



Kazan 2013 Observer programme



On behalf of the "Observer" programme organizers:

"It is a great opportunity for you to experience and to learn from the Universiade 2013 on the ground, before you will be taking the honour to host next Universiade.

During the Observer programme, each future organizing committee will not only witness how things are done, but also will study specific areas, so that they can learn and can improve their work upon this learnt experiences in Kazan."



International University Sports Federation



FISU International Educational Centre



The Executive Committee of the 27th Summer Universiade Kazan 2013



Universiade Kazan 2013



Kazan is the capital of the Republic of Tatarstan, sports capital of Russia. It is one of the largest economic, scientific and cultural centres in the country. The city celebrated its 1,000th anniversary in 2005. About 1,2 mln people – representatives of over 100 nationalities – live in Kazan in the atmosphere of cultural, religious and linguistic diversity.

and is a home for many multi-titled athletes and sports clubs, who compete at national and international championships of various size and in different sports, many high-profile competitions have been held at Games venues over the last few years.

There are all the reasons to call the thousand-year-old Kazan a 'young' city, as it's the largest student city of Russia. There are nearly 200,000 students from 67 countries studying in Kazan, Russia's top higher education institutions are concentrated here.

The history of the 27th Summer Universiade started long before its due date. Kazan was announced as the host city for the 2013 Summer Universiade in Brussels on May 31, 2008. 20 out of 27 members of the FISU Executive Committee gave their votes to the capital of the Republic of Tatarstan.

Kazan actively develops its infrastructure; new sporting venues, industrial and social facilities, residential premises, roadways and traffic interchanges are being built. The city's economics follows an innovative way of development.

The 27th Summer Universiade in Kazan will be the first Universiade, and even more, the first high-profile multi-sport event in the history of modern Russia.

Kazan is also a driving force for Russian sports development

The Kazan 2013 Summer Universiade will start on July 6th and end on July 17th, 2013.



Observer memo

| | |
|--------------------------------|--|
| What is the Observer? | The Kazan 2013 Observer programme is a key component of the knowledge transfer process, providing a unique opportunity to live, learn and experience real multi-sport games and Universiade operations |
| Who is this programme for? | For future organizing committees of multi-sports events |
| Benefits from participating | Participants will be gaining invaluable experience of how an event like the Universiade is organized. Over the course of the Observer programme, the participants will have the opportunity for networking, for attending many useful meetings and tours |
| Programme goal | The programme goal is to provide future organizing committees with the learning opportunities from organizing Universiade 2013, to learn from other multi-sport events and build a new knowledge, based on lessons learned |
| When does the programme start? | Observer programme starts a few days before the Universiade 2013 and will last until the end of the Games (June 29 – July 18, 2013) |
| Application deadline | November 1, 2012 – April 1, 2013 |



Programme overview

| Activities | Activity description |
|------------------------|---|
| HoD Meeting Activities | General program activities for Heads of Delegations |
| Guided Visit | Visit aimed to show a high-level overview of the operations taking place on the venues. Venue tours include zoning, mass events, providing services, etc. |
| Seminars A, B, C | Seminars representing the operations and activities of the Function on its field. Includes introduction, presentation and discussions on issues of the key functions |
| Seminar D | Seminar representing the operations and activities on the Volunteer Programme issues |
| FA Meetings | Meetings with Functions' representatives for "Questions & Answers" session. Presentation of the Executive Committee concept and strategies as well as roundtable discussions on the concerned issues |
| Self-Observation | Access to the venues in order to observe & experience. Does not include guiding |
| Experience Visit | 1. Visit designed to allow the observers to experience "A day in the life of an Universiade Athlete" - from having breakfast to training, to the transfers to/from the Universiade Village and training and competition venues 2. Visit designed for the Observers to experience "A day in the life of a Spectator" appreciating different aspects such as venue entry and exit, transportation to/from venues, wayfinding, sport presentation, etc. |
| Working Tour | An attending the venues and accompanying CTI/CSU members during inspections allow to understand the liaison between creative & operations including protocol elements and FISU Minimum requirements |
| Operational Visit | Visits aimed to understand the various elements of operations, activities and work processes during the Games, and to understand the role of the Functional Area in the field |
| Training | Participation in the Volunteers' training sessions |

For more information, visit our website : www.kazan2013.com, or contact: observer@kazan2013.com

During seminars following topics will be covered:

- Introduction to the Kazan 2013 Universiade
- Planning and Coordination
- Accommodation
- Accreditation
- Food & Beverage
- Cultural Programme
- Medical and Anti-Doping
- Marketing and Brand Management
- Venue Management
- Sport
- Transportation
- Command, Control and Communications
- Ceremonies
- Media and Communications
- Technology
- Human Resources
- Volunteers

Participation details

The programme is designed in the way that each attendee will be catered for his/her own needs, so that all areas of expertise are covered and consulted respectively. Programme activities are defined based on the group types below:

| Activities | Group A | Group B | Group C | Group D |
|-------------------|---|------------------|-----------------------------|---|
| | Organizing committees for future Universiades | Applicant Cities | Other Organizing committees | Volunteers of the Organizing committees |
| HoD Meeting | Included | N/A | N/A | N/A |
| Guided Visit | Included | Included | Included | N/A |
| Seminars | A | B | C | D |
| FA Meetings | Included | N/A | N/A | N/A |
| Self-Observation | Included | N/A | N/A | Included |
| Experience Visit | Included | N/A | N/A | Included |
| Working Tour | Included | N/A | N/A | N/A |
| Operational Visit | Included | N/A | N/A | N/A |
| Training | N/A | N/A | N/A | Included |



Kazan 2013 team representatives review on the Observer programme:



Galina Kupriyanova, Kazan 2013 Deputy Director General. Knowledge Management, Strategy and Planning Supervisor

"This programme itself - is an innovative approach for the Universiade staging and it is designed for successful knowledge transfer. We made an attempt to resolve enormous logistical challenges during experience sharing. We hope, that the programme will prove to be a truly memorable, enjoyable event"



Liliya Barieva, Kazan 2013 Knowledge Management Department Director

"We made the most of learning opportunities in Shenzhen 2011, Erzurum 2011, Belgrade 2009, Harbin 2009, London 2012 to implement and deliver world-class performances to Kazan 2013 Observer programme. Kazan 2013 observers will get the best opportunity of learning across all aspects of Games holding"



Alik Saifutdinov, Kazan 2013 Volunteer Department chief expert. Shenzhen 2011 Observer

"We were exploring the Games and getting the experience of being Games Makers so we could learn and then use that knowledge and experience when we got back to Russia to prepare for our Universiade.

There were a huge number of people, so we could learn how to work with all the volunteers together. One of the most important things for me is using this invaluable experience, and based on it we will increase the number of people who are involved in volunteering"



Gulnara Bikkineeva, Head of the FISU Relations Unit. International Relations Department. London 2012 Observer

"Six Kazan 2013 staff representatives went to London to look at the Games-time operations and learn from the London 2012 experience. I was lucky enough to be an Observer in London 2012 and I am very proud that my knowledge will help to deliver the new vision for Kazan 2013 Universiade Observer Programme"

For more information or any questions regarding the programme, visit: <http://www.kazan2013.com> or contact: observer@kazan2013.com

Universiade Kazan 2013 Partners

General partners



Official partners



Partners



Official suppliers



Kazan 2012

www.kazan2013.com