European Commission

# #BEACTIVE

## The European Week of Sport in a nutshell

### WHAT IS IT ABOUT?

The European Week of Sport is a new initiative of the European Commission to promote sport and physical activity across Europe. The Week will generate new activities and also build on already existing successful initiatives in the European, national, regional or local context. This European-wide campaign will **inspire Europeans to #BeActive** during the Week and encourage them to stay active all year long.

### WHY?

Sport and physical activity contribute substantially to the well-being of European citizens. However, the level of physical activity is currently stagnating and even declining in some countries. The European Week of Sport is a response to this challenge. The **lack of physical activity** not only has a negative impact on society and people's health, but also results in economic costs. In addition, sport has the potential to strengthen messages of tolerance and reinforce citizenship throughout Europe. Promoting the role of sport as a means of social inclusion will help address ongoing challenges in European society.

### OBJECTIVE?

The European Week of Sport aims at promoting participation in sport and physical activity and raising awareness about the numerous benefits of both. The Week is for **everyone** - regardless of age, background or fitness level. It should bring together individuals, public authorities, the sport movement, civil society organisations and the private sector. Through the focus on grassroots initiatives, the Week will inspire Europeans to #BeActive on a regular basis and create opportunities in people's everyday lives to exercise more.

### WHEN?

The first European Week of Sport will take place from **7th to 13th of September 2015.** For the first year, the participating countries will have the opportunity to carry out activities and events at national level until the end of the month. The European Week of Sport is not designed as a one-off event. It will take place annually in September as from 2015.

### HOW?

The European Week of Sport will be structured around **4 Focus Days**, i.e. Education environment, Workplaces, Outdoors, Clubs & Fitness centres. A wide range of initiatives and activities will be organised around these settings at different levels (EU, national, local and regional level) and with the involvement of many actors. In Brussels, the European Commission will organise the opening of the Week with strong media involvement and a Flagship Event. The overarching campaign theme for the Week "#BeActive" should also become the reference framework for existing campaigns, events and activities throughout the year.

### WHO?

The European Week of Sport is a European Commission-led initiative. The implementation of the Week across Europe is largely decentralised and takes place in close cooperation with the national coordinators and with the **many different partners** who are firmly committed to support the Week. An Ambassador Team will also help implement the different promotional activities.

## *TAKE PART!*

### The European Week of Sport is for YOU!

Do not miss the opportunity to participate in the inaugural edition of the European Week of Sport. There is a wide range of activities all over Europe, waiting for you. Visit our website to find out more, to meet the Ambassadors, to discover the map of events and much more.

**Let's #BeActive!**

***ec.europa.eu/sport/week***

*Sport*

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