the progress of EMG2023, to support the operative team and help to establish networks and business partnerships.

LOC had 9 members and the chairman of the LOC was Perttu Pesä, the Director of Major Events, City of Tampere.

The Secretary General and Sports Manager were hired at the end of 2021. They started to build up the EMG2023 team, in the end the team consisted of 9 team members. EMG2023 was able to keep the team rather small since the local clubs were responsible for the sports competition arrangements.

Local clubs played a vital role in delivering the actual sports and the competitions. Each sport club established its own organisation to run the competition, they also gathered the necessary number of volunteers and referees needed in their sport. City of Tampere provided the venue managers who were working closely with the local clubs. The national federations were involved especially in handball and floorball that had the championship status.



The team, the clubs and the venue managers had experience in arranging international competitions which helped a lot. On the other hand, the complexity of big international multisport events was a new experience to most of the people involved.

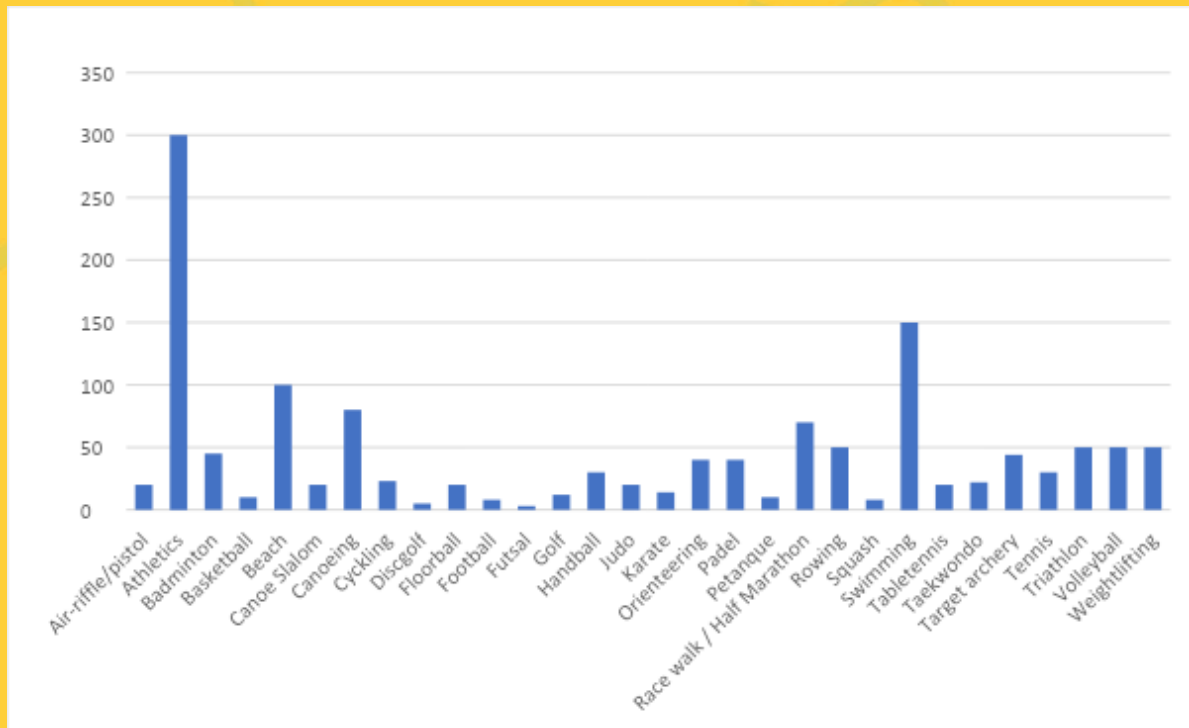


VOLUNTEERS

EMG2023 had two types of volunteers: volunteers for the sports and for the LOC central organisation. In total, there were around 1400 volunteers from the LOC team and from the sport clubs.

Application process

The first round of volunteer recruitment was launched in January 2023 with an open form on the EMG2023 website, and the second round was carried out in late March by contacting the Tampere City Volunteer Bank. The general call closed at the end of April, with a total of around 250 applications. At the beginning of May, a volunteer coordinator was recruited to take over responsibility for volunteer matters.



Volunteer groups

Based on the information provided on the application form and the information session held for volunteers, volunteers were divided into four groups: the Games Center, the Event Square, Transport & Security and Communications.

Goods for volunteers

A daily lunch was served to LOC volunteers, as well as coffee in the Games Center. All volunteers who took part in the Games received an official backpack, which included a water bottle and a towel. With an accreditation pass entitled them to use Tampere public transport for free throughout the Games. They also received two yellow STAFF shirts and a raincoat.



SPORTS

A total of 29 sports made up the sports program.

The World Championship was played in Floorball and the European Championship in handball. The number of teams joining the championships were relatively small and a combination of age groups needed to be done.

There was an option of Paralympic athletes in swimming, volleyball and athletics, but there were no registered participants.

In Tampere, the intense coordination between the Local Organising Committee (LOC) and the local sport clubs was the key element. The clubs carried out the sport arrangements, the LOC provided the participants, an anti-doping program, venues, sport equipment, result service, referees and all the side programs (i.e., opening and closing ceremonies). The venues were prepared by the city of Tampere, and there were plenty of improvements due the Games.

The role of the city of Tampere was crucial with the venues. For example, the brand-new field archery venue was built for the games.



SPORT PROGRAM

Due to the limited accommodation capacity in the city the EMG2023 event was extended to two weeks.

[illegible]



CANOE SLALOM	
DATES	1.7.-2.7.
VENUE	TAIVALKOSKI CANOEING CENTER
AGE CATEGORIES	MEN, WOMEN: 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70±
PARTICIPANTS	76
REFEREES	1

ORIENTEERING	
DATES	26.6.-30.6.
VENUE	LAMMINRAHKA, TEIVO, CENTER, HERVANTA
AGE CATEGORIES	MEN'S AND WOMEN'S: 30±, 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±, 80 ±, 85±, 90±, 95±
PARTICIPANTS	62
REFEREES	1



ROWING	
DATES	29.6.-2.7.
VENUE	KAUKAJÄRVI ROWING AND CANOEING CENTER
AGE CATEGORIES	MEN AND WOMEN: 27±, 36±, 43±, 50±, 55±, 60±, 65±, 70±, 75±, 80±, 83±, 86±, 89±
PARTICIPANTS	195
REFEREES	5

SWIMMING	
DATES	7.7.-9.7.
VENUE	TAMPERE SWIMMING CENTER
AGE CATEGORIES	WOMEN'S, MEN'S: 25-29, 30-34, 35- 39, 40-44, 45-49, 50-54, 55-59, 60- 64, 65-69, 70-74, 75-79, 80-84, 85- 89, 90-94, 95-99, 100±
PARTICIPANTS	468
REFEREES	18



CANOEING	
DATES	6.7.-9.7.
VENUE	KAUKAJÄRVI ROWING AND CANOEING CENTER
AGE CATEGORIES	MEN, WOMEN AND MIXED: 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±, 80±, 85±
PARTICIPANTS	215
REFEREES	14





TENNIS	
DATES	3.7.-9.7.
VENUE	TAMPERE TENNIS CENTER
AGE CATEGORIES	MEN AND WOMEN: 30±, 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±, 80±
PARTICIPANTS	61
REFEREES	1

PADEL	
DATES	27.6.-29.6.
VENUE	TAMPERE TENNIS CENTER
AGE CATEGORIES	MEN'S, WOMEN'S, DOUBLES: 35±, 40±,50±,60±,70 ±
PARTICIPANTS	41
REFEREES	1

BADMINTON	
DATES	28.6.-1.7.
VENUE	TAMPERE TENNIS CENTER
AGE CATEGORIES	MEN AND WOMEN: 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±, 80±
PARTICIPANTS	259
REFEREES	6

TABLE TENNIS	
DATES	6.7.-7.7.
VENUE	TAMPERE TENNIS CENTER
AGE CATEGORIES	MEN`S SINGLES: 30±, 40±, 50±, 60±, 70±, 80±, WOMEN`S SINGLES: 40±, 50±, 70±, DOUBLES: 30±, 40±, 50±, 60±, 70±
PARTICIPANTS	31
REFEREES	12

SQUASH	
DATES	30.6.-4.7.
VENUE	TAMPERE TENNIS CENTER
AGE CATEGORIES	WOMEN'S: 40±/45±, MEN'S: 35±, 40±, 45±/50±, 55±, 60±, 65±/70±, MIXED TEAMS: 35±/45±
PARTICIPANTS	46
REFEREES	1 ± PLAYERS



DISC GOLF

DATES	27.6.-29.6.
VENUE	TAMPERE DISC GOLF CENTER
AGE CATEGORIES	MEN'S: 40-49, 50-59, 60-69, WOMEN'S: 60-69
PARTICIPANTS	18



GOLF

DATES	7.7.-9.7.
VENUE	TAMMER-GOLF
AGE CATEGORIES	MEN'S AND WOMEN'S: 35±, 45±, 55±, 65±
PARTICIPANTS	43
REFEREES	1



FLOORBALL

DATES	5.7.-8.7.
VENUE	TESC
AGE CATEGORIES	MEN'S: 35± & 40± COMBINED, AND 50±
TEAMS	9
REFEREES	7



PÉTANQUE

DATES	7.7.-8.7.
VENUE	HÄMEENPUISTO PARK
AGE CATEGORIES	MEN AND WOMEN: 35 ±
PARTICIPANTS	10
REFEREES	1



FOOTBALL

DATES	28.6.-1.7.
VENUE	KAUPPI
AGE CATEGORIES	MEN'S: 35/45/50±, 55/60±, WOMEN
TEAMS	11
REFEREES	15

VOLLEYBALL

DATES	29.6.-1.7.
VENUE	TESC
AGE CATEGORIES	M 35-49, M 55 - 70±, WOMEN
TEAMS	9
REFEREES	1 ± VOLUNTEERS

BEACH VOLLEYBALL

DATES	3.7.-8.7.
VENUE	PYYNIKKI BEACH
AGE CATEGORIES	MEN, WOMEN AND MIXED: 30±, 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±
PARTICIPANTS	234
REFEREES	15 ± VOLUNTEERS

FUTSAL

DATES	4.7.
VENUE	KAUPPI
AGE CATEGORIES	MEN 55±
TEAMS	2
REFEREES	2

HANDBALL

DATES	28.6.-2.7.
VENUE	TESC
AGE CATEGORIES	MEN: 35±, 45±/ 50±, 55± WOMEN: 33±/ 43±
TEAMS	18
REFEREES	9

BASKETBALL

DATES	26.6.-29.6.
VENUE	PYYNIKKI SPORTS HALL
AGE CATEGORIES	MEN: 70 ±
TEAMS	2
REFEREES	4

ARCHERY

DATES 26.6.-1.7.

VENUE MUSTAVUORI
ARCHERY
CENTER AND
SASI

AGE CATEGORIES MEN'S AND
WOMEN'S: 30-
39, 40-49, 50-
59, 60-69, 70±

PARTICIPANTS 376

REFEREES 6±8

TRAP SHOOTING

DATES 29.6.-1.7.

VENUE KOKKOVUORI
SHOOTING
CENTER

AGE CATEGORIES WOMEN'S: 40-
49, 50±, MEN'S:
40-49, 50-59,
60-69, 70±

PARTICIPANTS 25

REFEREES 5

AIR PISTOL, AIR RIFLE

DATES 27.6.-29.6.

VENUE TESC

AGE CATEGORIES M40, M50, M60,
W40, W50, W60
(TEAMS Y50)

PARTICIPANTS 45

REFEREES 6

KARATE

DATES 1.7.-2.7.

VENUE TESC

AGE CATEGORIES MEN'S AND
WOMEN'S: 35-39,
40-44, 45-49, 50-
54, 55-59, 60-64,
65-69, 70±

PARTICIPANTS 140

REFEREES 18

JUDO

DATES 26.6.-27.6

VENUE TESC

AGE CATEGORIES MEN'S AND
WOMEN'S: 30±,
35±, 40±, 45±,
50±, 55±, 60±,
65±, 70±, 75±

PARTICIPANTS 83

REFEREES 6

TAEKWONDO

DATES 4.7.-5.7.

VENUE TESC

AGE CATEGORIES SPARRING: U35,
U45, O45,
PATTERNS: U35,
U40, U45, U50,
U55, U60, U65,
O65

PARTICIPANTS 61

REFEREES 11

ATHLETICS

DATES	4.7.-9.7.
VENUE	TAMPERE STADIUM
AGE CATEGORIES	MEN AND WOMEN: 30±, 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±, 80±, 85±, 90±, 95±, 100±
PARTICIPANTS	514
REFEREES	20

CYCLING

DATES	30.6.-2.7.
VENUE	KAUPPI SPORTS PARK, TAMPERE STADIUM AND PYYNIKKI
AGE CATEGORIES	MEN, WOMEN: 30±, 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±, 80±
PARTICIPANTS	77
REFEREES	5

TRIATHLON

DATES	8.7.
VENUE	MAISANSALO
AGE CATEGORIES	MEN AND WOMEN: 30±, 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±, 80±, 85±
PARTICIPANTS	56
REFEREES	8

WEIGHTLIFTING

DATES	28.6-29.6.
VENUE	NÄÄSHALLI
AGE CATEGORIES	MEN AND WOMEN: 35±, 40±, 45±, 50±, 55±, 60±, 65±, 70±, 75±, 80±
PARTICIPANTS	58
REFEREES	13

VENUES

The sports were divided in various disciplines and were played in 19 venues in the city and surroundings of Tampere. Canoe slalom was organised in northern Finland, in Taivalkoski. The distances between the venues were short and all the athletes were given free access for public transportation. Free public transport was used 19 700 times during the Games (i.e. the number of times tickets were stamped on buses and trams).



There were two main venues: Tampere Exhibition and Sports Center (7 sports) and privately owned Tampere Tennis Center (5 racket sports).

TRANSPORTATION

The distances in the city center and between the competition venues were short. Most of the venues were within a 15-minute drive from the city center. Shuttle buses were provided to the venues that could not be reached by public transport.

The accreditation card included free public transport for local bus service Nysse in the city of Tampere. The card contained a QR code, which was used as a ticket for transportation. At the same time, the QR code provided data about the transportation use of athletes.

ANTI-DOPING PROGRAM

The antidoping rules were added to each sport guide and followed instructions from IMGA. The Anti-Doping Program was managed together with LOC and FINCIS. FINCIS is responsible for implementing international treaties on anti-doping activities, manipulation of sports competitions and spectator comfort and safety in Finland. In addition, FINCIS supports ethics in sports in cooperation with other parties and actively initiates and participates in discussions.

MEDALS

The medal ceremonies were organised at the venues, mainly right after the competition had finished. It was a good solution since all the rewarded athletes were present.

The number of medals ordered for the Games was 2800 gold, 2200 silver, 1900 bronze. Altogether it's 6900 medals while there were less than 4000 participants. The need had to be estimated already in the spring based on the number of sports and disciplines, later the clubs gave their estimation. The consumption in the end was about 2715 gold, 2050 silver, 1760 bronze.



SPORTS	VISIT IN FIRST AID	DETAILED DESCRIPTION
ARCHERY	10	2 WOUNDS, FEW PAINKILLERS, BLISTERS, SOME TIREDNESS DUE THE HEATH
ATHLETICS	12	WOUNDS, SMALL BRUISES, SOME STRAINS, ONE NEED FOR AN AMBULANCE
BADMINTON	3	1 COLD TREATMENT, 2 STRAINS (TAPED)
BASKETBALL	0	-
BEACH VOLLEY	1	STAIN
CANOE SLALOM	0	-
CANOEING	0	-
CYCLING	1	WOUND
FLOORBALL	12	1 KNEE INJURY, 1 RIB INJURY, 10 STRAIN HANDLED WITH COLD TREATMENT
FOOTBALL	19	10 WOUNDS, 8 COLD TREATMENT, 1 THIGH CRACK
FUTSAL	3	2 WOUNDS, 1 COLD TREATMENT
GOLF	2	1 WOUND, 1 ALLERGIC REACTION
HANDBALL	5	4 COLD TREATMENTS, 1 WOUND
JUDO	8	SMALL BRUISES, SOME STRAINS (TREAT WITH COLD TREATMENT)
KARATE	30	3 KNOCKOUTS, 1 BROKEN COLLARBONE, 2 KNEE INJURIES, 8 WOUNDS, 15 COLD TREATMENTS
PADEL	1	SMALL ANKLE AND SHOULDER INJURY
PETANQUE	0	-
ROWING	3	WOUNDS
SHOOTING	1	1 WOUND
SQUASH	0	-
SWIMMING	8	5 PREVIOUS INJURIES, 2 HEADACHES, 1 WOUND IN THE KNEE
TABLE TENNIS	0	-
TAEKWONDO	5	3 COLD TREATMENT, 2 COLD TREATMENT PLUS SUPPORT BINDING
TENNIS	1	FALLING, SMALL HEAD INJURY
TRIATHLON	0	-
VOLLEYBALL	0	-
WEIGHTLIFTING	0	-

FIRST AID AND SECURITY

Every venue had First Aid organised. The first aid was mainly organised by the sport club and its volunteers. Some sports had international requirements of having a doctor or an ambulance present at the venue.



GAMES SERVICES

The Games Center was situated in the heart of Tampere, at the athletics stadium. At the Games Center, it was possible to get the accreditation, collect the Welcome Bag, receive all the information about the sport competitions or about the social events and buy merchandising items.

There wasn't a provider of accommodation nor tourist services, all the activities etc. were sold solely online. Thinking back, there should have been a desk selling trips and activities happening.

The Games center was open for two days prior the Games started. The first two days of the Games, the opening hours were 8:00 to 20:00. After that, the next 10 days the Games Center was open 13:00-19:00. Last weekend the center was open only in the morning. The beginning of both two weeks was the busiest. The people were waiting outside prior to the opening, but the rush peak was quickly dealt with, maximum waiting time being 15 minutes.

THE REGISTRATION

The software provider of the registration system for athletes and accompanying persons for the European Masters Games Tampere 2023 was selected to be Fusesport, with a recommendation from IMGA.

After a period of testing, the actual registration opened on October 6, 2022. The first month offered a lowered "Early Bird" price.

The Gift Card was published early 2023.

Registration closed on April 30, 2023, but it was decided to extend it by a month, as the number of participants was behind the target. The final closing date was May 31.

Every registered participant received a Welcome bag containing a reusable water bottle, a small towel and event guide.



PARTICIPANTS NUMBERS

PARTICIPANTS NUMBER BY SPORT

AIR PISTOL	24
AIR RIFLE	21
ATHLETICS	514
BADMINTON (SINGLES/DOUBLES)	156
BADMINTON (TEAM)	103
BASKETBALL	39
BEACH VOLLEYBALL	234
CANOE KAYAK (SINGLES/DOUBLES)	162
CANOE KAYAK (TEAM)	53
CANOE SLALOM (SINGLES/DOUBLES)	54
CANOE SLALOM (TEAM)	22
CYCLING	77
DISC GOLF	18
FIELD ARCHERY	129
FLOORBALL	122
FOOTBALL	258
FUTSAL	16
GOLF	43
HANDBALL	288
INDOOR VOLLEYBALL	96
JUDO	83
KARATE	140
ORIENTEERING	62
PADEL	41
PÉTANQUE	10
ROWING (INDIVIDUAL, DOUBLES)	104
ROWING (TEAM)	91
SQUASH (MIXED TEAMS)	13
SQUASH (SINGLES)	33
SWIMMING INDIVIDUAL	371
SWIMMING RELAYS	97
TABLE TENNIS	31
TAEKWONDO	61
TARGET ARCHERY	247
TENNIS	61
TRAP	25
TRIATHLON	56
WEIGHTLIFTING	58

PARTICIPANTS NUMBER BY MONTH

MONTH	PARTICIPANTS	
OCT '22	368	REGISTRATION BEGAN ON OCT 6TH
NOV '22	393	EARLY BIRD-OFFER ENDED ON NOV 6TH
DEC '22	88	
JAN '23	158	
FEB '23	361	
MAR '23	297	
APR '23	1400	ORIGINAL CLOSURE OF REGISTRATION
MAY '23	435	EXTENDED REGISTRATION
JUNE '23	87	LATE REGISTRATIONS (MANUALLY)
TOTAL	3587	

PARTICIPANTS NUMBER BY GENDER

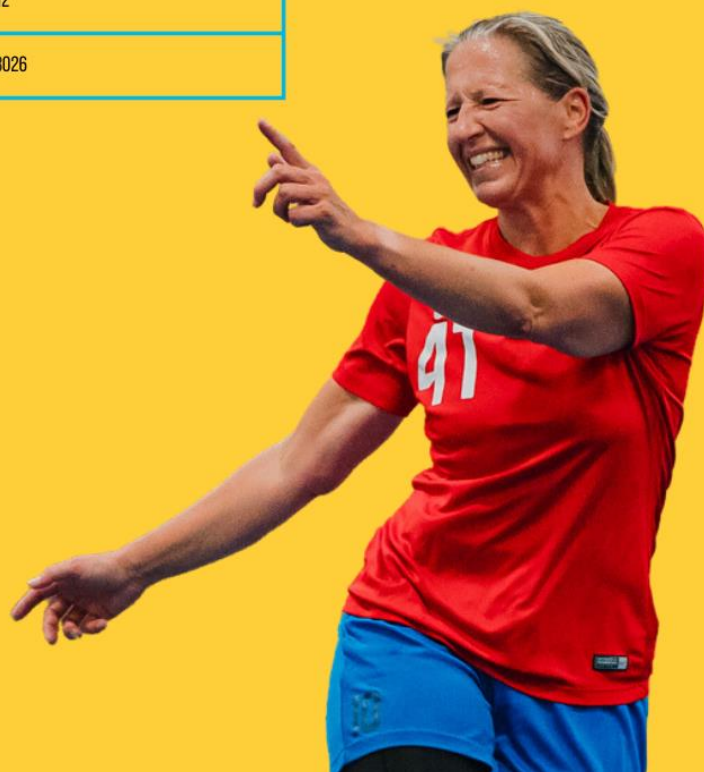
GENDER	NUMBERS
FEMALE	1120
MALE	2467
TOTAL	3587

PARTICIPANTS NUMBER BY METHOD OF ARRIVAL

BY FERRY	65
BY OWN CAR	1184
BY PLANE TO HELSINKI-VANTAA	896
BY PLANE TO TAMPERE AIRPORT	873
BY TRAIN	167
N/A	404

PARTICIPANT NUMBER BY ROLE

ROLE	NUMBER
ATHLETE	3203
NON-PLAYING OFFICIAL	156
SUPPORTER	237
SUPPORTER UNDER 7	12
NON-ATHLETES WHO ACCOMPANIED ATHLETES	3026



ACCREDITATION

The accreditation was run by three volunteers at a time having a laptop each.

The throughput time in the accreditation office (getting the credential and welcome bag) was just about two minutes. The birth dates were not checked, and it was possible to pick the credential for a teammate or a friend.

The onsite photographing system was available and it was used quite a lot since the registration system occasionally had problems in photo uploading.

There was also an Info Desk, to help athletes with any need or problems. The participants were mainly looking for maps and printed-out information.

The accreditation pass was customized according to the reference categories (athletics, non-playing officials, supporters and supporters under 7 years). The other accreditation passes were staff, media, guest, and VIP.



MARKETING AND COMMUNICATION

EMG2023 was divided into three distinct communication and marketing phases. Before the Games, the communications team consisted of two people, Communications and Marketing Manager and Communications and Marketing Coordinator, who were responsible for pre-event communications and marketing. During the event, the team was strengthened with 5 volunteer communication experts, one photographer and videographer.

Post-event marketing and communication was again handled by a two-person core team.

The message before the Games was all about the upcoming event. Various marketing campaigns, consistent scheduled communication ensured that potential participants received mailings from the event organization at regular intervals. Other stakeholders such as sports clubs were also engaged.

Websites and social media channels played a big role in terms of communication reach. Social media was used, among other things, to find different sports-specific groups to target with sport specific material, so that awareness of the event within the sports could reach potential participants.

Marketing was implemented with various digital solutions and traditional visibility elements locally, both on the street and on advertising spaces around Tampere. A digital package from Finland's leading commercial news media, MTV OY, was for the Ice Hockey World Championships to maximize visibility in one of the most followed international sporting events.



VISUAL LOOK OF THE GAMES

The European Masters Games 2023 branding and visuals were created by Aate Advertising Agency. Aate helps us to create webpage and elements to social media and to the event.

The four main colors of the City of Tampere, which were also used as the main colors for the EMG2023 event, created the brand colors for the event. The colorful shades and species icons were strongly visible on the streetscape during the event, as well as in communication and marketing throughout the event.

Below is a more detailed overview of the approaches taken with each stakeholder or platform during the EMG2023 event organization.

WHY YOU SHOULD TAKE A PART IN EMG2023?

- ACHIEVE A PERSONAL GOAL
- GAIN CONFIDENCE
- EXPERIENCE BEAUTIFUL TAMPERE
- BE INSPIRED
- TAKE A PART IN A MASTERS
COMMUNITY
- HAVE SOMETHING TO TRAIN FOR
- HAVE FUN



Visual elements

The sporting venues and key locations in Tampere, such as the Games Center area (Tampere Stadium and Event Square) were decorated with visibility elements such as banners, beach flags and roll-ups. The visibility elements were transported from one venue to another when the sport was finished and the next was about to start. This resulted in a slightly lower total number of elements, so that there were no unnecessary visibility elements, considering the one-time nature of the event.

A total of 800 metres of banners, 90 small beach flags, 24 large beach flags, 30 roll-ups, 11 media/medal ceremony walls, and a sport icon sign and flag for each sport for the opening ceremony were ordered. In addition to these, sport-specific directional signs were ordered for each sport. After the competitions, the visibility elements were distributed to the sports clubs to minimise unnecessary waste. Banners and beach flags were also used to increase visibility in the city center and at the Event Square. There were flags over the local food market, and LED lighting curtains over the main street of Tampere, repeating the EMG theme.



COMMUNICATION

Sport clubs

From the first weeks of the European Masters Games 2023, the participating clubs were involved in implementing the communication together with the EMG organization. A monthly meeting with the clubs strengthened the relationship and allowed for timely communication between the clubs and the organization. Targeted newsletters were provided to clubs to send to their stakeholders. Various content measures were implemented with the clubs, such as a weekly article on the activities of the organizing club on the EMG2023 website. Clubs were also provided with a weekly social media content calendar, where a ready-made image with captions was made available to clubs to facilitate the communication of the event on their own channels. Clubs also had access to a photo bank before and during the event with recent event photos.

National sport federations

EMG organized a few remote information sessions for the national sports federations providing them the same materials than for the sports clubs.

Media and media communication

The press was kept informed through direct contact and a media briefing before the event. During the event, around 10 journalists from national news visited at the event. Media contacts were handled by EMG2023 communication manager.

The national media coverage of the event was 151 for the period 1.1.2023-31.7.2023. The reach of this media coverage in different levels of online media and earned media both locally and nationally reached approximately 48M.

Globally, 101 online media impressions were achieved.

The number of media impressions can be estimated to be higher than the numerical figure given, as media releases were also made during 2022, when the media monitoring tool was not available.

Source: Liana Monitor -media tool.

URHEILU

Sergei Bubka vaikenä Ukrainan sodasta Ratinan stadionilla

Kaikkien aikojen paras seiväshyppääjä on nykyisin kansainvälisen aikuisurheiluliiton puheenjohtaja. Ukrainalaislegenda avasi European Masters Games -tapahtuman tiistaina Tampereella.

JAA



Sergei Bubka ei halua puhua Ukrainan sodasta. KUVA: MATTI BJÖRKMAN/LEHTIKUVA, SAARA TUOMINEN / AAMULEHTI

Terho Vuorinen
28.6. 6:12

Urheilu

Jälleen urheilun suur tapahtuma Tampereelle – paikalle odotetaan saapuvan 7 500 urheilijaa

Monilajitapahtuma European Masters Games järjestetään ensimmäistä kertaa Suomessa. Mukana kisoissa on peräti 29 erityyppistä lajia aina golfista yleisurheiluun.



International Masters Games Association järjestää urheilutapahtumia ympäri maailmaa. Kuvassa kanadalaisia faneja Vancouverissa vuonna 2016 järjestetyssä Pan American Masters Games -tapahtumassa. Kuva: International Masters Games Association

7 000 senioriurheilijaa tulee Tampereelle – mukana Mira Potkonen, joka ei kisaakaan nyrkkeilyssä





Porttu Pesä, Pilvi Harri, Paul Launen, Mira Potkonen ja Jens Holm odottavat innolla tulevan kesän suur tapahtumaa. TEEMU NURMI




Osallistujat ovat suurimmaksi osaksi hyvin koulutettuja ja toimeentulevia eivätkä yövy koulumajoituksessa vaan hotelleissa.

Webpage – www.emg2023.fi

The official EMG2023 website was the main channel through which information was disseminated to participants. All relevant information about the event and the city for the participants was collected on the website. Content was also created in the news sections, with sports, culture, and key facts sections.

Editorial articles about the event city, the organizing sports clubs and the EMG ambassadors were published weekly. The articles and important press releases were separated into "info boxes" to highlight the importance of the important articles to the reader.



FI | EN   

Type to Search

HOME

EMG2023 ▾

SPORTS ▾

PARTICIPATION ▾

EVENTS ▾

TAMPERE ▾

INFO ▾

HOME

EMG2023

- About EMG2023
- Partner & Supporter (Own pages to partners example: Air 1altic)
- EMG Ambassador
- Environment & Sustainability
- Volunteers
- Future Games
- FAQ

SPORTS

- Sports and Disciplines
- Sport Program
- Venues
- Results
- Anti-Doping

PARTICIPATION

- Handbook for Athlete / Registration (before the games)
- Registration fees
- Terms and conditions
- Accreditation
- FAQ

EVENTS

- Activities
- Event Square
- Tampere
 - o Welcome to Tampere
 - o Transportation
 - o Restaurants
 - o Attractions

INFO

- News
- Media
- Contacts

SHOP (webshop 2/2023-7/2023)

Social media

EMG2023 Facebook and Instagram accounts were created in March 2022 and a YouTube channel was added in the autumn of the same year. In social media, the aim was to raise awareness about adult sports competitions, Tampere and our partners.



Facebook

- Article sharing from the webpage.
- Organic marketing to international and national FB groups of the sports specifies groups.
- Paid marketing campaigns:
 - National level
 - Scandinavian countries
 - Europe
 - North-America
- Analytics:
 - After the Games 1554 posts
 - 75t accounts reached during the Games
 - Visits to profile 28t
 - Most successful posts: 13t impressions



Instagram:

- More authentic feelings of sports and events and City of Tampere.
- Awareness-raising and promotion.
- Pictures / carousels / reels – Authentic materials from EMG2023 club, venues, sports disciplines.
- Analytics:
 - o 1629 (751 new followers during the Games) / 454 posts after the Games.
 - o 55t accounts reached during the Games (of which 50t no followers)
 - o Visits to profile 12t
 - o Most successful posts: 13t impressions

Youtube

YouTube served as an enabling repository for videos, making it easy to link them to different platforms. YouTube served as a kind of tool for sharing videos. No targets were set for YouTube to increase reach.

YouTube includes:

- Videos from clubs (from linking articles)
- Promotional videos

EMG2023 did not target to create accounts on X and TikTok. We focused on maintaining the website, Facebook, and Instagram.



Newsletter

EMG2023 started sending out newsletters in March 2022, once a month to the address list from IMGA of around 15K participants in previous competitions. EMG2023 also ran a campaign to collect potential participants specifically interested in EMG2023. About 1.7K new contacts were obtained as a result

From January 2023 onwards, weekly newsletter was sent to potential participants and those who had already registered for the event. During the event, we ~~w~~ only sent newsletters to registered participants.

The newsletter platform was Mailchimp from the US.

Game Time Publications

During the event, daily withdrawals were done from sports -specific events. Communications and photography teams visited each venue and sporting event daily.

During the event days, we published:

1. The daily schedule
2. Photographs during the day
3. Video interviews with athletes
4. Articles about participants and interesting guests at the event
5. Partner content
6. Newsletters about 1-2 per week, depending on the side events for sale during the event
7. During the event, we used a quick communication chat window on the homepage of our website to post any changes or events that needed to be communicated quickly.

Communication volunteers

For the event, 5 volunteers were recruited from the Tampere City Volunteer Bank to join our communication team, who implemented the communication plan with us during the event. The volunteers were selected based on their communication experience and studies. The specific tasks of the volunteers were to tour the different venues, create content and interviews for social media with photos and videos.

MARKETING

The European Masters Games 2023 targeted to two different audiences: international and national audience.

International Marketing

International marketing was largely carried out through social media, using a variety of sport-specific groups, friendship clubs and paid campaigns with different targets in Central Europe, North America, and Scandinavia. The international marketing was aimed at making Finland and the European Masters Games 2023 competition an attractive event with the support of the IMGA. The marketing started with the "I'm interested in" campaign, where we inquired about the number of potential participants and their interest in the event.

National marketing

In Finland, Masters Games is not a well-known event concept. In the domestic market, the aim is to raise awareness of Masters competitions, to explain the nature of the event and to attract domestic participants to sign into the event. The event was also supported by the National Sports Federations and SAUL, the umbrella organization for adult sports.

Internal strategies in marketing

The marketing strategy was based on levels 1 to 4, with level 1 containing actions to be taken within an agreed timeframe. If a measure did not meet the objectives in the agreed timeframe, or it was foreseeable that the objective would not be met, we always increased the level to the second, third and fourth level as necessary, which contained measures of varying strength to achieve the campaign/measures to achieve the objective.

Paid advertising and marketing space

Advertising was bought from Meta, a digital package from MTV OY for the Ice Hockey World Championships, and billboard space in the Tampere area.

MTV Digital Campaign via Sports News during the Ice hockey World Championships reached out all over platforms: 287 629 / 300 000.

IN A NUTSHELL

NO. OF SOCIAL FOLLOWERS OF THE EVENT:

A) FACEBOOK 1561 B) INSTAGRAM 1626, C) YOUTUBE 202

NO. OF EVENT-RELATED POSTS DURING EVENT

A) FACEBOOK: 360 B) INSTAGRAM: 454, STORIES: 500+ C) YOUTUBE 32 VIDEOS

NO. OF ENGAGEMENTS OF EVENT-RELATED CONTENT DURING EVENT

A) FACEBOOK 6,7T, B) INSTAGRAM 11,8T

NO. OF IMPRESSIONS OF EVENT-RELATED CONTENT DURING EVENT

A) FACEBOOK 1253 058, B) INSTAGRAM 281,7T

NO. OF NEW FOLLOWERS OF HOST ORGANISATIONS DUE TO THE EVENT

A) FACEBOOK: 1561, B) INSTAGRAM: 1626 C) YOUTUBE 202

NO. OF NEW CONTACTS DUE TO THE EVENT:

ABOUT 1874 NEW CONTACTS



EMG Ambassadors

For EMG2023, "EMG Ambassadors" were selected to promote the event through their channels and communities. The Ambassadors were engaged by offering free participation and accommodation for the duration of the event.

EMG Ambassadors were former/current athletes or other well-known professionals of the sport:



Photography and filming services

Before EMG2023 started, EMG2023 had access to a photo bank of previous events provided by the City of Tampere and IMGA. During the event, we carried out the photography in cooperation with the Tampere Camera Association, who carried out the photography. Video was provided by Cavengraphy, who delivered a compilation video of both weeks of the event, an after-movie of the opening and closing ceremonies and one documentary after-movie of the whole two weeks. The photos and videos were shared on social media.



Image rights

The rights to use the images and videos were purchased by EMG2023 (incl. clubs), IMGA and the City of Tampere. The images and videos are still available to stakeholders. For participants, the images were available for purchase directly from the subcontractor.

MERCHANDISE

Highpeak Oy was the sole authorised merchandise partner of the Games. They organised both the presales (online store on the website) and the shops during the Games. Highpeak Oy also delivered the welcome bag as well as the outfit for the volunteers.

Web shop opened in early February 2023 and closed when the EMG2023 event started.

Web shop orders (about 150pcs) were picked up by buyer's name from the shop next to accreditation.

Special Edition Craft Shirt was available only on pre-sale, other products were available both in the web shop and during the event.



EMG2023 had two shops during the event, one at Ratina Stadium next to the accreditation and the other at EMG2023 Event Square in the city center.

Craft was one of the biggest business partners so Craft sport clothes (running shoes, shorts, shirts etc.) without any EMG2023-logos were also available during the Games.

EMG2023 labelled sales products:

- T-shirts (900 pieces)
- Hoodies (220 pieces)
- Polo shirt (100 pieces)
- Cap (100 pieces)
- Pins (500 pieces)
- Wooden key chain (190 pieces)
- Mini reindeer / teddy (120 pieces)
- The total sale exceeded 50 000€.



Welcome bag included:

- Craft backpack
- Refilled water bottle
- EMG2023-towel
- Puhdistamo electrolyte sample
- AirBaltic luggage tag
- Event guide



BUSINESS PARTNERSHIP

EMG2023 had three main business partners: AirBaltic, Craft and Europcar. In addition to these, 10 partners were obtained into the Games. Most of the business partners were supporting the Games by providing products and service.

TAMPERE.
FINLAND

airBaltic

CRAFT

HIGHPEAK
Bright ideas. True colours.

 **punamusta**

 **Finnresta®**

AATE

Europcar


Securitas

radio
SUN
Tampere 107,8 MHz



EVENTS

HOST

Six months before the Games, Kaj Kunnas was recruited as the event host for the Games. Kaj is a well-known sports journalist and media person in Finland. His passion is to highlight the importance of “sports is meant for all people” mindsets.

He was hosting EMG2023 press and marketing events, he also participated in a couple of national and local tv- and radio programs promoting the event before the Games. During the Games Kaj hosted the ceremonies, interviewed people, and had lots of discussions with participants and audience.



ACTIVITIES

During 13 days of competition, the athletes and tourists had a brilliant chance to experience Tampere via different kinds of activities and programs. There was a great variety of tours and excursions to enable all the participants and their families to enjoy the beautiful city of Tampere and its surroundings.

ACTIVITIES	MON 26.6	TUE 27.6	WED 28.6	THU 29.6	FRI 30.6	SAT 1.7.	SUN 2.7.	MON 3.7.	TUE 4.7.	WED 5.7.	THU 6.7.	FRI 7.7.	SAT 8.7.	SUN 9.7.
MORNING EXCECISE														
OPENING CEREMONY														
CLOSING CEREMONY														
CASUAL GALA NIGHT BY THE LAKE														
VIIKINSAARI ISLAND SUMMER OLYMPICS														
WHITE NIGHT SUP														
KAYAK TOUR AT PYHÄJÄRVI-LAKE														
VIIKINSAARI - ISLAND KAYAK TOUR														
FINNISH SAUNA EXPERIENCE														
TASTE THE CITY FOOD TOUR														
ROCK THE CITY ADVENTURE GAME														
MORNING SUP BOARDING														
DAYTIME SUP BOARDING														
AFTERNOON SUP BOARDING														
MIDNIGHT CANOE TOUR ON THE LAKE NÄSIJÄRVI														
CANOE TOUR ON THE LAKE NÄSIJÄRVI														
DAY CRUISES AT PYHÄJÄRVI														
EVENING CRUISES AT PYHÄJÄRVI														
NATURE TOURS IN TAMPERE														

THE EVENT SQUARE

The location of the Event square at the center of the city was chosen based on the centrality of the location and good accessibility. It became a natural meeting place for locals and EMG participants.

The square was opened on Tuesday 27th June and closed on Saturday 8th July; daily opening hours were from 16:00 to 22:00 depending on weather conditions.

Subcontractor designed and built five activity points in the area. The activities were popular both among the EMG participants and the locals. There was a medal engraver at the Event square, that service was very popular. The future masters games organizers Lombardia, Lake Como, Taipei and Cleveland had their promotion stands at the Event square. A cafe and bar were run by the cooperative sports club. The info and EMG2023 shop served both participants and townspeople well.



The most interesting interviews with athletes, ambassadors etc. were held at the square and they gathered a large audience. Among other things, an open event was organised at the event square, where Sergey Bubka and Willie Banks participated in activities and gave interviews. The event attracted national media and the public to the event square to watch the event.



OBSERVATION PROGRAM FOR THE UPCOMING MASTERS GAMES

The program lasted for two days giving an overall introduction of the EMG2023 Games. The program included information sharing, venue visits and questions and answers sessions.

Future competition organizers were also able to rent a promo tent at EMG's Event square and to buy an ad for the Games Event guide.

CEREMONIES

GALA NIGHTS

The galas were organized about a 20-minute car ride from the center of Tampere, at the Hangaslahti sauna. The evenings were organized to be casual in "Tampere style" and were named Casual Gala Night by the Lake. Two gala evenings were organized, one on the Friday of each week of the Games.

The gala ticket included transportation, a three-course dinner and live music. The guests were also offered the services of the Hangaslahti sauna, i.e., a traditional Finnish smoke sauna, an electric sauna, an outdoor jacuzzi and the opportunity to go swimming in the lake Näsijärvi.



OPENING CEREMONY

The opening ceremony was held on the second day of the competition, Tuesday 27 June. The ceremony consisted of a parade of the athletes and an official opening ceremony. The duration of the opening was about an hour and a half in total.

The athletes' parade started from Tampere central square and culminated at Tampere Stadium, where the official opening ceremony was held. About 2,000 athletes participated in the parade, which featured athletes, circus artists, dancers and music.



In total, there were about 2,500 thousand spectators at the opening. The program included speeches by Tampere Mayor Kalervo Kummola and CEO of IMGA Sergey Bubka, performances by the local dance school and the young acrobats. A cappella band Rajaton also performed at the opening. During the Finnish national anthem the Finnish flag was raised next to the IMGA and sport icon flags. The athletes' oath was read by US soccer team captain Estela Clemente and Finnish judoka and EMG ambassador Pasi Laurén.

CLOSING CEREMONY

The closing ceremony was held on the second last day of the competition, Saturday 8 July. The ceremony was held at a stage next to the EMG Event square. There were about 500 spectators enjoying the 45-minute-long closing ceremony.

The ceremony ended with a party for the entire audience when both athletes and organizers danced on stage and in the audience to the rhythm of the DJ.



**"EMG IS NOT ABOUT RESULTS AND RECORDS,
IT'S ABOUT SPORT FOR LIFE, FRIENDSHIP
AND HAVING FUN. IT'S ABOUT PEOPLE.**

IT'S ABOUT JOHN WHO CAME TO PLAY SQUASH WITH REST OF THE BRITISH ARMY ATHLETES. IT'S ABOUT VOLUNTEERS LAYING ON STOMACH TRYING TO LINE THE BOATS BEFORE THE ROWING COMPETITION STARTS. IT'S ABOUT THE FINNISH-IRANIAN COUPLE WHO MET THROUGH TAEKWONDO A LONG TIME AGO. AND ABOUT TWO FRIENDS WHO HURRIED AT THE PYYNIKKI BEACH, NOT TO FIND SHELTER FROM THE RAIN BUT TO FIND AN EMPTY BEACH VOLLEY COURT WHERE THEY COULD PRACTISE."

THE TEXT IS QUOTED FROM ANNA, A HARD-WORKING EMG-VOLUNTEER.

