

2021 REPORT

The European Fitness Sector contribution to the 2021 #BeActive Campaign

This Report provides an overview of the fitness and physical activity sector contribution to the European Week of Sport 2021 and to the overall *#BeActive* message throughout the year.









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



The European Fitness & Physical Activity Sector Contribution

In 2021 EuropeActive and its partners have inspired millions of Europeans to #BEACTIVE and to adopt a more active lifestyle:

5,201 Events held across Europe and beyond

2,512,351 Participants involved

35 million +

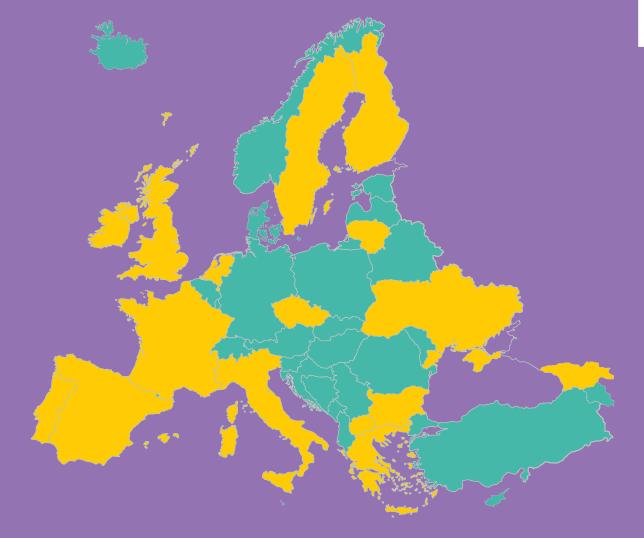
Over 35 million people reached through various media activities



#BEACTIVE DAY

EuropeActive is proud to present the amazing contribution of its partners for the *#BEACTIVE DAY*, an initiative from the fitness and physical activity sector to celebrate the fun and importance of exercise and to encourage people to lead an active lifestyle.

16 EuropeActive national association partners organised a *#BEACTIVE DAY* on Thursday 23rd September, in the frame of the European Week of Sport, with thousands of free events and activities organised across Europe and beyond.





With thanks to our partners

EuropeActive would like to extend a massive thank you to everyone involved in this year's activities and looks forward to another brilliant edition next year.



www.europeactive.eu www.beactiveday.eu



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