

The European Week of Sport is an initiative to promote sport and physical activity through many activities organized across the continent.

The initiative will take place from **23rd to 30th September** and will involve **activities at different levels** (European, national, regional or local). The [European Week of Sport 2017](#) is geared to **professionals in the sports sector** and also **nonprofit organizations that are committed to disseminate sport and physical activity**. As in previous editions, the event will be structured around the following specific themes: **educational environment, the workplace, open-air activities, sports clubs and gyms**.

The **European Week of Sports** was established in **2015** when the [European Commission](#) launched this initiative with the aim of promoting sport and physical activity throughout the **European continent**. The central theme of the campaign is “**BeActive**”, encouraging everyone to **remain active** during this specific week as well as during the rest of the year. This year, the official launch will take place in [Tartu, Estonia](#).

An **essential complement** to the European Week of Sport will be the Prize-giving event for the [#BeActive 2017 Awards](#) organized by the Commission that will take place in **Brussels** to mark the end of the set of activities that will be taking place during the week around Europe. **Entities and organizations that wish to give visibility** to their initiatives from sports to seminars and exhibitions can do this using the **#BeActive** motto.

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