

#BEACTIVE DAY

A EUROPE-WIDE CELEBRATION
OF MOVEMENT AND HEALTHY
LIFESTYLES

2024

EDITION HIGHLIGHTS



Co-funded by
the European Union



morla
moves



europa active
MORE PEOPLE | MORE ACTIVE | MORE SPORT

#BEACTIVE
EUROPEAN WEEK OF SPORT



What is *#BEACTIVE DAY*?

#BEACTIVE DAY is a Europe-wide campaign, an initiative of the European fitness and physical activity sector, coordinated by EuropeActive and its national association partners. Our campaign shines a spotlight on the fun and importance of physical activity by organising free events and activities across the continent.



Celebrating the Joy of Movement

The campaign highlights the many benefits of physical activity, from improving mental and physical health to fostering social cohesion. It encourages individuals from diverse backgrounds—regardless of age, ability, gender, and more—to join in, showcasing how movement can enhance well-being and build stronger communities.



When Does *#BEACTIVE DAY* Take Place?

#BEACTIVE DAY takes place every year on 23rd September, bringing countries together as part of the European Week of Sport.



A Variety of Activities for Everyone

#BEACTIVE DAY is truly inclusive, embracing everyone's needs and interests. Activities range from outdoor yoga sessions, aerobics classes, and group cycling events to family-friendly programmes, school sports days, and even workplace fitness challenges. The campaign inspires creativity, enabling organisations to host events in parks, gyms, schools, or any community space.





Collaborations Beyond Physical activity

The campaign goes beyond physical activity. It raises awareness about enhancing healthier lifestyles through expert debates, interviews, media campaigns, and partnerships with governments and public bodies, making it a comprehensive movement for change.



Join the Movement

Be a part of **#BEACTIVE DAY** by organising or participating in an event. Together, we can inspire Europe to move more, live healthier, and embrace the power of physical activity!



CELEBRATING 2024 RESULTS

#BEACTIVE DAY highlights the power of collaboration, inspiring healthier, more active communities across Europe. In 2024, EuropeActive and its national partners organised accessible and sustainable events as part of the European Week of Sport, engaging people of all abilities while promoting eco-friendly practices. The campaign showcased how movement, inclusion, and sustainability can unite Europe for positive change.



21,158
EVENTS



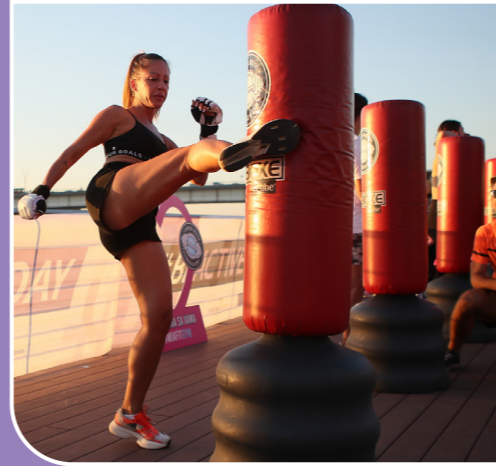
that involved
588,287
PARTICIPANTS



in
21
COUNTRIES



and reached
11 million+
PEOPLE
through various communication and dissemination activities.



ACCESSIBILITY FOCUS



Ensuring Inclusive Events

In 2024, **#BEACTIVE DAY** places a strong emphasis on accessibility. To support this focus, EuropeActive has published the Accessibility Guide, created by the Latvian Umbrella Body for Disability Organisations (SUSTENTO) in collaboration with the project consortium. This guide provides organisers and gym operators with practical strategies to ensure that events are accessible to all, including people with disabilities. It offers solutions for overcoming barriers, such as adaptive sports and accessible venues, ensuring that everyone can experience the joy of physical activity. For the campaign's fourth edition, inclusivity remains a core priority, fostering social inclusion and well-being across Europe.

[Check our 2024 accessibility guide >](#)



SUSTAINABILITY FOCUS

Leading Eco-friendly Practices

For **#BEACTIVE DAY** 2024, sustainability is another key priority. In line with this, EuropeActive has also released the Sustainability Guide, developed by the European Network of Outdoor Sports with input from the project consortium. The guide offers actionable strategies for organisers to reduce the environmental impact of their events. It focuses on practical solutions for waste reduction, resources conservation, and promoting eco-friendly practices. By adopting these guidelines, organisers can host events that align physical activity with a commitment to environmental responsibility, paving the way for a greener future.

[Check our 2024 Sustainability guide >](#)



2024

#BEACTIVE DAY

THANK YOU TO OUR PARTNERS & SPONSORS



The success of **#BEACTIVE DAY**2024 is driven by EuropeActive’s national associations, which operate across Europe to promote physical activity and engage communities in this continent-wide celebration of health and inclusivity.



www.beactiveday.eu

www.europeactive.eu



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