



European
Commission



#BEACTIVE 5 YEARS

EUROPEAN WEEK OF SPORT

REPORT BOOK



Sport

/ GET ON BOARD FOR THE BEACTIVE TOUR

This brochure represents a gateway through a truly European event that gets Europeans to #BeActive EWoS experienced its most impactful year yet in 2019.

European Week of Sport 2019: Our journey to getting more Europeans to #BeActive

Under the overarching campaign slogan #BEACTIVE, National Coordinating Bodies and European Partners helped spread the message about the value, importance and fun to be doing sport or physical activity of any kind. The number of events topped all previous years with 28,300 held throughout Europe; the country total also rose to an all-time high with 42 countries and regions, making this a truly European phenomenon. The fifth EWoS boasted the highest number of individual

participants with more than 15.5 million people taking the #BeActive message home. As a testament to the lasting and local results achieved by the EWoS organizers and Ambassadors, the #BeActive hashtag continues to be used almost hourly, all year round being picked up and spread by a growing online community of #BeActivists!

Thank you for your participation, commitment and interest. EWoS now aims to draw from that sustained energy and enthusiasm to help people continue with modified physical fitness routines as we navigate the Covid-19 crisis as safely as possible.

Let's get ready for 2020 #BeActive year!

CONTENT

1/ EUROPEAN WEEK OF SPORT	04
About the European Week of Sport	06
#BEACTIVE Communication Campaign	10
Facts and Stats	12
2/ THE WEEK	14
Official Opening of the Week	16
European Sport Village	18
#BeActive Ambassadors	20
Seminar & #BeActive Night	22
3/ #BEACTIVE WEEK IS YOUR WEEK	24
National activities	26
4/ WORKING HAND IN HAND	64
European Partners - activities	66
5/ STANDING OVATIONS	92
#BeActive Awards	94
#BeActive Awards Winners	95



/ FOREWORD



/ Mariya Gabriel

European Commissioner
for Innovation, Research,
Culture, Education and Youth

The European Week of Sport 2019

As I write this short introduction, in May 2020, the European Union is still struggling with the crisis caused by the outbreak of COVID 19.

Our society is facing several challenges. People feel isolated, the global economy is slowing down and the perspectives for the future are still uncertain.

In these difficult times, sport and physical activity are a source of relief and strength for all of us.

Sport boosts our health and wellbeing and contributes to our economy and society as a whole.

The fifth edition of the European Week of Sport has helped, once more, raise awareness and promote sport and physical activity across Europe. Bringing people together joining the #BeActive initiative. Building friendships, fostering social cohesion and strengthening communities.

Last year, more than 15 million participants across 42 countries and regions in Europe and its neighbourhood got involved in over 28.000 events

related to the European Week of Sport. It is very encouraging to see how many of people came together to get this initiative off the ground and to hear the inspiring stories of our ambassadors, partners and friends.

This brochure highlights the activities of participating countries, partners, ambassadors and individuals who have helped to bring the idea of a European Week of Sport to life – and have connected people of different ages, backgrounds and cultures, promoting values such as respect and fair play.

In 2020, the European Week of Sport will venture in a sort of unknown land. However, as sports teaches us, we cannot give up; any challenge has to be seen as an opportunity.

I would like to thank all those involved for making the fifth European Week of Sport a great success. I am looking forward to taking this further with all of you for the 2020 edition.



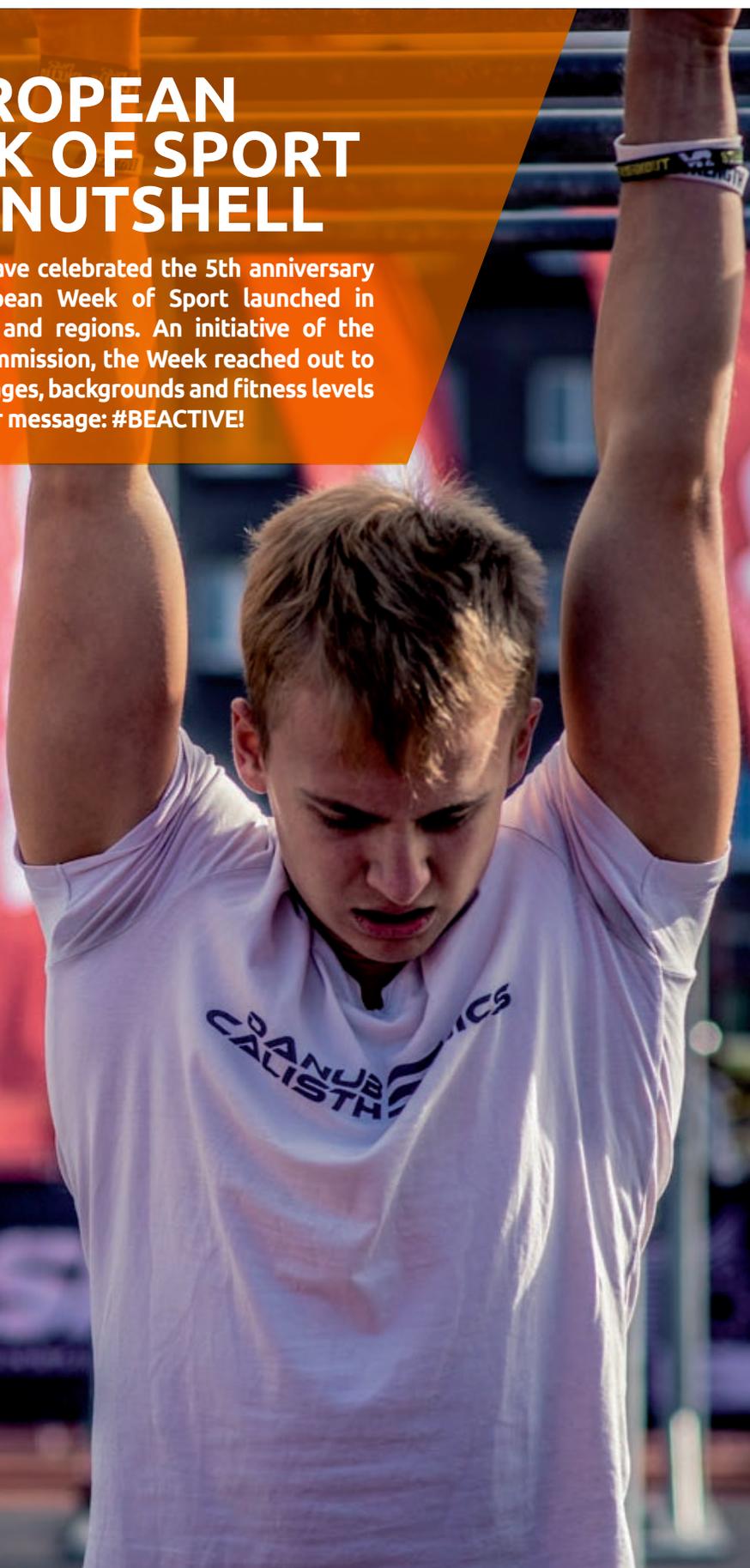


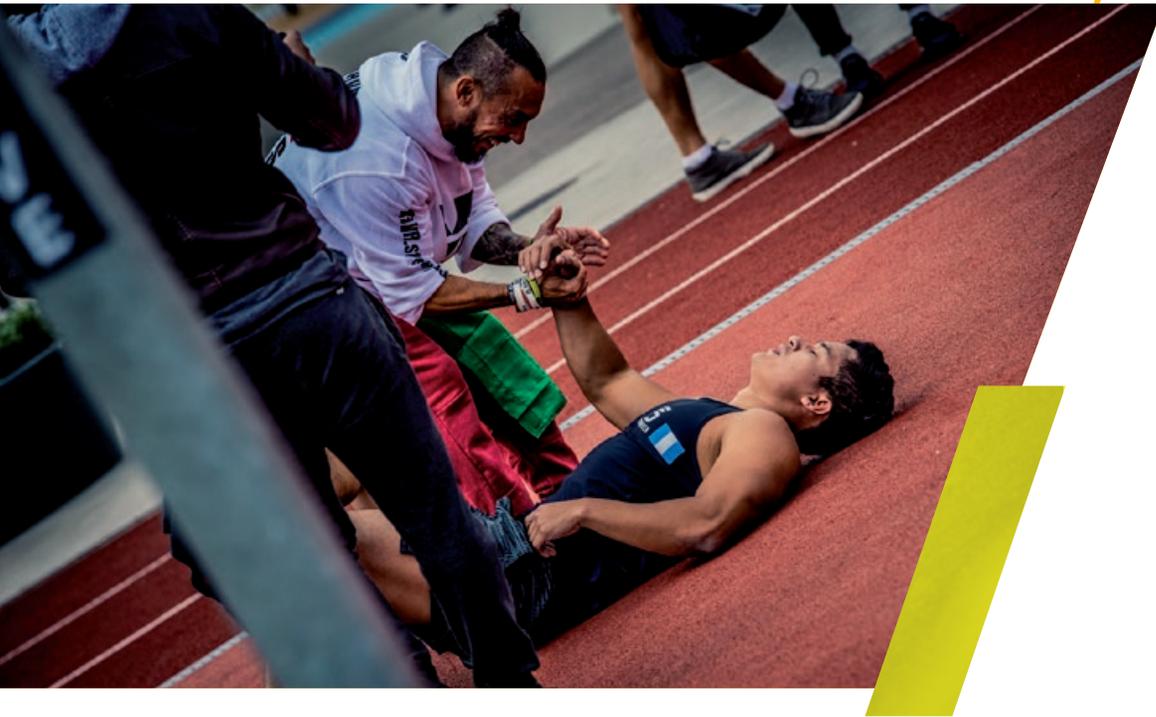
01 / EUROPEAN WEEK OF SPORT

About the European Week of Sport	06
Facts and Stats	10
#BEACTIVE Communication Campaign	12

/ EUROPEAN WEEK OF SPORT IN A NUTSHELL

In 2019 we have celebrated the 5th anniversary of the European Week of Sport launched in 42 countries and regions. An initiative of the European Commission, the Week reached out to people of all ages, backgrounds and fitness levels with one clear message: #BEACTIVE!





The Context

Efforts to promote physical activity at European and national level are not new. However, figures from a Eurobarometer survey published in 2018 reveal that levels of participation in sport and physical activity in the EU are stagnating, and in some Member States are falling. The knock-on effects are clear. Not only does this lead to physical and mental health problems at an individual level, but the negative impact on the economy and society at large is significant.

Levels of participation in sport and physical activities in the EU are stagnating and in some of the Member States are falling.

OVER-ARCHING MESSAGE

A #BEACTIVE society is a healthy, happy and inclusive one

SUPPORT MESSAGES

- 1 / Sport has universal appeal and is good for physical and mental well-being.
- 2 / Sport is accessible to all people, no matter their background, culture, age, gender, or physical ability.
- 3 / Sport is emotionally uplifting and can contribute significantly to a sense of togetherness, helping to strengthen communities.
- 4 / Sporting activities can play a powerful role in promoting social cohesion by integrating minority and marginalised groups.
- 5 / Sport can help create jobs and growth and contribute positively to Europe's economy.
- 6 / Individuals, communities and decision makers can all contribute to putting greater value on sport and physical activity and building an active society.

THEMES

- 1 / EDUCATION
- 2 / OUTDOORS
- 3 / WORKPLACE
- 4 / SPORT CLUBS AND FITNESS CENTRES

/SPREADING THE WORD

To achieve the goal of getting more Europeans to be active entails the mobilisation of an entire continent. To do so requires spreading the word by communicating through the most wide-reaching mediums with relevant messages, materials and information.





For the the European Week of Sport's fifth anniversary, that meant updating the visual identity, a new website, a regular newsletter and the use of the European Commission's Twitter, Facebook and Instagram accounts, as well as those of national coordinating bodies, partners and ambassadors from across the continent.

Graphic package and 5th anniversary

The European Week of Sport's visual identity was refreshed for this fifth edition. A range of engaging content, including social media posts, photos, videos and digital banners were prepared in every European language and made easily available for use by all stakeholders. A dedicated digital team was always on hand via email to help and monitor output at local level.

2019 was about bringing the Week back down to the local level. All visual materials were created with content provided by national coordinating bodies, partners and ambassadors so that the Week truly reflected the cross-section of society that takes part. at an individual level, but the negative impact on the economy and society at large is significant.

Be Active Campaign

#BeActive - the campaign designed to promote the Week - aimed at tapping into Europe's latent energy and pent-up desire to run, swim, dance and play, and to achieve the objectives of:

- 1 / Creating a real social culture that better values sport and physical activity;
- 2 / Raising awareness about how inactivity can give rise to serious health issues;
- 3 / Getting people to change behaviour by moving more and sitting less!



**LAUNCH
ESPOO, FINLAND**
23rd September

**#BEACTIVE
AWARDS**
18th October

**EUROPEAN
WEEK OF SPORT**
23rd to 30th
September

81
AMBASSADORS



132
AMBASSADOR
TWEETS



8
AMBASSADOR
STORIES
shared



/KEY HIGHLIGHTS 2019¹

42
PARTICIPANT
COUNTRIES
AND REGIONS



15.5M
PARTICIPANTS
(13M IN 2018)



29K
EVENTS



215
ORIGINAL TWEETS
produced



123M
TOTAL
IMPRESSIONS



64
ORIGINAL POSTS
produced



51
PARTNERS



+300
TWEETS
from partners



59M
ESTIMATED
REACH
only on Twitter



64
INSTAGRAM
publication



+49K
MENTIONS
of #BeActive &
#EuropeanWeekOfSport
on Twitter alone



+34K
CAMPAIGN
HASHTAGS
users on
Twitter alone



1.1M
ENGAGEMENT
with the campaign



5
PARTNERS
STORIES
shared



160
ENTRIES
#BEACTIVE
CHALLENGE



27K€
SPENT
on 70+ social media paid
advertising campaigns

¹ 23rd June 2019 to 31st January 2020.

² The number is an average based on reports from partners and ad-hoc monitoring. More tweets may have been produced that weren't monitored.

³ 123M social media impressions online, across all platforms from all users that engaged with the campaign as calculated by Sysomos.

⁴ 30.7M impressions were generated by the DG EAC social media accounts.

⁵ The estimated total reach of the campaign hashtag over the campaign period as calculated by Sysomos.

⁶ Ambassadors' and partner stories posted on DG EAC's social media channels were the most popular content, followed by the #BeActive videos.

⁷ 70+ paid campaigns across platforms.

Social Media

Social media play a crucial role in promoting a healthy and active lifestyle. By engaging with millions of Europeans, the European Week of Sport ensures that people across Europe embrace the #BeActive spirit and join together in an effort to be healthier.

Overall and from the perspective of its objectives, we can consider this year's campaign as very successful due to increased participation, and effective and engaging social media activities despite using a lower promotions budget than in 2018.

The overall results of the social media activities point to an effective increase of the awareness about the

European Week of Sport, which was one of the main objectives of the campaign. This was achieved in close cooperation with promoting the importance of sport and physical activity throughout Europe. The #BeActive social media campaign was clearly successful in generating conversations and raising awareness around the topics of health, sport and physical activity.

When looking at the most influential and most retweeted tweets, there are noticeably a lot of influential accounts and organisations endorsing the #BeActive message. Among some of these users there is the World Health Organization (WHO), UN Geneva and famous basketball player Pau Gasol.

COMPARAISON 2018 - 2019

Metrics	2018	2019	Comparison in %
Participating countries and regions	37	42	+ 13.5%
Number of events	50,753	28,300	-44.2%
Number of event participants	13,643,492	15,300,866	+ 12.2%
Advertising budget	€87,250	€27,150	-68.9%
Total impressions on social media	101.2M	123M ¹	+ 21.5%
Total reach on social media	17M	59M	+ 247.1%
Total mentions on social media	49K	121.3K	+ 147.6%
Total mentions during the Week	18K	22K	+ 22.2%
Total number of link clicks	29.9K	77.7K	+ 159.9%
Engagement (interactions)	5.6M	1.1M	-80.4%
Video views	7.3M	279.5K	-96.2%
Total link clicks on the Facebook event page	10K	9.6K	-4%
Total registrations on the Facebook event page	3,700	5,244	+ 41.7%
Challenge entries	184	160	-13%

¹30.7M impressions were generated by the DG EAC social media accounts alone.

CONTENT VOLUME PER CHANNEL

Channels	#of posts in 2018	#of posts in 2019
 Twitter	79	215
 Facebook page	57	64
 Facebook event page	23	15 + 55 shares of partners' posts
 Instagram	71 + 2 stories	48 + 16 stories
Total	229	413



Newsletter

A monthly newsletter was sent out from June to December, bringing the latest European Week of Sport news, events, and tips and tricks to #BeActive to Europeans. An important source of information, the newsletter was a space to highlight some of the best work being done across the continent to encourage physical activity.

Website

The European Week of Sport website was updated and given a new look for the 2019 edition. This valuable repository had information on events taking place in each of the countries participating in the Week.

It was also a space to host articles showcasing projects from various guest writers from among European partners, national coordinating bodies and ambassadors.

#5minChallenge

The #5minChallenge was created to encourage and remind Europeans that five minutes of physical activity is easily accomplished and a gateway to more regular physical activity. Organised in two parts, the #5minChallenge was both a social media competition and a planned event during the Week itself.

Participants in the social media competition had the simple task of taking a photo or video of themselves doing five minutes of physical activity – in any shape or form – and posting it to Twitter or Instagram using specific hashtags and tagging the European Commission's accounts. This saw Europeans dancing, lifting weights, gardening, cycling, walking the dog and much more.

On the #BeActive Night on 28 September the #5minChallenge became a massive coordinated cross-continent activitWWy. At 19.00 CET, all Europeans were called upon to do five minutes of physical activity – simultaneously. Live streams from multiple events across the continent were posted on social media as European joined together to #BeActive.





02 / THE WEEK

Opening of the Week	16
European Sport Village	18
#BeActive Ambassadors	20
Seminar & #BeActive Night	22

/OFFICIAL OPENING OF THE WEEK AND SPORT VILLAGE

Over eight thousand children joined sport stars, teachers, fitness trainers and two European Commissioners in Espoo, Finland for the launch of the 2019 European Week of Sport.





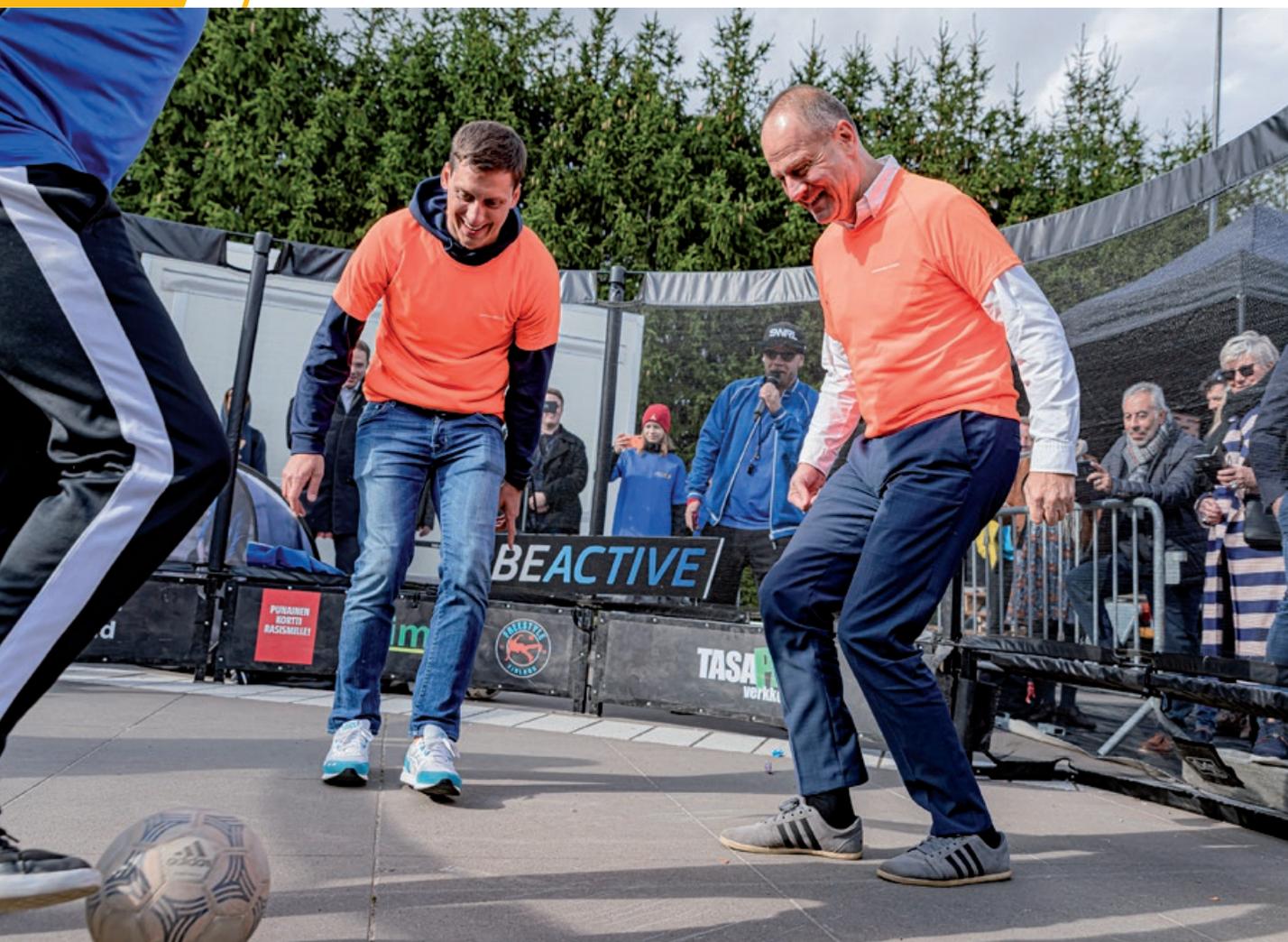
Espoo's Leppävaara Sports Park stadium was transformed into an exciting fitness festival on September 23 as thousands of school children took part in a day of activity and entertainment.

The sport village in the stadium buzzed with action as it showcased dance shows, aerobics sessions, and football games, attended by mascots, YouTube stars and television personalities.



Two of the biggest draws at the event were Finland's European Week of Sport Ambassadors: basketball ace Shawn Huff and cheerleading champion Rosana Toivonen, who both led the crowd in special training sessions.





Let the Week begin!

Jyrki Katainen

European Commission Vice-President
for Jobs, Growth, Investment and
Competitiveness

European Commissioner for Education, Culture, Youth and Sport Tibor Navracsics toured the sport village alongside European Commission Vice-President for Jobs, Growth, Investment and Competitiveness Jyrki Katainen.

Mr Navracsics even pulled a bright orange t-shirt over his white shirt and replaced his dress shoes with trainers as he took part in a Panna football tournament.

Let the Week begin – Commissioner Katainen symbolically threw the ball, starting the game that kicked-off the 2019 European Week of Sport.



FACES OF THE WEEK



& #BEACTIVE AMBASSADORS



/ #BEACTIVE AMBASSADORS





/// Ambassadors from all around Europe, among them Olympians, record-breaking athletes, national icons and UNCEF Ambassadors have keenly signed up to promote the campaign.

The foremost challenge of EWoS has been that it seeks to unite the globally diverse citizens of Europe around a common goal: social cohesion and individual well-being through physical activity and sport.

The campaign, also, has not just been limited to the EU but has encompassed South and Eastern Europe including Ukraine, the Balkans, Turkey and Georgia. EWoS have utilized a highly successful EWoS Ambassadors outreach program, developing engaging and sharable social media content to inspire the public to take up simple but effective active challenges. EWoS Team has provided guidelines packed with ideas to engage and inspire national and local audiences. Ambassadors from all around Europe, among them Olympians, record-breaking athletes, national icons and UNCEF Ambassadors have keenly signed up to promote the campaign.





Seminar

The official opening of the Week continued as participants strolled to the nearby Sello Hall for a seminar organised by the European Commission, looking at how education authorities, local government and sport organisations can entice young people to be more active. In the words of Commissioner Navracsics “We know the importance of instilling healthy habits at a young age. If young people get to know sport and enjoy it, they are more likely to play it throughout their lives,” he said. “This is why encouraging physical activity in schools is so important – even more so for children coming from disadvantaged backgrounds.”

If young people get to know sport and enjoy it, they are more likely to play it throughout their lives.

Tibor Navracsics

European Commissioner for Education, Culture, Youth and Sport





#BeActive Night

The highlight of the European Week of Sport was the #BeActive Night, on Saturday, September 28, when a series of mass sport events took place in cities across Europe. Commissioner Navracsics urged people to get out in large numbers.



Commissioner Navracsics called all Europeans to join the #5minchallenge on the #BeActive Night and to #BeActive all together at 19.00 CET for (at least) 5 minutes: "We have to motivate people, and these events can be a great motivation because people see good role models, champions, athletes!"



BĒRNU
VIEGLĀTLETIKAS
FESTIVĀLS

ERNESTS

MAXIMA LSFP



03 / #BEACTIVE WEEK IS YOUR WEEK

National activities

26



/ AUSTRIA



Inspiring Austrians to #BeActive and look beyond borders through sport

In cooperation with numerous sports federations and sports clubs it was possible to spread #BeActive events all over Austria.

We started with an European Village at the "Tag des Sports" with hundred thousands of visitors and continued with 1.349 open #BeActive sessions in sports clubs, a tour through Austrian companies introducing a Nudging tool, courses for coaches about fitness tests for adults, an ESSD Flagship event plus 57 participating schools and concluded the week with 25 #BeActive Night events.

/ The European Week of Sport is such a fun initiative and gives the chance for inspiring activities to get people to #BeActive... the European network enables to look beyond borders and to learn from each other. Let's continue to get people active and to #BeActive ourselves!

Anna-Maria Wiesner
Sport Austria, EWoS NCB Austria



/ BELGIUM

EWoS Belgium: creating opportunities for young people to #BeActive

As part of the 'Bring Your Sports Club to School' campaign, 1047 schools organized an action that promotes sports in a club context.

The events varied from fashion shows in the outfit of their sports club to initiations of sports clubs on the playground. It was an unforgettable day for all students. As icing on the cake, 2 performances by well-known Flemish groups were raffled among all participating schools.

This is a once in a lifetime opportunity. The children are super excited.

Dave Goossens

Teacher of elementary school GBS Voorheide





/ BULGARIA



A plethora of sports to make children acquainted with healthy habits

In 2019 the Bulgarian #BeActive fair was organised for the first time, with the participation of sport associations, federations, clubs, and governmental institutions. The overall idea of the Fair was to come and try new sports. Governmental institutions such as the Ministry of Health, the State Agency for Child Protection, the Anti-doping Centre were present in order to get children acquainted with healthy nutrition. Thousands of children had the opportunity to observe demos and get their first lessons in sports wrestling, boxing, basketball, volleyball, rhythmic gymnastics, badminton, tennis, fencing, karate, arm wrestling, taekwon-do, roller skating, tennis table, motorcycling, outdoor fitness, football, etc. #BeActive Ambassadors explained to children how important for it is do sport every day and to eat healthy. In order to convince them and to promote healthy lifestyle, the experts offered to children fruits and healthy snacks.

More than 100 participants presented 55 sports at the #BeActive Fair through demonstrations. Four thousands students from over forty schools and more than 10 000 people visited the fair during the days.



May the European week of sport become a month, and the month become a European year of sport.

Yordan Yovchev

President of Bulgarian Gymnastics Federation





/ BOSNIA & HERZEGOVINA



#BeActive Bosnia - brining Bosnia together through sport

The European Sport Week in 2019, from September 23-30, hosted events with close to 10,000 participants in Banja Luka, Sarajevo, Mostar and Jahorini, in Bosnia and Herzegovina.

The 2019 European Sports Week has been celebrated throughout Bosnia and Herzegovina, both in the Federation of Bosnia and Herzegovina and in the Republika Srpska, with central events called "Beatogether" held in Sarajevo, Mostar, Banja Luka. In addition to the central event, there were a number of events that took place in Banja Luka and Sarajevo and on the Olympic Mountain Jahorina.

/ The motto of European Sport Week 2019 is Beatogether!





/ CROATIA



EWoS Croatia: unifying and motivating Croatia through physical activity

During this year's EWoS in Croatia, our goal was to activate all citizens, regardless of their age or physical fitness.

With more than 45,000 participants at 28 sport events, which included schoolchildren, young people and older people in cities across Croatia, this year's European Sports Week, organized by the Central State Office for Sport and its partners, has been the most successful so far. Croatia's EWoS included the Grand Opening at the European Square in Zagreb, various events all across the country, Open Days at sports and fitness centres and the entertaining #BeActive Night, a night exercise on the Zadar waterfront.

/ The message we send through this manifestation is that sport is ... the instilling of great values in life such as friendship, fair play, honesty, team spirit, work, perseverance and at the same time a path that creates lasting friendships.

Andrej Plenković
Croatian Prime Minister





/ CYPRUS



Inspiring people to play sport – creating happiness, friendship and joy throughout Cyprus

A successful and spectacular multisport event took place for second consecutive year in Larnaka city, on the night of 28 September 2019. It's estimated that more than 10,000 citizens, locals and tourists, had the chance to participate in a variety of more than 28 sporting activities. The programme of the event started early in the afternoon with a beach tennis tournament at the nearby sport facilities of the famous Foinikoudes beach. The event was exclusively live-linked on a national Radio station. Citizens had the chance to visit the sport village set-up at Europe square and participate in various sports and activities such as table-tennis, challenge games, street basketball, fencing, street tennis, cycling, archery, climbing, kids' athletics, functional training and free-style cycling. Visitors had the chance to receive dietary and nutrition information. Among the initiatives of the event was the introduction of new sports such as the laser run and the e-Games tournament.

The event was concluded with a city cycling tour and 10k, 5k and 1k kids races along with a Special Olympics fun run 1000 meters and an after party.



Explore the Week's unlimited physical activities opportunities, choose the one for you and stick to a healthy exercise habit and fitness routine.

Kallie Hadjioseph
#BeActive Ambassador



/ CZECH REPUBLIC

Empowering citizens to #BeActive and bring positivity to their lives

The Czech sports environment seeks to motivate the public to exercise well by all possible means, and the European Week of Sport is an ideal opportunity to show people that sport and generally healthy exercise can be beneficial in their lives.

During the #BeActive National Event, National finals of Versatility Badge in Brno, hundreds of young athletes were able to enjoy a great atmosphere and a rich accompanying program and support of the Czech Olympians and other sports stars.

The #BeActive Village with accompanying program was prepared for the general public as part of the day and aim to motivate the sport to be regular part of people's lives without excuses. The program was designed for all participants which enjoyed the full day of sports activities in the spirit of more energy, more power, more joy of life.



**/ Sport gives you
more energy, more
power, more joy of life.**





/ DENMARK



Shedding light on physical activity as a move towards the UN Sustainable Development Goals

Since 2017, the International Sport and Culture Association (EWOS National Coordinating Body in Denmark) in collaboration with the WHO Europe and the Ollerup Academy of Physical Education have been organising exciting activation events at the UN City in Copenhagen.

In 2019 about 500 UN employees took part in different fun activities such as chair yoga, blind badminton, garbage golf or paper plane darts. The day's highlight were the spectacular tumbling demonstration shows performed by the Ollerup students. The event was organised on 23 September to officially open the European Week of Sport in Denmark, as well to attract attention to the ways physical activity helps in achieving the UN's Sustainable Development Goals.



/ ESTONIA



Encouraging Estonia to get outside, play sport and live happier and healthier!

The European Week of Sport 2019 organized in Estonia showed top results: 1182 fitness-related events were held, and 193,840 participants were registered within eight days in the entire country.

One of the highlights was the NATO test on September 25th. In order to promote and introduce physical activity to a wider audience, the physical fitness test used in the Estonian defense forces was performed by public figures and athletes.

The ambassadors of the Week of Sport 2019 In Estonia set an example and inspired people to be more active. Bodybuilder and businessman Ott Kiivikas, Olympic bronze winner and businessman Allar Levandi, singer Tanja Mihhailova-Saar, actor Tõnis Niinemets, coach Sandra Raju, top executive Kai Realo and football player Konstantin Vassiljev communicated the messages about the importance of physical activity and visited various events.



Physical activity in the fresh air is exactly the only thing that helps relieve stress. Now is the time to find motivation to be active – it will only make you and your loved ones happier.

Tanja Mihhailova-Saar
Singer, Eurovision participant



/ FINLAND



Inspiring Finland to be physically active and find health, joy and friendship in sport

National implementation of the European Week of Sport in Finland embodied the various dimensions of being active together: inclusion, sense of community, enhancing health and most importantly, having fun.

The nature of the events made it easy for all to participate, regardless of physical activity, social, ethnic or any other background factors. The events that were organised nationwide moved almost 100 000 people, mostly children and young people during school day.

The great visibility for this European #BeActive initiative from the Arctic circle to Southern part of Finland. The focus theme was education and children and young people, which has a link to the national governmental policy to increase physical activity among school children.



 / FRANCE

#BeActive 2019: promoting the development of all individuals through sport and physical activity

The 'Village Sentez-Vous Sport' took place in the 'Parc de la Villette', a famous park in the north of Paris.

The objectives of the event, held on 28 September, were to promote the benefits of sport and physical activity and the good effects on health of being active, among others. More than 30 different sports were represented by

sports federations or clubs. This allowed people to discover several sports (Olympic and non-Olympic) and interested them into taking a club licence. During the day, 7 000 people came to the Village and were very satisfied with the diversity of sports proposed and the possibility of initiations and demonstrations.

Sentez-Vous Sport and the European Week of Sport are for everyone, whatever their age. It is first and foremost a project for the development of individuals through sport. Sport for all is really a social issue!

Denis Masseglia
President of the French Olympic Committee





/ GEORGIA



United by sport: #BeActive Georgia – inspiring each other to live happier and healthier lives

For the second consecutive year, Georgia hosted the European Week of Sport. The events took place in 63 municipalities all around the country, in more than 100 sports and physical activities, with almost 35.000 participants from various corners of Georgia. In addition, almost 150 schools and kindergartens hosted many interesting and creative activities and contests, with almost 7000 participants.

Notably, one of this year's event highlights is the #BeActive Sport Village, in the central park, where several sport activities took place for three days. Participation was free, so citizens could test their own abilities and have fun, which engaged the public immensely and they all showed great interest in it.

It is important to acknowledge the involvement of Georgian National "Sport for All" Federation, around 30 Federations and Sport Volunteers, who played an immense part in successfully completing the sport events during the week.





/ GERMANY



Motivating Germany to explore the diverse world of opportunity and joy in sport

Between the 23rd and the 29th of September, #BeActive Frankfurt, located along the Main riverbank, offered a variety of sports that included traditional sports as well as new and refreshing ones like hobby horsing, handstand workshops, ultimate frisbee, Bollywood dance, parkour obstacles and a ninja warrior setup.. Not only were all participants active themselves, they promoted being healthy and inspired the crowd to try and experience new sports and movements.

The #BeActive Frankfurt event stood out because it made the #BeActive message tangible and visual to everybody. All 532 events in Germany promoted a healthy and active lifestyle and moved over 100.000 German citizens.

/ By being a gymnast and ambassador, I promote the #BeActive message. It is not only healthy to do sports, but also a lot of fun. Everybody can do it, just take the first step and #BeActive in your everyday life!



Sophie Scheder

German Gymnast and bronze medal on uneven bars at the Olympic Games 2016 in Rio.



/ GREECE



#BeActive Greece: promoting social inclusion, diversity and respect through sport and physical activity

As a part of EWoS, an event was held in Athens called "Constitution Square on the occasion of the International Day of Persons with Disabilities on 2 December 2019. It was a wheelchair basketball demonstration game which promoted the prerogative of the disabled people to have access in public spaces, pavements, parking spaces, transport, etc. The event attracted the attention of hundreds of Athens citizens and tourists. The participants were adults, men and women who were awarded in the end of the event for their contribution in the event but most of all for promoting the theme. The event of OSEKA, which demonstrated to us wheelchair basketball in the center of Athens, is an outstanding example of #BeActive best practices.



/ The European Week of Sport #BeActive is a very important sport program which not only focuses on the significance of being active all year round in all ages, but also incorporates social inclusion and spreads messages of respect to diversity and disability.

Eleftherios Avgenakis
Member of the Hellenic Parliament



/ HUNGARY

The #BeActive Movement – celebrating active and healthy lifestyles throughout Hungary

The European Week of Sport 2019 was a huge success in Hungary thanks to 629 joining events, the happy participants all over the country and the enthusiastic event organizers, volunteers and other partners of the highlights of the campaign is the so called #BeActive Roadshow.

The main idea of this initiative is to strengthen the local effect of the #BeActive message and to bring the positive effects and fun of physical activity to disadvantaged groups, who have limited access to sports.

The program targeted workplaces, senior care homes, pregnant women, visually impaired communities, and special institutions for children with special needs, like behaviour disorder. These trainings included nordic walking, fit ball practices, body weight exercises and many more depending on the needs of the participants.

All the involved communities were extremely grateful for the activities and we would like to continue the program and we hope that these events can generate further sport activities for any kinds of disadvantaged groups.



/ The European Week of Sport is the celebration of active and healthy lifestyle. This is a great event to show that sport is not only essential for our physical health but it has a huge fun part as well. We are happy to see that more and more Hungarians would like to be the part of the #BeActive movement not only for a week, but for a whole lifetime.

Attila Czene

President of Hungarian Leisure Sport Association



/ ICELAND



European Week of Sport: Inspiring Iceland to #BeActive and explore the diverse world of sport

Iceland's main event for the European Week of Sports 2019 was indoor cricket. The Cricket Association did a great job setting up and helped with promoting the sport, which many people came to try. There is not a long history of the cricket sport here in Iceland, so people were curious to see how the game is played and to try for themselves. The promoters explained the rules and the equipment used in the sport. Cricket is easy to set up and you can also play it inside if the weather is poor. The promoters were very excited about being able to participate in the #BeActive day 2019 and are looking forward to joining us again in 2020.

/ Thanks for allowing Iceland cricket the opportunity to participate, we thoroughly enjoyed it, and look forward to participating next year.



/ IRELAND



#BeActive Ireland – celebrating all things sport and inclusion!

Kildare Sports Ability Day took place on September 28th, led by Kildare Sports Partnership. This day showcased sports which are available to people with a disability in Kildare and surrounding areas. This inaugural event saw over 300 people attend and #BeActive in an array of activities from the 30 National Governing Bodies who were represented at the event.

/ This event celebrated all things disability sport & inclusion in Kildare and I would like to thank all the clubs, community groups and sporting organisations who provided opportunities for people to try a new activity and #BeActive, making this day a huge success!

Padráig Healy
Sports Inclusion Disability Officer



/ LATVIA

European Week of Sport: uniting families and inspiring Latvians to lead happier, healthier and more joyful lives

The highlight of the European Week of Sport in Latvia was the Opening – #BeActive Hike in Guaja Valley in Sigulda. The idea behind the opening event was to show and promote that actively relaxing is neither expensive nor difficult- it is fun.

Everyone had the opportunity to choose between a 5 km Family distance or the 15 km route.

What's more, almost 900 residents of all ages hiked – with Nordic walking sticks and without, families in generations, young parents with strollers and others with their dogs.

At the finish, participants received commemorative medals and regained energy with warm soup. Bands Twins and Very Cool People entertained the people on the stage till late night.



/ Taking part in the European Week of Sport is a way to be happier and more joyful. Playing sports together brings unity to our family as well!

Kristine Garklava

#BeActive Ambassador, active mother of two boys and charismatic TV personality

/ LITHUANIA



#BeActive 2019 – Inspiring Lithuanians to exercise, improve health and put themselves in a good mood!

#BeActive Kid's running is the main national event, which opens the European Week of Sport events in Lithuania. #BeActive Kids running is a part of the biggest and the most visible marathon in Lithuania – Vilnius Marathon, with 17,000 – 19,000 running participants of all ages. Every year the number of participants in Kid's running is growing. 2019 involved almost 2,000 kids from all Lithuania. Kids running includes 5 different target groups from 2 to 14 years old.

It is important to run or walk sometimes, do other exercises, and most importantly be in a good mood. If health prevents it, it is harder to be fun, but when you move, exercise improves your health and then your mood.

Juozas Petkevičius
Lithuanian basketball coach





/ LUXEMBOURG



Motivating children to get involved in sport and embrace their passion for physical activity and creativity!

One of the most successful projects of our European Week of Sport programme was the #BeActive Clip Contest. This year 20 day-care centers participated in our contest, with more than 250 children. Participants had to perform a predefined choreography in small groups and make a short video in order to participate in the contest. During the month of September, the public could vote on our Facebook page for their favourite video by clicking on the "like" button. Together, all the videos collected more than 10.000 "likes" on Facebook.

We decided to give unlimited freedom to the participants, to develop their own ideas for the compilation of their video footage. When we received all the videos, we were overwhelmed by the large variety, the enormous creativity and the great motivation of the children. They did not only show us how motivated children could be for dancing activities, but also how inciting their joy could be for all video viewers.

/ It was just stunning to see the children perform the choreography with a great enthusiasm and passion combining physical activity and creativity.

Dan Kersch
Minister of Sport



/ I encourage all children, who like me, live with a health condition to not be half-hearted about sports, and find time to be active. If every child finds a sport that interests him, the experience of the sport will surely be a positive one.

Jake Vella

European Week of Sport Ambassador

#BeActive Malta – find a sport which interests you, find the time to do it, and create a more positive, healthier life

SportMalta's staff physical activity level outside working hours is quite varied, as some of the employees are athletes, others practice physical activity and others are quite sedentary. However, regardless their background, most of the Head Office staff works at a desk, where little physical activity is involved.

The entity created a calendar of events including a monthly organised sport activity for Head Office staff. An agreement with the Senior Management entered into effect, to extend break time when these activities were to take place.

SportMalta believes staff participating in such activities, perform better even though some time is deducted from the working hours. Apart from the improved physical activity level across the board, team spirit amongst employees has increased considerably, ensuring a better working environment as the synergy amongst the employees improved greatly.



/ MOLDOVA

Uniting people to #BeActive – it is not a destination, but a way of life!

In 2019 Chisinau International Marathon celebrated its 5th anniversary. And since the BeActive project also celebrated 5 years of activity, we decided that it is a great idea to connect these 2 wonderful anniversaries.

Over the end of the European week of sport, we prepared fun and competitive races for participants of all ages and capabilities, ending the week of sport with the celebration of Chisinau's International Marathon anniversary. There was a 1,5 km Fun Run race which attracted over 15,000 participants as well as competition for professional and amateur athletes, and competition for athletes with disabilities Marathon For All.

We are proud that we could take part and celebrate the European Week of Sport together. We hope that it will become a yearly tradition, and in 2020 we'll also unite people to BeActive.



/ Be fit is not a destination, but a way of life! #BeActive - Accept the challenge!





/ MONTENEGRO



European Week of Sport- promoting physical activity and healthy lifestyles throughout Montenegro

The Ministry of Sports and Youth organized a Fun Run race on 29 September. The 5k was successful thanks in part to the Athletic Association and the European Commission. Hundreds of citizens gathered on Gorica Hill in capital of Montenegro, and together with Nikola Janović, went through the goal, showing that they care about their health and wish to continue with their sporting spirit.

/ It is a great pleasure for us today to promote the importance of physical activity and healthy lifestyles together, in the spirit of European Sport Week. This European Commission initiative reminds us how important it is to start moving and be physically active in order to make life better.

Nikola Janović

Minister of sports and youth





/ NETHERLANDS



Doet iets (sport affects you): facilitating and inspiring the sports network in the Netherlands!

For our National Sports Week (NSW) we have a 10 day construct. We facilitate and inspire the entire sports network which includes sports federations, municipalities, sport companies and sports clubs.

This year we developed a campaign to create brand awareness about the NSW and to promote sport in general during this week. The campaign called sport doet iets met je (sports affects you) and was visible on multiple billboards along the highway, on railway stations and in shopping malls. Our ambassadors also shared their sport affects you story and asked their followers how does it effects them.

**/ Sport affects me.
It has brought me so
much. Sport keeps me
mentally balanced and
is the perfect outlet
for me. I want to share
that feeling with
everyone, which is why
I am an ambassador for
National Sports Week.**

Rico Verhoeven
European Week of Sport Ambassador,
World Kickboxing Champion





MEVICA

#BEACTIVE5
ISFP QUITO
L'Espresso
L'Espresso
#Beactive Parajillers du Canada

805



/ NORTH MACEDONIA



#BeActive North Macedonia- bringing fun, laughter and a diversity of people together!

North Macedonia would like to highlight BeActive Village - Massive Jumping Rope day 2019! For the second year in a row it is one of the largest turnout events for the country and it has brought a large population, diverse, from age to ethnicity to gender, together in one place to be active.

For the second year in a row, a mass jumping rope event was held on 25 September in the Macedonia Square, bringing over 1,500 individuals together to be active. This event challenged everyone's physical capacities while bringing laughter and fun to a large diversity of people. Thanks to the many citizens who were part of the second annual event, branding it as one of a kind, that will continue its tradition each year with the support of the Agency of youth and Sport, the National Sport Federations, our Sponsors PolleoSport, Tinex, Cosmos, CryoMK, Kozuvcanka Water. ambassadors, athletes, experts and more.



**/ Fitness is not about
being better than
someone, it's about
being better than
you used to be... a
30-minute workout is
just about 2% of the
day, so think about how
easy it is to be active.**

Elena Bubalo
Fitness group trainer

/ POLAND



/ The European Week of Sport, #BeActive, is a great initiative encouraging not only children and youth but also entire families to physical activity. The European Week of Sport campaign was invented and carried out in an attractive form. Lots of participants which shows that such initiatives make sense and are very needed nowadays.

Maciej Lepiato

EWoS Ambassador; gold medallist of the Paralympic Games in London (2012) and Rio de Janeiro (2016) in high jump, world record holder in this discipline.

European Week of Sport: bringing families together and encouraging Poland be physically active

The Ministry of Sport organized the European Week of Sport Sport Village on September 23-27, 2019. It took place on the premises of the University of Physical Education in Warsaw. The Sport Village offered various types of physical activity dedicated to different age groups, in particular to preschool and school children, and to older people.

The classes for the preschool children included sports games during which children could meet and talk to professional athletes and spend time playing and having fun.

Each day activities for seniors, such as Tai Chi and Nordic Walking, were also organised.

In the evenings there were open sports trainings for everyone interested where people could learn the correct running technique, ways to warm up effectively and how to work on individual elements of training.

The most exciting moment of the Sport Village was a family picnic combined with the #BeActive Night on September 28, 2019.



/ PORTUGAL

Encouraging Portugal to do sport now! Fundamental for our health and bodies, physical activity is the most essential asset we have

Within the EWOS 2019, Portugal celebrated a special day dedicated to people with disabilities, developing events in 3 different regions of Portugal: Jamor (Lisbon), Braga (North) and Portalegre (Alentejo).

Similarly, to the previous editions, IPDJ, I.P. organized the Hora #BeActive-Desporto Inclusivo events in these 3 regions, including more than 500 participants and involving 22 organizations (sport federations, national and local associations) that develop their everyday work on this context. The main idea was to promote the participation and the dissemination of the European Week of Sport objectives, values and activities.

It's challenges that keeps me moving. I always have a challenge! Age is not an obstacle and I hope to continue to prove it. Start doing sport now, it is fundamental for our health and body, which is the most essential asset we have.

Rosa Mota

#BeActive Ambassador and former Marathon Olympic Gold Medalist



/ ROMANIA



/ Team spirit, acquired through practicing sports, leads to a more harmonious life, among friends!

Narcisa Lecusanu
European Week of Sport Ambassador

Sparking interest in new sports – showing Romania the fun in physical activity and exploring new possibilities

“The Romanian Sport For All Federation organised the European Week of Sport 2019 during the 23rd – 30th of September. One of our main activities was #BeActive Night.

On the 28th of September in a sporting complex we had varied activities with over 450 participants. There were 3 areas of sport activities: indoors, outdoors (around a football stadium) and on a playing field.

Indoors, we collaborated with different Sport Federations, such as the Wrestling Federation (Federatia Nationala de Lupte), the Romanian Weightlifting Federation (Federatia Nationala de Haltere), National Federation of Chanbara, as well as Karate, and different clubs. The participants were watching demonstrations and then took part in the different sports and dancing activities. It was a way to get them interested in new sports, show them the fun component of physical activities, and introducing them to new possibilities and ways they could spend their free time.

Outdoors we organised a cross and cycling activities, and on the field we had oina (the Romanian National sport), and handball.

All the activities were supervised by professionals and they were open to the public of any age and fitness level. We encouraged all the participants to not only watch, but most important, to engage with sportsman and try out all the different games available. We received great feedback and we were pleased with the outcome of the #BeActive Night and the European Week of Sport in general.”



/ SERBIA



/ Sport is very important, especially for children who are the future, to start playing sports in their younger age because sport teaches us great values that we can use later on in our life, like to never give up, to be patient and teamwork.

Nataša Kovačević

EWOS Ambassador – Serbia, Former basketball player and charity worker

Inspiring Serbia to take part in sport and embrace values of perseverance, patience and teamwork, for now and for the future

TreninGO mobile app has been developed by the Olympic Committee of Serbia in order to focus on encouraging physical activity and providing all necessary tools for a healthy lifestyle by using modern technology. By using TreninGO mobile app, citizens across Serbia had the opportunity to take part in the “I Run for School” challenge, wherein they could donate their kilometers to one of the 14 schools from different cities which needed sports equipment in order to improve their PE classes. TreninGO Challenge symbolically started during BeActive Night Run on 28th September and finished on 15th November. Tracking of results was possible through the mobile app and the EWOS national website. The first three schools which collected the most kilometers won special money prizes provided by EU Delegation to Serbia in order to buy necessary sport equipment.



/ SLOVAKIA



EWoS Slovakia: motivating the public to #BeActive for healthier, happier and stronger lives!

BeActive Night took place in Slovakia, in Bratislava. We introduced to public the different sport activities. It was a nice and funny event with a lot of motion.

It was spontaneous with a friendly, even a familiar atmosphere. Groups of all age were participating, from a small kids to the adults. The event showed that dance is a very good choice to motivate all public to #BeActive and move their bodies.

/ I cannot even imagine life without sport. In my neighborhood, everyone is doing sports, or at least is trying to do. Everyone should take a moment to exercise, especially for to be healthy and have stronger muscles and body.

Tomi Kid Kovács
Boxer and coach





/ SLOVENIA

Organising physical activity in Slovenia – showing the power of sport for health, well-being and positivity

In Slovenia, the flagship event for the #BeActive movement is the Olympic festival, which is an organized outdoor event at the main square in the city center of Ljubljana. The main purpose of the event is to present as many sports as possible at one place. The target audiences of the event were mainly schools and kindergartens, as well as families with kids.

This year the weather was quite uncooperative, with heavy rain coming down for most of the event. However, families and kids didn't leave the event; despite the rain, they kept on being active and had a good time.

It was surprising to see everyone having fun despite the weather, but it shows that sport for health and well-being is really something positive and has the power to overcome and to exceed inconveniences.



/ With organized physical activity, we get people used to exercising as something very important, like eating, going to sleep, or breathing.

Matej Tušak
PhD





/ SPAIN



Raising awareness of sport throughout Spain: linking physical activity and culture to promote healthier and happier lives

Material and human assistance was provided to 12 Municipalities from different regions of Spain to hold 12 events: 11 #BEACTIVE NIGHTS AND 1 NOCHE #BEACTIVE, with the same format but held on Friday, 27-S.

Additionally, a powerful Communication Campaign was developed in which physical activity was linked to Culture. We brought the sport to the museums, where the national champions of table tennis or badminton lent themselves to play with the audience. An awareness video was also produced with the participation of great international figures of Spanish sport.





/ SWEDEN

**“Sport for everyone – for all life”
– EWoS – Inspiring citizens to
practice sport, on their own terms,
all through life**

The focus of our Sport Camps are “Sport for everyone - for all life”. We believe that all Sports Clubs in Sweden can offer sports that ensure everyone feels welcome.

We want everyone to be able to practice sport on their own terms all through life. With physical literacy as a starting point, everyone can find their sport.

/ Every Day of Sport should be a meeting place that inspires. There you should be able to try on many different sports, but also be involved and talk about what the sport should look like in the future...so that more people want to practice Sport their whole life.

Björn Eriksson

Chairman of the Board of Swedish Sports Confederation

/ UKRAINE



Do it like Olympians

The National Olympic Committee of Ukraine, together with its partners, actively participated in the European Week of Sport, organized many events, including the DO like OLYMPIANS project, which was held in all regions of Ukraine, including the capital Kyiv.

The project was carried out with the aim of engaging people regardless of their age, origins and fitness level in active and healthy lifestyle, physical activity and European integration

During the project, famous athletes told the participants about the importance of sports in all aspects of life.

One of the most interesting events in the framework of the project was held with the participation of 500 children of the Artek International Children's Camp and famous Olympians representing various sports. The athletes, along with team leaders and children, conducted an unusual work-out using dance elements. After that, every child had an opportunity to chat and take a memory photo with the Olympians.

Finally, an open training of the national women's handball team took place in Kyiv on the eve of the European Championship handball match Ukraine – Poland. The training was held with the participation of the Ambassador of the European Week of Sports, Olympic medalist, Chairperson of the NOC of Ukraine Athletics' Commission, Member of Parliament Olha Saladukha.





/ UNITED KINGDOM

#BeActive Be Inspired – creating sporting opportunities for all, inspiring each other to overcome fears and build a brighter, more active future

Activities were led by EWoS ambassador John McAvoy as he partnered with Fulham Reach Boat Club and big-name football clubs – Chelsea and Fulham.

The partnership brought forty teenagers from deprived communities with different London boroughs together to take part in a variety of activities they otherwise wouldn't have had the opportunity to do, such as rowing and kayaking on the River Thames. To do this they had to work together and overcome fears, using physical activity as the vehicle.

/ I was terrified at first. First time being out on the River Thames on a boat with my friends and we needed to work together as a team. When you're scared of something then try it and then you overcome your fear and get better at it and that could be something good in the future.

Aziz

European Week of Sport Participant







04 / WORKING HAND IN HAND

European Partners - activities

66





ACES EUROPE



The European Sport cities promoting sport values in the name of #BeActive

ACES Europe co-financed an initiative for 10 of the European Cities of Sport 2019, who would organize sport event(s) within the European Week of Sport (EWoS) 2019 in each of the cities. The initiative was accepted by nine cities: Portimao (Portugal), Fuenlabrada (Spain), Dudelange (Luxembourg), Paggai (Greece), Mantova (Italy), Varna - Albena (Bulgaria), Drenthe (Netherlands), Sisak (Croatia) and Torun (Poland).

Each of the cities organized sport events and workshops through which they promoted sport values and engaged numerous citizens and sport professionals in many different physical activities like: football, basketball, marathons, BMX, motocross, skating, cycling, fitness competitions, Paralympic games, Petanque tournaments...etc.





/ EFCS



Getting France active, happy and healthy

On September 19, 2019, the French Federation for Company Sport, proud member of European Federation for Company Sport, organized the 6th "Course de la Diversité" in Paris. An event certified again by the European Week of Sport and clearly in the spirit of #BeActive motto. More than 2,000 people and 50 firms participated for a large event focusing on the fundamental values of sport: conviviality, sharing, health and diversity.

This year, more than 65% of the participants, aged 20 to 65, were women. More than sports performance, "La Course de la Diversité" highlights firms which mobilize as many of their employees as possible, whether they are sedentary or accomplished athletes. The « race » also highlights companies that promote diversity, whether social, gendered or generational. Thus, almost 70% of participants in 2019 walked or ran in pairs rather than alone. The Patron of the Race was Valentin Belaud, World Champion of Pentathlon.

Finally, the French Federation For Company Sport is proud to have been able to donate € 15,000 to 3 associations that work for people with disabilities or for medical research.





/ EFDN



Community Champions are in Hungary

With the European Football Development Network, Ferencvárosi TC organised the first round of Community Champions League on 25th September. This league provides children with a funny activity of football, refereed by real refs and coached by professional coaches.

The club was the first among Hungarian clubs to develop a short seminar day for other clubs in Hungary on the Active Supporters Program. Several representatives of other clubs received useful information about the program.





/ ENGSO



Spreading sport awareness

In 2019, ENGSO focused on social media activation before, during and after the European Week of Sport. Some of our social media activities including a Facebook gallery, LinkedIn updates and several tweets that promoted the week. Social media activation helped to further promote EWoS and what it stands for.





/ ENGSO YOUTH

#ILoveSportBecause – ENGSO Youth celebrated the European Week of Sport 2019

To practice what we preach, ENGSO youth has placed its active lifestyle on display and showcased answers of youth in sports to a simple question “Why do you love sport?”.

All our members and employees shared a #BeActive photo, answered how #ILoveSportBecause and speeded the messages among their friends.

/ Youth in Sport are looking forward to be even more engaged as a reliable partner of the European Week of Sport community.





/ ERA

#BEACTIVE
Semana Europeia do Desporto

Ande pela sua Saúde...
e pela Saúde do Planeta.

Vem andar connosco
29 Setembro, das 9.30 horas às 12.00 horas
Centro Desportivo Nacional do Jamor
(Junto à Parede de Escalada)

Gratuito

fcmportugal.com jamor.ipdj.pt

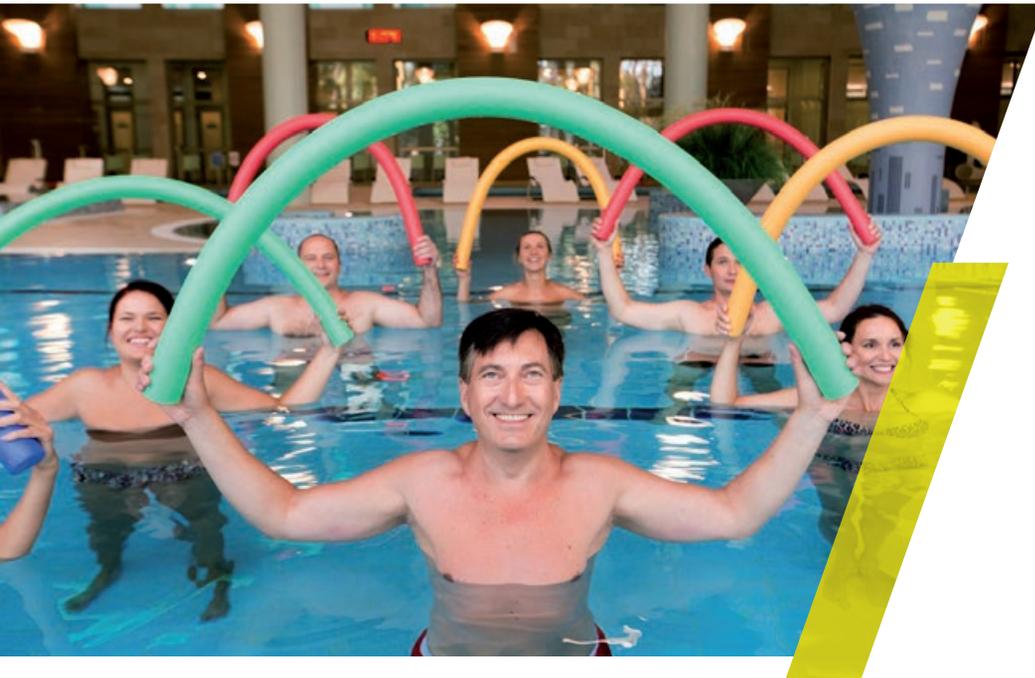
South was walking for your health

The ERA, EWW, FERB organisation put together the event in Portugal.

30 participants were present.



/ ESPA



Promoting positive and healthy lifestyles in sport

In many other countries, not only in Hungary, the European Spas Association contributed to share the #BeActive Spirit not only to active athletes, but to the main target group who do not do daily sports activities, including senior generations. Beside sport programs, ESPA provides consultations about healthy lifestyle, nutrition and prevention programs.

In the medical spas they have it all from relaxation - activities - primary prevention - rehabilitation... with a particular focus on mental support and physical health through the #BeActive movement.

ESSNA

/ ESSNA



Nutrition to be #BeActive

The Sports Nutrition Summit Europe 2019, hosted in association with the European Specialist Sports Nutrition Alliance (ESSNA), aimed to bridge the gaps between cutting edge science, business strategy and key regulatory developments.

The range of applications of sports nutrition is huge, from the casual gym-goer to the elite sports star, each experiencing unique nutritional needs and offering opportunities for product development.

The 2019 programme explored the latest scientific and product developments across the consumer spectrum. The event, supported by and in association with ESSNA, was a major success and was within was part of #BeActive strategy for 2019.





/ EurETHICS ETSIA

Promoting sport and healthy lifestyles across Europe

EurEthICS ETSIA during the past EWoS 2019 have been present with #BeActive message with our main partners in 106 countries and Facebook message on EWoS shared by 5713 and accessed by 129341 direct contacts and 3.000.000 indirect contacts in all the EU and Candidates Countries (Eurethics ETSIA 1st level network associates - a.o. Gendai Budo Sport-Samurai Publications Promotion, EUKF-WUKF, WJJKO, ETKF, ETSIA-EU ExpertSki and Outdoor, Albanian Ski Instructors Association, ETSIA Taijiquan - has more than 3.000.000 members).

Events through EurethICS ETSIA partners' network have been structured in three phases in order to maximise the impact of the European Week of Sport throughout the year (Main message European Week of Sport is a good reason to stay #BeActive 12 months a year).





#LetsBEACTIVE and be healthy Europe!

Over the last weeks, the #LetsBEACTIVE Campaign gathered information on the major fitness events/initiatives happening in Europe and beyond organised by fitness operators, suppliers, national associations and training providers.

The #LetsBEACTIVE Project also contributed to the European Week of Sport by targeting up to 60,000 currently inactive adults aged 18-55 in 8 different EU countries with the aim of motivating participants into long-term healthy lifestyles.

The results helped to spread the #BeActive initiative beyond the European Week of Sport, thus proving the importance, exposure and impact of physical activity.



/ We are delighted to participate in a fitness campaign which highlights the daily work our sector does in bringing physical activity and healthy lifestyle to people's lives.

Jeppe Schultz
Personal Trainer, Fit&Sund



/ EUROPEAN ARENAS ASSOCIATION

Making sport more accessible and more enjoyable

For the #BeActive campaign, the EAA was represented by eight EAA member arenas in seven European countries. EAA participating member Arenas put their facilities to good use during the week: a staff volleyball match took place on the European Championship court in Antwerp, a public ice-skating session was held on the Belfast Giants' ice hockey rink and staff at the Sportpaleis invented a new way to use their space with office chair racing.

All the participating venues organized a host of fitness activities involving both their staff and the public. EAA member activities for the EAA reached a live audience of over 16,000 and involved more than 400 staff members. The participating arenas' Social Media followers on Facebook, Twitter and Instagram total just under 800,000, 270,000 125,000 respectively.





EUROPEAN HANDBALL FEDERATION

/ EUROPEAN HANDBALL FEDERATION



Promoting physical activity and handball across Europe

For the fifth year in a row, the European Handball Federation (EHF) was an official partner in the #BeActive European Week of Sport, which strives to help everyone, regardless of age, ability or background, to be active.

The EHF promoted the #BeActive European Week of Sport messages via the EHF websites and EHF social media channels and held, for the second time, the 'European Open Week of Handball' which ran alongside the #BeActive campaign on 23-30 September 2019.

The week was promoted in 42 European nations with 29,000 events giving a total 15.5 million people the opportunity to be involved in a variety of physical activities and sports, including handball.

The EHF received information of 20 nations organising or being part of events during the week, a further increase on the 18 involved in 2018's campaign and 14 in the previous year.

A highlight of handball's involvement in 2019 came from Croatia with the support of VELUX EHF Champions League club RK Zagreb and Petar Metlicic, Olympic and world champion, being named as Croatia's national ambassador.





/ EUROPEAN PARALYMPIC COMMITTEE



Building up to the Week

In 2019, the 4th European Para Youth Games, were held in Pajulahti, Finland. From the 25th-30th June the Pajulahti Olympic and Paralympic Training Centre was transformed into the Competition Hub and Athletes Village for EPYG 2019.

The Games were the spectacle of Paralympic Sport and showcase for the European best young athletes in the Paralympic movement across 8 different sports: Athletics, Boccia, Goalball, Judo, Swimming, Table Tennis, Wheelchair Basketball and Showdown as a demonstration sport. The event was the fifth and largest edition of the Games to date with over 600 participants from 27 countries taking part.

The games were loved by athletes and spectators alike and were filled with fantastic highlights, including a World Record in the W20 F64 and ended with EPC President Ratko Kovacic declaring at the closing ceremony that EPYG 2019 was 'the best games ever' hosted.





Promoting physical activity and handball across Europe

- Made more than 150 #BeActive Tweets and collected more than 15 000 impressions
- Shared a press release with more than 750 contacts (press + members) and on our website
- Promoted EWoS in 10 newsletters distributed to nearly 200 of our members
- Promoted EWoS to other partners active in the health and wellbeing sector
- Activated our Members' assets





/ ICCE

Excellence in coaching and excellence in sport

The International Council for Coaching Excellence together with the Finnish Coaches Association, Professional Coaches of Finland SAVAL and Finnish Olympic Committee challenged stakeholders during the European Week of Sport 2019 to publicly thank their coaches on a day celebrating Sport Coaches on 25th September.

The task involved a call to action to make people think about what makes their coach special, what they have learned from them, and how their coach has helped them succeed. Many participants seized the challenge posting their thanks on social media using the hashtags #thankscoach and #beactive.

The initiative was a success and an even bigger and better Coaches Day is planned for 2020.





/ ISF



Celebrating women in sport

Within the framework of the 2019 European Week of Sport, International School Sport Federation (ISF) organised, on 27 September in Brussels the Final conference of its project "She Runs". The event was supported by the Erasmus+ Sport programme of the European Commission.

"She Runs" was the first international school event to promote girls' health, gender equality and leadership through school sport, took place in Paris, France, from March 12-15, welcoming 2500 young women from 33 countries. Among these participants, 500 girls from 33 countries and 2000 local girls (from Paris region) participated in a 4km non-competitive run and spent the day in a sport village experiencing more than 10 different sport activities.

Regarding the cultural part of the event, 500 international participants discovered the city of Paris exploring the different parts of the city including an angle on the women impact left in the city and the country in term of sport, politics and women rights. In term of education, the international group had also the occasion to participate in a talk conference with four inspiring speaker on the topic of leadership such as Paula Radcliffe, Birgitta Kervinen, Laurence Fische and Valentina Marchei.





/ IT'S GREAT OUT THERE COALITION



It's great to #BeActive out there!

The It's Great Out There Coalition is a new partner to the European Week of Sport but none the less very active to get Europe to move during the week. The mission of the Coalition is to Get Europe Active Outdoors; We strongly believe in the positive impact of outdoor activity on individuals and society. Fitness, life skills, fun, health, unforgettable memories & a sustainable connection with nature: the power of outdoor sports is phenomenal. We work in partnership with European, national and regional authorities, all of the outdoor recreation industries, non-profit associations, other organisations, and directly with the public, to motivate people to get outdoors, to activate people and project and to advocate for outdoor activities.

We organised several activities during the 2019 European Week of Sport. To motivate more people to get active outdoors, we organised a photo competition triggering people to #TakeSomeoneOutdoors and #BeActive. We received 240 applications and reached over 98.800 people through social media with the campaign in September alone.

Besides the social media motivation, we also organised an activity in collaboration with our partner CREPS and Ternua, one of our member brands. They got together to get children from underprivileged backgrounds into outdoor activity and had a blast during a three day nature adventure.



Made
to Play

/ NIKE MADE TO PLAY



Kids are made to play and to #BeActive

Nike joined the millions who pledged to #BeActive during the 2019 European Week of Sport (EWOS) by supporting community partners in London, Paris, Barcelona, Berlin and Laakdal for local events to get people moving across Europe.

Focusing on the power of a coach in helping kids #BeActive, Nike amplified the message through an EU newsletter article with coaching tips; and social media posts from Nike elite athletes, executives and stakeholders, including Paula Radcliffe, Antonio Rüdiger, Faduwa Ledhem, Heidi O'Neill, Geert Devileger, Active School Hero Innogen Fryer, Discovery Education and the EU Sports Commission.



/ Kids who move, move the world.

Dan Burrows

Senior Director of Social & Community Impact, EMEA



/ SPECIAL OLYMPICS

Sport for all, played by all, loved by all

The Special Olympics Europe Eurasia (SOEE) region covers Special Olympics national programmes across 58 countries, stretching from Ireland right across Europe and beyond the Caspian Sea. Every year, Special Olympics programmes across the region engage in a variety of different activities to celebrate European Week of Sport (EWoS) – and 2019 was no exception. For EWoS 2019, Cyprus, Luxembourg, Slovakia, Germany, Ireland, Romania, Greece, Italy and Portugal all organised activities to mark the occasion.

These activities ranged from simple events such as exhibitions or “Come and Try” sports demonstrations to larger competitions and tournaments in a variety of sports including bowling, judo, football, gymnastics, swimming, badminton etc. The events were often ‘Unified’ – meaning people with and without intellectual disabilities had the opportunity to play, compete and interact together in an inclusive and fun environment.





Healthy diet, active body, positive mind

SNE and its members (national associations) released on its website and on Twitter, information/tips on 'appropriate nutrition' before, during or physical activity for athletes and sportspeople during the European Week of Sport.





/ TAFISA



The #BeActive Spirit goes international

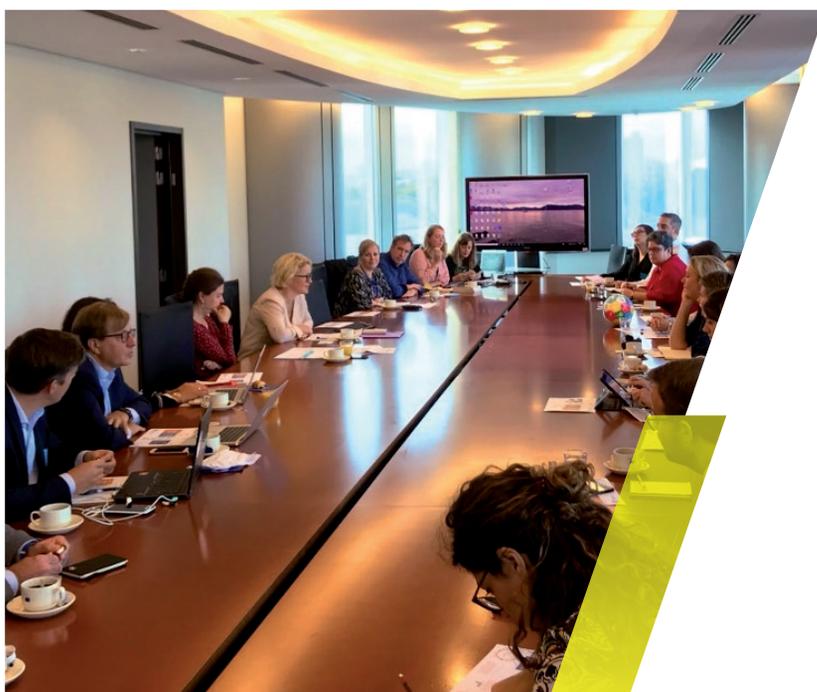
TAFISA promoted the #BeActive call across its wide network through its website, newsletter, social media, and direct communications, encouraging its members to organise events such as the TAFISA World Walking Day in alignment with the European Week of Sport. EWoS events were hosted by various TAFISA Members in Europe, including national coordinating bodies but also international organisations such as the ITTF Foundation. The #BeActive message had an impact beyond the European borders and TAFISA members from other parts of the world showed interest in adopting it.

TAFISA also joined the Opening of the EWoS in Espoo, Finland as well as the Seminar on EWoS Beyond Borders in Kiev, Ukraine, confirming its commitment to the success and development of the European Week of Sport.



Highlighting the importance of playing

As part of their commitment to the #BeActive Campaign, Toy Industries of Europe organised a lively round table in the European Parliament to talk about how play sets children up to be active for life. The event was hosted by MEP Miapetra Kumpula-Natri, featured expert speakers from the World Health Organisation and Fundamentally Children and was attended by academics, NGOs and industry representatives.





/ UEFA



Ensuring fairness, health and happiness in sport

Concerns about the use of prohibited substances at football's grassroots levels was the focal point of a workshop at UEFA's European Union representative office in Brussels during the European Week of Sport.

Discussions at the event highlighted growing worries about grassroots players and doping, and the social harm and impact upon both users and sport communities. The aim of the event was to present ANTI DIF, a project co-funded by the European Commission (EC), through the Erasmus + Sport programme.

/ Education is as crucial for grassroots players as for elite players...We have to highlight that doping is dangerous for one's health and contrary to fair play.

Marc Vouillamoz
UEFA anti-doping and medical head





/ WORLD WELLNESS WEEKEND



Promoting physical activity and wellness in Europe

3rd World Wellness Weekend - 21 & 22 September 2019

2,356 venues participated in 2019 (they were 150 in 2017, and 650 in 2018), growing four-fold each year!

Thousands of FUN & free wellness activities were organized indoors and outdoors, enjoyed by families and Wellness buddies to remind them that "it feels GREAT to be WELL".

In order to catch the attention of the media, lots of activities were very original & creative to enhance the sense of FUN: multiple styles of Yoga (in the water, on the water, on a rooftop, in bathrobe ...), fitness classes in a hundred clubs, Polynesian dance, Jacuzzi in a car, Golf in bathrobe, Water Drinkers Race, Art of Napping....

60 organizations supported WWW, including the UNITED NATIONS Global Sustainability Index Institute (UNGSI), the European Commission (#BeActive), and IHRSA (gathering over 8,000 fitness clubs in the world).

30+ elected officials issued Proclamations supporting World Wellness Weekend as an event declared of "public interest" to boost Wellness Tourism & enhance quality of life, including the Deputy-Minister for Tourism of the Republic of Cyprus and Mayors in France!

To grow the awareness of the public, over 450 publications in 2019 (250 in 2018, 58 in 2017), including several TV shows reached an estimated audience of 220 million people (Source: Coverage Book).









05 / **STANDING OVATION**

#BeActive Awards

94

#BeActive Awards Winners

95



/ #BEACTIVE AWARDS

The #BeActive Awards competition was created to reinforce the local and human dimension of the European Week of Sport, while celebrating and showcasing best-practice projects, and introducing inspiring individuals to a pan-European audience. The Awards were launched in the summer and applications were submitted to the European Commission by National Coordinating Bodies. An independent jury then selected the winners.



#BEACTIVE



EDUCATION

AWARD WINNER



Nationwide physical activity program Schools in Motion (Estonia)

Schools in Motion design a whole school culture supporting physical activity at 360 degrees during the school day.

This includes active travel, time during lessons and recess time both indoors and outdoors, and school events. In 2019, there were 78 schools, around 35.000 pupils, participating in the program.

The methodology was thought out and created by the Institute of Sport Sciences at Tartu University.

#BEACTIVE



WORKPLACE AWARD WINNER



SportMalta (Malta)

Sport Malta is the National entity for sport in Malta. Its mission is "Moving a nation through the promotion and development of sport for a healthy, inclusive and successful Malta".

The Committee came up with the idea of doing physical activity on a regular basis in the workplace. A calendar of events was created. Activities included different sports and activities such as football, handball, trekking and badminton.

#BEACTIVE



LOCAL HERO

AWARD WINNER

Nóra Kádár-Papp (Hungary)

Nóra Kádár-Papp created a self-help project for post-pregnancy physical and psychological recuperation in 2014. She started offering free community workout classes in a local park twice a week.

Now, it has become a very well-known portal with 20.000 registered members. The project is online, free and it runs 365 days a year.





#BEACTIVE AWARDS WINNERS & NOMINEES

BEACTIVE
AN WEEK OF SPORT





Celebrating its fifth birthday in 2019, EWoS has been finding success with its goals of cultivating lasting relationships among its participants, changing the social climate through sharable messaging, hosting fun and engaging educative events, and above all, inspiring Europeans to #BeActive.

EWoS continually challenges itself to adapt to new circumstances and ever-extend its stellar record of inclusion for participants of all ages, fitness levels, and abilities, in many diverse locales.

#BeActive movement was once again about relationships and spirit of inclusion forged throughout local communities and between nations.





Today after five years of existence, the European Week of Sport has become one of the most popular events in European sport, involving millions of people in all cities and villages of Europe.



Further information:

ec.europa.eu/sport/week

European Commission
Directorate-General for Education and Culture
Sport Policy and Programme
Rue de la Loi, 200 / Wetstraat, 200
B-1049 Bruxelles / Brussel
+32 - (0)2 299.11.11

Contact us:

EAC-SPORT-EWOS@ec.europa.eu