

5 YEARS
EUROPEAN WEEK
OF SPORT

#BEACTIVE

23 - 30 September

COMMUNICATIONS HANDBOOK

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

CONTENTS

1	INTRODUCTION TO THE EUROPEAN WEEK OF SPORT	3
2	CAMPAIGN OBJECTIVE AND TARGET AUDIENCE	4
3	KEY CAMPAIGN HOOKS	5
4	CAMPAIGN MESSAGING	6
5	SOCIAL MEDIA	7
6	#BEACTIVE CHALLENGE	9
7	AMBASSADOR PROGRAMME	10
8	EUROPEAN SCHOOL SPORT DAY	11
9	#BEACTIVE NIGHT	12
10	#BEACTIVE AWARDS	13
11	#BEACTIVE PLAYLIST	14
12	USEFUL RESOURCES	15
13	CONTACT INFORMATION	17

1

INTRODUCTION TO THE EUROPEAN WEEK OF SPORT

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.

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

The #BeActive campaign was 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 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.

THE WEEK 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



2

CAMPAIGN OBJECTIVE AND TARGET AUDIENCE



OBJECTIVE:

For five years, the European Week of Sport has helped tackle the inactivity crisis by encouraging Europeans of all ages to embrace a healthy and active lifestyle. 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. The #BeActive message makes clear that physical activity is for everyone.

HOW TO ACHIEVE THE OBJECTIVE:

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.

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.

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
<p>19-20 JUN Ambassadors meeting #BeActive campaign promotion</p>	<p>1 JUL - 14 JUL Wimbledon</p>	<p>12 AUG International Youth Day</p>	<p>20 SEPT International Day of University Sport</p>	<p>5 OCT World Teachers' Day</p>
<p>19 JUN Annual Partner Meeting (EOC EU Office)</p>	<p>3 JUL - 14 JUL Summer Universiade</p>	<p>16 AUG - 25 AUG Hockey Euro Championships, Antwerp</p>	<p>20 SEPT - 2 NOV Rugby World Cup</p>	<p>10 OCT World Mental Health Day</p>
<p>21 JUN International Day of Yoga</p>	<p>6 JUL - 28 JUL Tour de France</p>	<p>24 AUG - 15 SEPT Cycling - Tour of Spain</p>	<p>21 SEPT - 29 SEPT UCI Road World Championships</p>	<p>11 OCT World Obesity Day</p>
<p>21 JUN - 30 JUN European Olympic Games</p>	<p>7 JUL Women's FIFA World Cup Final</p>	<p>28 AUG - 8 SEPT Wheelchair basketball - Men's European Championship</p>	<p>23 SEPT Opening of the European Week of Sport (Espoo, Finland)</p>	<p>16 OCT World Food Day</p>
<p>23 JUN International Olympic Day #BeActive campaign launch</p>	<p>15 JUL World Youth Skills Day</p>		<p>23 SEPT - 30 SEPT European Week of Sport</p>	<p>18 OCT #BeActive Awards Gala</p>
<p>23 JUN Kick off the European Week of Sport Campaign</p>	<p>30 JUL International Day of Friendship</p>		<p>27 SEPT European School Sport Day</p>	
<p>27 JUN - 7 JUL FIBA EuroBasket Women 2019</p>			<p>28 SEPT #BeActive Night</p>	
<p>28 JUN - 7 JUL Beach Volleyball World Championships</p>			<p>29 SEPT World Heart Day</p>	
<p>30 JUN U21 UEFA European Championship final</p>			<p>30 SEPT Closing of the European Week of Sport</p>	

4

CAMPAIGN MESSAGING

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.

OUTDOORS

#BeActive encourages everyone everywhere 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.

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.

FITNESS CENTRES

#BeActive emphasises the critical role of fitness centres because:



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.

SPORT CLUBS

#BeActive emphasises the critical role of sport clubs because:



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

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 +

For the campaign to have the biggest impact possible we need the help of partners and national coordinators. Your goals are to:

- Boost awareness about the European Week of Sport and highlight the benefits of sport and physical activity
- Increase participation in national European Week of Sport events

The **#BeActive** hashtag is the overarching campaign theme for the Week. Using the hashtag will allow you to join the conversation and build a cohesive message across the continent.



FACEBOOK

THE CAMPAIGN WILL SHARE CONTENT VIA:

- The Erasmus+ Facebook page: <https://www.facebook.com/EUErasmusPlusProgramme/>
- Facebook event for the Week: <https://www.facebook.com/events/2287191138034860/>

WE ENCOURAGE YOU TO:

- Share, comment and like posts from the campaign channels via your own or your organisation's Facebook 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 **#BeActive** challenge

We have created a [private Facebook group](#) for NCBs and partners. As it is a private group it is by invitation only and cannot be viewed by non-members. If you have doubts about any of the content you would like to post, please refer to Facebook community standards if it relates to technical questions. Or you can contact us for any questions on your content, timing and promotion of posts at: beactive-info@bcw-global.com



TWITTER

THE CAMPAIGN WILL SHARE CONTENT VIA:

- The European Commission's sport account **@EUSport** (main channel): <https://twitter.com/eusport?lang=en>
- The Erasmus+ Twitter account **@EUErasmusPlus**: <https://twitter.com/EUErasmusPlus>

WE ENCOURAGE YOU TO:

- Share, comment and like posts from the campaign channels with your own or your organisation's Twitter account
- Post frequently using the **#BeActive** and **#EuropeanWeekOfSport** hashtags
- Tag other partners, national coordinators, ambassadors and campaign accounts
- Participate in **#BeActive** conversations by liking tweets, retweeting and replying
- Post about the social media competition and the **#BeActive** challenge
- Follow other partner accounts via the **@EUSport** Twitter account



INSTAGRAM

THE CAMPAIGN WILL SHARE CONTENT VIA:

- **european_youth_eu**: https://www.instagram.com/European_youth_eu/

WE ENCOURAGE YOU TO:

- Use hashtags. Instagram is a very hashtag-friendly network. By using **#BeActive**, **#EuropeanWeekofSport**, and **#LetsBeActive** 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

By using these hashtags, you could be selected to be featured on **@european_youth_eu's** Instagram Story.

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6

#BEACTIVE CHALLENGE

The #BeActive Challenge represents a fun and emotional hook for raising engagement and visibility of the European Week of Sport. In recognition of the fifth anniversary of the Week, this year's challenge will be called the **#5minChallenge**.

Challenge roll-out



Social media users will be challenged to post photos or videos of their five-minute workout and invite their friends to compete in the #5minChallenge. All they need to do to participate is post their content on Instagram using the **#5minChallenge** and #BeActive hashtags.

The main concept behind the Challenge is leveraging the multiplier effect. Ambassadors will be used to help kick-start participation.

Grand Finale

To make the Challenge an integral part of the Week, the #5minChallenge Grand Finale will take place during the #BeActive night on 27 September. All Europeans will be challenged to perform five minutes of physical activity at the same time.

Prizes. Once the top submissions have been identified, their creators will be informed and asked to sign a release form. If the winners agree to the terms, their names and social media posts will be published on the campaign channels. Prizes will depend on availability.

Find out more about the **#BeActive** Challenge [here](#)



Ambassadors lead by example and challenge people from across Europe, via diverse channels, to #BeActive. Being active is part of the ambassadors' daily commitment. It is their passion and they are at the forefront of the overall #BeActive message.

THE AMBASSADORS CAN INCLUDE:



1
Athletes
representing
any sport



2
Social
media
Influencers



3
#BeActive
faces of major
sport events

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! You can find a full list of this year's Ambassadors in the 'Useful Resources' section of this handbook. Some ideas on how to engage the Ambassadors can be found here.

The Ambassadors' social media channels can serve as valuable multipliers. Reach out to them to help you grow the campaign online.

The European School Sport Day (ESSD), taking place on 27th September, is a school day dedicated to having fun, playing together and promoting physical activity and health for everyone. Our mission: celebrating sport in school to kick-off a lifetime of health and fitness.

5 REASONS TO JOIN ESSD:

- 1 **Raise the profile of physical education and sport in schools**
- 2 **Create fun and enjoyment through physical activity for young people**
- 3 **Promote health and wellbeing for lifelong learning**
- 4 **Empower social inclusion and develop social competence amongst students**
- 5 **Connect with other European countries**



REGISTER YOUR SCHOOL HERE



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 project. #BeActive Night is the **only compulsory event** for the NCBs across Europe.



The #BeActive Night
will take place on
Saturday 28 September.

Where? All over Europe. Although most activities will be specific to each country, the European Commission will ensure that all national #BeActive Night activities are promoted at EU-level.

Find out more [here](#)

10 #BEACTIVE AWARDS

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

National Coordinating Bodies and Partners can identify and submit a maximum of 3 entries covering all three award categories (i.e. 1-1-1, 2-1-0 or 3-0-0).



TAKE PART! Send your submissions by 2 August 2019 to EAC-SPORT-EWOS@ec.europa.eu and help us inspire people of all ages, backgrounds and fitness levels across Europe to #BeActive!



11

#BEACTIVE PLAYLIST



Do you ever lack inspiration for workout music? For the very first time we will be creating a #BeActive playlist!

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.

In the mood to groove? Check out the #BeActive Playlist on [Spotify!](#)

12 USEFUL RESOURCES

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

Communications toolkit (available for download [here](#)):

- Communications Handbook: You are reading it! Refer to the handbook for an overview of communication activities, messages and dates
- Factsheet: This tells you all you need to know about The European Week of Sport in a nutshell
- Visual Identity Package. It contains:
 - Visual Identity Guidelines: Please refer to this when creating any visual content for the campaign. It will ensure harmony across Europe, increasing the impact of our activities
 - Visual identity (available in all languages)
 - Photo library: a selection of photos from the 2018 European Week of Sport to be used in your communications
 - Templates (PowerPoint, A4 branded document)

Ambassadors (available for download [here](#)):

- Ambassadors' Guidelines
- How to engage Ambassadors Videos
- Full list of Ambassadors

Data and statistics:

- [Eurobarometer for Sport \(Special Eurobarometer 472\)](#)
- [WHO Global action plan on physical activity 2018-2030](#)
- [WHO Physical activity country factsheets \(2018\)](#)



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