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European School Sport Day Toolkit
*Helping you bring European School
Sport Day into your community*

Use this toolkit to
get your school 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.

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#BEACTIVE
EUROPEAN WEEK OF SPORT



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1

USING THE TOOLKIT

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

Participation requires getting your school to #BeActive for at least 120 minutes by running, playing games, dancing, rope skipping or any other kind of physical activity.

This toolkit gives teachers, administrators and students all the information and resources needed to organise a European School Sport Day. Use it to #BeActive and move together with over 2,6 million Europeans at schools in 41 countries and counting.

This toolkit enables you to plan and lead a successful European School Sport Day in your community. It includes ideas and lessons learnt from other schools throughout Europe and the world for inspiration.

The Day is an opportunity not just to encourage students to #BeActive, but to empower students as leaders and advocates for health and fitness. Organising the Day is also an opportunity to engage your community from business leaders and civic organisations to public officials and administrators.

WHAT ABOUT PHYSICAL ACTIVITY IN YOUR COUNTRY?

Find out using the [2022 Eurobarometer](#), the [2021/2022 Health Behaviour in School-aged Children \(HBSC\) report](#), or the [The Global Matrix 4.0 on Physical Activity for Children and Adolescents](#).

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

2 INACTIVITY CRISIS

Inspiring your school community to #BeActive can help to reverse these alarming trends. And everyone can do it, regardless of age, background, or fitness level. Jump, dance, swim, run... just move!

Physical inactivity has a cost!

Engagement in sport and physical activity is at an all-time low. In many Member States, this trend is getting worse among students and adults alike.

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

Source: Inactivity Time Bomb, ISCA



Did you know...?

- 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).
- 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/>).
- The most popular setting to #BeActive is in a park or somewhere outdoors, where nearly half of Europeans (47%) exercise or play sport. This figure has increased since 2017 (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) (WHO 'Global status report on physical activity', 2022).

WHO, WHAT, WHEN, WHY AND HOW?

Do you know the **who**, **what**, **when**, **where**, **why** and **how** about the Day? Discover the answers below, and use the messages in your communication.

Who organises it?

With the support of their school administration, anyone can propose and organise the 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.

What is it?

A school sport day held simultaneously across the continent on the last Friday of September every year. We invite schools to #BeActive for at least 120 minutes by running, playing games, dancing, rope skipping or any other kind of physical activity.

The Day is part of the European Commission's response to the alarming decline in sport and physical activity across all Member States.

DO ADAPT

While harmonising messages as part of a coherent European movement is vital, you can adapt your European School Sport Day event and its messages to your local context.

When is it held?

27 September 2024. Always on the last Friday of September, following the tradition of the official Hungarian School Sport Day, which inspired the pan-European event.

Where?

Wherever possible. Indoors or outside, on a meadow or in water. The focus is on getting children on the MOVE

Why organise the Day?

Plenty of research shows that being physically active makes students healthier and better learners in the classroom. School spirit improves too with fun and inclusive team sport. Here are the top five reasons to organise a Day in your school:

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

How to organise it?

Organising the Day is voluntary and requires support from schools and local communities. Participating schools will become part of the #BeActive movement, sponsored by the European Commission. For more information on the “how”, go to the next page.

WHAT MAKES YOUR EUROPEAN SCHOOL SPORT DAY OFFICIAL?



Register your school
at www.essd.eu



#BeActive for 120
minutes or more



Complete a school report
at www.essd.eu

4

ACTIVITIES



CHOOSE ACTIVITIES THAT ARE A GREAT FIT FOR YOUR SCHOOL

How should you organise the Day in your school? What activities work best in primary and secondary schools? How can you engage and excite students? What about civic groups, business leaders and other stakeholders? Get inspired by tips, insights and examples that can help you lead a successful Day in your community.

Be supportive

Plan activities that can develop the character and social skills of students. Many sports and games can build confidence, inspire a positive attitude and other qualities that underpin creativity, resilience and empathy.

Be appropriate

Make sure that the activities you plan are appropriate for the age, interests and ability of the students. Having fun along the way is just as important.

Be inclusive

Identify the students who are disadvantaged, under-represented or require special attention (e.g. especially unfit or lacking confidence. Create the conditions for students with special educational needs to participate). Design activities that encourage their participation and improve their integration into the community.

4.1 ACTIVITIES FOR ALL

TIP!

Connect with school leadership programmes to recruit student volunteers

- Launch the Day with an **opening ceremony** where everyone gets the opportunity to #BeActive.
‘Run along the year’ (e.g. run 2024 metres in 2024).
- Encourage **active travel** to school by walking, cycling, scooting, skating, skateboarding and more.
- **Introduce a new sport** to your school that is unusual or foreign (e.g. ultimate frisbee or flag-football).
- **Host workshops** with staff and students on the benefits of being active in school and brainstorm about new, creative ways to get your school ‘on the move’.
- **Create a theme for the Day** and get inspired by the current and past focus topic toolkits: [Joy in Sport and Physical Activity](#), [Going Green in Sport](#), [Healthy Lifestyle](#), [MOVEment Spaces](#), [Mental Health](#), [Healthy Nutrition](#).
- **Invite parents** (even the hardest to reach) to the Day with activities to engage them (e.g. coaching or supervisory roles).
- Encourage **local sports clubs and fitness centres** to support the Day.

Student organisers

How can students get involved in organising the Day? Lots of ways! While respecting age-appropriateness, students can:

- ✓ Suggest challenges, games and activities for their class or household
- ✓ Create a promotional poster for the Day
- ✓ Advise on ways to be more active at school

4.2 PRE-SCHOOLS AND PRIMARY SCHOOLS



Fuelling school spirit

Community members, including parents, can play similar roles to volunteers. Their presence will help to fuel school spirit and strengthen community ties to the school.

Get inspired!

- Invite students to **bring a ball to school** and integrate it into the curriculum throughout the day.
- Integrate **‘wake and shake’** activities before each lesson where students can #BeActive with movement of all kinds.
- In between lessons, encourage students to **walk or run outside with their teachers**.
- **Host a festival** with games of all types (school Olympics) from foot races to football for all skill levels.
- Use **team sports** to better integrate disadvantaged or under-represented students into the school community (‘let’s play together’).
- **Challenge families** of students to #BeActive with school-wide targets like completing 10 outdoor activities per week.
- **Design a trail** with fun outdoor activities like a treasure hunt, math challenge or exercise based on books students are reading (e.g. Superworm). More examples in the [MOVEment Spaces Toolkit](#).

Superworm in the UK

Superworm is a popular children’s book about how a superhero worm and his creature friends defeat the villainous Wizard Lizard. Based on the book, parks in the UK created trails to take students on an active journey with the super-creatures they know and love. Children run in treasure hunts, hunt for clues, and more with the support of adults. Consider building a similar trail at your school linked to a popular book or math lesson.

“Watch Superworm wiggle! See him squirm! Hip, hip, hooray for Superworm!”

Donaldson, J. (2012). Superworm. London: Alison Green Books.

4.3 SECONDARY SCHOOLS



Motivation matters

In secondary schools, students' motivation to support the Day and #BeActive will vary. Some may be avid athletes, while others may want to lose weight and get healthier. Some may gravitate to leadership roles, while others may be fulfilling a class or club requirement.

- Launch the Day with a **school-wide activity** in the morning like a run or dance. Close the Day with a school-wide yoga class.
- **Challenge students** to #BeActive for at least 20 minutes before school begins or try a new activity during breaks from class (dodgeball or bubble football). Families can take part in this challenge too.
- Organise **staff vs. student games** with popular spectator sports like basketball or volleyball.
- Gather used **sport equipment** from your community and have students create and play games based on the random equipment received.
- Lead **girls' only activities** that are 'by girls and for girls' with a mix of traditional sports like volleyball and other activities like dancing.
- Adapt **curricula to #BeActive themes** (e.g. biology lessons on exercise or algebra lessons related to sport). Check out the [Healthy and Physically Active Schools Project](#) outcomes for further inspiration.

Youth organisers

Secondary school students are old enough to take on real leadership roles and responsibilities. Students can:

- ✓ Encourage peers to get involved (e.g. on social media)
- ✓ Coach teams plan or lead an event
- ✓ Target established student leaders to serve as volunteers (e.g. from the student council or popular clubs).

4.4 ENGAGING PARENTS AND COMMUNITY STAKEHOLDERS

TIP!

As organisers, look for ways to appeal to diverse interests and motivations with an inclusive approach. This is key to recruiting and retaining committed volunteers.

How can you engage parents, civic groups, business leaders and other community stakeholders?

- Ask for donations in kind (venues, equipment, etc.) or to finance activities.
- Encourage volunteering before, during and after the Day.
- Ask to promote the Day locally and on social media.

Try BOKWA

BOKWA® is a dance-fitness class that blends hip-hop, step aerobics and South African-style dance. Since it is based on letters and numbers, not choreography, it is easy for people of all ages and abilities. BOKWA is ideal for secondary school students, who will relate better to the music and dance than those in primary school.

Learn more at www.bokwafitness.com



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SOCIAL MEDIA

Developing authentic, emotional, and inspiring content on social media is key to get your school 'on the MOVE'. Here are our recommendations to boost ESSD's social media presence with your school community.

SOCIAL MEDIA CONTENT TYPES

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 significantly improve reach and drive engagement.

- **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 hashtag for the year (e.g. #ESSD2024).

- **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 Day to life online.

*Always use the #ESSD2024
and #BeActive hashtags!*

WHAT'S POPULAR NOW?



With students:
TikTok, Instagram, Snapchat



With parents:
Twitter, Facebook



With policymakers and journalists:
Twitter

TIPS!

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

- **Be consistent**
Include the #ESSD2024 and #BeActive hashtags. Keep #ESSD2024 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 available ESSD and #BeActive assets using existing campaign multi-media including the mascot, emojis, and more.

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**

- **FiLMiC Pro (iOS | Android)**

- Films broadcast-quality videos.

- **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.

- **LumaFusion (iOS)**

- Professional video editing and effects app that some mojos find easier to use on their Apple device.

STRATEGIES AND SAMPLE POSTS

- **Hook to popular events ongoing in your community or country.**

The #paris2024 Summer Olympics are on! Which events from the Olympic games can you do in your school for #ESSD2024? #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 #ESSD2024

- **Include ‘calls to action’ (e.g. register for our Challenge, volunteer today, etc.)**

Calling all volunteers! European School Sport Day is in X days. Help us #BeActive at #ESSD2024 🤸🏻‍♀️🏊

- **Use videos and photos to highlight the achievements of students throughout the Day.**

Look who won gold at this year’s ESSD! #ProudTeacher #BeActive #ESSD2024 🏆👏

- **Incorporate emojis, especially popular ones among students (see www.emojitracker.com)**

Jose loved #ESSD. And, you will too. Sign up for next year. 🚲🧘

- **Add hashtags to your local area (e.g. #Budapest or #Berlin) to create local buzz.**

#ESSD2024 is the biggest school event of the year in #Brussels. Are you in? #BeActive

- **Add hashtags about the activity to expand reach at the European level (e.g. #Football). Limit maximum 3 #s on Twitter, 1 # on Facebook, and unlimited #s on Instagram.**

ESSD’s about #TeamBuilding, not just competition. #Friends4Life from school. #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 #ESSD2024 🤸🏻‍♀️🤸🏻‍♂️

6

MEDIA RELATIONS

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.

WHAT CAN ESSD PARTICIPANTS, ORGANISERS AND SUPPORTERS DO TO PROMOTE THE DAY?

STUDENTS

1. Plan

- Propose, invent and lead activities
- Create sport equipment (e.g. balls)

2. Prepare

- Promote the Day
- Set-up activities
- Promote on social media

3. Implement

- Lead and support activities under the supervision of organisers
- Take photos and videos
- Post on social media

4. Communicate

- Promote the Day
- Set-up activities
- Promote on social media

TEACHERS

1. Plan

- Set the goals and themes
- Design activities
- Establish an organising team
- Support students in planning

2. Prepare

- Coordinate closely with administrators
- Prepare equipment, resources, etc.
- Finalise and clarify roles
- Promote the Day, especially with stakeholders

3. Implement

- Lead the Day, inspiring and energising school spirit
- Organise pre-meetings with relevant students, administrators, and volunteers
- Gather student leaders, administrators, and volunteers to discuss results and lessons-learnt
- Evaluate results with questionnaires etc. to assess results and identify lessons-learnt

4. Communicate

- Post on social media and engage target journalists
- Award 'star' volunteer students
- Provide feedback to partners and stakeholders
- Report on the Day on the ESSD website

WHAT CAN ESSD PARTICIPANTS, ORGANISERS AND SUPPORTERS DO TO PROMOTE THE DAY?

ADMINISTRATORS

1. Plan

- Support organisers
- Harmonise ESSD with other relevant events
- Communicate with stakeholders

2. Prepare

- Communicate with stakeholders
- Engage volunteer students in preparation
- Engage and coordinate with relevant groups (e.g. health and nutrition)
- Promote the Day in print and digitally

3. Implement

- Support organisers in leading the Day
- Inspire and energise school spirit
- Offer lessons-learnt to organisers and help assess results

4. Communicate

- Ensure report on the ESSD website is submitted
- Share results with government authorities etc.
- Encourage and support student communications (e.g. school newspaper)

STAKEHOLDERS

1. Plan

- Provide financial or in kind donations (venues, equipment, etc.)
- Look for synergies with other stakeholders

2. Prepare

- Collaborate with students and organisers
- Build momentum for the Day on social media and other channels

3. Implement

- Volunteer time and resources
- Provide social and emotional support
- Offer lessons-learnt to organisers and administrators

4. Communicate

- Promote activities on social media and other relevant channels
- Encourage others to volunteer



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EUROPEAN WEEK OF SPORT AND THE #BEACTIVE CAMPAIGN

- The European Week of Sport (EWoS) always takes place from 23-30 September.
- European School Sport Day is a flagship event for EWoS as it promotes the same values about health-enhancing physical activity and a healthy lifestyle.
- Using the #BeActive hashtag is recommended on all communication channels and materials. #Beactive Communication guidebook and branding guide available [here](#).
- Use the partnership potential of the national members of the central EWoS partners.

#BEACTIVE
EUROPEAN WEEK OF SPORT

8

HOW TO ORGANISE A EUROPEAN SCHOOL SPORT DAY #WITHOUTWASTE

The Sport #WithoutWaste initiative by BG Be Active aims to promote eco-friendly grassroots sports events and foster environmental responsibility. Through bottom-up education, awareness and policy-making activities, Sport #WithoutWaste helps to integrate environmental dimension into the design of your event and get your target group engaged on the topic of environment.

To organise a waste-free European School Sport Day, the initiative suggests several steps:

1. Define your sustainability priorities based on your context.
2. Collaborate with partners such as municipalities, recycling haulers, or community organisations.
3. Set realistic goals, whether it's an educational event or integrating an environmental dimension into your events.
4. Plan resources such as budget, equipment, and guidelines to support your network.
5. Communicate your green events through various channels and share success stories (use the #WithoutWaste hashtag).
6. Evaluate your goals and collect data on challenges and successes.

BG Be Active offers support in planning eco-friendly events, including consulting, contacts, and inspiration.

Email: beactive@bgbeactive.org
Website: sportwithoutwaste.org

Check our [European Schools Sport Day 2022 – Going Green in Sport Toolkit](#) to get more inspiration for organising an active, educational event focusing on the environment. To integrate an environmental dimension in the design of your event/network's events, you can look into specific tips in [Sport #WithoutWaste – Action Pack](#).

SPORT #WithoutWaste






#ESSD2024

CONTACT INFORMATION

Want to know more about ESSD?
Consult our website: **www.essd.eu**

For all other enquiries,
contact **info@essd.eu**

 @diaksport
 essdeurope
 @european_school_sport_day