

ECA ACTIVITY REPORT

European Week of Sport 2018

23-30 September



 **#BEACTIVE**

European Week of Sport
23-30 September 2018

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European Week of Sport

An initiative
of the



European
Commission | Sport



**OFFICIAL
PARTNER**

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CLUB INVOLVEMENT

ECA invited all its member clubs to participate in the European Week of Sport, this year taking place from 23 to 30 September. ECA members were encouraged to raise awareness about the initiative by spreading the word to their millions of followers through various club communication platforms, for example:

- Social Media
- Club Website
- Club TV
- Magazine

ECA provided its members with a Communication Toolkit to support and facilitate the clubs' participation, which included information on the initiative as well as custom-made social media visuals. These included:

- Factsheet and infographics that illustrate and explain the week's overarching objectives and principles
- Visuals to be used on social media and for website news articles

The different elements of the toolkit served solely as a source of inspiration and the clubs were highly recommended to create their own visuals leaving no limits to the clubs' creativity.

RESULTS

Overall, **71 ECA Member Clubs** supported the campaign and promoted the values of the European Week of Sport by sharing on their communication platforms inspiring messages encouraging fans to **#BEACTIVE**. By using the **#BEACTIVE** hashtag and involving players and fans in awareness-creating events, the participating ECA Member Clubs managed to reach millions of followers around the world and spread the word of the importance of living an active lifestyle.

BEST PRACTICE EXAMPLES



Apollon Limassol FC

APOLLON LIMASSOL FC
@APOLLONOFFICIAL

Following

@APOLLONOFFICIAL proudly supports the #EuropeanWeekofSport campaign.

Before Apollon Limassol FC v ENP kick-off, the players of our team entered the stadium wearing T-shirts promoting #BeActive @ECAEurope.

6:57 PM - 28 Sep 2018

1 Retweet 7 Likes

The players of Apollon Limassol FC wore t-shirts branded with the #BEACTIVE hashtag when entering the stadium prior to a match.

A **video** promoting the week was also created.



FC Internazionale Milano

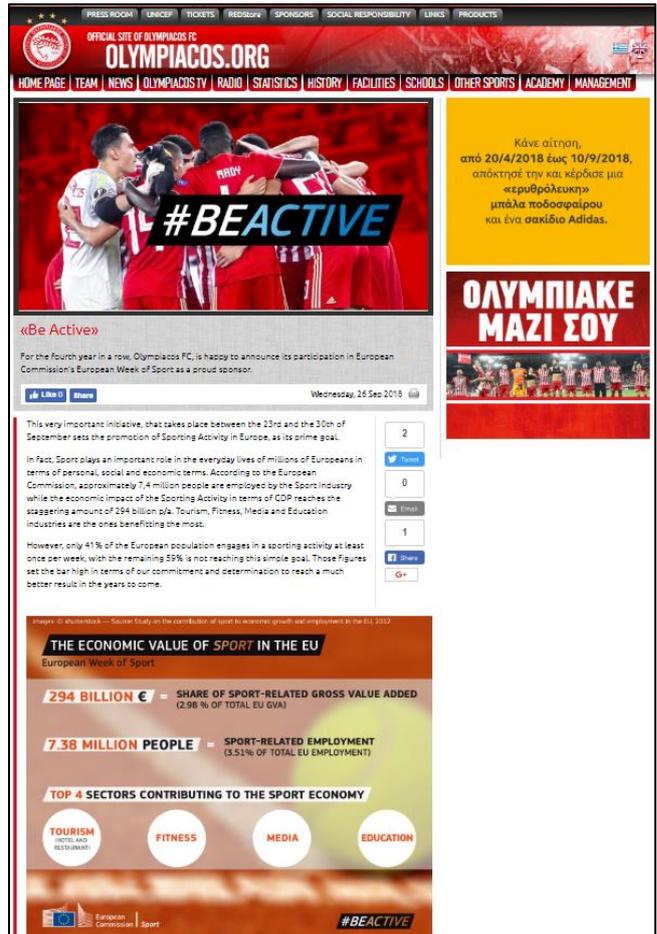


As well as website articles, social media and match day programme content and a dedicated training session for children, FC Internazionale Milano promoted the European Week of Sport on their LED banners during the match against Cagliari on 28 September 2018. A total number of 55.487 fans attended the match, plus TV and web share.



Olympiacos FC

Olympiacos FC shared in an article on their website the factsheet and infographics explaining the week's overarching objectives and principles.



APOEL FC



APOEL FC creatively involved their youth players in physically forming the #BEACTIVE hashtag on the pitch and captured the sight with a drone. Watch the creation of the human hashtag [here](#).

EXAMPLES FROM TWITTER

FC BATE Borisov @FCBATE

ФК БАТЭ поддержал Европейскую неделю спорта!

#BeActive @ECAEurope

12:13 PM - 1 Oct 2018

2 Retweets 12 Likes

Barça Foundation @FundacioFCB

We want to celebrate the European Week of Sport by joining the #BeActive Campaign!

Never stop being active and JUMP! **TOP TOP**

@EuSport @ECAEurope

4:30 PM - 30 Sep 2018

12 Retweets 34 Likes

AS Monaco @AS_Monaco

C'est la semaine européenne du sport. Restez en forme! @ECAEurope

#BeActive #EuropeanWeekOfSport

11:53 AM - 30 Sep 2018

13 Retweets 97 Likes

JuventusFC @juventusfcen

#BEACTIVE: To promote sport and physical activity across Europe

Today is the last day of the European Week Of Sport @ECAEurope

6:00 PM - 30 Sep 2018

87 Retweets 1,172 Likes

FK Austria Wien @FKAustriaWien

Englische Woche in der #EuropeanWeekOfSport: Die Austria unterstützt neben der @ECAEurope die #BeActive-Kampagne!

#Violettistmehr

3:11 PM - 26 Sep 2018

2 Retweets 7 Likes

FC Dinamo Tbilisi @fcdinamotbilisi

@ECAEurope #BeActive დინამო ქართულ-ამერიკულ სკოლაში: [bit.ly/2OgqK0g](https://www.youtube.com/watch?v=bit.ly/2OgqK0g)

1:14 PM - 26 Sep 2018

1 Retweet 2 Likes

Manchester United @ManUtd

#MUFC is supporting the European Week of Sport! Get out there and #BeActive...

1:42 PM - 24 Sep 2018

193 Retweets 1,454 Likes

Celtic Football Club @CelticFC

#CelticFC is supporting the European Week of Sport!

#BeActive

2:43 PM - 26 Sep 2018

7 Retweets 127 Likes

THANKS TO ALL PARTICIPATING CLUBS

Aberdeen FC | AC Milan | AC Sparta Praha | AEK Larnaca | APOEL FC
Apollon Limassol | AS Monaco | AS Roma | Athletic Club | Atromitos FC
Borussia VFL 1900 Mönchengladbach | BV Vitesse | Celtic FC | Chelsea FC
Cliftonville FC | Club Brugge | Dundalk FC | Everton FC | FC Barcelona
FC BATE Borisov | FC Dinamo Tbilisi | FC Internazionale Milano | FC København
FC Red Bull Salzburg | FC Shakhtar Donetsk | FC Slovan Liberec | FC Viktoria Plzeň
FC Zürich | FK Austria Wien | FK Sarajevo | FK Spartaks Jūrmala | FK Trakai
FK Vojvodina | Girondins Bordeaux | GNK Dinamo | HNK Hajduk Split | IF Elfsborg
İstanbul Başakşehir | Juventus | KAA Gent | Legia Warszawa SA | Liverpool FC
Maccabi Tel-Aviv FC | Málaga CF | Malmö FF | Manchester City FC
Manchester United FC | MFK Ružomberok | Molde FK | Montpellier Hérault Sport Club
Motherwell FC | NK Maribor | NK Rijeka | Olympiacos FC | Paris Saint-Germain FC
PFC Ludogorets Razgrad | PFC Neftchi | Rangers FC | Real Madrid CF
Real Sociedad de Fútbol | Rosenborg BK | RSC Anderlecht | Sevilla FC
SK Rapid Wien | Shamrock Rovers FC | SK Slavia Praha | SK Slovan Bratislava
SK Sturm Graz | SSC Napoli | The New Saints FC | Valencia CF