



#BEACTIVE

The European Week of Sport the 2016 edition

2016 will mark the second edition of the European Week of Sport. Building on the impressive success of the first edition, the concept will remain the same. The main objective will continue to be promoting participation in sport and physical activity. We will continue to raise awareness about the numerous benefits of both.

The 2016 European Week of Sport will start on **10 September 2016**. Similarly to 2015, it is intended to be a truly European event, with activities taking place in the whole of Europe, targeting everyone regardless of age, background or fitness level.

EU-centralised events and activities will take place from 10 to 17 September, including:

- The **official Opening of the Week on Saturday 10 September** by Commissioner Navracsics. The Opening event will be organised in close collaboration with the Member State holding the Presidency of the Council (i.e. Slovakia) and should take place in parallel in as many participating countries as possible. A key feature of the event will be sport activities linking capitals or major cities in a symbolic European joint event.
- A **Flagship event on Thursday 15 September**, organised by the European Commission in Brussels, mainly addressed to stakeholders and covering a topical issue on the EU sport agenda.
- Any other event with a European-wide vocation organised by other EU institutions and European partners of the Week (i.e. sport and sport-related organisations committed to the success of the Week).

The implementation of the Week across Europe will be **decentralised**, in close cooperation with the national coordinators, through **national Weeks of Sport**. National Weeks are to start between 10 and 24

September 2016¹. All events organised in a country under the umbrella of the European Week of Sport at national, regional and local levels will take place during the set national Week. As in 2015, the concept of Focus themes remains: i.e. Education environment, Workplaces, Outdoors, Sport Clubs and Fitness centres, and a wide range of activities are expected to be organised around these settings with the involvement of many actors, including European partners of the Week. The registration of European Week of Sport events will be delegated to national coordinators, with guidance from the European Commission.

The main **campaign elements** established in 2015 will remain in 2016, including key messaging and visual branding of the Week. The overarching campaign theme for the European Week of Sport remains “#BeActive”. It will also continue to be a reference framework for events and activities aiming at promoting sport and physical activity throughout the year. Moreover, there will be a greater focus on **communication in national languages** through the development of national websites and by increasingly involving national media (written press, TV and radio), to **further reach out to local levels**. In parallel, the European Commission will also partner with additional players to spread the messages of the Week. Finally, a team of EWoS ambassadors composed of national personalities (sport icons and beyond) is expected to promote the Week in 2016.

As in 2015, the implementation of the 2016 European Week of Sport will be supported through specific funding under **Erasmus+ Sport**.

Further information:

ec.europa.eu/sport/week — ec.europa.eu/sport/
Contact: EAC-SPORT-EWOS@ec.europa.eu

¹All dates for national Weeks are expected to be known by end January 2016, and will be publically available at that time.