

WE MOVE

+100 MORE EUROPEANS MILLION IN MOVEMENT







- 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.

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



COMMITED 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.

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.

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.

Svoli Convention offered new ideas for group instructors.

County of MEĐIMURJE, CROATIA

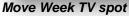


Expanded initiatives to reunite families and communities

POWERFUL PROMOTIONAL TV CAMPAIGNS









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.



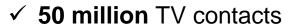












MEDIA ACTIVATION

ONLINE COMMUNICATION PLATFORM





- Register your event participation

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.



- ✓ Follow your event
- ✓ Share initiatives & "best practice" through "I DID IT" section
- ✓ Post videos featuring events on social net orks



- ✓ 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



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



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, tshirts, training kits...) throughout Europe at local events to promote & celebrate Move Week.



√ 360,000 items distributed



AV

OFF LINE COMMUNICATIONS







CONCLUSION

- ✓ Test year of Now We Move and 1st edition of Move Week 2012:
 a success beyond expectations
- ✓ 2013
 - ✓ Grow partnerships
 - ✓ Enhance outreach
 - ✓ Increase particpation

