

THE EUROPEAN SCHOOL SPORTS DAY 30.09.2016



OVERVIEW

The European School Sports Day is an internationally organized school event, which provides the opportunity for schools to:

- Create entertaining and fulfilling physical activity experience for everyone;
- Promote health awareness and future-oriented, health conscious, life management;
- Empower inclusion and develop social skills among students.

The European School Sports Day is inspired by the Hungarian School Sports Day - an event which is organized by the Hungarian School Sport Federation for the last 10 years.

It is a one day event, dedicated to promotion of physical activity, testing out new ways of physical activities and sports, and of course empowering the sense of “belonging to the school” in every participant. Although there are common elements in all events, participating schools provide individual physical activity programs, which result in customized events in each school.



OBJECTIVES

The main objective of the project proposal is to promote healthy lifestyle, physical activity and to support volunteer enrolment in school sports, through a single, Pan-European sport event- European School Sports Day.

2016 ESSD OBJECTIVES:

15
participating
countries

1 000 000 reported
participating
students

300 mentions and
coverage in various media –
traditional, social

10 Ministres of educations
have endorsed the European
School Sport Day

WHY COORDINATE ON NATIONAL LEVEL?

- **The ESSD has large and important target group** - Elementary and Secondary school students. However, the ESSD objectives set out in this proposal are unattainable without receiving support from teachers, parents and decision makers.

The event addresses relevant issues for targeted groups and aims the following:

- Raising awareness and motivating children to be physically more active, despite current negative trends;
- Sharing of already developed, flexible toolbox for organising school sports days Europe, based on all best practises so far;
- Creating solid foundation for steady increase in student participation in physical activity programs. The project can also contribute to social inclusion through sports;
- Buiding capacity among organisations for creation of ESSD events and motivating them to maintain and develop the initiative further.

In addition, the event also aims to:

- Create possibility for sharing experiences with PE teachers, decision makers and to further develop the physical activity programs
- Contribute to community building in and outside schools, thus strengthening the sense of belonging to a community and in that way preventing exclusion and marginalisation, which can lead to alienation and radicalisation for some people.



all around

WHY COORDINATE ON NATIONAL LEVEL?

The ESSD is an initiative that will strongly and sustainably support the NowWeMOVE campaign and the European Week of Sports Initiatives.

Its benefits include:

- Supporting the implementation of the campaign will help you reach a usually hard to reach group – school children.
- The ESSD has thematic or political relevance and alignment with own priorities
- Easy-to-use and –communicate tools and marketing materials
- You will provide valuable and working know how to your national partners – move agents; local governmental entities
- You will gain national and international recognition through press/social media support
- You will use as way to engage with the local communities
- Engage with potential new members
- Engage with potential funding partners
- You can fundraise through the organization of the event



WHY YOUR PARTNERS/MOVE AGENTS SHOULD JOIN?



- They will be part of an European Brand which they can use with confidence;
- The ESSD is a perfect tool in engaging with the local communities;
- To gain local/national recognition via PR, social media communication
- Increase the potential to engage with potential new members – local governments, schools, regional education directorats, volunteering organizations



HOW WILL ISCA SUPPORT YOU?

You will receive the following tools:

- European brand – NWM – usage (=quality mark)
- Web-site and registration system
- Event Manual and Event Ideas
- Event Marketing and Social Media Toolkit, including adaptable designs of banners, posters, t-shirts etc.
- Pan-European centrally led mix-media campaign
- Online promotion plan of concept and local events (primarily Google AdWords)
- Social Media Promotion Plan (Facebook, Twitter, Instagram)
- Opportunities for placing own content on the campaign's own media properties;
- Networking opportunities on international level