



#BEACTIVE

European Week of Sport

2015 - Evaluation Report

December 2015

Sport

EUROPEAN COMMISSION

Directorate-General for Education and Culture
Directorate C — Youth and Sport
Unit C.3. — Sport policy and programme

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Executive Summary

The European Week of Sport is a European Commission initiative. The first edition of the Week of Sport ran from 7 to 13 September 2015.

During the months of October and November 2015, the European Commission consulted, via an on-line survey, national coordinating bodies, European partners of the Week, European Sport Village exhibitors and Erasmus+: Sport project leaders, hereafter referred to as "Key players". The feedback received represents an unanimous view: the first European Week of Sport was a success and reached its objective of adding a new tool to the promotion of sport and physical activity at EU and national levels. The positive 2015 experience of the Week has to be renewed.

Overall, more than 7000 events were organised over Europe: a few already existing, but many new initiatives too. The vast majority consisted of sporting activities accessible to the public, and some centralised events, including the ones organised by the European Commission, consisted of conferences and seminars to further raise awareness about the Week, its Focus Days (Education, Workplace, Outdoors, Sport clubs and Fitness centres), and its 2015 underlying theme "The role of sport in promoting tolerance and open societies in Europe". It is estimated that around 6 million Europeans of all ages actively took part in the Week. Many more were made aware of the Week through the #BeActive European Week of Sport communication campaign. Efficient working structures and methods have been put in place and helped implementing the Week in the participating countries. In 2015, 33 national coordinating bodies in 31 participating countries, together with 30 European partners, are all accountable for the success of the first edition.

The European Week of Sport aims at raising awareness of the benefits of sport practice and physical activity. Most of the stakeholders are already fully satisfied with the way the Week actually contributed to this goal, be it at European, national and local level. According to the feedback received, future Weeks could nevertheless further improve the outreach to Europeans by exploring the following avenues:

- To have a parallel opening event in all participating countries, on the same date, targeting the general public and raising awareness about the Week in the media, which would be a landmark event identifiable over Europe;
- To support national coordinating bodies in further reaching out to local levels (national European Week of Sport websites and/or registration system; key messaging and important documents in all EU languages);
- To reinforce the link between the networks of national coordinating bodies and European partners of the Week;
- To support the participating countries in maintaining the #BeActive message alive, with, for example, the creation of an award scheme running all year long.

The present report is structured around three pillars: events and activities organised during the first European Week of Sport, the #BeActive communication campaign, and working structures and methods put in place for the preparation and implementation of the Week. For each of these constituting blocks, the report provides for a detailed description of the activities undertaken, sets out the main outcome of the on-line survey and finally concludes with a set of ways to explore for future editions. The last chapter is dedicated to the legacy of the Week.

Introduction to the European Week of Sport

Sport and physical activity contribute substantially to the well-being of European citizens. However, the level of physical activity is currently stagnating and even declining in some countries. The European Week of Sport (EWoS) is a response to this challenge and aims at promoting participation in sport and physical activity and raising awareness about the numerous benefits of both. The Week is for everyone - regardless of age, background or fitness level.

The idea to establish an annual European large-scale event to raise awareness on sport and physical activity originated in the European Parliament (2012 'Fisas report') and was supported by a number of key stakeholders. In 2012, the Council invited the Commission to "consider establishing an annual European Week of Sport". The concept of the European Week of Sport is based on the results of a broad consultation process carried out since early 2013 and involving sport stakeholders and Member States (experts, Sport Directors, Sport Ministers).

The need for action to better promote sport and physical activity has been regularly underlined at the policy level over the past years. In addition to the Member States, the EU addresses the promotion of participation in sport and physical activity, in particular through the implementation of the EU Work Plans for Sport (2011-2014 and 2014-2017) and of the 2013 Council Recommendation on health-enhancing physical activity across sectors as well as through Erasmus+: Sport. Therefore the European Week of Sport is not an isolated initiative. It is an ambitious event corresponding to an EU policy priority, being part of an overall strategy with potential long term effects on the practice of sport and physical activity in the EU.

The first European Week of Sport took place from **7 to 13 September 2015** with participating countries being given the opportunity to carry out activities and events at national level until the end of the month. The European Week of Sport is a European Commission-led initiative but the implementation of the first Week across Europe was largely decentralised and took place in close cooperation with 31 national coordinating bodies and 30 European partners who were firmly committed to support the Week. The Week aimed at generating new activities and also building on already existing successful initiatives in the European, national, regional or local context. The #BeActive campaign was developed to inspire Europeans to be active during the Week and encourage them to stay active all year long. An Ambassador Team also helped implementing the different promotional activities.

The European Week of Sport was structured around 4 Focus Days, i.e. Education environment, Workplaces, Outdoors, Sport Clubs & Fitness centres. A wide range of initiatives and activities were organised around these settings at different levels (EU, national, local and regional level). In Brussels, the European Commission organised the Opening of the Week and the Flagship event.

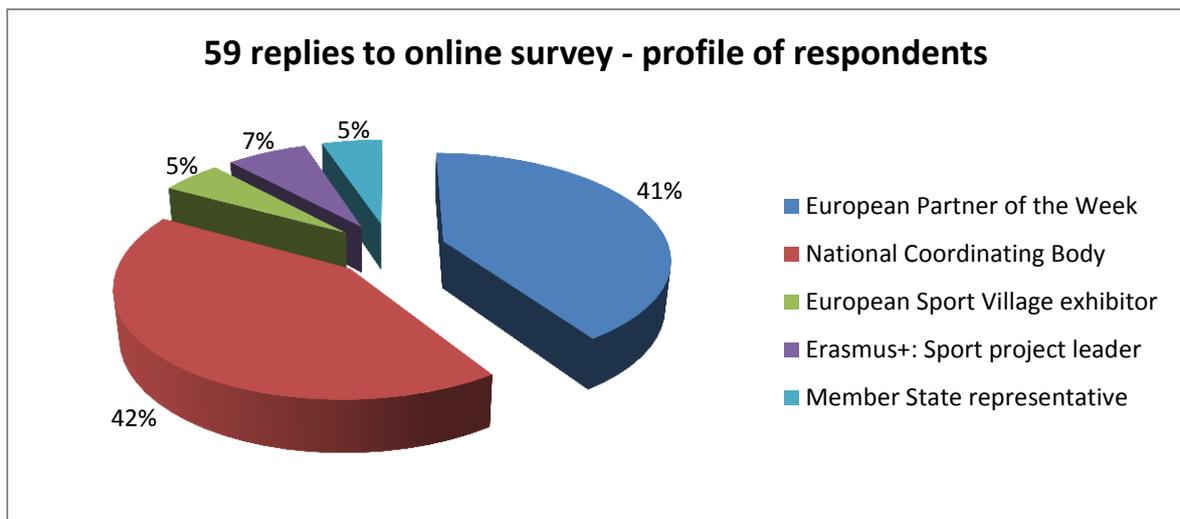
Evaluation methodology

The evaluation of the (first) European Week of Sport aims at helping with future planning, changes and improvements for further editions. In particular, it is crucial to gather elements to allow the European Commission to answer the following questions: Were the objectives of the Week met? What went well? What can be improved?

To proceed with the evaluation of the 2015 European Week of Sport, the following steps have been taken:

Step 1, structuring phase: set the overall evaluation framework and decide on the most appropriate way to collect data depending on the audience, i.e. one-to-one interviews, coordination meetings, desk analysis based on questionnaires, mixed approach, etc. This step was completed at the end of September 2015.

Step 2, gathering data and analysis through interviews, meetings, questionnaires, etc. Among other tools, an on-line evaluation survey was opened to national coordinating bodies, European partners of the Week, European Sport Village exhibitors, Erasmus+ project leaders and Member States representatives (all together referred to as "key players"). The survey included a number of (simple and short) single or multiple choices questions, and a few open questions where respondents could share their experience or their tips to improve the next European Week of Sport. The on-line survey was closed on 16 November 2015. In total, 59 replies were received and analysed. In parallel, multiple debriefing meetings took place, in particular an advisory board meeting on 1 October and a meeting with all national coordinating bodies on 22 October 2015. Finally, the external contractor, Burson-Marsteller, produced a report on its activities.



Step 3, Commissioner Navracsics to present main orientations for the 2016 European Week of Sport during the Education, Youth, Culture and Sport Council, on 24 November 2015

Step 4, publication of the evaluation report: early December 2015

Step 5, feedback to sport stakeholders and Member States representatives on the 2015 Week and kick-off of preparatory work for the 2016 European Week of Sport: EU Sport Forum in The Hague, 9-10 March 2016

NB: an evaluation should be carried-out after each European Week of Sport, as tracking the results over time should also allow the European Commission to evaluate the impact of past and future choices.

Events and activities

The (first) European Week of Sport generated new activities and also built on already existing successful initiatives in the European, national, regional or local context. There were different types of events:

- a) Centralised events (in Brussels or else-where) with an EU-wide vocation and organised by the European Commission or European partners of the Week, mainly consisting of conferences, forums and physical activities;
- b) National events organised by national European Week of Sport coordinating bodies and co-funded by the European Commission, also consisting of conferences and physical activities;

- c) Local events, all over Europe and beyond, mainly consisting of sport and physical activities where Europeans could participate.

Facts and Figures

Centralised events

Commissioner Navracsics hosted and attended the 2 main centralised events in Brussels: the official Opening of the European Week of Sport (7 September) and the Flagship event (9 September). Other high-level representatives from the EU institutional level, partners as well as European Week of Sport Ambassadors have been closely involved in these main events.

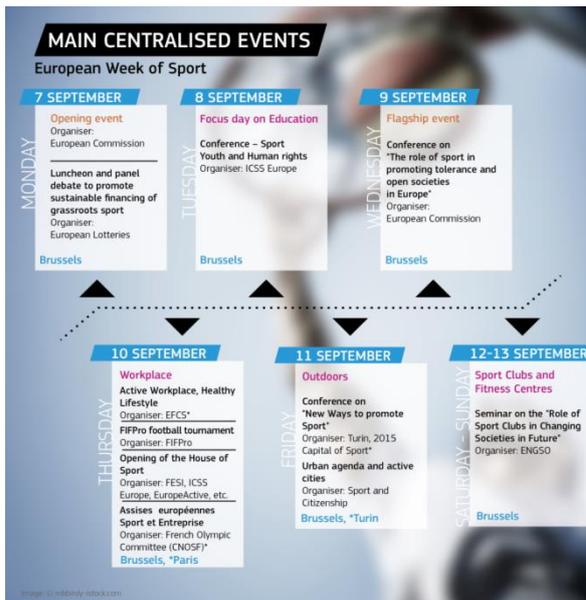
The objective of the **Official Opening** was to inform the public and raise awareness about the Week, also in the media by providing information on the background, scope and content of the Week. The event was web-streamed. Key audio-visual materials especially designed for the Week were displayed during the Official Opening, including a mini-documentary, an inspirational movie and an animated clip. Commissioner Navracsics, accompanied by Mr Schneider, Luxembourgish Minister for Sport representing the Presidency of the Council, Mr Fisas Aixelà, representing the European Parliament, and two EWoS Ambassadors (Jean-Michel Saive and Gerlinde Kaltenbrunner), also introduced the "#BeActive Call for action" and activated it by making its own individual commitment. He then called on other high-level representatives present and the general public to do the same.

The **Flagship event** gathered some 250 participants (i.e. sport stakeholders, selected networks, policy makers, EWoS Ambassadors, practitioners). It took the form of a conference on "The role of sport in promoting tolerance and open societies in Europe". It focused on the positive values inherent to sport and the sector's role to address most relevant issues on the EU social policy agenda, especially in terms of more inclusive, tolerant and diverse societies. Commissioner Navracsics delivered the opening speech while Clarence Seedorf, one of the European Week of Sport Ambassadors, delivered the key note speech. The conference was preceded by 4 workshops, in line with the 4 Focus Themes defined for the Week. Outcomes were presented on stage by the workshop leaders before a high-level panel debate took place. The conference ended with an award ceremony followed by a walking dinner. The #BeActive Grassroots award aimed at identifying three grassroots projects from across Europe that could demonstrate how they had harnessed the power of sport to help foster tolerance, openness and inclusiveness in society, by bringing groups or communities together, regardless of age, gender, background or culture. The outcomes for 2015 are as follows:

- 1st place: Sport for and with refugees, TSV Wandsetal (proposed by Deutscher Olympischer Sportbund (DOSB)), Germany;
- 2nd place: Teatejooks / Children's Relay Run, MTÜ Tallinnmeeting (proposed by Estonian Olympic Committee), Estonia;
- 3rd place: Points verts – Marche Adeps, ADEPS, Sport Ministry of Fédération Wallonie-Bruxelles (proposed by Fédération Wallonie-Bruxelles, ADEPS), Belgium;

The #BeActive Citizen Ambassador award was designed to identify an individual who has worked consistently to promote participation in sport and physical activity with the aim of fostering tolerance, openness and inclusiveness in her/his local community and society at large. Ms Berna Nijboer (proposed by NOC*NSF), The Netherlands, won the award in 2015 and will therefore join the team of European Week of Sport Ambassadors in 2016.

In Brussels, the main hub of the activities was in Mont-des-Arts, where the European Commission also organised a **European Sport Village** open to the public, including 11 zones offering sport activities and information. The visitors mostly comprised: young people, families, tourists, people working around the area/colleagues meeting up (especially at lunchtime). Various participants appreciated the possibility of taking part in sport activities. For example, school children at the climbing wall asked where they could learn climbing in Brussels; one father brought his child to the European Equitation Federation stand every evening, noting that his child very much enjoyed horse riding, which is not that easily available in Brussels; various participants at the golf stand never had the opportunity to play golf before and enjoyed the experience. Around 3.000 persons passed by the Village (rough estimate).



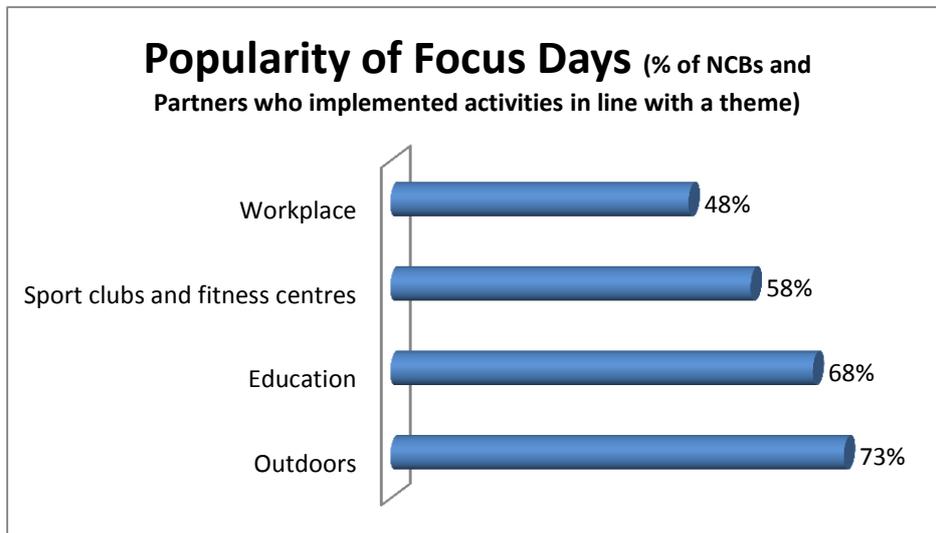
Finally, 9 European partners of the Week organised conferences, fora, events or sport activities, in Brussels, Paris or Turin (which was the European Capital of Sport in 2015).

National events

Above all, the Week was meant to be an Europe-wide event and a lot occurred at national level. The vast majority of the national coordinating bodies (29 out of 31) organised events at national scale. Others still organised or coordinated local and regional events.



82% of the participating countries organised their activities in line with the Focus Themes, defined by the European Commission.



Finally, it should be noted that at least 10 national coordinating bodies organised a **Sport Village** open to the general public, where different sports were showcased, with the possibility for people to try out activities.

Local events



One big achievement of the Week was the number of local events: over 7000, with a variety of sport and physical activities:

- Individual sports (archery, tennis, etc.)
- Team sports (football, handball, basketball, etc.)
- Group classes (yoga, zumba, salsa, etc.)
- Outdoor physical activity (running, cycling, Nordic walking, etc.)
- New trend sports (cross-fit, air squash, pana football, etc.)

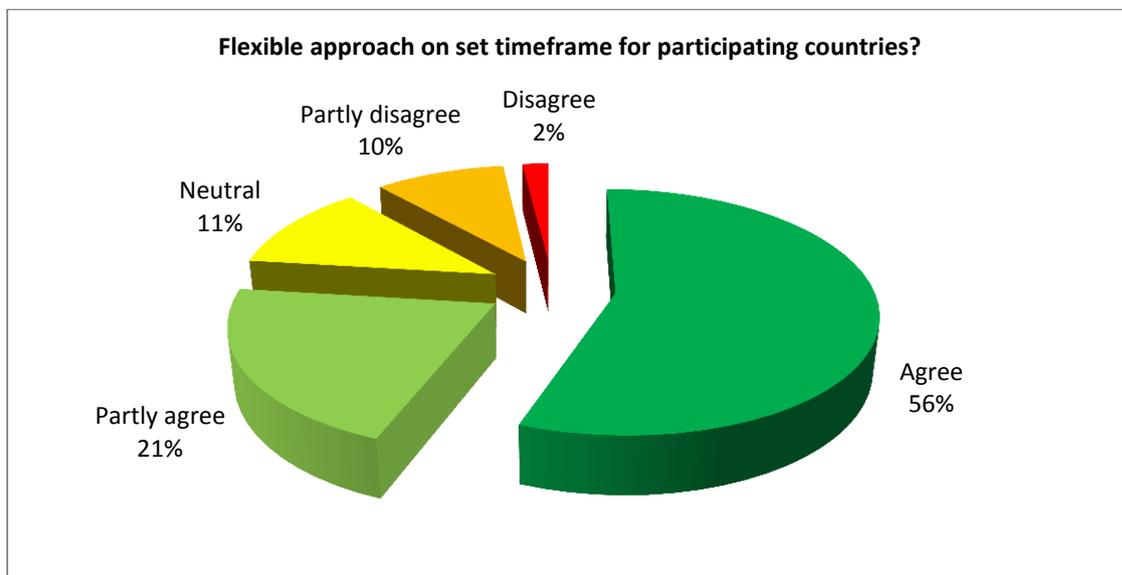
Feedback from key players

Overall, better planning and anticipation is a shared concern among key players. Most of them would have been keen to organise more activities or events, or at least increase attendance and impact, if time would have allowed.

As regards **centralised events**, 3 main comments were made during the evaluation phase:

- a) **Target audiences and objectives for each European Commission centralised event should be better defined.** This is applicable to:
- the opening event, which, according to a quasi-consensus of key players should be addressed to the general public mainly, with strong media involvement and presence of EWoS Ambassadors. In the same vein, the Opening event should also occur on a week-end day, so as to facilitate participation of a greater number of Europeans. This should be the main event to raise awareness across Europe that the European Week of Sport is taking place;
 - the Flagship event, which, in turn, may be addressed to sport stakeholders and broader networks depending on the topical issue discussed, but not specifically to the general public;
 - the European Sport Village, for which the "European" added-value was questioned, notably considering that the inside stands, presenting EU projects or national landscapes were not highly frequented;
- b) A **calendar** of centralised events should be ready before the summer and communicated accordingly, to allow for greater audience and impact;
- c) A **greater involvement of other EU institutions** was recommended by many respondents (e.g. the European Parliament, the Council or the Committee of the Regions).

At **national level**, participating countries appreciated the degree of flexibility to organise their national activities. 77% would be in favour of keeping this flexibility. On the other hand, 12% disagree with the flexibility principle, which may be confusing for Europeans and dilute the message of a "Week". A few participating countries also expressed the wish to slightly postpone the Week or to move it to another month, mainly because of schools starting around mid-September in a few instances.



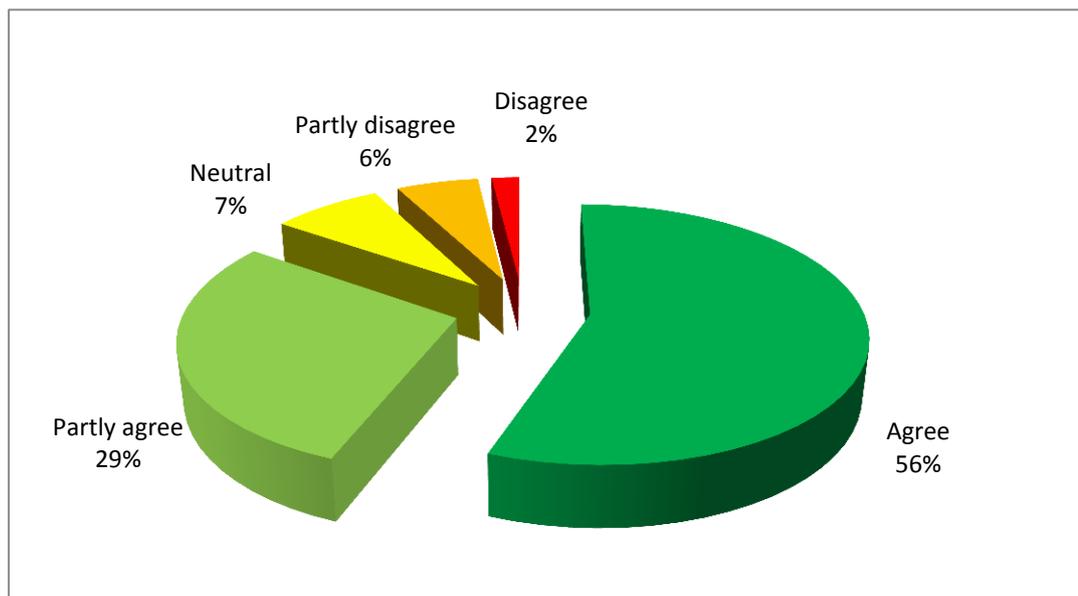
Considerations for future editions

Based on the feedback received, the European Commission considers it may be beneficial to:

- Organise a parallel **Europe-wide Opening event** on a week-end day rather than on a Monday, targeting general public and media; the Opening event could ideally be linked to national Sport Villages based on positive experiences in the Member States and the

European Sport Village organised by the Commission in 2015. The idea of a joint opening event, i.e. on the same day in the participating countries and connected with one or several symbolic sport activity/ies (e.g. bike tour across Europe, running event or gym performance) is supported by the majority of the key players (85%), as shown below:

"In the future, to create momentum, would you agree that a parallel Europe-wide opening of the Week with key messages on the benefits of sport practice and physical activity would help in reaching out to even more people?"



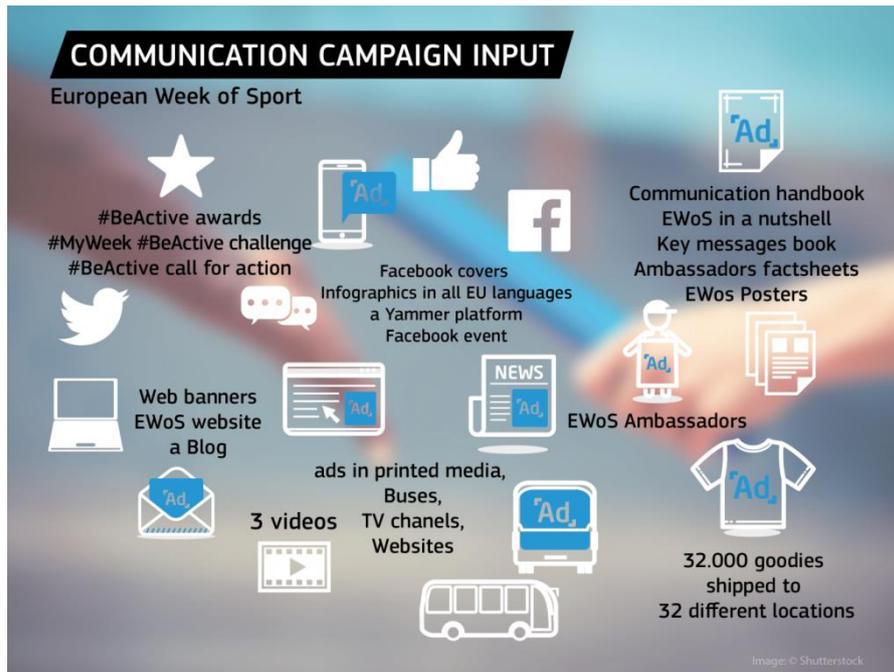
Commissioner Navracsics could launch the Week from Brussels, from the capital of the Member State holding the Presidency of the Council, the European Capital of Sport or any other capital participating in the parallel opening;

- In the short term, keep the **flexibility** principle for participating countries to organise their national activities until the end of September. Also, national coordinating bodies would be given more guidance on local events falling under the umbrella of the European Week of Sport (e.g. cost-free events only? Not-for-profit? Can regularly organised events be considered as European Week of Sport events?, etc.);
- In parallel, reopen discussions with Member States and sport stakeholders on the opportunity to define **one single Week across Europe** as THE Week of Sport across Europe;
- Keep the of **Focus Themes** (with no day imposed);
- Have a **Flagship event** addressed to stakeholders and policy makers mainly. Invitations should be sent earlier as compared to 2015. The timing of the awards entry period in July/August should also be reviewed, with a longer entry period and not starting over the summer, as expressed by respondents during the evaluation process. #BeActive Communication Campaign;
- Encourage the **European Parliament** to organise Week-related activities, notably in the margins of the Plenary Session in Strasbourg.

#BeActive Communication Campaign

Facts and Figures

A lot of tools were developed for the communication campaign around the Week: template posters, banners, Facebook covers, website banners, a communication handbook, one page summary in all EU languages, key messages around the 4 settings promoted via the Focus Days, 3 videos (a mini-documentary, an inspirational movie and an animated clip).



The central hub of the campaign was the European Week of Sport dedicated web-site, in-house developed and maintained, see <http://ec.europa.eu/sport/week/>. One of the most important features of the website was the map of EWoS events, deposit of all events occurring over Europe under the umbrella of the European Week of Sport, be it European, national, regional or local. The direct link to Europeans was also ensured through a social media challenge (the #MyWeek #BeActive challenge) and the #BeActive Call for action.

At EU-centralised level, the campaign was mainly implemented through social media, with the advantage of less language barriers. Printed media was marginally used, mainly to promote the European Sport Village in Brussels. Finally, shorter versions of the inspirational movie were broadcasted all over Europe on Eurosport 1 & 2 channels and some national public TVs as well.

93% of EWoS key players used the EWoS promotional materials put at their disposal by the European Commission. One of the big successes of the Week is the visual branding used to promote the European Week of Sport, allowing combination of EWoS branding with local identity.



The European Week of Sport **Ambassador** Programme was also an integral element of the #BeActive communication campaign. Ambassadors were the 'faces' of the European Week of Sport, supporting one main goal: to promote sport and physical activity in Europeans' everyday lives by inspiring a diverse audience to #BeActive.

10 EWoS Ambassadors supported the Week in 2015:



- Clarence Seedorf (NL), former football player
- Marie Bochet (FR), skier
- Danka Bartekova (SK), skeet shooter
- Steven Gerrard (UK), football player
- Caroline Wozniacki (DK), tennis player
- Tapio Korjus (FI), javelin thrower
- Gerlinde Kaltenbrunner (AT), mountaineer
- Joël Gonzalez (ES), taekwondo fighter
- Paula Radcliffe (UK), runner
- Jean-Michel Saive (BE), table tennis player

European Week of Sport Ambassadors lend credibility to the European Week of Sport and a valuable personal touch, with a higher reach to a variety of audiences across Europe. Given their tight schedules and/or lack of response despite regular liaison, not all of the Ambassadors could engage in the European Week of Sport #BeActive campaign to the same degree. That being said, social media engagement and physical presence during the European Week of Sport remains the most effective ways to leverage them to promote the #BeActive campaign.

Overall, the success of the European Week of Sport #BeActive communication campaign is undeniable, as attested by the number of #BeActive hashtags, impressions, commitments of

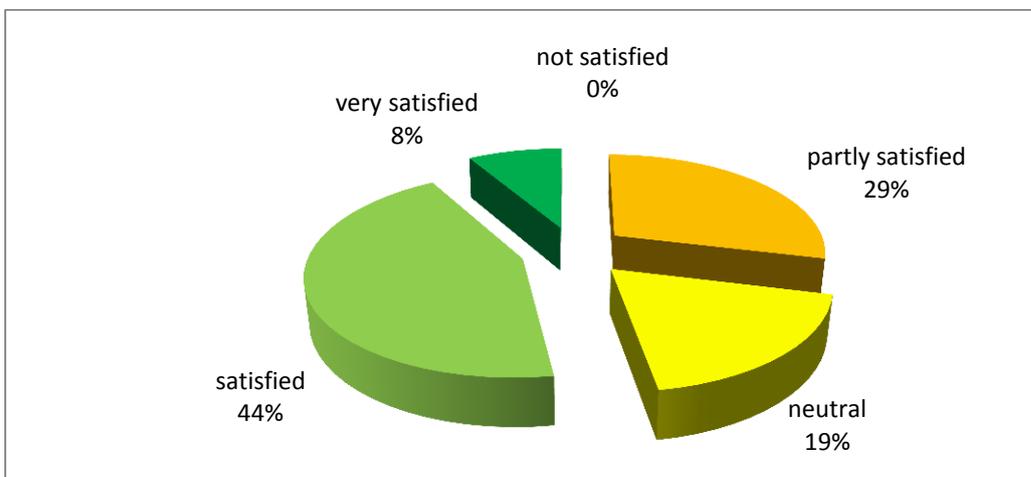
individuals, etc. The different social media channels have begun creating an online #BeActive community in which many different organisation and individuals exchange calls to #BeActive including examples and showcasing opportunities for engaging in physical activity.



Feedback from key players

More than half of the respondents were fully satisfied by the way the European Week of Sport actually helped raising awareness of the benefits of sport practice and physical activity at their level.

The European Week of Sport aims at raising awareness of the benefits of sport practice and physical activity. Were you satisfied by the way the Week actually helped raising awareness for your own activities or your own level (be it European, national, regional or local, depending on your profile)?

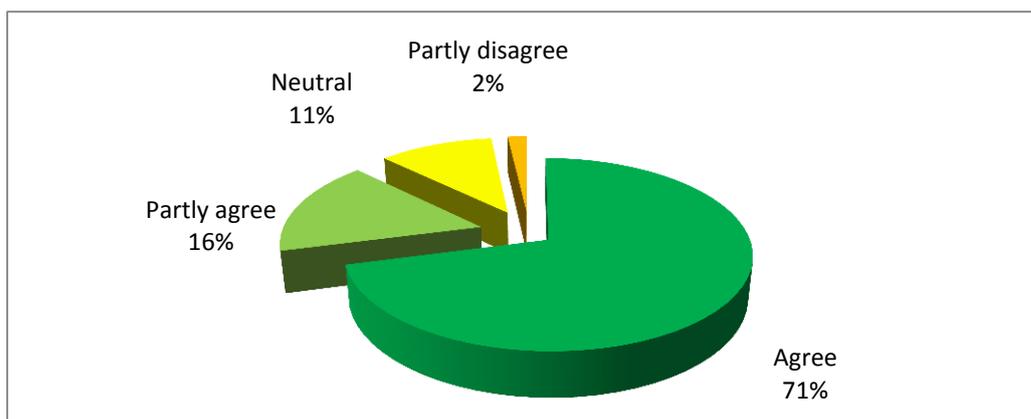


For the 29% who are not fully satisfied, the on-line survey results clearly identify areas for improvement:

Greater anticipation and **earlier upload/release by the Commission** of the different tools and materials is a shared concern and would have enabled the campaign to reach out to a wider audience more rapidly according to national coordinating bodies and European partners. Also, some key players would appreciate more varied images and in different formats, and more generally, access to, easier to modify, files.

Translations in all official languages of the EU would enable individual Member States make a more effective use of the different materials (including videos), thereby reaching out to a wider local audience. For example, the mini-documentary may have been displayed more in participating countries if subtitled in the national languages. National coordinating bodies also mentioned that brochures and leaflets in national languages would be an asset too. This concern of "EN-only communication" also applies to the EWoS dedicated website, as a consequence of which the vast majority of key players would agree that national EWoS websites (in national languages) would further help in reaching Europeans wherever they are.

Most of the communication tools and materials were in English. Would you agree that a national EWoS website with all key information (including map of events in the country) in the national language may help in further reaching out to all Europeans?



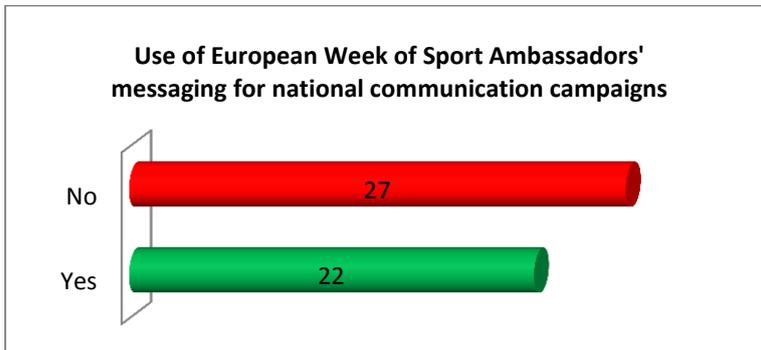
A shared concern is also that there was very **limited** information on the European Week of Sport in **national TV and radio stations** as well as big national newspapers. Better use should also be made of **local communication channels**.

On social media, **posts from Erasmus+ accounts** were very useful tools to spread the #BeActive campaign in its first year. However, there is a lot of content on other issues on these channels. This can be perceived as 'noise' by those interested in the issue of physical activity and can be a hurdle to creating an online community on a specific issue.

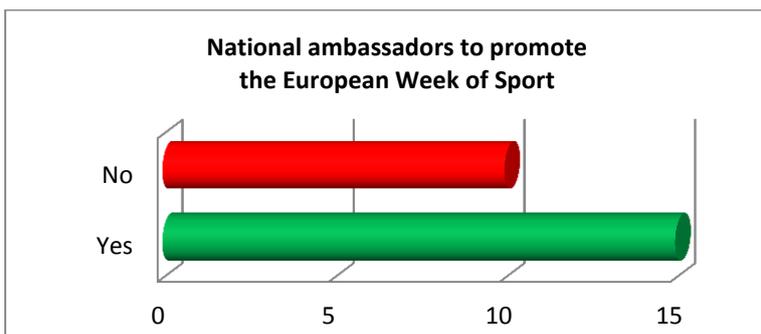
The **EWoS dedicated website** needs to be restructured partially. Questions were raised in particular on how to quickly find (key) documents, being informed about new uploads and updates, and the usefulness of a European map of events. Also, a more dynamic website may replace the EWoS blog which was not particularly popular among the #BeActive community.

A more structured and **simplified approach to communicating with partners and national coordinating bodies** should be privileged as publishing via Yammer did only result in very limited engagement or feedback. Weekly or bi-weekly (clear and concise) updates via email would seem more adequate.

Finally, the **Ambassador Programme** requires further reflection. In particular, the majority of key players did not use the Ambassadors' messaging for their own communication campaign, the main reason being that sport players are often national heroes, rather than European ones.



This assumption is also confirmed by the fact that quite a significant number of participating countries had their own national ambassadors (15 vs 10 of all national coordinating bodies who replied to the online survey). National ambassadors' role was quasi-similar for these: physical presence in opening and key events to attract people, be the faces of the Week in media and social media, and raise awareness about the benefits of sport practice.



Consideration for future editions

According to the feedback received, promotional materials and guidance should be released as early as possible in the run-up to the 2016 European Week of Sport. Also, regular, specific and concise briefs should be multiplied.

More communication in national languages and through (traditional) national media

Further support from the European Commission to reach out to citizens wherever they are, would be appreciated through: translation of summary documents, key messages, brochures, EWoS event registration form, etc.; development of more posters, banners, etc. in national languages; further guidance on how to engage traditional and local media.

Many respondents to the online survey saw value in a national website. National coordinating bodies should thus also be encouraged – possibly via financial support – to develop national websites, or at least registration forms/systems in national languages.

Finally, the involvement of regional bodies (Committee of the Regions, Youth and Education associations, Eurocities, Council of European Municipalities and Regions, etc.), appears to be useful to also spread the word at a more local level.

European Week of Sport Ambassadors

The European Commission could consider building up a **team of European Week of Sport Ambassadors composed of national personalities**. The Commission would then coordinate/organise official picture and video shootings from the Ambassadors and if need be, support the national coordinating bodies in finalising concrete media plans, to help spread campaign messages in Europe and at national level. Ambassadors outside the sport world may also be considered. Finally, if there seems to be a need to clarify – whether through concrete actions or timelines – how the ambassadors will be integrated in the campaign, in the run-up to and during the European Week of Sport itself.

European Commission digital tools

EWoS website

The dedicated website was visited over 20.000 times between 1 and 14 September 2015. Its design, in line with the overall visual branding of the Week, was appreciated. That being said, reflections are necessary on the target audience and content. In particular, the fact that the website is in English may be a blocking factor to reach out to local levels; hence the suggestion to develop national websites (see above). The map of EWoS events also needs to be rethought, having in mind that a centralised counting of events would remain at EU level, but the registration and counting of national events may be further delegated to national coordinating bodies.

Creation of a "EU_Sport" twitter account

Despite the overall success of the social media campaign, in light of the importance of this initiative, the European Commission will need to further reflect on the choice of an official twitter account.

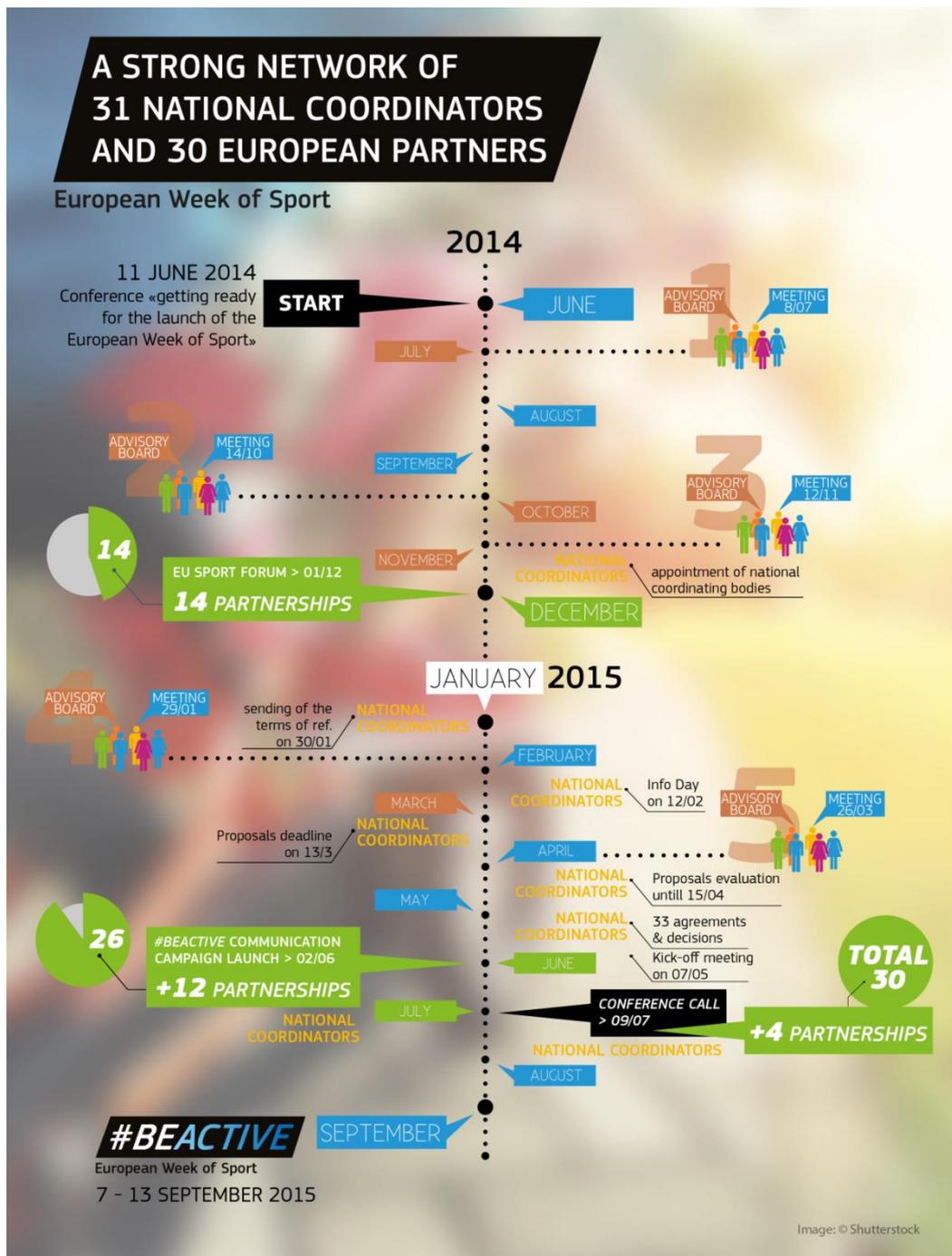
While it made sense to make use of the Erasmus+ account in the first year, it could be argued that such an important campaign would perform even better from a dedicated EC Sport account, while still fully collaborating with other official EC accounts (Erasmus+, but also the Commissioner's and the official EC account).

In fact, while certain posts were certainly relevant to the Erasmus + audience and while the Week did benefit from the existing high number of followers of the Erasmus+ account, the target audience does not entirely correspond to the one of the Week and did create an imbalance in the account activity flow, with sport suddenly being over-present in the feeds.

Organisational framework and working methods

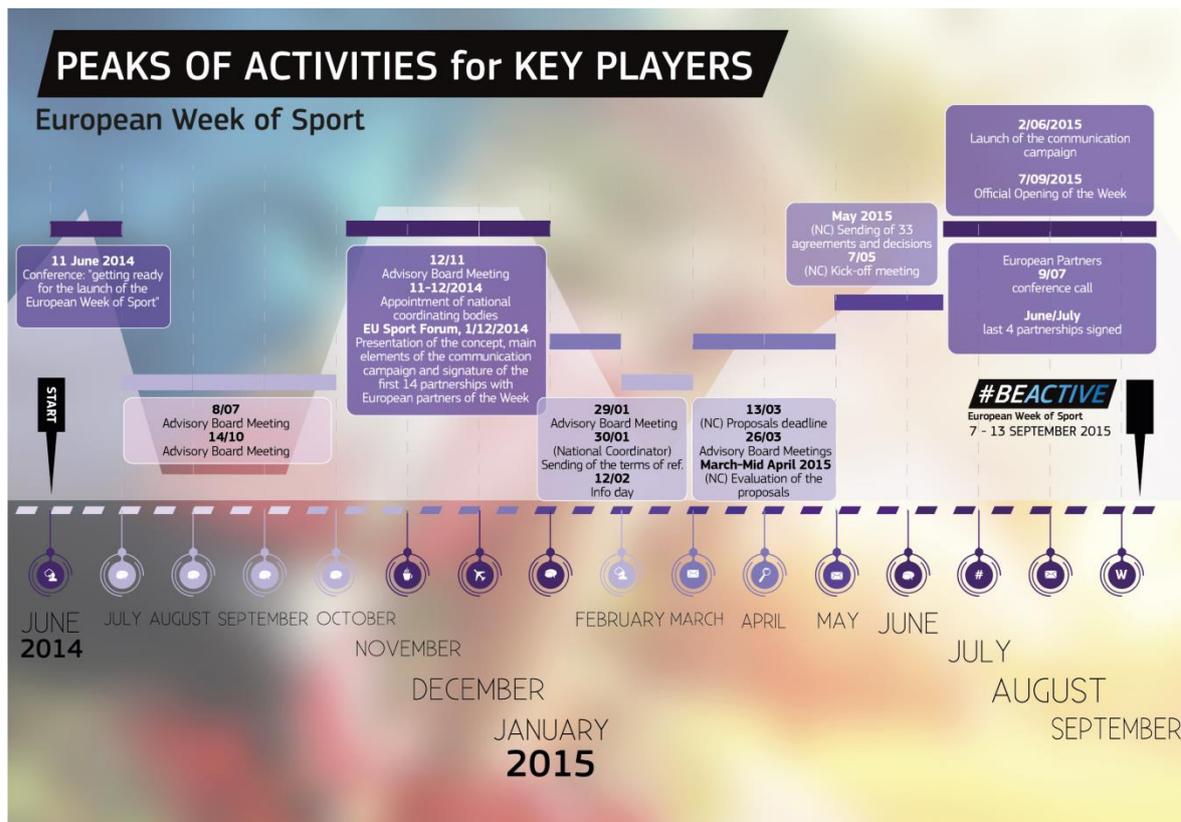
Main components of the organisational framework

The (first) European Week of Sport could not have been so successful without the support of a strong network of national coordinating bodies and European partners. The European Commission was also supported in its choices and implementation by an advisory board, and an external contractor, Burson-Marsteller, who was in charge of helping the Commission with the implementation of the #BeActive communication campaign.



For advisory boards and gathering of the national coordinating bodies, physical meetings were preferred. Communication to the European partners was done through emails and bilateral meetings mainly.

These strong networks were set up in a very short period of time, thus generating quite a heavy workload not only for the European Commission, but for all other key players, especially in the last weeks leading up to the Week, corresponding to summer period.



Feedback from Key Players

88% of national coordinating bodies would be interested in **maintaining and even further developing the existing network**, thus allowing for constant sharing of best practices among participating countries. Some suggested having smaller sized workshops in the margins of the main meetings, to discuss specific issues (Ambassadors, communication tools, social media campaign, etc.). Others also offered to host future meetings of national coordinating bodies.

At national level, it is interesting to note that the majority of national coordinating bodies reproduced a system of a national network of multipliers, composed of sport and sport-related organisations, Olympic Committees, sport (con)federations, education institutions, etc. which supported the organisation of local events (88% of online survey respondents). In addition, close to 80% of the national coordinating bodies integrated events not even organised by their network of multipliers to their national EWoS communication campaign.

85% of European partners would also be interested in **more networking opportunities** between partners. Formats proposed vary from physical meetings to web-conferences and topical workshops. 100% of the respondents are ready to enter into a renewed partnership with the Commission.

Finally, it should be noted that some national coordinating bodies and European partners asked for **deeper collaboration between the 2 networks**, especially when the dates of national activities do not correspond to the Week set by the EU, as this seems to have created some communication gaps at national level.

Figures (and comments) regarding the satisfaction level for the European Commission's, the External Contractor's and the Executive Agency's support were also considered. 93% of respondents to the online survey considered the European Commission's support as in line with their expectations, 68% for the external contractor and 86% for the Executive Agency. Some

respondents however noted the delays in replying to questions and an unclear division of tasks between the European Commission and the contractor. Both issues should be addressed by the European Commission for future editions of the Week.

Consideration for future editions

Strong networks have been set-up for 2015 European Week of Sport. It would be important to **maintain and strengthen the existing networks**. Ideally, the network of partners could be expanded to incorporate even more sport and sport-related organisations. In line with comments received in the evaluation process, it is not advised to partner with private companies, to ensure the Week remains un-branded, without any commercial name attached to it. National coordinating bodies should maintain regular contacts with national contact points of the European partners. The **Commission is also expected to continue issuing guidance to both networks** via regular emails. No change is foreseen as regards the structure of the advisory board.

In parallel, the **tasks partially delegated to the external contractor should be known and understood by all key players**.

In terms of working structure and methods, in line with the feedback received, the European Commission could also consider:

- **Better valuing Erasmus+: Sport co-funded projects**
- Reinforcing the implication of other EU institutions, the **European Parliament** and the **Committee of the Regions**, also to make use of their own networks of message multipliers

Keeping the #BeActive message alive – EWoS Legacy

As part of the evaluation survey, key players were asked to select one or more key success factors for the Week. For most of them (68%), the most important success factor is to keep the “#BeActive” message alive throughout the year and not only during a Week.

	Answers	Ratio
Promotion of sport and physical activity under an overarching campaign theme “#BeActive” throughout the year and not only during a Week	40	68%
A strong and coherent visual concept (EWoS #BeActive): one communication voice throughout Europe during the Week and beyond, associated with local identity	38	64%
Events all over Europe with an adequate mix of activities: Official Opening, Flagship event, special activities for schools, workplaces, sport clubs, etc.	37	63%
Strong networks, both EU-wide and local networks (e.g. sport organisations, suppliers, retailers, media)	36	61%
Engaging youth	33	56%
Adequate resources (human resources, budget)	29	49%

Extensive use of social media	29	49%
Large participation of Member States, in particular via appointed national coordinating bodies for the Week	28	47%
Concrete commitments of European partners of the Week	17	29%

Ideas coming from key players include:

- Reinforce synergies between the #BeActive campaign and national programmes aiming at raising awareness of the benefits of sport practice and physical activity;
- Systematic use of #BeActive for sport events and activities organised all year long;
- Continue to use the hashtag #BeActive through social media channels (webpage, Facebook, twitter);
- Extend the #BeActive challenge to specific moments through the year (for example for the launching of the winter sport season);
- Linking activities organised in the framework of the Olympic Day (23 June) and the European Week of Sport.

Possibly, the European Commission may also come forward with further suggestions/guidelines for award schemes that could be implemented in between 2 editions of the Week (e.g. a "#BeActive schools" awards).

National coordinating bodies will be asked, as from 2016, to foresee actions in order to keep the #BeActive message alive in between 2 Weeks as part of their national action plans (to be co-funded by the EU).

