

Seniors Chess (50+): Recognition, Prestige, Inclusion

We will further strengthen senior chess by giving it the recognition it deserves—through higher prize funds, improved event standards, stronger visibility, and a clearer pathway that celebrates the legacy and continued competitive strength of Europe’s senior players.

Our Program for (2026–2030)

- **Strong and stable participation** in ECU Senior Championships, proving the depth and commitment of senior chess across Europe.
- **Prize fund reinforcement already secured: €16,000 additional Prize fund (over organizes offers)** for the Europe Senior Individual and Team secured to strengthen senior prize funds starting in 2026 and set a higher baseline for growth.
- **New flagship event: launch a European Senior Rapid & Blitz Championship 2027 with a €30,000+ prize fund have already secured through a new sponsorship.**
The new event will take place in Monaco and the regulations will be decided and announced as soon will be finalized.
Prize funds and prestige: deliver an immediate, measurable step-up in senior prize funds—**€30,000 + €16,000 secured**—and build a sustainable plan for further increases across the term.
- **Event excellence:** raise organizational standards (playing conditions, scheduling, arbiters, hospitality, and player services) to ensure seniors receive a top-level championship experience.
- **Visibility and storytelling:** deliver consistent communications—previews, daily highlights, interviews, and post-event reporting—so senior chess gains the media presence it merits.
- **Partnerships and support:** expand sponsor and patron partnerships dedicated to senior chess, with clear deliverables that directly improve prize funds and event quality.
- **Inclusion through social chess:** expand senior participation through social programs that make chess more accessible, welcoming, and community-based—especially for players returning to chess later in life.
- **Family & intergenerational chess:** promote formats that involve the whole family (e.g., senior–junior team events, family side-events, community days alongside championships), strengthening the social value of chess and increasing participation.
- **Healthy ageing & wellbeing:** support initiatives linking chess with active ageing, mental wellbeing, and lifelong learning—working with federations and local partners to deliver measurable community impact.

How we will measure progress (KPIs)

- **Prize funds delivered:** delivery of the **€30,000** prize fund for the new European Senior Rapid & Blitz Championship, plus the additional **€16,000 secured** uplift in senior prize funds.
- **Participation:** year-on-year growth in entries across 50+ and 65+ categories, including broader federation representation.
- **Visibility:** minimum media standards achieved for senior events (pre-event announcement, daily updates, highlights, final report).
- **Event quality:** improved player satisfaction (tracked via structured feedback) and stronger host-organizer performance year to year.
- **Social participation:** increased number of federations running ECU-supported senior social programs and family chess activities.
- **New/returning players:** growth in first-time senior participants and returning players in 50+ / 65+ categories.
- **Community reach:** number of family side-events/community sessions delivered alongside senior championships.