



European
Commission



#BEACTIVE
EUROPEAN WEEK OF SPORT

HIGHLIGHTS 2020



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 nationally, regionally and locally.

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/ GET ON BOARD FOR THE BEACTIVE TOUR

Amidst all the challenges and uncertainty brought by 2020, the #BeActive spirit has brought us together once again.

The European Week of Sport 2020 was a truly European event, with activities taking place in 42 different countries and regions!

Under the overarching campaign slogan #BeActive, National Coordinating Bodies (NCB) 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 32,617 events held throughout Europe, and the total number of participating countries also rose to an all-time high with 42 participating nations, making this a truly European phenomenon. The sixth European week of Sport boasted the highest number of individual participants with more than 15.6 million people taking the #BeActive message home. What is more, introducing the #BeActiveAtHome hashtag during lockdowns has allowed European week of Sport to encourage people to stay active from home and to continue taking care of their physical and

mental health throughout the pandemic. Even as we were apart, #BeActiveAtHome enabled us to nourish our sense of togetherness and care for one another.

As a testament to the lasting and local results achieved by the European week of Sport organisers and Ambassadors, the #BeActive and #BeActiveAtHome hashtags continue 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 this far. European week of Sport now aims to draw from that sustained energy and enthusiasm to help people continue with modified physical fitness routines as we navigate the COVID-19 crisis as safely as possible.

Let's get ready for the 2021 #BeActive year!



**Mariya
Gabriel**

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

01/ FOREWORD

We have been tested in many ways, and yet we stand together while #BeActive(atHome)!

The past year has been a more challenging one for all of us than we could have ever expected.

When I wrote my introduction last year, we had been struggling with the crisis caused by Covid-19 for just a couple of months.

Now I write at the end of the 6th edition of the European Week of Sport and we are only now beginning to see some light at the end of the tunnel.

We have been tested in many ways.

Yet it has been heartening to see people take strength and solace from sport and physical activity as a means to retain social contact. Maintaining one's health and well-being has never been more vital at this time, and the #BeActive initiative

has often been the catalyst to bring people together in new, often virtual, ways.

As sports centers and workplaces were closed, and access to outdoor spaces limited, people were encouraged to #BeActiveAtHome and be creative in turning everything into a playground.

This Highlight Book illustrates just some of the exceptional stories of how people have shown resilience and risen to the challenge that 2020 presented us. With more than 15,6 million participants in 42 countries getting involved in over 32 000 events, we cannot underestimate the power of this support and compassion towards one another during the tough times we have all been facing.

This solidarity is shared with a great many participants from outside the EU, including in Turkey, Western Balkans and Eastern Neighborhood countries.

The message to #BeActive/#BeActiveAtHome is one which unifies us all regardless of age or social background, promotes respect and fair-play, and strengthens our communities. This is the spirit of the European Week of Sport.

Thank you to everyone who made the 6th edition such a success. I look forward to the 7th edition continuing to support us in tackling our challenges and bringing people together.



02/ EUROPEAN WEEK OF SPORT

About the European Week of Sport

05

#BeActive Communication Campaign

08



/ EUROPEAN WEEK OF SPORT IN A NUTSHELL

In 2020 we celebrated the 6th anniversary of the European Week of Sport by launching in 42 countries. The European Commission initiative reached out to people of all ages, backgrounds, and fitness levels with the #BeActive campaign. During periods of lockdown, the European sports community reinforced this initiative with one clear message: #BeActiveAtHome!

/ 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 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 the negative impact on the economy and society at large is significant.

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.



OVER-ARCHING MESSAGE

A #BeActive society is for everyone, regardless of age, social background or fitness level. You should #BeActive regularly, all year-long, to boost your physical and mental health and reinforce social inclusion.

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.

THEMES

- 1 / EDUCATION
- 2 / OUTDOORS
- 3 / WORKPLACE
- 4 / SPORT CLUBS AND FITNESS CENTRES



/ SPREADING THE WORD

To achieve the goal of getting more Europeans to #BeActive entails the mobilisation of an entire continent. To do so requires spreading the word by communicating through the most wide-reaching mediums with relevant messages, materials and information.

For the European Week of Sport's sixth anniversary, this meant updating the visual identity, 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.

#BeActive Campaign

#BeActive - the campaign designed to promote the Week - aimed at tapping into Europe's latent energy and pent-up desire to run, swim, dance and play, and to achieve the objectives of:

- 1 / Creating a real social culture that better values sport and physical activity;
- 2 / Raising awareness about how inactivity can give rise to serious health issues;
- 3 / Getting people to change behaviour by moving more and sitting less!





 **51**
PARTNERS

 **80**
AMBASSADORS

 **15**
AMBASSADORS STORIES

 **18**
INSTAGRAM STORIES

 **280**
ORIGINAL TWEETS PRODUCED

 **80**
ORIGINAL POSTS PRODUCED

 **90**
INSTAGRAM PUBLICATIONS

 **42**
COUNTRIES & REGIONS

 **15.6 million**
PARTICIPANTS

 **32,000**
EVENTS

European Week of Sport

23rd to 30th September

 **LAUNCH**
Frankfurt, Germany
23rd September



 **#BEACTIVE AWARDS**
9th December





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 of 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. The #BeActiveAtHome campaign also generated significant engagement and allowed for the continuity of the general campaign throughout challenging times.

When looking at the most influential and most retweeted tweets, there are noticeably many influential accounts and organisations endorsing the #BeActive message. Amongst some of these users were Mateo Kovačić and Ricardo Quaresma, famous football players from Croatia and Portugal, Ivana Španović, Serbian track and field athlete, Yannick Agnel, former competitive swimmer and three-time Olympic medallist, and many more!

COMPARISON 2019 - 2020

| Metrics | 2019 | 2020 | Comparison in % |
|--|------------|------------|-----------------|
| Participating countries and regions | 42 | 42 | - |
| Number of events | 28,300 | 32,617 | +15 % |
| Number of event participants | 15,300,866 | 15,623,084 | +2 % |
| Total impressions on social media | 123M | 108.8M | -12 % |
| Total reach on social media | 59M | 26.9M | -54 % |
| Total mentions on social media | 121.3K | 78.3M | +6355 % |
| Total mentions during the Week | 22K | 12K | -44 % |
| Total number of link clicks | 77.7K | 266.7K | +243 % |
| Engagement (interactions) | 1.1M | 1.4M | +27 % |
| Video views | 279.5K | 8M | +2762 % |
| Total link clicks on the Facebook event page | 9.6K | - | - |
| Total registrations on the Facebook event page | 5,244 | 95 | -98 % |
| Challenge entries | 160 | 1 106 | +591 % |

CONTENT VOLUME PER CHANNEL

| Channels | #of posts in 2019 | #of posts in 2020 |
|---------------------|-----------------------------------|--------------------------|
| Twitter | 215 | 161 |
| Facebook page | 64 | 106 |
| Facebook event page | 15 + 55 shares of partners' posts | 886 |
| Instagram | 48 + 16 stories | 86 + 46 stories + 4 IGTV |
| Total | 413 | 1289 |



#BEACTIVE
ATHOME



#BeActiveAtHome

Pre-COVID data already highlighted how Europeans are choosing a sedentary lifestyle over an active and healthier one. This trend has worsened as a result of lockdown measures which limited many outdoor activities.

As a response, we developed the #BeActiveAtHome concept, giving people ideas and resources to exercise and remain physically active from home.

Home workouts have an important role to play when it comes to both mental and physical health, which has suffered for many under these circumstances. Therefore, throughout April 2020 to April 2021, the European Week of Sport shared inspiring and innovative strategies to keep fit during the lockdowns, reimagining the home space into a workout space through easily accessible indoor sports and exercise routines that involved household objects.

NCBs, partners, ambassadors and influencers also played an important role herein, as the inspiring voices spreading the message around mental and physical well-being.

Our most active NCBs

NCBS WHO HAVE ENGAGED THE MOST PARTICIPANTS WERE:

Country

- 1 / Portugal
- 2 / Denmark
- 3 / Italy
- 4 / Hungary
- 5 / Croatia



Western Balkan & Eastern Partnership Countries & Regions

THE MOST #BEACTIVE PARTICIPANTS WERE:

Country

- 1 / Ukraine
- 2 / Georgia
- 3 / Bosnia and Herzegovina



Our most active Partners

PARTNERS WHO HAVE ENGAGED THE MOST PARTICIPANTS WERE:

Partners

- 1 / EuropeActive
- 2 / European Federation for Company Sport
- 3 / ACES Europe Cities
- 4 / European Aikido Federation
- 5 / EurEthICS ETSIA

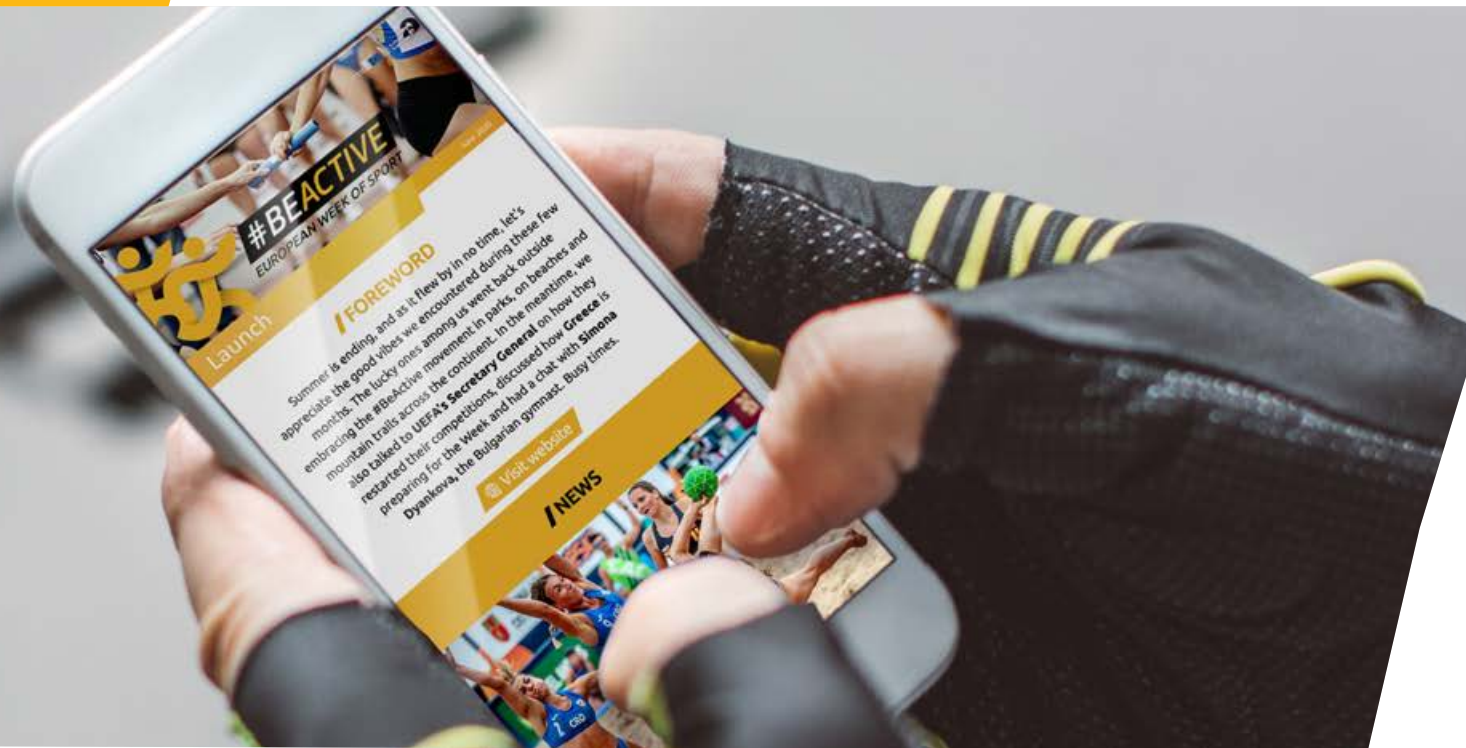


Our most active Ambassadors

AMBASSADORS WHO POSTED THE MOST FREQUENTLY USING THE OFFICIAL HASHTAGS :

| Ambassador | Country |
|----------------------|------------------------|
| 1 / Eoghan McDermott | Ireland |
| 2 / Ercilia Machado | Portugal |
| 3 / Yannick Agnel | France |
| 4 / Sergey Bubka | Ukraine |
| 5 / Dušan Mačković | Bosnia and Herzegovina |





Newsletter

Between the months of June and December, a monthly newsletter was drafted and distributed to Europeans, sharing the latest European Week of Sport news, events, and tips and tricks 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 were posted directly on social media. Internal short weekly newsletters with ready-to-share content on social media were also sent out during this period, to easily share engaging and interesting material with partners and NCBs' own channels.

Website

After receiving a new look last year, the 2020 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.

Engagement of the stakeholders

Influencers supported the campaign on social media and shared the #BeActive and #BeActiveAtHome message across 18 participating states and regions across Europe, from Spain to Georgia via Germany, the Netherlands, Serbia, Hungary, Ukraine and many others.

Through their creative and original online content, influencers supported our NCBs' 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 | 16 |
| #BeActive Ambassadors | 19 |
| Seminar & #BeActive Night | 21 |



/ OFFICIAL OPENING OF THE WEEK

Frankfurt may be known as a global banking and finance centre, but on 23 September, it effectively became Europe's sporting capital as it hosted the official launch of the 2020 European Week of Sport.



Opening of the Week

It all started with a top-class opening ceremony in the Alte Oper in Frankfurt on 23 September, with a sporty touch, of course.

The well-known German TV presenter, sports commentator and ice hockey star Daniel Weiss lead the programme. A spectacular acrobatics show and a drum conversation ensured movement throughout the opening ceremony, while prominent political and sports representatives officially launched the European Week of Sport.

// Sport is perseverance, sport is unity, sport teaches us not to give up to difficulties and to look ahead.



Mariya Gabriel

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



Let the Week begin!

It could have been the perfect year to stand next to each other, and yet we were physically apart.

It could have been the perfect year to unlock our hopes, skills, strengths and move forward, and yet we faced limited mobility.

It could have been a year to #BeActive the loudest we could be, and yet we have had to reinvent ourselves and transform our community into a #BeActiveAtHome one.

As our Commissioner Mariya Gabriel says, "Sport is perseverance, sport is unity, sport teaches us not to give up to difficulties and to look ahead." So thank you Europe, thank you all for being there – united, resilient and hopeful.



/ 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 challenge for European Week of Sport has been its goal to seek 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 Southern and Eastern Europe including Georgia, Ukraine, the Balkans and Turkey. European Week of Sport leveraged a highly successful European Week of Sport Ambassadors outreach programme, developing engaging and sharable 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.





Key Players Webinar

As part of 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 2020, and despite the pandemic, we managed to come together once again as we transformed our seminar into a two-day Webinar for Key Players on 9th-10th June. We discussed the different communication strategies and shared best practices in order to widely and efficiently share the #BeActive message for this sixth edition of the European Week of Sport.

#BeActive Night

The highlight of the European Week of Sport was the #BeActive Night on 26th September, 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 introduced an Instagram live during the #BeActive Night.

We started with a live workout session with #BeActive Coach George and our Ambassadors, then tuned in online with other sport events running in parallel to one another and organised by some of our Key Players from North Macedonia, Ireland, Serbia, Denmark, and Austria. It was a real night of celebration!



04/ #BEACTIVE WEEK IS YOUR WEEK

National Activities



The 2020 edition of the European Week of Sport has been a challenging and special one. Despite several limitations concerning maximum numbers of participants, we managed to offer 966 open sessions in sports clubs (#BeActive Schnupperwoche), 27 #BeActive Night events with 55 sports and activities – where some took place indoor, outdoor, online and some as Hybrid-formats.

Moreover, we produced 26 #BeActive Tryouts videos to introduce and practice different sports, which generated up to 45,000 clicks on Social Media.

The Flagship event of the European School Sports Day had to be cancelled, but we managed to connect the ESSD with Austria's biggest school-sport initiative "Kinder gesund bewegen" and therefore could offer sports in 54 schools.

In company sports, we put a focus on gender-stereotypes and produced a series of interviews and videos featuring women and men practicing "un-typical" sports for their gender.





Because of the corona measures, the Month of Sports Clubs (national event of Flanders in the framework of the European Week of Sport) and the opening event of the European Week of Sport were cancelled.

Instead, an online campaign was organised with which Sport Flanders wanted to give sports clubs a boost: #iksteunmijnclub. All sports clubs together form the largest association in Flanders with 1,400,000 members. In corona times they went to extremes to let everyone play sports in all safety. This was not self-evident, and sometimes even difficult. The sports sector tried to assist the clubs as best as possible, but they could also use the support of the entire population more than ever. That is why Sport Flanders, together with partners ISB and the Flemish Sports Federation, called on everyone to show they were behind their club, with for example a fun action or a helping hand. They were asked to share their favorite photo or video - in short, the best memory of their club - with #iksteunmijnclub!

The story of 4 sports clubs (korfbal, basketball, taekwondo and senior dance) was portrayed via 4 videos and distributed via social media and the website. A promotional campaign was also published in the newspaper De Zondag.

The 'European exchange between sports clubs' campaign was maintained despite the strict measures, but took place entirely digitally. 14 Flemish sports clubs organised an online meeting with a European sports club to exchange experiences and good practices or to organise online training sessions together.



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// It is well known that in times of uncertainty people like to fall back on certainties. One of these certainties turns out to be the club operation.



Dieter Debo

President ION Basket Waregem



© Ravil Sayfullin, Shutterstock



Sport is health. Sport teaches us respect and self-control. Only an athlete can feel that joy after a workout. In addition to strength and discipline, sport also gives us friends. There is always time for sport.



Ambassadors compilation

Ivet Goranova, Nevyana Vladinova, Katrin Tasseva, Radoslav Pantaleev, Ioana Ilieva, Stanimira Petrova



#BeActive Fair 2020

In 2020, the Ministry of Youth and Sports, NCB for Bulgaria held the 2nd edition of #BeActive Fair, that took place on 24 – 25 September 2020. The two-day event, that largely followed the same format as previous years but more condensed, was hosted in one of the newest sport halls, Asis Arena, in Sofia, the Bulgarian capital.

The programme featured all day sport activities, both indoors and outdoors, exhibition stands, sport areas, playgrounds and representatives of sport federations and sport clubs, athletes in more than 25 sports. The aim was to give opportunities to students, pupils, youngsters and residents of the capital of all ages to try different sports, meet the athletes, and learn about sports. The age of those participating in sports activities ranged from 6 to 18 with students coming from more than 30 schools. The mission of the event, together with the Ministry of Education and Science, the Ministry of Health, Sofia Municipality and National Sports Academy, was to continue building on the impact made on students and visitors of the first edition of the Fair in 2019, providing students from as many schools as possible the chance to watch, try and choose their sport and sport club. The main objective of the event was achieved, namely, raise awareness on the issue of physical inactivity, the importance of sports and health among students and encourage institutions and school directors to take action.



COVID-19, lockdown, earthquake; we have to say 2020 wasn't the easiest year for Croatians. In a World full of problems, we are happy to bring joy through the European Week of Sport.

During preparations for European Week of Sport we have asked ourselves many questions, how to activate citizens during lockdown, how to spread the #BeActive message, how to educate people on how important sport and physical activity in general are.

Luckily, in September happiness smiled at us - we were able to organise almost all of our planned #BeActive events.

The Week started with a big Opening on 23 September in Lake Jarun, Zagreb. Adhering to prescribed measures and recommendations, many sport clubs, organisations and associations have presented their way of how to be and stay active.

Friday, 25 September, was reserved for the Workplace focus day. Under the guidance of licensed fitness trainers, the National and University Library in Zagreb employees were the most active that day. We didn't forget other companies who weren't able to mark Workplace focus day. For them we have made a 10-minute-long exercise video with which they can #BeActive in their workplace all year around.

The next day, it was time to #BeActive under the stars! This year, host of the #BeActive Night was the old town named Tvrđa in Osijek. Participants had the opportunity to #BeActive in five different fitness programmes under the expert eye of Osijek

coaches, and the opportunity to enjoy the dance skills of Osijek dance associations.

It was important for us not to forget the elderly citizens. Retirement homes are closed for the visitors? No problem! Around 200 users of a retirement home exercised on the balconies! We must mention our very successful, one of a kind #BeActive kayaks race down the river Zrmanja to the big beach in Obrovac. As many as 80 participants in the two-seater kayak tested their physical fitness on the 13-kilometer-long route, while enjoying the tourist beauty of Croatia.

Despite everything, European Week of Sport 2020 in Croatia was a record breaker by the number of self-organised events!

European Week of Sport 2020 thank you, European Week of Sport 2021 now it's your turn!





Despite the generally challenging situation and rapid changes in health and safety regulations in September 2020, the Czech Olympic Committee managed to organise the National Finals of Versatility Badge (Republic Finals), a traditional BeActive Flagship initiative, as an in-person event.

561 children from 123 schools participated in the competition part of the event in Brno, which represents a pinnacle of the school competition, and which, under normal circumstances, welcomes to its first rounds participants of all skills and abilities. This year, the participation and nomination criteria were somewhat different, though. Participants did not advance to the Republic Finals through regional and district rounds, but completed the required disciplines/criteria either in schools or at home. This way, we motivated children to #BeActiveAtHome even in times when schools were closed.

Even though the event was organised under strict sanitary conditions, the great atmosphere for which the Finals is known, reined also in 2020. Over 50 Olympians came to cheer for the young athletes and the traditional BeActive Village, organised as a non-competition part of the Republic Finals, attracted many young participants. Organised by the Czech Olympic Foundation in cooperation with a number of stakeholders (e.g. Czech Paralympic Committee, Police, Czech National Bank), participants could try a variety of sport activities and learn more about sports for people with physical impairments, or, for example, about money counterfeiting.

The adjustment to the nomination criteria for the Republic Finals was not the only initiative promoting the #BeActive and #BeActiveAtHome messages in 2020. To promote physical activity as a means to reinforcing one's mental and physical resilience and to help people better cope with the difficult situation, the Czech Olympic Committee launched a nationwide media campaign "Stronger for Life", to which the BeActive platform was associated. Built on five pillars of a healthy lifestyle - optimism, exercise, relationships, quality rest/sleep, and resilience - the campaign was met with a great success.



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"I have been European Week of Sport Ambassador and member of the Republic Finals' organising team for a number of years and I truly believe in the importance of this initiative. This year, the promotion of, and support to, sport activities has been really crucial. For a long time, we were not sure whether we would be able to stage my beloved project - the Republic Finals - as an in-person event but in the end all worked out in our favour so that we could stage a great event while keeping all attendees safe. And we received the best reward we could imagine. All the children and their teachers enjoyed doing sports so much, that the positive atmosphere was palpable.



Šárka Kašpárková

European Week of Sport Ambassador



Over 3,000 events took place in Denmark as a part of the European Week of Sport 2020. One of the events was a sports mini-festival for women and girls from different ethnic backgrounds living in Denmark.

It was hosted in Aarhus and organised by Girl Power Organisation and Nagin Ravand, a local sports and social inclusion activist.

Thanks to the efforts of 20 volunteers, 60 young girls and 20 active moms got the opportunity to try out different fun sports and physical activities, such as football, basketball and fitness. For those who were not interested in partaking in the sports activities, a workshop to raise awareness on the importance of sport and active lifestyle was organised. The professional football freestyler Maymi Asgari demonstrated some football techniques and tricks while a DJ took care of creating a fun and exciting atmosphere.

“This local European Week of Sport event was very important and well needed, because it is crucial for everyone to feel like a part of something international and big. Not everyone has the possibility to attend big events. So instead of taking the girls and women to an event, we brought the celebration to them in their local community,” says Nagin Ravand, who played football herself and managed to launch an inclusive girls’ football team, which united ethnic Danes and girls from refugee and immigrant communities.

Girl Power Organisation was founded in Denmark in 2014 by the former captain of the Afghanistan Women’s National Football Team Khalida Popal. The organisation uses sport and education as tools to empower women and girls with a focus on inclusion of ethnic minorities in society.

“The Girl Power European Week of Sport event in Aarhus was a great example of empowerment where young female leaders and role models got the opportunity to lead young girls from their community who look up to them and follow their footsteps. The European Week of Sport is the celebration of happiness, acceptance and respect through sporting activities, and Girl Power Organisation is very proud of this collaboration,” says Khalida Popal who is also the Ambassador of the European Week of Sport in Denmark.



Khalida Popal

Ambassador of the European Week of Sport in Denmark

“The European Week of Sport is the celebration of happiness, acceptance and respect through sporting activities.”





The Estonian slogan of the Week of Sport was “Moving is always a win!” and the statistics show that despite the worrying situation in the world, nearly one in six Estonian residents took part in the events.

The most outstanding event was the opening event, Charity Relay Race, bringing 15,000 schoolchildren in 28 Estonian cities and towns to stadiums, parks, and central city locations. The President of Estonia, Kersti Kaljulaid, who opened the run at Pärnu Beach Stadium, said the most important thing was for children to learn to do good to other children. The Relay Race charity event was to encourage people to donate for the construction of a special “health trail” for children to play on in Haapsalu Neurological Rehabilitation Centre. This will become the first health trail meant for patients in an Estonian hospital.

To celebrate the last day of Week of Sport in Estonia, the Commander of the Defence Forces, Major General Martin Herem, the Minister of Culture, Tõnis Lukas, the president of the Estonian Olympic Committee, Urmas Sõõrumaa, Olympic champion Kristina Šmigun-Vähi and a great number of other renowned Estonian athletes took the general physical fitness test known as the ‘NATO test’ during the Fitness Morning event of the Defence Forces at the Kalev Stadium in Tallinn. The so-called ‘NATO’ physical fitness test is used in the Defence Forces for assessing the fitness level of its active service personnel. The test consists of three parts: push-ups in a front plank position for two minutes, sit-ups for two minutes, and a timed 3200 m run.



Physical activity is very important in our lives. When you start your day with some movement and finish it off in the same way, it makes you feel the day has been a good one. During the opening event of the Week of Sport in Viimsi, I did warm-up exercises in front of 240 kids for the first time, and it was great to see how they came along, and how their eyes lit up. This feeling is what also motivates me to be more and more active!



Inger Fridolin

Estonian Ambassador for Week of Sport, singer, football coach



The main event School Action Day was organised virtually this year with great success. Over 8,000 pupils, teachers and event partners (sport federations, clubs etc.) watched the School Action Day live broadcast on 23rd September for an hour.

The show consisted of #BeActive elements provided by metropolitan cities (Vantaa, Helsinki and Espoo), sport instructors, dance school, famous tik-tokers, sport federations and clubs. The idea was to offer an active hour for pupils to #BeActive and have fun. As a part of the activity, a video competition was organised to all school classes on the #BeActive theme. The top three winners of all cities involved received sporting gear for their schools. Nationwide, #BeActive events shifted from indoor to nature, where a wide range of activities were organised, utilising Finnish nature in particular. Furthermore, the city of Rovaniemi hosted the northernmost #BeActive night with different actions around the Arctic circle provided by the local organisations.



I hope that the impact of COVID-19 is temporary. The Finnish Sport sector's participation in European Week of Sport national activities demonstrate that the sports sector is resilient in the challenges it faces, and that engagement is at its heart.



Annika Saarikko

Minister of Science and Culture of Finland





The effectiveness of a regular physical and sport activity no longer needs to be proven for both physical shape and the mental strength it provides.



Denis Masseglia

President of the French NOC



In France, the month of September corresponds to the « Rentrée sportive Sentez-Vous Sport » (sport back to school).

Around the organisations of sport and physical activities initiations and demonstrations, these events aim at promoting the benefits of a regular and supervised practice.

Many events were organised free of charge throughout the country by local Olympic Committees, sports federations, sports associations and clubs, companies, schools and universities, as well as prisons.

All these events have highlighted many focus themes and many targets:

- Sport for a general audience / sport for all
- Sport at school or at university
- Sport at the workplace
- Sport in prison for prisoners
- Local heritage days
- World heart day (in partnership with the French Federation of Cardiology)

The Flagship event of European Week of Sport should have been the organisation of a sports village for two days at the Paris Hotel de Ville. Organised in the centre of Paris, the events should have allowed Parisiens to attend sports group classes (yoga, cardio-training...), demonstrations and initiations led by federations.



After having kicked off the European Week of Sport in Germany in a hybrid event, Germany was ready to get active.

While many plans were forced to change with some events cancelled, the new world with hybrid and digital events was an opportunity to come up with new formats for European Week of Sport.

To replicate the experience of being at a classic sport village, #BeActive TV was brought to life and the livestreamed programme portrayed the diversity of Germany's sport clubs. The programme featured interviews of #BeActive ambassadors, a special on the importance of cooking and healthy diets and a live workout. The workouts were all performed by clubs from Frankfurt and focused on different themes.

Since the originally planned #BeActive Night could not take place as a mass event in the city of Frankfurt, it was included in the show. Two well-known presenters performed a HIIT workout as well as a dance lesson and created an energy-packed atmosphere for everybody at home.

Having developed the successful format of the #BeActive TV shows that encouraging people to be active can be done in different ways.

We are proud to have succeeded by taking a chance.





Greece, under the breathtaking backdrop of the Acropolis, the symbol of world culture, participated in the #BeActive Night event for the first time.

It was led by our #BeActive Ambassador and Wheelchair Fencing Champion Kelly Loufaki who trained with eight children. The event sent the message that sport is joy, participation and equality - it is life! It was an amazing innovative night event, which combined multiple elements to create unforgettable moments - the beautiful view, the cultural expression, the sportsmanship, the courage and optimism of people with disabilities and the sweet smiles of children who represent hope! The components came together perfectly to create a fantastic event on a very beautiful and warm autumn evening - a bright moment during these difficult pandemic days.



We are strongly committed to #BeActive and we set new #BeActive goals to promote sport and physical activity. Stay healthy, #BeActive.



George Mavrotas

General Secretary of Sports, President of #BeActiveHellas Organising Committee



The European Week of Sport in Hungary overcame the difficulties caused by the pandemic. Despite the special circumstances, 404 registered events joined our call and we reached almost 350,000 participants, thanks to the contribution of partner programmes.

There were many great events, but we would highlight a brand-new initiative for elderly people that started in spring 2020. The pandemic situation raised the attention for the need of a healthier and fit senior age group, who are at utmost danger of the virus. Older adults with good fitness are more resistant against such serious health threats. Therefore, in line with the #BeActiveAtHome challenge, we launched the Move Experience for Seniors programme.

The programme is an online video training session for seniors which takes place every day at 8am and 4pm on our website. The 15- or 30-minutes long training sessions are provided by our expert instructors who have many years of experience in keeping seniors active. The programme is targeted to people over 60 years old but everyone is invited to join the programme at home for free. The training includes body weight exercises, balancing tasks, Nordic walking, dance and many more. The detailed description on the website contains all the important information about the activities (instructor, type and level of training, necessary tools etc.).

The impact of the Move Experience for Seniors programme exceeded our expectations. Our participants are very grateful for this opportunity and it's getting more and more popular. During the Week we could reach thousands of people thanks to a special campaign. Following the nice feedback we are continuing the programme in 2021 as a regular #BeActive opportunity for seniors.



2020 was a really challenging year for our European Week of Sport project. Mass sport events were not possible so we had to replan a lot of programmes and find alternatives, but despite all the troubles we had a really successful Week. It was so nice to see that local communities remained open for our #BeActive message and 404 events could be implemented across the country! We are really proud of all our event organising colleagues and we hope that everyone will have more space to move this year!

**Péter Salga**Secretary General of Hungarian
Leisure Sport Association



/ IRELAND

// This is a great opportunity for people of all ages to try out a new sport for the first time or get back involved in a sport that they have always loved. It's not about going out and being the best, we just want people to get out and be active which will no doubt see a positive knock-on effect on both their physical and mental health.

**Eoghan McDermott**

European Week of Sport Ambassador,
and 2fm Radio Presenter



© European Union, 2020

Canoeing Ireland's #BeActive Paddle Day took place on 26th September. This event was nationwide and provided paddling activities in Canoeing Ireland affiliated clubs, community sports hubs, and outdoor education and training centres that were made available to the public.

Canoeing Ireland collaborated with a number of Local Sport Partnerships and in total 45 clubs and outdoor education centres hosted events on the day with 1,045 people taking part.

Due to public health guidelines, the event was one of the few 'face to face' events that was able to take place during this time. Sport Ireland were delighted to partner with Canoeing Ireland for the first event of its kind as part of the European Week of Sport.



Various free sport events were held in almost every Latvian municipality during the European Week of Sport. The flagship event of the European Week of Sport took place on 26 September in the landscape footpaths of Ligatne, a small village on the Guaja River, where the #BeActive hike took place.

Throughout the day, 3,000 participants went along the hilly trails with individual starts, choosing one of the selected routes – 8 km, 15 km or 25 km. Family members from multiple generations, young parents with children, friends, people with their four-legged pets and seniors alike were found hiking along the paths.

The hike was accompanied by an interactive game called 'Hedgehog Challenge', played by participating hikers in teams on their smartphones who had to answer various questions on achieving a healthy lifestyle. All participants received a medal composed of natural and sustainable materials like clay after completing their hikes.

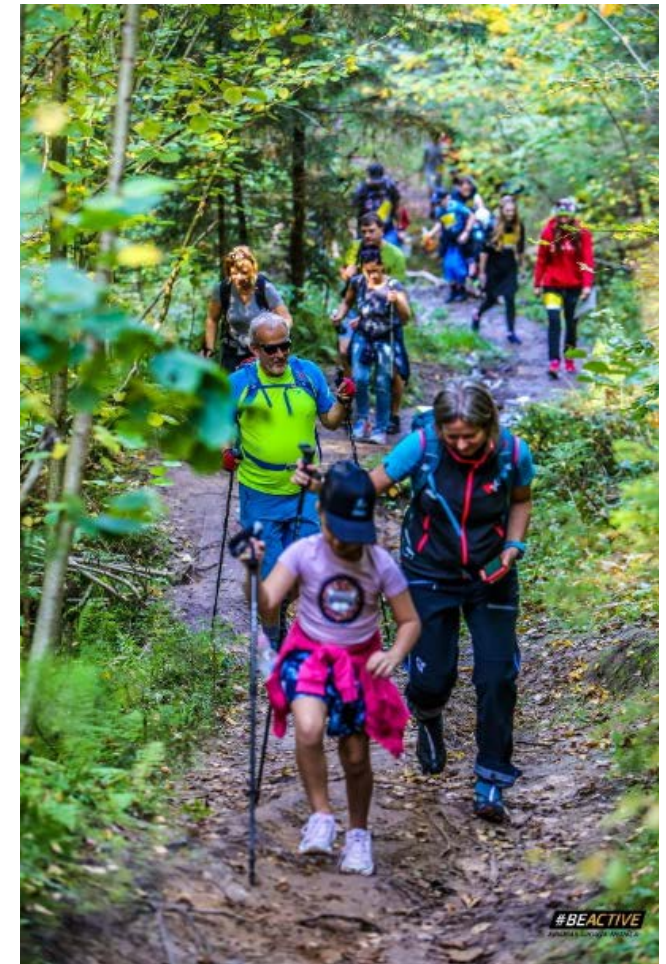
The event took place safely on site as it took place during the time when Latvia was one of the most secure and safest countries in Europe when the pandemic had significantly subsided in the country.

// The European Week of Sport is an inspiration to show that regular physical activity is possible not only to youth but also to those who are in their nineties.



Einars Fogelis

President of the Latvian Sports Federations Council





The festival “Sport for all” in Palanga gathered more than 3,000 participants of various ages promoting healthy lifestyles.

The festival was an extensive programme with as many as 70 different sports events including morning exercises, which invited both registered participants and holidaymakers to the sports facilities.

The uniqueness of the festival was due to its wide, accessible programme and activities for people of various physical abilities. Seniors chose morning exercises, yoga, lectures, Nordic walking, but also table tennis, chess and checkers. Girls and young people chose rhythmic gymnastics, Zumba or team sports in the festival programme. Women, who represented different dance schools, chose line dancing and various other competitions. Parents with children chose wall-climbing, shooting, dart bolus, square, palestra, and many more.



// 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. It provides an opportunity to spend more time outdoors and spread positivity. Every year more and more people join us on #BeActive events and it is proof how sport and physical activity unite us.



Algis Bronislavas Vasiliauskas

Lithuanian “Sport for all” president



#BeActiveNight2020-SportMalta

SportMalta's #BeActive Night focused primarily on fitness. While during the previous years, the organisation aimed to attract as many participants as possible to the event, the restrictions related to the pandemic required a change in direction.

SportMalta, with its mission to move the nation through the promotion of sport for a healthy, inclusive, and successful Maltese society, was adamant to maximise the outreach of the #BeActive message through its #BeActive Night. SportMalta had to come with a plan that captured the essence of the original planned event while staying in line with the strict regulations imposed by the Health Authorities.

SportMalta decided to go on national television, a medium accessible by all, to spread the message of #BeActive Night to reach out to the entire population. The plan was to organise an event targeting the fitness sector, with the idea of promoting fitness as an effective means to achieve a healthy lifestyle.

The event itself took the shape of a competition with sixteen media influencers, eight females and eight males invited to compete in a circuit of seven exercises. The circuit comprised an obstacle course with exercises including monkey bars, indoor rowing, cycling, running, sandbags and tyre lifting, push-ups, and burpees.



// An awesome opportunity to partake in some fitness and help encourage others to get moving.



BeActive Night Event winner
European Week of Sport Malta





We are extremely proud of our enthusiastic #BeActive sports ambassadors! This year we had a full team, guided by captain Rico Verhoeven.

The team is supported by para-athletics coach Arno Mul, referee Edith Oudshoorn and TV chief turned sports caretaker Hugo Kennis.

You can click on the links below to get to know all of our ambassadors. During the opening at Sportpark Galecop in Sportvillage Nieuwegein, Rico Verhoeven handed the first copy of our #sportdoetietsmetje (sport does something to you) magazine to none other than the former minister Bruno Bruins.

Singer-songwriter Gerson Main also sang his NOC * NSF National Sports Week song "Medal" for the first time, a tribute to all sports clubs. A great start to ten great days of promoting sports and #BeActive.

View our magazine: www.nationalesportweek.nl/magazine
See more: www.nationalesportweek.nl



The European Week of Sport 2020 started with activities in 22 counties, following the legislation regarding COVID-19.

On Saturday 26 September, in Bucharest, we held the flagship activity of the project, #BeActive Night, with different styles of dancing, chanbara, karate, cycling, athletics, different sport games and more.

We found that the most important thing during this year was to #BeActive, both for our physical and mental health.

An important activity for us took place in Arges County on the 25 September during which, with our local county coordinators and our partners, the County Sport For All Association, the Muscle Sport Club and the Ministry of Youth and Sport, we implemented different activities such as athletics, individual bob and sled contests, and handball, with over 70 participants.

We were also joined by representatives of the Bob Federation and all the activities were attended by the European Week of Sport ambassador Mihai Covaliu, the President of the Romanian Olympic and Sports Committee, sabre fencer, Olympic champion in 2000 and World champion in 2005.

Team spirit, acquired through practicing sports, leads to a more harmonious life, among friends!



Narcisa Lecusanu

European Week of Sport Ambassador





This year, due to the pandemic situation and related restrictions, was rather challenging for everyone. Nevertheless, we worked hard to prepare as many events as possible. Reflecting the situation, we focused on events in schools and the outdoor environment.

#BeActive Night which took place in Bratislava during the weekend of 26th-27th September was the ultimate event of the European Week of Sport 2020.

This event continued the following day with the "Afternoon of Sports" in the form of a Sportvillage where the public could try out various physical activities and even compete with well-known athletes.

There were numerous activities organised such as a dance workshop, kung fu martial arts demonstrations, boxing with Tomi Kid Kovács, ninja track for children, canoeing simulator, Nordic walking demonstrations along with others.



Sport can change and affect life. Despite the current challenging time, we cannot stop to #BeActive.



Tom Kid Kovács

European Week of Sport Ambassador, professional world champion, boxer and coach





In Slovenia, one of the top events during the European Week of Sport is a day dedicated to students.

One of the last outdoor sport events to take place in Slovenia in 2020, due to both the weather conditions and the COVID-19 pandemic, was in the coastal city of Koper.

One of the teams at the tournament was a mixed-gender group encompassing students from different ex-Yugoslavia countries such as Bosnia and Herzegovina, Croatia and Serbia, studying in Slovenia under the student exchange programme FAMIT.

One of the players, a woman from Bosnia and Herzegovina, felt such exhilaration during the games that she cried at the end of the tournament. Beyond the academic exchange experience, she thoroughly enjoyed her experience living in Slovenia overall, and was especially fond of Slovenian friendliness. She revealed in her interview that participating with her fellow students in the volleyball tournament was one of the most unique and special experiences she had in Slovenia – **moments that she would never forget in her life.**



If we are active all the time then we are also vital during our senior years.



Luka Žvižej

Handball player and BeActive Ambassador



© European Union, 2020



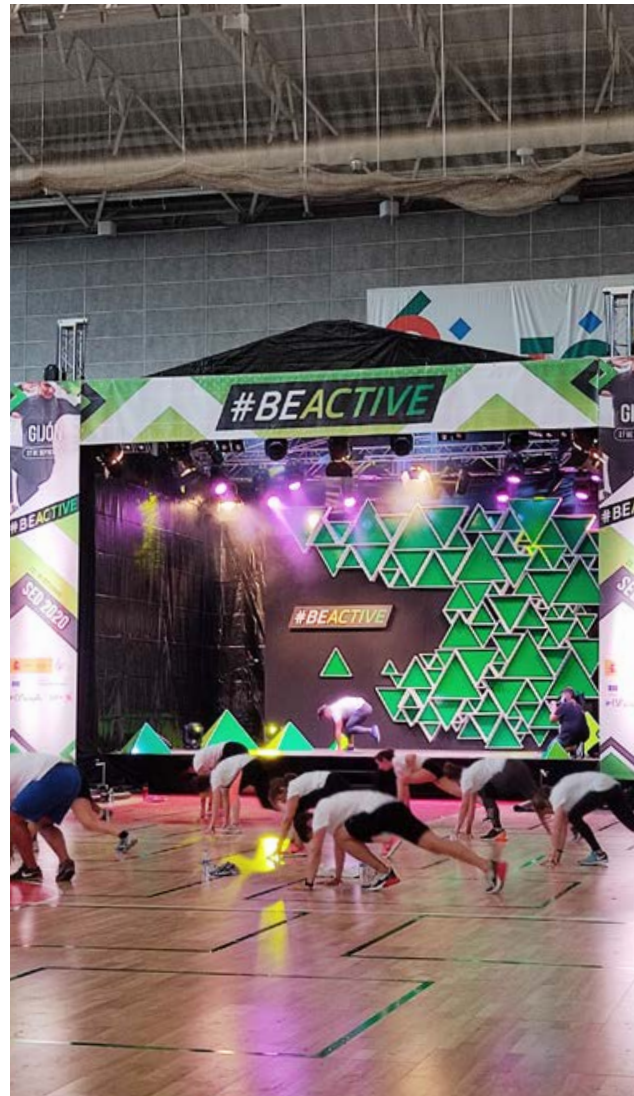


To put into context the epidemiological situation in which we found ourselves in September 2020, we must take into account the figures for confirmed cases and deaths in Spain compared to the rest of Europe: Spain topped the EU list of infection rates in relation to its population, likely due to the large movement of Spanish and foreign tourists during the summer.

This radically disrupted our action plan and meant suppressing all scheduled face-to-face events that were replaced, when possible, by online events.

After several changes in the format of the Gijón Beactive Sport Village, conditioned by the increasing demands to reduce capacity and change location that were being imposed by the health authority as the contagion figures grew, we had to modify what was planned - from an event in a public space with high attendance to one out of public reach with a restricted number of participants to respect the safety distance of the participants. The event that took place on 22 September, consisted of a series of master classes that were recorded and uploaded to the CSD YouTube channel during the week of the event.

All videos opened with a message from the President of the CSD from the CSD facilities in which she encouraged participation in the European Week through the SED-20 video contest.



Irene Lozano

CSD President

During the European Week of Sport and the rest of the year, look for a moment each day to do sport, always respecting the hygiene and safety rules: Be active, Be safe.





Due to the global COVID-19 pandemic and the ensuing restrictions in the UK, we were forced to reassess how best to deliver an evening to celebrate and encourage people to be active.

In previous years, we have found dance-based workouts to be incredibly effective having delivered one such in-person event at the Ministry of Sound. However, to deliver the #BeActive Night under the new restrictions, we saw an opportunity to partner up with Sport England and their *This Girl Can* campaign.

This Girl Can seeks to encourage women and girls to take up sports and physical activities without fear of judgment. As the UK's National Coordinating Body, we delivered an online #BeActive Girls' Night In, in partnership with *This Girl Can* on a Saturday evening. We invited three well known female fitness influencers, Lucy Wyndham-Read, Gina Obeng and Emily Williams, to conduct a 25-minute workout live on their Instagram channels that boast thousands of followers.

Alongside these workouts, we joined Foundation FM, an all-female DJ radio station, to curate a playlist for the evening and to promote the event through their communications channels. Bold and eye-catching designs were also created as promotional tools that were shared with key stakeholders to promote the event. Most importantly, we leveraged the strong *This Girl Can* community that encompasses thousands of followers and supporters across its network.

The result was a social media reach of over 66,000 while the total views reached over 43,000 (and still counting) from the evening.

// **Thank you to everyone who joined it was so much fun.**



Lucy Wyndham-Read

Social media content creator and fitness influencer



// **Yes Girls! I loved tonight's workout. Make the most of these nights in and let's train together! This is perfect for pregnancy/postpartum and everyone else that wants an endorphin high for that matter!**



Emily Williams

Social media content creator and fitness influencer





One of the highlights of the #BeActive week of 2020 in Iceland was a TikTok challenge.

Because of restrictions in our society due to COVID-19, it was decided that one of the main focuses of the #BeActive week would be to reach people through social media. Two professional dancers created a dance that was posted on TikTok and advertised as a part of the #BeActive week.

Those who participated in the TikTok challenge by dancing and posting it on social media under #BeActiveIceland had the possibility of winning a health related prize. Also, the dance was advertised in schools all around the country for ages 16-19 and many physical education teachers used the dance in their classrooms during the #BeActive week.



I was happy to see how the #BeActive week encouraged people of all age groups to step outside the box and try new things and gather in movement and activities.



Sigurður Atlason

Chairman of the national team committee for Dance sport in Iceland and 5 times national dancer of year





During a time where individuals were afraid to go outside, to be active and try new things, the National Coordinating Body at the Agency of Youth and Sport from North Macedonia came up with a schedule to contribute to this year's European Week of Sport within the limits that the pandemic had provided us with.

We implemented small events, following protocols and distance measures, met amazing youngsters at primary schools where we talked about health and the pandemic, then had the opportunity to play and get them active. The NCB along with the Ambassadors visited 10 municipalities and together with local NGOs organised European School Sport Day.

We had kids from schools get together with sport professionals to record a video of their favorite sport and submit it to our social media for a prize. In Kumanovo we joined our Dance Federation on the 27th for sport, dance, culture and music, an amazing turnout and promotion of different sports, new sports that young people are involved in today.

We held the #BeActive Night online and got an amazing turnout that we didn't expect, our ambassadors got up on the stage and motivated individuals who were tuning in live on Zoom to work out, from seniors to youngsters they got up, they got active, they laughed and had fun. The NCB was so motivated that we had our Ambassadors send out challenges over social media networks through which over 5,000 people joined in, tried and got active.

The pandemic did overturn our activities, but we found ways to motivate, inspire and get active with our full scheduled week, with over 75 activities throughout the country at a local, regional and national level.

On our last day, we had over 500 people climb and get active to close out the European Week of Sport. We split up, followed protocols and got out into the fresh air climbing the mountain Vodno and at the centre we had different sport games where 2 people as a team could get involved and participate in diverse workouts and challenges. European Week of Sport MK implemented an active, safe and inspiring week of recreational and sport activities to inspire and motivate everyone from young to elder to get up and get active!





For the European Week of Sport in Serbia, the Urban Sport Fest took place at Dorcol Platz in Belgrade, where lovers of urban culture, extreme sports and street dance had the opportunity to intersect and enjoy sports, great fun and music.

Dance, skateboard, roller sports and parkour workshops were held throughout the week where the visitors had the opportunity to try out new and alternative sports. A virtual reality stand was also set up where anyone could experiment with unique sports and dance simulation programmes such as ICAROS, Kinect Sport Rivals and Just Dance.

During the Sports Get-together, skateboard and roller sports trick competitions were held, while parkour workshops gathered curious beginners to try it out. Those who were less interested in engaging in physical activities were able to enjoy the temporary graffiti exhibition.

Dance enthusiasts also had their share of fun by joining the dance workshop while street dancers had a chance to “face-off” in the Bonnie & Clyde competition, competing in a two against two format.

More than 1,500 visitors participated in the workshops organised by the Urban Sport Fest. By taking active part in the workshops, competitions and performances, young people, budding athletes and artists got a chance to perform, learn and exchange their knowledge.



Sport and physical activity is more important now than ever before and we need to celebrate it. More creativity in exercising and training is a must when it comes to young generations and it is our job to motivate them to adopt healthier and more active lifestyle.



Bozidar Maljkovic

President of NOC Serbia





It is important not only to involve the community in physical activities in the week but to convey messages such as the importance of practicing physical activity throughout the year.



Besjan Pepkolaj

Local hero

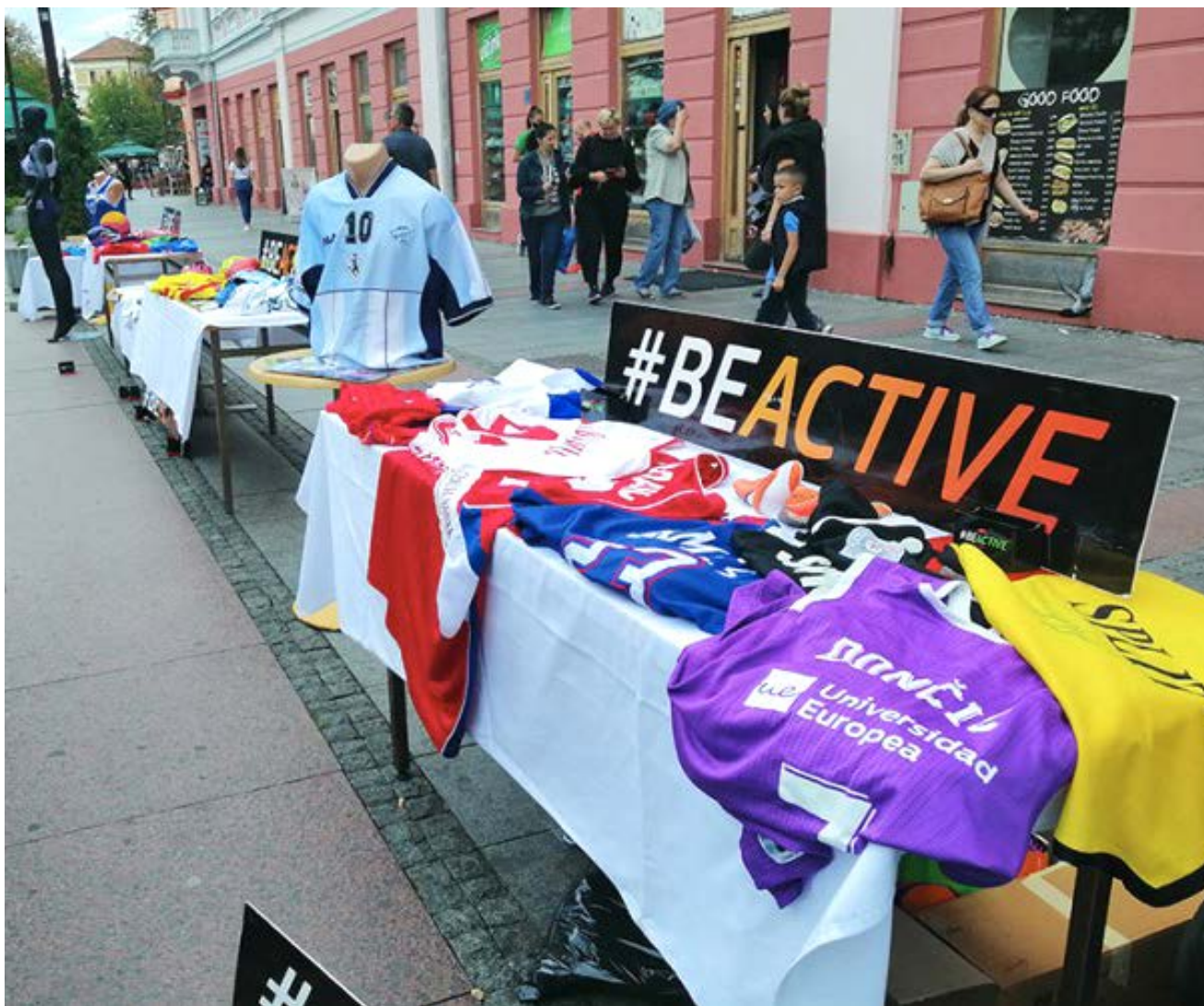


The European Week of Sport in Albania for 2020 is special because it made us confront a lot of new challenges, showed us the importance of health and that by joining valuable causes, we can win every race.

All activities during the Albanian edition of European Week of Sport 2020 were fun and exciting, each in its own way, but we want to put the spotlight on the activity organised by our Local Hero, Besjan Pepkolaj. In the small mountain town of Rubik, our Local Hero organised four different activities that were joined by young people from the community, conveying the message and importance of being active to all.

The activity started with an athletic race in the centre of the city, followed by a 10 km hike, closing on the last day with mountain cycling that encompassed 17 km in distance. All the participants decided to commemorate the event by writing 'Be Active' on a rocky surface which they surrounded with their bicycles – a moment captured by a drone. The photo was shared across social networks across the country, allowing the message to be amplified online.





Minister of Civil Affairs in the Council of Ministers Ankica Gudeljević pointed out that due to the COVID-19, this year's slogan of the European Week of Sport is 'Be active at home'. If we want to do sports and be active, we can do it anywhere but just need the will to start.

Minister Ankica Gudeljević visited the exhibition, set up on the Youth Square, of sports equipment of the best athletes in the world, which is part of the private collection of BiH sports ambassador Boris Vrhovec.

Vrhovac said that among the 70 exhibited jerseys was Maradona's farewell jersey with his signature, as well as equipment that belonged to Novak Djokovic. "Djokovic's racket was installed at the Faculty of Sports in Banja Luka.

Here are his sneakers, T-shirt, shorts and sweatshirt. You can also see the signed jerseys of Messi, Cristiano Ronaldo. There is Doncic, two Bogdanovic, Blanka Vlasic," said Vrhovac.

He pointed out that it took a long time to get every prop and signature but paid off in the end. It is his wish to open a sports museum in Banja Luka, where he could exhibit all the collected props.



#BeActive Sport Village

The #BeActive Sport Village was held in one of the central parks (Kikvidze Park) in Tbilisi and was ready to welcome everyone for three days.

The opening ceremony was joined by representatives from the Ministry, City hall, National Olympic Committee, Parliamentary committee of sport and youth affairs, sport unions, sport federations and sport associations with over 20 sports represented.

Volleyball and football tournaments took place where teams competed for the #BeActive Trophies given to winners and runner-ups.

All the activities were made accessible to the public.

Instructors and coaches for sports like taekwondo, karate, table tennis, tennis, kendo, badminton, baseball and other sports were invited to teach people the skills required to play the aforementioned sports.

Performances and sport shows drew large audiences and the level of interest and engagement among participants was high.

Even with the ongoing pandemic and strict regulations applied in the country, the event attracted around nearly 3,000 people spread across different sessions.

Participants, coaches and staff were gifted with sport goodies with #BeActive logos.



© European Union, 2020

// We are facing very difficult times and now it is our duty to do more sport and to be active more than ever in history... Sport and physical activity are the weapons any virus is afraid of...



Shalva Gogoladze

Deputy Minister of Education, Science, Culture and Sport of Georgia



It was a productive week full of sports activities in different cities of Kosovo*, indoors and outdoors, regardless of age, social background or fitness level.

2020's circumstances have made the week more necessary than ever before, therefore our motto for this year was 'use what you have at home to keep yourself moving.'

//
The week is for everyone!
Let's stay fit all year long.

Vlora Dumoshi
 Minister of culture, youth and sport

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* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.



It has already become a tradition in the Republic of Moldova to celebrate the European Week of Sport in September. The Ministry of Education, Culture and Research, in collaboration with the European Commission, organised the third edition.

Even though 2020 was a difficult time with many restrictions for organising sports and cultural events, the event managed to encourage citizens towards active and healthy lifestyles. All sports events organised during the week - athletics, cycling, taekwondo, roller sports, sambo, skate, parkour, etc - were fun and engaging and enjoyed popularity among people of all ages.

The event, Morning Gymnastics, attracted the most attention of children and students with many gifts and goods donated by the European Commission. During this event, young people had the opportunity to engage with professional aerobic gymnastics instructors who shared good practices in practicing an active and healthy lifestyle.

At the end of Morning Gymnastics, a competitive 2000m race event was organised, in which all participants were awarded with cups, diplomas and goods donated by the European Commission.



“ Morning Gymnastics drew a lot of attention from the kids!



#BeActive participant
European Week of Sport Moldova





We had the opportunity to present our national cycling team and talked about their training and habits.



BeActive participant

European Week of Sport Montenegro



The European Week of Sport 2020 took place on Saturday, 3 October 2020, in cooperation with the former Ministry of Sports and Youth and Cycling Federation of Montenegro. The main goal was to encourage people to go out and engage in any kind of outdoors activity.

In the first part of the programme, which was educational, we talked about sport, sports activities, food supplements for excellent sportsmanship, and the history of cycling, and were joined by a professor and a cycling expert.

We presented our national cycling team and had an opportunity to hear about their training, habits and how they manage other responsibilities in life.

They also suggested some bike routes around the city for cycling enthusiasts. After the educational sessions, we made a tour throughout the city.

The route was approximately 6 to 7 km long. After this tour on bikes, all participants had the opportunity to talk with our guests and see what was the most interesting to them.





/ UKRAINE

As part of a wide range of European Week of Sport events and activities that were taking place throughout the country, in order to share stories of role models, the National Olympic Committee of Ukraine created a series of five short motivational videos on the formula for success from famous athletes and personalities.

The videos are aimed at spreading Olympic values, promoting a healthy lifestyle and physical activity. In particular, one of the role models featured in the videos was the Ukrainian European Week of Sport Ambassador, UNESCO Champion for Sport and Olympic Champion Sergey Bubka.

The NOC of Ukraine President and International Olympic Committee Member speaks about his sports career, the importance of motivation in life and the secrets of success. "Overcome yourself, overcome everyone! Don't stop, even when you work with no result. At that moment, more than ever, you need to believe in your dream.

That's when the result will come, because life is a fight. When we see great athletes, we see people who have gained great achievements and great heights. They were committed, they worked hard, and they sustained enough to do it. The main point is they never gave up - they believed in their victory and moved forward," Sergey Bubka says in the video.

You can find the full version of the video at www.youtube.com/watch?v=3xUOFAjUmJ0&t=188s



// You need to believe in your dream. That's when the result will come.



Sergey Bubka

European Week of Sport Ambassador,
UNESCO Champion for Sport and
Olympic Champion





05 / WORKING HAND IN HAND

European Partners - Activities



On 24 September 2020 in Paris and on 9 October in Lyon, the French Federation for Company Sport (FFSE), proud member of the European Federation for Company Sport, organised the 7th “La Course de la Diversité”: an event certified again by the European Week of Sport and clearly in the spirit of the #BeActive motto.

Due to the pandemic situation, FFSE decided to organise also the E-Run for Diversity, a connected challenge from 17 to 24 September which was offered to employees from all over the world. More than 2,500 people from 50 companies in 10 countries participated in what was a large event focusing on the fundamental values of sport: conviviality, sharing, health and diversity.

It was not necessary to be an accomplished and competitive sports person to participate in this event, which offered both a 3 km circuit and a 6 km circuit to complete alone or in pairs, walking or running. The main target were clearly employees that are sedentary or not active. The challenge could be taken against the clock for the most motivated - or without for those who preferred to simply share a pleasant walk with their colleagues through the Bois de Vincennes.

This year more than 60% of the participants aged 20 to 65 were women. More than sports performance, “La Course de la Diversité” highlights companies which mobilise as many of their employees as possible, whether they are sedentary or accomplished athletes.

The ‘race’ also highlights companies that promote diversity, whether social, gendered or generational. Thus, almost 70% of participants in 2020 walked or ran in pairs rather than alone. The Patron of the Race was the famous French Athlete Christine Aron.

Finally, the French Federation for Company Sport is proud to have been able to donate € 4,000 to two associations that work with people with disabilities or with support to any people during the lockdown due to COVID-19.





EUROPEAN FOOTBALL FOR DEVELOPMENT NETWORK (EFDN)

Football organisations across Europe engage in #Morethanfootball crossbar challenge.

The European Football for Development Network (EFDN) organised the 2020 #Morethanfootball Action Weeks from 15 September until 11 October. EFDN members and other participating clubs, leagues and FAs reached more than 41 million people online and took also part in the #BeActive campaign promoting the European Week of Sport.

The #Morethanfootball community promoted an active lifestyle through several small events, social media posts and celebrations. The COVID-19 pandemic affects everyone's approach to sports, with major sports events cancelled and everyday workout routines also affected. Nonetheless, football organisations help people in their communities to stay active and healthy.

EFDN has asked the campaign participants to #BeActive and try the #Morethanfootball crossbar challenge. Barca Foundation, Club Brugge Foundation, Burnley FC in the Community and Sheffield United Community Foundation were among the participants. It was amazing to see how much fun the players had and how proud they were to support this Europe-wide campaign. Among the highlights were the challenges from the Club Brugge disability team and the video from Sheffield featuring Mental Health Football participants.

Robert Maaskant, EFDN Programme & Partnership Manager was EFDN's ambassador for this year's campaign. Robert is a former footballer and coach and showed how he keeps himself fit in the office.



// Sport is very important to stay fit, healthy and happy. We are proud that we could contribute to another successful European Week of Sport and help people to be active.



Robert Maaskant

Programme & Partnerships Manager, EFDN





For grassroots sport and youth, 2020 was a remarkably difficult year.

Restrictions and closures forced grassroots sport clubs to keep their doors closed. Many people did not renew their membership. Clubs across Europe fear they may be on the verge of collapse. ENGSO and its members celebrated the European Week of Sport by running the campaign entitled #SupportYourClub which asked Europeans to not only #BeActive but to also renew their club's membership and support the European grassroots sport movement.

Additionally, ENGSO Youth celebrated the European Week of Sport by joining the European Commission's #BeActiveAtHome campaign. Because of the global COVID-19 pandemic, young people (15-24) are most affected by the rise in unemployment. Closure of schools and universities has affected more than 1.5 billion children and young people.

Social distancing had and still has significant psychological impacts on the younger generation. The aim of the initiative was to support the European youth to stay active (despite the lockdown and closures) and take care of their mental well-being.



The corona virus pandemic shook the European sports sector to the core. The consequences for sport clubs are especially distressing, as they provide easily accessible and affordable sporting activities to citizens. Therefore, this year, we ask you to #BeActive and #SupportYourClub at the same time.



Stefan Bergh

ENGSO President



The EOC has been a partner of the European Week of Sport since the beginning of its conception in 2015, and even before, as the EOC EU Office was involved in the planning and creation of the concept as member of the European week of Sport Advisory Board.

This year's extenuating circumstances have made the Week more necessary than ever and we were excited to join the #BeActiveAtHome campaign.

As the umbrella organisation of the 50 National Olympic Committees, we invited our Members and our athletes to promote the ideas and resources for exercising and physical activity during the COVID-19 pandemic.

Our Ambassador for this year's campaign was Gerd Kanter, the Chair of the EOC Athletes' Commission (AC) and an extraordinary discus-thrower.

Why? Well, as an Olympic gold medalist, World Champion, and multiple Sportsman of the Year in his native Estonia, it's safe to say he knows a thing or two about getting fit. Read more on www.eurolympic.org/beactive-with-eoc-athletes-commission-chair-gerd-kanter

Kanter was joined by other AC Members, including Polish speed-skater and Olympic silver and bronze medalist, Luiza Złotkowska and captain of Ireland's men's field hockey team at the Rio 2016 Olympics, Davey Harte. They enthusiastically motivated the Eurolympic community to get active and healthy. Watch the videos on www.instagram.com/stories/highlights/17877398953883587



Sport has been in my blood since I was little kid. Already during my professional sports career, I was trying to be a role model for kids to be active and inspire them to take part in sporting activities. Now, as an ex-sportsman, I try to motivate people of all ages to be active and choose an active lifestyle.



Gerd Kanter

Chair of the EOC Athletes' Commission





BeActive is fun for all ages, especially with music in the water. And if the water is mineral water or thermal water, then we do even more for our health.

One of Europe's modern health resorts on the Black Sea coast, and the first climate health resort in Bulgaria, is a #BeActive partner for the second time. In addition to the running competition in St. Constantine and Helena by Varna, Aquahouse Thermalbath offered free HTI, Transform190, FlexibleBody, Pilates and yoga classes by the sea, as well as many activities in the thermal pools in the fresh air. After the activities, guests could use the panorama sauna to complete the healthy lifestyle day. This is what the European Spas member offers: relax-recover - prevention - with the added value by natural remedies and well-trained staff.

Stay healthy and be active! Csilla Mezösi, Secretary General of the European Spas Association emphasises the importance of prevention to prepare the immune system for a long-term healthy lifestyle. Many parts of Europe offer natural remedies as an efficient use of nature's healing resources in health prevention. We want to motivate European citizens to regularly visit medical spas and invest time in boosting your immune system, especially in the COVID-19 era!



// Prevention is important to prepare the immune system for a long-term healthy lifestyle.



Csilla Mezösi

European Spas Association
Secretary General





// I am honoured to have run the workout with seven famous athletes around Europe during the first digital edition of the #BeActive Night – it was great fun.



George Xiros
EREPS Ambassador



National Fitness Days for Europe.

The National Fitness Day is a European campaign coordinated by EuropeActive in collaboration with its National Fitness Associations members, and aims to celebrate the role of fitness in promoting physical activity across the continent, and in raising awareness on the importance of leading healthier and active lifestyles.

The National Fitness Day represents the main European fitness sector contribution to the European Week of Sport, being one of the focus themes of this European Commission initiative that we have supported from its start.

In 2020, 13 National Fitness Associations together with their members and supporters organised 3,203 events and involved 1,548 fitness clubs and 1,365,000 participants. By coordinating with an Erasmus+ project the 2020 campaign also underpinned the European Week of Sport 'beyond borders' mission, with four National Associations from the Eastern Partnership and the Western Balkans taking part for the first time.

The National Fitness Day campaign strongly promoted the success of the #BeActive hashtag with a strong social media presence (30 million Europeans reached) around the message we used from our #BEACTIVE HOUR campaign:

- #BeActive for Personal Well-being
- #BeActive to help your Immune System
- #BeActive for your Resilience
- #BeActive for your Community

We are already planning for the European Week of Sport supported by an even bigger National Fitness Days campaign to be part of the #BeActive for your recovery in September 2021.



// **Even with the COVID-19 pandemic, it is obvious that sport plays a very important part in our lives. We are proud of our members, universities and partners at an institutional level; students, coaches and officials, as well as our staff and volunteers at an individual level, to adjust to the situation and find ways to keep active throughout the year!**

**Adam Roczek**

EUSA President



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Following the #BeActiveAtHome activities in the spring and summer, the European University Sports Association (EUSA) also carried out and promoted activities done in a safe way, respecting the COVID-19 rules in each country.

After a #BeActive Challenge in a form of an adventure race in Ljubljana in June, several activities were held in September and October, commemorating the International Day of University Sport (#LetsIDUS) and the European Week of Sport (#BeActive).

With the COVID-19 pandemic, all the plans were changed, most events got suspended, cancelled or postponed. Still, it was possible to organise several activities after adjustments safely and successfully, with National University Sport Associations across Europe getting creative in their various activities.

The staff working from the EUSA Office in Ljubljana celebrated the 2020 edition of the #letsIDUS and #BeActive campaigns by participating in a bike tour through the Slovenian countryside, before also engaging in the European fitness badge battery test and taking up FISU's Cheerleading Challenge.

Activities were also organised locally across the continent, some online, some in person. We are proud of our members, who managed to carry out activities in 38 countries across Europe. Activities ranged from online social media sport challenges, e-sport competitions, educational events – conferences, seminars, workshops, to outdoor and indoor sports activities.

For details, please see on www.eusa.eu/news?creative-2020-letsidus-and-beactive-celebrations-across-europe



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For this year's edition of the European Week of Sport (European Week of Sport), FESI has decided to partner with the Moving School Alliance to support the European School Sport Day (ESSD) campaign.

The main focus of our week was to collect sporting goods among our members to offer them to some schools participating in the ESSD movement. In total, we managed to collect hundreds of sporting goods from our member companies.



// FESI was one of the first partners of the European Week of Sport in 2015 and we were thrilled to support ESSD for the 2020 edition despite the challenging COVID-19 situation. Making children more active has always been one of our top priorities, and we are deeply convinced that the 2020 edition of European Week of Sport and ESSD have more than ever demonstrated the importance of physical activity for children's well-being and development".



Jérôme Pero

FESI Secretary General



There are millions of coaches around the world, most of them working on a voluntary basis, and all of them having a big impact on our lives and societies.

After a successful Coaches Day in 2019, the International Council for Coaching Excellence (ICCE) together with their Finnish partners challenged their members and contacts, as part of European Week of Sport 2020 with a day celebrating Sport Coaches - Friday 25 September - and set out a task to enable people to thank their coach, not only in Europe, but across the Globe.

President of the Hungarian Coaching Association (HCA), Zoltán Molnár, decided to join the international movement, so that as many people as possible in Hungary remember coaches who are behind the results and performance of athletes. The aim of the campaign was to recognise the work of coaches as widely as possible, all starting with a "Thank you!" This day was also special for HCA as awards were presented to the most successful Hungarian coaches of the year.

"HCA considers it a particularly important task to draw attention to the importance of the role of coaches, who remain in the background, their work is often invisible to outside observers and supporters," said President Zoltán Molnár. "The message of our campaign is that at least once a year, every athlete or player should take the time to thank their coach for their work." HCA reached out to as many current and former athletes as possible to thank their coaches. A "THANKSCOACH" campaign ran on Facebook and Instagram, featuring the hashtags #thankscoach #magyaredzo and #BeActive.



// The need for the coaching profession is well illustrated by the number of coaches working in Hungary today, having a great impact on our daily lives and on our society through their professional and pedagogical work.



Zoltán Molnár

President of the Hungarian Coaching Association (HCA)





The ISF launched its #ISFStayActive campaign in March 2020, to encourage the world of school sport to continue exercising, while staying at home during the COVID-19 pandemic that has seen millions of school students around the world miss out on the opportunities provided by schools.

With the help of the ISF member representatives, Olympians – ISF Ambassadors, physical education teachers, coaches, and most importantly students and young athletes, the #ISFStayActive campaign shared videos through social media, demonstrating activities and techniques to help children and parents with staying active and maintaining a healthy lifestyle through regular exercise while at home.

In addition to providing content for the school student community, it was immensely important to engage youth in the making of this content, sharing videos for youth created by the youth. The campaign has seen the participation of several ISF Ambassadors and Olympians who propose different training to school students. Among them Valentina Marchei (figure skater), the Taekwondo Bronze medallist 2008 Olympic Games - Chika Chukwumerije, the Volleyball Olympic Champion 2004 - Giba and the Rhythmic Gymnastics Bronze medallist - Marta Pagnini.

With over 65 participants from 28 countries across 4 continents contributing to a total of 45 videos, this campaign continued the theme of ISF events in connecting youth from around the world through sport and physical activity. With the current global pandemic, such campaigns as #ISFStayActive and the European Commission's #BeActiveAtHome have become even more essential to continue to promote ways of exercising and keeping physically active during these trying times.



Thanks to the mobilisation of the whole international ISF community we did our best to keep youth continuing with sport and meeting each other through virtual gatherings and videos. Sport and physical exercise are essential parts of the well-being of youth and of their empowerment.

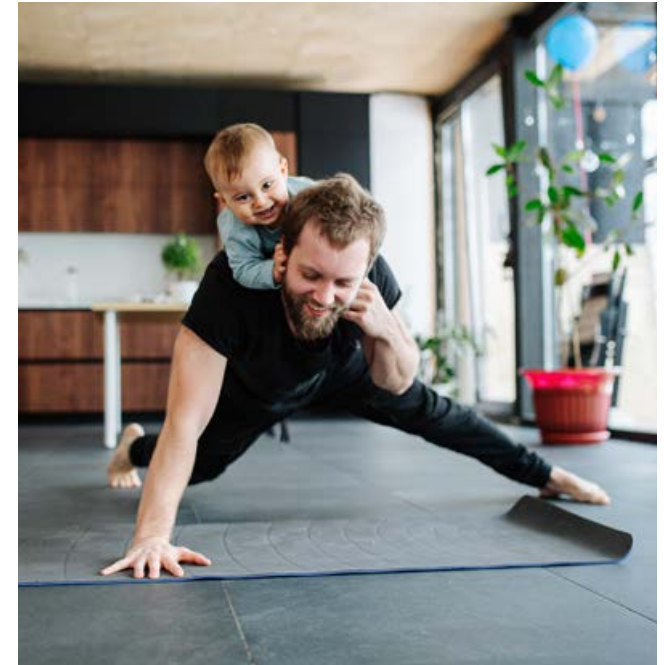


Laurent Petrynka

ISF President and IOC Olympic Education Commission Member



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European
Commission | Sport

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06 / STANDING OVATION

| | |
|-------------------------|----|
| #BeActive Awards | 67 |
| #BeActive Award Winners | 68 |



#BeActive Awards

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 2020, and despite the pandemic, we managed to come together once again as we transformed our seminar into a two-day Webinar for Key Players on 9th-10th June. We discussed the different communication strategies and shared best practices in order to widely and efficiently share the #BeActive message for this sixth edition of the European Week of Sport.



/ EDUCATION AWARD WINNER

Primary School Petra Preradovica

At a time when most of the usual sporting facilities were closed following the lockdown measures or damaged due to the earthquake in Zagreb, Juraj Horžić, a physical education professor at Petra Preradovica, wanted to find a way to motivate children to remain active.

The project he envisioned was a virtual World Tour along the 45°N Parallel starting from Petra Preradovica. Pupils and teachers had to collectively circumnavigate the Earth and come back to the school again. Each person would contribute to achieving this World Tour by walking and running as much as possible, keeping track of their own progression. When the project began, some 705 people took part: not only the children but their teachers, parents, other family members and neighbours – and it just took them 12 days to collectively circle the Earth!

As news of the children's efforts spread, other schools got involved and the project grew. In the end, participants of the project collectively walked and ran for more than 148,000km, took more than 222 million steps, burned more than 7.5 million calories, and gathered 1,996 participants from 8 schools. A project truly worthy of the #BeActive Education Award!



Primary School
Petra Preradovica

 / CROATIA



/WORKPLACE AWARD WINNER

House of Code

The Danish computer coding company 'House of Code' has a keen understanding of programming when it comes to work schedules. This bold initiative to allow employees to dedicate two hours of their working week to physical activity earned House of Code the 2020 #BeActive Workplace Award!

Around 80% of the company's 23 employees make use of this simple system of providing time in the working week for well-being. There is a wide variety of sports to choose from including yoga, running or cycling together, soccer, swimming, street basketball at a nearby court, badminton and even ice hockey. It has become part of the company culture, in addition with the offered weekly one hour for personal development. House of Code's COO Henrik Grove mentioned that the prize money will be spent on new company sportswear and training material that employees can use privately.



House of Code

 / DENMARK



/ LOCAL HERO AWARD WINNER



Tomas Slavata

 / CZECH REPUBLIC

Tomas Slavata

A triathlete, entrepreneur and philanthropist from the Czech Republic, Tomas Slavata tours the country's 165 orphanages, performing demonstrations for children and organising and encouraging them to be sporty. His extraordinary and inspiring efforts earned him the 2020 #BeActive Local Hero Award.

Having grown up in difficult family circumstances himself, sport became a refuge for him and he now aims to inspire other children in difficult situations through sport 'as a source of strength, helping people push their limits and build their resilience' as Tomas declared. He organises the Slavata Triathlon Tours since 2011, a series of triathlon races throughout the Czech Republic, but also created many other projects, such as a sports camp for promising athletes.



#BEACTIVE



HIGHLIGHTS 2020



Celebrating its sixth birthday in 2020, European Week of Sport has enjoyed success with its goals of cultivating lasting relationships among its participants, changing the social climate through sharable messaging, hosting fun and engaging educational events, and above all, inspiring Europeans to #BeActive.

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.

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.





Further information:

ec.europa.eu/sport/week

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