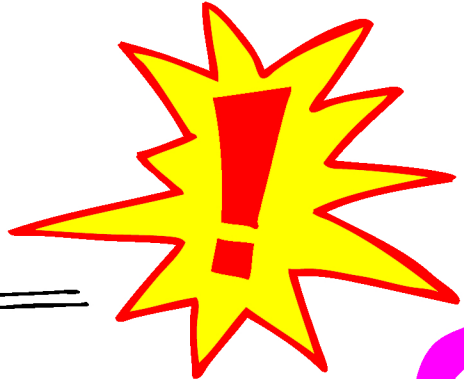


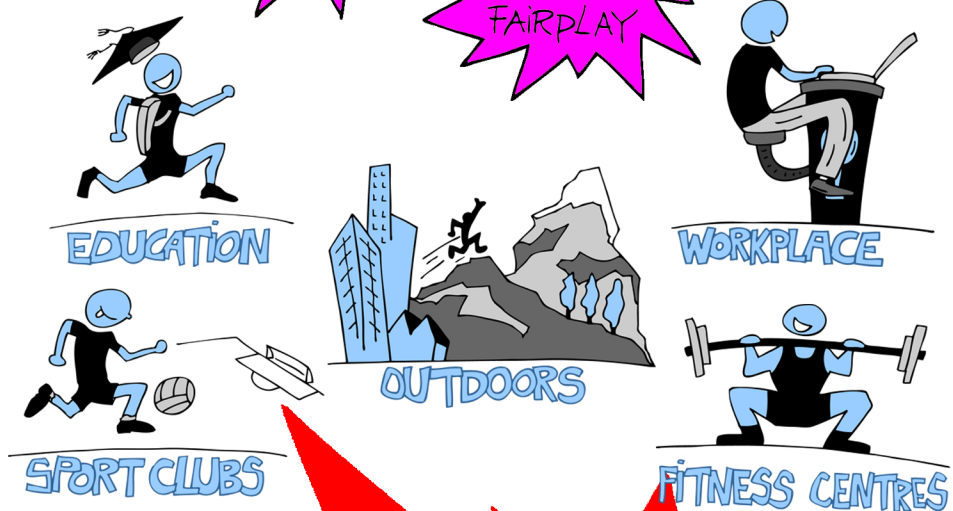
33 PARTICIPATING COUNTRIES
 35 OFFICIAL EUROPEAN PARTNERS
 15,000+ EVENTS
 10,000,000+ PARTICIPANTS

IT IS TIME TO #BEACTIVE

- IS FOR EVERYONE
- INSPIRES PEOPLE TO BE MORE ACTIVE
- STRENGTHENS COMMUNITIES
- BRINGS PEOPLE TOGETHER
- BOOSTS HEALTH & WELL-BEING
- PROMOTES RESPECT & FAIRPLAY



JOIN THE MOVEMENT & LET'S FIGHT THE INACTIVITY CRISIS TOGETHER!



PHYSICAL ACTIVITY IN EUROPE IS AT AN ALL-TIME LOW

ANNUAL COST OF INACTIVITY IN EUROPE

- 500,000 DEATHS
- 80 BILLION EURO

EUROPEAN WEEK OF SPORT

LET'S #BEACTIVE

#BEACTIVE AWARD WINNERS ARE LEADING THE CHARGE

- EDUCATION AWARD
- WORKPLACE AWARD
- LOCAL HERO AWARD

A #BEACTIVE SOCIETY IS A HAPPY, HEALTHY, AND INCLUSIVE SOCIETY