



EUROPEAN
EVERYDAY **of** SPORT

EUROPEAN WEEK OF SPORT

editions 2015 & 2016 **#BeActive**

Good practices manual



Co-funded by the
Erasmus+ Programme
of the European Union

#BEACTIVE

Project European everyday of sport /572647-EPP-1-2016-1-BG-SP0-SCP/





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1 Introduction



European everyday of sport project is designed to improve sharing of good practices, priority of Erasmus+ programme, to find and promote good practices from first and second edition of European Week of Sport and to encourage participation in sport and physical activity. The most specific topic this strategic partnership has been focused is the development, identification, promotion and sharing of good practices.

The present Manual is part of the products, elaborated during the project activities, implemented by an international consortium from seven countries and including the following open educational resources:

- ★ How to be active every day for kids;
- ★ How to be active every day for youth;
- ★ How to be active every day in school;



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- ★ How to be active every day for working people;
- ★ How to be active every day for active aging people;
- ★ How to be active every day in the city;
- ★ How to be active every day in small village;
- ★ Good practice manual of EWoS 2015 and 2016.

The mentioned good practices are also available in the communication channels of the project that you can find easily in the way that is most convenient for you:



Web
eusport.org



FB group
Everydaysport



Twitter
#EUEverydaySport



**Iphone
app**



**Android
app**

Project “European everyday of sport” is co-funded by the European Commission Erasmus+ — Sports — Collaborative partnerships in the sport field and Not-for-profit European sport events. The partnership between Bulgaria, Italy, Croatia, Hungary, Lithuania, Poland, Slovakia is a combination of sports and youth organizations youth and educational institutions.



images: © shutterstock Source: Eurobarometer Physical Activity 2013

HOW **ACTIVE** ARE EUROPEANS?

European Week of Sport

59%

NEVER OR SELDOM
EXERCISE OR PLAY SPORT

41%

EXERCISE OR PLAY SPORT
AT LEAST ONCE A WEEK

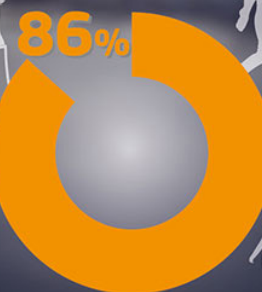


EXERCISE OR PLAY SPORT
MORE THAN 5 TIMES A WEEK



37%

SIT MORE THAN 5.5 HOURS
PER DAY



WALK >10 MINS AT A TIME
AT LEAST ONCE A WEEK



European
Commission | Sport

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EUROPEAN
EVERYDAY of SPORT

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European week of sport /EWoS/

WHAT IS IT ABOUT?

The European Week of Sport is an initiative of the European Commission to promote sport and physical activity across Europe. 2016 will mark the second edition of the Week. Building on the success of the first edition, the European Week of Sport will continue generating new activities and also building on already existing successful ones. The overarching campaign theme remains “#BeActive”, and should encourage everyone to be active during the Week but also to 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 mutual understanding 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 is empowered by DG Sport at the European Commission and aims at promoting participation in sport and physical activity and 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.



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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 supporting the Week. The 2016 European Week of Sport has continued to be structured around focus themes: Education environment, Workplace, Outdoors, Sport Clubs and Fitness centres. A wide range of initiatives and activities has been 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 next edition of the European Week of Sport. There is a wide range of activities all over Europe, waiting for you. Visit the website of the campaign to find out more: <http://ec.europa.eu/sport/week>.

Let's #BeActive!





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Good practices from European week of sport /EWoS/ 2015

2015 was the very first edition of the European Week of Sport that started in the period 7 – 13 September 2015 with the simple message that sports makes an healthy, happy and inclusive society and consisted of events and activities held across Europe.

An initiative of the European Commission, the success of the inaugural European Week of Sport relied on the hard work and willingness of individuals and organisations that met the challenge and got themselves and the people around them moving through sport.

In this Manual, the European everyday of sport project team has selected the most creative and goal-oriented events and projects, which have been realized during European Week of Sport 2015 & 2016. Those good practices can be inspiration and motivation for sport and physical activity specialists, as well as for the regular citizens to create innovative events for the different target groups. We believe that this Manual can improve the sharing and promotion of good practices in the field of sport and physical activity.



#BEACTIVE

 **31**
COUNTRIES

OVER
7.000
events

10
European Week
of Sport Ambassadors

Total Tweets using
the #BeActive hashtag
estimated at
33.000
over a period of

100 DAYS

AROUND
2.500
people a day visited/passed
through the European Sport
Village in Brussels

5 MILLION
PARTICIPANTS

between
7 - 30
September
2015

AMBASSADORS'
SOCIAL MEDIA
REACH:

3m+
FACEBOOK

3m+
INSTAGRAM

1m+
TWITTER

21
exhibitors
and 15-20
different free
sport activities
at six-day
European
Sport Village

30
European
Partners

 **2.241**
people registered
on the EC's
Facebook event

21.000
website visits during
the Week itself


6.000
VIDEO VIEWS

550%
increase in #BeActive
hashtag tweets August-September



Name:	FLASHMOVE: BEAUTIFUL RAVEL BIKE		
When:	Every Saturday since 09.10.2015	Where:	Place St. Lambert Liege, Belgium 
Who:	Le Beau RAVel	Reach:	More than 200 participants
Description:	<p>Le Beau RAVel bike is a good sport practice for the people to discover by bicycle Wallonia and Brussels. It is back also in 2015 and has been organized every Saturday in the late afternoon. The event was combined with family atmosphere and a festive spirit.</p> <p>The Beau RAVel had created rediscover of the most beautiful places and it has allowed participants to travel through the roads of Wallonia and Brussels by bike and to #BeActive. Otherwise another option to join the sport event is to walk with family or friends, following the same route.</p> <p>Highlighted as a good practice: This event is great combination of sport and nature exploration. It can be organized either by organization or by individual who loves biking. Easy to implement, good outreach, no limit of participants.</p>		



Name:		THE OLYMPIC DAY	
When:	10.09.2015	Where:	City of Rijeka, Croatia 
Who:	Rijeka Sport's Association, Regional Sport's Organization and the City of Rijeka	Reach:	400 participants and 2000 observers
Description:	<p>In the city center of Rijeka was held a presentation of sports with the aim to inform young people and their parents about the possibilities in which sports clubs they can enrol. There were presented 38 sports clubs in 20 sports. At the same time, major daily newspapers named "Novi list" published "The guide for children's enrolment in sports clubs".</p> <p>This event has been held in the afternoon in the city center of Rijeka so as many citizens could be reached in order to emphasize them the importance of practicing sport.</p> <p>Highlighted as a good practice: Direct reach of children is the best way to create in them love to do sports. In events, where you have the opportunity to try different type of sports and choose the one that suits you better, results are extremely good. Such event can be organized by organization or municipality.</p>		





Name:		NATIONAL SPORTS DAY BE CROACTIVE	
When:	12.9.2015	Where:	Bundek Park, Zagreb, Croatia 
Who:	Ministry of Science, Education and Sports	Reach:	10 000 people
Description:	<p>The flagship event of the European Week of Sport campaign was Croatian National Sports Day “Be CROactive”. National Sports Day was held in Zagreb, capital city of Croatia, on September 12th 2015. Event took place at one of the most popular Zagreb locations, Bundek Park. Wide range of activities across various locations at Bundek were organized for children (Kids Corner: mingling with Project Ambassadors, playing with mascots, outdoor play area), young people, students (Discovery Corner: presentations of sport clubs and national sports federations, presentations of sport projects, non-traditional sports presentations; Active Corner: zumba, pilates, yoga; Challenge Corner: Free Style Climbing, basketball, tennis and football tournament...), people with disabilities, seniors (Health and Nutrition Corner: blood pressure, body mass index, body fat percent, body weight), specific activities for families (Entertainment Corner: morning yoga, fitness, dance).</p> <p>Highlighted as a good practice: Cross — sectoral events, combining sport, youth, educational system representatives, people with disabilities and active ageing citizens have great impact on society and promote sport on different target groups. Those type of events are recommended for every city (small or big) at least once per year.</p>		




Name:	FESTIVAL SPORTACEK		
When:	During EWoS 2015 — one event per day in each city	Where:	Zlin, Karlovy Vary, Prague, Brno, Plzen, Czech Republic 
Who:	National government Czech Republic	Reach:	25 500 people
Description:	<p>Sportacek Festival is the largest sporting recruitment campaign in Czech Republic for children and youth between 3 — 18 years old. The aim of the campaign is entertaining and motivating children to move do sport and have healthy lifestyle. All activities have been implemented under professional supervision.</p> <p>The Festival was realized in Bratislava and abroad.</p> <p>Sportacek includes sport demonstrations, skill contests, exhibition appearances, autograph and photo opportunity with famous athletes and celebrities.</p> <p>Highlighted as a good practice: Recruitment campaigns focused in the promotion of sport and physical activity has been made in different formats. The one we are showing here is a successful one to make kids and young people choose their physical activity and understand why it is important to #BeActive. Can be implemented by organization or municipality.</p>		






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Name:	SCHOOL SPORT DAY		
When:	19.09.2015	Where:	Nicosia, Cyprus 
Who:	MINISTRY OF EDUCATION AND CULTURE and High school – TECHNICAL SCHOOL	Reach:	20 000 people
Description:	<p>During the School sport day, the FAIR PLAY FLASH MOB has taken place in Cyprus. Choreography has been prepared by the ambassador of FAIR PLAY.</p> <p>Additionally, each school unit has organized physical activities in which were involved students, teachers, administration staff of the school unit as well as parents.</p> <p>The sports activities which were organized by the students has been the following:</p> <ul style="list-style-type: none"> ★ Traditional dances; ★ Demonstrations of different sport (martial arts; gymnastics; football; badminton; fitness etc.); <p>They were organized outside and inside of the schools.</p> <p>This is a good example for sport practice which can be implemented in every country. By involving the schools in sports activities we can motivate the non-active youth people to jump in and #BeActive.</p> <p>Highlighted as a good practice: School sport is first stop for #BeActive for starting your active lifestyle. Habits that kids learn in school stays for the whole lifetime, so giving them the opportunity to do as much sport as possible and also to show what they have achieved is a great way to motivate them to continuing with sport their whole life. This event can be organized by every school.</p>		



Name:	#HAPPYMOVES		
When:	8 – 30.09.2015	Where:	Odense, Copenhagen, Aarhus and Aalborg, Denmark 
Who:	DGI in collaboration with Coca-Cola	Reach:	3860 participants
Description:	<p>HappyMoves is an urban street sports programme that provides free training and activities in urban spaces in four cities of Denmark (Aalborg, Aarhus, Copenhagen and Odense). Between September 8 – 30 2015, 54 HappyMoves events took place in the country. HappyMoves during the EWoS contributed also with a student tournament and a major panna event with international famous urban footballer Jeand Doest, and in collaboration with sports clubs and associations.</p> <p>The highlight of this program lies in the framework and level of activities, that are organized in such a way that everyone could participate. Whether participants were very active and athletic, or just looking for fun and recreation activities, there were activities for all. This variety of actions helped for the inspiration of new citizens to #BeActive. Some of the activities were: Salsa dancing, Panna, Parkour, AcroYoga, Slackline, Street basket and Beach volley.</p> <p>A particular innovative fact of the HappyMoves programme is that the organization is run by young local HappyMoves Agents, who are familiar with the local scene and trends in street-urban activities taking place in each city.</p> <p>Highlighted as a good practice: Urban street programs are more and more popular recently and the best point is that they are acceptable and everyone can join. Events like this one can be organized by individual, sport club or organization or municipality.</p>		






Name:		SUPPORTING EVENTS for EWoS	
When:	10 – 17.09.2015	Where:	Greece 
Who:	Sports organizations	Reach:	10 400 children, 20 000 parents, 450 coaches
Description:	<p>Greek Lottery, OPAP SA has promoted participation in physical activity and sport, during the European Week of Sport 2015 through its Corporate Social Responsibility Program "Sport Academies". The national network of 125 Amateur Football Academies that involves and reaches 10 400 children, 20 000 parents and 450 coaches and is supported in the framework of the program has organized and implemented football fun activities such as:</p> <ul style="list-style-type: none"> ★ Parents Vs Children game; ★ Boys Vs Girls game; ★ Training for Parents while children will be watching and supporting; ★ Speeches by Ambassadors on the benefits of physical activity. <p>Highlighted as a good practice: Corporate social responsibility /CSR/ in sport is an investment that returns the interest of the companies with accent of healthier community and employees. Every company can implement a CSR activity in the field of sport and the results will make decision makers more than satisfied. Investing in sport is always an positive advertisement.</p>		



Name:	SPORT AND PHYSICAL ACTIVITY		
When:	10 – 18.09.2015	Where:	Ireland 
Who:	Sports organizations	Reach:	5 000 people
Description:	<p>The Week is for everyone, regardless of age, background or fitness level. With a focus on grassroots initiatives, it has inspired Europeans to #BeActive on a regular basis and create opportunities in peoples' everyday lives to exercise more. As an annual event, the European Week of Sport will continue to inspire all kinds of creative and exciting events and activities in different countries.</p> <p>Within a week of sports, Ireland organized many different sports for all ages: Cycling event, Football, Physical Activity, Running, Walking, Cycling, Gymnastics and Badminton. This is a good example for a sport practice which can be implemented also in other countries and it will work out. By that way we can involve more and more people in active way of life.</p> <p>Highlighted as a good practice: Creating opportunities for all ages is one of the approaches that can be implemented during European week of sport or during other time in the year. This way of promoting grassroots sports is the best way to reach direct target groups and make them more active and healthy. Can be organized by organization or municipality.</p>		






Name:		"BRING BACK THE MILE" WITH CARA	
When:	14.09.2015	Where:	Kerry, Munster, Ireland 
Who:	CARA Centre	Reach:	Average between 2000 – 2500 participants per event
Description:	<p>The CARA APA Centre works at a strategic level to influence and support policies and programmes of agencies involved in the provision of sport, physical activity and physical education for people with disabilities. This is achieved through increasing the number of opportunities for people with disabilities to participate in sport and physical activity, providing information and support to people with disabilities whose aim is to achieve their optimum level of performance. The organization is also working on advocating for the inclusion of people with disabilities in sport, physical activity and physical education and supporting and influencing organisations involved in the provision of sport and physical activity to be more inclusive. They are developing and facilitating programmes to provide a range of training opportunities to professionals working within the sport, physical activity and physical education delivery systems, as well as providing support, advice and information to enhance access for people with disabilities to participate. Also focused on developments of both local and national sport and physical activity strategies to encourage the inclusion of people with disabilities in sport and physical activity.</p> <p>Charity running event was organized during EWoS to raise attention to the fact that sport and physical activity for people with disabilities is a means of enhancing life, increasing social interaction, improving physical and mental health and empowering people in all aspects of their lives. The challenge of this event was to ensure that people with disabilities have the same awareness of and access to opportunities to be active.</p> <p>Highlighted as a good practice: Creating separate event for specific target groups, such as people with disabilities can improve their access to sport and physical activity. Unfortunately, not all sport activities in Europe are yet adapted for those target groups and sometimes lack of information which sport they can join and which not can be stressful. In those specific events, they can receive information about what they can participate in. Can be organized by organization or municipality.</p>		


#BEACTIVE






Name:		CYCLE IN MEMORY OF THE LEGENDARY MIKE "IRON MAN" MURPHY	
When:	10.09.2015	Where:	Cahersiveen, Skellig Kerry, County Kerry, Ireland 
Who:	The Mike Murphy Memorial Cycle	Reach:	Average 50 participants per event
Description:		<p>The First annual cycle has been implemented to raise funds to build a statue of the legendary Mike 'Iron-Man' Murphy — winner of the 1958 race. One of the most famous athletes of Ireland is collecting more and more supporters with this cause and is trying to get the support for the statue that will inspire the local population to move more often.</p> <p>This is a great way to show how grateful is the population of Ireland to this person and local population is showing support to the event and to the cause, also connecting this to EWoS and promoting physical activity and sport through national heroes in the field of sport. They have declared that they will always remember the people who taught them not to give up and to strive for the best.</p> <p>Highlighted as a good practice: Events, connected to raising money for a good cause and even more when cause is again connected with sport are really interesting way of returning the investment in sports. Different problems in our society can also attract the attention to sport and physical activity and promote moving while helping. Events like this can be organized by individual, sport club or organization, municipality.</p>	



Name:	YOGA OUTDOOR		
When:	The activity has been implemented on 10.09.2015	Where:	At San Michele all'Adige (TN), Italy 
Who:	Roberto Lucin, Circolo Sportivo Ricreativo-Fondazione Edmund Mach (FEM)	Reach:	The activity involved around 15 people
Description:	<p>Yoga is a mixture of physical, mental and spiritual practices or disciplines, originated from ancient India. Yoga means union, in particular the one of body and mind. Its main objective is to find a balance through both physical activity and spiritual consciousness.</p> <p>EWOS 2015 has represented a precious chance to aware the Italian citizens about such life philosophy and practises, especially in a country where they are not commonly practised. The participants have been trained in order to reach the harmony of body and mind, even with the aim to let them get rid of the fatigue and negativity, accumulated in the daily life. This activity turned out to be particularly efficient for the group of attendees, who enthusiastically joined the good practice. Aim of this event has been, as well, the one to aware a bigger number of people thanks to the word of mouth method, in order to enhance the society situation, increase the well-being and make it more pacific and liveable.</p> <p>Highlighted as a good practice: Combination of body and mind approach is great one to increase well-being and accept active lifestyle while promoting innovative sport activities. Can be implemented by individual, sport club or organization.</p>		





Name:		SUPPORTED EVENTS	
When:	10 – 17.09.2015	Where:	Malta 
Who:	Different sports organizations	Reach:	Average between 300 – 350 people per sports event
Description:	<p>Different sports organizations organized a number of open days in their facilities to encourage participation in their respective sports. The innovative is that all of the sports organizations did the sports activities outside. They had a special built scene on which all of them represented their sport. By that way they showed and included people as much as it is possible. The sport activities was held at the main square and by that approach lot of people were included in the sports activities.</p> <p>In spite the sports activities and the different sports organizations, there was also singers and this has been another innovative way of attract people's attention. This is a good example for a sport practice which can be implemented also in other countries and it will work. By that way we can involve more and more people in active way of life.</p> <p>Highlighted as a good practice: Open trainings, provided by sport clubs are events that give the opportunity for the society members to step in the shoes of professional or amateur sport. This reach can give interesting point of view and motivation to #BeActive. Can be organized by sport club or organization, also it can be organized and coordinated by a municipality.</p>		



Name:	#BEACTIVE “GET WET!”		
When:	10 – 17.09.2015	Where:	Erne Waterway (Co. Fermanagh) and Lough Foyle (Co. Londonderry), United Kingdom 
Who:	Sport NIs	Reach:	Average between 100 – 120 participants per event
Description:	<p>This great participation event was open to all. People was able to along and paddle, row, sail or just float down the Erne (10 Sept) and the Foyle (17 Sept) in company of other water sport enthusiasts. Free BBQ afterwards and shuttle back to the start has been provided from the organizers.</p> <p>Water sports are one of the best ways to develop your body and to get strong. This event offered a great possibility for everyone to get strong and healthy and also to enjoy sport activities that are not always so accessible.</p> <p>Highlighted as a good practice: Water sports are specific, because we need conditions to implement them, but they have amazing freedom and combination with great time, spent in the nature. Events like this give the opportunity to be promoted water sports and more and more people to try and enjoy them. Everywhere closer to us in Europe there is opportunities for water sports, we just have to try and if we like it — to look for the best place to do it on regular basis. Can be organized by sport club or organization.</p>		





EUROPEAN EVERYDAY of SPORT

Name:	ACTIVE LEARNING FOR CHILDREN IN SCHOOL		
When:	10 – 16.09.2015	Where:	Various schools across Europe 
Who:	EuropeActive	Reach:	Over 2000 participants per event

Description:

The project encourages children to reflect on different lifestyle choices in relation to physical activity, stress management and overall wellbeing to deliver long-term positive impacts. The project combines fun-orientated exercise classes with educational material on lifestyle issues, supported by a methodology that not only provides information, but also teaches key life skills such as critical thinking, goal-setting and self-analysis. This way young people are empowered to make and implement their own lifestyle choices. The aim of ALCIS is to encourage children, their relatives and friends to lead healthy and active lives.

Highlighted as a good practice: Using sport as educational tool is one of the best methodologies that we can implement. Those events make kids move, but also make them think and reflect on the world around them and shows them the ways to become better persons. Events like this can be organized at regular basis in all schools and educational institutions across Europe.




4 Good practices from European week of sport /EWoS/ 2016

The 2016 European Week of Sport was a truly European event, involving over 15,000 activities and around 10 million participants. A Europe-wide media and social media campaign allowed the #BeActive message to reach out around 200 million Europeans. 33 national coordinators, 35 European partners (5 more than in 2015) and 26 Erasmus+: Sport projects actively contributed to the success of this second edition of the campaign.






EUROPEAN EVERYDAY of SPORT

Name:		EWoS AND MOBILITY WEEK LINK	
When:	16.09.2016	Where:	Sofia, Bulgaria 
Who:	Ministry of youth and sport, Bulgaria	Reach:	100 participants
Description:	<p>Ministry of Youth and Sport that is the National coordinator of EWoS in Bulgaria has organized the flagship event for EWoS 2016 with the innovative approach to connect European week of sport and the following on the next week — European mobility week, coordinated by the Ministry of Environment and Water. This has been the final event of the #BeActive campaign in Sofia for 2016 and has been organized cycling tour for stakeholders and citizens.</p> <p>In the bike ride participated Teresa Marinova — an Olympic, World and European champion in athletics (triple jump), Angel Karanyotov — motorcycle racer, Head of the Representation of the European Commission in Bulgaria, Deputy minister of youth and sport, Deputy chairwoman of State agency for child protection, mayors of Sofia districts, Rector and deputy rectors of National sports academy. In the end of the ride, the deputy minister of youth and sport has passed the yellow t-shirt of #BeActive to the minister of Environment and Water that is the coordinating body of European mobility week (16 — 22 september 2016) and showed the great coordination of Bulgarian institutions, focused on the main goal — create #BeActive nation in all related sectors. Event has finished with drift simulations that included safety driving recommendations.</p>		
	<p>Highlighted as a good practice: In some campaigns and events, we see that every coordinating body is focused only to its own campaign. Cross-sector approach on focusing at the main goals we have in the sector policies will lead to better results, quicker goal achievement and optimisation of resources. This way, decision makers, acting as organizing bodies will be able to achieve more and fight society problems, such as lack of physical activity with highest levels of success.</p>		




Name:	SPORTS AND RECREATION FEST PRIMORJE – GORSKI KOTAR		
When:	11.09.2016	Where:	Platak, Čavle municipality, Croatia 
Who:	Primorje – Gorski Kotar county sports association, Sport alliance “Sport for all” of Primorje – Gorski Kotar county, Primorje – Gorski Kotar county	Reach:	1000 people
Description:	<p>This event were organized as a final sport event in entire Sports and recreation Fest Primorje – Gorski Kotar County that consists of multiple sports disciplines with main goal of gathering citizens of Primorje – Gorski Kotar County and make them #BeActive. There were several sport activities in which all citizens could engage: cycling, running, Nordic walking, hiking and other. As many researches have shown, not many people are engaged in sports and recreational activities in this region. The goal was to attract as many people as possible to move, do sports and other recreational activities and #BeActive.</p> <p>Highlighted as a good practice: By organizing events of this kind, people are offered a unique opportunity to participate in various recreational sport disciplines, have a good time and inspire them to use public sports infrastructure more often. This good practice can be implemented by sport organizations or municipalities.</p>		






EUROPEAN EVERYDAY of SPORT


Name:	SILKEBORG HIGHWAY OPENING PARTY		
When:	10 – 11.09.2016	Where:	Silkeborg, Mid Jutland, Denmark 
Who:	It was a cooperative work of 8 organizations: DGI, SIF, SAK77, SMT, SLK, Funder GF, SEJS and Funderrabeklu.dk	Reach:	21.000 participants and 700 volunteers
Description:	<p>Highway openings are considered a once in a lifetime event in Denmark and therefore it's traditional to celebrate them with massive sport events. Silkeborg was no exception and after several years of construction the opening party took over the city. Race walks, roller skiing, roller skating, running, and cycling, and more than 21,000 people of all ages made up the two days full of physical activities, family and fun. In concordance with the opening of the European Week of Sport, Silkeborg saw a big amount of active citizens, and it also engaged in the opening promotional event of it: the #BeActive FlashMOVE. The venue of the event made possible that while some participants were taking part in the races, others could enjoy learning new activities and sports and enjoying a family event with fellow citizens and friends.</p> <p>The innovative part of this event is represented in three main aspects. Firstly, the size of the event, a result of the variety of options in which all age's groups could join in. Secondly, the idea of opening to all citizens a public space that will be occupied by vehicles, which meant those two days were a unique chance to make use of the space in a different and active way. Thirdly, the cooperation between different organizations to bring together a successful event is an example for perfect team work.</p> <p>Highlighted as a good practice: Days full of physical activities, family and fun is a goal that easily can be reached with this mass event. Public spaces that are focused on these activities are much needed in every location. Can be implemented by municipality or sport organization.</p>		




Name:	OLLERUP ALL COMMUNITY INVOLVEMENT		
When:	10 – 18.09.2016	Where:	Ollerup, Denmark 
Who:	INTAC, Ollerup	Reach:	40 students
Description:	<p>A group of young, active and motivated students from all over the world sending out loud a message of happiness, mutual understanding and the importance of being active. Songs, dances, martial arts, gymnastics, running, biking, FlashMOVE and much more were part of the Ollerup Academy of Physical Education students' repertoire as they moved through the city. They surprised the locals as well as tourists at iconic landmarks like Rådhuspladsen (Copenhagen City Hall), Amagertorvet, Superkilen Park in Nørrebro, Kogens Have Park and the famous Little Mermaid statue by Langelinie. Their final activity was to perform the FlashMOVE on main lawn of the Tivoli Park with many curious onlookers clapping and joining in the joy of being active, young and a bit foolish.</p> <p>Highlighted as a good practice: Showing your love to physical activity can be also interesting for not involved people. Looking at such youthful and full of energy event that promotes #BeActive will definitely make you want to join. Can be organized by individual, youth or sport organization, sport club or municipality.</p>		





Name:		COPENHAGEN HALF MARATHON	
When:	18.09.2016	Where:	Copenhagen, Denmark 
Who:	DIF/Danish Athletics Federation and Sparta	Reach:	Average between 22000 – 22500 people
Description:		<p>For the Copenhagen Half Marathon, its maiden race could not have gone better, with 19,425 local and international participants and a five-star “Quality Road Race” certification from European Athletics to reward its success. Building on running’s growing popularity as a leisure activity — particularly in Denmark and its reputation as a fun and inclusive blend of sport, culture, food and spontaneity, the Copenhagen Half Marathon is now an unmissable event in the running calendar of running enthusiasts and the local community.</p> <p>Highlighted as a good practice: City races get more and more participants in the last years. Preparing for marathon or half marathon is a preparation mode that has to be planned carefully. Anyway, the goal is to finish — on your own pace, time and step. An event like this makes the whole city a participant and raise attention to good causes, goals and physical activity as a powerful tool for social change. Can be organized by sport organization or municipality.</p>	



Name:	#BEACTIVE CHALLENGES		
When:	10 – 18.09.2016	Where:	Nationwide, Germany 
Who:	Deutscher Turnerbund e.V.	Reach:	10 000 people
Description:	<p>The Functional Fitness trend is growing in Germany — especially outside of sport clubs and the commercial fitness centres.</p> <p>This trend fits exactly to our sport clubs and it is our task to enable those offering CrossFitness classes. Organizers has developed a competition “4XF Games” (own brand) with regional competitions during summer, the possibility of an online-qualification and a national final.</p> <p>Integration of the 4XF Games into the EWOS in Germany</p> <ul style="list-style-type: none">★ Exciting events like qualifications and a final for the participants;★ Interest for the audience and hopefully justify them to be more active;★ Additional to the competition there are many opportunities to test fitness, to try special classes like Yoga, Pilates, Training for the back and so on. <p>With organizer’s ambition in creating the workouts of the 4XF Games, they have developed a “Sport for all” challenges - with the content of CrossFitness for the sport clubs.</p> <p>The “Sport for all” challenges:</p> <ul style="list-style-type: none">★ #BeActive Fitness the challenge had — many teams (3 — 6 people) perform so much workout-round (300 single under, 80 push-ups, 150 sit-ups) as possible in 15 min.★ #BeActive Endurance the challenge was in one day, with as many people as possible: walking, hiking and running — so many kilometres as possible.★ #BeActive FlashMove the challenge was to activate as many people as possible to dance the chorus.		



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Organizers set the results of the clubs in relation to their number of members and calculated the winner.

#BeActive Fitness: 39 Events

#BeActive Endurance: 16 Events

#BeActive FlashMove: 14 Events

Highlighted as a good practice: New trends in physical activity and sport have to be considered and we have to focus on what is interesting and innovative in order to attract the attention of young people. This practice and similar to this one have to be considered obligatory and we should promote the forms of activity, that people enjoys. Can be organized by individual, organization or municipality.




Name:	GREAT DUBLIN BIKE RIDE		
When:	11.09.2016	Where:	Dublin, Ireland 
Who:	Sport Ireland	Reach:	5 000 participants
Description:	<p>On the 11 September 2016, up to 5 000 riders set out from Smithfield Dublin to take part in the Great Dublin Bike Ride. The event offered a 60 km route for those looking for a slightly less strenuous day in the saddle and a challenging 100 km route for experienced riders. Sport Ireland, in conjunction with Cycling Ireland has teamed up with the Department of Transport, Tourism and Sport, Dublin City Council, Healthy Ireland and Fingal County Council for the Great Dublin Bike Ride, which has been held on the 11th September in Dublin. It has been a bike ride for all abilities novice to expert — 60 km or 100 km routes. This event has been an flagship event in Ireland for the European Week of Sport.</p> <p>The event didn't open to anyone under the age of 16.</p> <p>Highlighted as a good practice: Biking culture is rising and giving opportunities for people in all ages and from all target groups to be active in their daily work. Together with the biking infrastructure, we have to stimulate those kinds of activities that apart of moving people contribute to the environment. Can be implemented by sport club or organization or municipality.</p>		





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Name:		#BeActive SCHOOLS CAMPAIGN	
When:	12 – 16.09.2016	Where:	Nationwide, Ireland 
Who:	Active School Flag	Reach:	Average between 300 – 350 participants per event

Description:

The #BeActive Schools Campaign is a flagship event for the European Week of Sport in Ireland and a suggested programme of events has been created for the campaign which runned from the 12th – 16th September 2016. The week has started with Move it Monday a 10 minute challenge for schools to Drop Everything and Move. The top two videos/photos capturing the challenge won a sports equipment voucher for their school valued at €150. The #BeActive Schools Campaign was an opportunity for Irish Schools to promote physical activity in whatever way they can during the Week.


Highlighted as a good practice: 10 minutes per day is a short period of time, but everyone can take part and motivate her/himself to become more and more active with everyday. Starting with at least 10 minutes in the beginning of the working and studying day will help kids to be more focused, creative and involved in school classes. This initiative can be implemented by every school in Europe.



Name:	IRELAND ACTIVE		
When:	10 – 18.09.2016	Where:	Ireland 
Who:	All Irish schools were participating	Reach:	All students, teachers, parents and school staff
Description:	<p>Irish schools are promoting physical activity in whatever way they can. The focus of the Week has been on Fun and inclusive physical activities. The creative tool has been “Take on the Teachers Challenge”. Students had challenged their teachers and observed who is stronger, faster or more creative. There was also prize of 150 € for the winning picture of the event. The example of Ireland is very creative, it can be made in all EWoS participating countries, it is great way to start the school year and to reach and include all and everyone.</p> <p>Highlighted as a good practice: Reverse approach, when students challenge their teachers can provide great results and can be used in all kind of educational institutions to empower young people to become more secure in their actions, as well as to become more #BeActive and show what is interesting for them. Can be implemented in every educational institution.</p>		





Name:		MINDFULNESS EATING: ALIMENTARSI CONSAPEVOLMENTE	
When:	Wednesday 14.09.2016, time: 17.00 – 18.30	Where:	Parco della Fondazione, San Michele all'Adige (TN), Italy 
Who:	Daniele Barbacovi, Circolo Sportivo Ricreativo – Fondazione Edmund Mach	Reach:	The event involved around 20 participants
Description:	<p>Fondazione Edmund Mach offered a chance to live an experience of mindful eating. FEM organized a meeting aimed to sensitize the people about the theme of the healthy food, teaching them which kind of meals are considered fundamental and which dangerous. It has been explained as the type of food and the ways it can be cooked might change our body and affect our brain. The innovative part of this good practice has been the way in which such topic has been linked to the psychological sphere of the human being. The participants have been trained how to keep in touch and understand the signals of our body, for example those of fullness. Another interesting part of the activity has been implemented regarded the conscious tasting activity and breathing exercises to calm both mind and body, in order to live the meal as a well-being ritual.</p> <p>Highlighted as a good practice: Physical activity is not an isolated condition. It is connected with healthy food habits and understanding how our body function. Educational events are really interesting for participants and make them realize how much can be achieved by balanced lifestyle, connected both with physical activity and sport and healthy lifestyle. Can be implemented in organization or educational institution.</p>		




Name:		OPENING EVENT OF EUROPEAN WEEK OF SPORT WITH 12 HOUR FLOORBALL TOURNAMENT "RIGA VS REGIONS"	
When:	17.09.2016	Where:	Riga, Latvia 
Who:	Latvian Sports Federations Council (National Coordinating body of EWoS)	Reach:	249 participants, approximately 10 000 spectators
Description:	<p>The grand opening event of European Week of Sport in Latvia was 12 hour floorball "Riga vs Regions" tournament in cultural centre of the Capital city.</p> <p>Most of the games were open and everyone could apply for various categories (children, women, sport enterprises, fitness clubs, schools etc.). In addition, we had organised games: Olympians vs journalists and actors vs women national floorball team. Last game was the opening game for this year's national floorball league with two top national teams playing. In every game one team was representing Riga and another team — regions. All the points were summed up and at midnight the winner was announced — Riga.</p> <p>Various artists performed between the games and competitions for spectators were carried out all day long.</p> <p>Event was held at the foot of national independence monument at the very heart of Riga, in place where modern city centre meets old town and has never ending people stream during weekends. Magnificent light frame for the game field and cultural programme added tremendous value to the event making it in sports and musical celebration that turned city centre in energetic sports field for an unforgettable day.</p> <p>This event attracted a lot of attention and was excellent promotion for the sport; it brought together teams (from just sport loving people to professionals) from all country and various artists. Games with Olympians and actors added a lot of amusement as spectators had a chance to view many national level stars and heroes competing side by side.</p> <p>In addition, in the parks around an interactive "Be Active EXPO" of Latvia's sports was taking place with a possibility for the general public to see different sports involvement options as well as to actually try out the various sports, meet professional stars, and choose the potential future sports hobby.</p> <p>Highlighted as a good practice: Creating an event that combines sport and culture creates a spirit that can not be described only by words. When it is also connected to meeting your role models and having your favourite music bands on one spot — event's success is guaranteed. Can be implemented by sport organization or municipality.</p> <p>https://www.youtube.com/watch?v=cL7BkMostxl</p>		



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Name:	MALTA ACTIVE		
When:	10 – 18.09.2016	Where:	Malta 
Who:	SPORTMALTA	Reach:	Between 200 – 300 participants
Description:	<p>Led by SPORTMALTA — the National Coordinating Body of the European Week of Sport, together with National sport clubs and organisations, Malta is backing the 2016 European Week of Sport, which aimed to encourage people of all ages and backgrounds to be active. Surveys show that levels of physical inactivity in Malta and across Europe are on the increase, with a negative impact on people's health and well-being, as well as on the economy. The European Commission's Eurobarometer survey shows that in Malta 52% of people never or seldom exercise or play sport. This compares with a European average of 59%. The European Week of Sport, a Europe-wide initiative of the European Commission, was created to help address the issue of physical inactivity by encouraging the widest possible audience to be active. It focuses on boosting physical activity in four specific areas: the educational environment, the workplace, outdoors and in sport clubs and fitness centres.</p> <p>Highlighted as a good practice: Focusing on the needs of every target group will lead to concrete and measurable results. Kids and young people need different approach than working or active ageing people. When creating focused events, the outreach will be higher. Events like this can be organized by sport organizations or municipalities.</p>		





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Name:		NATURE ACTIVITIES	
When:	29.09.2016	Where:	Nationwide, Portugal 
Who:	IPDJ, City Council of Lisbon, municipalities, sports federations and local clubs	Reach:	More than 1 000 participants
Description:	<p>Outdoor activities, namely water and open air activities has taken place all over the country, promoted by public entities, sports federations and local clubs. Citizens were able to enjoy sport and physical activity open trainings and to find the sport they like and would like to continue practicing. Nature activities events were implemented in the whole country and all cities has enjoyed the opportunity to create sporty environment for their population. Sport clubs and federations took part in the events and was able to promote their activities.</p> <p>Highlighted as a good practice: Engaging all actors in the sport field in combining efforts to make people #BeActive will lead to concrete results. This should be part of a strategy for moving the people in our village, city or country and should include all partners, at all levels, with strict measurement of results. This event can be implemented by municipality or government.</p>		




Name:	“MIRANDELA STREET GAMES” (Basketball, Football, Hockey, Volleyball, Chess and Cycling in the Street)		
When:	24 – 25.09.2016	Where:	Mirandela, Portugal 
Who:	Município de Mirandela (Mirandela Municipality)	Reach:	200 Boys and Girls
Description:	<p>Mirandela Municipality in Portugal has celebrated between the 24th and 30th of September 2016 the second edition of the European Week of Sport.</p> <p>Like in the previous edition they had organized at local level many sport activities during this amazing event. One of the most successful activities in both editions was the one that brings the sport back to the street, like in the “old times”. Today, even in small towns in the sunny Portugal, the children and youth doesn't play any more any kind of informal sports in our streets like the used to do back in the 60's, 70's, 80's and 90's.</p> <p>The Municipality think that this kind of activities help our kids to develop soft skills, social skills and also sport technical skills.</p> <p>Play in the street it's not a new thing, the innovative and creative thing connect with this good practice is that the Municipalities could help the local kids to be more active just with organizing regular sport activities in the streets of their own towns and cities around Europe. They just need to create a local event with some of the sports that can be played in the street and invite everybody to join and have fun together like in the „old times“.</p> <p>Highlighted as a good practice: Sport can help our kids to develop soft skills, social skills and also sport technical skills. This focus is very important and needs to be explained also to kids and young people. Bringing the kids back to the streets to play and #BeActive can have great power in their future social integration. Can be implemented by sport organization or municipality.</p>		





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Name:		SPORTS AND RECREATION BATCH "HEALTH AND SPORTS"	
When:	12 – 21.09.2016	Where:	Drzonków (Zielona Góra), Lubusz Voivodeship, Poland 
Who:	Zbigniew Majewski's Voivodeship Sports and Recreation Center in Drzonkowo, Lubusz Sports Federation, Zielona Góra University of the Third Age	Reach:	75 elderly people, including the disabled participants
Description:	<p>In the period of 12 – 21 of September 2016 a Sports and Recreation Batch "Health and sports" for seniors and people with disabilities was held in the Sports and Recreation Center in Drzonków.</p> <p>The Batch was addressed to the elderly people, including disabled ones. In total 75 people had participated in the event. In the Batch program seniors had a variety of sport and recreation activities. For example they had activities like: general development, fitness in the water and in the hall, dancing, Nordic walking, boccia, shooting, tennis and table tennis.</p> <p>The event was also full of other attractions. There were plenty of dietary meetings and training workshops on various subjects: "Couch lifestyle", "First aid classes", "Diet of eternal youth", "Improve your interior", "Sad senior".</p> <p>Main goals and tasks of Sports and Recreation Batch:</p> <ul style="list-style-type: none">★ raising the level of general psychophysical activity and efficiency;★ promotion of active leisure activities through physical exercises, tourism activities and sport competition;★ increasing the knowledge of seniors and people with disabilities on proper nutrition and diets in selected metabolic diseases;★ shaping awareness of the impact of nutrition on a quality of life;★ increasing the knowledge of seniors and people with disabilities on physical activity;★ promoting a healthy lifestyle;★ raising awareness about early identification of depressive disorders;★ increasing the number of people who will be able to prevent the symptoms of depression;		




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- ★ ability to fight helplessness against one's own problems;
- ★ increasing the safety of seniors and people with disabilities by eliminating health or life-threatening factors;
- ★ the ability to build hope, strength and self-esteem;
- ★ increase first aid knowledge and skills;
- ★ shaping the ability to work in extreme situations and interpersonal skills in a group;
- ★ integration of seniors and people with disabilities through participation in group activities.

Highlighted as good practice: Creating events for elder people is a challenge and at the same time it is much needed in the modern society. Elder people are suffering lack of proper events for their age with the focus on their own abilities to be active. This example can be multiplied in every community and can be organized by a sport club or NGO, even municipality.



Name:		FAMILY ATHLETICS PICNIC WITH FAMILY RELAY RACE	
When:	11 — 20.09.2015	Where:	National Stadium, Warsaw, Poland and 242 orliks (pitches) in Poland 
Who:	Kamila Skolimowska Foundation, Physical Culture Development Foundation, The Ministry of Sport and Tourism	Reach:	1748 people involved in the race in Warsaw, around 30 thousand people involved in the whole Poland
Description:	<p>Family Athletics Picnic combined with the Family Relay Race took place on Sunday, September 13 in Warsaw. The race had a nationwide scope — it was organized on 242 orliks (pitches) in Poland between September 11 — 20.</p> <p>The area of National Stadium was especially prepared to invite families for the special picnic. All families, children, parents and grandparents could take part in workshops and outdoor games and meet the Polish ambassador of the European Week of Sport Otylia Jędrzejczak — Polish champion swimmer.</p> <p>This type of event is an example of activities that focus on the national sport heritage and the education of youth about the greatest country's sport achievements. As part of the event especially athletics, including throwing disciplines were promoted. Children could spend their time with family during different sport activities, at the same time they were presented information about national sport. The most exciting part of the picnic was the Family Relay Race. In result, 1748 people of different age, professions and skills took part in the race in Warsaw. We could meet ladies in high heels, parents with baby strollers, kids or nuns. As we can see race was open to everyone.</p> <p>Family Picnic and Relay Race took place before Kamila Skolimowska Lotto Memorial — event organized in the memory of Kamila Skolimowska, Polish gold medallist in hammer throw who died in 2009. In order to commemorate the youngest polish Olympics medallist, sixteen Olympics champions took part in the special conference and sport events.</p> <p>Highlighted as good practice: The event is a good practice and can be made in other countries, because it gathered thousands of people in almost every part of the country to meet one goal — promote sport and show that sport is good for everyone and you don't have to spend whole day to do it — every activity is well seen.</p>		



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#BEACTIVE 

Europejski Tydzień Sportu

**ETS Piknik
lekkoatletyczny**

od godziny 12:00
13 września 2015 r.
na błoniach stadionu
PGE Narodowy

WSTĘP WOLNY

Godzina 13:00
oficjalny start
Rodzinnej sztafety im. Kamili Skolimowskiej

ZAPRASZAMY

strefa ogólnorozwojowa
strefa zdrowia
strefa lekkoatletyczna
strefa malucha

 Ministerstwo
Sportu i Turystyki

 LOTTO WARSZAWSKI MEMORIAL
KAMILI SKOLIMOWSKIEJ

 Związek
Leichtathletik
Polska

 Nasz Orlik

 RODZINNA SZTAFETA
IM. KAMILI
SKOLIMOWSKIEJ

 Przy wsparciu
programu Unii Europejskiej
Erasmus+



Name:		FLASHMOVE AT UDOIT! DANCE FESTIVAL	
When:	10.09.2016	Where:	Tontine Square, Hanley, Stoke on Trent, United Kingdom 
Who:	UDOIT! Dance Foundation and StreetGames	Reach:	100 people
Description:		<p>To mark the launch on European Week of Sport, UDOIT has been working with Street Games to let the UK join in with the celebrations. Across Europe cities will see people gathering to perform the same short dance routine.</p> <p>Around Europe people has been taking part in a FlashMOVE at the same time celebrating European City of Sport 2016.</p> <p>“Stoke on Trent was 2016 European City of Sport so what better place than to host this here! You do not have to be able to dance just come along and take part — mums, dads, grandparents, toddlers, teens, aunts, uncles all are welcome! Straight after head over to the Paralympic Carnival also having in Stoke on Saturday.”</p> <p>Highlighted as a good practice: Dancing is a physical activity that everyone can do. It is inclusive, fun and needs no special equipment. Events including dancing can be made at regular basis and even can be made on different locations in each village. Great event, that can be made without many recourses and can be organized even from individuals (in the simplest way).</p>	





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Comparative analysis between EWoS 2015 and EWoS 2016 results and practices

#EWOS #BeActive	2015	2016
Participating countries	31	31
Events	7 000	15 000
Participants	5 000 000	10 000 000

* Data - <http://ec.europa.eu/sport/week/>

In the last 100 years, the physical activity in the world has been reduced very quickly with the industrial revolutions and the change of the working mode of the population. This change has become so quickly that we cannot realize yet the consequences that will have on humanity at all. If 100 years ago every person was moving in their daily life at least half of their working time without difference of the working field, today we are fighting to find the way of promoting at least 60 minutes of physical activity per day. How and when this change in the living habits will affect the world, we cannot say yet, but it is more than clear, that we have to take urgent measures — children's obesity is highest than ever (one of 3 children in the EU aged 6 — 9 years old were overweight or obese in 2010), physical inactivity in all age groups is far away from the recommended levels, mortgage levels, based on lack of physical activity are raising with every year.

During the last 10 years, many of the EU member countries has noticed that problem and has launched different campaigns, activities, motivational instruments and other attempts to make their population more active. Moment has been reached few years ago to start the conversation about common European initiative to motivate Europeans be active. As soon as the campaign has been decided to start, no-one knew will it work out or not, even with some very similar events already successfully implemented in some countries in Europe. This is why the first edition of European week of sport in 2015 was

somehow a trial version of something new, innovative, creative and open for the wide public. For a starting campaign, the edition of 2015 can be considered for more than successful. With 31 participating countries and 7000 events we have a number of more or less 225 events per country. This also means one event per 70 000 people in EU, that we can consider as more than amazing start of the campaign #BeActive. One of 100 Europeans took part in some event, organized during EWoS.

Having National coordinating bodies has been very useful in order to consider the local reality of each country and the national traditions in sport and physical activity. Both governmental and non-governmental organizations are trying to promote the campaign and to create a platform for daily physical activity. In 2016 we have noticed more organized approach, after the test of the first edition. This is noticed on EU level, as well as in some countries we have been monitored the processes. Raising all measured numbers — events, participation, visibility, satisfaction of participants is a clear sign, that the campaign is needed, useful and has amazing potential to become one of the most uniting events in EU, creating opportunities to move, but also reaching bigger goal — creating common identity in the European citizens. The increase of events (with more than 100%) and the increase of participants (with 100%) are two factors that show the good work that the European commission and National coordinating bodies has done. At this point their effort needs to be appreciated and we need to look forward to the need of the development of the campaign and how to create more and more opportunities for sport clubs and organizations to join events more effectively from one side and to the citizens to take part in those events from another. This has to be done by strict coordination and increased funding with each year, because as much effort is allocated to this campaign, bigger will be the results in the closer future. Reducing the costs, that health systems have to pay because of lack of physical activity, can be invested in prevention, information and promotion of physical activity and sport for all. With the 3rd edition in 2017, and the fix period in which EWoS will be held (last week of each September), all interested sides will be more prepared than the editions in 2015 & 2016 and we are expecting to see much more events (focused oriented to make people active everyday), better advertisement of the campaign (reaching all target groups) and follow-up activities in the period between the campaigns. We believe that improving the management of best possible level is our common responsibility, as well as the duty to reach as much people as we can with every edition, create events that are interesting for the participants, consult, be open, do as much as we can.

So, ready for EWoS 2017? Inspired to move your community? We are, and hope that in this manual you will find motivation and ideas to create your amazing #BeActive event!



6

About European everyday of sport project

www.eusport.org

European everyday of sport project is designed to improve sharing of good practices, priority of Erasmus+ programme, to find and promote good practices from first and second edition of European Week of Sport and to encourage participation in sport and physical activity. The most specific topic this strategic partnership has been focused is the development, identification, promotion and sharing of good practices.

In 2007, the White Paper on Sport was issued by the European Commission as the first policy document addressing sport on behalf of the European Union. The Lisbon Treaty (2009) introduced a specific article which gave the EU a new supporting competence for sport. In 2011, the Commission adopted a Communication entitled “Developing the European Dimension in Sport” providing for specific actions regarding the societal role of sport, sport’s economic dimension and the organisation of sport. Based on this Communication, the Council adopted a Resolution on an EU Work Plan for Sport 2011 – 2014, which further strengthened European cooperation on sport by setting priorities for EU level work engaging the EU Member States and the Commission. In 2012, the Council adopted conclusions on promoting health-enhancing physical activity and on strengthening the evidence-base for sport policy making. Following a proposal from the Commission, for the first time, financial support for sport is now included in form of a specific chapter in Erasmus for the period 2014 – 2020, which decision is warmly welcomed by all partner organisations of this current project.

Despite the growing importance attached to the promotion of physical activity in EU Member States, the “Eurobarometer” survey in 2009 identified “alarmingly high” rates of physical inactivity in the EU and found that the vast majority of Europeans (60%) never exercise or play sport. The last published “Eurobarometer” survey in 2014 stated very similar data, as in 41% of Europeans exercise or play sport at least once a week, while 59% of EU citizens never or seldom do so.

Based on the gap, stated in the aforementioned analysis, it is more than visible that the importance of highlighting and promoting sport and physical activity is a priority of all European organizations, working on local, national or European level. This is why the current project is aiming to find the way of analyzing, collecting and promoting the good practices in the



different target groups — kids, youth, in school, working people, active aging people, in the city, in small village. We believe that the added value from the opportunity to create awareness of the importance of physical activities through increased participation in and equal access to sport for all, will contribute to the increasing the number of people who exercise or play sport at regular basis and all project products are resourceful to support this aim for the specialists in sport, health, youth policy, educational institutions, local authorities, NGO's, national authorities in their daily work.

The current collaborative partnership has implemented various activities on local, national and international level; focused in collecting, development, identification, analyzing, promotion and sharing good practices from Europe and the World that can be easily implemented in the work of the experts in the mentioned fields. Project also has focused in the activities, held by the first and second edition of “European week of sport” and will collect all good practices, realized in 2015 and 2016 in the Member countries. These tools will be very useful in the planning of next editions of the EWoS and other events to promote sport and physical activity through increased participation in, and equal access to, sport for all.

All activities, implemented by this project has been devoted supplying the need of open recourses with detailed focus on specific target groups and opportunities to make the movement part of the daily schedule of more and more people in Europe. As we have mentioned afore, the tools and instruments to make Europe a moving nation are still not the most effective as we are observing the results in the data from both “Eurobarometer” 2009 and 2014. This is the obvious need this consortium has tried to deal with and create a short cut between the target groups (direct — sport, health and youth specialists, educational institutions, local authorities, NGO's, national authorities and indirect — kids, youth, working people, active aging people, people living in cities and small villages) and physical activity as a “positive medicine” for personal, professional and social development of individuals.



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Main objectives, we have focused in the project are:

- ★ Improved sharing and promotion of good practices in the field of sport and physical activity.
- ★ Collection of good practices of the previous editions of European week of sport.
- ★ Strengthen the evidence base for policy making (studies, data gathering, surveys) at local, national and European level.



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- ★ Increased knowledge and awareness regarding sport and physical activity, as in the same moment strengthened cooperation between institutions and organizations active in the field of sport and physical activity, not only inside the consortium, but also at local level in the partner organizations countries.
- ★ Promotion of tools for different professional groups to work for motivating more people to do sports in every day life — 8 good practise manuals elaborated (How to be active every day for kids; How to be active every day for youth; How to be active every day in school; How to be active every day for working people; How to be active every day for active aging people; How to be active every day in the city; How to be active every day in small village; Good practice manual of EWoS 2015 and 2016. Each of the manuals has collected the best possible practices from Europe and the world with tips for implementation of each of the topics.) — published as Open Educational Resources, available for NGO's, sport organizations, local/regional/national institutions and other interested.
- ★ Improve good governance in sport with shortcut to resources — Educational platform and Android/iPhone application — innovative database of “sport ideas” — a search engine. In this search engine, you can put your living place (city or village), your occupation (working, student), your age group (kid, youth, adult) and the engine will give you ideas how you can be active every day.
- ★ Create an innovative network of professionals, devoted to active living from different parts of Europe, who will be committed to the project not only during project life, but also after the project end with development and growing good practice database.
- ★ Collection of ideas for the development of the idea of “Everyday of sport” in the daily life of the European citizens.
- ★ Raise awareness on the added value of sport and physical activities in relation to the personal, professional and social development of individuals through all planned project activities.
- ★ Raise awareness on the importance of health-enhancing effects of physical through all planned project activities.
- ★ Increase participation in physical activities and sport by increased number of local actions and events, awareness-raising activities and providing opportunity to individuals to personally experience the benefits of physical activities.
- ★ Disseminate the accumulated knowledge and expertise of the partnership, its newly developed tools and best practices to inspire and promote further collaborations and synergies on the related topics.
- ★ Empower specialists from different fields with the tools and instruments to act freely in their daily work, with the ideas that they can implement directly.





Project "European everyday of sport" is co-funded by the European Commission Erasmus+ — Sports — Collaborative partnerships in the sport field and Not-for-profit European sport events. The partnership between Bulgaria, Italy, Croatia, Hungary, Lithuania, Poland, Slovakia is a combination of sports and youth organizations youth and educational institutions.



Bulgaria:

Bulgarian sports development association

www.bulsport.bg



Bulgarian Sports Development Association was founded in 2010 and is a nonprofit public organization devoted to the development of Bulgarian sport and improving sporting culture in Bulgaria.

Association team is young, creative and full of innovative spirit that works for development of Bulgarian sport and enhance the sport culture in Bulgaria with a desire and motivation. BSDA membership is voluntary and the association involve both physical and legal persons who are willing to help sport development with time, ideas, effort or financial support. Together with sport focused activities, association also organizes different events in the areas of: entrepreneurship, citizenship and active society. The team of the organization consists of professionals from different fields as: sport experts, media specialists, tourism and hospitality, education, marketing and others.

Association believes that sport should be part of a modern life of children and young people and should create in them values such as fair play, team-work, discipline, equal start and non-discrimination. Sport is also be a excellent way to prevent many of the problems of young people such as social exclusion, violence, crime and addictions.

Main goals of the organization are:

1. Sustainable development of physical education and sport in Bulgaria;
2. Develop different strategies and programs for sport tourism;
3. Development, application, implementation and coordination of national, municipal, government, European, international and other projects and programs for development of sport, sports facilities and physical education;
4. Improving the health, physical condition and sports culture of the nation, concerning youth problems as a priority;



5. Optimization and mobilizing human and material potential in sport and personal development;
6. Creating an enabling environment for sustainable and efficient management and entrepreneurship in sport and tourism;
7. Development of education in physical culture and sport and through sport, and informal continuing education in the field of sport, professional development, business and entrepreneurship;
8. Protection of children, youth, professional athletes, coaches, sports figures and sports organizations;
9. Develop and Stimulate entrepreneurship in sports.

Specific fields, connected to the project:

- ★ More than 20 years of sport field knowledge of the applicant's project team members;
- ★ Coordination for Sofia of Move week 2013 and 2014 with excellent results — campaign, similar to EWoS, that has gave us easier overview of the EWoS campaign and way to analyse comparing both;
- ★ Capacity to lead the collaborative partnership, to find the best possible good practices, to collect them in one single place as open educational resource for all interested players;
- ★ Possibility to sustain the project after the funding, because we believe that the project will have long life and added value to sport for all sector;

Full member of ISCA — International sport and culture association and National Patient Organization Confederation “Health Protection” — Bulgaria. Represented at:

- ★ National Parliament of the Republic of Bulgaria – Commission on cooperation with NGOs and citizens' complaints (April 2015 — January 2017) — Representative in Public Council — sector “Physical Education and sports”;
- ★ Founder of representative body the NGO Forum for support of Bulgarian presidency 2018 (March 2017 — present);
- ★ BSDA has been between first 32 organizations in Europe, that signed the launched from Commissioner Tibor Navracsics pledge of good governance in sport during Sport Forum 2017 in Malta. (March 2017)



EUROPEAN EVERYDAY of SPORT

Italy

Mine Vaganti NGO

www.minevaganti.org/



Mine Vaganti NGO (MVNGO) was born in Sardinia (Italy) in 2009. MVNGO has 4 offices in Olbia, Sassari, Uri and Tempio Pausania and manages the operation of one youth center (Centro Santa Caterina, Sassari), thus represented in all the North of Sardinia. Mission: MVNGO promotes Intercultural Dialogue, Social Inclusion through Sport and environmental protection using Non Formal Education. MVNGO is part of 3 international networks such as YEE, ISCA and MV International. Services: MVNGO is an educational training provider at local and European level and has a consultant role for public and private bodies in order to promote and develop European and trans-continental projects. Programmes: MVNGO works on Erasmus+, Horizon 2020, Europe for Citizens, Creative Europe, EuropeAid, EaSi, Life+, IEE, the United Nations programmes (UNDEF) and with foundations such as EYF, Anna Lindh and Open Society. Hosting: MVNGO is accredited as hosting institutions in EVS (CODE: 2015-1-IT03-KA110-005863), Erasmus for Entrepreneurs, Erasmus Placement (through University of Sassari), Anna Lindh, National Funds, Azerbaijani Foundation.

General objectives:

- ★ Promote young mobility, intercultural exchange, volunteer and social cooperation among youngsters;
- ★ Stimulate the exchange of ideas and experience, mutual understanding, and equal rights and opportunities among young people in Europe and in the Euromed countries;
- ★ Promote intercultural understanding, equal opportunities, respect, active citizenship and solidarity;
- ★ Fight discrimination, xenophobia and intolerance;
- ★ Promote respect for the nature (ecofriendly attitude) and develop new job opportunities;
- ★ Involve young people with fewer opportunities.



Activities:

- ★ In the field of non-formal and in-formal education, informing and communication (youth exchanges, training course, study sessions);
- ★ Activities for youth: voluntaries projects in local communities, sportive activities as an healthy lifestyle, sport as a tool for inclusion, eco projects of free expression for young people.

Mine Vaganti NGO has successfully implemented numerous projects related to:

- ★ Sport values, health — Youth Exchange “ExSport ME Import Us”;
- ★ Sport as an educational tool — Youth in Action TC “Inclusive Sport for All”;
- ★ Youth Exchange “Two Islands One Move” related to The European Move Week 2013;
- ★ Sport as a tool for inclusion — European Youth Foundation Pilot Activity “Inclusive Sport in Sardinia”;
- ★ Sport as an educational tool for inclusion using non-formal education — Grundtvig InTraining Service “Education and Sport for All”.

Mine Vaganti NGO established its Sport Branch in 2011, and the current project is largely based on their accumulated experience in the field of Non-formal Education, Sport, Social Inclusion, as well as it builds on the project management skills and experience gained through these years through more than 30 implemented project by the NGO.



Croatia

RIJEKA'S SPORTS ASSOCIATION

www.rss.hr



Rijeka's Sports Association /acronym RSS/, is non government and non profit organisation, allying all sporting clubs within the City of Rijeka and is the promoter of the Programme of public sports programme co-funding in the City of Rijeka which is presented through the City administration department for sports and technical culture to the government of the City of Rijeka.

Operation of Rijeka's Sports Association and its technical services is governed by Sports Act. The Association is in charge of the promotion and stimulation of sports as a whole within the territory of its competence, of coordination among its members' activities, of bringing together and coordinating sports programmes, proposing the programme of public sports programme co-funding and taking care of its development.

PROGRAMME FIELDS

1. Fostering and promotion of sports;
2. Carrying out sports activities for children, youth and students;
3. Operation of sporting societies, sporting communities and city associations;
4. Sports preparations, national and international championships and general and special health protection for athletes;
5. Employment of professional sporting staff;
6. Sporting and recreational public activities;
7. Utilization of sporting facilities of significance for the local self-governing unit;
8. Development and funding of research and development projects, feasibility studies and surveys in the function of sports development;



9. Planning, construction, maintenance and utilization of sporting facilities and structures of significance for the local/regional self-governing unit.

Programme fields of public sports programme co-funding within the City of Rijeka comprise all the above mentioned activities, with differences concerning certain programmes timing. Its activities — programme planning, analytics, informatics, legal and human resources related, accounting-financial, programme development surveillance and others — are performed by technical staff within the Association.

These activities are allocated regular and occasional financial support for 182 sports clubs with approx. 18,000 active athletes of different age, out of which 9,500 either registered or unregistered sports club members and over 5,000 students and procreative users.

Since 29th of March 2010 Rijeka's Sports Association has received the certification audit by the Bureau Veritas in all the processes in accordance with the requirements of ISO 9001:2008 procedures and BV.

RSS cooperate with Croatian Olympic Committee, Croatian Paraolympic Committee and Croatian Deaf People's Sporting Society.



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Hungary

Reményt a Gyermekeknek Közhasznú Egyesület / Hope for Children Hungary

www.remenytagyermekeknek.hu/



The main goal of the Association is to advocate and protect children's rights in compliance with the standards and principles of the UN Convention for the Rights of the Child. The Association serves as an intermediary organization between the society (including several actors such as businesses, universities and other non-for-profit organizations) and the children, youngsters and families in need with the aim to facilitate and coordinate the flow of the donations and the human resources (professional and volunteer) between them. The promotion of the human rights education in Hungary is part of this mission in the frames of which workshops and trainings are organized for children and young people. The aims of the awareness raising and informative campaigns are to prevent the violation of rights and to realize and acknowledge the current problems which is essential for an extensive social consultation and action.

Right to health is one of our main topics, which includes education about healthy lifestyles, sports and awareness rising on doping. We recently run "Right to health" programme in 2 institutions we work with and still continuing in during the summer time in the summer camps. The program includes workshops 3 times a week, where our experienced volunteers are using non-formal education elements mixing with sport. Programme had a big success as all the children are enjoying it and they have learned a lot so far.



Lithuania

Vilniaus kolegija / University of Applied Sciences

<https://en.viko.lt/>



VK is the biggest University of Applied Sciences in Lithuania with more than 7000 learners and 1000 staff. We have hundreds of stakeholders, social partners within private sector, governmental organizations so dissemination and valorisation of results are widely supported within.

VK is higher educational institution, which gives more practical training to the students. Sports facilities serve as an extra curriculum's factor motivating students to be healthy and active during their studies. Sport serves as an educational factor for building positive, healthy attitude, teamwork, good physical condition and motivation.

We have very good competence and infrastructure to organize different kind of sports activities in Lithuania in the sphere of the following sports brunches:

- ★ Bodybuilding;
- ★ Basketball;
- ★ Athletics;
- ★ Football;
- ★ Individual trainings;
- ★ Volleyball;
- ★ Table tennis.

We have excellent relations and agreements with Lithuanian Olympic committee (<http://www.ltok.lt/#>) as well as Lithuanians sports federations (<http://www.lsf.lt/>). We are happy to have full governmental support to disseminate and valorise our project's sports activities.



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Poland

Stowarzyszenie Instytut Nowych Technologii / Association Institute of Innovative Technologies

www.newtechlodz.com/



**Instytut
Nowych Technologii**

INT has many years of experience in the organization of training courses, conferences, promotion and use of new technologies in education and entrepreneurship. Our activities are aimed at promoting new technologies, innovation and increasing opportunities for participants in the labour market education and equal opportunities. Among the key actions INT there are: researches for authorities and private entities, the organization of the Regional Competition Leader of New Technologies (innovative technologies) in the region of Lodz, numerous conferences, over 350 trainings, workshops, etc. INT leads "NGO Support Centre" in the region and works with more than 100 NGOs. Currently, the INT was established Regional Centre for International Debates (project of the Ministry of Foreign Affairs).

The recipients of our projects are: youth, disadvantaged groups, NGOs, volunteers, employees of companies, entrepreneurs as well as those who are just starting their career path, also elderly people. The organization's activities are adapted to the current needs of the market, hence the continuing need to acquire new knowledge, exchange experiences and increasing competence.

Before the current project, we have realized another sport project which has been coordinated by people who are actively involved in physical activity. Other projects coordinated by our organization has been also connected with sport activities. From many years we have established close cooperation with many NGOs, local authority and many schools – that have impact on our society. Some of our employees are really active in their private life; some even document it by blogs, organizing events, participating in sport events. INT employee's about 10 people with master degree in the field of sociology, pedagogy, management, international relations, law.



Slovakia

A.D.E.L. – Association for Development, Education and Labour

www.adelslovakia.org/en/



A.D.E.L. is an organization, which creates opportunities for young people who would like to be an active, try and learn something new, gain new experience and knowledge for personal and professional development. We want to enrich the educational, social and cultural life of young people living in our country, mainly young people with fewer opportunities and coming from Eastern Slovakia. We believe that young people must become a driving force in building the society in which they live and therefore we create various opportunities in order to help shape a generation that is determined to change our country/and world for the better.

Our main goals that we promote with a variety of projects and activities are:

- ★ to increase employment of young people and to support their personal and professional development;
- ★ to organize and mediate trainings, youth exchanges, work camps, seminars, study mobilities, internships and volunteering programs abroad;
- ★ to encourage active citizenship, civic participation, voluntary and civic initiatives and to emphasize their importance in the society;
- ★ to stimulate the creation of new and innovative ideas as the basis for entrepreneurial initiatives of young people, to motivate them and support towards his own business;
- ★ to encourage the responsible attitude to the nature and animals, promote a healthy lifestyle and protect the environment;
- ★ to promote constructive debate on the EU, to raise legal awareness of citizens, protect human rights and to watch the transparency in the allocation of public resources;
- ★ to endorse the elimination of gender stereotypes and promote equality of opportunity for all...

Our motto is: „Youth is not just a temporary state on the way to adulthood, but the space for our own journey, opinions and solutions – and we want to fill in this lack of space!“



7

Useful links

European commission official web page	http://ec.europa.eu
European week of sport official web page	http://ec.europa.eu/sport/week
Erasmus+ official web page	https://ec.europa.eu/programmes/erasmus-plus/node_en
Eberspächer web page	https://www.eberspaecher.com/en/jobs-career/family-delights/worklife-balance/company-sports-program.html
Gore web page	https://www.gore.com/en_gb/careers/whoweare/worklifebalance/1251586293402.html
Snacknation web page	http://www.snacknation.com/blog/employee-wellness-program-ideas/

Authors:

Chief editor and leading author:

Yoanna Dochevska, Bulgaria

Authors:

Ivaylo Lazarov, Phd., Bulgaria,

Ivaylo Zdravkov, Bulgaria

Konstantin Zankov, Bulgaria

Kristin Ilieva, Bulgaria

Delyana Martinova, Bulgaria

Stefka Djobova, Phd., Bulgaria

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For any comment on this Manual, please contact BSDA: info@bulsport.bg

More info on the European Week of Sport [\[http://ec.europa.eu/sport/week\]](http://ec.europa.eu/sport/week)

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