



European  
Commission

**THE EUROPEAN WEEK OF SPORT**

**#BeActive**  
**Our Vision**

**INFORM.  
ENCOURAGE.  
FACILITATE.  
INSPIRE.**

*Sport*



## THE EUROPEAN WEEK OF SPORT

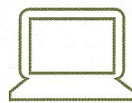
### FOCUS DAYS

#### Education



Today's European youth is not as active as previous generations. Using education environments (kindergartens, schools, universities) to change habits towards participation in sport and physical activity will make a lasting impact on the activity levels of today's and future generations.

#### Workplace



Physical demands at the workplace are undergoing far-reaching changes; the vast majority of today's occupations in the EU have a low overall energy demand and sitting all day at work is a common feature. Work site plans and programmes should facilitate the inclusion of sport and physical activity in people's daily or weekly routine. Let's #BeActive at work!

## EUROPE'S CONTRIBUTION TO EWoS #BeActive

„We want to show people that there are many opportunities to #Be Active wherever they are. Get involved and help us inspire European citizens to do more sport and regular physical activity!”



**Tibor Navracsics**  
Commissioner for Education,  
Culture, Youth and Sport

## THE EUROPEAN WEEK OF SPORT

# #BeActive

### Vision

Join us to strengthen one of the most dynamic social movements.

Europeans are not active enough. The European Commission is therefore launching a new initiative to reverse this trend. #BeActive calls on everyone to be more active, more engaged and more alert to people's well-being. Sport and physical activity in all its shapes and forms are unique catalysts to improve daily lives through education, inclusive participation and better health.

The European Week of Sport is an initiative to raise awareness and promote sport and physical activity. European and national events will take place in September each year and are designed to encourage and facilitate participation as much as possible. Institutions, the sport movement, civil society organisations, the private sector, grassroots initiatives and individuals should all play a role to come together and to inspire people to be more active.

Join us in developing the European Week of Sport over the coming months and years to mobilise people across Europe. The European Week of Sport and related initiatives offer numerous opportunities to join and help finding solutions to the growing levels of inactivity. #BeActive is the overarching campaign theme for the European Week of Sport that is accessible to everyone and a call for action to get European citizens moving. The European Week of Sport supports the work of many existing initiatives by providing a European platform to get involved and #BeActive.



## Outdoor



Urban and rural environments offer different opportunities to #BeActive. Environmental factors play an important role in determining and shaping physical activity patterns. The use of natural spaces should help integrate sport and physical activity into people's daily lives.

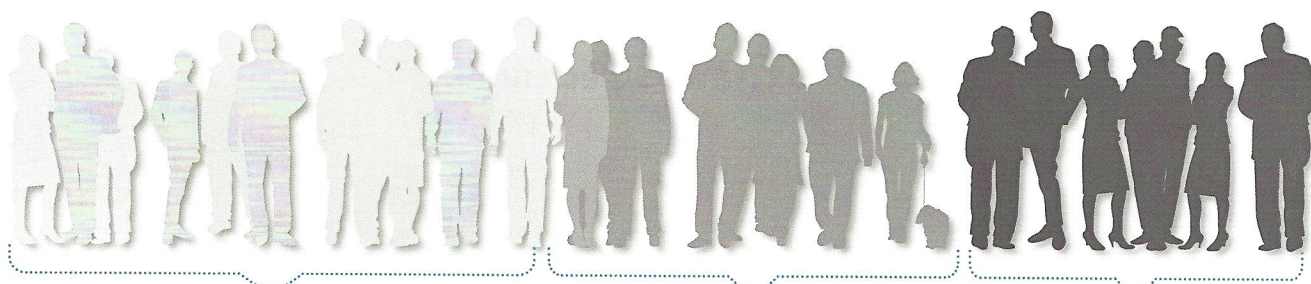
## Clubs & Fitness



Sport clubs and fitness centres play an important role in creating opportunities to #Be Active at the local level. These settings also allow people to socialise, whatever their age, gender or socio-economic background. And having fun together is a key motivation factor!

# SPORT AND PHYSICAL ACTIVITY LEVELS IN EUROPE

Participation in sport and physical activity is declining. Inactivity levels are alarming and have a negative impact on the economy and people's well-being.



### 74%

are not a member of a club where they can participate in sport and physical activity

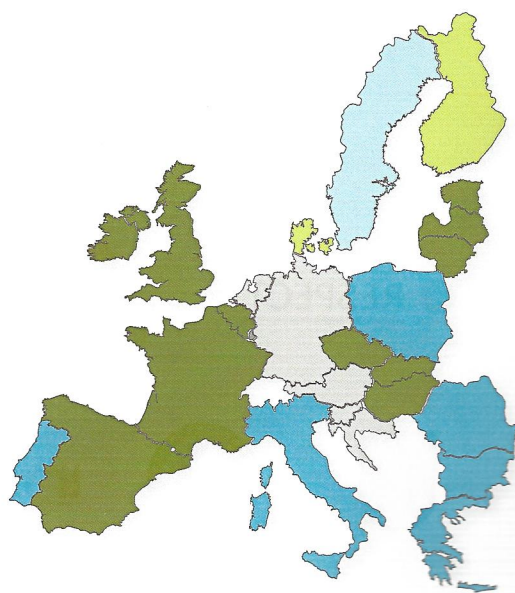
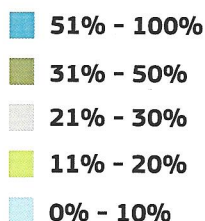
### 59%

of EU citizens never or seldom exercise or play sport at least once a week

### 42%

never exercise or play sport

Number of people that answered "Never" to exercising or playing sport.



## ABOUT

The European Week of Sport is an initiative of the European Commission. The objective is to raise awareness and promote participation in sport and physical activity. For further information about the European Week of Sport and events taking place in September 2015, please follow the website of the European Commission:

**[www.ec.europa.eu/sport/week](http://www.ec.europa.eu/sport/week)**

## JOIN

The European Week  
of Sport



**#BeActive  
Ambassadors**



**#BeActive  
Partnerships**



**#BeActive  
National Events**

To get involved and be a part of the European Week of Sport contact us:

**EAC-SPORT-EWOS@ec.europa.eu**

## FIRST EUROPEAN PARTNERS

