



European Week of
SPORT



2015

#BeActive

#BeActive Communications Campaign

A Burson-Marsteller Presentation
for the European Week of Sport



Burson · Marsteller



Burson-Marsteller
EMEA
Public Affairs
Consultancy of the year
2014



Content

Inspiration
Challenges
Audiences & Targets



Meeting The Challenge

Campaign Strategy
Inspire People
Digital
Events & Activities
Campaign Build Up



**Communications Campaign
at a glance**

Key Challenges
Steering Committee
Road to Milan



Coordination



Integrated Communications Campaign



- › Find **one overarching theme** that is accessible to the wide range of audiences as well as **'calls for action'**

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Integrated Communications Campaign



- › Encourage communication by different stakeholders, creating synergies where possible
- › Create common tools for communications for everyone involved
- › Create flexible design to enable individual communication activities by member states, organisations and individuals
- › Add value to existing national events and projects



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Meeting the Challenge

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2015

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Challenges to Physical Activity



Access



Opportunity



Awareness



Inspire to #BeActive



Inspire **European citizens** to **do more regular physical activity** by **creating opportunities in people's everyday lives** to take exercise and be active



Audiences & Targets



Seniors



Youth



Famillies



Adults



**Active
Workplace**



**Schools/
Universities**



Active Cities



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Communications
Campaign at a glance

Campaign Strategy

The Communications strategy is supported by three pillars:



#BeActive - Inspire People



An integrated communications platform comprised of **online and social media**, in close cooperation with **all stakeholders** and engagement to the different target audiences in order to increase **awareness, activity and visibility**.

- › Inspiring sportsmen & women in each MS
- › Inspiring non-sport figures
 - Arts
 - Business
 - Government
- › National 'faces' for communication campaign
- › Appearances, media, digital campaign
- › Association with audiences

#BeActive Digital



An integrated communications platform comprised of **online and social media**, in close cooperation with **all stakeholders** and engagement to the different target audiences in order to increase **awareness, activity and visibility**.



#BeActive Events

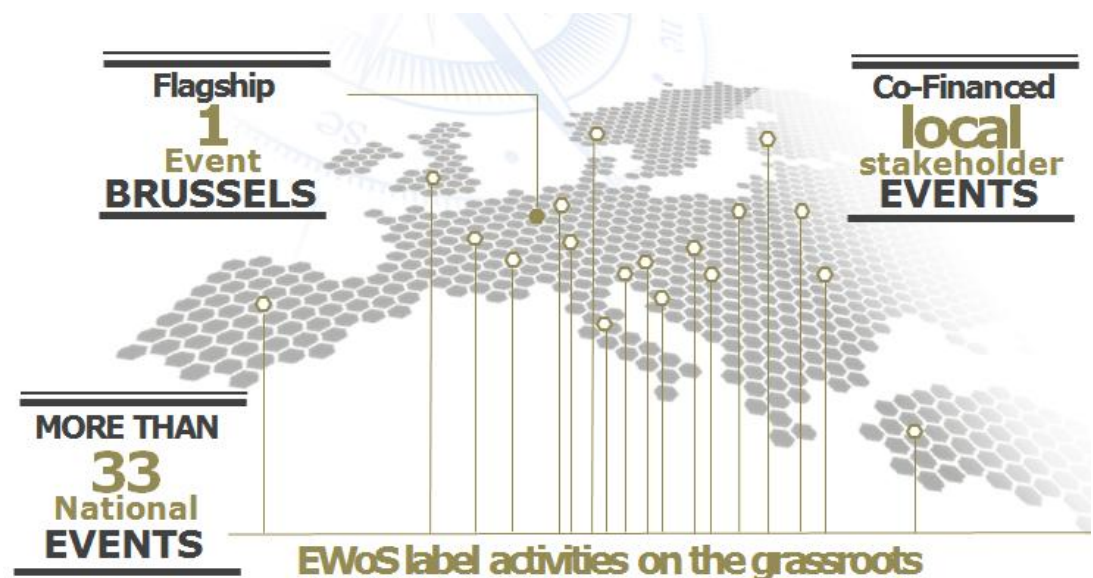


Integrate all #LiveActive events as well as stakeholder contributions into the overall communication strategy of the European Week of Sport.

Activation of the strategy

- › Communication Toolkits
- › Digital Communication
- › Ambassadors
- › PR Stunts
- › Stakeholder Contributions
- › Campaign Build Up
- › EWoS Label

Europe wide activities





Campaign Build Up



- › Start external communication months before (end of April)
- › Start the campaign with a media information (release/conference) introducing the ambassadors, the website, the hashtag, activity highlights and the suggested timetable
- › Build up the campaign by focusing on the different target audiences for a defined period of weeks
- › Celebrate the European Week of Sport with events in member states and programme countries as well as Brussels

Media event



Seniors



Active Workplace



Schools/
Universities



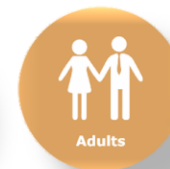
Active Cities



Youth



Families



Adults



April 2015

September 2015



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**#BeActive
Coordination**

Integrated Communications – Key Challenges



Coordination



**Partnership
Programmes**



**Integrated
Communications**



Steering Committee

Tasks

Coordination with Stakeholders

Ensure involvement and inclusion of stakeholders in the decision making and planning for the EWoS

Facilitate Cooperation

Create appropriate formats to exchange information and cooperation amongst all actors

Providing Feedback

Advise and recommendation on top line directions of the EWoS

Management & process

Members

European Commission invites a representative group of stakeholders to join the steering committee

Meetings

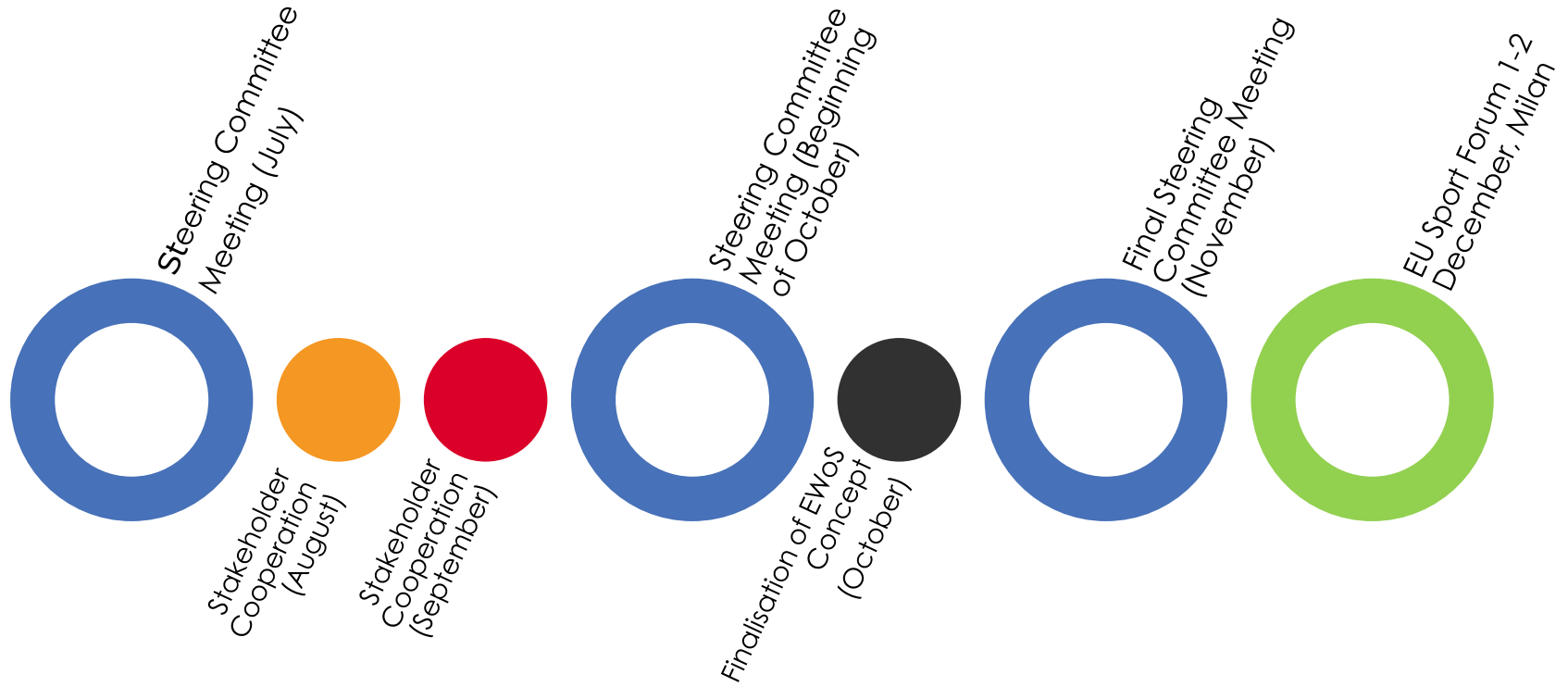
Until the EU Sport Forum in Milan the work process foresees 2-3 meetings of the steering committee

Chair & Secretariat

Provided by the European Commission; reimbursement of travel costs for members



Road to Milan – Timeline



Contact Details



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#BeActive Questions and Comments



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