



**NOW
WE MOVE**

**+100 MORE EUROPEANS
MILLION IN MOVEMENT**

In association with:





NOW WE MOVE

- Vision: 100 million more Europeans physically active by 2020.
- The overall objective of the Campaign is to facilitate cross-sector collaboration for promotion of participation in sport and physical activity.
- Specific objectives



- I. Raise awareness about the benefits of sport and physical activity among European citizens;
- II. Increase accessible opportunities to be active in sport and physical activity by developing new and up-scaling existing initiatives;
- III. Enable sustainable and innovative capacity-building for the MOVE AGENTS through advocacy and open-sourced solutions.



MOVE WEEK 2012

EUROPE'S BIGGEST COMMUNITY SPORT EVENT

Why: to promote a wider participation in sport and physical activity

Where: across Europe

When: 1st-7th October 2012

Who: Sport organisations, cities, communities, clubs, institutions and individuals

How: through community events that further the participation in sport and physical activity amongst Europeans





MOVE WEEK

COMMITTED EUROPEANS

- First edition of MOVE WEEK took place **1-7 October 2012**
- **250** organisers in **23 European countries** attracted over **140,000** participants



Belgium, Bulgaria, Croatia, Czech Republic, Denmark, England, Estonia, Finland, France, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Macedonia, Portugal, Romania, Scotland, Serbia, Slovakia, Slovenia and Spain.



MOVE WEEK DNA

ACCESSIBLE TO ALL

Seniors - Retired



Aquagym Master Class
04/10/2012 in Barcelona, Spain.

Kids – School initiative



A day full of sports 05/10/2012 in
Prague, Czech Republic.

- MOVE Week is **universal** reaching all ages & social categories.
- In addition to the physical activity meetings, **conferences and seminars** have been organised to build capacity and promote the value of sport and physical activity.



Svoli Convention offered
new ideas for group
instructors.

Youth - Students



Street Games basketball
tournament, 06/10/2012 in
London, England.

Women



Girls event , 07/10/2012 in
London, England.

All – Family run



The oldest European marathon:
89th annual Kosice Peace
Marathon in Kosice, Slovakia.

County of MEĐIMURJE, CROATIA



Expanded initiatives to
reunite families and
communities



POWERFUL PROMOTIONAL TV CAMPAIGNS



Move Week TV spot



Special program: Event in the Move Week, "Eremitageløbet marathon"



1. Promotional campaign

- **280 TV spot broadcasts** running through **Eurosport channels** broadcast in 59 countries.
- Key events as broadcast environments to generate audience.

2. Editorial coverage campaign

- Additional promotion campaign enhanced by **special program** focusing on the "**Eremitageløbet** marathon"; one of the biggest sport events in Copenhagen with 21,500 participants.
- News reports broadcast in daily TV show programs.
- European & national TV coverage : Eurosport ,Eurosport 2 and Bulgarian TV (BNT, NBT, DCC & PO) as main broadcasters.



✓ **50 million TV contacts**



ONLINE COMMUNICATION PLATFORM



NOWWEMOVE.COM hosted Move Week


Creation of a **dedicated platform** to:

- Inform users about “Move Week events”,
- Engage them to become active participants,
- Share their initiatives,
- Learn about the benefits of sport and physical activity.



Before




- ✓ Register your event participation
- ✓ Motivate your friends 



During



- ✓ Follow your event
- ✓ Share initiatives & “best practice” through “I DID IT” section
- ✓ Post videos featuring events on social networks 



After



- ✓ Review an event
- ✓ Join the community



MEDIA ACTIVATION

EXTENDED PROMOTION ON DIGITAL PLATFORMS



- Massive **promotion**: rectangles and video pre-rolls (mainly on Eurosport, Yahoo, nowwemove, UISP websites).
- **Editorial programs** shared by all event organizers and partner websites such as Coca Cola, Eurosport & ISCA.



ITW: ISCA President

✓ **10 million impressions**



MEDIA ACTIVATION

ADDITIONAL PROMOTION ON SOCIAL NETWORKS



- **Targeted communication** campaigns to engage users during Move Week.
- Push awareness of Move Week events through **Facebook, YouTube & Twitter**.

✓ **10 Million impressions**



MEDIA ACTIVATION

PR ACTIVITIES



Newsletters and press releases



Sport Revolution, Romania Sports Magazine



- **Newsletters** edited by organisers & partners: to inform media, sport and advertising industries about the latest Move Week news.
- **Press releases & publications** across magazines & websites.
 - ✓ **10,000** readers
- Distribution of **promotional items** (postcards, posters, t-shirts, training kits...) throughout Europe at local events to promote & celebrate Move Week.
 - ✓ **360,000** items distributed



OFF LINE COMMUNICATIONS

MOVE WEEK
THE EUROPEAN WEEK OF SPORT AND PHYSICAL ACTIVITY

JOIN THE MOVE WEEK
1 TO 7 OCTOBER
2012
NOWWEMOVE.COM

© 2012 Move Week

AV NOW WE MOVE EURO SPORT FISCA Coca-Cola

The NOW WE MOVE Week is part of the Move Week campaign, promoting a minimum frequency of 150 minutes of moderate to vigorous physical activity per week.

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CONCLUSION

- ✓ Test year of Now We Move and 1st edition of Move Week 2012:
a success beyond expectations

- ✓ 2013
 - ✓ Grow partnerships
 - ✓ Enhance outreach
 - ✓ Increase participation



7-13 OCTOBER 2013