

# How to Participate in the INTERACT Festival

## *For International Sport Organisations*



**INTERACT (International and European Sport Organisations Activating Citizens)** is co-funded by the Erasmus+ Programme of the European Union and aims to support International Sport Organisations (ISOs) as key leaders of the Sport for All and physical activity movement through developing innovative ways to engage stakeholders and citizens at all demographical levels.

The INTERACT Festival – one of the only events worldwide bringing International Sport Organisations together in the field of Sport for All – is based on the understanding that there is a need worldwide for International Sport Organisations to join forces, promote Sport for All and support their national members to do so through adapting their sports and disciplines to Sport for All and Physical activity principles, meeting the needs of the target group and citizens.

The Festival's role is to engage target groups in a sustainable participant pathway: catch attention, raise interest, create desire, and take action (AIDA).

The INTERACT Festival combines two pillars:

### **INTERACT Physical Lighthouse**

This is the main festival organised by the a selected host city/country, and ISOs gather together to demonstrate their sport. It is held during the European Week of Sport (EWoS) and is open to all citizens to play sports, be physically active and try out new sports disciplines.

National Sports Federations and local clubs of ISOs participating in the INTERACT Festival open the doors of their sport venues to demonstrate their sports and engage citizens to try out during the European Week of Sport (EWoS).

### **INTERACT Open-House Concept**

## How to participate?

All in:

# WATCH, TRY & PARTICIPATE!

- Inform the INTERACT Team of your interest to take part in the INTERACT Festival at [contact@interact-sport.com](mailto:contact@interact-sport.com). You will be included in the list of participating ISOs.
- Identify a delegation of volunteers/athletes/coaches to demonstrate your sport and disciplines, and engage citizens to try out during the yearly physical, lighthouse multisport festival.
- Mobilise your national federations and local clubs to organise open house events. You can share with them our dedicated fact sheet.
- Use various communication materials and channels to promote the INTERACT Festival, #BeActive campaign and to promote your sport. Please ask us for the INTERACT Festival's branding elements!
- You can also identify ambassadors to gain visibility as the face of your sport!

**European Week of Sport is  
23 – 30 September  
every year!**

**#BEACTIVE**  
EUROPEAN WEEK OF SPORT



## Mobilising for the INTERACT Festival is an opportunity for you to:

- Improve people's quality of life through your sport
- Position your sport as a Sport for All entity
- Promote your sport for social impact
- Facilitate sport accessibility and open it to new target groups
- Reach out to the inactive and beginners to join your sport – gain new members!
- Demonstrate your commitment to the shared values of Sport for All and physical activity
- Raise awareness of, and empower populations & citizens to have healthier lifestyles through Sport for All



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