

## The European School Sport day Kick-off meeting was held from 11-13 of April in Budapest.

It brought together almost 40 attendants, between ESSD national coordinators and Physical Education Teacher Associations representatives, from each country in Europe to promote physical activity and sport in schools. The reunion was a good chance to analyze the project during the last 3 years (in 2015: 3 countries and 300 000 participants, in 2016: 20 countries and 1,5 million of participants until the year 2017: 26 countries and 2 million participants).

Dense was the schedule with a wide variety of sessions to learn how to promote ESSD and inspire more schools to join this event. Consultant experts, skilled teachers, IT professionals taught members how to improve the design of the official website, how to manage the data, how implement the ESSD brand and how to improve the communication campaigns.

Claude Scheuer and Viviana Zito on behalf of EUPEA and as a national coordinators highlighted respectively the ESSD mission, fundamental values for the Physical education in Europe and some best practice explaining how this project was made attractive for PE teachers in Italy.

