

Europäische Woche des Sports 23. - 30. September

European Week of Sport 2025 - Register your #BeActive event now!

The European Week of Sport is celebrating its tenth year! From September 23 to 30, 2025, we will once again send a strong message for more physical activity across Europe. The campaign aims to inspire everyone to lead a more active lifestyle—because movement not only keeps you fit but also brings people together, strengthens health and well-being, and, most importantly, is fun!

Together with thousands of event organizers across Europe, we are encouraging people to get moving—whether in clubs, schools, workplaces, or daily life.

Events can now be registered on the #BeActive campaign website [Europäische Woche des Sports](#) – it's free and easy!

Are you in?

#BeActive gives you the opportunity to become active as an organizer and inspire people to enjoy sports and physical activity—whether as a sports club, association, school, company, gym, municipality, or another organization.

Use the Power of the Campaign

The European Week of Sport is a fantastic opportunity to be part of a Europe-wide movement and to showcase your club, organization, school, or city.

- Promote your event and reach new target groups.
- Use free materials to support and promote your #BeActive event.
- Take a stand for more movement and inspire others with your initiative.
- Benefit from the campaign's wide reach and become part of a strong network.
- Register your event by June 30 to automatically enter the draw for exclusive #BeActive packages—including useful materials for your event.

Whether it's open training sessions, movement breaks, trial courses, activity days, or special programs for specific groups – every idea is welcome!

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#BeActive and be part of European Week of Sport – From Early September to Mid-October!

The European Week of Sport was launched by the European Commission in 2015 and is supported in Germany by the Federal Minister of the Interior and Community (BMI). It takes place at the same time every year: The main action week runs from September 23 to 30, while the full campaign period extends from September 1 to October 15, 2025. All events within this timeframe are part of the #BeActive campaign.

It's That Simple – Register Now for Free!

1. Come up with your #BeActive idea – Use an existing activity or try something new! It could be a short movement break at work or school, or a larger event like a sports festival or activity day.
2. Register on the #BeActive website – Signing up is quick, easy, and free. Once registered, your event will appear on our #BeActive map.
3. Get started! – Organize your event, use our #BeActive materials, and join our online info calls for useful planning and promotion tips. All support materials are available for free to #BeActive event organizers.

Join the Movement!

Take part and make a strong statement for more physical activity with your #BeActive event during the European Week of Sport 2025!

Register now and spread the #BeActive message: [Registration link]

For campaign details, event inspiration, and more, visit www.beactive-deutschland.de. If you have any questions or need campaign information in another language, feel free to contact us at: beactive@dtb.de.

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