



European  
Commission

# #BEACTIVE 5 YEARS

## EUROPEAN WEEK OF SPORT

### The 2019 European Week of Sport in a nutshell

#### WHAT IS IT ABOUT?

The European Week of Sport, in short, aims to get people to get off their sofas and #BeActive! Sport and physical activity contribute substantially to people's wellbeing. However, the level of physical activity in Europe is currently stagnating and even declining in some countries. The European Week of Sport is a response to this challenge.

This year's edition is also a milestone as it marks the 5th anniversary of the European Week of Sport.

The 2019 Week will focus on five themes: Education, Workplace, Outdoors, Sport Clubs and Fitness Centres.

The European Week of Sport is the largest public-funded sports initiative worldwide. Since its launch five years ago it has involved:



**38 COUNTRIES**



**106,700 EVENTS**



**40,244,206 PARTICIPANTS**

#### WHEN?

The #BeActive campaign was officially launched on International Olympic Day (23 June) and will promote the #BeActive message all year long. The highlight of the campaign will be the Week itself, which runs from 23 to 30 September.

The #BeActive Night will also return on 28 September for a night of sporting activities across the continent.

#### WHERE?

The Official Opening of the 2019 European Week of Sport will take place in Espoo, Finland, on 23 September and will feature high-level speakers and delegates from the world of politics and sport.

From 23-30 September, a wide range of initiatives and activities will be organised at European, national, regional and local levels across the continent. Make sure you check out the calendar of events on the website to find out more.

#### WHO?

The Week is for everyone – regardless of age, ability, background or fitness level.

#### WHY?

- Since 2014, the proportion of those who say they never exercise or play sport has increased from 42% to 46%.
- Europeans are now less likely to engage in physical activities than in 2013. Less than half of Europeans (44%) do some form of physical activity (such as cycling, dancing or gardening) at least once a week, while 35% never do this kind of activity at all.
- Lack of time is the principal barrier to physical activity for 40% of Europeans.
- The proportion of people who exercise or play sport regularly or with some regularity is highest in Finland (69%), Sweden (67%) and Denmark (63%).

## GET INVOLVED

### THE EUROPEAN WEEK OF SPORT IS FOR YOU!

Do not miss the opportunity to participate in the European Week of Sport. There are a wide range of activities taking place all over Europe. Visit our website to find out more. If you make one change this year, #BeActive!

[ec.europa.eu/sport/week](http://ec.europa.eu/sport/week)