



#ESSD2025

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#BEACTIVE  
EUROPEAN WEEK OF SPORT



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## Communication Handbook

Helping Coordinators promote  
the European School Sport Day®

Use this handbook to inspire  
more **schools to get on the move!**



## EUROPEAN SCHOOL SPORT DAY®: GETTING SCHOOLS ON THE MOVE!

What if every child could #BeActive in school with sport and play?  
What if every school took one day to celebrate sport in Europe? Could it help students to kick-off a lifetime of health and fitness?

We say YES. And we're doing it with European School Sport Day, known as 'the Day' or ESSD.

The European School Sport Day is co-funded by the Erasmus+ programme of the European Union.

The European School Sport Day is also supported by the European Commission, and is part of the European Week of Sport's #BeActive campaign.

**DISCLAIMER:** Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

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A group of children in purple t-shirts are running on a track. The t-shirts feature logos for ISCA, HSSF, and European School Sport Day. In the background, there are blue banners with text like 'SUCCEAVA ASSOCIATION' and 'GETTING SCHOOLS'.

# 1

## ABOUT THIS HANDBOOK

This communication handbook gives Coordinators all the information and resources they need to promote the European School Sport Day and inspire more schools in their country to join the Day.

The tools and materials in this handbook can be used for promotion to the public, media and other target audiences around Europe.

**The objectives of this communication handbook are:**

- to provide Coordinators, partners and other supporters with a variety of materials to support and promote the Day to the widest possible audience at national and local levels
- to streamline and standardise promotional activities around ESSD
- to ensure consistency in campaign messages across Europe
- to help create a coherent conversation around the Day and the issues at stake

This handbook was compiled by the International Sport and Culture Association (ISCA), official ESSD communications partner, in collaboration with the Hungarian School Sport Federation and Youth Sport Trust International.

*„ESSD is a flagship event for the European Week of Sport as it promotes the same values about health-enhancing physical activity and a healthy lifestyle. Using the #Beactive hashtag is recommended. The #Beactive Communication and Branding Guide is available [here](#).”*





## 2

## OUR MESSAGE

### Getting schools on the MOVE!

In Europe, the proportion of people who never exercise or play sport is at an alarming high at 45%. This figure has increased steadily since 2009

(Eurobarometer, 2022).

An alarming rate of boys and girls aged 11-17 spend less than one hour a day doing moderate-vigorous physical activity (77.6% and 85% respectively). Link [here](#) and [here](#).

(WHO 'Globalstatus report on physical activity', 2022).

*Together, let's get schools on the move and inspire a lifetime of health among European youth.*

*Coordinators play a crucial role in spreading ESSD's message. By promoting the Day, Coordinators can help kick off a lifetime of health and fitness for the younger generation.*



## HOW TO ATTRACT SCHOOLS?

Plenty of research shows that being active makes students healthier and better learners in the classroom. School spirit improves too with fun and inclusive team sport.

It's easy for schools to participate in ESSD! Staff and schoolchildren only need to #BeActive for at least 120 minutes by running, playing games, dancing, skipping rope, or any other kind of physical activity.

### 5 reasons for schools to join

1. Raise the profile of physical education and sport in schools
2. Create fun and enjoyment through physical activity for young people
3. Promote health and wellbeing for lifelong learning
4. Encourage social inclusion and develop social competence among students
5. Connect with other European countries

#### By participating, schools will have the opportunity to:

- Be featured in ESSD's online photo and video library
- Be part of simultaneous live activities across Europe or host a flagship event in your school setting
- Receive a certificate after uploading their final report to the website





# 3

## OUR STORY

### INACTIVITY CRISIS

Engagement in sport and physical activity is at an all-time low. In many countries, this is a trend that's getting worse among students and adults alike.

It is not just people's health and well-being that suffers as a result; it is our society and economy overall.

#### *Did you know...?*

- An alarming rate of boys and girls aged 11-17 spend less than one hour a day doing moderate-to-vigorous physical activity (MVPA) (77.6% and 85% respectively) (WHO report, 2022).
- Adolescents aged 15-24 reported to sit for between 5.5 and 8.5 hours on an average day (Eurobarometer, 2022).
- Today's children may be the first generation to have a shorter life expectancy than their parents because of the lack of physical activity (DesignedToMove.org).
- Lack of exercise contributes to diseases that cost Europe over 80 billion euros annually (ISCA/CEBR, 2015 <https://inactivity-time-bomb.nowwemove.com/>).
- More than 1/3rd of adolescents (37%) aged 15-24 never exercise or play sport, not meeting the recommended daily MVPA. This negative tendency continues throughout life (64% of 55+ aged people never exercise or play sport). (eurobarometer, 2022).



ESSD helps drive social change by addressing the urgent need to improve our young generation's health and activity levels. During the 2017 European Week of Sport, three European Commissioners released their 'Tartu Call for a Healthy Lifestyle', highlighting the soaring rates of childhood obesity in Europe and the need to provide better education on the importance of active lifestyles.

Inspiring schools in your country to #BeActive can help to turn back these alarming trends. And everyone can do it, regardless of age, background, or fitness level. Jump, dance, swim, run... just move!

Active children are also better learners, and physical activity is proven to boost both physical and mental wellbeing.

*How does your country's (in)activity compare to other Member States?*

*Find out using the [2022 Eurobarometer](#).  
And the [Active Healthy Kids Global Matrix 4.0](#)*

Use this data to generate support for the Day in your community.



HISTORY

The European School Sport Day is held every year on the last Friday of September. So far, it has empowered 11 million European students in 44 countries to get on the move.

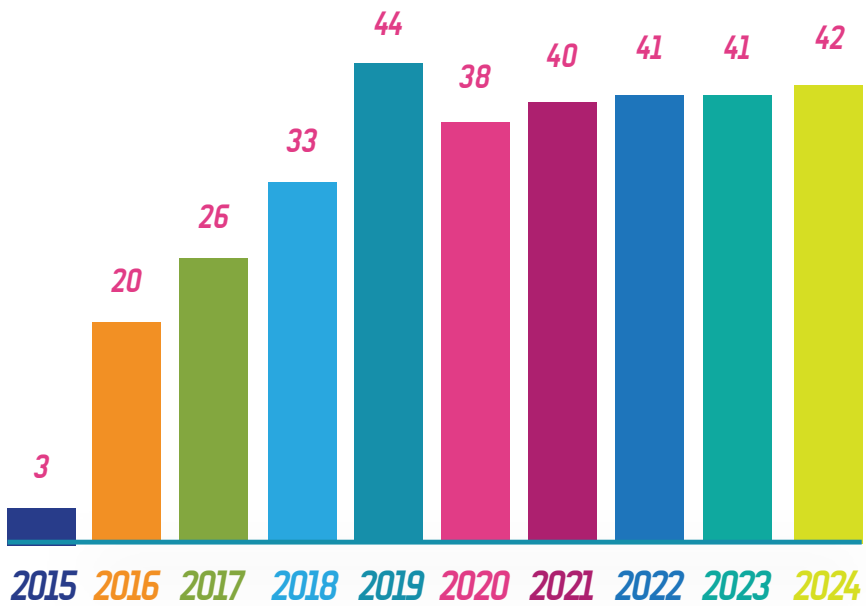
The Day was inspired by the Hungarian School Sport Federation, which had a decade of experience organising school sport days before ESSD was launched in 2015.

The programme has seen rapid growth over the last eleven years. Since its launch in 2015, the European School Sport Day (ESSD) has developed into a major Europe-wide event promoting physical activity in schools during the European Week of Sport. Starting with just 781 schools in its first year, the initiative grew to include over 14,000 schools across more than 40 countries last year, engaging more than 3 million participants.

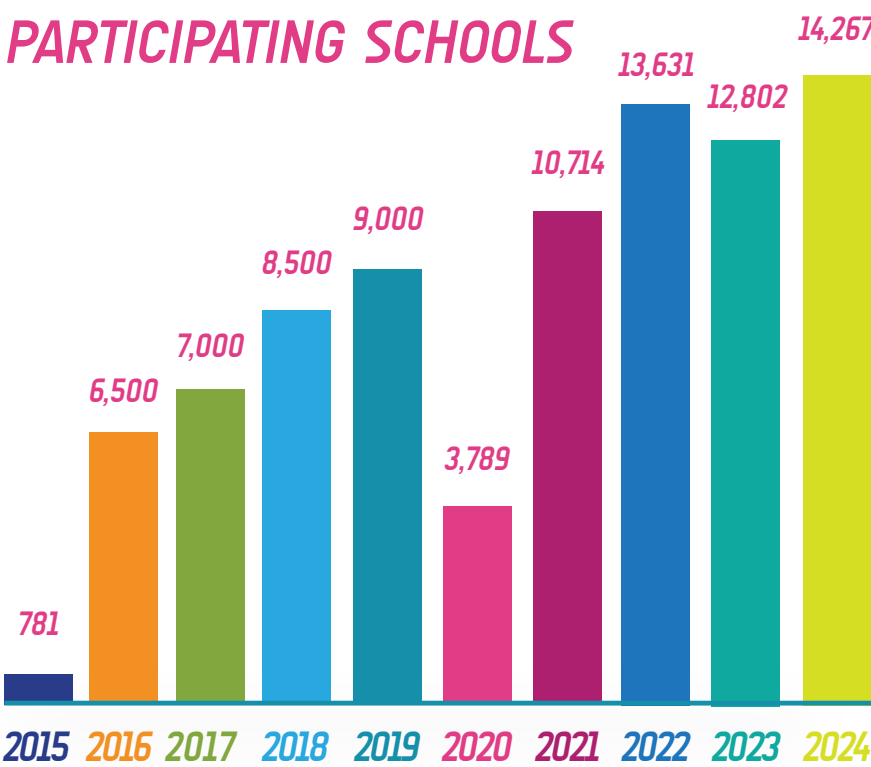
OUR MISSION

- Promote healthy lifestyles, physical activity and volunteering in sport inside and outside school
- Show children from an early age that sport is fun and the foundation for a healthy life
- Involve the future generation in physical activity and sports to tackle sedentary lifestyles and its risks
- Develop an inclusive school culture through sport and play
- Create a pan-European ESSD community to promote the Day's values and messages across Europe

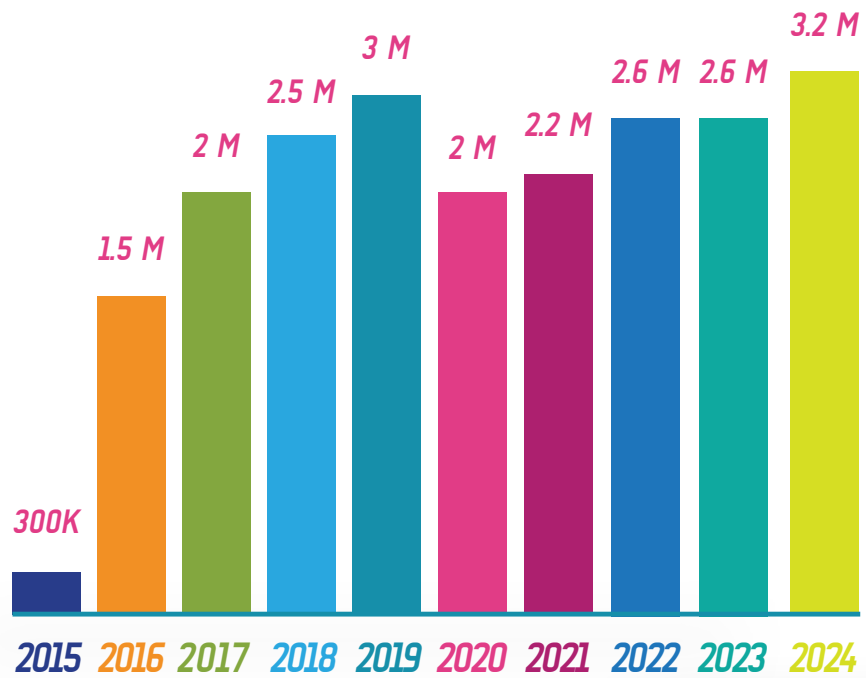
NUMBER OF PARTICIPATING COUNTRIES



NUMBER OF PARTICIPATING SCHOOLS



NUMBER OF PARTICIPATING CHILDREN





PARTICIPATING COUNTRIES

										
Albania	Austria	Belgium	Bosnia and Herzegovina	Bulgaria	Chile	Croatia	Cyprus	Czech Republic	Denmark	Dominican Republic
										
Ecuador	England	Estonia	Finland	France	Georgia	Germany	Greece	Hungary	Iceland	Ireland
										
Italy	Latvia	Lithuania	Luxembourg	Malta	Moldova	Montenegro	North-Macedonia	Palestine	Peru	Poland
										
Portugal	Romania	Serbia	Slovakia	Slovenia	Spain	Sweden	Türkiye	Ukraine		

To see the full list of participating countries and to contact their National Coordinators, visit the [ESSD website](#).

TIP!

Keep in touch with other organisers by joining the *ESSD Coordinators Facebook group*. This is a great place to share ideas and new ways of getting schools on the move!



## 4

## COMMUNICATION CAMPAIGN

## OBJECTIVES

**SPEAKING WITH ONE VOICE**

To raise awareness of the Day and promote the activities and events Europe-wide, we need to communicate around a common framework and timeline.

The resources provided in this handbook will help ensure all ESSD supporters speak with one voice.

**2025 CAMPAIGN OBJECTIVES**

- Maintain the number of participating countries from 2024 to 2025 (no dropouts)
- Promote ESSD's mission and values among target groups and the wider public
- Strengthen the ESSD brand
- Engage policymakers by raising awareness of the importance of physical activity for children
- Help promote the 2025 focus topic of Power of Cooperation: strengthening links between sport clubs and schools: the field of sport, physical activity and health

## TARGET AUDIENCES



Teachers and  
School Administrators



Students



Parents



Local communities – municipalities,  
NGOs, other institutions and  
companies, potential partners



Regional, national and EU  
decision makers



## ESSD ESSENTIALS

How much do you know about ESSD? Here are the Day's who, what, why and how.

### WHO ORGANISES?

With the support of their school administration, anyone can propose and organise a Day. This includes students, teachers, parents, civic leaders, and other stakeholders. Days with the best outcomes include the whole school and are community-driven with a broad cross-section of volunteer support.

ESSD Coordinators have a crucial role in inspiring schools to get children on the move for ESSD.

### WHAT IS IT?

Participation in the Day requires getting schools to #BeActive for at least 120 minutes by running, playing games, dancing, skipping rope or any other kind of physical activity. The Day is part of the response to the alarming decline in sport and physical activity across all Member States and beyond, and is supported by the European Commission.




### HOW TO ORGANISE?

Organisation is voluntary and requires the support of schools and local communities. Participating schools will become part of the #BeActive movement, sponsored by the European Commission.

### WHAT MAKES A SCHOOL'S DAY ESSD OFFICIAL?

#### Schools must:

- Register at [www.essd.eu](http://www.essd.eu)
- #BeActive for 120 minutes or more
- Complete a school report at [www.essd.eu](http://www.essd.eu)

 <https://www.youtube.com/@diaksport>  
 [essdeurope](#)  
 [@european\\_school\\_sport\\_day](#)



## ESSD 2025 – FOCUS TOPIC

## ***POWER OF COOPERATION: STRENGTHENING LINKS BETWEEN SPORT CLUBS AND SCHOOLS IN THE FIELD OF SPORT, PHYSICAL ACTIVITY AND HEALTH***

Lack of regular physical activity (PA) has very well-known negative effects on one's life.; beyond the much higher risk of obesity, type 2 diabetes, and vascular diseases, it has a significant impact on social skill development, mental wellness and self-efficacy. For example, participation in team sports activities participation is associated with improved social competence, and communication, can boost self-esteem and bonding with others<sup>1</sup> ; improving physical fitness (such as functional training, yoga or mobility trainings) can contribute to overall well-being, stress management, and better sleep<sup>2</sup>.

**Generally, PA should be a part of everyone's day, especially school-aged children**, which also puts the schools in a difficult position facing this huge challenge. Because of facility and equipment disparities and other capacity difficulties (e.g. number of P.E. teachers) physical education as a subject alone cannot fulfil the goal of minimally sufficient regular PA. Therefore, schools' non-formal educational scenes (e.g. after school sessions, between class resets) become more and more important.

**From that viewpoint the contribution of sport clubs can be extremely important**, since they could have the human capacities and knowledge (and in many cases the equipment and facilities) necessary to fill the gaps between the needs and possibilities of schools. Besides the school may offer sufficient room for variety of sport activities provided by the clubs and a directly reachable target group of their activities as well. These cooperation possibilities, activity initiatives may raise more support by coming in to the sight of local government bodies or other stakeholders.

The school has several programs throughout the year, but they are not always suitable for a holistic, connection-building task in the community. ESSD, on the other hand, is dedicated to promoting common activities, where different themes could be highlighted for that given day, therefore the **ESSD can** provide a great occasion to start and **boost the school's community-building activities** in pursuit of optimising the learning environment. May that be a presentation and try-outs for local sport organisations, a common utilisation of the local sport club's infrastructure (or vice versa) or "just" a chance for the representatives to have a conversation about the school's life, ESSD can play a great role.

<sup>1</sup> Impact of Team Sports Participation on Social Skills Development in Youth - American Journal of Recreation and Sports ISSN 2789-7046 (Online) Vol.3, Issue 2, pp 24 – 34, 2024

<sup>2</sup> Mahindru, A., Patil, P., & Agrawal, V. (2023). Role of physical activity on mental health and well-being: A review. Cureus, 15(1).



## ESSD 2025 – FOCUS TOPIC

The ESSD 2025's focus topic is dedicated to help schools (and through them local communities) to highlight the necessity and, also to help delivering regular, (mainly) non-competitive sports activities for all students regardless of talent and skills. **We would like to draw schools' attention to widen their collaborations, mutually benefiting from cooperation with sport clubs and other stakeholders, not just for ESSD but of course through the school year.**

*Check out the brand-new toolkit, which shares a ready-to-use tool, an approach how to find partners, analyse needs, plan and organize activities, finally evaluate the cooperation and further possibilities with sports clubs and other stakeholders. Examine your needs and challenges, try new viewpoints to find the right partners for your and your school's ideas!*

### In general, this toolkit

- is primarily intended to give physical education teachers, school administrators and schools **a ready-to-use tool** to find partners, analyse needs, plan and evaluate cooperation possibilities with sports clubs.
- **inspires** physical education teachers, school administrators, and schools for **seeking, establishing cooperation possibilities** with sport clubs throughout the school year.
- **supports** ESSD National Coordinators in **promoting the ESSD 2025 theme** “Strengthening links between sport clubs and schools in the field of sport, physical activity and health”.

### Power of Cooperation

*Want to make your school sport activities more challenging, fun and exciting than ever? Get the toolkit! Get inspired!*

**CLICK HERE TO DOWNLOAD**





## COMMUNICATION TOOLS

### Video

As attention spans are getting shorter, videos are effective means of communication. Use our **promotional video** to promote the European School Sport Day and explain what the Day is about in 90 seconds.

The video can be distributed on websites, in email newsletters, on social media and at events. It can also be shown before a presentation or a meeting with a school.

### Flyer

Our **one-page promotional flyer** introduces the European School Sport Day, why schools should join, and our achievements.

The flyer can be handed out to interested schools. It can also be placed on stands at events and fairs, into conference packs, and sent via email.

### Posters

We have **a set of posters** to promote the European School Sport Day and associated events.

These can be printed and displayed to raise awareness about your upcoming events.

### PowerPoint Presentation

The **PowerPoint presentation** helps you present the European School Sport Day, who we are and what we've done, in a few dynamic and visual slides. The PowerPoint presentation should be used when presenting the European School Sport Day, its history, mission and objectives, to an audience. You can also borrow some of the slides and integrate them into your own PowerPoint presentations. You can also place your own logo on the slides, ensuring that the ESSD logo always remains. If you wish to circulate the presentation within your network, make sure to send it as a pdf. Feel free to create your own PowerPoint presentation using the branded **ESSD PPT template**!

### Visuals

**A set of official photos** and **social media visuals** for the European School Sport Day are available for use. These pictures are free of copyright and free to use for communications and promotional materials as well as by anyone organising an event during the European School Sport Day.

### Toolkit

**The toolkit** gives teachers, administrators, and students all the information and resources needed to organise a European School Sport Day. It includes ideas and lessons learnt from other schools throughout Europe for inspiration.



## VISUAL IDENTITY

The ESSD's visual identity gives it a recognisable and coherent image.  
Consult the style guide for concrete examples and ideas on how to use ESSD's visual elements.  
Please remember to use the #BeActive and EU logos in line with the **Communication and Branding Guide 2025**.



[CLICK HERE TO DOWNLOAD](#)



## 4.1 SOCIAL MEDIA

*Developing authentic, emotional and inspiring content on social media is key to promoting the Day and getting more schools 'on the move'.*



**Always use the #ESSD2025  
and #BeActive hashtags!**

### SOCIAL MEDIA CHANNELS

Use your own social media channels to spread the word about ESSD. Share your news and content on Facebook, Instagram, X and YouTube.

Connect with the European School Sport Day's [Facebook](#) and [Instagram](#) pages to keep up to date with ESSD's activities.

### SOCIAL MEDIA CONTENT

The best social media posts include more than just text. They include photos, videos, GIFs, and Boomerangs – all of which are easy to take with a mobile device. Using live streams, you can share content in real-time too.

- Videos**  
 With all major social media channels favouring video content and live streams, short video footage (under two minutes) can drive engagement and boost your reach. Tip: use the Instagram Reels feature for easy editing of fun and playful videos!
- Vlogs**  
 A vlog is a blog that contains video content, and is a growing trend on social media. Anyone with access to a video-capable camera can be a vlogger. Capture the action from events on camera and share online with your audiences.
- Photos**  
 Eye-catching visuals are consistently among the best-performing posts on social media. Capture event highlights with photos of people who are being active, branded with the #ESSD logo.
- GIFs and Boomerangs**  
 Animated visuals are a great way to create dynamic content. Download Instagram's Boomerang app to easily make photo animations that will bring your content to life online.



## WHAT'S POPULAR NOW?



*With students:*  
TikTok, Instagram, Snapchat



*With parents:*  
X, Facebook



*With policymakers and journalists:*  
X

## TIPS!

Developing social media content to promote ESSD is a fun challenge. Use these tips to ensure maximum reach and engagement with the #ESSD2025 and #BeActive brands.

- **Be consistent**  
Include the #ESSD2025 and #BeActive hashtags. Keep #ESSD2025 and #BeActive hashtags in English for tracking purposes and alignment with both European campaigns.
- **Be multi-lingual**  
Publish content in your own national language and in English to connect with the pan-European movement. Do include hashtags in your national language relevant to your audience.
- **Be integrated**  
Link to the ESSD and #BeActive websites to strengthen the European movement and ensure communication is integrated.
- **Be creative**  
Make posts entertaining to inspire more engagement.
- **Be timely**  
Leverage other high-profile events linked to ESSD and #BeActive.
- **Be repetitive**  
Share posts multiple times to improve reach.
- **Be engaging**  
Call on people to join ESSD and #BeActive, ask questions, tag a friend, and seek out dynamic conversations.
- **Be compelling**  
Create exclusive, insider content from behind-the-scenes.
- **Be smart**  
Capitalise on the ESSD communication materials by using existing campaign multi-media including the video, visuals and more.



## STRATEGIES AND SAMPLE POSTS

- Hook to popular events ongoing in your community or country, and incorporate emojis.
- ⚽ The UEFA #ChampionsLeague is heating up — the perfect time to bring that football fever to your school! 🔥
- Who are you rooting for? 🏆 Let the passion of the pitch inspire your activities this #ESSD2025!
- Whether it's a school-wide penalty shootout, a friendly class match, or simply learning football skills — it's a great way to get everyone moving and having fun.
- 💬 Tell us: — Will football be part of YOUR #ESSD2025 celebration? Tag your team and show your spirit! ⚽🎉 #BeActive
- Share updates about preparation for the Day – give people a taste of what to expect. Volunteers are arriving, fields are getting set...game on! #BeActive at #ESSD
- Include 'calls to action' (e.g. register for our Challenge, volunteer today, etc.) #ESSD2025 is CALLING! Join the Team as a Volunteer to help children #BeActive for the European School Sport Day in 2025! 🤸🏻‍♀️🏊🏻‍♂️
- Use videos and photos to highlight the achievements of students throughout the Day. Look who won gold at this year's #ESSD! #ProudTeacher #BeActive #ESSD
- Add hashtags to your local area (e.g. #Budapest or #Berlin) to create local buzz. #ESSD is the biggest school event of the year in #Brussels. Are you in? #BeActive
- Put facts about inactivity and its dangerous consequences in your country, community, or school to attract journalistic interest and spread general awareness. X students in Italy spend Y hours sitting and watching TV everyday. We're getting students on the move. #BeActive with #ESSD. 🤸🏻‍♀️🤸🏻‍♂️



## APPS TO HELP

Thousands of apps are available to help you develop and promote your social media content. Here are some of the most popular. Some are free, while others require paid accounts.

- **Photo shooting and editing**

- **Adobe Photoshop Express (iOS | Android)**

- Basic editing tools with different file and sharing options.

- **Snapseed (iOS | Android)**

- Advanced editing app. Good automatic edit option.

- **Camera+ (iOS)**

- Enhances iPhone to shoot quality pictures

- **Audio recording and editing**

- **Voice Recorder Pro (iOS)**

- Records both voice and on-site audio with no length limit. Can record directly in the correct formats plus with a convert function.

- **PCM Recorder (iOS | Android)**

- Uses an internal mic, but records voice at a high quality (PCM/WAVE). Saves recordings to the SD-Card.

- **Live streaming**

- Periscope (iOS | Android) - Uses geolocation feature and connected to Twitter.

- **Video recording and editing**

- **Canva (iOS | Android)**

- An online design and publishing tool.

- **Cinema FV-5 (Android)**

- Professional camera app.

- **Boomerang (iOS | Android)**

- Creates GIF-style mini videos that loop back and forth.

- **WeVideo (iOS | Android)**

- Cloud-based editor with advanced functions (i.e. screen recording and green screen), and publishes watermark-free videos.

- **KineMaster (Android)**

- Video editor that can operate without a network connection using advanced editing tools.

- **iMovie (iOS)**

- Video editing only on Apple devices.





SOCIAL MEDIA CALENDAR

Use the campaign calendar to link to popular international or national days or events. Use the official hashtags and tag relevant organisations to boost your online visibility.

Sample Post

We celebrate #LiteracyDay to support @UNESCO global literacy efforts to ensure quality, equitable, and inclusive education for all. Children also need #PhysicalLiteracy so that they can grow into resilient and healthy adults 🌱

Help the kids at your school #BeActive and join the European School Sport Day on 26 September at [www.essd.eu](http://www.essd.eu) #ESSD2025

Use posts to build up momentum before the Day.

Sample Post

FINAL COUNTDOWN begins!🕒!!  
We are turning onto to the home stretch, it's time to amplify our efforts! 🧑🧒🧑🧒🧑🧒  
👉👉👉👉👉👉 As we celebrate a decade of promoting physical activity and well-being through European School Sport Day, let's challenge ourselves to reach even more schools, communities, and families with the message of active living. Together, we can inspire a generation to embrace a lifelong love of movement. Will you help us spread the word? 📣💪,  
Register here: <https://www.essd.eu/register#ESSD2025> #BeActive

15 July

World Youth Skills Day

30 July

International Day of Friendship

12 August

International Youth Day

26 August

ESSD 'One month to go'

8 September

International Literacy Day

16-22 September

European Mobility Week

23-30 September

European Week of Sport

29 September

World Heart Day

26 September

European School Sport Day

10 October

World Mental Health Day

20 November

Universal Children's Day



## 4.2 MEDIA RELATIONS

### SPREAD THE WORD ABOUT ESSD

Media coverage is a great way of raising awareness of ESSD and its objectives. Coordinators, partners and supporters of the Day can help activate media at local and national levels by following our media relations guidelines.

### WHAT JOURNALISTS NEED

- Journalists want to understand the topic, tell an interesting story, and be recognised for bringing subjects to life for their audiences.
- Journalists want to tell stories that are credible and can be supported by insightful facts and figures.
- Journalists want to tell stories that stand out!
- Journalists want stories that are timely, relevant and, as a bonus, where they can feature or quote a known figure.



## WRITING A PRESS RELEASE

- Define your media by topic and format. Are you targeting sport, lifestyle, health, business, youth, leisure or another specialised press, for example? Are you aiming at a news agency, TV or radio journalists, online press, publications or magazines?
- Develop a contact list. Include e-mail addresses, phone numbers and links to social media accounts.
- Write and proof-read your press release, adapting it to include a strong national/local angle e.g. quotes, data, specific projects, etc.
- Distribute your press release via email, mail, or via social media (as required by individual newsrooms/journalists).
- Follow up with a phone call to the newsroom or to individual journalists.

## MEDIA PACK

**A media pack consists of materials that will help journalists to cover your story. A media pack typically includes:**

- Your press release. One-pager with key facts and figures, campaign message, etc.
- Ready-to-use interviews and quotes.
- Visuals (images, the #BeActive logo, and/or videos).
- Your contact details (phone and email).

## PRESS RELEASE CHECKLIST

- ✓ **Content**  
Ensure that your press release is grammatically correct, does not contain any spelling mistakes or errors, and that sources are quoted correctly.
- ✓ **Structured**  
Insert an attention-grabbing headline and sub-heading, a story date (so that journalists know when it is for), and start with the most important information in the first paragraph. Background information should come in the second or third paragraph and technical/contact details or links at the end.
- ✓ **Concise**  
Keep it short, punchy and 'to-the-point' and use simple language.
- ✓ **Factual**  
Present information that is true and correct, including any key facts and figures.
- ✓ **Timing**  
Try to link your story to a relevant existing newsworthy event to boost interest and uptake, relevance and visibility.

**Template for a press release for the 2025 European School Sport Day**

**[CLICK HERE TO DOWNLOAD](#)**



# 4.3 CAMPAIGN CALENDAR

When, What and Who. Key Dates for Coordinators:

September 2025	October 2025	November 2025	December 2025	February 2026
<div>4 September</div> <div>European School Sport Day Webinar 1</div> <div>National coordinators</div>	<div>15 October 2025</div> <div>Event reporting to be submitted</div> <div>Coordinators and event organisers</div>	<div>Preparation of the dissemination tools</div> <div>Results Handbook, Interntional Promotional Video, Infographic</div>	<div>Evaluation and dissemination of results</div> <div>Coordinators, experts, schools, students, teachers and parents</div>	<div>Preparation of the financial and narrative reports</div> <div>Hungarian School Sport Federation</div>
<div>26 September</div> <div>The European School Sport Day</div> <div>Coordinators, experts, schools, students, teachers and parents</div>	<div>22 October 2025</div> <div>Country reports to be submitted</div> <div>Coordinators</div>	<div>20 November 2025</div> <div>European School Sport Day Webinar 2</div>	<div>Closing and evaluation meeting</div> <div>ESSD trademark owners and selected coordinators</div>	
<div>23 September – 30 September</div> <div>The European Week of Sport</div> <div>Coordinators, experts, schools, students, teachers and parents</div>				





#ESSD2025

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EUROPEAN WEEK OF SPORT



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## CONTACT INFORMATION

Want to know more about ESSD?  
Consult our website: **[www.essd.eu](http://www.essd.eu)**

 @diaksport  
 essdeurope  
 @european\_school\_sport\_day



**BG BE ACTIVE**



**#BEACTIVE**  
EUROPEAN WEEK OF SPORT

For all other enquiries,  
contact **[info@essd.eu](mailto:info@essd.eu)**