

# INFORMATION



MOVE YOUR BODY  
STRETCH YOUR MIND

## Move your body. Stretch your mind!

**An information, image and experiential campaign advertises for the European Year of Education Through Sport 2004.**

The European Union has proclaimed the "European Year of Education Through Sport" for 2004. An accompanying information, image and experiential campaign of the European Commission (Directorate General for Education and Culture) advertises for sport and its various social, cultural and, above all, educational functions in all fifteen EU Member States, the ten accession states as well as in the EFTA states Norway, Iceland and Liechtenstein. The official start signal for the campaign, which will operate under the slogan "Move your body. Stretch your mind!", will be given already at the beginning of the year as part of an opening celebratory event in Dublin, Ireland with sports personalities known throughout all of Europe, such as Franz Klammer, Stephen Roche, Sir Steve Redgrave or Pier Paolo Mennea. Ireland will be the next country to take the helm of the European Council Presidency. Eurosport will broadcast the event throughout Europe.

### Combining the world of education with the world of the sports

"The influence of sports on community life extends far beyond sporting activities and exerts just as much of an influence on our interpersonal relationships it does on the worlds of education, work and leisure and, in addition, it is an important factor in the promotion of health", explains Viviane Reding, EU Commissioner for Education and Culture, as the initiator and sponsor of the campaign. With this pioneering Pan-European project the European Union aims to attract even more citizens to sports than is already the case: every third EU citizen actively participates in some type of sports on a regular basis and the number of sports associations in Europe also continues to increase. At present there are more than 700,000 in total.



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The aim of the campaign work is to heighten awareness among citizens for this multifaceted topic and to provide information about the various promotional possibilities. Support for educational and sports facilities stands at the centre of the promotional programme of the European Year of Education Through Sport. Sport and its associated values such as tolerance, team spirit, fair play or strength of character are to be ascribed a more important educational role with the help of the initiative. The goal of the project is to create a new partnership between the world of education and the world of sports.

## **The campaign: Integrated communication and national adaptation**

The individual measures of the campaign will be bundled into an overall concept through the strategy of integrated communication and then coordinated in a coherent manner. Apart from classic public relations (such as media and press work), this marketing mix also includes classic advertising elements (TV spots, trailers, advertisements), forms of dialogue communication (e.g. educational and training measures), appearances at numerous events (e.g. via information and fun modules) as well as a complete Internet presence ([www.eyes-2004.info](http://www.eyes-2004.info)) which – translated into all twenty languages of the participating countries – will serve as a centralised information forum. All further campaign measures, which have been provided with a total budget of 1.8 million euros, will initially be available in the eleven official EU languages.

In order to place the campaign – whose logo is the result of a creative competition that took place among students of design throughout all of Europe – on a social basis that was as broad as possible, important partners among European sport federations, media and educational institutions were recruited; they include the European Olympic Committee, the International School Sport Federation, the International Ski Federation (FIS) or the Pan-European sport broadcaster Eurosport. They support the initiative as



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cooperation partners and thus make it clear that the promotion of education through sports is in the interest of society as a whole.

National coordination centres which consist of representatives from the responsible sports institutions will provide advisory support when it comes to implementation of the individual communications measures in the 28 participating countries. Thus cultural differences in the individual countries will also be taken into consideration: Depending upon requirements, both the intensity (e.g. by controlling the use of media) and the form of address (e.g. by through conscious recourse to national chains of association) can be flexibly managed.

The "Year of Education Through Sport" is highlighted by sporting events such as the Olympic Games and the Para-Olympics in Athens or the European Football Championship in Portugal. With their global appeal they will serve the campaign as an ideal communications platform. Moreover, an all-star team of renown former sport stars who have been able to achieve successes far and away from the world of sports will get into the starting blocks for the campaign. Well-known personalities throughout Europe like skiing legends Franz Klammer and Mark Girardelli, world-class marathon runner Rosa Mota, rowing ace Steve Redgrave and Esther Weber-Kranz, winner of several awards as a wheelchair fencer, will advertise for sports and its positive influence on personal development. As a result of their exemplary sport careers and, for example, their commitment to charitable programmes, the above top athletes will be perfect ambassadors for the EYES 2004 campaign.

## **Sport as the elixir of life and preventive medicine par excellence**

Playing sports regularly protects against illnesses caused by lack of exercise, strengthens the immune system and thus helps to significantly improve quality of life - not least because sports provide the psychological and social balance we need in our



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everyday and working lives. Sports training also makes us more aware of our own bodies.

Sport is especially important for children and teenagers: Due to lack of exercise and an unhealthy diet, up to 80 percent of all eight to eighteen year olds now suffer from bad posture; one child in three between the ages of six and eight spends up to 30 hours a week in front of the TV or computer screen. So it is hardly surprising that participation in sports is on the decline and the proportion of overweight schoolchildren is rising: one in every four children is affected. Thus the expansion of sports education at schools throughout all of Europe while designing it in such a way that it appeals to the various age groups is a principal goal of the European Year of Education through Sport.

## **Strengthening the role of sports in society**

Sport contributes not only to the physical, but also to the mental balance of each and every individual and unites apparently contradictory aspects of community life precisely through its social dimension, e.g. competition and solidarity, readiness to perform and the ability to work in a team.

Thus within the scope of the European Year of Education Through Sport the European Commission is supporting corresponding projects from sport and educational facilities at the local, regional, national and European level which aim at enhancing the role of sport in the educational sphere. The funds provided for the individual promotional strategies total € 6.5 million. This amount can probably co-finance around 185 project proposals (including about ten community projects).



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