europe active

MORE PEOPLE | MORE ACTIVE | MORE OFTEN

#BEACTIVE DAY 2026

#BEACTIVE
EUROPEAN WEEK OF SPORT
23 - 30 September

EUROSPORT

Co-funded by
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A MOVEMENT THAT BRINGS EUROPE TOGETHER

#BEACTIVE DAY is a Europe-wide campaign coordinated by EuropeActive and its community of national associations. Each year, thousands of free physical activity events take place across the continent to celebrate the joy of exercise and encourage people of all ages and abilities to be active.

The campaign highlights how physical activity can support healthier lifestyles, strengthen communities, and inspire long-term behaviour change. From fitness centres to parks, schools to workplaces, and throughout our streets, ***#BEACTIVE DAY*** invites everyone to join in the fun!

WHEN DOES IT HAPPEN?

#BEACTIVE DAY takes place each year on **23 September,** marking the start of the **European Week of Sport.** Some countries hold activities throughout the week or even the full month, to give everybody the chance to participate.

WHERE DOES IT HAPPEN?

Everywhere. In gyms, schools, community centres, outdoor parks and squares, workplaces, swimming pools, and online. Whether in a small village or a capital city, ***#BEACTIVE DAY*** brings activities to many local communities.

HOW DOES IT WORK?

Events are fun, free, inclusive, and easy to join. EuropeActive provides campaign materials, toolkits, and Inclusion Guides, while national associations and community organisations turn them into creative, inspiring events that reflect local needs.

SCAN ME!

LAST YEAR'S IMPACT HIGHLIGHTS:

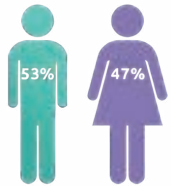
22
Countries involved

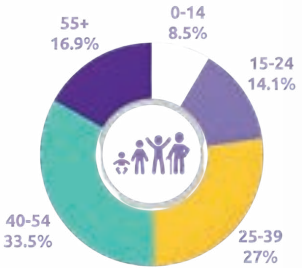
25 778
Events organised

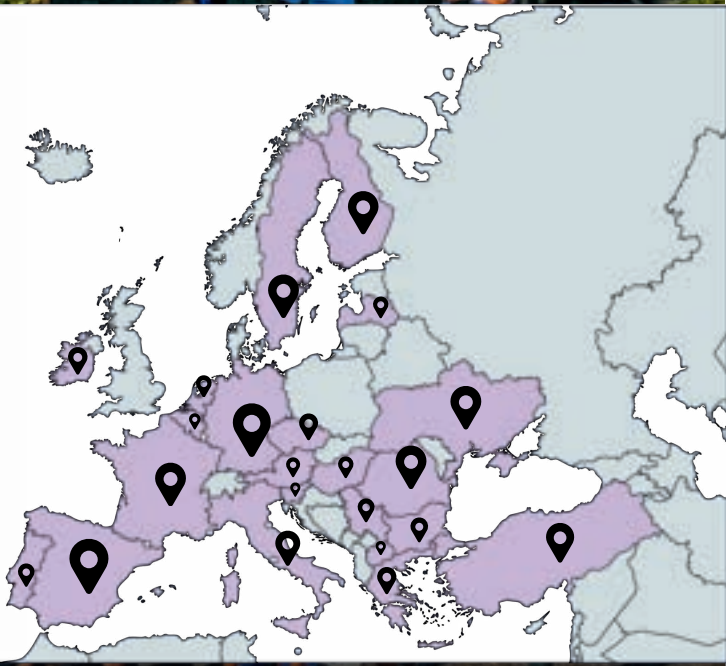
829 707
Participants

Communication reach
13,6 million

Demographics of our participants







Type of event organisers

EuropeActive is an **official partner of the European Commission's European Week of Sport.** As part of this partnership, ***#BEACTIVE DAY*** serves as the fitness and physical activity sector's flagship contribution to the campaign. Through its scale and visibility, the campaign brings to life the mission of helping the many be physically active, on a regular basis, across the continent.

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2026 FOCUS

MENTAL HEALTH & WELLBEING

WHY IT MATTERS

In 2026, ***#BEACTIVE DAY*** focuses on **Mental Health and Wellbeing**, highlighting the important role physical activity plays in supporting emotional resilience, reducing stress, and strengthening social connection.

Across Europe, many people face challenges such as loneliness, anxiety, and burnout. Regular movement can help improve mood, boost confidence, and create opportunities to connect with others in a positive and supportive environment.

Physical activity is a simple and accessible way to support mental wellbeing. It encourages people to take time for themselves, feel more connected, and build healthier routines - at their own pace.

THE **MENTAL HEALTH GUIDE**

To support this year's focus, EuropeActive will develop a **Mental Health Guide**, bringing together expertise from mental health and physical activity professionals.

It will explore how fitness environments can support mental wellbeing, address potential risks, and include guidance for **children and young people**.

The guide will provide **practical tools and recommendations** to help create safe, inclusive and supportive spaces for all.

INCLUSION

AT THE HEART OF THE CAMPAIGN

SCAN ME!

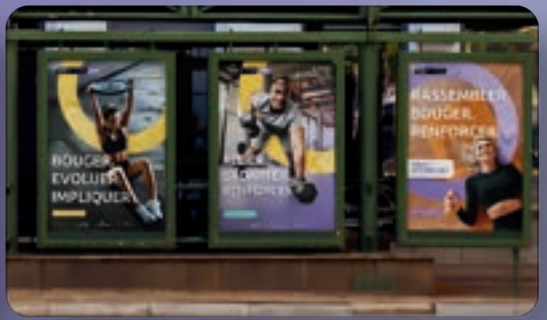
Each edition of ***#BEACTIVE DAY*** champions inclusion. Through our annual Inclusion Guides, EuropeActive provides free, multilingual resources that remain in use throughout the year and beyond, helping organisations break down barriers and make physical activity accessible for all.

PAST **INCLUSION THEMES**

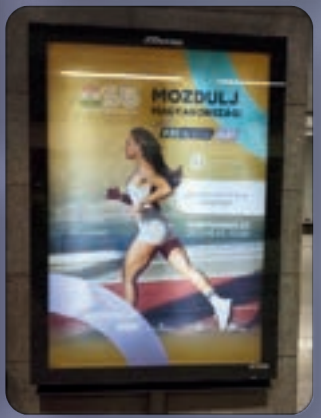
- Better engaging with women and girls (2022)
- Intergenerational inclusion (2023)
- Accessibility and sustainability (2024)
- HEPA and inclusion of people with NCDs (2025)

EVENTS

MEDIA AND VISIBILITY


BOUGER
EVOLUER
IMPLIQUER
RASSEMBLER
BOUGER
RENFORCER

DNY OTEVŘENÝCH
DVEŘÍ FITNESS


MOZDULJ

BENESSERE

SUSTAINABILITY

LEADING **ECO-FRIENDLY PRACTICES**

For ***#BEACTIVE DAY*** campaign, sustainability is another key priority. In line with this, EuropeActive has also released the Sustainability Guide, developed by the European Network of Outdoor Sports with input from the project consortium. The guide offers actionable strategies for organisers to reduce the environmental impact of their events. It focuses on practical solutions for waste reduction, resources conservation, and promoting eco-friendly practices.

By adopting these guidelines, organisers can host events that align physical activity with a commitment to environmental responsibility, paving the way for a greener future.

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JOIN THE MOVEMENT!

Be part of ***#BEACTIVE DAY*** by organising or participating in an event.
Together, we can inspire Europe to get more people, more active, more often.

Thank you to our national associations, partners and supporters:

ACTIVE – ACTIVITÉS DE LOISIRS OUTDOOR & INDOOR
AC+IVE SWEDEN
ANIF – ASSOCIAZIONE NAZIONALE IMPIANTISPORT & FITNESS – EUROWELLNESS 1996
WKO – Die Freizeit- und Sportbetriebe
BAHF
ČESKÁ KOMORA FITNESS
DFHO – Dansk Fitness & Helse Organisation
DIFG
IDSSV – Arbeitgeberverband deutscher Fitness- und Gesundheits-Anlagen
FITNESS.BE – WELLNESS & HEALTH
España Activa
hunactive
Ireland Active – Leisure, Health and Fitness Association
LVFA
LIIKUNTA YRITTÄJÄT FINLAND ACTIVE
MATRIX
NMA – АСОЦИЈАЦИЈА ЗА РЕКРЕАЦИЈА И ВЕЛНЕС – ASSOCIATION FOR RECREATION AND WELLNESS
NL ACTIEF
PORTUGAL ACTIVO
Савез за рекреацију и фитнес Србије
Chamber of commerce and industry of Slovenia – SFRR – Slovenian association for fitness, recreation and regeneration
Σ.Ι.Γ.Α. – ΣΥΛΛΟΓΟΣ ΙΔΙΟΚΤΗΤΩΝ ΓΥΜΝΑΣΤΗΡΙΩΝ ΑΤΤΙΚΗΣ
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