



European  
Commission

**#BEACTIVE**

**EUROPEAN WEEK OF SPORT**

*23 - 30 September*



# COMMUNICATIONS HANDBOOK 2024

<https://sport.ec.europa.eu/european-week-of-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 #BeActive campaign is a European Commission initiative to promote sport and physical activity across Europe and beyond. The highlight of the #BeActive campaign is the European Week of Sport (EWoS), which takes place every year 23-30 September. The goal is to encourage everyone to #BeActive during the EWoS and all year long.

Sport and physical activity contribute substantially to the health and well-being of European citizens. However, the level of physical activity is currently stagnating and even declining in some countries; this has a knock-on economic impact, notably on health systems.

The EWoS is a response to this challenge and reflects sport's strong potential to strengthen tolerance and reinforce citizenship throughout Europe. Promoting the role of sport as a means of social inclusion helps address ongoing challenges in European society - and everyone is invited to take part, regardless of their background, age or fitness level.

In 2024, the messages will also align with the values of the Paris 2024 Olympic and Paralympic Games. It is an opportunity to share common values of sustainability, education and equality.

**2023 #BeActive in numbers**



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Encouraging people to enjoy physical activity during the **EUROPEAN WEEK OF SPORT** and build an all-year-round lifestyle.

**This is the #BeActive mission.**

Sport is a source of joy, resilience, and connection among generations.

Since 2015, the #BeActive platform promotes physical activity among European citizens. Ages, gender, ethnicity, religion, sexual orientation, and fitness level: it does not matter.

**Sport overcomes barriers and is for everyone!**

### **/ HOW TO REACH THE GOAL?**

**You are a key player in the 2024 European Week of Sport. The purpose is to:**

- ① Promote inclusion at all levels in sport
- ② Encourage an active lifestyle to boost personal well-being
- ③ Encourage green practices in sport for social and environmental sustainability
- ④ Reach new audiences
- ⑤ Enhance and engage existing audiences
- ⑥ Foster community building around sport
- ⑦ Inspire intergenerational exchange and support

As national coordinators and partners, you will play a key role in spreading the message of the campaign, helping it reach the broadest possible audience through a variety of communication channels and tools.

The European Commission and its communication partner Pomilio Blumm are here to support the initiative.



EUROPEAN WEEK OF SPORT

#BEACTIVE

23 - 30 September

## 3 / 2024 CONTEXT

Join the initiative through this year's pillars: sport means inclusion, well-being, and belonging!

### / INCLUSION

**Sport is inclusion.**

No matter the gender, age, abilities, religion, ethnicity, education, or sexual orientation: physical activity is for everyone. So no excuses, join in!

### / WELL-BEING

**Sport boosts self-esteem and promotes better health.**

Practising physical activity facilitates personal improvement and enhances overall well-being. When you play sport, you look good and feel good!

### / BELONGING

Sport allows for a safe environment where everyone feels welcome, overcoming social barriers, offering life opportunities and bridging one generation to the other. Everyone maintains their individuality while **exercising shared EU** and Olympic values such as kindness, respect and solidarity.

# #BEACTIVE

EUROPEAN WEEK OF SPORT  
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## 4 / CAMPAIGN MESSAGING

### INCLUSION

**Sport can bring people from various backgrounds together. No one should be left behind.**

- ① The European Week of Sport is a powerful inclusion tool.
- ② Sport and physical activity are for everyone, regardless of their gender, ethnicity, sexuality, or ability.
- ③ Sport it's not only about competition. It builds communities.
- ④ An active, healthy lifestyle creates relationships.
- ⑤ Sport allows for personal expression or emotional exchange, linking one another in a profound connection.

### WELL-BEING

**Sport provides opportunities for self-expression, fostering emotional resilience and balance.**

- ① Sport connects every person with their own selves.
- ② Movement develops resilience both on a physical and emotional level.
- ③ Physical activity embodies a positive attitude that can prevent and reduce stress, anxiety and depression.
- ④ A healthy lifestyle calls for self-expression in a community environment.
- ⑤ Physical activities also provide fun and rewarding outcomes on a daily basis.
- ⑥ Sport encourages self-care, esteem and appreciation.

# #BEACTIVE

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## 4 / CAMPAIGN MESSAGING

### BELONGING

Participation in sports cultivates social bonds, fostering a sense of active participation and citizenship.

- ① Sport allows for a safe environment where participation creates an everlasting “legacy”.
- ② Belonging relates to every aspect of life and gives each person the tools to approach experiences with the right mindset.
- ③ In 2024, **Olympic and EU aspirations align**, encouraging common values around social sustainability, diversity, education, and volunteering.
- ④ Practising sport prepares people for life challenges.
- ⑤ This call for participation helps achieve personal and professional goals, while promoting other core Olympic and EU values such as kindness, solidarity and active citizenship.
- ⑥ Belonging inspires respect to the self and the environment, advocating for green living and sustainable practices.



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 make sure you like and share the content!

The main channels are:

**X** @EUSPORT **IG** EUROPEAN\_YOUTH\_EU **F** ERASMUS+

What do we encourage you to do on social media?

**/ #BEACTIVE ON X**



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



Post frequently using the **#BeActive hashtag**



**Follow** and tag **Follow and tag @EuSport** account in your posts



**Tag** other partners, national coordinators, and Ambassadors



Make use of the **campaign content**



**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.



**Release Instagram Stories regularly** as the format is very popular, and create Highlights collections with the most interesting ones



**Create Reels**, which is the most popular format on IG to express your #BeActive creativity and to reach users outside your community, in 90-sec maximum



**Use the live format** and invite your community, partners, and Ambassadors to share the #BeActive message.

**Prefer carousels to single photos, as they create more engagement than the latter**



**Make sure to tag european\_youth\_eu** in all relevant posts and stories. 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 organization's page



Post frequently using the **#BeActive hashtag**



**Create Facebook event pages** for your own initiatives to invite people to participate on-site and share relevant information



**Tag** other partners, national coordinators and Ambassadors



Make use of the **campaign content**



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



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## / CAMPAIGN HOOKS

Don't forget,  
**2024 is the Paris Olympic and Paralympic Games!**

There are many events and international and world days throughout the summer and beyond that are perfect hooks to promote your own initiatives and the European Week of Sport.



**/ MEET THE OLYMPIC AMBASSADORS**

The Olympic Ambassadors are the Olympic and Paralympic heroes that will help spread the message and invite people to join the initiative through their channels and contributions.

Moreover, they will also be included in a video testimony to share their input on how important sport is and how much it can change everyone's life - regardless of fitness level or background.

Don't forget to keep following our webpage to get to meet them and discover more about their achievements.

**Andreea Răducan**

Romania  
gymnast

**Giulia Quintavalle**

Italy  
judoka

**Kim Bui**

Germany  
gymnast

**Oliver Lušić**

Croatia  
handballer

**Therese Alshammar,**

Sweden  
swimmer

**Dániel Gyurta**

Hungary  
swimmer

**Ireen Wüst**

Netherlands  
speed skater

**Laia Palau**

Spain  
basketball player

**Pavlos Kontides**

Cyprus  
sailor,

**Thomas Briels**

Belgium  
field hockey player

**Dmitrijs Miļkevičs**

Latvia  
track athlete

**Jason Smyth**

Ireland  
sprint runner

**Michel Cymes**

France  
physician and Olympic 2024  
health Ambassador

**Reneta Petrova  
Kamberova**

Bulgaria  
group rhythmic gymnast

**Urška Žolnir Jugovar,**

Slovenia  
judoka

**Eleftherios Petrounias**

Greece  
artistic gymnast

**Jüri-Mikk Udam**

Estonia  
rower

**Mindaugas Bilius**

Lithuania  
Paralympic athlete

**Rosa Mota**

Portugal  
marathon runner

**Gabriela Soukalová**

Czech Republic  
biathlete

**Justyna Kowalczyk**

Poland  
skier

**Mirna Jukić-Berger**

Austria  
swimmer

**Tenisha Thornton**

Malta  
weightlifter

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 to 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
- ⑤ Providing Ambassadors with key tips & tricks
- ⑥ Activating their social media presence
- ⑦ We will equip you with an ambassador digital kit to support you.



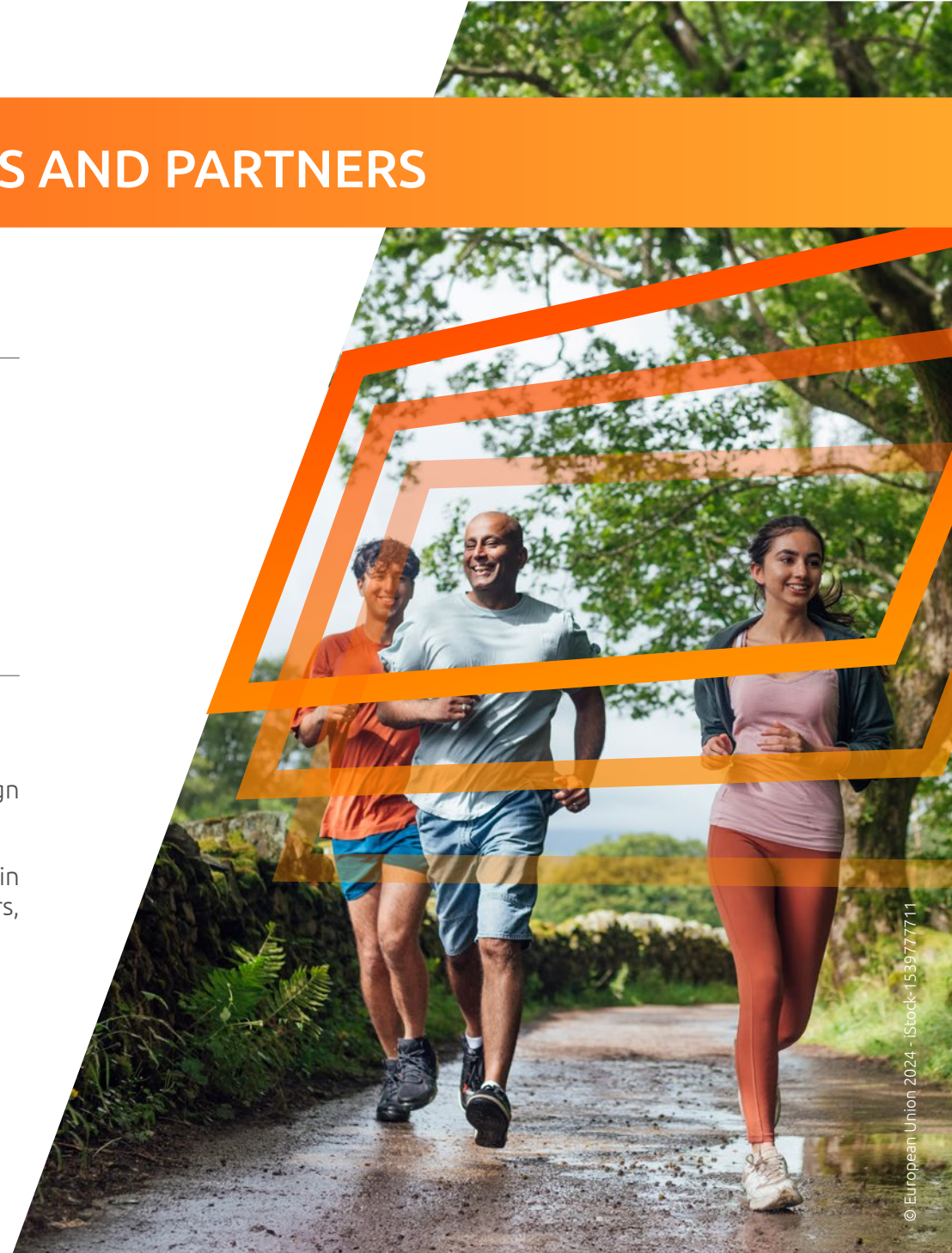
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**If you are a #BeActive NCB, you can help campaign grow by:**

- 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

**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



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# #BEACTIVE

EUROPEAN WEEK OF SPORT  
23 - 30 September

## 9 / #BeActive NIGHT



Join us on the most exciting #BeActive event!



### WHEN

28 September 2024



### WHERE

All over Europe



### HOW

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

### / 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 European Week of Sport campaign. #BeActive Night is the only compulsory event for the NCBs across Europe.

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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## / ABOUT

Call Opening	21 March 2024
Deadline for submission	22 May 2024
Evaluation	On-going
Results and Award Ceremony	November 2024



All you need to have to promote the European Week of Sport

## / COMMUNICATIONS TOOLKIT

The **communications handbook** – you are reading it! Refer to the handbook for an overview of communication activities, messages, and dates.

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.

## / DATA & STATISTICS

[\*Eurobarometer for Sport \(Special Eurobarometer 525\)\*](#)

[\*WHO Global action plan on physical activity 2018-2030\*](#)

[\*WHO Physical activity country factsheets \(2021\)\*](#)

**#BeActive repository**

<https://beactive.blumm.it/>





### We are here to support you!

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

[beactive2024@pomilio.com](mailto:beactive2024@pomilio.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 them with the #BeActive community and/or tag EU Sport social media channels.



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