

#BEACTIVE DAY



A EUROPEAN-WIDE CAMPAIGN

*celebrating the fun of physical activity
in support of the 2022 European Week of Sport*

#BEACTIVE DAY 2022

beactiveday.eu

FIBO GLOBAL
FITNESS

#BEACTIVE
EUROPEAN WEEK OF SPORT

europeactive
MORE PEOPLE MORE ACTIVE MORE OFTEN



Funded by
the European Union

#BEACTIVE DAY 2022 #BEACTIVE DAY

IN FIGURES



#BEACTIVE DAY is an initiative of the European fitness and physical activity sector and is organised by EuropeActive and its national association partners.

The campaign emphasises the importance of physical activity for people's physical, mental and social wellbeing by organising thousands of free events and activities across the continent.

In 2022, EuropeActive and its partners spread the #BEACTIVE message across Europe by organising :



3876
events



THAT INVOLVED
701 695
participants



AND REACHED
3 276 640+
people through various
social media activities.

2022 #BEACTIVE DAY 2022 #BEACTIVE

The **#BEACTIVE DAY** campaign is an official partner of the European Commission's European Week of Sport which, thanks to national association partners, proudly contributes to the great success of the latter.

The number of participating countries grows yearly, and this year was no exception. In 2022, **#BEACTIVE DAY** involved a record-breaking 22 countries!



HIGHLIGHTS HIGHLIGHTS HIGHLIGHT

#BEACTIVE DAY campaign activities encompass a variety of formats and are organised in a variety of locations. Behind the numbers are a wide range of creative ideas and efforts.

The campaign is inclusive and open to everyone. All organisations are welcome to get involved and to organise various kinds of free events that enable people to be more active.

In 2022, **#BEACTIVE DAY** materialised through:

01. *#beactive4peace, initiative to support displaced fitness trainers trying to restart activities in war-torn Ukrainian cities.*



02. *10@10 challenge, a challenge encouraging kids in the Netherlands to do 10 minutes of physical activity at 10 o'clock in the morning*



03. *The open outside event, organised in the biggest park in Bucharest, Romania.*



04. *National Fitness Day, a long-standing movement in the United Kingdom, which took place in 3000 fitness centers this year*



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05.

MyZone Challenge, a virtual initiative that activated 35,900 people across Europe.

myzone

100 MEPS CHALLENGE

Exercise however you want this week to earn 100 MEPS.

#BEACTIVE DAY



06.

Physical activity for everybody, an event in North Macedonia attended by people with intellectual disabilities.



07.

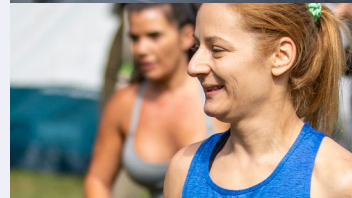
Online physical education lessons, project for physical education teachers who motivated students to be physically active.

#BEACTIVE DAY

23 БЕПЕЧЕ

#BEACTIVE DAY

Будь активним з усією Європою!



FIBO GLOBAL FITNESS

#BEACTIVE
EUROPEAN WEEK OF SPORT

europeactive
MORE PEOPLE. MORE ACTIVE. YEAR-ROUND.



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MORE PEOPLE MORE ACTIVE MORE C

INCLUSION OF WOMEN AND GIRLS

Under EuropeActive's vision of getting more people, more active, more often, and the acknowledgement that women and girls are consistently less physically active than their male counterparts the 2022 **#BEACTIVE DAY** also focused on improving and increasing the offer of physical activities that are available and appealing to women and girls.

Thanks to Erasmus+ Programme funding, the 2022 **#BEACTIVE DAY** project consortium developed a hands-on Inclusion Guide for fitness and physical activity clubs and centres, dedicated to how to better engage with women and girls. The document raises awareness around the gender gap in physical activity levels, offers a roadmap to more accessible and inclusive physical activities and a step-by-step guide to create a campaign, along with some good practices to spark inspiration.

North Macedonia



Italy

Inclusion guide



Bosnia and Herzegovina



OFTEN MORE PEOPLE MORE ACTIVE

PARTICIPATING NATIONAL ASSOCIATION PARTNERS

EuropeActive would like to thank all stakeholders, partners and friends who were involved in the campaign, with a special mention to the 23 participating national associations for their inspirational work and true commitment to the organisation of 2022 **#BEACTIVE DAY!**

We're looking forward to 2023 already!



#BEACTIVE DAY

"I am delighted to see the growing and very positive impact the #BEACTIVE DAY campaign is having across Europe and beyond. I would like to congratulate and thank everyone involved in the campaign, especially our valued National Association Partners and their members across Europe. This year's campaign had a special focus on activating women and girls for their health and wellbeing. Our goal was to contribute to closing the gender physical activity gap, demonstrating our sector's strong commitment to making all Europeans more active more often, irrespective of sex, racial or ethnic background, personal beliefs, disability, age or sexual orientation."

"I would also like to profoundly thank the European Commission, EuropeActive's President's Council Members and our campaign sponsors FIBO for all their invaluable support and contributions to making #BEACTIVE DAY 2022 a continental physical activity success."

ANDREAS PAULSEN, CEO OF EUROPEACTIVE

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



www.europeactive.eu

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