

Project Card

Project title	#BEACTIVE DAY 2023
Action	Erasmus+ Key Action 2 (KA2) - Cooperation among organisations and institutions NOT-FOR-PROFIT EUROPEAN SPORT EVENTS European local events (Type II)
Duration	01/01/2023– 31/12/2023 (12 months)
Budget	Fixed lump-sum: 300.000 EUR
#BEACTIVE DAY concept	<p>The #BEACTIVE DAY action is based on building capacity around the European Week of Sport (EWoS) and on physical activity promotion through the implementation of #BEACTIVE DAY campaigns in EU and non-EU countries.</p> <p>The #BEACTIVE DAY concept is based on EuropeActive's previous successful 'National Fitness Day' campaigns, which were delivered across 15 different European countries since 2017, demonstrating the core of this concept is a sustainable formula for success that has now become the highly recognisable #BEACTIVE DAY unifying event for the European fitness sector.</p> <p>This Action will focus on how will increase the fitness sector's ever-growing contribution to HEPA and EWoS, under the core vision of getting more people, more active, more often. The 2023 campaign focus will be given to intergenerational activities, including both children and seniors, in order to raise awareness around the lack of activities for the latter. Intergenerational activities enable to build greater social cohesion, to boost children's positive development, and to promote active and healthy ageing. To support campaign event organisers, an Inclusion Guide will be produced covering the 'why' and 'how' to do so effectively. This is essential to further extend EWoS and the #BEACTIVE DAY campaigns' social outreach, given the evidenced-based need to move away from 'one-size-fits-all' approaches.</p> <p>This action will continue to include non-EU countries with North Macedonia and Serbia, and hence remain in line with the EU's 'sport beyond borders' priorities for Western Balkan countries.</p>
Objectives	<p>1. To encourage participation in sport and physical activity by supporting the implementation of the European Week of Sport.</p> <p>By multiplying the number of national #BEACTIVE DAY campaigns across partners' respective territories, in collaboration with their members, partners, and sector stakeholders, in sight of promoting physical activity as a tool for health.</p>

	<p>2. To develop and raise-awareness around intergenerational activities. Specifically focusing on how to implement intergenerational activities during the campaign, and in fitness and physical activity services in general. An Inclusion Guide will be produced, covering the 'why' and 'how' to do so effectively, along with good practice examples.</p> <p>3. To consolidate 'sport beyond borders' and to promote EU values. As partners, the NAs of North Macedonia and Serbia will implement the project and campaigns, embodying ideal mediums to both fight the current state of physical inactivity, promoting EU values and strengthening relationships among European countries.</p> <p>4. To foster capacity building, knowledge-sharing and networking. The consortium will create an environment, and key opportunities, to foster networking, knowledge-sharing, and capacity building, within the consortium of partners, at their national levels. This will notably materialise through the Capacity Building workshop for partners, and the 9 campaign launch events.</p>
Beneficiaries	<ol style="list-style-type: none">1. Belgium: EuropeActive (Coordinator)2. Czech Republic: Czech Chamber of Fitness (CKF)3. France: Active-FNEAPL4. Greece: Attic union of Gym Owners (SIGA)5. Hungary: MAFORSZ6. Latvia: Latvian Health and Fitness Association (LVFA)7. Portugal: Portugal Activo8. Romania: Romania Active9. Serbia: Association for Recreational Fitness Serbia (SRFS)10. North Macedonia: Together Advancing Common Trust (TAKT)
Activities	<ul style="list-style-type: none">• Virtual kick off• Campaign Workshop & Partner meeting (April 2023)• Develop an Inclusion Guide about intergenerational activities in fitness and physical activity• Campaign launch event in each partner country to prepare the #BEACTIVE DAY campaign implementation (May/June/July 2023)• #BEACTIVE DAY Campaigns, events, and activities to take place during EWoS• #BEACTIVE DAY Demo event in Brussels (September 2023)• #BEACTIVE DAY Conference, Brussels (December 2023)