



#BEACTIVE
EUROPEAN WEEK OF SPORT

HIGHLIGHTS 2022



ec.europa.eu/sport/week

/ 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

In 2022, the engagement around the #BeActive campaign showed how significant individuals and societies are. This year was dedicated to building on the work initiated by the previous editions and exemplified European values, with activities taking place in 40 countries and regions!

Using the main slogan #BeActive, National Coordinating Bodies and Partners participated in spreading enjoyment about the key values, the importance, and the fun of doing sports or physical activity regardless of the type. 40 countries and regions participated to achieve an impressive total of 32 869 events. The 8th European Week of Sport topped the previous year's number of individual participants, with more than 13.1 million people being touched by the #BeActive message.

The 2022 #BeActive campaign was launched on Olympic Day (June 23rd), and finished at the end of January 2023. The "peak" of the campaign was the #EuropeanWeekOfSport itself, which took place from 23rd to 30th September. Its official Opening Ceremony occurred in Prague, Czech Republic.

Echoing the results achieved by the European Week of Sport organizers and "Ambassadors", the #BeActive hashtag keeps being used daily, all year long. This shows how the messages are well rooted within the online community, which has been driven by #BeActive enthusiasts!

We value your participation, commitment, and especially your interest in the 8th edition of the European Week of Sport. Your determination is a key factor in the success of the European Week of Sport campaign, from a local level to a supranational one.

Let's be ready for the 2023 #BeActive Year!



**/ Mariya
Gabriel**

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

01/ FOREWORD

2022 has been another year marked by unexpected changes and challenges.

After learning how to navigate through the COVID-19 pandemic, we were confronted with economic difficulties, an energy crisis, and, above all, a devastating war.

After two years of uncertainty, we were finally able to physically come together again and continue to raise awareness and promote the importance of sport and physical activity.

Within one year after launching the #HealthyLifestyle4All initiative, we collected over 90 pledges promoting a healthy and active lifestyle for all. Because youth is the voice of tomorrow, we also asked them about how to ensure a healthy lifestyle for everyone

in the Youth Ideas Labs and listened to their innovative proposals in Prague.

2022 marks the 8th edition of the European Week of Sport in Prague. It proved that it continues to illustrate passion and unity, whilst also promoting respect and tolerance.

This 2022 European Week of Sport Highlights Book is a collection of our collective accomplishments. With inspiring stories and over 32,000 events organised in 40 different countries across Europe, we encouraged 13 million participants to be active and take care of their physical and mental well-being.

In all our achievements, a special mention should go to Ukraine, which has been part of the European Week of Sport family since 2018. Despite the war and the extremely difficult situation, it showed great resilience and still managed to organise events and activities to bring people together.

With particular thanks to all National Coordinating Bodies and Partners for their outstanding commitment and Czech Republic for hosting this edition's opening, I look forward to the 9th edition, which will bring us one step closer to the first of many important milestones of this remarkably successful initiative.



02/ EUROPEAN WEEK OF SPORT

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/ EUROPEAN WEEK OF SPORT IN A NUTSHELL

In 2022, we celebrated the 8th edition of the European Week of Sport in all 40 participating countries and regions, with a livestream of the official opening ceremony taking place in Prague, Czech Republic. The European Commission initiative reached out to people of all ages, backgrounds, and fitness levels. Throughout the week, European sports communities gathered their strength to promote one clear message: #BeActive!

/ Levels of participation in sport and physical activities in the European Union are stagnating.

The context

Working on promoting physical activity at the European and national level has been a continuous effort, and there is still much to be done. Figures from the Eurobarometer published in September 2022 show that levels of participation in sports and physical activity in the EU can still be improved, as only 45% of Europeans say they never exercise. The effects of this are clear. Not only does this lead to physical and mental health problems for individuals, it also has a significant negative impact on the economy and society at large. The 2021-2024 EU Work Plan for Sport also recognises the promotion of participation in sport and health-enhancing physical activity as one of its core priorities.



OVERARCHING MESSAGE

The European Week of Sport is for everyone, regardless of age, socio-economic background or fitness level. Sport and physical activity are important tools for better inclusion and equality, as well as the promotion of a healthy lifestyle, especially among the youth. #BeActive regularly to boost your health and wellbeing.

SUPPORT MESSAGES

- 1 / Sport and physical activity are a vital part of a healthy lifestyle
- 2 / You can #BeActive to maintain your physical and mental health and wellbeing
- 3 / Anyone can find a way to #BeActive that works for them
- 4 / Sports bring people together from different ages and backgrounds to create a unique community
- 5 / Sports should create an environment where everyone feels welcome
- 6 / Sports are a source of joy, fun and pleasure, contributing to personal happiness and wellbeing
- 7 / Sports support youth in their journey towards better physical and mental health, self-confidence, and resilience
- 8 / Giving youth a real say in inspiring europeans to #BeActive

THEMES

- 1 / YOUTH
- 2 / INCLUSION & EQUALITY
- 3 / HEALTHY LIFESTYLE



/SPREADING THE WORD

To encourage more people to become active, the mobilisation of our entire continent is required. It is then important to use wide-reaching mediums with relevant messages, materials, and information to communicate.

To build on the successes from previous editions of the European Week of Sport, the refreshed visual identity used for its 7th edition was kept. In addition to the regular updates to the website and the monthly newsletter, a wide-reaching social media campaign was also implemented. 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

The European Week of Sport's visual identity was kept for this 8th edition and a variety of engaging content; including logos, graphic elements, digital banners, posters, and more, were communicated in every European language as well as made easily accessible and straightforward to use for stakeholders. A branding guide providing useful guidelines was also made available.

2022 highlighted the importance of local work. All visual materials were provided for by national coordinating bodies, partners, and ambassadors so that the week truly reflected their work. A dedicated digital team was always on hand via email to help and monitor outputs at local level.



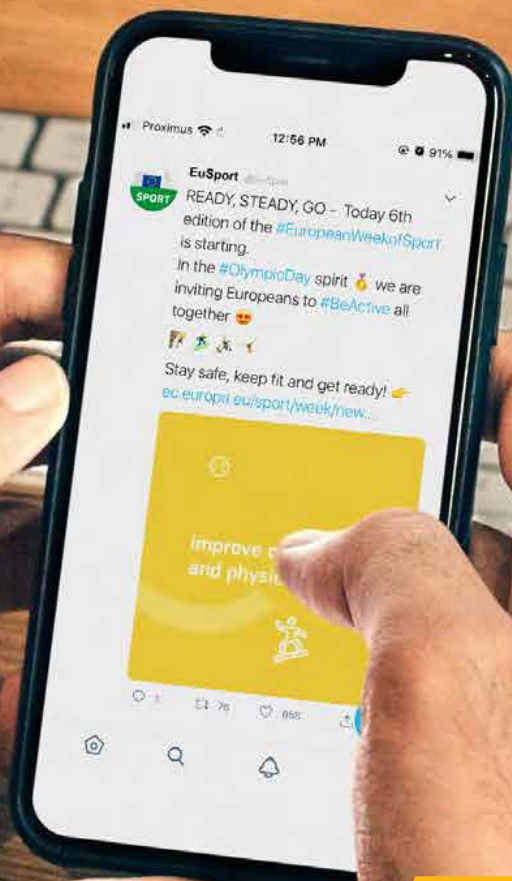


#BeActive Communication Campaign

The #BeActive campaign promoting the European Week of Sport aimed at supporting the value and benefits of sport and physical activity through the following 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, regardless of gender, (dis)ability, age or socio-economic background. The European Week of Sport (re-)connected people through sport values during its 8th edition.



SOCIAL MEDIA



127
SOCIAL MEDIA
POSTS



25.8K
TOTAL #BEACTIVE
MENTIONS



17.6M
TOTAL REACH



41M
TOTAL
IMPRESSIONS

INFLUENCERS



2
PAID
INFLUENCERS



36
POSTS ON
SOCIAL MEDIA



9.3K
ENGAGEMENTS



40
NATIONAL
COORDINATING
BODIES



43
PARTNERS



13.2M
PARTICIPANTS



32.8K
EVENTS

European
Week of Sport

23rd to 30th September

LAUNCH
Prague, Czech Republic
23rd September



#BEACTIVE AWARDS
Brussels, Belgium
28th November



Social Media

Social media plays an important role in promoting a healthy and active lifestyle. By running a digital campaign and engaging with millions of Europeans, the European Week of Sport ensures that people in Europe and beyond adopt the #BeActive mindset and join the effort to be healthier together.

Reflecting on its objectives, this year's campaign was successful as there was an increase in the number of participants and social media activities were effective and engaging.




The 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 by using authentic content, i.e., personal testimonials coming from our Ambassadors and young people participating in the Healthy Lifestyle4All Youth Ideas Labs. The #BeActive social media campaign was clearly successful in generating broad conversations and raising awareness around the topics of inclusion and (gender) equality, as well as physical and mental health.

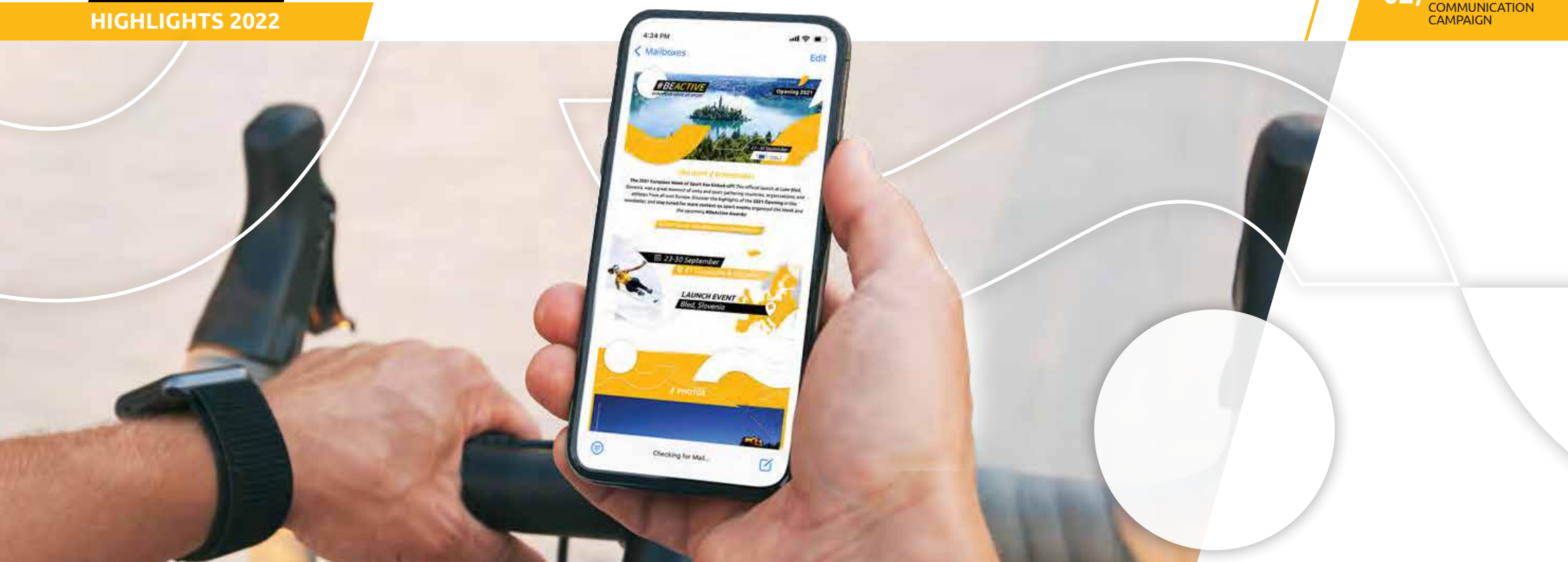
The 2022 edition of the European Week of Sport also counted on 3 European Week of Sport Ambassadors, Jorge Pina, Sergey Bubka and Willemijn van Aggelen, to encourage audiences to #BeActive across Europe. Embodying the diversity of sports and its spirit, these Ambassadors used their respective (social media) channels to spread the word about the importance of physical exercise.

COMPARISON 2021-2022

Metrics	2021	2022
Participating countries and regions	41	40
Number of events	45,048	32,869
Number of event participants	11,037,168	13,192,802
Advertising budget	€68,766	€23,947.60
Total impressions on social media	125.8M	41M
Total reach on social media	98M	17.6M
Total mentions on social media	30K	25.8K
Total number of link clicks	54.9K	682.3K
Engagement (interactions)	1,9M	3M
Video views	6.07M	5.1M

NUMBER OF POSTS

Channels	304 posts in 2021	127 posts in 2022
 Twitter	108	60
 Facebook	41	31
 Instagram	155	39



Newsletter

From August to December, up to 9 newsletters (external and internal) with 'ready-to-share' content were drafted and distributed. These shared the latest European Week of Sport news, videos and events in addition to tips and tricks from the campaign's Ambassadors on how to #BeActive. As a key source of information, the newsletter was a space to promote some of the best work in order to encourage physical activity from across the continent. The external newsletter, to which members of the general public could subscribe, was shared on social media with National Coordinating Bodies and Partners.

Website

This year, the focus was kept on regularly reviewing and 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.

The website was also used to showcase news items describing stories and projects from various guest contributions from European Partners and National Coordinating Bodies.

Influencers

2 Influencers from Italy and Finland supported the #BeActive campaign on social media. This year, we invested in content that reflected both the Commission's key stakes in the European Week of Sport as well as its objective to promote a healthy lifestyle all year long. Hence, influencer activation was spread-out throughout the campaign, in the run up to, during and after the European Week of Sport. The produced content was shared across Facebook, Instagram, and Twitter.



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/ OFFICIAL OPENING OF THE WEEK

The official opening of the Week took place in the amazing Czech Republic. For over a week, several activities were organised across the country. From Prague, we witnessed inspiring events and performances, participated in 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 sunny scenery of Vysehrad Park in Prague acted as the backdrop for the European Week of Sport 2022 Opening Ceremony on September 23rd.

Vivianne Hoffman (Deputy Director General of the European Commission's DG for Education, Youth, Sport and Culture), Vladimír Balaš (Czech Minister of Education, Sport and Youth), and Filip Neusser (President of the National Sport Agency of Czechia) delivered their speeches.

Former Czech Olympic basketball player Ilona Burgrová, Czech Paralympic medallist Anna Luxová and the European Week of Sport's Ambassadors Willemijn Van Aggelen and Jorge Pina shared their experiences and encouraged everyone to be active.

The official opening of the European Week of Sport was livestreamed and recorded. With more than 458 000 people following the live video stream, all officials and the two European Week of Sport's Ambassadors symbolically launched the European Week of Sport by pushing a button that released a shower of balloons.



/ FACES OF THE WEEK

#BeActive Ambassadors



#BeActive Ambassadors

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

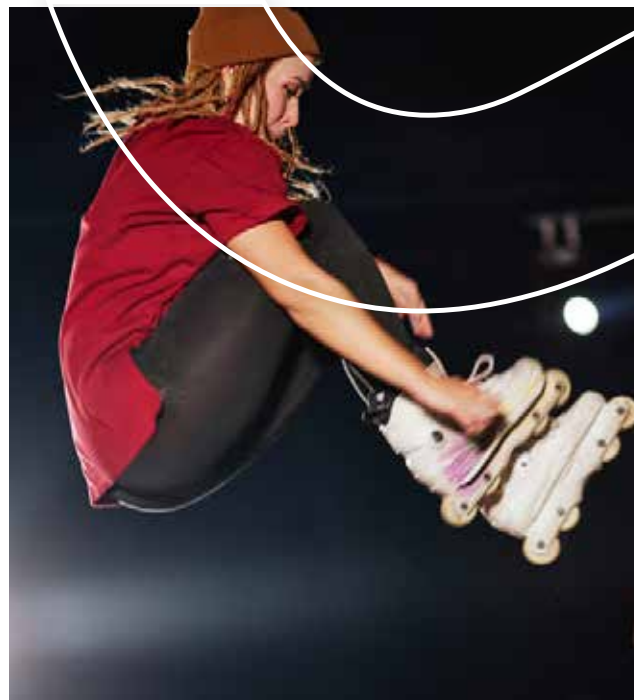
The primary purpose of the European Week of Sport is to unite the globally diverse citizens of Europe around a common goal: social cohesion and individual well-being through physical activity and sport.

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 involve 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.





© Latvian Sports Federations Council, 2022



© Olympic Committee of Serbia, 2022



© Sport e Salute Spa, 2022

Key Players Seminar

For each European Week of Sport edition, the European Commission organises a seminar to explain and demonstrate how education authorities, local governments and sport organisations can encourage people to be more active. In 2022, we came together once again for a one-day in-person event in June. We discussed the different communication strategies and shared best practices in order to widely and efficiently share the #BeActive message for this 8th edition of the European Week of Sport.

#BeActive Night

The highlight of the European Week of Sport was the #BeActive Night on September 24, when a series of sport events took place in cities across Europe.

#BEACTIVE

HIGHLIGHTS 2022



04/ #BEACTIVE WEEK IS YOUR WEEK

National Coordinating Bodies' activities

AUSTRIA

With more than 500 events, the European Week of Sport 2022 was not only a great success but also returned to pre COVID-19 levels in terms of size and impact.

The week kicked off on September 16th with the Austrian School Sports Day! This day gathered more than 2000 active students trying their hand at several different sports.

“Tag des Sports” was another event that followed the next day which took place in the European Village at Prater Vienna. Counting 200.000 visitors, the European Village, with its offer to play movement memory, jump rope or juggle, contributed significantly to a successful day. In addition, the event included the opportunity try out many of the sports that were part of the #BeActive try-outs at exhibition stands of Austrian sports federations. Additionally, visitors were also able to have the chance to meet athletes.

During the #BeActive Night on September 24th, 26 events took place throughout Austria, not to mention encouraging #BeActive Ambassador Hans Niessl to take part and give volleyball a shot.

At the actual European School Sports Day on September 30th, more than 1700 students from 24 classes across Austria took part. Activities such as bubble soccer, hip hop and taekwondo were offered, and the classes entered a competition for a chance to win a sports week.

Since 2022, badminton player Katrin Neudolt – first deaf army sportswoman – has been a #BeActive ambassador. She is committed to ensuring that all people, both young and old, with or without disabilities, and especially deaf people, have access to sport. Her motto is: “Never stop fighting, if you never try, you’ll never know!”



© Sport Austria/Leo Hagen, 2022

“It was a great pleasure to be part of the day of school sports.”

Andreas Onea

#BeActive Ambassador



© Sport Austria, 2022



AZERBAIJAN

The first part of EWoS 2022 in Azerbaijan took place at the Heydar Aliyev Centre in Baku.

It mostly composed of performances of athletes and attracted the attention of many people living in Baku. The second part of the event took place in the city of Lankaran from 28th to the 30th October 2022.

During the events, youngsters and adults from all around the country joined different competitions. They went to practice basketball 3v3 and table tennis, competed in sports such as volleyball and athletics, swimming and long-distance running. Participants were happy to be part of these events and get valuable experience. Once again, it was proven that physical activity brings joy and connects generations.

The most memorable moments happened during the mini football matches of children aged 11–12 years old. They had a lot of fun and at the end of the day, all participants received special gifts and souvenirs. With this event, we have summed up the second #BeActive European Week of Sport in Azerbaijan.

“#BeActive means be healthy!!!

Mr Ilham Zakiyev

The legend of Judo paralympic national team of Azerbaijan



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BELGIUM (SPORT VLAANDEREN)

The main event “Month of the Sports Club” took place from September 1 to 30.

A total of 212 municipalities and cities and 1541 sports clubs participated. During this period, sports clubs opened their doors to the public. They organized training sessions where non-members could participate, and they hosted open days and demonstrations. In addition, the sports services organized various promotional events such as a sports street, a sports fair, a Zap card (a card that allowed the youth to earn participation stamps by participating in the initiations of local sports clubs) and so on.

As part of the European Week of Sport, we gave Flemish clubs the chance to organize a sports exchange with a sports club from abroad. With this support, Sport Vlaanderen wants to motivate sports clubs to organize an EU initiative. This can include:

- an exchange with a European club (physical or digital)
- a challenge between one's own club and a European club
- a cooperation with a European club

An exchange/collaboration/challenge can only happen with clubs/associations that are located in EU countries that are a part of the program.

Twenty-two clubs participated in this initiative in 2022. One of them was the wheelchair basketball club, Leuven Bears. They invited wheelchair basketball clubs Only Friends (Amsterdam) and RBVM (Middelburg) to Leuven for a 2-day program. On the first day the 3 clubs played matches, on the second day the club travelled to the Netherlands to participate in a specialization training along with with the Dutch players.

“At matches and training sessions, the players find each other not only on sporting grounds (although that is the driving force) but also on a social level. Playing sports with each other in an open and unconstrained manner is very enriching and, in a way, “pushing boundaries”

Freddy Hernou

Member of the Leuven Bears



© Leuven Bears on Wheels, 2022



© Basketball Experience NL, 2022



CROATIA



The 2022 European Week of Sport in Croatia had many events which we can characterise as prominent activities of the Week.

The events that we would single out are our National Flagship events - National Day, Youth Day and School Day.

National Day was the largest event in which we hosted 30 associations, clubs and organizations to present their sports to more than 3000 citizens. We organized a sport village including representatives of Olympic and Paralympic Committees, sports organizations, clubs, athletes, nutritional food and supplements and many other experts. In this event, families could participate and try out many sports and sports activities.

Youth Day was held in Osijek where the students of the Faculty of Kinesiology held several interesting workshops for their young fellow citizens, they pointed out the importance of physical activity and encouraged them to join in their sports activities and a healthier lifestyle. They learned about the importance of hydration, use of supplements in sports and they could try out sports such as para-basketball and para-volleyball.

School Day took place in the city of Lepoglava, where more than 700 kindergarten and elementary school children gathered to compete in several athletic disciplines like dodgeball. They learned about fair play in sports whilst singing together with the host Luka Bulić, famous Croatian songwriter, comedian, television and radio host.



“One of the strategic goals of the Government of the Republic of Croatia is to involve as many of our citizens as possible in sports activities, and this especially applies to children and youth.”

Nikolina Brnjac

Minister of Tourism and Sport



CZECH REPUBLIC

At the end of September, Prague, the Czech capital, hosted a series of EU sport policy-related events; the pinnacle of which was a minisport festival. The opened up the European Week of Sport to the whole of Europe.

Besides providing the stage for the official opening of the Week, the festival was, first and foremost, all about sports. In cooperation with the Czech Paralympic Committee and the Czech National Sport Agency, we organised a "Sport is only one" programme for international participants and school children (over 200 children from close-by schools participated). Our goal was to connect those who do or do not have a disability, through sports. We provided participants with or without a disability by providing participants with the opportunity to try various sports, such as handbike or shooting for the blind.

Every year, the European Week of Sport in the Czech Republic is held in the spirit of sport for all, without exceptions. For the past couple of editions, we have cooperated with the biggest sport-for-all organisation in the country – Sokol – who not only associated their "Sokol in Motion" programme to the European Week of Sport, but also organised a successful #BeActive Night in the form of an open gym evening. Both activities were once again met with great public interest and high participation with 209 events/activities organised under the "Sokol in Motion" umbrella and over 240 gyms and fitness activities taking place for #BeActive Night, which was also supported by the Czech Chamber of Fitness.

The whole Week was packed with sport activities: 978 sporting events were organised, bringing together almost 103,000 participants. We are delighted, that sports organisations and clubs from large and small towns across the country have been involved. Together, we have succeeded in spreading the idea of the European Week of Sport, which motivates us for the coming years.



“ If I can motivate someone else to adopt an active lifestyle through my own physical activities, then my life makes even more sense. And that makes me happy. One should strive to be useful to others, ideally as often as possible. ”

Lukáš Rohan

Czech slalom canoeist and
#BeActive Ambassador





CYPRUS

In Cyprus, the #BeActive campaign had the greatest success in the 8 years of its participation.

Proof of this is the 515 events that took place this year across Cyprus; with the contribution of 162 organizations, acting as Multipliers, who managed to get 151,000 citizens involved, free of charge. The campaign specifically focused on events to support and promote the two-year European initiative "Healthy Lifestyle for All" and the "European Year of Youth", including the "European School Sports Day" initiative. In this context, during the Week, the education sector managed to mobilize the entire student population on all levels. 88 educational units participated in the campaign, which is a record number.

Recycled Survivor Game

The event "Recycled Survivor Game" was an initiative organized by The G C School of Careers Primary School in the framework of the European School Sport Day. The event sought to highlight the importance and benefits of regular physical activity and encourage young people to #BeActive.

At the same time to raise environmental awareness in the school setting and create a culture of proper waste disposal and care for the environment from a very young age. Physical Educators and students worked together and developed fun and innovative activities using recyclable waste and bins. This transformed the school space into a clean, green, safe and sustainable setting that encourages physical activity.



“Physical activity and education are indivisible concepts that aim to form strong characters and personalities through the values of sports and are a key pillar of creating a sports culture in every modern society.”

Ms. Kallie Hadjioseph

#BeActive Ambassador





DENMARK



© © ISCA, 2022

“After only two years of its establishment, “Danmarks Motionsuge” has already become a big national initiative with great support from organisations, municipalities and civil society. Being the project leader, it was naturally a busy working period, but I also made sure to participate in different types of events myself. The highlight was taking part in the #BeActive Night Halloween Run together with my 12-year-old daughter, Ellen. After running 4 km across a creepy cemetery and garage, she asked: ‘Why is it already over?’. I think this is a perfect indication of Danmarks Motionsuge and European Week of Sport Denmark’s success.”

Ricco Victor

Project leader of the Danish Exercise Week (Danmarks Motionsuge)

An extended #BeActive autumn in Denmark

When implementing the European Week of Sport in Denmark, the International Sport and Culture Association (ISCA) focuses not only on facilitating a week of events in September but also on inspiring people to find a physical activity of their liking and to #BeActive all year round. Our collaboration with the Danish Exercise Week (Danmarks Motionsuge) has allowed us to extend the variety of activities offered, as well as the timeline, with the events happening during the months of September and October.

Danmarks Motionsuge was established in 2021 by a partnership of the lead actors in Denmark’s sport and physical activity sector including Danish Gymnastics and Sports Association (DGI), the National Olympic Committee and Sports Confederation of Denmark (DIF), the Danish School Sport Federation and the Danish Federation for Company Sport. In its second year, more than 5000 events took place as part of the initiative, getting over half a million of Denmark’s residents and visitors active.

From large-scale national initiatives such as Danish School Sport Day, which celebrated its 40th anniversary in 2022, and the Danish Workplace Activity Week to smaller come-and-try evenings in local sport clubs, walks in the neighbourhoods or playing historical wooden games as part of the #BeActive and Culture Night, there was an opportunity for everyone to join the celebration of movement.





“The opening event of the Week was powerful, I met so many bright-eyed people. I believe that we already fulfilled the mission of the European Week of Sport by rallying young people to move more, both for their own health and for the health of the people who cannot move independently.”

Artjom Savitski

Singer and #BeActive
Ambassador

The European Week of Sport broke records in Estonia – 1,150 events were organized across Estonia over eight days and 210,000 participants were registered.

Overall, Estonia had overall 5 Ambassadors – singer Artjom Savitski, Minister of Culture Piret Hartman, Olympian Saskia Alusalu, stylist and presenter Ženja Fokin, and actress and singer Kristel Aaslaid, as well as cartoon character Vanamees. They all encouraged people to move during the European Week of Sport. A total of 758 organizations participated in the Week, but the biggest contribution to spreading the message in Estonia was made by general education schools and kindergartens. The most popular sports event during the Week which was the charity relay run held as the opening event. Here there were 12,200 school children across 28 cities in Estonia who participated.





FINLAND



In total more than 100 000 kids and young people participated in different #BeActive events nationwide during school day.

The Coaches Day on the 25th of September attracted a great deal of interest both in Finland and internationally. The idea of the Coaches Day was to highlight the valuable work of sports coaches by sharing thank you messages on social media and arranging small surprises for them. The thank you messages and kind acts were shared on social media with the hashtags #kiittikoutsit, #thankscoach and #BeActive. The Finnish Coaches Association produced social media content highlighting facts about Finnish coaching. In addition, #kiittikoutsit videos have been produced in previous years, which are still freely available. Some materials were also available in English.

Highlighting the European Year of Youth, there was a seminar that was organized by young coaches for young coaches aged under 29 years. It was a great success.



“ We create the conditions for an active lifestyle at the Ministry of Education and Culture. Our #BeActive goal is that the Finnish population is #BeActive enough with their health and well-being.

”

Petri HonkonenMinister of Science and Culture,
responsible for Sports

2022 marked the 13th edition of “la Rentrée sportive Sentez-Vous Sport” and the 8th European Week of Sport, which resulted in numerous free and open events to promote physical and sporting activity.

Our Flagship event, the Village Sentez-Vous Sport, held in the Parc de la Villette (north of Paris), has enabled 7,000 people from the Ile-de-France region to practice more than 30 sport activities. These are organised by the sports federations and allow people to take part in many collective courses. The end of the day was marked by the organization of a #BeActive Night, with an XXL Zumba on stage, an orientation race and a roller walk in the park.

“

It is essential to be aware of the importance of practicing physical activity and sports. Sport contributes to physical and mental well-being at all ages and at all levels and allows everyone to blossom.

Quentin Fillon Maillet

#BeActive Ambassador

”





GEORGIA

Despite numerous obstacles, Georgia still joined the “European Week of Sport”.

This year we were again given the opportunity to get the Georgian population active with the help of the European Commission. Along with various events that were held for all ages and special events for people with different abilities, a sports village was organized in the central park with the support of the Ministry of Culture, Sport and Youth of Georgia and various recognized sport organizations; everyone was invited regardless of their physical background. During the day, children and adults participated in various free sports activities.

The ceremony was opened by the invited distinguished guests:

- The Ministry of Culture, Sport and Youth of Georgia - Irakli Giviashvili - Deputy Minister;
- City Service department of Culture, Education, Sports and Youth of Tbilisi City Hall - Irakli Gvilava - Head of department;
- STY Foundation - Taniel Khechikashvili - President (former Minister of Sport);
- Georgian National Federation “Sport for All” - Maia Azarashvili - Vice president.

More than 15 sports were presented at the sport place. Sport games and competitions were organized by the Georgian National Federation “Sport for All” and partner federations. Participants, winners and people involved in the organization of the event were presented with various branded souvenirs. The event was covered by leading TV channels of the country.

During the day, positive and sporty vibes did not subside, the event fully justified the content of the “European Week of Sport”, and we were all active together!

It is very important to highlight that the events we hold are always accompanied by interest and lead to further development. A series of events ideally demonstrates and informs people about the priorities of sports and healthy living. We hope to create next year's event with more energy, attitude, and creativity! We were and are active! European Week of Sport unites! In the future, let's #Beactive together!

“The European Week of Sport gives everyone the opportunity to get to know and express themselves in sports, this is a great opportunity to be active, healthy and happy at the same time with loved ones. We, the entire sports community, are ready to serve the sport and will make every effort so that as many people as possible become part of our large sports family. #BeActive and #BeHappy!”



© Georgian National Federation “Sport for All”, 2022

Maia Azarashvili

Georgian National Federation
“Sport for All” Vice President /
EWoS Goodwill Ambassador

GERMANY



© Colditzer Turnverein/Torsten Amast 2022

“ I always hated sports in school and haven't done any sport since then. But trying out this class in the European Week of Sport was fun and I will come back and be active.

A seventy-year-old participant

”

The European Week of Sport 2022 was a great week full of activities all over Germany.

More than 850 events took place all over the country with an estimated 100,000 participants.

The range of events was even bigger in this year's European Week of Sport. Just like the last two years, it started with a digital #BeActive Fitness Festival where thousands of people connected from home with coaches. This kick-off led to a great campaign with hundreds of motivated trainers and club representatives registering events. The result was amazing: more than half of the engaged clubs motivated their participants to start a more active life and become a long-term member.

On the 24th of September more than 20 #BeActive Nights took place at the same time in Germany. The biggest one being the main event in Germany: the #BeActive Dance Night in Mainz. With a truly impressive light show and two dance instructors on stage it was hard to stand still and not be active. The fifty people on site and 5,000 at home had a great night out being active and dancing.

All in all, it was a great week with many examples and stories to remind people that it is fun to live a healthy and active lifestyle.



© TSV Holzmaden 2022



© RHTB/ Alissa Maragos, 2022

**George Mavrotas OLY**

General Secretary of Sport, Ministry of
Culture and Sport, Hellenic Republic

“Sport is more than medals, cups, and trophies. Sport is a way of life. Besides the beneficial effects for the citizens (physically and mentally), it is also a social tool. It is the best platform for promoting valuable social values like inclusion, equality, respect. The best channel for conveying positive messages. The “European Week of Sport” initiative serves exactly these purposes. Beyond competitive sport, it promotes the benefits of physical activity for everyone, every time, everywhere. We need programs like #BeActive because the more sport we introduce in our lives, the more resilient societies we build!”

Beach Volley Workplace Tournament

A fantastic event for employees in the sports sector, an initiative of the General Secretary of Sports and President of #BeActiveHellas Organizing Committee Mr. George Mavrotas with the participation of the Minister of Education and Religious Affairs Ms. Niki Kerameus, employees of the General Secretariat of Sports, Ministry of Education and Religious Affairs, Hellenic Olympic Committee, Olympic Winners, Olympians and distinguished athletes-police officers from the Hellenic Police Sports Association. Altogether, a huge, happy sports team!

3X3 Tournament within the frame of FIBA 3X3 U17 European Championship

A super event within the frame of FIBA 3X3 U17 European Championship, with the participation of the Minister of Sports Mr. Lefteris Avgenakis, the General Secretary of Sports and President of #BeActiveHellas Organizing Committee Mr. George Mavrotas, the President of the Hellenic Basketball Federation Mr. Vangelis Liolios and Mayors and Vice Mayors of the neighbouring municipalities. Action between the central government and the local government, sporting moments of joy and entertainment!

Walk, Run, Roll Together

An event organized by the Panhellenic Association of the Graduates of Physical Education and Sport, and the Hellenic Skateboarding Federation with the participation of citizens of all ages and people with disabilities. Skaters, cyclists, roller skaters with compatible and electric skates participated in all routes. An event dedicated to Truce with the aim of promoting the Athens seaside and its accessibility without a car!

/ HUNGARY

The European Week of Sport was a great success again in Hungary thanks to 490 registered #BeActive programs, almost 350,000 participants and 184 enthusiastic event organizers.

The Hungarian Leisure Sport Association involved sport clubs, fitness centres, educational institutions, workplaces, and baths, while plenty of “sport for all” events were accessible for the wider public across the country.

It is not easy to highlight only one #BeActive moment since there were so many exciting and fun programs and memories during the Week. Therefore, we rather choose something different which was probably one of the most popular acts of this edition.

Our favourite of this year’s campaign was a unique #BeActive motivational video by Musimbe Dennis, well-known stand-up comedian. Dennis made a caricature video about the bad excuses we often have when it comes to being active and playing sports. In the video, we can see him in different life situations, and even though his friends invite him to sport together, his answer is always “maybe next week”. Sometimes he complains about the weather being too hot or too cold, other times he finds further false reasons to stay lazy. The last cut is the most impressive, when Dennis, with the help of a visual trick, looks like an old man who still says “next week...”.

The video had a huge social media impact, reaching hundreds of thousands of organic views with the #BeActive message. We believe that this ironic and humorous approach resonated well with the public and made many people realise that it’s worth getting out of their comfort zone and start moving.



© Hungarian Leisure Sport Association, 2023

“We moved and smiled together with Europe during the Week! Nice to see that it’s already a tradition and our partners can’t wait for the upcoming #BeActive programs. Let’s continue to inspire everyone who is open for our message!”

Attila Czene

President of Hungarian Leisure Sport Association



IRELAND

The #BeActive Festival!

The #BeActive Festival welcomed new visitors to the world-class facilities on the Sport Ireland Campus. This exciting day encouraged participation in over 35 different sports. It celebrated sport and promoted active, healthy lifestyles. The festival included indoor and outdoor activations for almost 5000 visitors, filled with demonstrations, sports personality appearances, taster sessions, a skill zone, guest speakers, talks and more!

“Well done to all who organised the #BeActive festival of sport in the Sport Ireland Campus today. A huge range of sports and activities for all to promote participation in sport across our communities.”

Jack Chambers TD

(Member of Parliament), Minister
of State for Sport



ITALY

One image can take on a symbolic value in the representation of the European Week of Sport in Italy: the two ambassadors who, during the main event, engage in each other's sport.

So, while Andrea Lo Cicero, over 100 appearances in the Italian rugby national team, tries some rhythmic gymnastics, Angelica Savrayuk tries to learn how to handle an oval ball.

In that image there is everything: the demonstration that there are no barriers towards those who want to practice any sport, and the proof that at any age it is possible to try a new sporting activity for the first time. Finally, the large presence of children and adolescents unequivocally testifies that there is a desire for sport, physical activity. As recalled by the Head of the Sports Department Michele Sciscioli in his inauguration speech, there is a strong desire for sport, in Italy and in Europe, after the dark periods of restrictions due to the pandemic.

The European Week of Sport in Italy is more than just the main event: 20 regions involved, about 500 different locations, about 1000 events throughout Italy, dozens of different disciplines. EWOS Italia is also about prevention and promotion of healthy lifestyles. It is no coincidence that the launch of the conference has been organized within Tennis and Friends Turin, an event that uses the lure of sport and champions to talk about prevention and provide free screening to the population. Special attention has also been spent on the role sport can have in dealing with mental well-being, thanks to events like "The changing of bodies and forms" with the participation of the boys of the Abruzzo Mental Health Center, the Ovidio Running and the national football review "Matti per il calcio" for mental health centres.



“Was it elegant enough?”

Andrea Lo Cicero

#BeActive Ambassador, while trying to perform as a rhythmic gymnast under the eyes of the other #BeActive Ambassador Angelica Savrayuk



/ KOSOVO*

#BeActive Kosovo* paid special attention in promoting the European Week of Sport and the #BeActive campaign through its events and activities throughout the year.

As a national coordinating body, Kosovo took the challenge to increase awareness on the importance of sports and recreation among students and young people. The activities started in March of this year with the support of managers and coaches. Activities were for everyone – regardless of age, background or fitness level – and it helped individuals, public authorities, the sport movement, civil society organizations and the private sector collaborate in the field of sport. Events like: Sports Competition, Marathon in Pristine, Continuous activities during the week, #BeActive Night, Sports conferences for the opening and closing of the week, Forum of Sport and promotions of the European Week of Sport in many schools of Kosovo were organized.



“Stay active anytime,
anywhere and always”

Anita Xhemshiti
Volleyball player and
#BeActive Ambassador

© NTC Blendi Group, 2022





“ I don't see being active as a burden or as a separate part of the day. For me, it's the same thing as eating, sleeping, or drinking water. ”

Krists Mickevics

#BeActive Ambassador
and para-rower

Around 500 events took place within the framework of the European Week of Sport in Latvia.

Traditionally, the central event was the #BeActive Hike in the Abava River Valley, which gathered around 3,000 participants in the day and night trails. About as many participants participated in the #BeActive Orienteering Night event, which took place in 20 Latvian cities. Many families participated in the #BeActive Family Beach Game, and the #BeActive Zumba Night which was an event where every participant could enjoy music and dancing together. In Riga, Valmiera, and Sigulda, #BeActive Night Swimming also took place in which every swimming enthusiast, within an hour and a half, had the opportunity to challenge himself in the presence of live music and lighting. The European Week of Sport was closed by the Sport forum “SPORTSCOMM'22”. As part of the European Week of Sport, other events took place all around Latvia in almost every municipality. There were activities like running, gymnastics for seniors, open trainings, photo orientation, disc golf, mini football, rugby, crossminton, hiking and many more.



LITHUANIA

The European Week of Sport in Lithuania is pleased with several new aspects this year 2022.

First of all, as national coordinators, we are happy with the increasing number of #BeActive Night organizers who want to organize a night with sports events in their cities.

It should also be mentioned that this year we had 2 new #BeActive national programs that allowed us to increase the variety of sports and expand the geography of activities.

Undoubtedly one of the highlights of 2022 among the activities carried out by the European Week of Sport is the #BeActive communication on national TV channels, which helps. This not only helps develop an important message about the benefits of physical activity, but also increases the awareness of the #BeActive brand in our country.

At the same time, we want to sincerely thank everyone! A big thank you to all program organisers, all sports organisations, their managers, as well as all physical education and dance teachers, activity and program coordinators and #BeActive Night organizers. And also, to the European Commission for this great initiative, whose #BeActive impulse does not allow us to forget the general idea of activity and health in Europe.

All in all, 531 different physical activities and events were organised, with a total of 76,121 participants.



“The European Week of Sport is a great opportunity to change your habits, learn to spend active leisure time with your children, and set an example for them. The European Week of Sport provides an opportunity to spend more time outdoors and spread positivity. Every year more and more people join us in #BeActive events, and it is proof of how sport and physical activity unite us.”

Algimantas Jucevičius

President of the Lithuanian
Pedestrian Union and
#BeActive Ambassador



LUXEMBOURG

In 2022, the 5th edition of the #BeActive Clip Contest took place.

As in previous years, this project was one of the most exciting and successful of the European Week of Sport in Luxembourg.

This year, 13 day-care centres with more than 200 children took part in our competition. The participants had to perform a predefined choreography in small groups and make a short video in order to take part in the contest.

This year there was a small change, which had a very positive side effect. The voting was not done publicly via the Facebook page of the Ministry of Sport, but was instead organised as an anonymous vote via our website. This allowed us to announce the winner of the competition only on the day of the award ceremony.

It was fantastic to watch the children's excitement and joy when the decision was announced. All in all, we were overwhelmed by the great variety of all the contributions, the enormous creativity and the great motivation of the children.

“It was wonderful to see the passion with which the children performed on stage. This project is not only a good example of how to combine physical activity and joy, but also how contagious and inspiring the children's joy has been to the whole audience.”

Head of the division
“sport-loisir”



MALTA

The #BeActive European Week of Sport, held in Malta between the 23rd and 30th of September 2022, was planned to be a truly national event with centralized events and activities targeting all generations to participate, young, sports professionals, enthusiasts, experts and associations from across Malta.

The ESSD and Snooker competition events were two of the activities organised by SportMalta, with schools around Malta taking part. This week was another successful week for everyone.

The #BeActive Night was held on the 24th of September 2022 and this made the closure special at the Cottonera Sports Complex. The #BeActive main national event was held on the 25th of September 2022 and it took place at the Marsa Sports Complex.



“The European Week of Sport was a great experience for me as you can see people across the country taking part. I think sport is more than just physical activity, it's about being active.”

Ronnie Spiteri

International Water
Polo referee





/ MOLDOVA

#BeActive 2022 edition in the Republic of Moldova brought a wide range of events and activities organised across the country.

This allowed us to expand and spread the message about the value, importance, and fun of doing sports or physical activity of any kind. People could join the #BeActive initiatives carried out by the "Strategic Communication and Support to Mass-Media" EU-funded project (StratCom) and the Ministry of Education and Research - all focused on encouraging people to embrace a healthy and active lifestyle.

The communication campaign run by StratCom involved eight volunteer heroes who are famous athletes from the Republic of Moldova. These include national and world champions such as Anastasia Nichita (wrestling world champion) and Serghei Tarnovschi (canoe world champion) who represent the diversity of sports and embody its spirit. They voiced powerful messages via engaging videos distributed on digital media platforms, stimulating people to adopt a healthy lifestyle. Several EU Information Centres and Euro Clubs from the Republic of Moldova became part of the #BeActive campaign.

In synergy, the Ministry of Education and Research of the Republic of Moldova promoted sport as a source of joy, resilience and wellbeing by organising events for various audiences such as the Open Cup of Taekwondo WT, Motocross Championship, Moldavian Rugby Cup, International Water Polo Tournament "A. Baltramovici", Big Hearts Marathon 2022. Additionally the OINA match was organised between the national oina team and the champion team of the Republic of Moldova "Speranța" from Nisporeni district. Representatives of the EU member states' embassies and of the state institutions of the Republic of Moldova played a friendly game of oina.



“There is no need of doing performance sports. It requires sacrifices. We can embrace activities for the sake of our health, for the sake of having healthy people and communities.”

Anastasia Nichita

Wrestling World Champion





MONTENEGRO

This year has been the most successful when it comes to European Week of Sport in Montenegro.

We have gathered more than 27,000 participants through 50 separate events, the central one being the #BeActive Village. Here, all Sport Federations in Montenegro had the opportunity to present their achievements and activities, which has been a huge hit especially with children.

These children had the opportunity to try new things and meet their sporting heroes! We look forward to the next year, and we will try to build on this year's success.



“Be active. Everyone, every day, anywhere!”

Ana Milacic

#BeActive Ambassador





NORTH MACEDONIA

Let's have fun and play sports!

Jump rope is definitely one of the most fun and effective cardio exercises that move the whole body. In Gostivar, we organized one of the largest outcomes for jump rope so far. We jumped together and spread positive energy! It has become a tradition to organize this event in different municipalities and cities each year.



“One of the best activities that take you back to your youth days, jumping in front of your building with a few friends, enjoying the moment, laughing, and smiling. It was amazing to see so many young faces out in front of the city square jumping along with us, getting pumped, and having fun! A recreational activity that everyone can do, with their families, friends, and neighbours, social fun for everyone!”

Zarko Batic

Ambassador

POLAND

During the European Week of Sport, nearly a thousand events took place in Poland. Each of them was unique and promoted the #BeActive initiative.

For the inauguration, we prepared a family sports picnic which was held at the University of Physical Education in Warsaw on 24th September. Participants had the opportunity to test themselves in over a dozen sports disciplines. Activities included, among others, basketball, laser shooting, athletics as well as wheelchair fencing and sitting volleyball. Special activity zones were prepared for the youngest participants, covering many activities. Awards, medals, and diplomas were provided for those who participated in the picnic. In the evening, #BeActive Night was organized during which it was possible to participate in activities until late in the night. The proposed activities were in line with the idea and values promoted by the European Commission, taking into account integration, tolerance and equality.

A week of activities for groups was organized in Warsaw as a second part of the European Week of Sport in Poland. There were games for pre-schoolers, classes for schoolchildren and trainings for seniors.

Additionally, sport activities and local events celebrating the European Week of Sport were organized in schools, kindergartens, sport clubs and many other institutions all over Poland.

In total, over 125,000 people participated in all events. Once again, there were fun competitions in a sports atmosphere promoting #BeActive.

“Sport is freedom. Any kind of sport. When you can get into a kayak, just take off to experience your surroundings and live among nature. It is something that is yours alone. A moment with yourself and with nature. I think that sport gives you freedom and the opportunity to get away from everyday life.

Marta Walczykiewicz

Speed canoeist and #BeActive Ambassador



**PORTUGAL**

During this #BeActive week, about 2,000,000 participants were involved in more than 2,000 activities carried out in mainland Portugal and in the Azores and Madeira Islands

Around 1,800 initiatives were registered on the website, by the promoters, involving 176 municipalities, creating a total of more than 2,000 activities developed locally and regionally.

There were several important moments that marked the EWoS 2022 8th edition, namely the massive participation of more than 25,000 people in about 320 activities, carried out in the Azores (220/15,000) and Madeira (100/10,000) islands. More than 7,000 people who participated in the #BEACTIVEinFAMILY and #BEACTIVENight initiatives, which took place in Lisbon at the national sports complex of Jamor and in Vila Nova de Famalicão at Parque da Devesa. Here there were more than 30 experimental sports available for anyone to try all the population.

Regarding the thematic days, we can particularly highlight the European School Sport Day, that included the World's Largest Physical Education Class. In this event, we had the participation of 205 schools and 25,000 students with a live intervention from Budapest. Regarding the European School Sport Day, about 596 school groups and around 366.000 students distributed across in 310 locations, celebrated this day in mainland, Azores, and Madeira islands.

Thank you all for this amazing week!!!



“On this official opening day of the European Week of Sport, I would like to leave a message, an appeal, to all those who contribute to making our population physically active, from clubs, schools, federations, municipalities, companies, let's all expand this message, in the sense of Portugal being a more physically active country and catching up with our European partners.

**#BEACTIVE ALWAYS!
#BEACTIVE ALWAYS!**

”

Vítor Pataco

President of the Portuguese
Institute of Sports and Youth, I.P.



SERBIA

In order to motivate young people to be active, but also to celebrate the “European Year of Youth” as well as to promote sports that are popular among the younger generations, “Urban Sport Fest”, the main event of the European Week of Sport in Serbia, was organized.

Many urban sports, such as breakdancing, parkour, skateboarding and freestyle basketball, were presented to all visitors of this unusual event which was held in the old factory “Silosi of Belgrade” on September 25, 2022.

Apart from skateboarding, one of the most interesting activities during this festival was certainly the breakdancing challenge. The inspiration for this activity was Paris 2024 where the next Olympic Games will be held and where breakdancing will be on the program for the first time. A great success was achieved that evening and dozens of young people from 6 countries participated in this challenge.

The parkour workshop educated in an interesting way about this sport, which has elements of climbing and running. In addition to sports events, visitors had the opportunity to take part in the VR workshops, TikTok corner and Sneakerhead workshop, where they could repair shoes and paint sneakers with their favourite motifs. The youngest basketball fans enjoyed the “Freestyle basket” workshop with the freestyle influencer “The Doctor”. Also, everyone interested had the opportunity to try their shooting at the “Around the Europe” competition, where the best shooters won special prizes.

Throughout the day, more than 4,000 visitors enjoyed various sports activities as well as good music.



“For us, the European Week of Sports stands out as one of the most significant projects in promoting a healthy lifestyle among all generations in Serbia, and now after five years, it has already grown into a real sports movement in our country. As always, we promote healthy lifestyles and fair play to encourage everyone to become part of a sports family.”

Božidar Maljković

President of the Olympic
Committee of Serbia



SLOVAKIA



© National Sport Center, 2022



Over 65,000 people participated this year in more than 400 events throughout our beautiful country.

The national event held in Bratislava was a great success this year. The weather, location and participants made it a great affair in the name of sport and physical activity.

This year, there was a lot of participation from both schools and preschools who organised their own events throughout the country. They once again proved how important it is to start at the very beginning, no matter how small. They also showed that the #BeActive idea is doable anywhere and everywhere and all you need is the motivation to do something good for yourself.

“With how the society is more and more sedentary, it's crucial to make people motivated to move and to do something for not only their physical health but also for their mental health.”

#BeActive Night participant



SLOVENIA



In Slovenia, one of the top events during the European Week of Sport is a day dedicated to a special project in cooperation with one of our sponsors, Group SIJ.

The Slovenian steel industry, which helps on a variety of different projects under the name "Steel will", awakens the "steel will" in people. By setting up steel polygons for outdoor training in local environments, they want to awaken the "will of steel" in all people. From year 2014 till 2022, we gave all citizens across the country the opportunity to use 20 polygons free of charge, 24 hours a day. During the 2022 European Week of Sport, a special story happened in city Ptuj where the local swimming club encouraged all their members and relatives to join and actively use steel polygon for their exercise day. It became a wonderful "across generations" event with young kids, young adults, families, athletes, disabled individuals and elderly people. It was a unique and ideal example of the good practice of outdoor exercise.



© ASTERA, d.o.o., 2022



“The European Week of Sport is an opportunity to encourage people to do sports activities that are beneficial for the body and have a good effect on well-being. Kayaking is also good for activity. You just put on a neoprene suit and sit in a boat and go with the flow and enjoy rowing on a river, lake or sea.

Benjamin SavsekCanoe/kayak slalom athlete
and #BeActive Ambassador

#BEACTIVE

HIGHLIGHTS 2022



05/WORKING HAND IN HAND

Partners' activities



The focus of the events was on educational activities through grassroots sport for all ages, abilities and educational competitions.

It all started with the Event Road to the European Week of Sport 2022, which was held on 02 April 2022 (Doganaccia – Italy) with Martial Arts and Ski and followed by #BEACTIVE Summer Ski Activities in Cervinia. “All ages, All Abilities: All Together!” was the motto, which became the EurEthICS ETSIA Healthy Lifestyle for All pledge signed in Prague during the opening of the European Week of Sport. The implementation of this pledge, spread among the 100,000 + associates and sport practitioners, was performed with the Event: #EURETHICSPORTFORALL #BEACTIVE #MOVEYOURBODY #STRETCHYOURMIND 25/28 September 2022.

The Launching Events included Seminar and Sport Indoor Activities but also the Seminar and Sport Indoor Activities at the Centre interinstitutionnel européen Overijse, and the #BEACTIVE Night Doganaccia. This included smooth physical activities in the silence of Tuscany Mountains, always Martial Arts and Nature and Environmentally friendly. All in all, high-quality education, training and qualifications methods in sport and studies. These events were followed up in open and inclusive championships with thousands of participants (Florence, Bratislava and Cluj Napoca) where the medal winners were the fair play champions!

EurEthICS ETSIA Key Message: #BEACTIVE THROUGHOUT THE YEAR By providing education through sport indoor and outdoor amateur, social and games activities, addressed to professionals, students as well as amateur sport practitioners of all abilities, ages, genders, cultures.

Focus areas:

1. High quality education, training and qualifications methods in sport and studies
2. Harmony between education/training and professional / sports training
3. Improvement of health through sport according to HEPA guidelines
4. Fight against doping
5. Role of sport in society
6. Prevention of and fight against violence and intolerance in sport
7. Social inclusion in (and through) the sport
8. Cultural and Environmental dimension of sport
9. Participatory governance in sport
10. Development of the European dimension in sport, through programme participation



© Laura BICCHIERAI ETSIA, 2022

“All Ages, All Abilities All Together! EurEthIC Sport for All motto became our motto in all WUKF inclusive championship where the winners are the medals holder together with the fair play champions!”

Prof, Liviu A. Crisan

President World Union of
Karate Do Federations





#BEACTIVE DAY is an initiative of the European fitness and physical activity sector and is organised by EuropeActive and its national association partners.

The campaign celebrates the fun of physical activity and emphasises the importance of physical activity for people's physical, mental, and social wellbeing by organising thousands of free events and activities across the continent.

#BEACTIVE DAY takes place every year on 23rd September, and each edition offers a diverse variety of creative event formats. This year the campaign was implemented through open events in gyms, outdoor sport fields, parks, squares, and schools, but also through exciting virtual activities and challenges.

The 2022 **#BEACTIVE DAY** campaign proved to be a growing success with 3,876 events organised across Europe involving an impressive 701,695 participants from all over the continent. **#BEACTIVE DAY** also had a strong presence on social media, reaching over 3.2 million people. The campaign, which embodies the fitness and physical activity sector's contribution to the European Week of Sport, involved a record-breaking 22 countries. EuropeActive is humbled and honoured that UAactive, our Ukrainian national association partner, was one of them and implemented an incredibly successful campaign that involved large numbers of participants through their online and in-person activities, despite the realities of war.

The 2022 **#BEACTIVE DAY** also focused on improving and increasing the offer of physical activities that are available, appealing, and welcoming to women and girls. Thanks to Erasmus+ Programme funding, the 2022 **#BEACTIVE DAY** project consortium developed a hands-on Inclusion Guide for fitness and physical activity clubs and centres, dedicated to better engagement with women and girls. The document raises awareness around the physical activity gender gap, offers a roadmap to more accessible and inclusive physical activities, a step-by-step guide to create a campaign, along with some good practices to spark inspiration.

The 2022 #BEACTIVE DAY campaign proved to be a growing success with 3,876 events organised across Europe involving 701,695 participants.





European Capitals And Cities of Sport Federation (ACES)

More than 1075 Events in 10 European Countries; multi-sport activities, for everyone, where inclusion was the central pivot of the many scheduled events.

This is the Aces Europe European Week of Sport, with the participation of more than 200,000 people!

Appointments of great appeal for professional sport have shared the stage with activities open to all citizens, in particular schools and students. In Italy, the most active country, partnerships such as the one with Decathlon have made it possible to reach more than 40 schools and engage 9,000 students, from primary school to high school.

A digital Agenda of Events, shared with the National Bodies of many ACES countries, made it possible to communicate the planned activity in detail. The absolute protagonists of the communication activity were the Social Networks of ACES Europe, of the ACES National Delegations, of the Cities that obtained the recognition of Capital | City | Town | Community | European Region of Sport and finally of the local Sports Associations that organised the events.

All sports were involved, with particular attention to outdoor sports such as biking, running, gym, trekking, allowing a showcase for many disciplines, even minor ones. The declared objective is to attract young and old people to play sports, not to give up sporting activity or to resume motor activity after a prolonged stop - and after the forced stop caused by the Covid-19 pandemic, with obvious benefits for health and the National Healthcare System.

The objective of pursuing a Healthy Lifestyle combines perfectly with the primary objective of ACES Europe: the increase in the rate of sporting practice. Sport for all, more often, 365 days a year.

During the European Week of Sport, the increase in activities dedicated to disability and inclusion was exponential, perfectly in line with ACES Europe's objectives.

#BeActive all year long!



“An unforgettable European Week of Sport in many ACES Europe cities! An extraordinary participation, which reminds us how important sporting activity is to feel good physically and psychologically, especially for people in difficulties or with disabilities. Involving, inspiring, trying once, a hundred, a thousand times, being together: sport is inclusion and makes the impossible possible. #BeActive all year long!!

Moreno Pesce

Paralympic Athlete
(Italy)



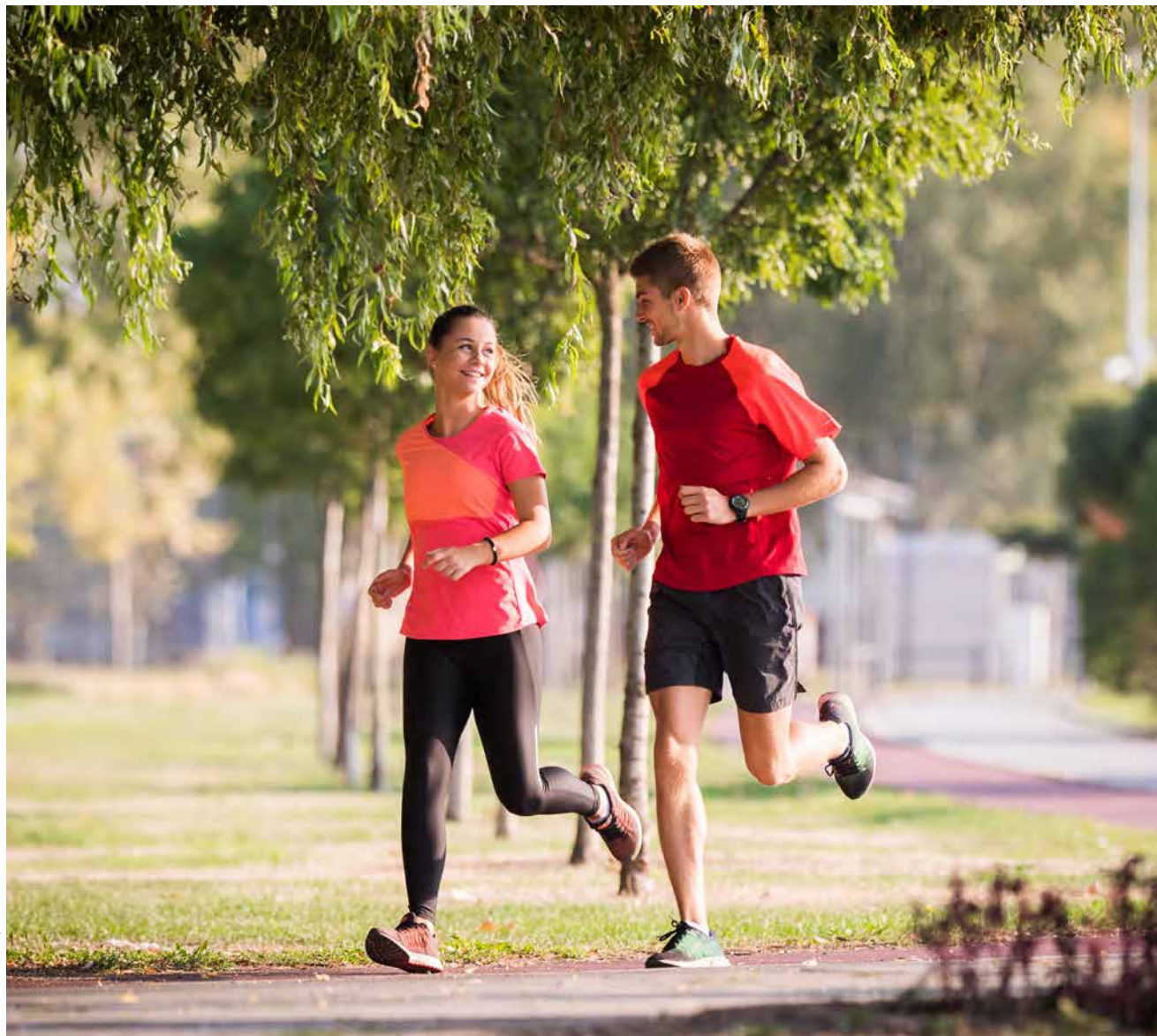
We promoted the European Week of Sport

through the organization of an event called OVIDIO RUNNING IN EU which consisted of a competitive foot race, a race for young runners, a sports walk for the entire population and a cultural event linked to the figure of the Latin poet Publius Ovidius Naso. The event took place in Sulmona on 24 September 2022 and saw the participation of over 600 participants.

“Sport and Culture for
Health and Wellbeing

Caterina Fantauzzi

Principal of the “Ovidio
Sulmona” High School



After difficult years because of the pandemic, it was fantastic for us to see our university sports organisation being able to organise massive events across Europe during the European Week of Sport. Together we can #BeActive and make Europe healthier, stronger and more resilient!

“ Together we can #BeActive and make Europe healthier, stronger and more resilient! ”

Andrea Castagna

ENAS Development
Manager





European Non-Governmental Sport Organisation (ENGSO)

#BeActive for Sport Integrity

United in efforts to promote values-based sport and empower young people to become the agents of change, ENGSO and ENGSO Youth in collaboration with The European Lotteries, organised a “#BeActive for Sport Integrity” seminar which took place in Brussels, Belgium on 29 September 2022.

During the seminar, and within the framework of the European Week of Sport, a new Erasmus+ co-funded initiative “Youth Integrity Ambassadors Programme” was launched. The inspirational speakers and guests discussed fostering active participation of youth and building a culture of integrity within the European grassroots sport community and highlighted. They also discussed the importance of empowering and supporting young people to become sport integrity ambassadors and actively promote “values based” actions in sport.

“Integrity in sport is not negotiable if we want to provide fair and safe access to sport for all. It is time that our young people start to take the lead and guide the Sport Movement towards a cleaner and more transparent sport environment.”

Sara Massini

ENGSO Secretary General





European Ramblers Association

2022 gave walkers freedom to walk in the nature without any restrictions and to enjoy a day with the friends you are walking with.

The European Ramblers Association supports walking/hiking activities within the European Week of Sport among its 66 member organisations across Europe.

As no pan-European event was organised by ERA in 2022, our annual conference was used to organise a common walk or other physical activity in order to improve our well-being. This activity was organised under the #BeActive motto from the European Week of Sports. Settling for an active walk was an easy choice, as it knows no age or social limits, and as it is comfortable walking in the nature surrounding us everywhere.

During our annual conference, walking in-between meetings is always highly appreciated by our delegates to take some healthy, active break enjoying the fresh air and networking in a different setting.

Walking or hiking always pays off, as it is good both for your physical and mental well-being!



EUSA started the activities with the office team participating in an enjoyable hike to the Rožnik hill.

This started in the morning, together with the joint forces of the students and representatives from the Sports Association of the University of Ljubljana and the University of Ljubljana. This event kicked off both the International Day of University Sport on September 20th and announced the start of the EWoS whilst promoting the #HealthyLifestyle4All initiative.

The main EUSA celebrations this year were organised as an educational event in September: the EUSA Convention in Kranjska Gora, held between September 22nd and 25th. Members of the EUSA Office, Technical Commission and future organisers of European Universities Championships had the chance to celebrate these campaigns and initiatives with educational as well as sports programmes.

The #HealthyLifestyle4All #BeActive celebration started with a morning run to lake Jasna, on the morning of September 23rd, and continued with an adrenaline zip-lining activity and cross-country skiing. In the afternoon of September 24th, after a productive working session at the EUSA Convention, the participants enjoyed the joint #letsidus #BeActive activity. The group visited Vitranc Hall in Kranjska Gora, where they had the opportunity to show their competitive spirit in basketball 3x3, volleyball and badminton.

EUSA member federations also joined the celebrations having different kinds of activities, both sport and educational. The array of activities included more traditional ones like volleyball, tennis, bike challenges, obstacle races, 3x3 basketball, football, futsal, handball, sailing, as well as Retro Sports Day, blind volleyball, sack run, plank holding and tug-of-war activities. Most activities contained a mix of educational, entertainment, health and sports programmes. Some of them focused more on the educational approach and carried out local or regional conferences, seminars and educational workshops.



© European University Sports Association (EUSA), 2022

“We are very happy to be able to celebrate the European Week of Sport together with the International Day of University Sport and the #HealthyLifestyle4All campaign. Using these synergies, we believe we can more efficiently address the challenges in modern life when it comes to the increase in sedentary lifestyle, decrease in motivation and access to sport - especially in the student population and those working with students, as well the wider population.”

Adam Roczek
EUSA President



© FESI, 2022

“Today we are facing a worrying trend: 33% of young women between 15 and 24 never exercise or play sport. Yet, most of the barriers to girls’ participation in sport could be overcome with stronger collective effort. The European Week of Sport is a crucial event to help shed light on these challenges and to further promote good practices and action all together. That is why on the occasion of this new edition of the European Week of Sport, and in line with the European Commission’s #HealthyLifestyle4All initiative, we have decided to join forces within FESI and to officially launch our StrongHer campaign, to encourage girls to take part in sport and physical activity.”

On 23rd September, FESI unveiled its “StrongHer” Manifesto, as part of the 2022 European Week of Sport. In the Manifesto, FESI and its members shed light on three key barriers to girls’ participation in sport: body image, access to sport facilities and the men-dominated culture of sport.

For each of these barriers, the document sets out a number of recommendations targeted at national and European public authorities, sports organisations, as well as the sporting goods industry. The launch of the StrongHer Manifesto was celebrated at the Kraainem Football Club, a non-for-profit organisation committed to the promotion of sport for all, in the presence of the European Commissioner for Equality Helena Dalli, as well as other key representatives of the European institutions. The ceremony ended up with a football tournament, gathering mixed teams of young girls and boys, as well as refugees welcomed by the club in the framework of the “We welcome young refugees” initiative.

Neil Narriman

FESI President



On September 25, 2022, the Hungarian Coaching Association (HCA) celebrated Hungarian Coaches' Day with great success for the fourth year already.

On this occasion, a special issue of the Magyar Edző (Hungarian Coach) magazine was published, in which famous athletes were interviewed about their work and cooperation with their coaches.

On this day, a ceremonial event took place, where sports professionals, experts and sports leaders brought the attention of coaching profession to the front. On this day, special coaching awards were also presented by HCA: the Master Coach Award, the Coach Lifetime Achievement Award and the Youth Coach of the Year Award.

Previously to the 25th of September, HCA - joining the international #ThanksCoach campaign - launched the campaign "Have you already thanked your coach?" The main message was to promote coaching profession. We produced several short videos and used creative materials to reach out to the public. It can be said, that the #ThanksCoach campaign is today very popular among both athletes and coaches, and many high-performance athletes, Olympic and world champions have joined, such as Áron Szilágyi (fencing), Emese Szász-Kovács (fencing) and Bálint Kopasz (kayak-canoe). HCA reached nearly 230,000 people through the campaign, spreading the value-creating power of coaching.

The main objective of HCA is to promote coaching profession, to support coaches' further development, to strengthen the status of coaches, to increase their existence and moral recognition. According to the state secretary responsible for sports, the

development of programs that can be used to further strengthen coaching development is appropriate and necessary. As part of this statement, HCA's existing Continuous Professional Development (CPD) system gains more and more recognition. Annually more than 40 CPD events are provided for children, youth, and high-performance coaches.

In Hungary, one of the forms of coaches' recognition is the High-Performance Coaches Program, in the framework of which nearly 200 coaches are supported by the government through HCA employment - coaches performing the most important tasks in competitive sports. In addition, a total of nearly 800 coaches from 48 sports benefit from a state support system. These coaches are obliged to participate in the CPD program organized by HCA.

“Coaches Day is a very important event in our annual agenda. We should strive to ensure that coaching profession takes its desired place and recognition it deserves based on the social benefits provided to societies worldwide.”

Zoltan Molnar

HCA President



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The launch event of the Crossing the Boundaries through Sport (CrosSport) project was held in Lisbon on the 30th of September 2022.

This saw the involvement of a group of individuals representing the refugees' community in Greece, Spain, Italy and Portugal, who shared their experience and ambitions on how sport could make the difference in their lives.

To use the power of Sport to foster the social integration of refugees, two factors were highlighted by the group of refugees who participated in the event: the importance of finding the right person in sport who can be of support and guidance; and the necessity to empower refugees so that they can gradually assume ownership.

“When we presented our project proposal to the European Union, the world, Europe in particular, was looking very different. We were focusing mainly on refugees flows from the Middle-East and North Africa towards Europe. Today's 7.5 million refugees from Ukraine, mostly women and children, were still sitting safely in their homes, safely.

But the power of sport remains the same and, jointly with our partners, Sevilla FC and Lazio SS foundations, IOTC, the European Union and hopefully many others, we are determined to make the best possible use of it to alleviate the despair and the suffering refugees are exposed to. This is what the CrosSport project, “Crossing the Boundaries through Sport” aims to achieve.



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Massimiliano Montanari

CEO of ICSS and Save the Dream



No Elevators Day: #UseTheStairs to #BeActive

Taking the stairs instead of elevators is an easy way to add more physical activity to our daily lives. No Elevators Day is a global initiative of the International Sport and Culture Association (ISCA) that aims to inspire people to #UseTheStairs to #BeActive. In 2022, the 8th edition of the No Elevators Day took place; with 30 countries from and beyond the European continent joining the movement either by spreading the word about the health benefits of stairs climbing, or by activating communities through over 150 events.

Some event organisers were creative in their approach to raise awareness of the initiative. For example, certain schools in Spain integrated the No Elevators Day messaging into all school subjects, starting with physical education and continuing with counting steps during maths, creating handmade No Elevators Day mascot costumes during craft hours, or drawing motivational posters for the campaign during art class. In Bulgaria, a stairway in the city centre of Plovdiv was converted into an outdoor gym and in Varna, the No Elevators Day event was combined with the concept of “plogging” and helped to clean a stairway leading to a beach from rubbish. And in the ISCA office in Denmark, stairs were used for short active brain breaks during working hours.

Andreu Raya Demidoff

President of the Deporte para la Educación y la Salud (DES) organisation,
No Elevators Day coordinator in Spain

“No Elevators Day at schools in Spain have proven to be promising and effective in motivating students to #BeActive. It offers unlimited options for combining physically active teaching on the stairs and linking it with content from any kind of subjects. Connecting the meters climbed with nearby geography to learn the names of mountains, perform mathematical operations, study music. Everything is possible and fun. After school hours, students can also become motivating agents in their neighbourhood communities and encourage everyone to make more use of the stairs and leave the elevator aside. Thus, the project is supporting the schools in motivating students to learn differently.”



IT'S GREAT OUT HERE COALITION

**Friends and family members are the greatest inspiration for people to get involved in physical activity.**

Outdoor activity in particular has the unique characteristic to bring people of all ages and activity levels together. This is why we ran a photo competition and asked our followers and member brands to #takesomeoneoutdoors and #BeActive in the context of the 2022 European Week of Sport and to get Europe active outside together. There were 15 great prizes packages for competition winners with a total value of over €7000.

It was an overwhelming success: we received more than 350 submissions, from Sweden to Croatia, Germany, France, Sweden, Germany, UK, Slovenia... People were taking their friends, family members, kids and grandparents outdoors... And we also had a few dogs, a cow, a bear and a skeleton! From the sea to the mountains, a fantastic range of activity was shown including: hiking, climbing, camping, paddling, wild swimming, eating, sleeping... and overall: SMILING! Cherry on the cake: we received one photo of a wedding proposal... Finally, about 800 people can be found on the photos having fun outdoors!

On top of that, we reached over 104,000 accounts on social media with the competition using the #takesomeoneoutdoors and #BeActive hashtags which help us to spread the word and inspire even more people to get out there.

#itsgreatoutthere is a great way to promote the outdoors. Working with kids and adults outdoors, I've seen how crucial nature exposure is to us. Even more so when shared.

Competition participant





06/ **STANDING OVATION**

#BeActive Awards

#BeActive Award Winners



#BeActive Awards

The 2022 #BeActive Awards aimed to reward and give visibility to projects and initiatives that have successfully promoted sport and physical activity across Europe. The submission process for the Awards was launched in April and applications were submitted to the European Commission by national coordinating bodies. An independent jury then selected the winners in the four different categories out of a total of 62 projects.



/ #BeActive Education Award

Krokiet & Lama Academy

Krokiet & Lama Academy is an initiative combining education, entertainment and movement in kindergartens and primary schools in the format of online videos.

The videos focus on topics from the core curriculum of schools and kindergartens and can be used directly in classrooms or any other educational places to combine physical activity and learning. They promote movement and knowledge and are helpful to foster the integration of Ukrainian refugee kids with their Polish peers.



Krokiet & Lama
Academy

 / POLAND

/ #BeActive Workplace Award

Azur Sport Santé

Move@work « Je bouge + au travail » is a global approach created by Azur Sport Santé, based on scientific recommendations and literature, to help change the physical activity work-related habits and promote a more active and healthier lifestyle.

The Move@work approach is custom made and it can vary from a simple informative campaign to a full-scale revamping of the company's active culture.



Azur Sport Santé

 / FRANCE

/ #BeActive Local Hero Award



Elias Mastoras

 / GREECE**Elias Mastoras**

Elias Mastoras is the founder of the International Campaign "A ball for all" and he has patented the unique mini blind football. The light sound ball is not for sale, but only for donation. 8,500 have been distributed for free in 213 countries and territories.

Elias is the IBSA Blind Football Chairperson for 2021-2025. Blind football is the only paralympic football in the Paris 2024 paralympic calendar.



/ #BeActive Across Generations Award



Univerza V Ljubljani

 / SLOVENIA

Univerza V Ljubljani

Univerza V Ljubljani developed a SLOfit Lifelong project. SLOfit Lifelong was created to promote physical activities adapted to be used for all generations of Slovenian citizens and raise awareness for all generations to engage in healthy lifestyle choices. The project has been continuously monitoring the physical fitness of children and adolescents for the past 30 years.

Recently, SLOfit Lifelong was devised as a way for individuals to take advantage of tracking and understanding their own health status once they leave the public school system, with special renewed attention to inter-generational support. Testing is free of charge and easily accessible at local level.





Celebrating its 8th edition in 2022, the 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 share a motivating and relevant message and to ever-extend its record of participants of all ages, fitness levels, and abilities.

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

The European Week of Sport will keep on inspiring many around the world every day to #BeActive, as the biggest and most popular sports for all initiatives in Europe.

#BEACTIVE
EUROPEAN WEEK OF SPORT



Further information:

ec.europa.eu/sport/week

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