



European Week of Sport
23 – 30 September

Key players' Seminar
11 May 2017

#BEACTIVE

European Week of Sport



Communicating the Week

**Official Opening
September Calendar
Awards Gala**

#BEACTIVE

European Week of Sport

2017 Official Opening



Tartu,
Estonia



23 September 2017
Official Opening

- High level speakers and delegates from institutions and sport world
- Children cycling festival
- Round table on healthy lifestyle
- Internet web-streamed

Week Calendar

BRUSSELS

PARTICIPATING COUNTRIES

SATURDAY
23 SEPT

- Opening of European Week of Sport in Tartu
- Night of Sport

SUNDAY
24 SEPT

MONDAY
25 SEPT

- House of Sport Conference

TUESDAY
26 SEPT

WEDNESDAY
27 SEPT

THURSDAY
28 SEPT

- Conference on Social inclusion and volunteering in sports clubs in Europe
- Sport & Development Forum

FRIDAY
29 SEPT

- Gala "Play 4 Peace"

SATURDAY
30 SEPT

- Closing of Connected Run
- Closing of European Week of Sport

- European School Sport Day
- European Every Day of Sport Conference - Bulgaria

- European Every Day of Sport Conference - Bulgaria

Awards Overview



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
Education
Award



Local Hero
Award

- Submission deadline: 31 July 2017
- Open to partners!
- Maximum of three entries for all categories

Awards

Terms and conditions

- 1 The #BeActive Awards 2017 (hereafter referred to as the 'Awards') are organised and owned by the European Commission (EC), Directorate-General for Education, Youth, Sport and Culture (DG EAC).
- 2 The Awards are open for submission by the National Coordinating Bodies (NCBs) and Partners of the European Week of Sport (EWoS). Invitations will not be accepted from any third parties not explicitly invited to participate by NCBs or EWoS Partners.
- 3 The Awards are structured according to three categories as follows:
 - > i. #BeActive Education Award
 - > ii. #BeActive Workplace Award
 - > iii. #BeActive Local Hero Award
- 4 The EC reserves the right to modify these categories at any time and from time to time without any liability whatsoever, with or without prior notice to participants.
- 5 NCBs and EWoS Partners can nominate a maximum total of 3 entries covering all three award categories (i.e. 1-1-1, 2-1-0 or 3-0-0)
- 6 Applicants for the #BeActive Local Hero Award must be natural persons aged over 18.
- 7 All entries for either award must be signed by an authorised person representing the NCB or EWoS Partner.
- 8 The application period will run until 17:00 (CET) 31 July 2017.
- 9 After this date, no further entries will be accepted. Applications should be sent to EAC-SPORT-EWOS@ec.europa.eu, ideally with one email per entry. The EC accepts no responsibility for entries that were sent but not received, for whatever reason. Proof of sending is not proof of receipt of an entry form. The EC will acknowledge all entries it receives.
- 10 The EC will not enter into any correspondence concerning the Awards including, but not limited to, the selection of winners, announcement of results, and decisions on lack of eligibility or on disqualifications.
- 11 All entrants, finalists and winners must confirm that they agree to participate in media and publicity activity related to the #BeActive Awards and their nomination. This includes, but is not restricted to, an awards brochure, press release, possible media interviews and use of images and quotes on the EWoS website and social media channels.
- 12 Participants grant the EC any and all rights required for distribution and public display of any videos, images, submitted text or other intellectual property rights that may arise from participation in the Awards, the prizes or related publicity, and hereby grant the EC the perpetual right to exclusively and royalty-free and without limitation use, edit, copy, reproduce, distribute, translate, and publically display or publish such intellectual property rights, for whatever purpose, in any form or medium, either on the European Week of Sport website or elsewhere, for promotional activities or events arranged by the promoter, whether locally or world-wide.
- 13 The judge's decisions are final.

Awards Ceremony



Marseille



Awards Gala
12 October 2017



Debriefing Session
13 October 2017

- High level delegates
- Activities organised by the city
- Awards gala in the evening
- Debriefing session with European Week of Sport key players (national coordinators, partners, #BeActive ambassadors)

#BEACTIVE

European Week of Sport



Speaking with one Voice

**Communications Handbook
Visual Identity
The #BeActive Brand**

#BEACTIVE

European Week of Sport

Communication Handbook





INTRODUCTION	02	#BEACTIVE MESSAGES	23	#BEACTIVE CONNECTEDRUN	44
About this handbook	03	European Week of Sport	24	Overview	45
One clear message	04	Education	25	Function	46
About the campaign	05	Workplace	26	Photo-video competition	47
One voice	06	Outdoors	27	Timeline	48
Official Opening	07	Sport Clubs	28		
Awards Gala	08	Fitness Centres	29	SOCIAL MEDIA	49
Participating countries	09			Overview	50
Participating partners	10	AMBASSADOR PROGRAMME	30	Socia media activities	52
		Overview and introduction	31	Emoticons and mascot	56
THE #BEACTIVE CAMPAIGN	11	Network of #BeActive Ambassadors	32	Campaign calendar	57
Campaign objectives	12				
Target audiences	13	AUDIOVISUAL	33	#BEACTIVE AWARDS	58
Campaign elements	15	Overview	34	Introduction	59
Campaign tools	17	Social experiment video	35	#BEACTIVE School Award	60
Visual identity	19	European dimension videos	36	#BEACTIVE Workplace Award	61
Campaign visuals	20	2016 overview video	37	#BEACTIVE Local Hero Award	62
Newsletters	21	360 video	38		
European School Sport Day	22	Awards videos	39	CONTACT INFORMATION	63
		Animation	40	Contact	64
		Inspirational video	41		
		Mini-documentary video	42		
		Animated clip	43		

INTRODUCTION



#BEACTIVE

European Week of Sport

Visual Identity



Theme: #BeActive

Name of the Week

European Commission
logo (sign-off)



#BEACTIVE

European Week of Sport

The #BeActive Brand

The #BeActive brand promotes sport and physical activity across Europe.

It is for everyone, regardless of age, background or fitness level.

It inspires Europeans to exercise more and #BeActive on a regular basis in everyday lives.

#BEACTIVE

European Week of Sport

The #BeActive Mascot

#BEACTI



#BEACTIVE

European Week of Sport

23 – 30 September 2017

#BEACTIVE

European Week of Sport

The #BeActive Mascot

#BEACTI



#BeActive inspires people
to be more active



#BEACTIVE

European Week of Sport

23 – 30 September 2017

#BEACTIVE

European Week of Sport

The #BeActive Mascot

#BEACTI



#BeActive inspires people
to be more active

##BeActive
is for everyone



#BEACTIVE

European Week of Sport
23 – 30 September 2017

#BEACTIVE

European Week of Sport

The #BeActive Mascot

#BEACTIVE



#BeActive inspires people
to be more active

##BeActive
is for everyone

#BeActive boosts health
and well-being



#BEACTIVE

European Week of Sport

23 – 30 September 2017

#BEACTIVE

European Week of Sport

The #BeActive Mascot

#BEACTI



#BeActive inspires people to be more active

##BeActive is for everyone

#BeActive boosts health and well-being

#BeActive brings people together



#BEACTIVE

European Week of Sport
23 – 30 September 2017

#BEACTIVE

European Week of Sport

The #BeActive Mascot

#BEACTI



#BeActive inspires people to be more active

##BeActive is for everyone

#BeActive boosts health and well-being

#BeActive brings people together

#BeActive strengthens communities



#BEACTIVE

European Week of Sport

23 – 30 September 2017

#BEACTIVE

European Week of Sport

The #BeActive Mascot

#BEACTI



#BeActive inspires people to be more active

##BeActive is for everyone

#BeActive boosts health and well-being

#BeActive brings people together

#BeActive strenghtens communities

#BeActive promotes respect and fairplay



#BEACTIVE

European Week of Sport

23 – 30 September 2017

#BEACTIVE

European Week of Sport



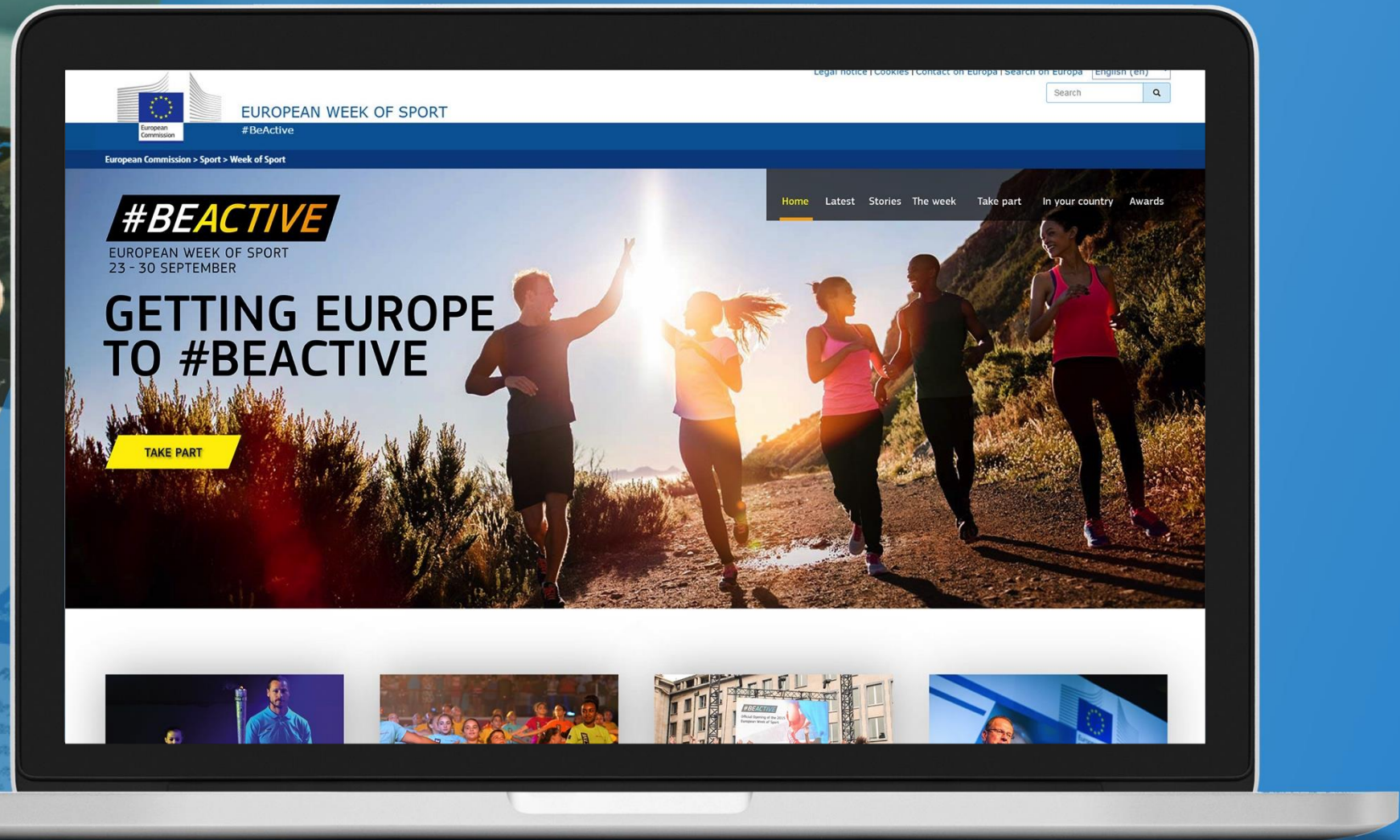
Storytelling

**Website
Campaign Calendar**

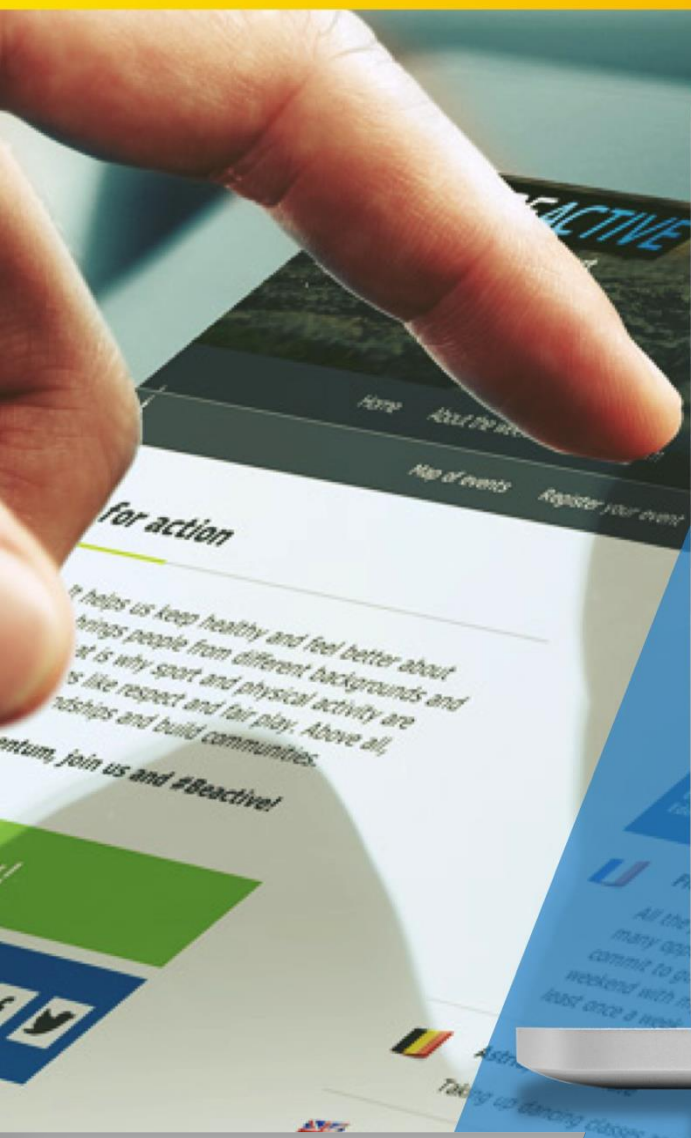
#BEACTIVE

European Week of Sport

Website



Website



The laptop screen displays a website layout with four news items, each with a photo and a title:

- 05/04/2017**
EVALUATION REPORT OF THE EUROPEAN WEEK OF SPORT 2016 PUBLISHED
- 02/04/2017**
2016 EUROPEAN WEEK OF SPORT VIDEOS
- 30/03/2017**
SOME FINAL FIGURES ON EUROPEAN WEEK OF SPORT 2016
- 05/04/2017**
EVALUATION REPORT OF THE EUROPEAN WEEK OF SPORT 2016 PUBLISHED

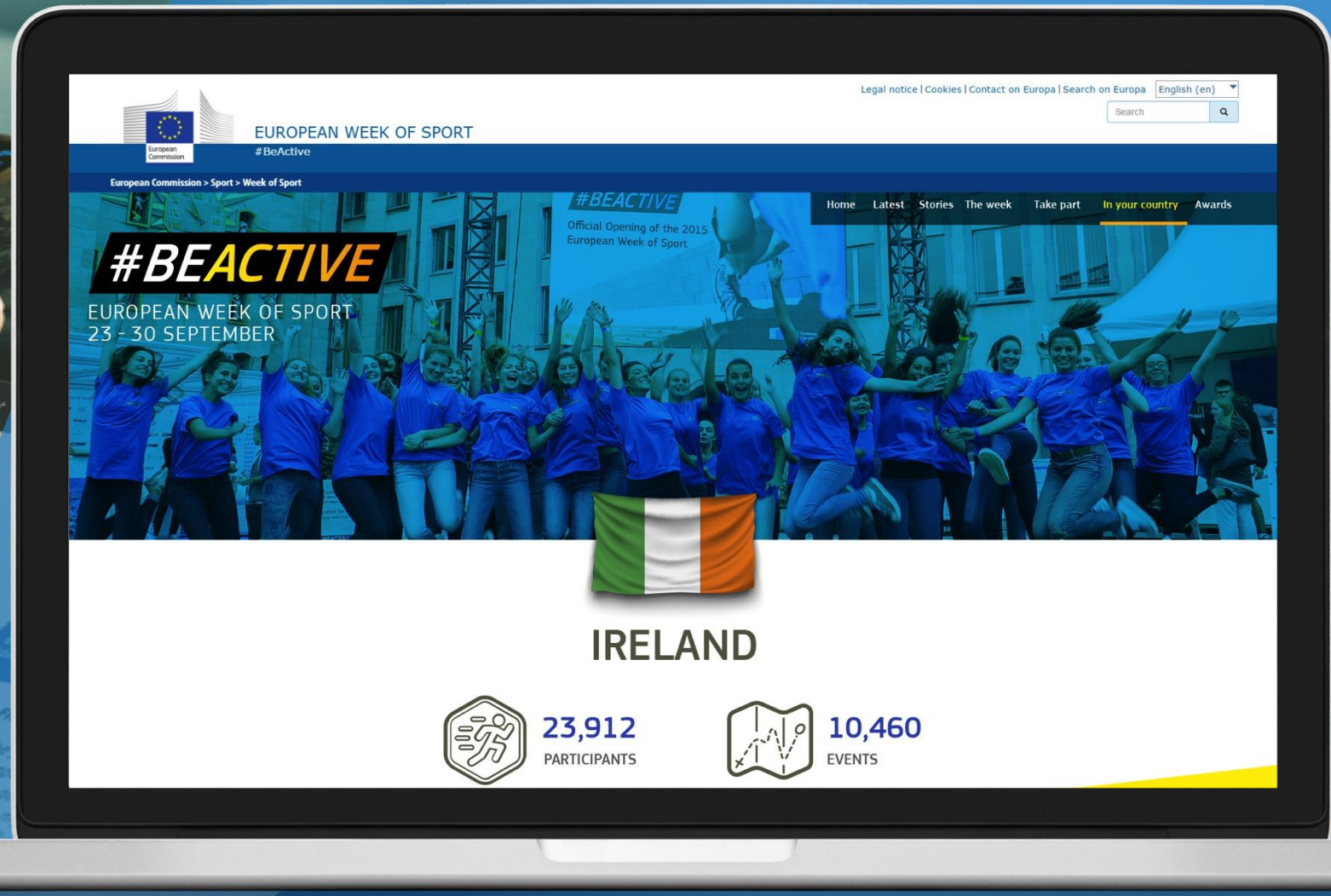
Below the news items is a yellow section titled **THE WEEK IN NUMBERS** with three circular infographics:

- 50 DAYS
- 15 HOURS
- 4 MINUTES

#BEACTIVE

European Week of Sport

Website



WEEK OF SPORT DATES 23 - 30 September

NATIONAL COORDINATOR
Sport Ireland

NATIONAL EVENT
Sport Ireland

DESCRIPTION OF NATIONAL EVENT

The European Week of Sport is a weeklong celebration of sport and physical activity. There are events taking place throughout Ireland and Sport Ireland encourage everyone to get out and #BeActive during the week.

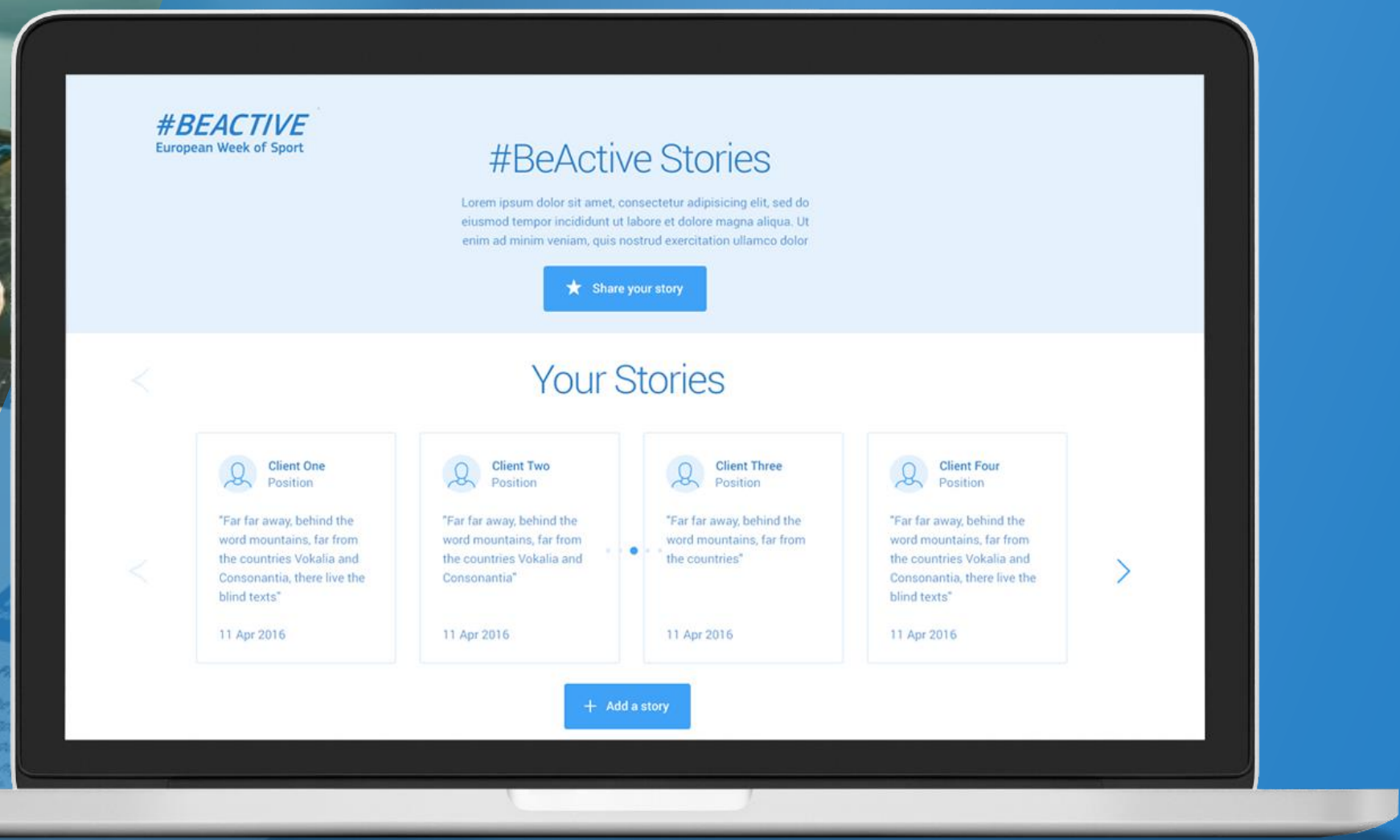
SPORT IRELAND WEBSITE



"Sport Ireland is delighted to once again lead the European Week of Sport initiative. One of the key strategic objectives of Sport Ireland is increasing participation in sport and physical activity and with almost 1.7 million Irish adults currently participating in sport regularly we are determined to get as many people active as possible. Initiatives such as this are a great way of encouraging people to get out and get active."

KIERAN MULVEY, CHAIRMAN OF SPORT IRELAND








#BEACTIVE
European Week of Sport

#BeActive Awards


The spirit of the Week is catching on across Europe, and the winners of the #BeActive Awards are the proof. We can all learn from their outstanding achievements in promoting sport and physical activity.

Schools Award




For inspiring **students** to #BeActive

Local Hero Award



For inspir...
local communities to #BeActive


Workplace Award



employees to #BeActive

Awards Gala

This is a night to remember where we celebrate the very best in promoting sport and physical activity in Europe. Select nominees are invited to attend alongside European Commission officials. When the winners are announced, we want a wave of cheers to spread across Europe.



Campaign Calendar

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
1 - 7 May	1 - 4 June	1 - 2 July Education and Workplace <ul style="list-style-type: none">· Launch of photo-video competition (1 July)· Tour de France (1-31 July)· Wimbledon Championships (3-16 July)	1 - 6 August Outdoors <ul style="list-style-type: none">· Registration opens for Connected Run (1 August)	1 - 3 September All focus themes <ul style="list-style-type: none">· Launch of competition on Connected Run (1 September)	12 October Awards Gala in Marseille
8 - 14 May	5 - 11 June	3 - 9 July Sports clubs and Fitness centres	7 - 13 August Outdoors <ul style="list-style-type: none">· UEFA Super cup (8 August)· 2017 Women's Rugby World Cup (9-26 August)	4 - 10 September All focus themes <ul style="list-style-type: none">· 2017 UCI Mountain Bike & Trials World Championships (5-10 September)· 2017 BWF World Senior Championships (10-17 September)	
15 - 21 May	12 - 18 June	10 - 16 July Sports clubs and Fitness centres <ul style="list-style-type: none">· IAAF World U18 Championships (12-16 July)· European Athletics U23 Championships (13-16 July)· 2017 Women's Lacrosse World Cup (12-22 July)· UEFA Women's Euro 2017 (16 July-6 August)	14 - 20 August Outdoors <ul style="list-style-type: none">· European Beach Volleyball Championships (16-20 August)· European Junior and U23 Canoe Slalom Championships (18-21 August)	11 - 17 September All focus themes	
22 - 28 May	19 - 25 June Education and Workplace <ul style="list-style-type: none">· Meeting with Ambassadors (20-21 June)· #BeActive Campaign soft launch in Estonia (23 June)· Olympic Day (23 June)· 2017 Women's Cricket World Cup (24 June-31 July)	17 - 23 July Sports clubs and Fitness centres <ul style="list-style-type: none">· World Games 2017 (20-30 July)	21 - 27 August Outdoors	18 - 24 September All focus themes <ul style="list-style-type: none">· Start of European Week of Sport (23 September)· 2017 European Youth Weightlifting Championships (23-30 September)	
29 - 31 May	26 - 30 June Education and Workplace	24 - 31 July Sports clubs and Fitness centres <ul style="list-style-type: none">· Closing of #BeActive Awards (31 July)	28 - 31 August All focus themes <ul style="list-style-type: none">· 2017 World Judo Championships (28 August-3 September)· US Open (28 August-11 September)	25 - 30 September All focus themes <ul style="list-style-type: none">· Closing of European Week of Sport, photo-video competition and Connected Run (30 September)· 2017 European Youth Weightlifting Championships (23-30 September)· European School Sports Day (29 September)	

Campaign Calendar

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
1 - 7 May	1 - 4 June	1 - 2 July Education and Workplace · Launch of photo-video competition (1 July)	1 - 6 August Outdoors · Registration opens for Connected Run (1 August)	1 - 3 September All focus themes · Launch of competition on Connected Run (1 September)	12 October Awards Gala in Marseille
8 - 14 May	5 - 11 June	3 - 9 July Sports clubs and Fitness centres	7 - 13 August Outdoors	4 - 10 September All focus themes	
15 - 21 May	12 - 18 June	10 - 16 July Sports clubs and Fitness centres	14 - 20 August Outdoors	11 - 17 September All focus themes	
22 - 28 May	19 - 25 June Education and Workplace · Meeting with Ambassadors (20-21 June) · #BeActive Campaign soft launch in Estonia (23 June) Olympic Day (23 June)	17 - 23 July Sports clubs and Fitness centres	21 - 27 August Outdoors	18 - 24 September All focus themes · Start of European Week of Sport (23 September)	
29 - 31 May	26 - 30 June Education and Workplace	24 - 31 July Sports clubs and Fitness centres · Closing of #BeActive Awards (31 July)	28 - 31 August All focus themes	25 - 30 September All focus themes · Closing of European Week of Sport, photo-video competition and Connected Run (30 September)	



Engaging New Audiences

ConnectedRun
Newsletter
Ambassadors

Image: © SportMalta

#BEACTIVE

European Week of Sport

Connected Run



Connect
your app

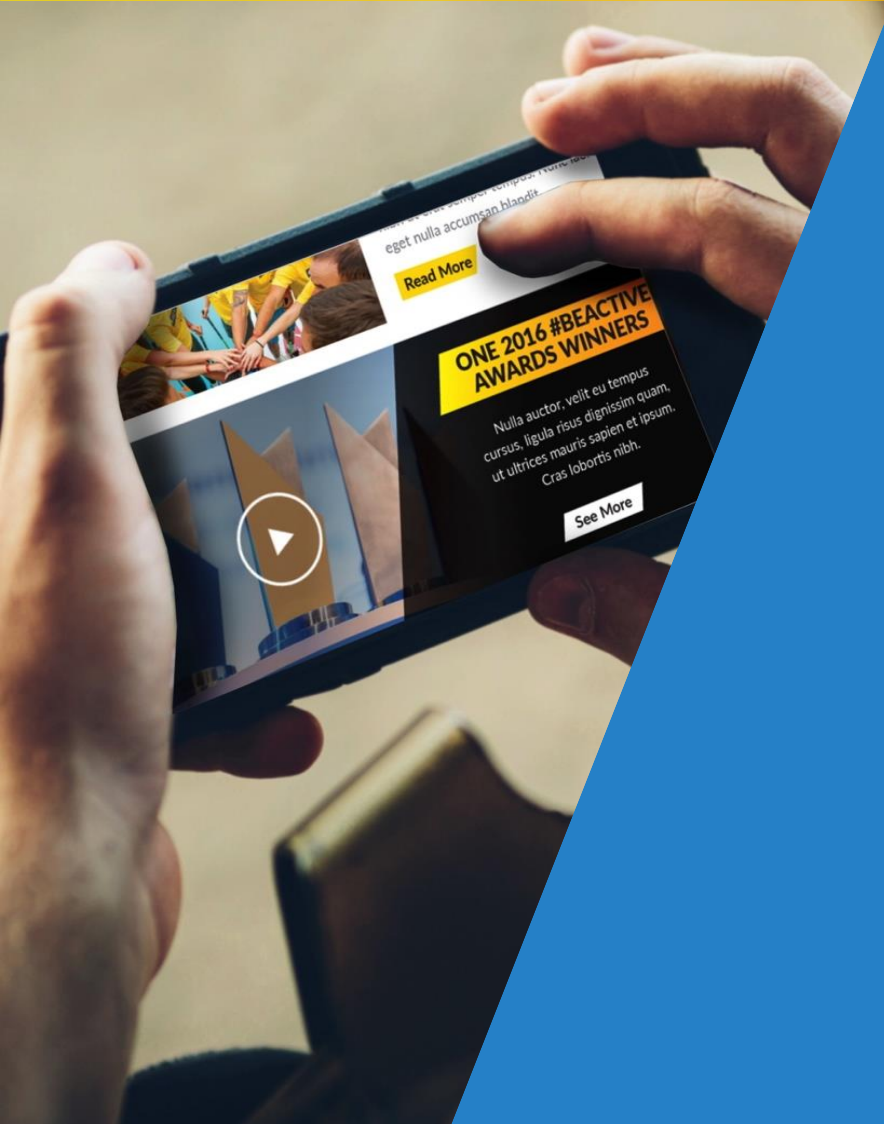


Create
a team



Challenge
yourself

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.



Problems viewing? [Click to view online](#)



#BEACTIVE
European Week of Sport
23 - 30 September
NEWSLETTER
A European Commission initiative
to promote physical activity across Europe
ISSUE 01 - JUNE 2017

FOREWORD

Welcome to the first edition of our monthly newsletter!

#BeActive newsletter is brought to you by European Week of Sport to keep you informed about European Week of Sport's latest achievements, activities, exciting news and communication materials. We hope you will enjoy this new way to stay closely connected to European Week of Sport. Please make sure to check out our revamped website!

EWOS Team

[New website](#) [Tweet this](#)

32 COUNTRIES
are taking part in the European
Week of Sport [See full list here](#)

NEWS



Official Opening

Nulla auctor, velit eu tempus cursus, ligula risus dignissim quam, ut ultrices mauris sapien et ipsum. Cras lobortis nibh ut erat semper tempus.

[Read More](#)

Ambassadors Meetings

Nulla auctor, velit eu tempus cursus, ligula risus dignissim quam, ut ultrices mauris sapien et ipsum. Cras lobortis nibh ut erat semper tempus.

[Read More](#)

#BeActive Awards

Nulla auctor, velit eu tempus cursus, ligula risus dignissim quam, ut ultrices mauris sapien et ipsum. Cras lobortis nibh ut erat semper tempus.

[Read More](#)

Mobile Journalism

Stories are shared in real-time and on the go.

Focus is on local content

#BeActive mojos:

- report on national #BeActive events
- post frequent, real-time social media content that can be shared on official accounts



A Network of Ambassadors



National #BeActive Ambassadors

Local heroes

Ambassadors from previous editions

EWoS Ambassadors

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

A crowd of people is gathered for a press conference. In the background, a white backdrop features the hashtag #BEACTIVE repeated in a grid pattern. Several professional video cameras on tripods are positioned in front of the backdrop. A man on the right side of the frame is wearing a headset and looking towards the cameras. The foreground is filled with the heads and shoulders of a large audience of people, many of whom are looking towards the press conference area. The overall lighting is dim, with a blue tint, and the scene is captured from a low angle, looking up at the press conference area.

#BEACTIVE

European Week of Sport
23 – 30 September

Conclusions and Questions