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INFORMATION NOTE

From: General Secretariat of the Council
To: Council
Subject: The European Week of Sport - Guidelines for 2016
- *Information from the Commission*

Delegations will find attached an information note from the Commission on the above subject, which has been included on the agenda under "Other Business" for the next Education, Youth, Culture and Sport Council meeting on 23-24 November 2015.

The European Week of Sport Guidelines for 2016

The European Week of Sport is a European Commission initiative aimed at raising awareness of the benefits of sport and physical activity. The first edition of the European Week of Sport ran from 7th to 13th September 2015.

During the months of October and November 2015 the European Commission, via an on-line survey, collected feedback on the Week from national coordinators of the Week, European partners of the Week, European Sport Village exhibitors and Erasmus+ Sport project leaders. The feedback received gives a unanimous view: the first European Week of Sport was a success and reached its objective, namely to offer a new tool for the promotion of sport and physical activity at EU and national level.

Overall, more than 7000 events were organised across Europe, the vast majority having been sport activities accessible to the public. A few centralised events, including the ones organised by the European Commission, consisted of conferences and seminars to raise awareness about the Week, its Focus Themes (Education, Workplace, Outdoors, Sport clubs and Fitness centres) and its 2015 overarching theme "The role of sport in promoting tolerance and open societies in Europe". It is estimated that around 6 million Europeans of all ages actively took part in the Week. And many more were made aware of the Week through the #BeActive European Week of Sport communication campaign.

The main goal of the European Week of Sport is to encourage Europeans to better integrate physical activity into their daily lives and to create long-term healthy habits. This is why the Week is meant to be an annual event, occurring every year in September.

The working structures including national coordinators and European partners are now in place. The shape of the Week, including the Focus Themes, was helpful in engaging citizens. Most of the stakeholders are already fully satisfied with the way the Week has reached its objectives at European, national and local level.

For 2016, the main orientations of the Week will be the following:

- A parallel opening event in all EU Member States should ideally be organised on the same day targeting the general public and raising awareness about the Week in the media. The opening should take place on Saturday 10th September 2016 to allow for greater participation of European citizens;
 - Participating countries would nevertheless enjoy full flexibility to organise their national Weeks until the end of September 2016;
 - It is suggested to organise the European Week of Sport around focus days;
 - The communication tools and materials will be further developed for better use in the national languages.
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