



#BEACTIVE

EUROPEAN WEEK OF SPORT

HIGHLIGHTS 2021

ec.europa.eu/sport/week

Sport



/ This brochure offers participants and contributors – as well as those who are not familiar with the initiative – an insight into what happened at the national, regional, and local levels.

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/SPORT IS BACK

Despite the ongoing challenges in 2021, the #BeActive spirit revealed how resilient we are as individuals and as a society.

2021 has been a year of building back better. The European Week of Sport 2021 exemplified European values, with activities taking place in 41 countries and regions!

Under the overarching campaign slogan #BeActive, National Coordinating Bodies and European Partners helped to spread the message about the value, importance, and fun of doing sports or physical activity of any kind. The number of events topped all previous years with 45,048 events held throughout Europe, and with 41 participating nations. The 7th European Week of Sport boasted a high number of individual participants with more than 11 million people taking the #BeActive message home.

The 2021 #BeActive campaign was launched on the occasion of Olympic Day, 23 June 2021, and was concluded at the end of February 2022. The primary “peak” of the campaign was

the actual #EuropeanWeekOfSport, which took place from the 23rd to the 30th September, and was livestreamed from Bled, Slovenia.

As a testament to the lasting and local results achieved by the European Week of Sport organizers and Ambassadors, the #BeActive hashtag continues to be used almost hourly, all year round. This continuous pick-up shows the spread of a growing online community of #BeActivists!

We appreciate your participation, commitment, and interest in the 7th edition of the European Week of Sport. Your perseverance and determination catalysed the success of the European Week of Sport campaign from a local level to a supranational one.

Let's get ready for the 2022 #BeActive year!



01/FOREWORD

We organised the 2021 European Week of Sport in unprecedented conditions.

During the pandemic, the importance of physical activity in catering for our physical and mental health was more evident than ever. Spending time in isolation, we were reminded of the role of sport as a compelling catalyst to socialize and bring people together from different cultures, social status and religions.

We organised the 2021 European Week of Sport in unprecedented conditions. Together, we have acted as a winning team and found innovative and creative solutions to engage with citizens, promote a healthy lifestyle and #BeActive, sometimes in physically, sometimes virtually or in hybrid format. We have been able to

reach 11 million participants in 41 countries, and got them involved in over 45,000 events. We have launched the #HealthyLifestyle4All initiative to promote physical activity for everyone and to mobilize policy-makers. We have welcomed new partners active in the European Week of Sport, and, last but not least, we have reached more people than ever through our social media channels.

This 2021 European Week of Sport Highlights Book illustrates our accomplishments. It is a collection of inspiring stories of how to motivate and support people to be active and take care of their health and well-being. It shows how the #BeActive campaign brings out the best in people across the whole of Europe.

**Mariya
Gabriel**

European Commissioner
for Innovation, Research,
Culture, Education and Youth

With participants from the European Union, from countries associated to Erasmus+, from the Western Balkans and Eastern Partnership countries, the European Week of Sport exemplifies unity in passion, tolerance and mutual understanding among societies.

Thank you to everyone who made the 7th edition a special one. Thank you to Slovenia for being a great host and to all National Coordinating Bodies and Partners for their incredible work. I look forward to the 8th edition already and challenge you to outperform once more the current success.



02/ EUROPEAN WEEK OF SPORT

About the European Week of Sport

05

#BeActive Communication Campaign

07

/ EUROPEAN WEEK OF SPORT IN A NUTSHELL

In 2021, we celebrated the 7th anniversary of the European Week of Sport in all 41 participating countries with a special livestream event taking place in Bled, Slovenia. The European Commission initiative reached out to people of all ages, backgrounds, and fitness levels. Throughout the week, European sports communities rallied together to drive home one clear message: #BeActive!

/ Levels of participation in sport and physical activities in the EU are stagnating and even falling in some of the Member States.

The Context

Efforts to promote physical activity at the European and national level are not new. Figures from a Eurobarometer survey published in 2017 reveal that levels of participation in sport and physical activity in the EU are stagnating, and even falling in some Member States. The knock-on effects are clear. Not only does this lead to physical and mental health problems at an individual level, but also has more significant negative impacts on the economy and society at large. Naturally, the 2021-2024 Work Plan for Sport made the promotion of participation in sport and health-enhancing physical activity one of its core priorities.



OVERRARCHING MESSAGE

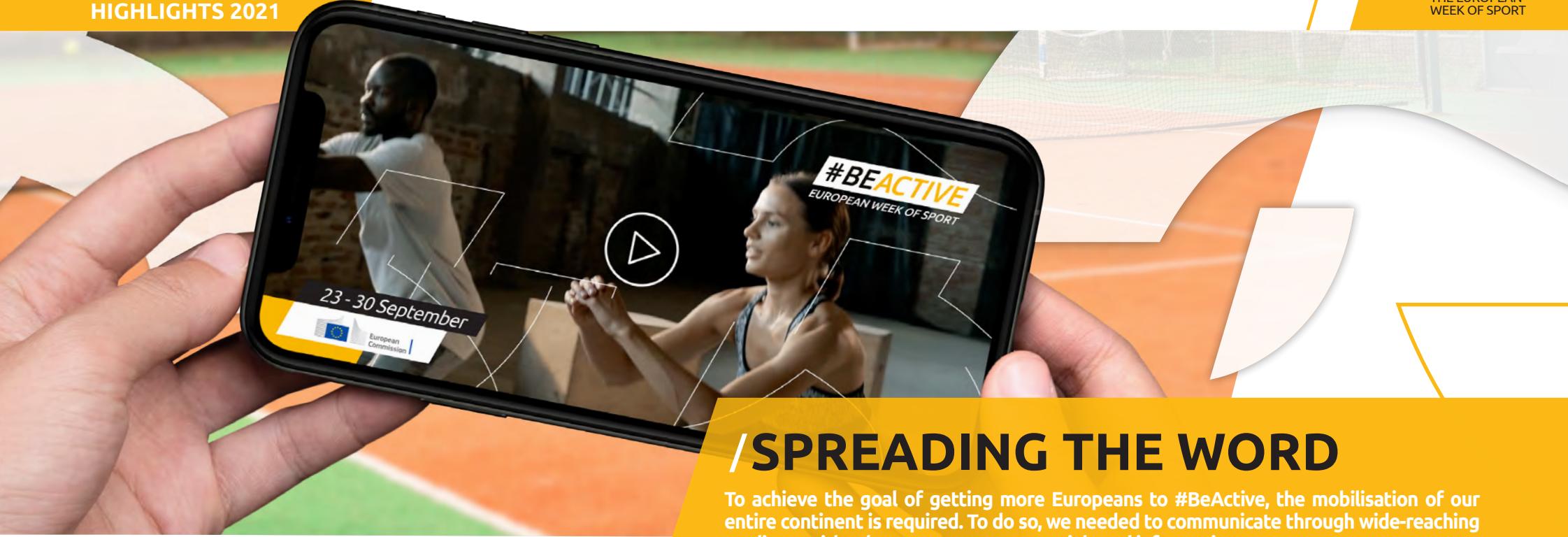
A #BeActive society is for everyone, regardless of age, social background or fitness level. Sport and physical activity are a source of joy, they build resilience and bridge the gap between generations. #BeActive regularly to boost your health and wellbeing.

SUPPORT MESSAGES

- 1 / Sport has universal appeal and is good for physical and mental well-being.
- 2 / Sport is accessible to all people, no matter their background, culture, age, gender, or physical ability.
- 3 / Sport is emotionally uplifting and can contribute significantly to a sense of togetherness, helping to strengthen communities.
- 4 / Sporting activities can play a powerful role in promoting social cohesion by integrating minority and marginalised groups.
- 5 / Sport can help create jobs and growth and contribute positively to Europe's economy.
- 6 / Individuals, communities and decision makers can all contribute to putting greater value on sport and physical activity and building an active society.
- 7 / #BeActive supports better incorporation of physical activity into education because habits last a lifetime. Teaching the value of physical activity from the youngest age is vital.
- 8 / #BeActive brings people together and strengthens communities.
- 9 / Sporting activities can play a powerful role in promoting social cohesion by integrating minority and marginalised groups.

THEMES

- 1 / JOY
- 2 / INTER-GENERATIONAL
- 3 / RESILIENCE



/SPREADING THE WORD

To achieve the goal of getting more Europeans to #BeActive, the mobilisation of our entire continent is required. To do so, we needed to communicate through wide-reaching mediums with relevant messages, materials and information.

For the European Week of Sport's 7th anniversary, this meant updating the visual identity, by having new content creation for the website, a regular newsletter and an extensive social media campaign. The latter involved the use of the European Commission's Twitter, Facebook and Instagram accounts, as well as those of national coordinating bodies, partners and ambassadors from across the continent.

Graphic package and 7th anniversary

The European Week of Sport's visual identity was refreshed for this 7th edition. A range of engaging content, including social media posts, photos, videos, digital banners, and GIFs were prepared in every European language and made easily available for use by all stakeholders. We expanded on our logo and found new ways to showcase the #BeActive branding. 2021 highlighted the importance of togetherness on the local level. All visual materials were created with content provided by national coordinating bodies, partners, and ambassadors so that the Week truly reflected the cross-section of society that takes part. A dedicated digital team was always on hand via email to help and monitor output at local level.



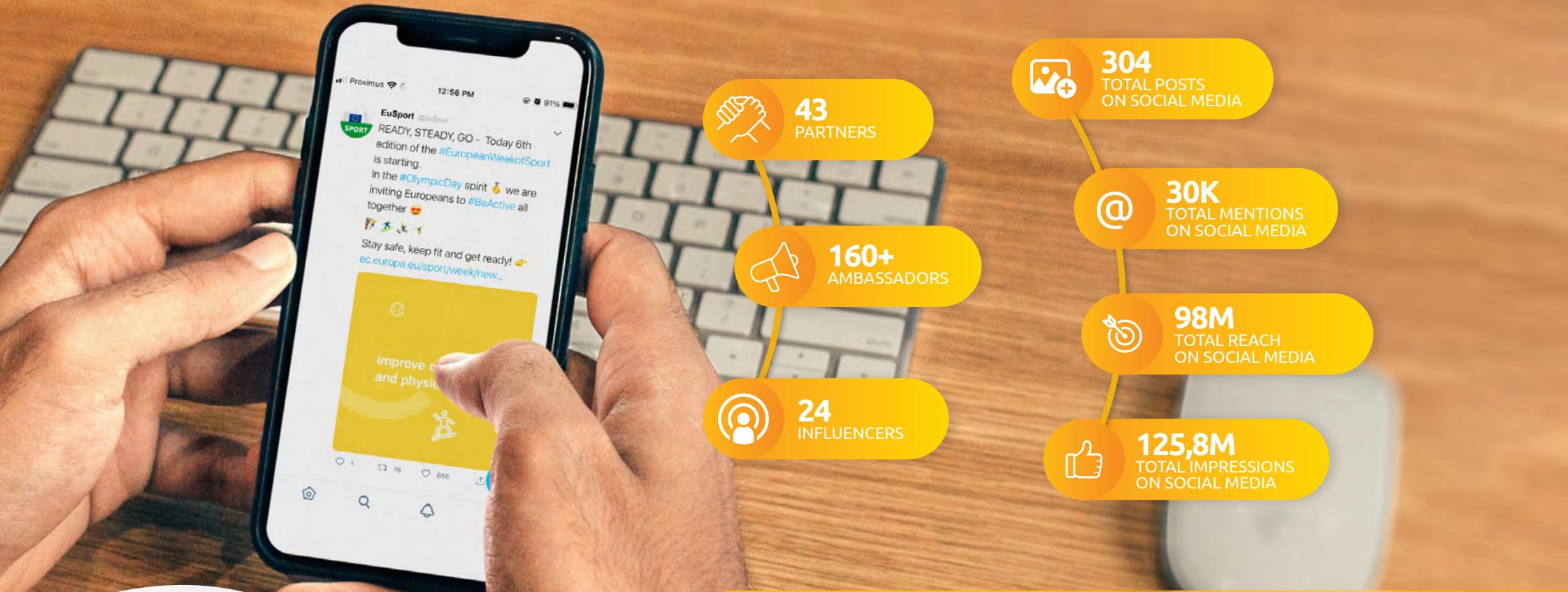


#BeActive Campaign

#BeActive - the campaign was designed to promote the Week - aimed at promoting the value and benefits of sport and physical activity by following the subsequent objectives:

- 1 / Addressing socio-economic challenges including mental health, indoor group activities, and outdoor community engagement;
- 2 / Raising awareness about how inactivity can give rise to serious health concerns and promoting a healthy lifestyle;
- 3 / Encouraging participation and consolidating the Week's brand recognition and international awareness among Erasmus+ participant countries.

Sport and physical activity are for everyone: all Europeans, all genders, abilities/disabilities, and social backgrounds, with a focus on young and sports audiences. The European Week of Sport connected and even re-connected people together to mix generations through sports values throughout this 7th edition.



41
COUNTRIES



11M
PARTICIPANTS



45K
EVENTS

European
Week of Sport
23rd to 30th September



LAUNCH
Bled, Slovenia
23rd September



#BEACTIVE AWARDS
29th November



Social Media

Social media plays a crucial role in promoting a healthy and active lifestyle. By engaging with millions of Europeans, the European Week of Sport ensures that people across Europe embrace the #BeActive spirit and join the effort to be healthier together.

From the overall perspective of its objectives, this year's campaign was very successful due to increased participation and effective and engaging social media activities.

The overall results of the social media activities point to an effective increase in the awareness of the European Week of Sport, which was one of the main objectives of the campaign. This was achieved through close cooperation and promoting the importance of sport and physical activity throughout Europe. The #BeActive social media campaign was clearly successful in generating broad conversations and raising awareness around the topics of health, sport, and physical activity.

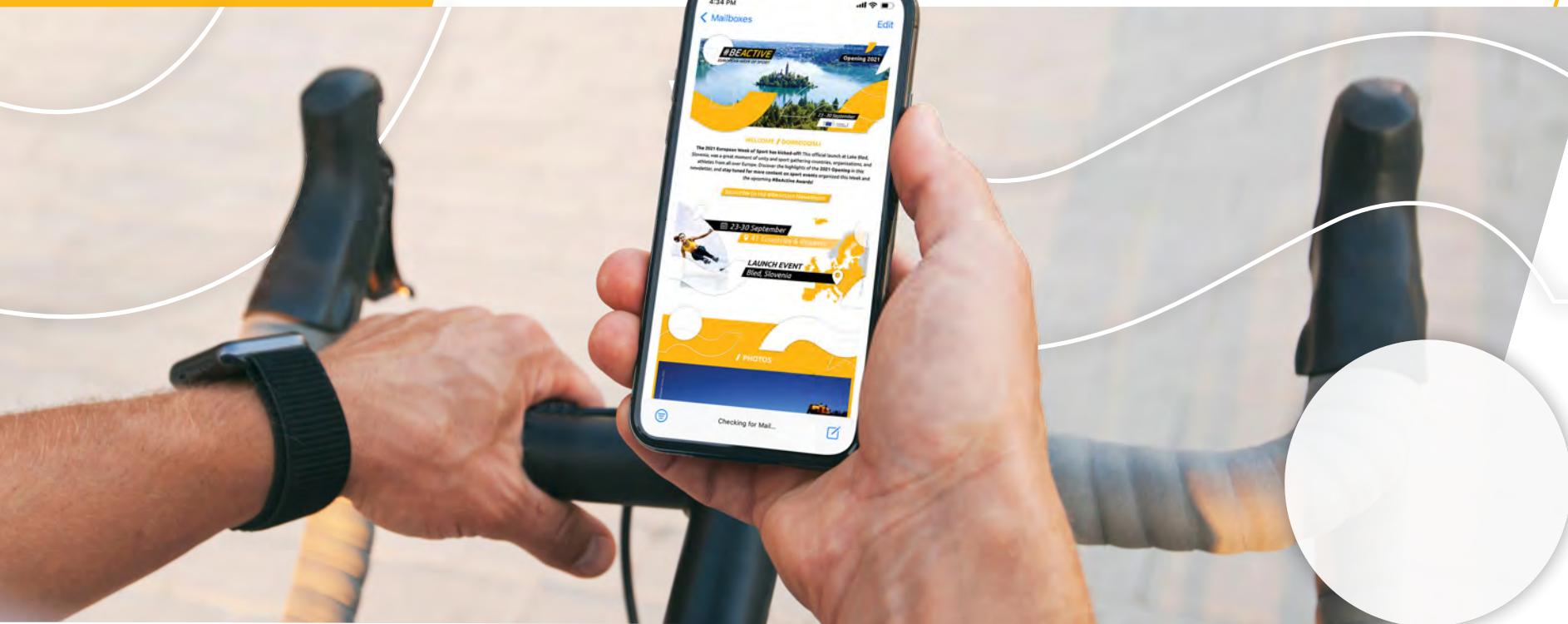
For the first time in 2021, we collaborated with four European Ambassadors Bebe Vio, Jorge Pina, Sergey Bubka and Blanka Vlasic—representing the diversity of sports and embodying its spirit—to engage audiences to #BeActive across Europe. These ambassadors served to spread the word about the importance of physical exercise to respective audiences.

COMPARISON 2020 - 2021

Metrics	2020	2021	Comparison in %
Participating countries and regions	42	41	
Number of events	32,617	45,048	
Number of event participants	15,623,084	11 037 168	
Advertising budget	€34,506	€68,766	
Total impressions on social media	108,8M	125,8M	
Total reach on social media	27M	98M	
Total mentions on social media	19k	30K	
Total number of link clicks	266.7k	54,9k	
Engagement (interactions)	1,4M	1,9M	
Video views	8M	6,07M	
Total registrations on the Facebook event page	95	4,6k	
Challenge entries	1 106		

CONTENT VOLUME PER CHANNEL

Channels	#of posts in 2020	#of posts in 2021
Twitter	161	108
Facebook page	106	41
Instagram	136	155
Total	403	304



Newsletter

Between the months of July to December, up to nine newsletters with snackable 'ready-to-share' content were drafted and distributed, sharing the latest European Week of Sport news, events, and tips and tricks from the campaign's Ambassadors on how to #BeActive.

As an important source of information, the newsletter was a space to highlight some of the best work to encourage physical activity from across the continent. These newsletters, to which members of the general public could subscribe, were shared on social media and directly shared by national coordinating bodies and partners.

Website

After receiving a new look last year, the 2021 edition of the European Week of Sport focused on reviewing and regularly updating the website's content to bring the participants the latest European Week of Sport news and stories. This valuable repository also included information on events taking place in each of the countries participating in the Week.

It was also a space to host articles which showcased stories and projects from various guest writers from European partners, national coordinating bodies and ambassadors.

Influencers

Influencers supported the campaign on social media and shared the #BeActive message across 10 participating states and regions across Europe, from Spain to Romania and Norway to Italy via Germany, Croatia and many others. Through their creative and original online content, influencers supported our national coordinating bodies' online presence and helped boost awareness about the European Week of Sport and the importance of an active lifestyle.



03 / THE WEEK

Opening of the Week

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#BeActive Ambassadors

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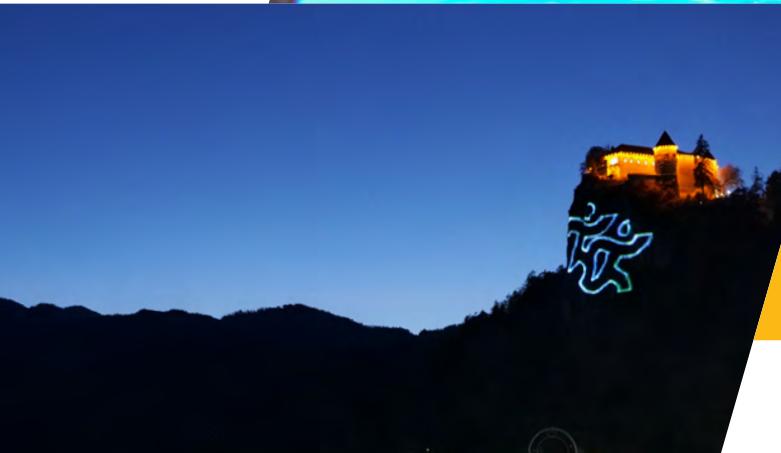
Seminar & #BeActive Night

16



/ OFFICIAL OPENING OF THE WEEK

The official opening of the Week took place in beautiful Slovenia. For over a week, several activities were organized across the country. From Ljubljana to Bled, we witnessed inspiring events, participated in new initiatives like #HealthyLifestyle4All and engaged with different stakeholders (officials, partners, NCBs, athletes, ambassadors and influencers) from the universe of sport.





Opening of the Week

The stunning scenery of Lake Bled in Slovenia acted as a backdrop for the European Week of Sport 2021 opening ceremony on 23 September.

European Commissioner for Innovation, Research, Culture, Education and Youth Mariya Gabriel, Slovenian Prime Minister Janez Janša, the President of the European Olympic Committee (EOC) Spyros Capralos, and the President of the Slovenian Olympic Committee Bogdan Gabrovec delivered their speeches.

The official opening of the European Week of Sport was livestreamed and recorded. With more than 1.2 million people following the live video stream, Commissioner Gabriel symbolically launched the European Week of Sport by firing a starting pistol. The signal also gave the go-ahead to the flotilla of racing boats on Lake Bled.



/FACE OF THE WEEK

#BeActive Ambassadors

#BeActive Ambassadors

Ambassadors from all over Europe, among them Olympians, Paralympians, record-breaking athletes, national icons and more keenly signed up to promote the campaign.

The foremost purpose of the European Week of Sport is to unite the globally diverse citizens of Europe around a common goal: social cohesion and individual well-being through physical activity and sport.

The campaign was not limited to the EU but encompassed South and Eastern Europe including Georgia, Ukraine, the Balkans, and Turkey. The European Week of Sport leveraged a highly successful Ambassador outreach programme, developing engaging and shareable social media content to inspire the public to take up simple yet effective active challenges.

The European Week of Sport team provided guidelines packed with ideas to engage and inspire national and local audiences. Ambassadors from all over Europe, among them Olympians, record-breaking athletes, and national icons keenly signed up to promote the campaign.





Key Players Webinar

Each European Week of Sport edition, the European Commission organises a seminar to explain and demonstrate how education authorities, local government and sport organisations can entice young people to be more active.

In 2021, we came together once again as we transformed our seminar into a two-day Webinar for Key Players in June. We discussed the different communication strategies and shared best practices in order to widely and efficiently share the #BeActive message for this 7th edition of the European Week of Sport.

#BeActive Night

The highlight of the European Week of Sport was the #BeActive Night on September 23, when a series of sport events took place in cities across Europe.

To celebrate being active together in real time and for the first time, we hosted an Instagram live during the #BeActive Night with different participants across multiple locations.



04 / #BEACTIVE
WEEK IS YOUR
WEEK

National Activities



During the #BeActive campaign in Albania, three inspiring and impressive moments stand out.

The first inspiring moment was the unified game in the center of Tirana with children with special needs. The 2nd event involved the power of women during Zumba activities together with their children. The final event showcased the enthusiasm and energy of the youth who, during the pandemic, massively united in outdoor activities in the fantastic nature of Albania.

“ Active young individuals today mean healthy generation tomorrow. ”

Nijat Hasanov
BeActive Coordinator

© Shutterstock Vera Harley



“ The enthusiasm and inclusiveness that the #BeActive campaign conveyed to the Albanian society was one of the motives that the Albanian Olympic Committee and the Albanian Government decided to invest and make a priority in 2022, the activation of children and young people in sports activities. ”

Gert Shima

Secretary General of Albanian Olympic Committee



The lockdown measures put in place to curb the coronavirus pandemic have made the European Week of Sport 2021 more necessary than ever. Up to 1.550 events took place during the 2021 edition. One of the highlights was this year's "Tag des Sports" on September 25th, 2021 at Vienna Prater.

The programme featured all day sport activities, offered from Austrian Sports Federations, and National sports organizations, exhibition stands and possibilities of meeting athletes. Visitors had the chance to try out different sports, getting in touch with sustainable sport activities and becoming active within the European Village.

Moreover during the #BeActive Tryouts, Austrian Sports Federations offered various trial sport sessions where visitors had the chance to get involved in and practice previously unknown sports. The mission of the initiative was to match those interested in sports and in physical activities with Austrian Sports Federations and their sport offers. The initiative #BeActive Tryouts was a unique way of integrating Austrian Sports Federations and sports associations in the European Week of Sport.



© European Union, 2021

“As a #BeActive ambassador for three years already, it is a matter close to my heart to consider the European Week of Sport with its initiatives as a key role to promote fun and joy through sports.”

Andreas Onea

Austrian Paralympic swimmer



This year, Azerbaijani citizens joined the #BeActive campaign! Over 1000 participants attended the European Sports Week 2021, which took place at the "Kur" Olympic Training and Sports Center, city stadium in Mingachevir. This magnificent event was open to people all around the country.

The European Sports Week was held in accordance with the National Institute of Health's recommendations due to the COVID-19. Sports Week was designed for people of all ages, backgrounds, and educational levels. All participants were excited to be a part of this event and to promote active living in Azerbaijan. Different generations participated in football and basketball 3x3 competitions; competed in sports such as table tennis, volleyball, rowing, long distance running, cycling, skateboarding and roller skating; as well as participating in Civil Defence training.

The most memorable events involved the participation of children with disabilities in the sports festival as part of the Special Olympics Program and a big flash mob arranged by cheerleaders, young athletes and children. The overall task was to develop an algorithm that would involve as many children with disabilities as possible in adaptive sports to make them healthier, happier and more prone to self-expression. Not all disabled children will become Paralympic champions, but sport will certainly improve their quality of life. We consider sport to be the path to the big world for our children. The list of available sports for children with disabilities is constantly growing. Today, sports such as swimming, athletics, shooting, judo, and more are all available within Azerbaijan.

The European Sports Week of 2021, held for the first time in our country, proved that physical activity, regardless of age, brings joy and connects people. The goal is to maintain a healthy body, promote self-confidence, personal development and create an auspicious environment for self-expression.



“ Being active is not a goal, it is way of living, which nourishes the mind and creates healthy body. ”

Emin Jafarov
Ambassador



/ BELGIUM (FLANDERS)

Left: © European Union, 2021
Above: © Shutterstock, Kleber Cordeiro

“The organization of the Sport Street was a huge boost for our Sports clubs. **”**

Dimitri De Herdt
Sport Promotor Stad & OCMW Diest

In 2021, Sport Flanders, together with the local sports services, organized the 13th edition of the Month of the Sports Club. The objective remained unchanged, namely to bring as many people as possible into contact with the offer of local sports clubs and thus encourage them to join.

A renewed concept was introduced in 2021; we applied the principle of 'doing more = receiving more'. For the sports services, this meant that the more initiatives they undertook, the more support they received.

Support could mean personalized banners, grass cloths, window stickers, little flags and more. For sport services that promoted the event and made extra efforts (such as organize a sports street, a sports fair, a sports card, etc.) they earned extra support. The sports services that participated, but did not make an extra effort, received minimal support (namely printing).

This principle was also applied to the sports clubs. If sports clubs organized special events (such as friends days, open days, etc.) in addition to opening their training sessions, they received a sports-specific banner.

The new principle was so appreciated by the participating sports services and clubs that the promotional materials were still hanging in the municipalities and sports clubs at the end of 2021 (long after the end of the event). A total of 238 sports services participated in the event and 1.539 sports clubs.



#BeActive Night

We often choose to use the Night as highlight event, because it is always the most visited by the people, families, official guests event and it gives the opportunity (as being organised in the Bulgarian capital city center in open areas) to attract more people and more sport clubs and organisations to present their sports in the #BeActive village and on stage during #BeActive Night.

This event is the most expected by partners and local people. In 2021 we celebrated sport on 25.09, choosing the venue again to be the central place in front of the National palace of culture in Sofia, which is a favorite meeting place for young people.

During the day the #BeActive sports village was the scene where tournaments and demonstrations in different sport disciplines were organized with information points where citizens could find useful information and European Week of Sport promotional materials.

From 3 pm to 5 pm more than 35 sports tournaments, demonstrations and games took place (handball, sport dances, yoga, basketball, taekwondo, boxing, tennis, hockey, zumba, etc.)

At 5 pm were organised some games with the audience at school age where they were answering questions on sport and the Tokyo 2020 Olympic games. All the children answering correctly received basketball, football and volleyball balls, and other healthy snacks.

The #BeActive sports village was followed by an evening of sport events with demonstrations of lots of sports like martial arts, climbing, fencing, acrobatics, etc.

All these activities were followed by the #BeActive Night on stage from 6 to 9 pm. Many official guests took part in the Opening of the Night as the EU commissioner Mrs. Maria Gabriel, the Minister of Youth and Sports Mr. Andrey Kuzmanov, H.E. The Ambassador of Slovenia, H. E. The Ambassador of Republic of Serbia, the Deputy-minister of Culture, the Deputy-mayor of the Sofia Municipality, representative from the Bulgarian Olympic Committee, professors from the National Sport Academy "Vasil Levski", etc.

The Night ended with very attractive drone show, where in the sky was written "Be Active, Sofia, 2021" together with the Bulgarian and EU flags.



I would like to address my words to all of you, whether they are actively do sports or not - sport is above all health. It builds skills that you will not learn anywhere else and is an integral part of the each of us life. #BeActive and play sports.

Boryana Kalein

Ambassador



#BEACTIVE



The European Week of Sport 2021 in Croatia was full of many striking moments. Even though it is hard to highlight just one #BeCROactive moment, the Zrmanja Triple Challenge 2021 stood out. Malenica was for sure the most unique event in the Croatian 7th edition of European Week of Sport. This event was the perfect opportunity to combine the two things Croatia is famous for – beautiful nature and sport.

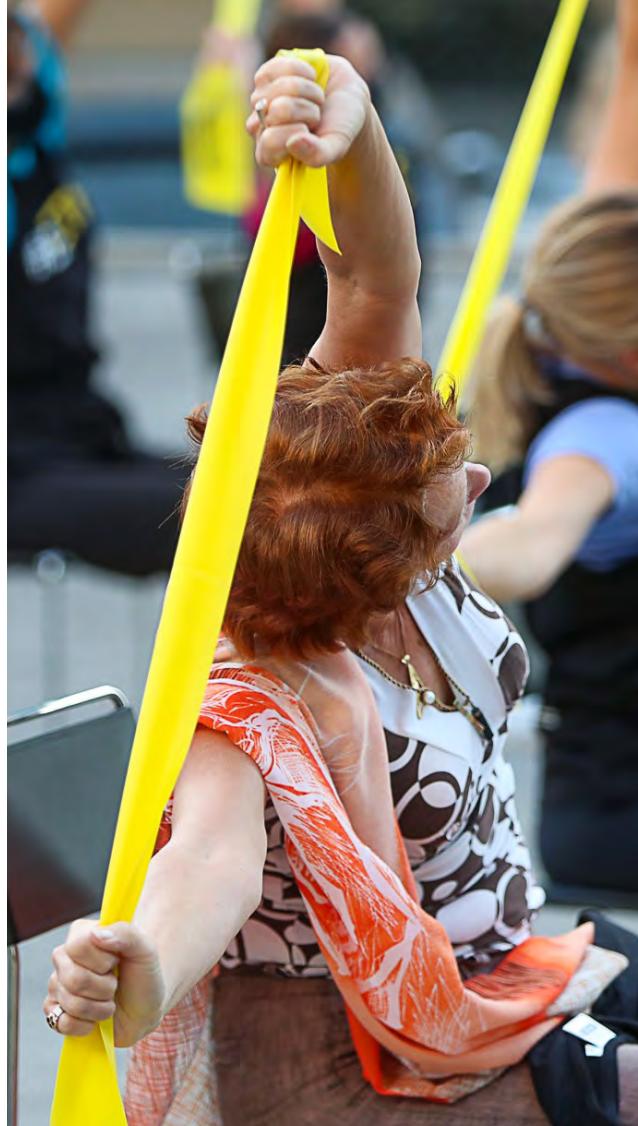
Following last year's successful event, as an introduction to the European Week of Sport, the Ministry of Tourism and Sport organized a one-of-a-kind multidisciplinary race: Zrmanja Triple Challenge 2021 Maslenica. Teams from all over Croatia, from Zagreb, Split, Šibenik, to the host city Maslenica and many others, participated in the race with a common goal: to point out the importance of nature conservation and prove that we can play sports always and everywhere. As many as 40 teams (80 competitors in total) swam, ran and rowed in an almost 18-kilometer-long race from Jasenice over Zrmanja river canyon to the waterfront in Maslenica.

During the week of September 23rd to the 30th, a record breaking 160 events were organized throughout almost every part of Croatia. Through the numerous events, the Week saw a large number of #BeActive Croatian participants. The 7th edition of European Week of Sport has once again reached its goal: sport is accessible to everyone, regardless of your age, gender or physical activity.



“ You do not have to train like a professional athlete. It is enough to walk 30 minutes a day and you have already done a lot for your health. **”**

Filip Ude
Croatian gymnast



In Cyprus, the European Week of Sport marked its greatest success this year despite the continuous, unstable and complex situation caused by the COVID-19 pandemic. It is estimated that 150,863 citizens participated in the 393 registered events organized across Cyprus by 111 Multipliers and their associated partners.

The national campaign served as the perfect cross-sectoral mechanism to mobilize the population to #BeActive and prevent severe complications caused by the health crisis.

The event Stay Healthy@Work was an initiative by the German Embassy in Cyprus, which sought to highlight the importance and benefits of regular physical activity and encourage staff members to #BeActive during the workday.

It was the first time the Cyprus diplomatic corps participated in the campaign. There was a joint event following the invitation to participate by the German Ambassador to the embassies of Austria, France and The Netherlands.

The four Ambassadors, along with the staff of the four embassies, participated in a 30-minutes chair-based strength exercise with Pilates' resistance bands. The workout was led by the trainer of the National Sport For All Programme and took place in the morning at the parking lot due to pandemic restrictions and social distancing rules.

Despite the individualistic type of exercise, it was a good opportunity for the participants to meet and get to know each other.

The event exemplifies the positive effects of the Week's past activities, its growing visibility and impact on diverse audiences and how the Week increases campaign recognition adds value on an EU level.

“

Sport is a unique tool to encounter the challenges of contemporary society on national, European and international level. Towards this approach, the European Week of Sport is an exceptional initiative aiming to encourage and engage all population target groups into sport and physical activity opportunities, cultivating sport culture and building healthy lifestyle habits for all.

”

**Kallie Hadjioseph
#BeActive Ambassador**



#BeActive Sokol in Motion Together

Part of annual European Week of Sport activities in the Czech Republic is the traditional program: SOKOL IN MOTION TOGETHER. Its goal is to present Czech Sokol as a sports organization open to all generations with a variety of sports and physical training.

For the whole week, the doors of nearly 200 Sokol clubs are open to the public. This served as annual recruitment for new club members as well as inspiration for free time activities. During the week, the public could attend open sports lessons and trainings, open tournaments, sport demonstrations, games, hikes etc. Some clubs organized special events for nearby schools or companies.

The program attracted more than 25 000 participants and visitors last year. Programs are prepared by local Sokol clubs, but every annual program also has a general unifying topic. In 2021, during #BeActive Night, there was competition between clubs in collecting kilometres by hiking or running. On that day, clubs organized some outdoor events, during which participants had to move and metres were counted for every person. In one evening, the overall number of walked kilometres was 8,366.



Danish Together in Motion campaign

In 2021, more than half a million people took part in almost 8000 events held in connection with the European Week of Sport in Denmark. Despite it being another 'pandemic year', lots of opportunities to #BeActive were created in collaboration with a range of partners, including DGI, Danish Federation for Company Sport, Danish School Sport Federation, Danish Ramblers' Association and Ollerup Academy for Physical Education.

This time, International Sport and Culture Association (ISCA), the National Coordinating Body for Denmark, also joined forces with the Danish Together in Motion ('Sammen i bevægelse') campaign and Denmark's Exercise Week ('Danmarks Motionsuge'), which took place from 10-17 October.

4,455 activities happened in the context of Danish Exercise Week, created in a collaboration between the national broadcaster DR, the Danish Federation for Company Sport, Danish School Sport Federation, Danish Sports Confederation (DIF), DGI and ISCA. Sport organisations, institutions, schools, workplaces and other local associations offered plenty of #BeActive opportunities around Denmark, engaging more than 120,000 participants.

One of the European Week of Sport and Danmarks Motionsuge highlights was the #BeActive Night, when most of the 3,000 participants joined in Culture Night in Motion ('Kulturnatten i bevægelse') at DR Byen (DR's headquarters), where they had the opportunity to try unusual activities like silent fitness, e-cycling or panna, organised by DGI.



© European Union, 2021

“ We are proud to be partnering with organisations throughout Denmark for the cause of encouraging more people to be physically active. Thanks to the collaboration with the Danish Together in Motion campaign and Denmark's Exercise Week, Danes were able to enjoy a whole BeActive month ! ”

Jacob Schouenborg
ISCA Secretary General



© European Union, 2021

The restrictions applied during the European Week of Sport in Finland which meant more small events, more nature-oriented outdoor sport activities and virtual seminars were organized nationwide.

The Coaches Day was organized for the 3rd time as part of European Week of Sport activities on the 25th of September 2021 it attracted a great deal of interest both in Finland as well as internationally. Different sport federations, grass-root sport clubs, coaching and players association took actively part in this campaign. The Coaches Day highlighted the valuable work of sports coaches by sharing thank you messages on social media and arranging small surprises for the coaches. The Thank you messages and kind acts are shared on social media with the hashtags #kiittikoutsi, #thankscoach, and #BeActive.

Makers of the Future seminar gathered young coaches aged 18-30 of various sports at the Olympic Stadium. The seminar was also webstreamed. The initiative to develop and support young coaches from all over Finland was launched by Finnish Coaching association.



It is honor for us to be the participants of European Week of Sport. 2021 is the 4th year Georgia has joined. From year-to-year European Week of Sport is gaining more and more scales in Georgia. We wish that whole country would join this kind of activities, in which #BeActive is helping us.

We were not afraid of epidemiological situation and ran for 12 kilometers in Tbilisi, the capital city of Georgia. Participants were awarded with memorable cups and #BeActive t-shirts. In Tbilisi there was more events that were held in Mtatsminda Park. It hosted American football; Streetball; Baseball; Frisbee; Strongman and CrossFit. These events gained a lot of public attention with a significant number of spectators.

The European Week of Sport 2021 also hosted para-athletics like wheelchair fencing and para-archery. Event also joined para-arm wrestlers, para table tennis players and a demonstrative match held by the sitting volleyball team.

Each year interest in European Week of Sport is increasing and different regions of Georgia are joining us. This time #BeActive was hosted by Kakheti, one of the biggest regions of Georgia. In Telavi on the rugby base there was tag rugby festival.

The festival was attended by women's seven series, Telavi team, and also teams from Tbilisi and Kutaisi. In another city of Kakheti named Akhmeta a horse racing festival was held with participant from all over Georgia attended this festival.

We must not forgot about our little ones, in Rustavi a bicycle race was organized, for children aged 6 to 14 years old, who demonstrated their cycling abilities.

At the end in Tbilisi's, Mziuri Park we organized a sports village for 3 days. Anyone who was interested could participate in several sport activities. Children in alternative care also attended. The festival ended with a breakdancing event that was thoroughly enjoyed by spectators.

We want to say thank you for giving us opportunity to share our impressions about this European Week of Sport. Our slogan is "Healthy lifestyle in Georgia."



© Shutterstock, 4m production

“The new approach of the Georgian Government is to force developing grassroots sport. The successful experience of holding European Week of Sport in Georgia already for 4 times across the country has proved that EWoS is an excellent opportunity to promote sport at the grassroots level. To maintain efficiency of the initiative let's BeActive the whole year! ”

Soso Giorgadze

Deputy Minister of Culture
Sport & Youth of Georgia



On site, hybrid or digital – the European Week of Sport in Germany had it all. Over 800 events in the frame of #BeActive took place all over Germany.

The kick-off for the German #BeActive campaign was the digital #BeActive Fitness Festival in May with more than 5,000 online participants. In 12 workshops the trainers promoted the #BeActive message and were true ambassadors for physical activity. Over the months, more and more sport clubs, fitness clubs, organizations and companies registered events for the week in September.

The true highlight of the week was not one single event, but the variety of sport activities. The offer was for everybody: sport days for children, activity for the elderly, hiking tours or bike rides. Clubs developed new formats like "Aikikai early birds" where people started their day with some exercises above the city.

Being a major part of the European Week of Sport 15 #BeActive Nights took place at the same time. The biggest one being the central #BeActive Dance Night in Frankfurt as a hybrid dance party. The people in the gym danced together with 500 people at home in their living rooms. The 2021 edition of the European Week of Sport showed the great potential to reach people online with sports offers, but also how important it is to experience the social factor of being active together on events again.



“

The European Week of Sport is a great opportunity to add more physical activity in our lives. Not for just a week, but for every week. To #BeActive every time, everywhere and every person. The concept of inclusion in #BeActive activities is of outmost importance. It is crucial for our societies to increase the sport that we actually do, in relation to the sport that we consume in front of a screen. Especially, during COVID-19 times, physical activity can help physical and mental health.”

Mr. George Mavrotas

Secretary General of Sport,
Ministry of Culture and Sport

Greece's most spectacular #BeActive event was the #BeActiveHellas Night event "A walk across the Acropolis...", held on 25 September 2021.

A walking tour in the definitive monument of human civilization and the symbol of World Heritage, the Acropolis, which opened at this hour of the day only for the event. More than 300 people, Olympic and Paralympic Winners, World Champions, Elite athletes, athletes, coaches and volunteers from Special Olympics Hellas organization, members of the Hellenic Government and the Hellenic Parliament, children with intellectual-developmental-physical disabilities together with their parents, physical education teachers, people with eye disabilities accompanied by their guide-dogs, but also families with their little babies in strollers and employees from the General Secretariat of Sports, gathered in the Acropolis monument on the sunset, so as to realize a unique night walk around the Parthenon and the other sacred sites of Greek ancient history!

The result was really breathtaking! All of the participants from the top hill of Athens spread to the whole world the message that sport is for all, makes no exceptions and exclusions, needs and owes to be accessible to everyone and it can easily and successfully be combined with culture. A simple walk around the ancient monument exclusively for the #BeActive people, what a feeling, what a great event!!!





Hungary was very active during the 7th edition of the European Week of Sport. 511 #BeActive events were registered, and we reached more than 300.000 participants thanks to our 152 enthusiastic event organizers.

There were so many outstanding local programs during the Week but we would like to highlight a central event which was held in a special format this time. Since the pandemic situation did not allow us to have huge mass sport programs, we decided to organize an Online #BeActive Night as a national flagship event.

The purpose of the event was to provide an opportunity to try out different forms of activities in a home environment with diverse training videos. Therefore we created a “virtual sport apartment” in our website, where 6 online training rooms were available for everyone for free. We had the so called *Dance terrace*, the *Fitness corridor*, the *Grandma’s room*, the *Basement of challenges*, the *Harmony space* and the *Family living room*.

In each virtual rooms, well-known coaches and trainers held online video trainings during the #BeActive Night on 25 September from 6 to 12 p.m. Thanks to the online format, we could bring the training opportunities into the homes of thousands of people.

We can safely say that everyone had the chance to find the most suitable option to #BeActive. Through our 67 training videos, we managed to reach all age groups, from the youngest people playing in the Family living room to the elderly in the Grandma’s room. Our member organizations also actively participated and mobilized the local population through local online #BeActive Night events.

We are pleased with this successful online experience, making sure the continuity of the #BeActive Night was ensured. However, we hope that next year we will be able to organize the event in an off-line format again!



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“We are really proud to be part of the European Week of Sport project and it’s great to see that the #BeActive community is growing in Hungary. We can’t wait for the next edition, but in the meantime we also do our best to spread the message of healthy lifestyle.”

Attila Czene

President of Hungarian Leisure Sport Association



In 2021, we organised the 1st edition of the "#BeActive Day" as our flagship event of the European Week of Sport.

Throughout the day, various clubs and federations offered sporting activities in which visitors were invited to participate regardless of their age or physical ability. The sports programme consisted of less publicised disciplines, variations of "classic" disciplines or new trend sports like for example Disc Golf, Parkour, Hockey or Street Racket.

As a part of our stage program, we organized the award ceremony of the 4th "#BeActive Clip Contest", with a joint dance by all participants as the culmination. Again, this year about 20 daycare centers participated in our dancing contest, with more than 150 children. It was very impressive to see the joy of the children to be on stage and at the same time to observe that they put a lot of effort into mastering the choreography.



©Shutterstock, Robert Kneschke

“ The “#BeActive Day”, highlight of the European Week of Sports, is a great opportunity for children and even all to discover new sports and encounter people of all age to #BeActive, do sports and, discover the great values of sports. ”

Georges Engel
General Coordinator, Minister of Sport



The #BeActive Night, was held concurrently across Europe, with the European Week of Sport being held through a week of events and activities that took place across Malta and other European Countries.

The #BeActive Night, in Malta, was held on Saturday 28th September at the Cottonera Family Park with over 30 participants who took part. Each team had an EWoS ambassador as their captain, ambassadors who are Olympians, Special Olympians and Paralympians.

The competition was held through an obstacle course consisting of downhill and uphill paths and several obstacles. The stations were timed and results were placed on a leader board. The fastest to do the course won the category. Each team consisted of 4 individuals made up of 2 females and 2 males, in total eight teams participated in this event. The event was pursued in a knockout order and the order of the athletes was decided by each team.

The event was televised live on a local television station on the day and SportMalta managed to reach the whole Maltese population through this television program. The winning team that survived till the end was that of Special Olympian Matthew Bugeja, with Olympian Matthew Abela's team in 2nd place while the 3rd place went to the team lead by Paralympian Thomas Bugeja. The first three teams were presented with prizes to be spent in sport equipment for their team training and respective club.

With close encounters all throughout the night the event raised excitement all around the Cottonera Family Park with challenging obstacles and the drive in every athlete to win for their team. With another successful event SportMalta looks ahead to planning and executing another high level European Week of Sport.

“ It is US not ME or YOU, encouraging people to do sport and physical activity, should be a collective effort. ”

**Mark Cutajar
SportMalta CEO**





#BeActive Moldova # HealthyLifeStyle4All

The goals of the project was to attract more kids to do sports activities daily basis.

In order to achieve this goal we invited professional players, who were participating in the National Basketball Championship during those terms. Players from Chisinau's clubs, came to Moldova from different parts of the world, played basketball with the kids showing them their skills in some funny drills.

Both sides, very highly appreciated this project for kids, it motivated them to participate in the local basketball team, as the events were fun, and allowed them to communicate with the foreigners. Their eyes were shinning because of the energy of their new "Coaches" and the basics of the basketball, which they just learned.

For professional players, this was like an injection of happiness. Kids were getting signatures from them, were asking about their career and their successes, the players were excited to be rock stars of this event. These emotions empowered them to work harder in practices and games.

This kind of activities is like a workshop, where kids learned to make their first steps in new sports. Because of their success in the beginning of their path, we can expect less people quitting form sports in the future; this project helps us to build happy and healthy future of our country.





“

By organizing such initiatives, we can give children an impulse to practice sport professionally. We do everything to bring children from the virtual world to the real, healthy one, so this kind of actions are something special.

”

Andrzej Supron

Polish wrestler and Ambassador of the EWOS in Poland

The European Week of Sport in Poland.

As a part of this year's edition of the European Week of Sport in Poland, the European Sport Weekend in a form of sport's picnic was held at the University of Physical Education in Warsaw on the weekend of 25-26 September.

Activities included, among others, football, basketball, volleyball, as well as yoga and zumba classes. During the European Sport Weekend, special activity zones were prepared for the youngest participants, covering many disciplines and sports activities.

Awards, medals and diplomas were provided for those who participated in the activities. Ambassadors-Krzysztof Witkomirski (Polish judoka), Andrzej Supron (Polish wrestler) and Adrian Castro (Polish wheelchair fencer) were present during this year's sports picnic. Participants had the opportunity to listen to their advice on physical activity, interesting stories from sports life, shake hands and take a photo.

Additionally, sports activities celebrating #EWoS were organized in schools, kindergartens, universities and many other institutions in Poland. There were emotions, there was competition, but most of all great fun in a sports atmosphere.





The European Week of Sport in Portugal has been growing year after year, increasing the #BeActive impact and building a stronger and representative image in our society.

Once again, the Portuguese Institute of Sport and Youth (IPDJ, I.P.), as national body coordinator, counted with the precious collaboration of its regional directorates and hundreds of institutional partners and stakeholders. For the 1st time, this year, it was also possible to include the full commitment and support from the Azores and Madeira islands. Several moments marked the Portuguese European Week of Sport 7th edition, namely the #BeActive in Family and the #BeActive Night events, both held in Lisbon and Oporto, where more than 6.000 participants joining the initiatives!

To promote family activities and to encourage sports practice among people of all ages, the IPDJ, I.P. provided at the Centro Desportivo Nacional do Jamor (National Sports Center of Jamor) an afternoon full of activities and sports, including more than 20 sportive experiences available to the population such as: volleyball, skateboarding, canoeing, boxing, judo, obstacle course, horse riding, cycling, basketball, CrossFit, scuba diving, stand up paddle, minigolf, karts without motor, climbing wall, adventure mini-circuit, football, athletics, sailing, diving, tennis, skateboarding/indoor surfing, and gymnastics. The #BeActive Night 5km run/walk took also place on the same day in both simultaneously.

During this week, one and a half million people were involved in more than 2000 activities in Portugal, Azores, and Madeira islands. All those events have contributed to the success of the 7th edition of the European Week of Sport!



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“Throughout the 7th edition of the European Week of Sport we have been witnessing an increasing participation of the citizens and a growing involvement and commitment of the entities to promote an active lifestyle. This edition exceeded all expectations, and I can even venture to say that it was the best ever! ”

Mr. Vitor Pataco
The IPDJ, I.P. President



From North Macedonia we would like to share our Jump Rope Day September 24th 2021 - Boris Trajkovski Skopje.

Let's have fun and play sports! Rope jumping is definitely one of the most fun and effective cardio exercises to get your whole body moving. Our target this year was young teens who enjoy recreational activities around North Macedonia. More than 21 schools from across the country came to join our Jump Rope Day and celebrate being active, healthy and recreational. We had over 45 minutes of jumping, with challenges and different spot moves as our Ambassadors motivated the youngsters. Positive energy, diversity, and social inclusion were our theme words for the day, where a large diversity of nationalities came together in one place to #BeActive and get moving!

66

Jumping rope is a classic, old school, full-body cardio workout. And it's fun! Wherever you are, wherever you go-- you can always get your cardio in with simply a jump rope!

“ ”

Daniel Trbogazov
Ambassador





For the European Week of Sport in Serbia, the #BeActive Night took place in the centre of the capital city Belgrade. There was an unforgettable atmosphere and experience for all participants, special light effects with drums and performers was created in Tašmajdan park.

The #BeActive Night in Serbia was an event for all generations. On the main stage performers, together with visitors enjoyed incredible and new approaches to #BeActive. Kangoo jumps, Zumba, pound, power fit ball, HIIT, and body attack were just some of the activities that made all visitors to #BeActive. Dance enthusiasts also had their share of fun by joining the 90s dance Fitness. The youngest ones enjoyed face painting, Olympic Class, and different sports activities.

For all who like to push their limits, Street Workout Challenge at the Open Air Gym was a perfect happening. One of the main events during #BeActive Night was a relay race "Overcome obstacles". The main goal of this race was to point out excuses and problems that people have to overcome to stay active such as shame, guilt, stress, and work overload. Three "barriers" were set up at the race itself, which symbolically represented these problems.

A special program with walking, pilates, and stretching exercises was organized for Third Age participants. All together #BeActive Night in Serbia's capital was an event for kids, parents, grandparents, for everyone and it gathered together more than 1200 active exercisers.



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“ I'm happy to see how the #BeActive events encourage people of all age groups to step outside the box and choose an active lifestyle. This feeling is what also motivates me to be more active. ”

Nela Bunčić
BeActive Ambassador



#BeActive Night in Las Palmas de Gran Canaria

On the night of September 25 to 26 from 6:00 p.m. to 12:00 a.m., the #BeActive Night of Las Palmas de Gran Canaria was enjoyed, where hundreds of attendees will be able to enjoy multiple sports disciplines. A professional paddle tennis court, a climbing wall, a fencing court and even once different and innovative sports facilities that all attendees can enjoy were installed.

They highlighted local sports such as the game of shovels and new ones such as the Roller Derby. A Cubo Fit was installed, a kind of portable gym that the municipality places in different locations in the city throughout the year with the assistance of qualified personnel to guide users. It was inaugurated by the highest local authorities and by the Secretary of State for Sport of Spain, José Manuel Franco. The activity was very well received by the population of Las Palmas and had repercussions in the media.



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“ The goal is not to live longer, but rather to live better, to reach the final stage of our lives in better conditions so that we can continue enjoying life to the fullest extent possible until the end. And the best tool we have to reach this goal is Physical Activity and Sport. ”

José Manuel Franco
Secretary of State for Sport



/ WORKING HAND IN HAND

European Partners - Activities



In 2021, nearly 2,000 people from 100 companies took part in the 5 Diversity Races. It took place in Paris (8th edition), in Lyon (5th edition), and in Bordeaux, Colomiers, and Santes for the 1st time. The flagship race in Paris was an event again labeled by the European Week of Sport and clearly in the spirit of the #BeActive motto.

La Course de la Diversité is a back-to-school sports event that embodies diversity within the company around the 3 pillars of diversity: gender equality, disability and intergenerational.

Participants come together to run or walk, over 3 or 6km, solo or in pairs (mixed, disabled, intergenerational). The race is open to everyone, sporty or not, with the possibility of being classified or simply to participate on behalf of their company.

Around the race, a village of events and promotion highlights the actors of diversity.

Each Race chooses an association to support and at the end of the event donate part of the profits to them, thus €8,650 were donated this year.

There was also the 2nd edition of the Diversity E-race (virtual mode) in which nearly 1,500 people attended from 76 companies from 28 different countries.

In 2022, the French and European Federation wishes to continue to develop this Diversity Race on French territory (even at European level), it should organize a dozen and make a 3rd edition of the E-Course at the international level.

Video: <https://www.youtube.com/watch?v=Yn29MreQxv8>

“

Healthy lifestyle, friendliness, inclusion and share sport moments: here are the key ingredients of #BeActive and Diversity Race.

”

Didier Besseyre
European and French Federation
for Company Sport





EUROPEAN FOOTBALL FOR DEVELOPMENT NETWORK (EFDN)

At EFDN we encourage people from all ages to stay healthy. We do this through our programmes and together with our project partners. We are happy to see that we contributed to keep thousands of people moving during this year's edition of the European Week of Sport.

Hubert Rovers
CEO of EFDN

The European Football For Development Network has promoted the European Week of Sport through two projects; Scoring for Health and Community Champions League, enrolled with the help of different project partners in several European countries.

The different classes and tournaments were organised by member clubs in Belgium, Denmark, Germany, Netherlands and Portugal. Clubs reached in general between 1000 and 2000 schoolkids or 100 youngsters per tournament, with a total reach of almost 20.000 active kids during the European Week of Sport.

Scoring for Health encourages children from 7 to 14 years and their parents to adopt a healthy lifestyle and make them aware of healthy nutrition. Various activities are delivered by the participating football clubs in cooperation with local schools and health organisations. Participants will be given specialist



interactive classes, learning sessions and workshops on a weekly basis on topics such as nutrition, cooking, physical activity and football sessions. Participating kids experienced that sport and exercise are healthy and enjoyable and made them fitter.

The Community Champions League is a social street football competition in partnership with nine community-engaged football clubs in eight different countries which all deliver a Pan-European programme. The aim is promoting social integration and active citizenship through sport, and the Community Champions League provides the opportunity for people from different cultures to come together to build relationships and friendships while breaking down barriers through the prevention of violence, racism and intolerance in grassroots sports and their communities.

EFDN promotes a healthier and active lifestyle for young and old through different programs which run all year long (depending on Covid-19 restrictions in the different countries).





European Week of Sport and the #BeActive campaign

ENGSO and ENGSO Youth commit to use sport as a health-enhancement tool.

ENGSO and ENGSO Youth's 2021 #BeActive campaign raised awareness on the importance of health and mental well-being among Europeans of all ages and all social groups. In our quest to remind people to make healthy choices, we did not put our planet aside: we also highlighted the importance of taking care of our planet. Together with The European Lotteries (EL) ENGSO we advocated for the importance of grassroots sport for mental

health and well-being during a joint webinar, which was held online, on Monday, 27 September 2021.

The webinar was based on the Erasmus+ funded project SPIRIT which aims to develop a framework for humane, inclusive and empowering coaching and sport clubs that nurture mental wellbeing.

In the run up to the European Week of Sport 2022, ENGSO Youth focused on the young people in Europe and raising awareness on the mental health issues they face. During the most active week in a year, we switched the focus to the health of our planet and pledged to climate action through sport.

Video: https://www.youtube.com/watch?v=SiNoWKw9X_c

“

Public health is a domain of several actors, including the grassroots sport sector, from national and regional sport organizations to local sport clubs. I am honored that ENGSO will contribute and co-create the new European Commission's initiative Healthy Lifestyle 4 All. As a representative of the grassroots sport sector, with members from 32 countries, we will commit to promote the importance of inclusive and equal access to sport and physical activity for healthy lifestyle and mental well-being of people of all ages, with various backgrounds and from all social groups.”

Stefan Bergh

ENGSO President



“ #BeActive Body and Mind training together not just during the European Week of Sport but throughout the year. ”

Mr Dino Piccini

Karate Pioneer, Honorary Ambassador of EurEthICS ETSIA



Key #BeActivde moment.

A key #BeActive moment of EurEthICS ETSIA' European Week of Sport Events - with motto "BeActive All Ages All Abilities All together: European Week of Sport throughout the Year" have been preparatory Events (in Doganaccia Tuscany Italy, Cluj Napoca Romania, Brussels European Interinstitutional Centre) "Inclusive Martial Arts for All" focusing on sport and cultural activities and soft no-contact martial arts (karate, ju-jitsu, taiji quan), and outdoor nature activities #MOVEYOURBODY #STRETCHYOURMIND walking and hiking on the mountain where the amateurs, families and tourists meet and share the experience with the athletes and high level sport professionals.

EurEthICS ETSIA raised awareness on EU legal, regulatory and programme instruments and opportunities for sport operators and practitioners through internet and social media the activities under #BEACTIVE reached more than almost 20000 direct contacts and 100000 indirect contacts in all the EU and Candidates Countries.

Network of #BeActive Training Academies and Sport Organisations (> 30 certified and registered) has been established focusing on Education through Sport "EurEthicSport for All abilities" as well as on professional educational approach for grassroots and amateur sport.

ETSIA Network of #BeActive Athletes and #BeActive Coaches (>2000 registered members) has been consolidated and extended in close cooperation with EPSI and House of Sport Partners.

Practitioners of All Ages and Abilities (with active participation of athletes and Master Instructors from 1 y.o to 101 y.o. Mr Dino PICCINI European Karate Pioneer Honorary Founder of EurEthICS ETSIA).

Follow up of the European Week of Sport 2021 and preparatory to the European Week of Sport 2022 was held when the first snow arrived in Tuscany Mountain - Doganaccia (Abetone Cutigliano-Italy).



INTERNATIONAL COUNCIL FOR COACHING EXCELLENCE (ICCE)

As part of the European Sports Week 2021, Coaching Portugal celebrated International Council for Coaching Excellence's Global Coaches Day by inviting coaches from all sports to take part in a seminar - face to face and online – entitled 'Role of the Coach'.

The seminar took place at Jamor National Stadium, an iconic sports place in Portugal, and was organized in a format of an informal conversation with two amazing medal winner coaches: José Uva, Patrícia Mamona's coach and Olympic Silver Medal winner (Athletics) and Ivo Quendera, Norberto Mourão coach and the Paralympic Bronze Medal winner (Paracanoeing). Pedro Sequeira, President of Coaching Portugal, led the conversation.

“

The coach is an agent who has a central mission in improving athletes' competences but has also a crucial task in behavioural change and that's why the coach has a special impact, absolutely central, in society.

”

Vítor Pataco

President of the Portuguese Institute of Sports



© European Union, 2021

“

If you have the opportunity to be an assistant coach or intern of a more experienced colleague, do so, because the knowledge stays forever. By trial and error, on your own, you learn much more slowly than if you learn from somebody else, but always think for yourself.

”

José Uva
 Portuguese Coach



“Even while restrictions are still in place in many countries, we are keen to send the important signal that physical activity should be at the top of our minds and political agendas. Let's celebrate the opportunities we have to enjoy being active, for our physical, social and mental health.”

Mogens Kirkeby
ISCA President

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In 2021, the International Sport and Culture Association (ISCA) launched its brand new European Mile campaign, which celebrated the joy of movement in a series of free walking and running events across Europe and even Latin America.

The European Mile kicked off at the start of 2021 with an invitation for people to #BeActive and get back into physical activity at their own pace – by running or walking a mile (1.6km) or more. The campaign was celebrated in 32 countries, promoting the message that every move and every mile counts towards better health and wellbeing, and that it's easy to find the time and space to #FindYourMile.

The official day for celebrating the European Mile was 5 June, but events were also held to coincide with other occasions, including World Autism Awareness Day in Croatia, Children's Day in the Czech Republic, Open Ski Festival in Serbia and European Week of Sport in Denmark. Virtual events also gathered people online, with Digital Miles streamed by V4Sport in Poland, Athletics Ireland and SESC in Brazil.

In total, 1742 (including 49 flagship) events were organised, where a total of just under 590,000 participants found their mile by running, walking, skiing and cycling. Many donated their miles towards local causes and/or the campaign's international charity, the Daily Mile Foundation. The latter received donations in a total of 546,245 miles, which were then converted to a cash donation of 10,000 euro. The funds will support the foundation's initiatives to get more children around Europe moving for at least 15 minutes every day.



Healthy lifestyle, activities in green destinations, relaxation in thermal water and recharging batteries with natural remedies

This is the domain of the most famous Hungarian spas and as an active member of #BeActive since 2019.

The world's largest thermal lake in Hévíz organized a swimming competition and special opening hour for a #BeActive night. Nordic walking tours for the school children and for the guests of the resort - along the canals decorated with lotus flowers in September were the most popular program Bükkfürdő, Hungary's second-largest spa town, offered a variety of aqua



aerobics this week and after the body mass index check, a free healthy lifestyle consultation was popular.

In the natural cave bath Miskolc-Tapolca, both employees and guests have improved their physical condition with sports and a special lightshow was on extra attraction.

#BeActive programs were organized by the Hungarian Spa Association, mostly in open-air thermal pools, and the participants could get additional information by free courses about healthy lifestyle from the therapist of the medical spa.

We are glad that this year we were able to involve not only our spa guests, but also the citizens and employees of the spas – said Zoltán Balogh Secretary General of the Hungarian Spas.

The European Spas Association is pleased to demonstrate the potential of the climate health resorts and medical spas as an ideal destination for people who want to stay healthy and take advantage of the fantastic infrastructure for physical activities in the green resort of Europe.



“We are glad that this year we were able to involve not only our spa guests, but also the citizens and employees of the spas.”

Zoltán Balogh

Secretary General of the Hungarian Spa



“

We're grateful to FESI and its members involved in the European Week of Sport, to have received such a nice set of sporting materials for the kids at 'De Lotus' in Ghent. First of all, this provides the opportunity for children to experience the joy of playing sports, in particular for those children who aren't able to get that extra shirt, ball, etc. Second, on the longer term, this will boost the physical activity promotion and education within the school and the local environment in a more sustainable way. It brought a feeling of happiness and joy to the school and the neighborhood, now and in the weeks and months to come as well for sure.”

Kristof De Mey

Co-founder SportaMundi vzw & member of the parent council at De Lotus School

FESI supports sport olympiads in Belgian schools on 24th September.

In September, FESI sponsored the organization of sports events in several Belgian schools, in partnership with SportaMundi. SportaMundi is a non-profit organization active in the sports sector. It embeds digital solutions and innovations within the ecosystem of Sports, Research and Education. As FESI and its members are truly convinced and committed to promoting sport for all from the youngest age, it has decided to partner with SportaMundi in the framework of European School Sport Day and EWoS to support the organization of several events in the different schools of the network. In total, dozens of sports activities were organized in 3 different schools on 24th September, around 500 young kids. As part of these activities, FESI distributed more than 500 sports items, which were kindly donated by FESI members, to the children.





Hosted by
ICSS INSIGHT
#BEACTIVE
EUROPEAN WEEK OF SPORT



23 - 30 September

How to #BEACTIVE
Safeguarding the Integrity of Sport

Tuesday 28th September, 10:00 AM – 11:30 AM CET.

Hosted by
ICSS INSIGHT
#BEACTIVE
EUROPEAN WEEK OF SPORT



23 - 30 September

How to #BEACTIVE
Using sport's values as a positive tool to impact society.

Wednesday 29th September, 10:00 AM – 11:30 AM CET.

Building networks, strengthening cooperation and resilience in face of the main threats to sports integrity.

As official partners of the European Week of Sports who help spread the message of the benefits of active, healthy lifestyles, ICSS INSIGHT, an entity under the umbrella of the ICSS, organised two interactive e-forums during European Week of Sport with the aim of further strengthening the EU Commission's #BeActive campaign: How to #BeActive – Safeguarding the Integrity of Sport Within this topic the panellists debated on current concerns and solutions related to Match Fixing and Corruption in Sport – with a focus on building networks, strengthening cooperation and resilience in face of the main threats to sports integrity.

How to #BeActive - Using Sport's Values as a Positive Tool to Impact Society Within this topic the panellists debated current concerns relating to Gender Balance and Empowerment of Women, Social Inclusion of People with Disabilities, and the Prevention of Violent Extremism and Radicalisation.



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“

We are witnessing an increasing number of European countries and international organisations who use the power of sport, as an innovative tool to empower the young generation and instill them the values, build resilience against and prevent their descent into a life of violent extremism and crime.”

Mr. Bahruz Balayev

Acting Director Legacy & Innovation, ICSS



06 / STANDING OVATION

#BeActive Awards

51

#BeActive Award Winners

52



#BeActive Awards

The #BeActive Awards competition was created to reinforce the local and human dimension of the European Week of Sport, while celebrating best-practice projects and introducing inspiring individuals to a pan-European audience.

The submission process for the Awards was launched in the summer and applications were submitted to the European Commission by national coordinating bodies. An independent jury then selected the winners in the three different categories out of a total of 76 projects.



/ EDUCATION AWARD WINNER

TSV Neuried e.V.

In Germany, sport association TSV Neuried e.V. demonstrated how to motivate children to be physically active when most schools were closed.

The initiative, called "Sport am Gartenzaun" (Sport at the Garden Fence), consisted of instructors visiting the young members of the association and engaging in different exercises with them.



TSV Neuried e.V.
 / GERMANY

/ WORKPLACE AWARD WINNER

iData Kft

In Hungarian company iData Kft, employees were offered an extensive range of services to stay physically active. They could even include collecting tokens for competitions office.

Two in-house psychologists helped with the task of improving offers and social events. The objective was to find creative ways to stimulate employees and their families to engage in physical activity.



iData Kft
 / HUNGARY

/ LOCAL HERO AWARD WINNER



Alo Lõoke
 / ESTONIA

Alo Lõoke

The CEO of Estonia Health Trail Foundation, Alo Lõoke, manages a network of 122 health trails around the country which helps boost a healthier physical lifestyle.

He pioneered the initiative which makes physical activity more interesting through offering hints and challenges. Alo supported 130 special indoor health-trails in numerous spaces.





Celebrating its 7th birthday in 2021, European Week of Sport enjoyed success with its goals of cultivating lasting relationships among its participants, changing the social climate through shareable messaging, hosting fun and engaging educational events, and above all, inspiring Europeans to #BeActive.

The European Week of Sport continually challenges itself to adapt to new circumstances and ever-extend its stellar record of inclusion for participants of all ages, fitness levels, and abilities, in many diverse areas.

The #BeActive movement was once again about relationships and spirit of inclusion forged throughout local communities and between nations.



The European Week of Sport inspires many around the world every day to #BeActive, as the biggest and most popular sports for all initiative in Europe.





Further information:
ec.europa.eu/sport/week

European Commission
Directorate-General for Education, Youth, Sport and Culture
Sport
Rue de la Loi, 200 / Wetstraat, 200
B-1049 Bruxelles / Brussel
+32 - (0)2 299.11.11

Contact us:
EAC-SPORT-EWOS@ec.europa.eu

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