

# #BEACTIVE

European Week of Sport  
#BeActive Awards 2017

The #BeActive Workplace Award 2017 is one of three award categories of the #BeActive Awards, launched as part of the 2017 European Week of Sport (EWoS). This award category is looking to identify three workplaces (from a variety of work environments across Europe) that can demonstrate how they have promoted the EWoS 2017 objectives and encouraged its employees to #BeActive.

## #BEACTIVE WORKPLACE AWARD 2017

### Criteria for entry to the #BeActive Workplace Award

You must be able to clearly demonstrate what your workplace is doing, or has done, to promote and enhance participation in sport and physical activity among employees. You should also take into account the following criteria: creativity, impact, reach, cost-effectiveness, sustainability and replicability. This means that entrants must be able to show concrete results/outcomes in terms of:

- > **Creativity** - Did you develop an unusual approach? Did you seek employees' input to come up with ideas?
- > **Impact** - Were people from different levels of your organisation able to participate? Did the initiative/actions engage specific groups (e.g. women, mothers, those with a disability)? How many demonstrated a change in their thinking and/or a change in behaviour at or commuting to/from work?
- > **Reach** - How many people engaged in your initiative?
- > **Cost-effectiveness** - Did you manage to keep costs reasonable to achieve your ideas? Could all workplaces afford to implement some/all of your actions?
- > **Sustainability** - Did the employees take ownership of the actions/initiative? Will they continue to participate more in sport and physical activity either at, or in commuting to/from, the workplace?

> **Replicability** - Could your actions be fairly easily repeated in other workplaces in your country or others in Europe? Would they be likely to achieve the same results?

In order to be eligible, the workplace's initiative must be based in the National Coordinating Body's country or, in case of a nomination from an EWoS Partner, in an Erasmus+ Programme country.

### What you need to do

To enter your workplace for the award, simply complete the short entry form (attached) in English and return it to us. In your application make sure you include how your workplace meets the above criteria. The award jury will take this into consideration. Announcements of the three finalists will be made in August 2017.

Please attach up to **4 photographs** of your actions/initiative (high-resolution). You must also confirm that a **minimum of one representative** is available to attend the Awards Gala on 12 October 2017 in Marseille (France). Travel and one night's accommodation for up to two people will be provided.

### Prizes

The top three selected entries will each receive a certificate and a paid trip for two representatives to **the Awards Gala in Marseille (France) on 12 October 2017**. The winner of the #BeActive Workplace Award will receive in addition an amount of 5.000 euros, a trophy and a professional video clip that helps to promote its work and activities.

## What are you waiting for?

If you think your workplace is an inspiring example for your peers around Europe, send in your entry. And do not hesitate to contact us if you have any questions or need assistance completing the entry form.

[ec.europa.eu/sport/week](http://ec.europa.eu/sport/week)