



# EWOS 2019 \_ Summary Report

**#BEACTIVE**  
European Week of Sport



# BUSINESS CONTEXT

#BEACTIVE



OPAP is recognized by the general public as the company that supports and promotes sports and sport values in Greece. This attribute entails our company's responsibility to be part of all significant healthy lifestyle activities that take place in our country with the objective of encouraging people to get active.

Through the support of EWOS for a 5<sup>th</sup> consecutive year, OPAP continues to convey the message that active lifestyles do not only have benefits for the body, but also for the general well-being of people (i.e. self-esteem, morale, mental health), making them happier.



## SPORTS ACADEMIES PROGRAM



- 1. Distribution of EWOS content** (i.e. posters & display campaign) to the 128 Academies across Greece
  - In total **10.000** children, parents and coaches participated in activities such as:
    - ✓ Mixed teams football matches between parents and children, girls and boys
    - ✓ Parent football training
    - ✓ Aerobics event for their members
    - ✓ Beach soccer tournament
  - **Main Sports Academies event in Athens:** Mini sport festival with interactive content (football games without score and qualification, self defense lessons, Rugby lessons & running exercises) with the participation of **170 children** (**20** of them are OPAP's employees children)

## OUR PEOPLE




- 1. Internal announcement:** Informed **1.300** employees in Athens & Thessaloniki on OPAP's support for 5th consecutive year to European Week of Sports
- 2. Permanent branding** in staircases and elevators prompting people to use the stairs for physical activity
- 3. Activation during all the European Week of Sports with different concept per day:**
  - Yoga & Pilates sessions
  - Zumba sessions
  - Wellness at Work seminars
  - Walk the roof (8<sup>th</sup> floor) challenge
  - Table tennis tournament
  - Table soccer tournament
  - 3x3 Basketball tournament
  - 3 points Basketball challenge

# CREATIVES for communication in the Academies



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European Week of Sport  
23 - 30 September

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

An initiative of the 

**#BEACTIVE** 23-30 SEPT  
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PICTURE HERE

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# Photos from SPORT ACADEMIES ACTIVATION



# Photos from INTERNAL ACTIVATION

