



#BEACTIVE DAY

European-wide campaign
uniting people from all age groups in a collective
celebration of physical activity

#BEACTIVE DAY 2023

beactiveday.eu

#BEACTIVE
EUROPEAN WEEK OF SPORT

europaactive
MORE PEOPLE MORE ACTIVE MORE OFTEN

 Co-funded by the
Erasmus+ Programme
of the European Union

FIBO
CONFIDENCE

LES MILLS

#BEACTIVE DAY CAMPAIGN

#BEACTIVE DAY

a European-wide campaign, is an initiative of the European fitness and physical activity sector managed by EuropeActive and its national association partners. This campaign underlines the significance of physical activity by organising a multitude of free events and activities throughout the continent.

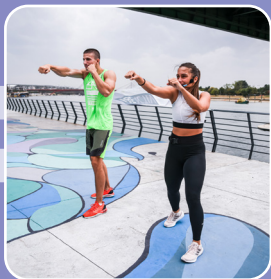
#BEACTIVE DAY unfolds annually on the 23rd of September, bringing together countries across Europe. The campaign is an integral part of the European Week of Sport, emphasizing the fun of physical activity and its importance for mental, social, and physical well-being. This initiative is inclusive, welcoming all organizations to partake by arranging free events, regardless of location, duration, or setting – be it in the public park, indoors, or at school. The key is to get creative, start organizing, and become a part of **#BEACTIVE DAY!**



#BEACTIVE DAY 2023

The **#BEACTIVE DAY** campaign stands as an example of what can be achieved when a shared vision meets unwavering commitment. It's a story of inspiration, transformation, and the collective power of European fitness and physical activity.

In 2023, EuropeActive and its national association partners spread the message of European Week of sport by organising.



5 524
EVENTS



that involved
444 289
PARTICIPANTS



in
24
COUNTRIES

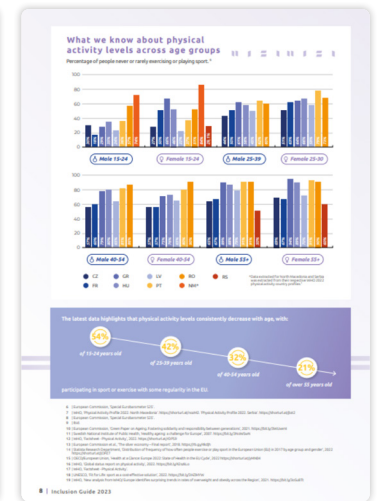


and reached
6 182 649+
PEOPLE
through various
social media
activities.

INTERGENERATIONAL APPROACH TO PHYSICAL ACTIVITY

Every person, regardless of age, gender identification, ethnic, cultural or economic background, sexual orientation, ability or disability should have the right to participate in health-enhancing physical activity.

This year, thanks to Erasmus+ Programme funding, **#BEACTIVE DAY** adopted an intergenerational approach to get the youngest and oldest age groups more active, more often, and together. EuropeActive with its project consortium partners, developed an Inclusion Guide offering a roadmap on how fitness and physical activity providers can adopt an intergenerational approach to create more accessible and inclusive opportunities for different generations in order to come together and engage in physical activity.

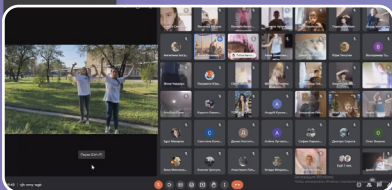


ACTIVITIES FOCUSED ON INTERGENERATIONAL INCLUSION

1

#BEACTIVE DAY School Challenge
and the collaboration with Act for
Health Project

Ukraine



2

Parents and children classes

Latvia



3

All Ages Active

Ireland



4

ATG for Longevity

North Macedonia



5

Outdoor strength class

Hungary



6

#BEACTIVE DAY

Serbia



Serbia



INAUGURAL #BEACTIVE DAY EVENT IN BRUSSELS

2023

#BEACTIVE DAY

EVENT IN BRUSSELS

One of the highlights of this year's #BEACTIVE DAY campaign was its first-ever event in Brussels. Co-organised by EuropeActive, David Lloyd Club, and Physical Coaching Academy, the event offered a unique opportunity for participants of all ages to engage in free fitness workshops led by certified trainers.



PARTICIPATING NATIONAL ASSOCIATION PARTNERS

Beyond Brussels, **#BEACTIVE DAY** 2023 simultaneously rolled out across 23 other European countries. EuropeActive extends its heartfelt gratitude to all the dedicated stakeholders, partners, and sponsors who

contributed to the resounding success of the campaign. A special nod of appreciation goes to all the national associations that actively participated in the organization of the 2023 **#BEACTIVE DAY**:



#BEACTIVE DAY

With the support of EuropeActive's
President's Council for Suppliers,
Digital & Tech



www.europeactive.eu

www.beactiveday.eu

EuropeActive

Avenue des Arts / Kunstlaan
43, B-1040 Brussels, Belgium



BRP
SYSTEMS

FIBO GLOBAL
FITNESS

FUNXTION

Gympass

LES MILLS

MATRIX

myzone®

PerfectGym



TECHNOGYM



xplor

YANGA
SPORTS WATER

#BEACTIVE
EUROPEAN WEEK OF SPORT

europeactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

Co-funded by the
Erasmus+ Programme
of the European Union

FIBO GLOBAL FITNESS

LES MILLS