

**#BEACTIVE DAY**

**2025**



**CELEBRATING MOVEMENT  
ACROSS EUROPE**



Co-funded by  
the European Union





## 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.



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.

# #BEACTIVE DAY *2025* IMPACT HIGHLIGHTS:



**22**  
Countries involved



**25 778**  
Events organised

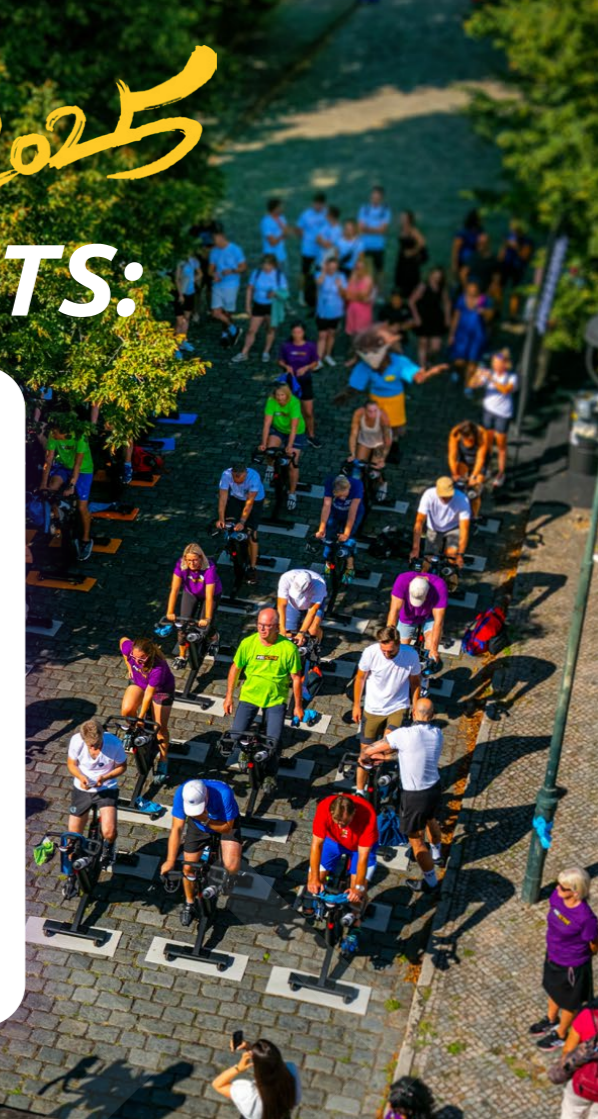
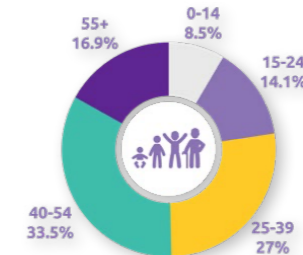
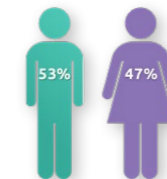


**829 707**  
Participants



Communication reach  
**13,6 million**

*Demographics of  
our participants*



# HEPA FOCUS

PHYSICAL ACTIVITY AS PREVENTION AND MEDICINE



## Why HEPA matters

In 2025, **#BEACTIVE DAY** focused on **Health-Enhancing Physical Activity (HEPA)**, emphasising the essential role that exercise plays in preventing and managing non-communicable diseases (NCD) such as cancer, cardiovascular disease, diabetes, and respiratory conditions.

Physical activity is one of the most effective low-cost public health tools. It reduces the risk of chronic illness, supports recovery, improves mental health, and enhances quality of life.



## THE HEPA GUIDE

To support this year's focus, EuropeActive published the HEPA Guide, developed together with medical and physical activity experts. The guide provides practical recommendations for fitness professionals, gym operators, and event organisers on how to cater to individuals living with NCDs through adapted physical activity.

It helps ensure that everyone can participate safely, confidently, and comfortably regardless of health status.

[Check our 2025 HEPA guide\\* >](#)

\*<https://www.beactiveday.eu/inclusion>



# INCLUSION AT THE HEART OF THE CAMPAIGN

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.

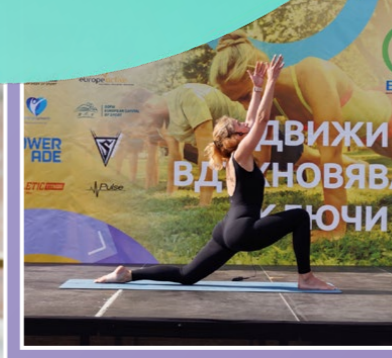
## PAST INCLUSION THEMES

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



*The 2025 HEPA Guide continues this mission, ensuring lasting awareness-raising and improving our sector's ability to support diverse communities.*





2025

# #BEACTIVE DAY

## 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*

**#BEACTIVE DAY** is only possible thanks to the commitment of EuropeActive's national associations and local organisers who work throughout the year to create inclusive and impactful events.



[www.beactiveday.eu](http://www.beactiveday.eu)

[www.europeactive.eu](http://www.europeactive.eu)

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