

# #BEACTIVE

European Week of Sport  
#BeActive Awards 2017

The #BeActive Local Hero Award 2017 is one of three award categories of the #BeActive Awards, launched as part of the 2017 European Week of Sport (EWoS). This award category is looking to identify an individual who has worked consistently to promote participation in sport and physical activity in their local community and society at large. This person will have a story that will show how they have informed, inspired and enabled access to physical activity and sport – whether over the course of a season, a year, or more.

## #BEACTIVE LOCAL HERO AWARD 2017

### Criteria for entry to the #BeActive Local Hero Award

A potential award winner might be an employee or a volunteer, holding any number of roles, such as a coach, team manager, assistant, club administrator, committee member, fund raiser, teacher, employer, employee, local councillor. The individual must be aged over 18, live in the nominating National Coordinating Body's country or, in case of a nomination from an EWoS Partner, live in an Erasmus+ Programme country, and have carried/ be carrying out his/her actions at local, national or regional level. The initiative shall:

- > Inform, inspire and facilitate participation in sport and physical activity
- > Enhance access to sport or physical activity, either by being free or low cost
- > Promote an activity taking into account one or more of the following: age, gender, ethnic background, culture, location and initial fitness level
- > Offer an inspiring and 'accessible' personal story

In a nutshell, a #BeActive Local Hero does not need to have turned a team into a winning one or ordinary people into elite athletes, but rather his or her project has to be a good role model, proving to have inspired or helped people in the local community to take part in sport and physical activity, and having a good personal story to tell about her or his achievements.

### What you need to do

To enter the application for the award, complete the short entry form (attached) in English and return it to us. In the application make sure you include how you meet the above criteria. The award jury will pay attention to this. Announcements of the three nominees will be made in August 2017.

Please attach up to **three photographs** of you/the nominee engaged in the initiative (high-resolution). You must also confirm that you/the nominee is available to attend the Awards Gala on 12 October 2017 in Marseille (France). Travel and one night's accommodation for up to two people will be provided.

### Prizes

The top three selected nominees will each receive a certificate and a paid trip for two representatives to the **Awards Gala in Marseille (France) on 12 October 2017**. The winner of the **#BeActive Local Hero Award** will receive in addition an amount of 5.000 euros, a trophy and a professional video clip of the winning initiative in recognition of her/his success.

## What are you waiting for?

If you think you are – or someone you know is – an inspiring role model in Europe, send in your entry!  
And do not hesitate to contact us if you have any questions or need assistance completing the entry form.

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