



#BEACTIVE

EUROPEAN WEEK OF SPORT

23 - 30 September

COMMUNICATIONS HANDBOOK 2022

<https://sport.ec.europa.eu/european-week-of-sport>

Sport

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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! BIENVENUE! ÜDVÖZÖLJÜK! BENVENUTI! 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 towards empowering and engaging the #BeActive community as an inspiring resource of solutions, featuring real life stories showing the human connections and the wellbeing created through sport. The #BeActive campaign is officially launched on 23 June (International Olympic Day) and promotes the #BeActive message all year long. The highlight of the campaign is the Week itself, which runs from 23 to 30 September.

As the Czech Republic will be holding the presidency in the Council of the EU at the time, the official Opening of the 2022 European Week of Sport will be hosted in Prague on 23 September and will feature high-level speakers and delegates from the world of politics and sport.



40
COUNTRIES
& REGIONS



213,365
EVENTS



82,367,290
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.

Since 2015, the #BeActive platform has helped tackle the inactivity crisis by encouraging Europeans of all ages to embrace a healthy and active lifestyle. **The Week is for everyone, regardless of age, social background, or fitness level. Sport and physical activity are a source of joy, build resilience and bridge the generations. #BeActive regularly to boost your health and wellbeing.**

/ HOW DO YOU PLAY YOUR BEST?

You are the key player of the 2022 European Week of sport. Milestones of the Week this year are:

- ① Telling the story behind the image
- ② Embracing new audiences
- ③ Revisiting the communication tools
- ④ Holding to the key quality actions
- ⑤ Engaging in a common goal
- ⑥ Reconnecting with communities
- ⑦ 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

YOUTH



2022 is the European Year of Youth, giving renewed positive perspectives and opportunities to young people is an essential aspect. Sport and physical activity have a role to play in supporting a better, healthier future for the European youth.

INCLUSION & EQUALITY



Sport and physical activity are vectors of inclusion across communities. Everyone should be encouraged to participate and thoroughly included, regardless of age, gender, nationality, sexual orientation, disability, socioeconomic backgrounds, etc. A core value of the European Week of Sport campaign since its conception, inclusion is even more relevant today.

HEALTHY LIFESTYLE



Physical activity helps achieve a healthier lifestyle. Sport is not only good for physical health, but it is also beneficial for one's mental wellbeing. Its practice is not limited to one specific environment, offering many opportunities to exercise in our daily lives. Five non-exclusive areas have been defined: home, workplace, education (school), outdoors, sports clubs and fitness clubs.

/ STORYTELLING

The 2022 #BeActive campaign will put the spotlight on relatable and inspiring humans, with a focus on the 3 creative pillars. Content should feature real-life stories to inform, inspire and motivate the audience and produced around the needs, expectations, and barriers to healthy lifestyle. Anyone can find a way to #BeActive that works for them!

Featuring young voices from around Europe is especially important in this edition. Sports supports youth in their journey towards better physical and mental health, self-confidence, and resilience. It is also important for sport to create an environment where everyone feels welcome and safe to participate, regardless of gender, age, background, physical ability or sexual orientation. Sport must continue reinforcing our bonds with each other; being used as a tool to envision and shape the future we want.

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4 / CAMPAIGN HOOKS

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JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
24-31 JUL First Female Tour de France in 33 years	7 SEPT World Fair Play Day	1-31 OCT Mental Health Month	9 NOV World Freedom Day	3 DEC International Disability Day	1-31 JAN Get a Balanced Life Month
30 JUL International Day of Friendship	7 SEPT Superhuman Day	1 OCT World seniors' day	14 NOV World Diabetes Day	4 DEC Global Fat Bike Day	20 JAN Take a Walk Outdoors Day
AUGUST	8 SEPT World Physical Therapy Day	1 OCT World Ballet Day	20 NOV World Children's Day	11 DEC International Mountain 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>
6 AUG Cycle To Work Day	17 SEPT World Clean Up Day	7 OCT World Smile Day		18 DEC International Migrants Day	
11-21 AUG European Sports Championships	18-25 SEPT World Rowing Championships	8-12 OCT Women's Rugby World Cup		20 DEC International Human Solidarity Day	
12 AUG International Youth Day	22 SEPT World Car Free Day	10 OCT World Mental Health Day		21 DEC World Snowboard Day	
20 AUG International Geocaching Day	23-30 SEPT European Week of Sport	20 OCT World Statistics Day			
	24 SEPT #BeActive Night				

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5 / CAMPAIGN MESSAGING

YOUTH

Sports supports youth in their journey towards better physical and mental health, self-confidence, and resilience

- ① Sport and physical activity in a team setting could be key pieces to help foster self-confidence, teamwork, and resilience among young people.
- ② Physical activity is a fun way to spend time with your friends, and an easy way to motivate each other!
- ③ Whether you do individual sport or team sport, both will bring you something.
- ④ If you lack time, there are easy ways to integrate sport in your daily life! Cycling to school or university, talking walks as breaks during exams, etc.
- ⑤ School and education have a key role to play in promoting accessible physical activity at a young age and throughout one's education.
- ⑥ What is your school/university doing to support you doing more sport? What could they do better?
- ⑦ Compensating the time you are sitting down due to school and university classes by being active is important for your physical health.
- ⑧ Sport can be a great ally in bettering your mental health.
- ⑨ The first step may be difficult, and this might be the case for the second one too, but the third step will already be easier to take and before you know it, all these small steps towards more physical activity are already supporting your mental health journey.
- ⑩ Sport can facilitate the bridging of gaps between generations by creating a team setting which fosters social cohesion.

RESILIENCE

Sports should create an environment where everyone feels welcome

- ① Sport can bring people together and teach fairness, teambuilding, equality, inclusion, and respect.
- ② Sports clubs and gyms should be a place where everyone feels welcome and included
- ③ Everyone deserves a team where they can show up as themselves.
- ④ Harassment should not get free play in sports. We can all speak up when we see discrimination or exclusion
- ⑤ Let's level the playing field! Women's sports should be as well-funded as men's.
- ⑥ Sport knows no gender. There's no such thing as a sport for women or a sport for men.
- ⑦ Women can be world-class athletes, top coaches, and decision-makers in sports
- ⑧ There is no room in sports for homophobia or transphobia.
- ⑨ Sports clubs and gyms should be welcoming to people with disabilities.
- ⑩ Disability sports can be as competitive and intense as other sports leagues.
- ⑪ Children with disabilities should not be bench sitters in school sports
- ⑫ Racism should not play on your team!
- ⑬ Sports can give migrants and refugees a sense of belonging and a way to learn about their new home country

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5 / CAMPAIGN MESSAGING

HEALTHY LIFESTYLE

Sport & physical activity are a vital part of a healthy lifestyle

- ① Active living and healthy eating are the cornerstones of better physical and mental health.
- ② Living more actively can make you healthier and happier!
- ③ Small changes in your diet and physical activity levels can already have an impact on your health and wellbeing
- ④ There's a sport for everyone. Find what works for you!
- ⑤ Make sure not to work sitting at your desk all day. Sit when you need to, stand when you want to, move when you can.
- ⑥ Still working from home? Home workouts can be easy and fun.
- ⑦ No inspiration? Take an active break to get your creative juices flowing.
- ⑧ Feeling stressed or down? Try to #BeActive to give yourself a boost or go and discover the great outdoors.
- ⑨ You can #BeActive and healthy even when you are very busy.
- ⑩ Whatever your current fitness level, you can find ways of being more active and healthy!
- ⑪ Sports is more than competition. It can be collaborative and social.
- ⑫ Finding the motivation to be active and healthy. Maybe try
 - Setting small goals for this week
 - Make a plan to exercise this week
 - Find a buddy to help you stick to your routine and have a nice catch-up
 - Listening to music or a podcast while you exercise
 - Take your gym back to the office with you
- ⑬ Celebrate small victories each day

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More than ever, the European Week of Sport campaign gains 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  EUROPEAN_YOUTH_EU  ERASMUS+

What do we encourage you to do on each channel?

/ #BEACTIVE ON TWITTER



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



Post frequently using the **#BeActive hashtag**



Follow other partner accounts via the @EUSport Twitter account



Tag other partners, national coordinators, ambassadors or influencers



Participate in conversations or live audio rooms by commenting or replying to other users on **#BeActive** posts



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/ #BEACTIVE ON INSTAGRAM



Use #BeActive hashtags, filters and stickers.

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



Don't neglect Instagram Stories

as the format is very popular, and save them later as they might come in handy later



Create Reels,

which is the latest video format on IG to express your #BeActive creativity in 60 sec maximum



Use the live

format and invite your community, partners, and ambassadors to share the #BeActive messages



Make sure to tag [european_youth_eu](#)

in all relevant posts and stories, so we can share them on this account. Don't forget to also tag other partners, national coordinators, and ambassadors!

/ #BEACTIVE ON FACEBOOK



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



Post frequently using the **#BeActive** hashtag



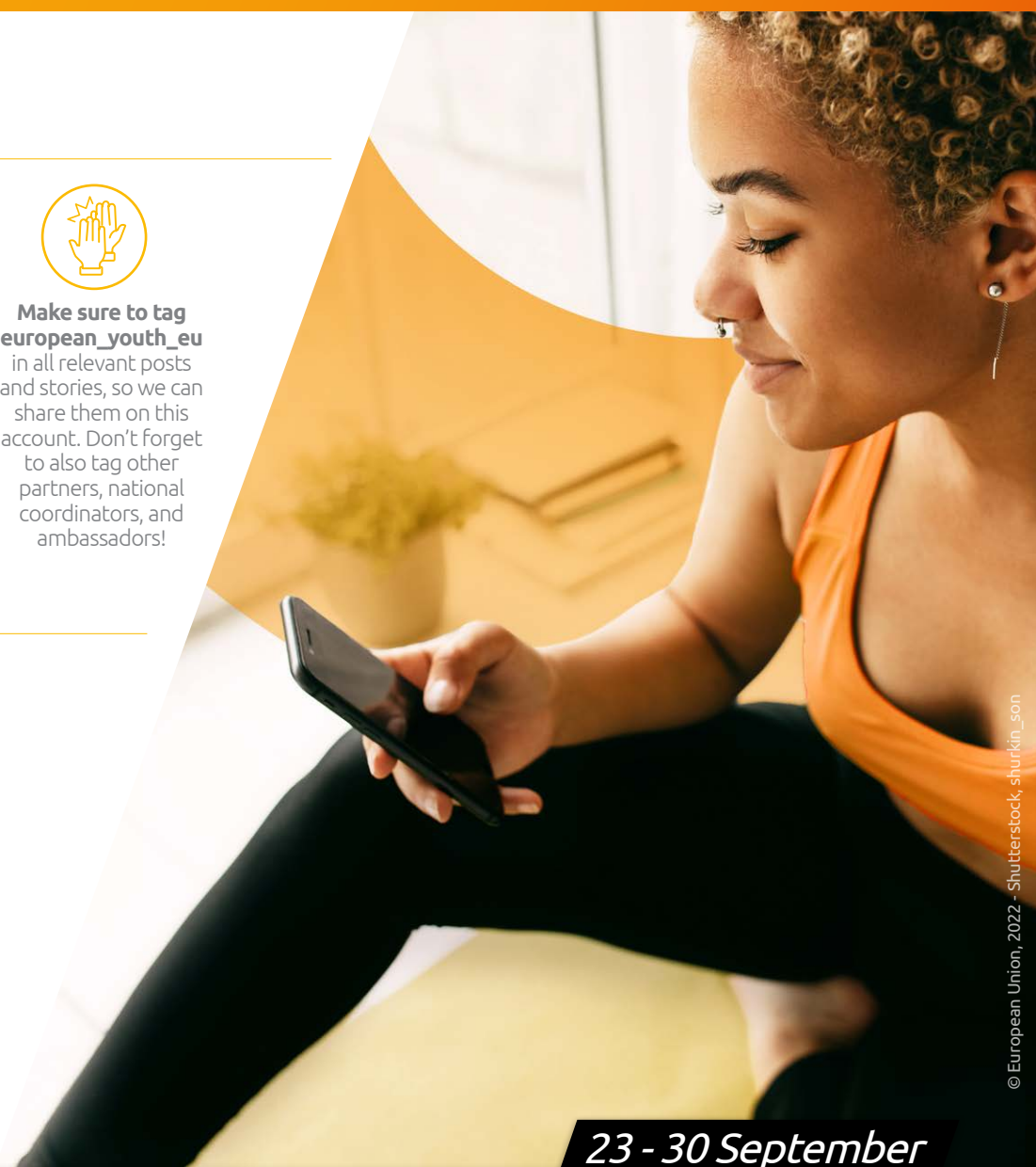
Make use of **campaign content**



Tag other partners, national coordinators and ambassadors



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



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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 Ambassadors' Guidelines Book to support you



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If you are a #BeActive NCB, you can help campaign grow by:

- ① Sharing stories and your campaign highlight(s) with us
- ② Contributing to the #BeActive Newsletter
- ③ Involving your Ambassadors
- ④ Identifying and activating influencers
- ⑤ Keeping the information on your website up-to-date
- ⑥ Leading by example – share your success stories through the Facebook group or WhatsApp group

Please contact beactive-info@bcw-global.com if you do not yet have access to either of those groups

If you are #BeActive PARTNER, you can help campaign grow by:

- ① Helping us engage with your community
- ② Including the #BeActive hashtag in all your key events and activities
- ③ Briefing your representatives/athletes/partners about the #BeActive campaign
- ④ Proactively suggesting new initiatives and opportunities for cooperation
- ⑤ Encouraging 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 Sharing stories and your campaign highlight(s) with us
- ⑦ Contributing to the #BeActive Newsletter

Please contact beactive-info@bcw-global.com if you do not yet have access to either of those groups



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#BEACTIVE

EUROPEAN WEEK OF SPORT

9 / #BEACTIVE NIGHT



The #BeActive Night will take place on Saturday 24th of September 2022.



WHO

All together



WHERE

All over Europe



HOW

Thousands of activities organized in all countries and regions participating to the European Week of Sport.

More information to come on the 2022 #BeActive Night event!

/ ABOUT

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. #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 four 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 outdoors days, 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.



#BEACTIVE ACROSS GENERATION AWARD

This award aims to reward projects promoting inter-generational sport, noting that everyone can benefit from activities that improve health and well-being. This may include the promotion of activities adapted to all generations, awareness raising across all generations for healthy lifestyles, as well as easier access to sport & physical activities for all generations



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TIMELINE

Call Opening	15 March 2022
Deadline for submission	19 May 2022 (17:00 CET)
Evaluation	June 2022 – September 2022
Results	November 2022

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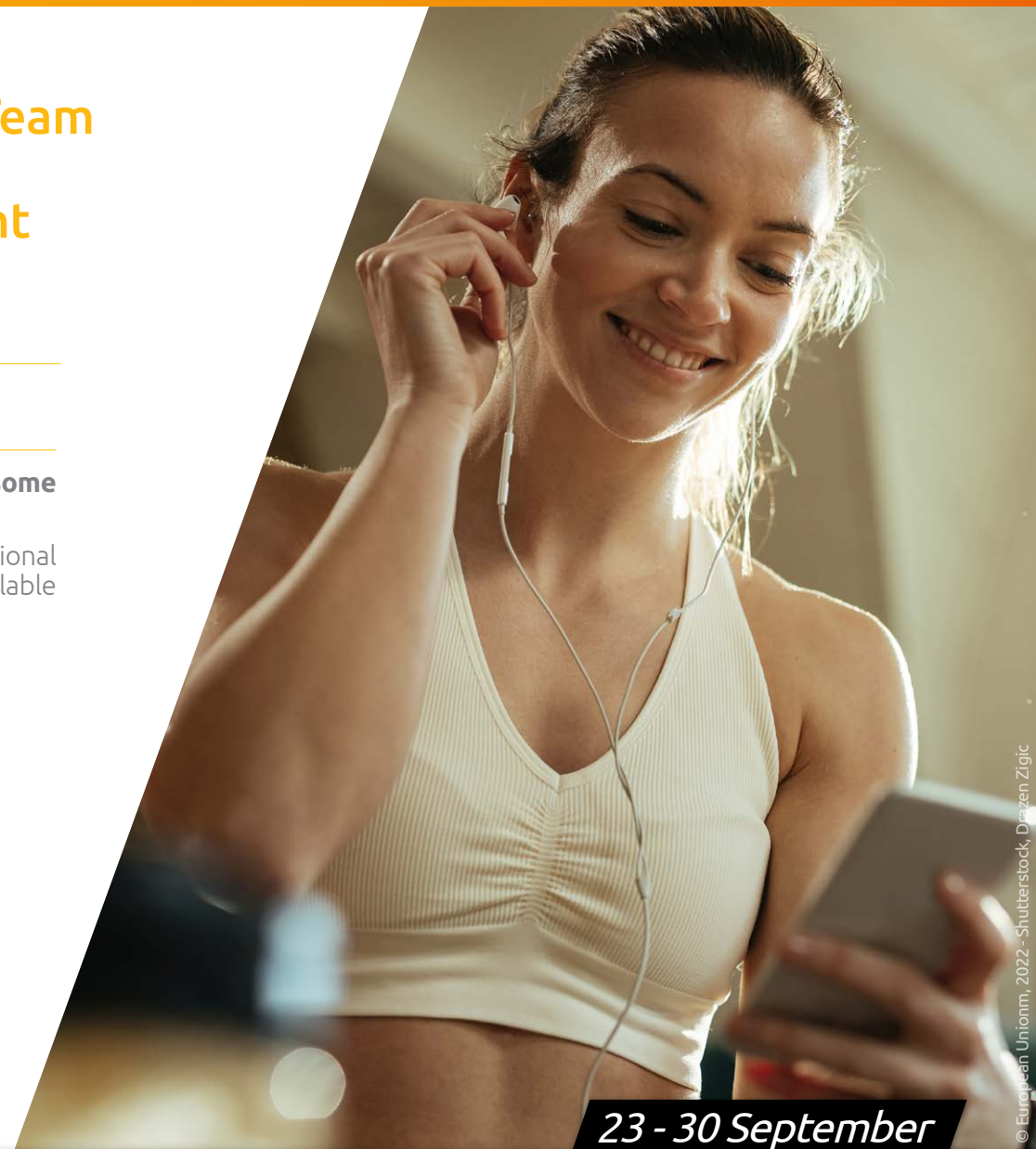


European Week of Sport is One Team that is staying active together. That's why we have created a joint music playlist with tunes coming from all around Europe.

/ DROP YOUR FAVORITE #BEACTIVE TUNE!

Do you ever lack inspiration for workout music? 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 The communications handbook – you are reading it! Refer to the handbook for an overview of communication activities, messages and dates.
- ② The **branding book** which you can refer to when creating any visual content for the campaign. It will ensure harmony across Europe, increasing the impact of our activities.
- ③ 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

/ AMBASSADORS

- ① **Ambassadors' Guidelines Book**
- ② **Full list** of Ambassadors to be shared with you

/ 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 the Facebook or WhatsApp group, and/or tag EU Sport social media channels.



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