



*Let's move Europa:
School-based promotion of healthy
lifestyles to prevent obesity*

Dissemination Strategy of EuropeActive

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EUMOVE TRANSNATIONAL MEETING. 29-30 September 2022



europa active

MORE PEOPLE | MORE ACTIVE | MORE OFTEN

The European Association for the Fitness & Physical Activity Sector

OUR MISSION

Promote the interests of all organisations which work towards getting **more people, more active, more often.**



OUR VISION

To be the leading **European voice for the fitness & physical activity sector.**

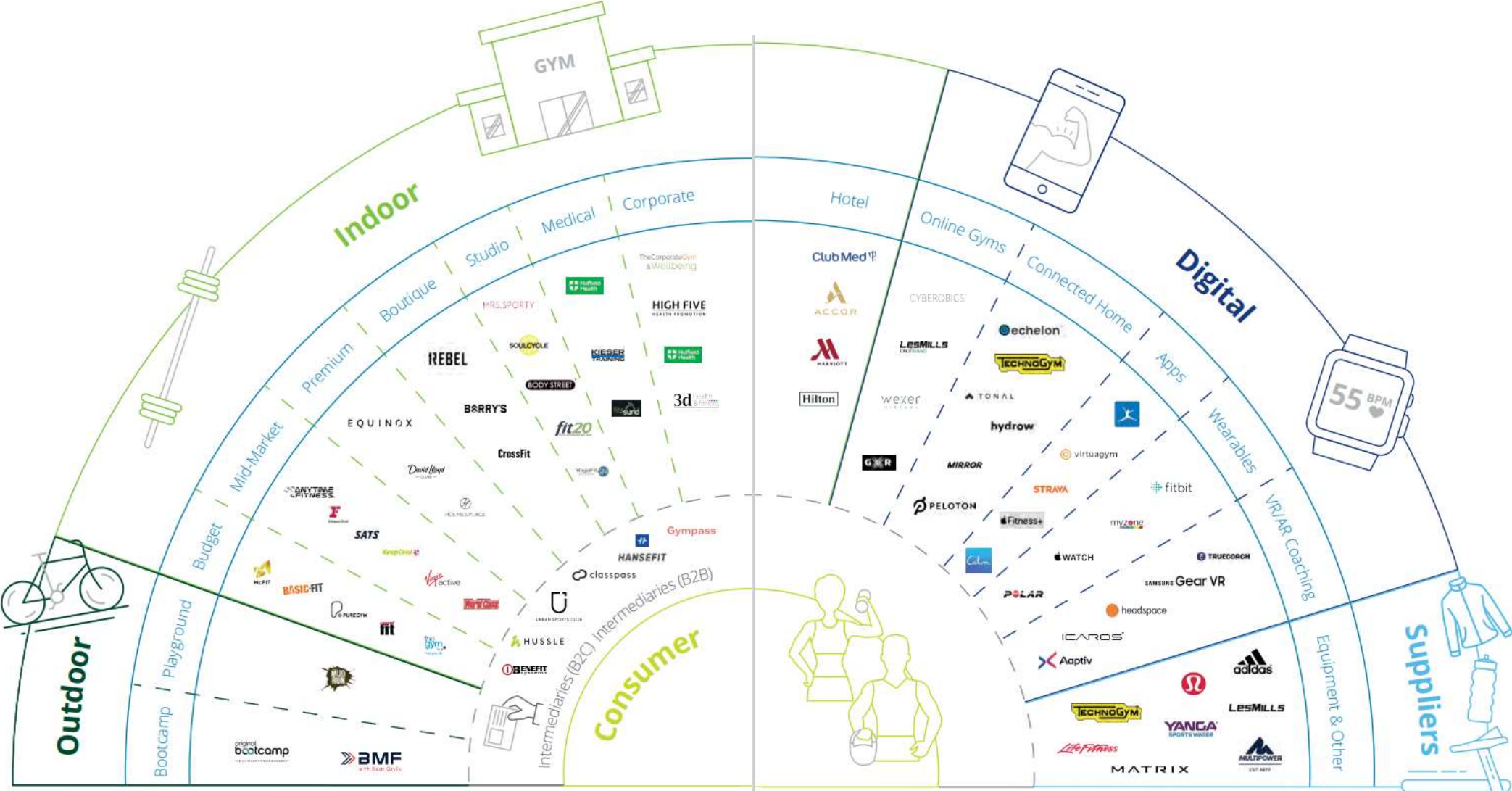


OUR AMBITION










100 million members of Health & Fitness centres by **2030.**



Stakeholders



National Association Partners

 <p>Die Freizeit- und Sportbetriebe</p>	 <p>BEROEPSVERENIGING</p>	 <p>Българска асоциация за фитнес и здравеопазване</p>	 <p>ČESKÁ KOMORA FITNESS</p>	 <p>DFHO Dansk Fitness & Hejse Organisation</p>	 <p>SKY Suomen kunto- ja terveysliikuntakeskusten yhdistys</p>
Austria	Belgium	Bulgaria	Czech Republic	Denmark	Finland
 <p>active ACTIVITÉ DE LOISIRS EN AIR & NOUÏ Fédération Nationale des Entreprises des Activités Physiques en Lignes</p>	 <p>Georgia active</p>	 <p>DIFG DEUTSCHER INDUSTRIEVERBAND FÜR FITNESS UND GESUNDHEIT e.V.</p>	 <p>IDSSV Arbeitsgeberverband deutscher Fitness- und Gesundheits-Anlagen</p>	 <p>E.L.F.A. ΣΥΛΛΟΓΟΣ ΙΔΙΟΚΤΗΤΩΝ ΓΥΜΝΑΣΤΗΡΙΩΝ ΑΤΤΙΚΗΣ</p>	 <p>MAFOR SZ MAGYAR FIZIKULTURAI ÖRÖKSÉG KEZELÉSÉNEK</p>
France	Georgia	Germany	Germany	Greece	Hungary
 <p>Ireland Active Leisure, Health and Fitness Association</p>	 <p>ANIF ASSOCIAZIONE NAZIONALE DIRIGENTI SPORT E FITNESS PALERMO (1996) EUROWELLNESS 1996</p>	 <p>LVFA Latvian Fitness Association</p>	 <p>LIETUVOS SVEIKATINGUMO KLUBŲ ASOCIACIJA</p>	 <p>KNKF Környékfités, Neerlandische Krachtsport & Fitness bond</p>	 <p>NL ACTIEF</p>
Ireland	Italy	Latvia	Lithuania	Netherlands	Netherlands
 <p>VIRKE TRENING</p>	 <p>PFR</p>	 <p>PORTUGAL ACTIVO Associação de Clubes de Fitness e Saúde +pessoas +activos +saúdáveis</p>	 <p>romania active</p>	 <p>Gospodarska zbornica Slovenije SfRR Sekcija za fitness, rekreacijo in regeneracijo</p>	 <p>FUNDACIÓN España Activa Fundación para el deporte, la salud y el bienestar</p>
Norway	Poland	Portugal	Romania	Slovenia	Spain
 <p>Friskvårdsföretagen •almeco</p>	 <p>swiss active Interessengemeinschaft Fitness Schweiz Communauté d'intérêt Fitness Suisse Comunità di Interessi Fitness Svizzera Community of Interest Fitness Switzerland</p>	 <p>SPOR ENDÜSTRISI DERNEĞİ</p>	 <p>UA active</p>	 <p>UK active More people More active More often</p>	
Sweden	Switzerland	Turkey	Ukraine	United Kingdom	

Media partners

body•LIFE
Europe's No.1

FITNESS CHALLENGES
MAGAZINE, WEB & FORMATIONS

fitness
MANAGEMENT

FITNESS NEWS
Business News and Analysis **EUROPE**

gym
FACTORY

FITNEWS.DK

HCM
UNITING THE WORLD OF FITNESS

BRANZAFITNESS.COM
B

CLUB INDUSTRY

B BRAVO
GROUP

SWEATY
BUSINESS

FITNESS
TRIBUNE
www.fitnesstribune.com

LA PALESTRA
DAL 2005 LA RIVISTA DEI PROFESSIONISTI DEL FITNESS

europaactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

Active EU Projects



#BEACTIVE DAY

FRIDAY 23RD

SEPTEMBER 2022

#BEACTIVE DAY

*A small step for yourself,
a giant leap for your health!*



beactiveday.eu



The image features a stylized logo centered over a light gray world map. The logo consists of a blue lowercase 'i' with a dot, followed by a large yellow 'U' that is partially overlapped by the 'i'. To the right of the 'U' is the word 'move' in a blue, lowercase, sans-serif font. The 'o' and 'v' in 'move' are blue, while the 'e' is yellow. The background is a light gray world map with white outlines of continents, set against a dark blue gradient background.

Dissemination & Exploitation objectives



Addressing the needs of the EUMOVE target groups and creating awareness of the project activities with the network of EuropeActive



Raise awareness and promote the EUMOVE methodology programme

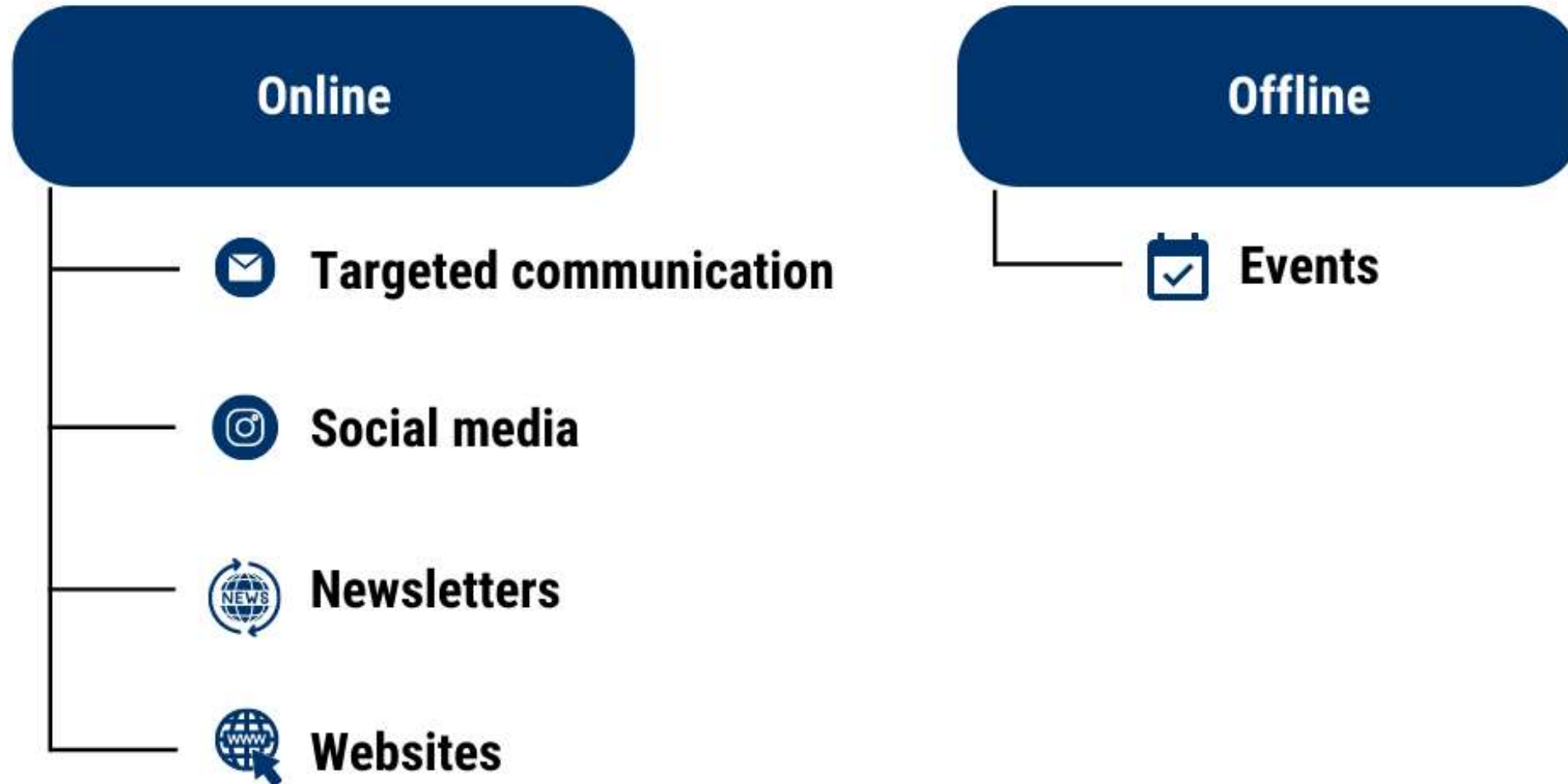


Promote health and physical activity and prevention of childhood obesity



Achieve a lasting impact of the project outcomes and events

Dissemination tools and channels



Target groups

TARGETED COMMUNICATION

- Partners and Members
- Stakeholders
- EU representatives
- World Health Organisation

SOCIAL MEDIA

- Exercise professionals
- Partners and Members
- Training providers
- General public

NEWSLETTERS

- Partners and Members
- Stakeholders
- Media partners
- National association partners

WEBSITES

- Exercise professionals
- Partners and Members
- Training providers
- General public

EVENTS

- Media partners
- National association partners
- Sector stakeholders
- NGOs
- Trade associations

Reach of communication channels



Instagram

- EuropeActive channel: **3,855** followers
- EREPS channel: **7,027** followers



Facebook

- EuropeActive channel: **14,471** followers
- EREPS channel: **3,813** followers



- EuropeActive channel: **5,637** followers



- EuropeActive channel: **5,997** followers



Newsletters

- Receivers: **53,407**
- Unique reads: **33.85%**



Websites

- EuropeActive: **19,985** Page Views, **9,423** Users
- EREPS: **72,383** Page Views, **12,306** Users

Timing





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Thank you for your attention!

For more information visit:

www.europeactive.eu



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