



#BEACTIVE 
EUROPEAN WEEK OF SPORT
23 - 30 September

COMMUNICATIONS HANDBOOK 2020

<https://ec.europa.eu/sport/week>

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The Communications Handbook of the European Week of Sport provides information and guidance on key aspects of the #BeActive communication campaign, as well as on tools and materials that you are free to use to help promote the Week – and your own initiatives – to the public, media and other target audiences around Europe.

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**/ WILLKOMMEN! BIENVENIDAS! WELCOME! BINEVENUE!
ÜDVÖZÖLJÜK! BENVENUTTI! ДОБРОДОШЛИ!**

The European Week of Sport is an initiative of the European Commission to promote sport and physical activity across Europe – to #BeActive. Sport and physical activity contribute substantially to the health and wellbeing of European citizens, however the level of physical activity in Europe is currently stagnating and even declining in some countries. The European Week of Sport is a joint response to this challenge as well as a call for action.

We will be working this year as One Team, empowering and engaging the #BeActive community as an inspiring resource of solutions for the aftermath of the covid crises.

The #BeActive campaign will be officially launched on 23 June (International Olympic Day) 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 Official Opening of the 2020 European Week of Sport will be hosted under the German Presidency on 23 September and will feature high level speakers and delegates from the world of politics and sport.



42
COUNTRIES



135,700
EVENTS



55,744,206
PARTICIPANTS

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The aim of the game is to #BeActive during the European Week of Sport but also to stay active throughout the rest of the year.

For six years, the #BeActive platform has helped tackle the inactivity crisis by encouraging Europeans of all ages to embrace a healthy and active lifestyle. The #BeActive Week is for everyone, regardless of age, social background or fitness level.

/ HOW DO YOU PLAY YOUR BEST?

You are the key player of the 2020 European Week of sport. Milestones of the Week this year are:

- ① Human touch – it's all about our communities
- ② Engaging new audiences
- ③ Reinventing the communication tools
- ④ Flexible approach to the Week calendar and events
- ⑤ New platforms
- ⑥ Innovate, innovate, innovate

As national coordinators and partners, you play a vital role in spreading the message and helping it reach the broadest audience possible. The European Commission and its communication partner BCW are here to assist you on how best to engage the public using a variety of communication channels.



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/ CREATIVE PILLARS

EMOTIONS



HUMANIZE
INSPIRE
GIVE HOPE



Sport is about fun, joy, and shared emotion

ACCESSIBILITY



SPORT IS FOR EVERYONE
SPORT IS EVERYWHERE
SPORT IS A CELEBRATION



Sport is about celebrating everyone's achievement

DIVERSITY



NEW EMERGING SPORTS
TRADITIONAL SPORTS ARE CONSTANTLY EVOLVING
PIQUE CURIOSITY & DISCOVER WHAT SUITS YOU BEST



Sport is about experiencing new challenges

/ STORYTELLING

Real stories of real people to inspire people to #beactive:



PHASE ONE
#BEACTIVEATHOME
MAY – MID-JULY



All activities and deliverables to be adapted to mainly indoor, online and limited outdoor activities (in the neighbourhood and with local communities).



PHASE TWO
#BEACTIVE
SEPTEMBER – JANUARY



All activities and deliverables to be adapted to public outdoor and indoor events as soon as confirmations on their resuming will be available.

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/ BEACTIVE AT HOME

Useful to know:

- ① 2020 focus on your neighborhood and communities
- ② HUG: embracing each and everyone
- ③ Reinventing home-space
- ④ Engaging athletes AND not-in-sports-or-PA people
- ⑤ Local and regional media: Interaction and awareness

/ RECOGNITION & TEAMING UP



Most creative and
engaging posts
to be acknowledged



#BeActiveHour
and other
fresh ideas

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JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
13 JUN Family Health and Fitness Day	3 JUL - 5 JUL Austrian F1 Grand Prix	2 AUG British Grand Prix F1	4 SEPT Athletics Diamond League Brussels	3 - 25 OCT Cycling Giro D'Italia
15 JUN - 21 JUN Men's Health Week starts	4 JUL Hop-a-park Day	6 AUG - 9 AUG Women's Golf Major: Evian Championship	6 SEPT Athletics Diamond League Paris	4 OCT London Marathon
17 JUN World Karate Day	15 JUL World Youth Skills Day	8 AUG UK's Cycle to work day	17 SEPT Athletics Diamond League Rome/Naples	10 OCT World Mental Health Day
20 JUN International Tennis Day International Surfing Day	17 JUL - 19 JUL Hungarian F1 Grand Prix	12 AUG International Youth Day	19 SEPT International Gymnastics Day	11 OCT World Obesity Day
21 JUN International Yoga Day	20 JUL International Day of University Sport	14 AUG - 16 AUG Spanish Grand Prix F1	21 SEPT - 4 OCT Tennis: French Open	16 OCT - 17 OCT Rugby Union: European Champions Cup Final
23 JUN International Olympic Day #BeActive campaign launch	22 JUL International Boxing Day	20 AUG - 23 AUG Golf: Women's British Open	23 SEPT Opening of the European Week of Sport (Frankfurt, Germany)	24 OCT World Swim Day
23 JUN Kick off the European Week of Sport Campaign	22 JUL - 25 JUL The European Golf Tour	23 AUG UEFA Champions league final	23 SEPT - 30 SEPT European Week of Sport	28 OCT International Judo Day
27 JUN - 7 JUL FA Cup Quater Final German Basketball League Final	24 JUL - 26 JUL Spain La Liga Final Weekend	28 AUG - 30 AUG F1: Belgian Grand Prix	25 SEPT European School Sport Day	<p><i>The full calendar for the year including more international days and sports events can be found here: https://rb.gy/bdlkvt. The calendar will be regularly updated.</i></p>
	30 JUL International Day of Friendship	29 AUG - 20 SEPT Cycling Tour de France	26 SEPT #BeActive Night	
			29 SEPT World Heart Day	

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EDUCATION

#BeActive supports better incorporation of physical activity into education because:

1. Habits last a lifetime. Teaching the value of physical activity from the youngest age is vital.
2. Physical activity stimulates the brain and improves concentration and academic performance. A healthy mind in a healthy body.
3. Physical activity teaches key values such as fair-play, team-work, time-management, and inclusion.

WORKPLACE

#BeActive helps workplaces becoming more active places because:

1. Physical activity boosts employee morale, productivity and performance.
2. Healthy workers are happy workers: being active can reduce stress and improve the workforce's mental wellbeing.
3. Employers can save costs by promoting health in the workplace and reducing sickness absence.
4. Working from home means all these aspects are even more important! Employers and workers should Embrace breaks, physical activities and relaxation time.

FITNESS CENTRE & SPORT CLUBS

#BeActive emphasises the critical role of fitness centres and sport clubs because:

FITNESS CENTRES

1. Fitness centres encourage community engagement and inclusion for people from all age groups and ability.
2. Investment in local fitness centres makes physical activity more accessible to a wider audience.
3. #BeActive supports coaches in their quest to make us healthier and stronger mentally & physically

SPORT CLUBS

1. Sport clubs play an important role in supporting social inclusion and building stronger, safer and more cohesive communities.
2. Sportclubs provide an opportunity to acquire valuable skills through volunteering and informal learning.

OUTDOORS

#BeActive encourages local governments to take physical activity into account because:

1. Safe outdoor spaces that encourage physical activity can help create stronger, more stable and more peaceful communities.
2. Outdoor public spaces in urban and rural areas offer plenty of free opportunities to integrate physical activity into daily life.
3. Active cities designed for an active population attract more businesses and a better workforce.

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MENTAL HEALTH

Sport & physical activity support your mental wellbeing.

- 1.** Exercise is especially beneficial now. With #BeActiveAtHome boost your motivation and productivity.
- 2.** Morale, productivity and performance are increasing when we are physically active. We should be developing healthy #BeActive habits throughout the working week, as well as over the weekends.
- 3.** Physical activity stimulates the brain and improves concentration and academic performance.
- 4.** Take care of your mental health as much as your physical health.
- 5.** 60 minutes of weekly physical activity helps keep your mental health balanced.
- 7.** The efforts you make today in practising sports pave the way for a saner mental health.

PHYSICAL HEALTH

Sport & physical activity support your physical health and help maintain a robust immune system.

- 1.** Fitness should go hand-in-hand with a healthy diet to maximize benefits from sporting activities.
- 2.** A good physical health is essential to protect oneself from contracting illnesses.
- 3.** Practicing a regular physical activity when over 60 reduces risks linked to muscle loss and non-healthy bones and joints.
- 4.** Regular sports practice keeps you physically and mentally sharp and vivid.

SOCIO-ECONOMIC INCLUSION

Sport & physical activity help address some of our modern socio-economic challenges and act a proof of solidarity

- 1.** Physical activity teaches key values such as fair-play, team-work, time-management, and inclusion. Safe outdoor spaces that encourage physical activity can help create stronger, more stable and more peaceful communities
- 2.** By being active you help raise the national public healthiness which benefits all socio-economic spheres Sports is for everyone, of all ages, social background and physical abilities.
- 3.** Men are more likely to practice sport than women. #BeActive invites everyone to engage in sport activities regardless of their gender.
- 4.** Sports help take down social barriers, stereotypes and fear of the other.

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Today more than ever the European Week of Sport campaign will have visibility online through social networks

The European Commission uses social media channels to disseminate the European Week of Sport campaign messages and communication materials, so please keep an eye out and please make sure you like and share the content!

The main channels are:

 @EUSPORT

 @EUERASMUSPLUS

 EUROPEAN_YOUTH_EU

 ERASMUS +

/ #BEACTIVE ON FACEBOOK

What do we encourage you to do:



Share, comment and like posts from the campaign channels via your own or your organisation's page



Post frequently using the **#BeActive hashtag**



Make use of **campaign content**



Tag other partners, national coordinators and ambassadors



Get involved in conversations by commenting or replying to other users on **#BeActive** posts



Sign up for the Facebook event and invite other participants in your network



Post about the **social media competition** and the **#BeActiveAtHome**



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/ #BEACTIVE ON INSTAGRAM

What do we encourage you to do:



Use hashtags.

Instagram is a very hashtag friendly network. By using #BeActive, #BeActiveAtHome and #EuropeanWeekofSport, in your posts you allow fellow partners, participants and media to find your publication easily



Tag

other partners, national coordinators, ambassadors and european_youth_eu



Save

any Instagram Stories you make, they might come in handy later

/ IF YOU ARE SELECTED AS A MOJO

The #BeActive journalist commit to:

- ① Produce bi-weekly/monthly MoJo updates showing behind-the-scenes preparation of the events
- ② Post content with the campaign hashtag and tag the relevant EAC accounts/share in FB group/via email
- ③ Invite to support BeActive Opening and Night with the MOJO's "homework" from the workshop



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Ambassadors lead by example and challenge people from across Europe, via diverse channels, to #BeActive.

/ WHO CAN BE YOUR #BEACTIVE AMBASSADOR



Athletes representing any sport



Social media influencers



#BeActive faces of major sport events

How can #BeActive Ambassador help your campaign?

- ① Each Ambassador reinforces the campaign messages through tailored outreach aimed at citizens, decision-makers, stakeholders and organisers of grassroots projects. Do not hesitate to tag them in your social media posts!
- ② The Ambassadors' social media channels can serve as valuable multipliers. Reach out to them to help you grow the campaign online.

How do we recognize a good #BeActive Ambassador:

- ① Being active is part of the ambassadors' daily commitment.
- ② It is their passion and they are at the forefront of the overall #BeActive message.

How will we work with ambassadors?

- ① Promoting #BeActive through social media posts, videos and visuals
- ② Organising twitterchats/Instagram takeovers
- ③ Conducting interviews, publishing articles about their journey
- ④ Featuring ambassadors during key dates/hooks
- ⑤ Providing Ambassadors with key tips & tricks
- ⑥ Activating their social media presence
- ⑦ We will equip you with the GuidelinesBook for Ambassadors



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If you are #BeActive NCB you can help campaign grow if:

- ① Share stories and your campaign highlight(s) with us
- ② Contribute to the #BeActive Newsletter
- ③ Involve your Ambassadors
- ④ Identify and activate influencers
- ⑤ Keep the information on the BeActive website up-to-date
- ⑥ Lead by example – share your success stories via FB group/Whatsap group

If you are #BeActive PARTNER you can help campaign grow if:

- ① Help us engage with your community
- ② Include #BeActive hashtag in all your key events and activities
- ③ Brief your representatives/athletes/partners about the #BeActive campaign
- ④ Proactively suggest new initiatives and opportunities for cooperation
- ⑤ Encourage your members to get in touch with national coordinating bodies in their respective countries – we salute cooperation between NCBS and partners, especially at national level
- ⑥ Share stories and your campaign highlight(s) with us
- ⑦ Contribute to the #BeActive Newsletter



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The #BeActive Night
will take place on
Saturday 26th of September.



WHO

All together



WHERE

All over
Europe



HOW

We will be carefully
monitoring the
covid-situation and
develop the best
strategy together.

/ ABOUT

- ① Launched in 2018 the #BeActive Night is paramount to increasing awareness of the Week and a key means to generating enthusiasm and a sense of European unity around the EWoS campaign.
- ② #BeActive Night is the only compulsory event for the NCBs across Europe.

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The #BeActive Awards highlight projects and individuals dedicated to the promotion of sport and physical activity across Europe. The awards have three categories:



#BEACTIVE EDUCATION AWARD

This award puts the spotlight on an educational setting that demonstrates ways in which it encouraged children to #BeActive, going beyond sport/physical activity classes in the standard curriculum. This could include extra sport activities, physically active days out, after school activities, and other creative solutions for an active education environment.



#BEACTIVE WORKPLACE AWARD

This recognises a workplace that demonstrates ways in which it has encouraged its staff to #BeActive. This could include setting up a taskforce to promote physical activity, provision of showers for cycling/running commuters, standing meetings, lunchtime walks and other creative solutions for an active working environment.



#BEACTIVE LOCAL HERO AWARD

This honours an individual who has set the bar high in motivating others to #BeActive. The award aims to recognise an individual who has worked consistently to promote participation in sport and/or physical activity in his or her local community.

Entries for the categories should be submitted to the European Commission by National Coordinating Bodies or Partners of the European Week of Sport. The awards contribute to the local and human dimension of the Week, while showcasing best-practice projects and introducing inspiring individuals to a European audience.



HOW TO SUBMIT YOUR NOMINATIONS FOR THE AWARDS



TAKE PART! Fill out the Form and send your submissions by 24th July 2020 to EAC-SPORT-EWOS@ec.europa.eu and help us inspire people of all ages, backgrounds and fitness levels across Europe to #BeActive!

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Do you ever lack inspiration for workout music? While celebrating 5th anniversary of the European week of sport, we have created a #BeActive playlist! Feel free to send us some new tunes this year too.

National Coordinating Bodies have provided a selection of their best national #BeActive anthems. These have been used to form a Spotify playlist. It is available to all Europeans to inspire them on their journey to be more active.



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A range of tools are at your disposal to support your communications around the European Week of Sport.

/ COMMUNICATIONS TOOLKIT

- ① Communications Handbook: You are reading it! Refer to the handbook for an overview of communication activities, messages and dates
- ② Branding Book: Please refer to this when creating any visual content for the campaign. It will ensure harmony across Europe, increasing the impact of our activities
- ③ Factsheet: This tells you all you need to know about The European Week of Sport in a nutshell
- ④ The visual identity package which you can use to create your own social media visuals as well as for branding purposes. This is available in all languages. This also contains a Photo library: a selection of photos to be used in your communications and Templates (PowerPoint, A4 branded document)

/ AMBASSADORS

- ① Full list of Ambassadors
- ② Communication Guidelines
- ③ GIF encouraging videos

/ DATA & STATISTICS

- ① Eurobarometer for Sport (Special Eurobarometer 472)
- ② WHO Global action plan on physical activity 2018-2030
- ③ WHO Physical activity country factsheets (2018)



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We are more than happy to answer any questions you may have!

If you have any questions about the European Week of Sport, the #BeActive communication campaign and related activities, please contact us at:

eac-sport-ewos@ec.europa.eu

beactive-info@bcw-global.com

WE ARE MORE THAN HAPPY TO WATCH AND READ ABOUT YOUR #BEACTIVE SUCCESS STORIES!

If you have any best practice examples on what works well in your respective countries, share with #BeActive community via FB or Whatsapp group and/or tag EU Sport socmed channels.



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