ECA ACTIVITY REPORT

European Week of Sport 2018

23-30 September

#BEACTIVE
European Week of Sport
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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

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

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

FOK БATE поддержал Европейскую неделю спорта!

#BeActive @ECAEurope

Barça Foundation
@FundacioCB

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

Never stop being active and JUMP! TOP TOP

@EuSport @ECAEurope

JuventusFC
@juventusfc

#BEACTIVE: To promote sport and physical activity across Europe 🏆

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

FK Austria Wien
@FKAustriaWien

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

#Violettismehr

Manchestter United
@ManUtd

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

#BeActive

AS Monaco
@ASMonaco

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

#BeActive

#EuropeanWeekOfSport

FC Dnipro Ternopil
@FCDniproTernopil

@ECAEurope #BeActive фанати, броньта і волонтери збиралися: bit.ly/2QggX0g

#EuropeWeekOfSport

Celtic Football Club
@CFC

#CelticFC is supporting the European Week of Sport!

#BeActive

@ECAEurope
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 | Rosenberg 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