



# EUROPEAN WEEK OF SPORT

ALIGNED & ENGAGING  
IN KOSOVO

**23-30 SEPTEMBER 2025**

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**#BEACTIVE**

The European Week of Sport (EWoS) is an initiative launched by the European Commission to promote sport and physical activity across Europe.

This year EWoS celebrated movement, community and well-being for all ages and abilities.

Kosovo proudly joined the celebration from 23- 30 September 2025, bringing together schools, municipalities, sports clubs, NGOs and citizens for a week full of energy, inclusion and inspiration.

The months of August to October were dedicated to planning, coordination and community mobilization to ensure a vibrant, inclusive and well-organized celebration of physical activity.

**Organizing meetings:** The Ministry of Culture, Youth and Sport, together with municipalities, schools and sports federations has established a coordination group to supervise the activities.

**Event registration and Logistics:** Local coordinators began submitting event proposals, securing venues and identifying volunteer teams.

**Promotional Campaign Launch:** Social Media teasers, posters and digital materials were distributed under the #BeActiveKosovo campaign.

**Equipment Distribution:** Sports gear, T-shirts and banners were provided to participants.

**august – october 2025**

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THE WEEK-LONG CELEBRATION KICKED OFF ON 23 SEPTEMBER WITH ACTIVITIES IN EVERY MUNICIPALITY, PROMOTING INCLUSIVITY, TEAMWORK AND WELL-BEING.

This year, the activities reached a high level, including a total of 9,924 activities held in 7 main regions and 38 municipalities of Kosovo. The week was characterized by the participation of children, youth, teachers, coaches, parents and everyone reflecting the true inclusive spirit of sport and physical activity.

The week officially began in the #BeActive Village, which marked the festive opening of the European Week of Sport in Pristina. The event, held at Taukbahçe Park in Pristina, was conceived as a dynamic and interactive space where children, teachers, coaches and parents gathered to participate in a range of sports and entertainment activities. Various sports stations were set up to encourage participation in athletics, volleyball, and recreational games.

Under the guidance of certified trainers, children were engaged in fun and educational exercises that promoted movement, coordination and cooperation. The atmosphere was full of energy, laughter and excitement, making the #BeActive Village a living symbol of the European Week of Sport's overarching mission.

LET'S MOVE, CONNECT AND INSPIRE!

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## SPORTS FORUM

As part of the numerous activities organized to mark the European Week of Sport 2025, the Sports Forum was held on September 26, a now traditional event that aims to stimulate professional and scientific debate on the development of sport in Kosovo and its integration into contemporary European policies.

This edition, organized by the Kosovo Olympic Committee (KOK) and the Ministry of Culture, Youth and Sports (MKYS), in cooperation with the Faculty of Physical Education and Sport (FEFS), focused on two extraordinary current topics: "Artificial Intelligence in Sport" and "Sport and Climate Change".

The forum featured an open discussion among participants, highlighting the need for further collaboration between academic institutions, athletes, international organizations, and the private sector to develop a sustainable sports ecosystem in Kosovo. The event was followed by a networking session and cocktail hour for participants.

Another major event was the Pristina Marathon, which gathered around 2,000 participants from all over Kosovo and the region. The marathon brought together professional athletes, amateur runners, students, teachers and families, transforming the capital into a huge runway of energy and motivation.

Regional activities were held that also included older generations, such as the Memorial Table Tennis Tournament for Adults and the Elderly, which promoted being active at any age and intergenerational connection through sport. These activities with over 130 participants from Kosovo and the region showed that sport has no age limit and that it can be a powerful tool to build strong and united communities.

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## BE ACTIVE NIGHT – Move, Explore & Recharge

Be Active Night was successfully held on 27 of September and it was all about keeping children moving, exploring and having great time together.

It was held in Ramiz Sadiku Stadium in Prishtina, where we enjoyed all together the atmosphere and made fun and memories. Throughout the evening, participants enjoyed a range of interactive sessions designed to keep children active and entertained. The event demonstrated that physical activity can be fun, inclusive and rewarding for children for all ages.

## STAY ACTIVE, STAY AGELESS

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The European Week of Sport 2025 in Kosovo concluded as one of the most successful and inclusive editions to date. With nearly 10,000 participants and 140 activities held across the country, the initiative demonstrated the power of sport to unite people, inspire participation and promote well-being for all. It was a vibrant celebration of movement, teamwork and community spirit.

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All the events of European Week of Sport can be conducted through electronic platforms. EWOS Kosovo promotes the week on social networks such as: Instagram, Facebook, Twitter and YouTube. Social media managers posted the events on the sites regularly on daily basis.

In the attached accounts you can visit EWOS Kosovo to be informed about all the posts and activities:



Java Evropiane e Sportit ne Kosove



beactive\_kosovo



European Week of Sports in Kosovo



@ewoskosovo

[www.ewoskosovo.net](http://www.ewoskosovo.net)