

# #72 #BEACTIVE CHALLENGE - A TRANSNATIONAL EVENT FOR THE EUROPEAN WEEK OF SPORT - UNITING EUROPE THROUGH SPORT FOR ALL AND PHYSICAL ACTIVITY, TAFISA

## TAFISA

Handbook, 2016

**Topic for advocacy** HEPA - Physical Activity and Health

<http://www.tafisa.org/european-week-of-sport-toolbox>

### Description of the good example

Document provides organisers of the European Week of Sport at national and local levels with a new international event concept, the #BeActiveChallenge. Document helps national coordinating bodies and municipalities to organise the #BeActive Challenge in a simple way. It also provides guidance and practical tips on how to engage communities and spread the word about the first-ever European wide initiative to inspire European citizens to #BeActive. Document gives direct examples of projects.

### Target - Who can best use this example or document?

Organisations, municipalities.

### Highlights and outcomes

#### Why could it be useful for your organisation and advocacy?

This document provides organisations and municipalities with tips and guidance on how to promote events. More specifically, document explains why it is important to promote healthy and active lifestyle.

### Learning points - What can we learn from it?

How to organise European Week of sport event in your city or organisation.

### Further information

TAFISA

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<http://www.tafisa.org/>

*\*All information in this entry is sourced from the link above and contact mentioned in the document.*