



**KOROŠKA
KÄRNTEN**

CANDIDATE
EUROPEADA 2020

together unique

skupaj enkratni *gemeinsam einzigartig*



welcome

to Carinthia/Kärnten/Koroška (Austria)



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The EUROPEADA
... of short distances



The EUROPEADA

*... between local football fields
and European Championship stadium*





The EUROPEADA
... across borders





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*The EUROPEADA
... with the unique
Europeada village*



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The EUROPEADA

*... between mountains
and lakes*



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The EUROPEADA

*... at an intersection
of cultures*



The EUROPEADA

*... with a professional setting
for top performances*



The EUROPEADA
... as a global
experience



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The EUROPEADA
... of short distances

The EUROPEADA of short distances

The location

- In the heart of Europe
- Short and easy access for all Europeada participants
- Easy to reach by public transport
- Alps-Adriatic region – at the intersection of three cultures



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The EUROPEADA of short distances

Accessibility

- 24 km to Klagenfurt Airport
- 70 km to Ljubljana Airport
- 120 km to Graz Airport
- Highway connection
- Train connection



The EUROPEADA of short distances

 match locations  training locations

Match & training locations

10 km 



- Short distances
- Max. 40 km to the match and training locations



The EUROPEADA of short distances

Accommodation

EUROPEADA
VILLAGE



- *Directly at Lake Klopeiner See and its surrounding area*
- *Everything in walking distance (radius of approx. 2.5 km)*



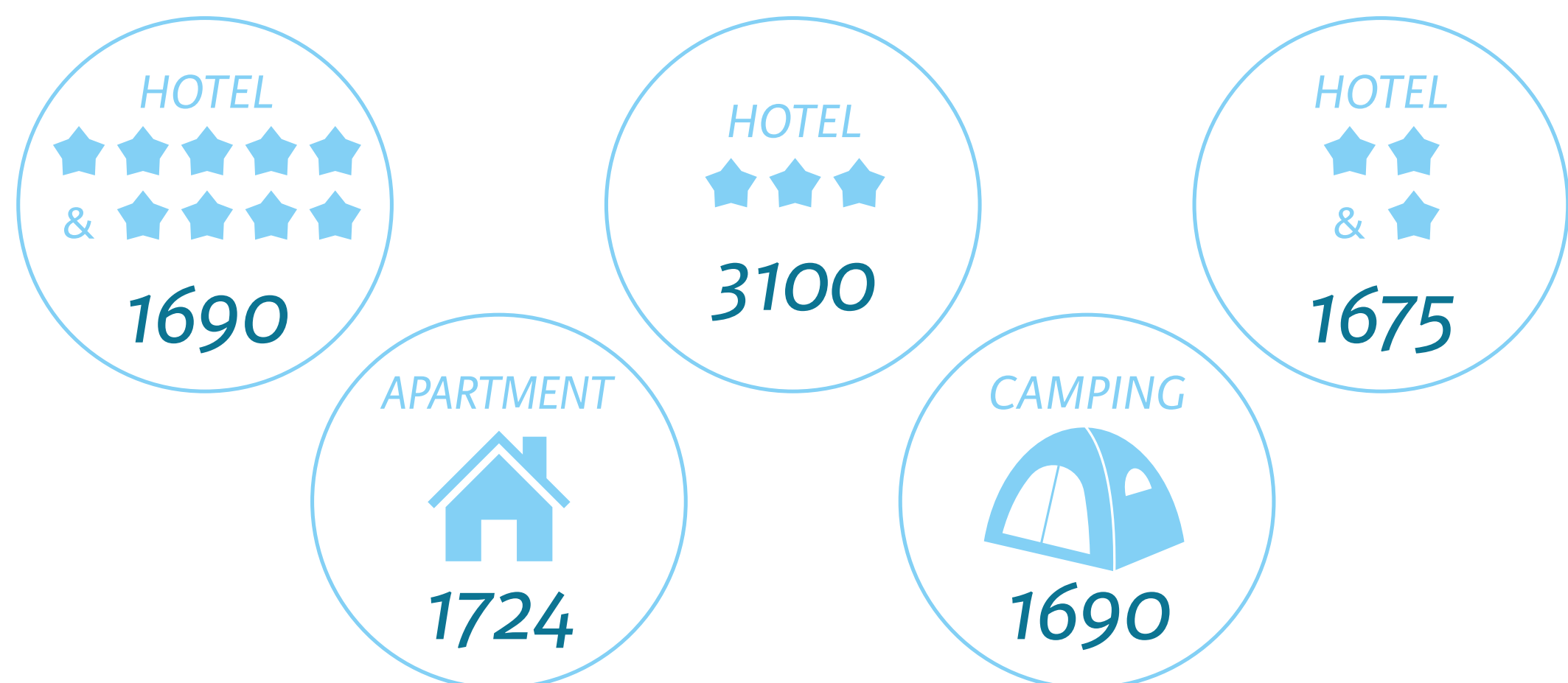
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The EUROPEADA of short distances

Accommodation

Under the stars or in a *****hotel.

Bed capacity in the region:



The EUROPEADA
... of short distances

- ✓ Located in the **centre of Europe**
- ✓ **Easily accessible** for everybody
- ✓ TOP match and training venues **accessible** within a few kilometres
- ✓ **Affordable accommodation** nearby



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*The EUROPEADA
... with the unique
Europeada village*

The EUROPEADA with the unique Europeada village

Meeting point and hotspot

*Directly at Europe's
warmest lake.*



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The EUROPEADA with the unique Europeada village

Hotspot

Hotspot with daily cultural, sports & evening programme for participants, officials, fans, employees and locals. A place to get together to eat, network, celebrate and exchange cultural values.

Let's make our cultures visible!



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The EUROPEADA with the unique Europeada village

Have fun together



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Celebrate together



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Make friends



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Support teams together



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Raise cultural awareness



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The EUROPEADA

... with the unique Europeada village

- ✓ *Daily meeting point*
- ✓ *Intercultural exchange*
- ✓ *Diverse cuisine from the region*
- ✓ *Evening programme*
- ✓ *Public viewing of the
UEFA EURO 2020*



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*The EUROPEADA
... at an intersection
of cultures*

The EUROPEADA at an intersection of cultures

Empowering the minority

100 years after the plebiscite in Carinthia/ Kärnten/Koroška, the Europeada offers the Slovenian minority the opportunity to raise awareness for still existing issues. This gathering of European minorities aims to sensitize the Carinthian people to ethnic issues.

The contribution will be made through the following activities:

- **Cultural day in the capital of Carinthia**
- **School project “100 Years of plebiscite“**
- **Field trip for schools to Europeada**



The EUROPEADA at an intersection of cultures

Cultural day in Klagenfurt

- *Presentation of Europe's diversity in the centre of the capital of Carinthia*
- *Visibility of minorities*
- *Interaction with locals*



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The EUROPEADA at an intersection of cultures

School project

- Exhibition on “100 Years of plebiscite in Carinthia” made by students*
- The Europeada encourages all Carinthian students to address ethnic issues and experience them through the connecting power of sports*



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The EUROPEADA at an intersection of cultures

Field trip to EC-stadium

- *Carinthia-wide field trip to the last group match of the Team Koroška/Kärnten*
- *“100 Years of plebiscite in Carinthia” exhibition opening in the European Championship stadium in Klagenfurt*



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The EUROPEADA
... at an intersection of cultures

- ✓ *Experiencing the cultural diversity of Europe*
- ✓ *Raising awareness for minority issues*
- ✓ *Shaping a bright future together with children*

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The EUROPEADA
***... with a professional setting
for top performances***

The EUROPEADA with a professional setting for top performances

Match & training locations

- Perfect infrastructure*
- Close to the Europeada village*

9 match locations: EC-stadium Klagenfurt/Celovec, Sportpark Welzenegg, Zell/Sele, Bad Eisenkappel/Železna Kapla, Bleiburg/Pliberk, Globasnitz/Globasnica, St. Michael/Šmihel, Völkermarkt/Velikovec, Prevalje (SLO)

8 training locations: Tainach/Tinje, Stein/Kamen, Rückersdorf/Rikarja vas, Sittersdorf/Žitara vas, Mittlern/Metlova, Kühnsdorf/Sinča vas, Eberndorf/Dobrla vas, Gallizien/Galicija



The EUROPEADA with a professional setting for top performances

Referee training course

- *Workshop for referees during the Europeada*
- *TOP qualified referee teams*



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The EUROPEADA with a professional setting for top performances

Professional tournament management

- Tournament management by the Carinthian Football Association*
- Professional implementation and use of the available infrastructure (digital match reports, squad lists, line-ups, etc.)*
- Independent tournament management according to FIFA regulations*



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The EUROPEADA with a professional setting for top performances

24/7 support

- *Two volunteers per team*
- *Team support in their native language*
- *Transfers*
- *Meals/menus as required*



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The EUROPEADA

... with a professional setting for top performances

- ✓ *TOP conditions*
- ✓ *Venues in Austria and Slovenia*
- ✓ *Referee training course*
- ✓ *Professional tournament management*
- ✓ *24/7 team support*



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The EUROPEADA
... as a global experience

The EUROPEADA as a global experience

Media centre

- *Media centre and tournament management in St. Kanzian am Klopeiner See (K3)*
- *All information at one location*



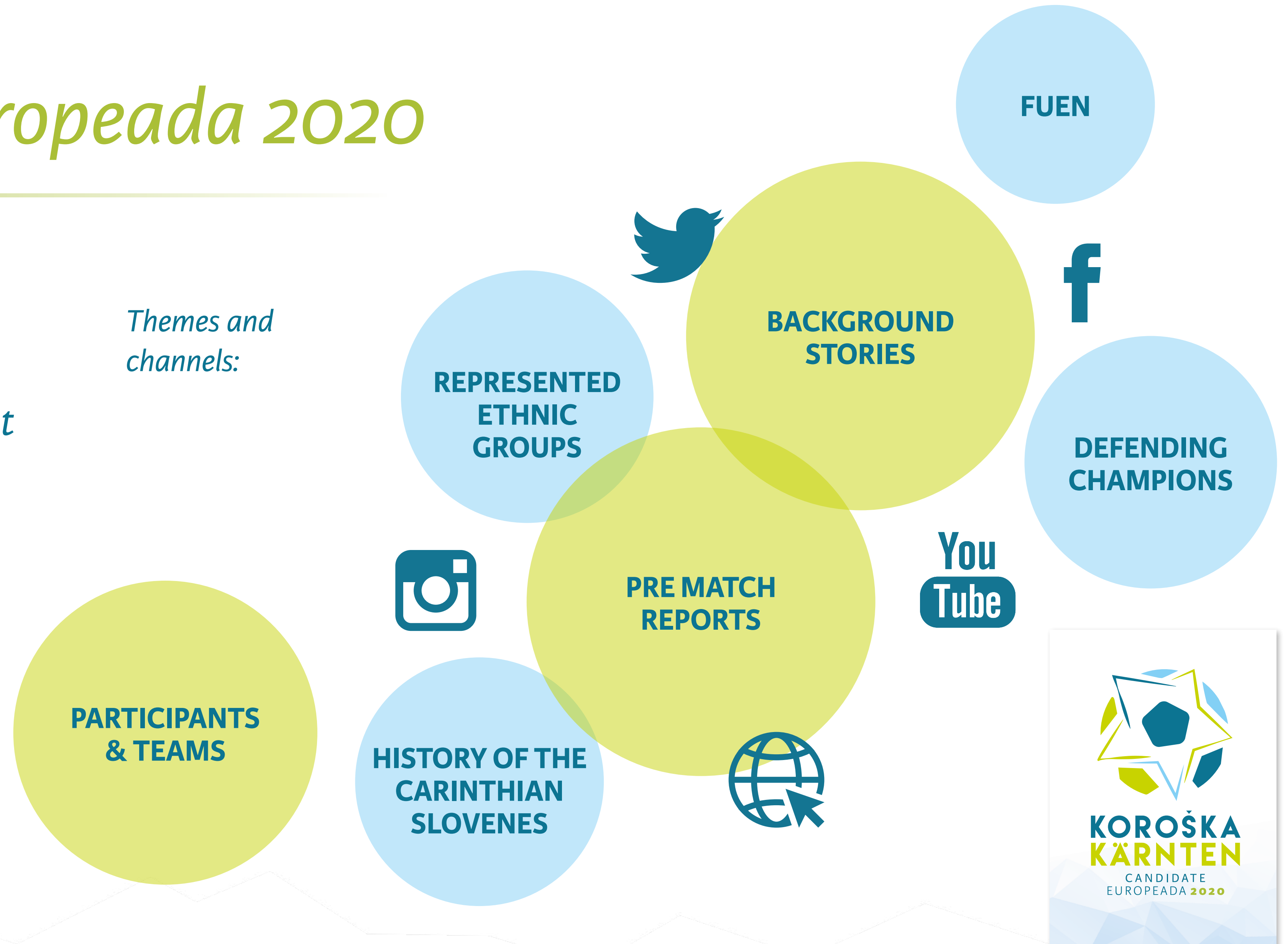
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The EUROPEADA as a global experience

... until the Europeada 2020

Building up excitement,
providing information and
spreading enthusiasm about
the event via social media.

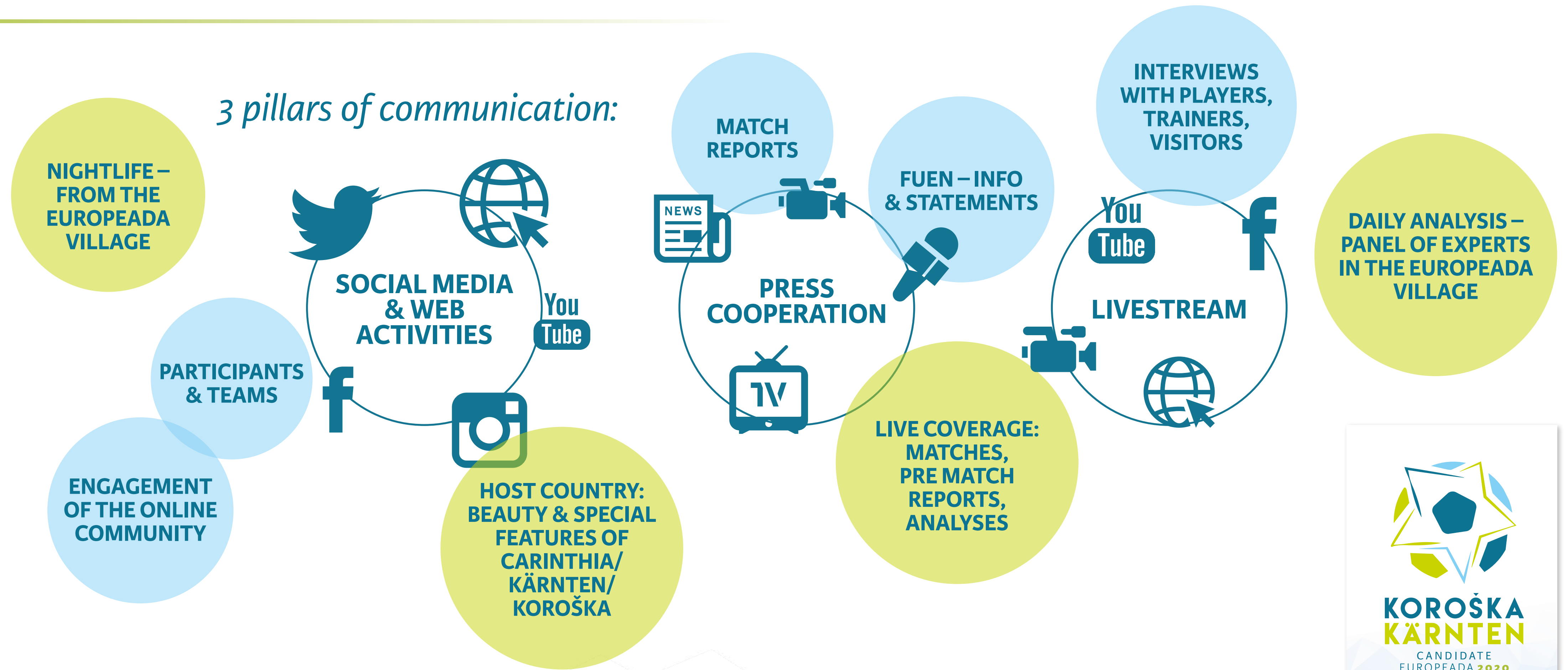
Themes and
channels:



June 2017 – June 2020

... at the Europeada 2020

3 pillars of communication:



The EUROPEADA as a global experience

... at the Europeada 2020

- Live ticker & online updates
- Match schedule & results
- Background reports on all platforms: Facebook, Twitter & Instagram with updates & live videos
- Livestream & YouTube
- Active engagement of participants – user generated content



The EUROPEADA as a global experience

... at the Europeada 2020

- *Daily printed news*
- *Radio broadcasts*
- *TV reports*
- *Various national & regional media on site*
- *Experienced media partners*



The EUROPEADA as a global experience

... at the Europeada 2020

- Professional live coverage
- Online live broadcasts via social media channels (livestream.com, youtube.com, facebook.com, etc.)
- Pre match reports, matches & analyses



The EUROPEADA
... as a global experience

- ✓ *Comprehensive media concept*
- ✓ *Build-up of excitement until the Europeada*
- ✓ *Live coverage*
- ✓ *Info point nearby*
- ✓ *Experienced media partners*



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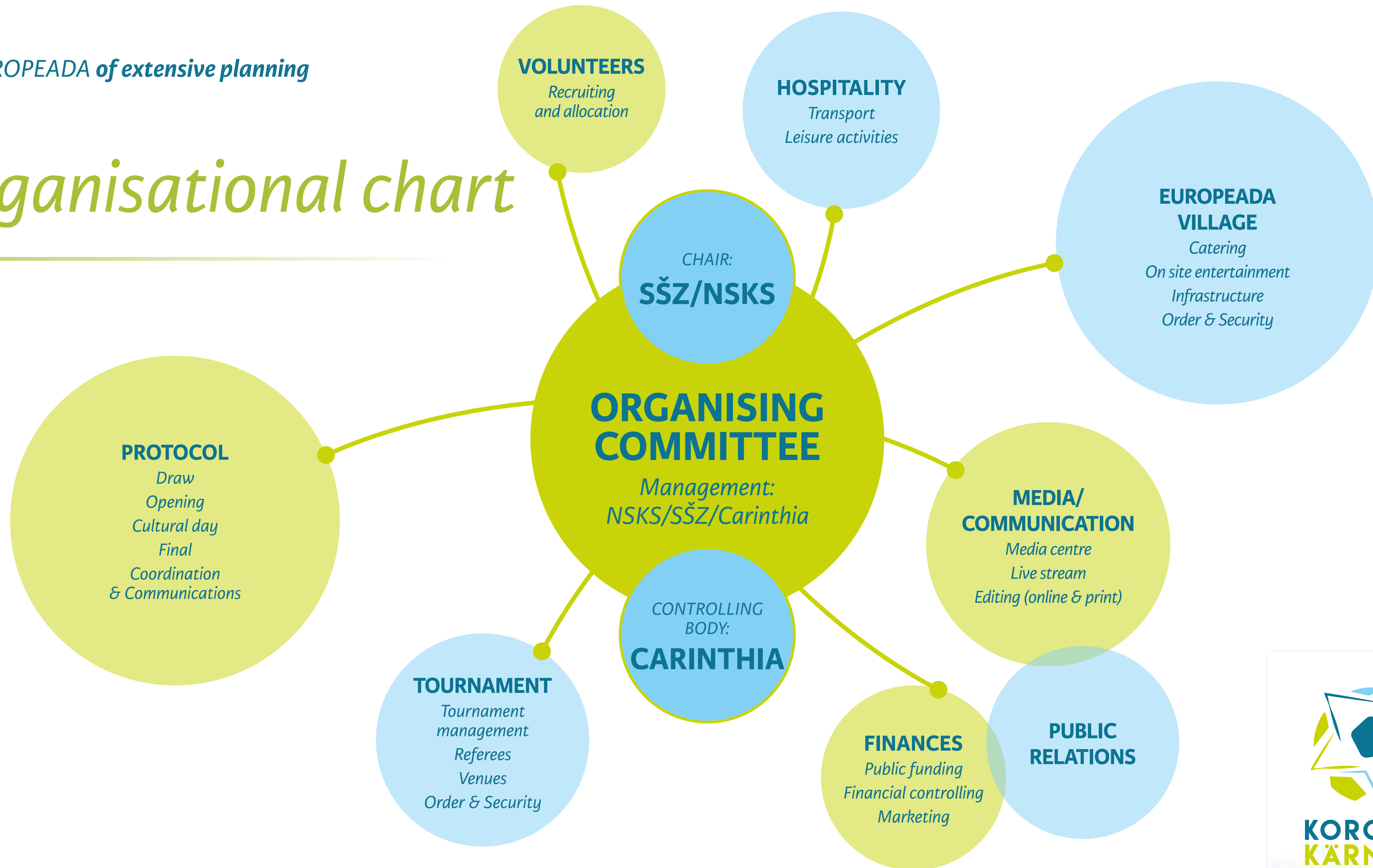
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The EUROPEADA
... of extensive planning

The EUROPEADA of extensive planning

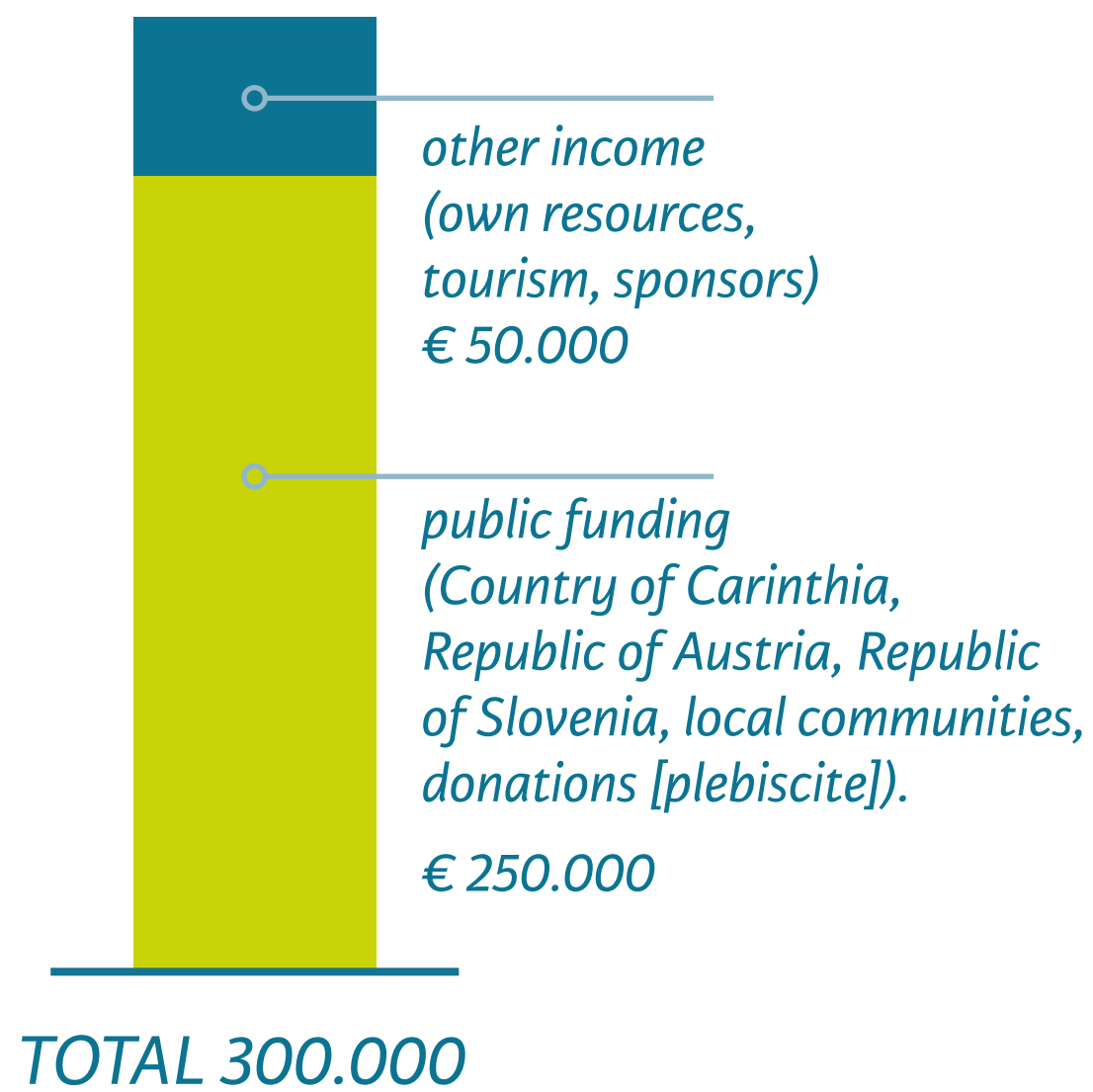
Organisational chart



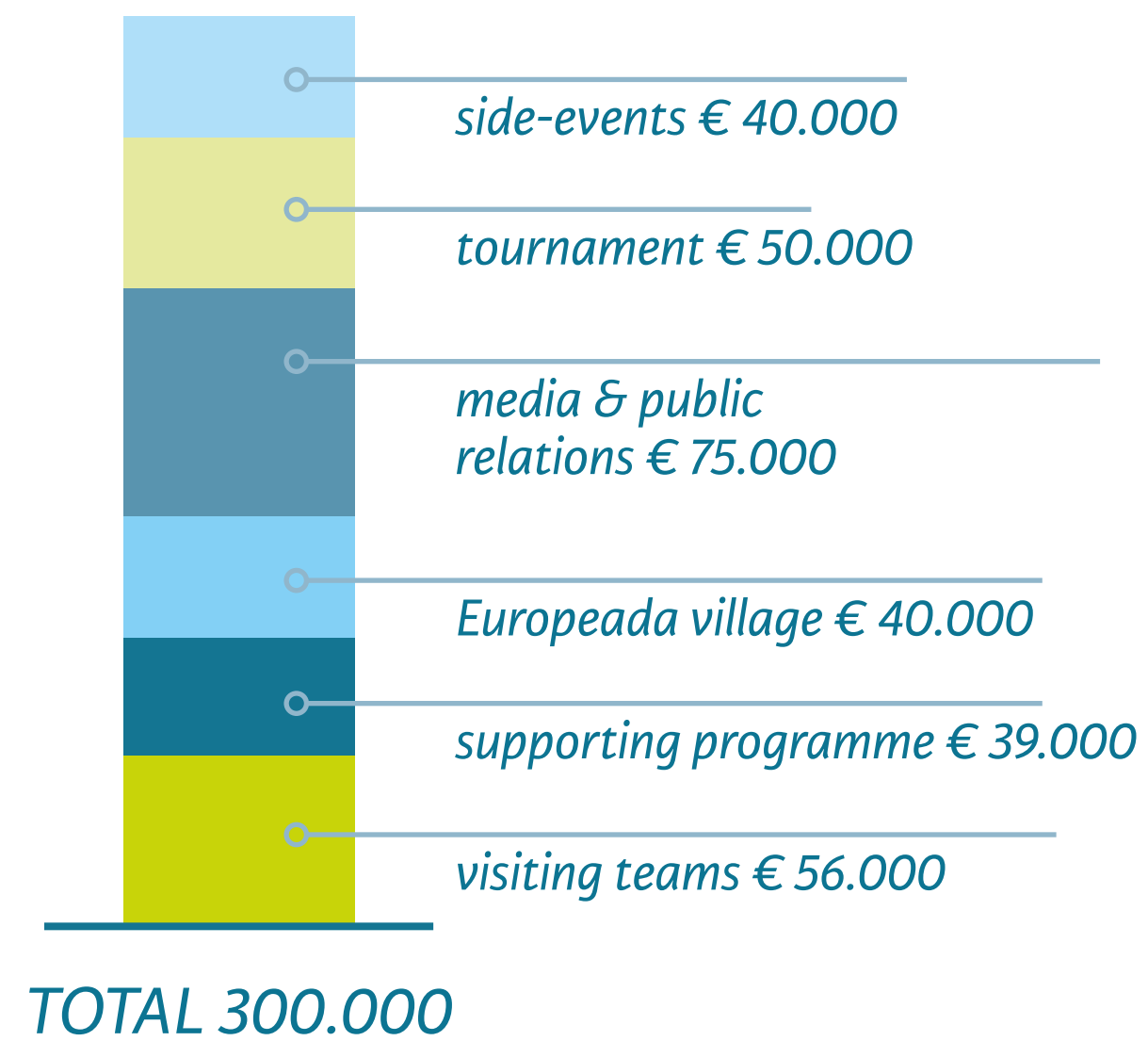
The EUROPEADA of extensive planning

Budget

Income



Expenses



AMT DER KÄRNTNER LANDESREGIERUNG
Abteilung 6
Unterabteilung Kärnten-Sport Koordination

LAND KÄRNTEN
Sport

Datum 27.04.2017
Zahl
Bei Eingaben Geschäftszahl anführen!
Auskünfte Mag. Arno Arthofer
Telefon 050-536-16171
Fax 050-536-16170
E-Mail arno.arthofer@ktn.gv.at
Seite 1

Abs.: Amt der Kärntner Landesregierung, Abteilung 6, Sportabteilung

Narodni svet koroških Slovencev/
Rat der Kärntner Slowenen
Viktringer Ring 26
9020 Klagenfurt am Wörthersee

Betreff: **Commitment des Landes Kärnten zur Austragung der EUROPEADA 2020 in Kärnten/Koroška**

Die EUROPEADA als europäisches Großereignis, welches den fairen Wettbewerb und die Begeisterung eines Sportfestes mit den Anliegen der autochthonen nationalen Minderheiten verbindet, ist als Bestandteil des Kärntner Sport- & Veranstaltungskalenders im Jubiläumsjahr 2020 vorgesehen.

Die Sportabteilung des Landes Kärnten sieht sich nicht nur als Unterstützer sondern (neben dem Slowenischen Sportverband/Slovenska športna zveza und dem Rat der Kärntner Slowenen/Narodni svet koroških Slovencev) als Partner der Kandidatur »EUROPEADA 2020 in Kärnten/Koroška«.

In dieser Funktion unterstützen wir den Veranstalter, die Gesamtfinanzierung zur Durchführung der Veranstaltung in Höhe von mindestens € 250.000,- abzusichern.

Als Sportreferat des Landes Kärnten tragen wir unseren Teil dazu bei, dass durch die EUROPEADA 2020 in Kärnten/Koroška unter dem Motto „TOGETHER UNIQUE/GEMEINSAM EINZIGARTIG/SKUPAJ ENKRATNI“ Brücken zwischen Nachbar sowie mit den Völkern Europas gebaut werden.

Grundlegende Werte wie Integration, Teamgeist, Fairplay, Solidarität sind Bindeglieder des Sports. Kurz um: SPORT VERBINDET/ŠPORT POVEZUJE!

Mit sportlichen Grüßen
für das Land Kärnten

Arno Arthofer
Mag./Arno Arthofer
Landessportdirektor

9020 Klagenfurt am Wörthersee, Siebenhügelstraße 107, DVR: 0062413, Internet: www.sport.ktn.gv.at
Amtsstunden (Öffnungszeiten): Montag - Donnerstag 7:30 - 16:00, Freitag 7:30 - 13:00
IBAN: AT06 5200 0000 0115 0014, BIC: HAABAT2K



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The EUROPEADA of extensive planning

The EUROPEADA 2020 in Carinthia/Kärnten/Koroška:

A well planned large scale event beginning with the Europeada draw, the opening at a stunning venue (Pyramidenkogel), countless activities in the Europeada village to the final in the capital of Carinthia, Klagenfurt/Celovec.

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The EUROPEADA 2020 in Kärnten/Koroška ...

- ... of short distances*
- ... with the unique
Europeada village*
- ... at an intersection of cultures*
- ... with a professional setting
for top performances*
- ... as a global experience*
- ... of extensive planning*



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Partners





IMPRINT

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DSG Sele, www.shutterstock.com,
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Klopeinersee Südkärnten

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Marko Oraže, Marko Haschej

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