



# #BEACTIVE

## European Week of Sport

### Sport and life balance European week of sport

European Parliament  
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Sport



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## 2014 Key Year

- First year of implementation of the Erasmus+ programme (sport chapter)
- First year of implementation of the HEPA recommendation (adopted in November 2013)
- Adoption of the second EU work plan for sport (2014-2017)
- First time ever sport is in the title of a Commissioner's portfolio.



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# 2015

## Increasing ambitions

- First European Week of Sport (Second week of September 2015)
- Negotiations on match fixing in the Council
- Updated orientations and additional financials support (Erasmus+ programme)



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# 1. Objectives

- **Increase the participation in sport and physical activity**
- **Eurobarometer study**
- **Cooperation with partners**



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## 2. Our tool: Erasmus+

- **Dec 2014**

**Budget: 22,3 M€**

**Results of the first call: 39 projects + 6 Not-for-profit sport events (from 440)**

- **2015 Call**

**Budget: 22,9 M€**

**Results of first EWOS call: 5 projects + 5 events (from 78)**

**2<sup>nd</sup> call closed 14<sup>th</sup> May: around 400 applications**

- **Future Calls**

**22M€ 2014 -> 33,6 M€ 2016**

**Evaluation of 2014**

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## 3. European Week of Sport

- **Date:** 7-13 September (flexibility)
- **Inform – Inspire – Facilitate;**
- **Focus Days:** Education, Workplace, Outdoor, Clubs & Fitness
- **Ambassadors:** 10 ambassadors providing high visibility (including Clarence Seedorf, Steven Gerrard, Danka Bartekova , Marie Bochet)
- **Communication campaign launch:** June 2015
- **Events & Activities:** Opening: 7<sup>th</sup> Sept.; Flagship event: 9 Sept, The Square, focus on "Role of Sport in promoting tolerance & open societies in Europe", conference, workshops, exhibition.
- **Partners:** NCBs 67,000, 14 signed at Forum, 11 more on June 2<sup>nd</sup>.
- **NCBs**



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## 4. European week of sport: first analysis

- **Political support**
- **Partnerships**
- **Figures**
- **Follow up**



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Thank you!

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