



European
Commission



#BEACTIVE

European Week of Sport

EWoS Seminar 2017
9 March 2017

Sport

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European Week of Sport

image: © SportMalta

Framework

Visual identity

Media and social media strategy

Campaign calendar

Communication handbook

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Visual identity

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Visual identity



Theme: #BeActive

Name of the Week



European Commission logo (sign-off)



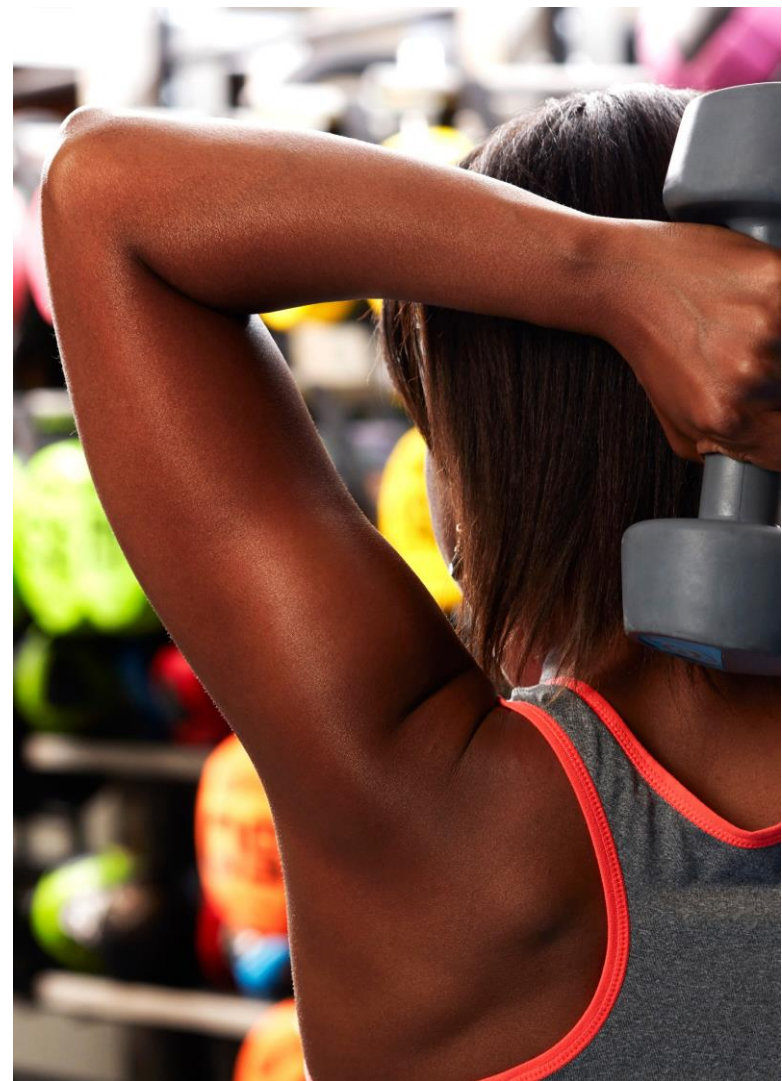
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European Week of Sport

Visual identity



Visual identity



Visual identity



Visual identity



THE EUROPEAN COMMISSION LOGO

**For the promotion of the European Week of Sport 2016,
use the European Commission logo as sign-off.**

To acknowledge that European Week of Sport is an initiative of the European Commission, the visual identity has to include the European Commission logo with the mention "an initiative of" as sign-off



The text line "An initiative of" (or the national language translation(s) of this phrase) and the EC logo shall be placed together at a distinctive but not necessarily prominent place and well apart from any other logos.

The preferred option for the typeface is Verdana.

Italic and underlined variations and the use of font effects are not allowed.

THE EUROPEAN FLAG AND ERASMUS+

**If the products (brochure, poster,...) of your event
are co-funded by the Erasmus+ programme,
use the EU emblem.**

Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.



The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and name of the programme.

Visual identity

The visual identity will be complemented by the following actions:



Visual identity guidelines



Promotion materials



Publications/website



Events

Media and outreach

The media strategy consists of the following elements:



Media kit



Opinion editorials



Press release 1
Opening



Press release 2
Awards Gala

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Social media

Communication awards



SABRE Awards



EuroPAwards

Social media

The social media strategy consists of the following elements:



Social media
advertising



Story telling /
Sharing



Collaboration



Photo
competition

Campaign calendar



Map of all activities of the communications and media campaign:



Centralised activities



National activities



Partners activities

Communications handbook

The communications handbook is a 'one stop shop' containing all the key information and materials on the European Week of Sport.



Available on
the website



Responsive
document



Communications
materials

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Newsletters

Weekly newsletters for EWoS key players

Monthly newsletters for a wider audience



Home

News

About

In your country

Partners

Ambassadors

Resources

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From 23 - 30 of September



- (1) Give people a reason to care, believe and engage
- (2) Tell more emotional stories
- (3) Encourage more ONLINE action
- (4) Be more European
- (5) Make better use of assets
- (6) Prioritise and curate content
- (7) Get the design right
- (8) Be more flexible
- (9) Analyse and optimise
- (10) Give people a reason to care, believe and engage

EWoS Seminar for key players

10/11 May, Dublin



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Campaign elements

Emoticons and mascots
Videos
Ambassadors
Awards
Connected Run

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Emoticons and mascot



6 emoticons



1 mascot

Social experiment video

Social experiment video: Putting the viewer at the centre of the story.

- Around 120 seconds in length
- No or very limited language
- Multi-platform usage
- Example:



https://www.youtube.com/watch?v=bbqTOdGU_NA

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Other videos



National
activities



Erasmus+
projects



Partner
activities



A network of ambassadors



 National #BeActive Ambassadors

 EWoS Ambassadors

 Ambassadors from previous editions

 Local heroes

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

- Guidelines
- Gathering of all ambassadors on 20/21 June 2017

The awards



The #BeActive Awards reinforces 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.



BeActive Workplace
Award



BeActive
School Award



Local Hero
Award

- Submission period : March to July 2017
- NEW: open to partners!

ConnectedRun



Connect your usual running or walking application or your GPS watch, put on your sneakers, walk run and take-up as many challenges during the European Week of Sport.



Connect
your app



Create
a team



Challenge
yourself

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Milestones

Image: © SportMalta

Timeline



Campaign calendar
End March

Revamped website released
Early May

Launch of the Communication Campaign
23 June

Awards Gala in with all key players
12 Oct (tbc)

Start of the newsletters
April

Meeting of EWoS key players, Dublin
10/11 May

Opening of the third European Week of Sport
23 September



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Conclusions and questions