Find one overarching theme that is accessible to the wide range of audiences as well as ‘calls for action’

#BeActive
Encourage communication by different stakeholders, creating synergies where possible

Create common tools for communications for everyone involved

Create flexible design to enable individual communication activities by member states, organisations and individuals

Add value to existing national events and projects
Challenges to Physical Activity

Access

Opportunity

Awareness
Inspire European citizens to do more regular physical activity by creating opportunities in people’s everyday lives to take exercise and be active.
Audiences & Targets

- Seniors
- Youth
- Families
- Adults
- Active Workplace
- Schools/Universities
- Active Cities
# BeActive Communications Campaign at a glance
The Communications strategy is supported by three pillars:
An integrated communications platform comprised of **online and social media**, in close cooperation with **all stakeholders** and engagement to the different target audiences in order to increase **awareness, activity and visibility**.

- Inspiring sportsmen & women in each MS
- Inspiring non-sport figures
  - Arts
  - Business
  - Government
- National ‘faces’ for communication campaign
- Appearances, media, digital campaign
- Association with audiences
An integrated communications platform comprised of **online and social media**, in close cooperation with **all stakeholders** and engagement to the different target audiences in order to increase **awareness, activity and visibility**.
Integrate all #LiveActive events as well as stakeholder contributions into the overall communication strategy of the European Week of Sport.

Activation of the strategy

- Communication Toolkits
- Digital Communication
- Ambassadors
- PR Stunts
- Stakeholder Contributions
- Campaign Build Up
- EWoS Label

Europe wide activities

Flagship Event

More than 33 National Events

EWoS label activities on the grassroots
Campaign Build Up

- Start external communication months before (end of April)
- Start the campaign with a media information (release/conference) introducing the ambassadors, the website, the hashtag, activity highlights and the suggested timetable
- Build up the campaign by focusing on the different target audiences for a defined period of weeks
- Celebrate the European Week of Sport with events in member states and programme countries as well as Brussels
BeActive Coordination
Integrated Communications –
Key Challenges

- Coordination
- Partnership Programmes
- Integrated Communications
### Steering Committee

#### Tasks

**Coordination with Stakeholders**
Ensure involvement and inclusion of stakeholders in the decision making and planning for the EWoS

**Facilitate Cooperation**
Create appropriate formats to exchange information and cooperation amongst all actors

**Providing Feedback**
Advise and recommendation on top line directions of the EWoS

#### Management & process

**Members**
European Commission invites a representative group of stakeholders to join the steering committee

**Meetings**
Until the EU Sport Forum in Milan the work process foresees 2-3 meetings of the steering committee

**Chair & Secretariat**
Provided by the European Commission; reimbursement of travel costs for members
Road to Milan – Timeline

- Steering Committee Meeting (July)
- Stakeholder Cooperation (August)
- Stakeholder Cooperation (September)
- Steering Committee Meeting (Beginning of October)
- Finalisation of EWOS Concept (October)
- Final Steering Committee Meeting (November)
- EU Sport Forum 1-2 December, Milan
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European Week of Sport 2015
#BeActive

Questions and Comments

#BeActive