



European
Commission

#BEACTIVE

The 2017 European Week of Sport in a nutshell

WHAT IS IT ABOUT?

The European Week of Sport is an initiative of the European Commission to promote sport and physical activity across Europe. 2017 will mark the third edition of the Week. The overarching campaign theme is “#BeActive”, encouraging everyone to be active during the Week but to also stay active all year long.

WHY?

Sport and physical activity contribute substantially to the wellbeing of European citizens. However, the level of physical activity is currently stagnating and even declining in some countries. The European Week of Sport is a response to this challenge. The **lack of physical activity** not only has a negative impact on society and people’s health, but also results in economic costs. In addition, sport has the potential to strengthen messages of tolerance and reinforce citizenship throughout Europe. Promoting the role of sport as a means of social inclusion will help address ongoing challenges in European society.

WHO?

The European Week of Sport aims at promoting participation in sport and physical activity and at raising awareness about the numerous benefits of both. The Week is for **everyone** – regardless of age, background or fitness level. The Week should bring together individuals, public authorities, the sport movement, civil society organisations and the private sector.

WHEN?

The European Week of Sport will take place every year from **23 to 30 September**. In 2017, the **Official Opening** of the European Week of Sport will be in Tartu, Estonia. Within this active and festive event, a high level seminar on “Healthy lifestyle” will be chaired by the EU Commissioner in charge of sport, Mr Tibor Navracsics. The European Commission will also organise an **Awards Gala** to hand over the 2017 #BeActive awards, as a closing moment following a mix of activities organised in Brussels during the Week (sporting activities, workshops, seminars, etc.).

HOW?

The European Week of Sport is a European Commission-led initiative. The implementation of the Week across Europe is largely decentralised and takes place in close cooperation with the national coordinators and with the many different partners who are firmly committed to support the Week. The 2017 European Week of Sport will keep its structure around **focus themes: Education environment, Workplace, Outdoors, Sport clubs and Fitness centres**. A wide range of initiatives and activities will be organised around these settings at different levels (European, national, regional and local).

TAKE PART!

The European Week of Sport is for YOU!

Do not miss the opportunity to participate in the European Week of Sport. There is a wide range of activities all over Europe, waiting for you. In 2016, over 15.000 events were organised, with 10 million active participants. Visit our website to find out more! **Let’s #BeActive!**

ec.europa.eu/sport/week

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