

# RUN ARCHERY

## ACTIVITY REPORT 2024–2026

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### 1. INTRODUCTION

Over the past two years, Run Archery has continued its steady development at European and international levels. The discipline is gaining visibility, increasing participation, and strengthening its organizational structure through competitions, seminars, and knowledge-sharing initiatives.

### 2. ACTIVITY REPORT 2024

#### Main Actions

The key event of 2024 was the European Cup in Sherwood Forest (UK).

A major objective was to develop media coverage and live streaming. However, several constraints limited implementation:

- The biathlon calendar did not allow observation of streaming practices
- Planned technical study during the European Cup was only partially implemented
- The media manager could not attend due to last-minute flight cancellation

Despite this, European stakeholders significantly contributed to the global development of Run Archery.

#### Development & Promotion

- Introduction of Run Archery in the WA Americas Coaches Level 3 Seminar
- Integration into the WA Knowledge Sharing Program
- Launch of a World Archery lifestyle Facebook page
- Growing interest from new countries: Australia, Ivory Coast, Türkiye

### 3. ACTIVITY REPORT 2025

#### Main Actions

The key achievements of 2025 include:

- The European Cup in Montigny-les-Cormeilles (France)

- Publication of a Training and Coaching Guidebook
- as a beside event of the European Cup, at the initiative of the organizer, the UNSS (French Sport School Federation) had organized the first National Schools Challenge

For the first time, live streaming was successfully implemented for selected races.

A seminar was also organized in Abidjan (Africa) with 14 participants from 4 countries.

Future hosting:

- Poland (2026)
- Italy (2027)

## 4. EUROPEAN CUP DEVELOPMENT

Growth Overview

- 2019: 30 participants
- 2024: 80+ participants
- 2025: ~100 participants from 13 countries

There is a clear shift toward higher performance levels and stronger institutional recognition.

Media Impact (2024 example)

- ITV News: 6.1M viewers
- BBC Midlands: 458K viewers
- Archery GB digital reach: 380K
- World Archery Europe: 10K

Key Improvements

- Larger competition fields required (20 dropdown targets)
- Structured participation by country
- Fairer scoring through age categories

Changes implemented in the competition rules

- Maximum 9 male / 9 female athletes per country (+ unlimited U21)
- Mandatory participation in Sprint and 4K
- Registration via Member Associations (WAREOS)
- Ranking by age category (more fairness)

If the current level of competition is confirmed in 2026, that would be the right time to convert the European Cup I a **RUN ARCHERY EUROPEAN CHAMPIONSHIP**.

## 5. FINANCIAL SUMMARY

### 2024

- Initial budget: 3 500,00 €
- Partial use due to constraints
- Main expenses: travel, accommodation, transport

Outputs :	(Travel/Media crew/Equipment rental)	2 400,00 €
Inputs :	WA financial support	2 700,00 €
	WAE (planned)	1 000,00 €

### 2025

Outputs :	(Travel/Media crew/Equipment rental)	4 200,00 €
Inputs :	WAE own budget	1 100,00 €
	WA financial support	3 780,00 €

## 6. NEXT STEPS (2026–2027)

World Archery contributes to the Run Archery development.  
The March 2026 Target Talk was dedicated to the Run Archery.

Priority for the coming months: Media coverage and streaming development

### Key Actions

- Continue testing streaming solutions
- Collaborate with professional journalists and videographers
- Conduct test events at national level
- Build expertise before full deployment

### Estimated Budget 2026

Outputs :	(Travel/Media crew/Equipment rental)	7 500,00 €
Inputs :	WAE own budget	1 100,00 €
	Unused 2025 budget	1 000,00 €
	WA financial support	5 400,00 €

## 7. CONCLUSION

Run Archery is entering a new phase of maturity:

- Strong growth in participation

- Increasing international interest
- First successful media experiments

The next step is to professionalize media coverage to support further development.

## 8. ACKNOWLEDGEMENTS

### Special thanks to:

- Executive Board members
- Organizing Committees
- Judges and officials
- Coaches and team managers
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