



INTERNATIONAL DAY OF UNIVERSITY SPORT

GUIDELINES

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**EDUCATION
& DEVELOPMENT
DEPARTMENT**

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INTERNATIONAL
UNIVERSITY
SPORTS
FEDERATION



TABLE OF CONTENT

	OLEG MATYTSIN, FISU PRESIDENT	5
	AUDREY AZOULAY, DIRECTOR-GENERAL OF UNESCO	7
1.	INTRODUCTION	8
1.1.	What is the International Day Of University Sport all about?	9
1.2.	When do we celebrate IDUS?	10
1.3.	Cooperation with UNESCO	10
1.4.	Who is involved in putting on such a great event?	11
1.5.	INTERNATIONAL UNIVERSITY SPORTS FEDERATION (FISU)	12
1.6.	INTERNATIONAL DAY OF UNIVERSITY SPORTS	12
1.7.	IDUS - EVENTS	13
2.	OPERATIONAL PLAN FOR ACTIVITIES	14
2.1.	How to organise the IDUS event?	15
2.2.	Promotion tips & reminders	17
3.	#LetsIDUS PRACTICE EXAMPLES FROM PREVIOUS EVENT	18
3.1.	Asia	19
3.2.	America	20
3.3.	Oceania	21
3.4.	Africa	22
3.5.	Europe	23
4.	IDUS BRANDING	24
4.1.	General principles	25
4.2.	IDUS and FISU brands	25
4.3.	NUSF Brand	25
4.4.	Partners brands	25
	IDUS ITEMS BRANDING	26
4.5.	Backdrop	26
4.6.	Uniforms	26
4.7.	Flags	27
	IDUS LOGO	28



SPORT AT WAIKATO
Sport Waikato University

world is going
nz



Dear friends,

As I write, there is little that we can be certain of in the weeks and months ahead. But one thing that we can be confident of is that both university life and sport will endure. And the values of teamwork, respect and fairness that will best help us through this global crisis will once again be expressed on the field of play.

While so many people work to safeguard health, to find a vaccine and to maintain essential parts of the economy, we can also play our own part in ensuring that the world doesn't just return to normal, but that a better world is achieved in the future. Today's university students are the leaders of tomorrow. Their character is being forged by great adversity and often by isolation. At FISU, we have an important role to play in making sure that their character is also shaped by their participation in peaceful and friendly gatherings.

Attached, you will find a range of materials to help you plan and deliver a very important one of these gatherings: the International Day of University Sport on 20 September. Please take a moment to consider them carefully. It is clear that we must plan for many eventualities, and public health must be the number one criteria for decision-making. If necessary, please be imaginative with plans for online celebrations. The FISU team continues to work as hard as ever and is here to support you, so please don't hesitate to contact us with any questions you might have.

In the meantime, please accept my very best wishes for you and your families.

Yours sincerely,

Oleg Matytsin,

FISU PRESIDENT





Let's
BUILD US

râblja
čorba

BE COOL
BE NICE
HANK MARTIN

UNESCO is delighted to join forces with the International University Sports Federation (FISU) to organise this new international day.

The university ideal, embodied even in the etymology of the word, aims at the complete development of skills and the acquisition of universal knowledge. This knowledge is not limited solely to the intellectual sphere: it also includes a knowledge of oneself, one's body, one's possibilities and one's limits. This synergy between body and spirit and this balanced and harmonious self-development constitute the very essence of university sport; they reflect the ancient wisdom expressed in the well-known dictum attributed to the Latin poet Juvenal: *mens sana in corpore sano*.

Sport opens up new horizons and provides joy and satisfaction at all stages of life. Practised within peer groups in the university, enhanced by its inclusion within a prestigious institutional framework, sport acts as a wonderful vehicle of individual and collective development for young people at a pivotal moment in their lives. It promotes core values such as fair play, respect, team spirit, responsibility and perseverance, and supplements, in an exciting way, the students' academic education. It fosters talent, reveals new forms of play and interaction, encourages excellence.

This International Day of University Sport is an occasion to celebrate all the benefits of sport. It is also an occasion to showcase the vital social role played by the universities in establishing a more inclusive world and educating responsible and flourishing adults.

UNESCO, the United Nations' lead agency for sport and physical education and partner to FISU, is particularly invested in promoting the values propagated by sport. It offers governments and associations its expertise in educational and sporting programmes in accordance with the principles defined in the International Charter of Physical Education, Physical Activity and Sport.

On this international day, UNESCO invites all the stakeholders in the university community to come together for the good of university sport and remember the words of Albert Camus when interviewed for the university Bulletin du Racing universitaire d'Alger: "All that I know most surely about morality and obligations I owe to sport."

Audrey Azoulay,

DIRECTOR-GENERAL OF UNESCO





INTRODUCTION

WHAT IS THE INTERNATIONAL DAY OF UNIVERSITY SPORT ALL ABOUT?

The International Day of University Sport falls within the framework of a multi-disciplinary project which covers both physical education and sport. IDUS focuses particularly on the role universities play in teaching young people social and leadership skills through sport.

Students who have the leadership grounding that sports participation provides are set up to be the leaders of tomorrow, and a project such as IDUS allows us to offer "Education through Sport and Citizenship" and deliver on our ultimate mission. That is why universities are entrusted to shape the future decision makers in ways that are not exclusively linked to education. When students participate in sport it perpetuates and enriches their life skills, leading to increased self-confidence and more socially responsible citizens. Sport offers students the chance to develop key attributes which are required to develop in their future careers.

Sport must be fully integrated in higher education and research structures. By devoting one day a year to universities and sport for students and the wider community, FISU and its 174 national university sport federations - which in total represents several

thousand higher education establishments - aims to draw attention to the key role universities can and must play in order to rise to the challenges of the day. FISU, thanks to its network of university associations, clubs and partnerships that it has developed since its formation in 1949, mobilises the academic world to celebrate sport's role in society.

The population of students is rarely mentioned in international texts of reference on sport, which primarily addresses school sport. This is why we consider it important to hold an international event focusing on universities and the role they sport plays in society. The activities that take place, although unique for every federation, are based on robust guidelines, so that the easily identifiable global identity, while reflecting the sporting traditions specific to each of the host countries or regions. As a minimum, institutions organise at least one activity, in partnership with local authorities, so as to provide a fantastic experience for their local community.

For more info about International Day of University Sports [check here](#)

WHEN DO WE CELEBRATE IDUS?

The International Day of University Sport is celebrated annually on 20 September. This date was chosen because in most countries this is the time when the academic year starts. The date also has a special meaning inside the international University Sports Movement as this is also the date during which the first Student World Championships took place, back in 1924 in Warsaw, Poland. IDUS events are most often organised during the week leading up to or immediately after 20 September. When it is not possible, to celebrate on 20/9, we invite all NUSF to organise their events on the closest period around IDUS.



COOPERATION WITH UNESCO

The International Day of University Sport must promote the revised International Charter of Physical Education and Sport, which was adopted in 2015 by UNESCO. Each IDUS celebration must also consider the vision shared by UNESCO and FISU, aimed at ensuring the promotion of physical education in university curricula to a high level of quality.

Every IDUS event around the world will incorporate the objectives of the 2013 Declaration of Berlin (Fifth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS V)), the International Convention against Doping in Sport, and the UNESCO programs on quality physical education, women and sport, education for all, and democracy and global citizenship. Considering that in many countries, physical and sport education is no longer a compulsory discipline in higher education programmes, IDUS has become more important than ever.

In its capacity as the United Nations agency responsible for education, culture and science and, accordingly, lead agency for physical education and sport (PES), UNESCO is a natural partner of FISU.

UNESCO is playing a special role in the educational aspect linked to the recognition of sport and physical education teachers in higher education systems, and in this connection with the possible inclusion of courses in higher education curricula in many countries. FISU also undertakes the promotion of UNESCO policies and activities, particularly in the fields of physical education and education.

Please see more information on UNESCO [website here](#)

WHO IS INVOLVED IN PUTTING ON SUCH A GREAT EVENT?

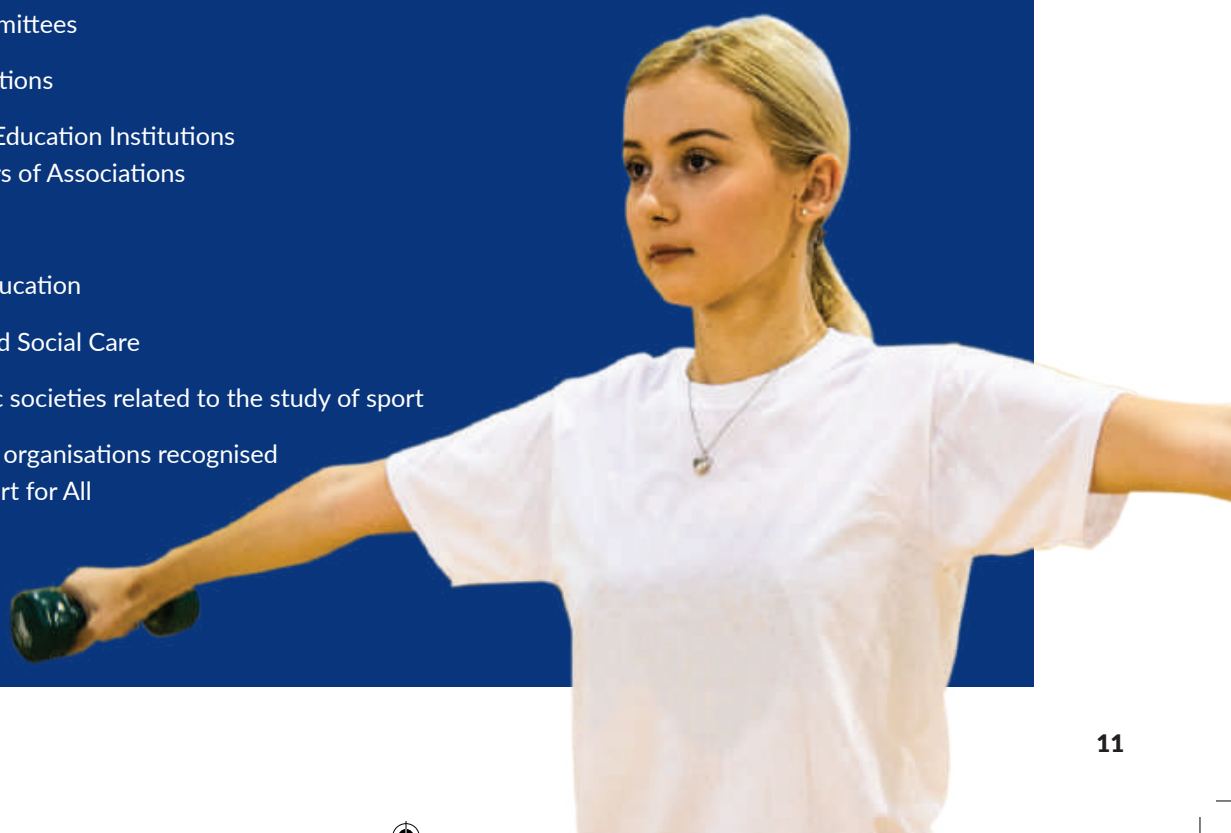
LEADING PARTNERS

- **FISU** - International University Sports Federation - the international governing body of all worldwide student sport events.
- **NUSF - National University Sports Federations & FISU Students Ambassadors:**
 - NUSFs organise and select the activities proposed by the partners like universities, National Olympic Committees and National Sports Federations, establishing close links with rectors and student associations, seeking for the support of the relevant political authorities from the national level (Ministry of Sport and Education) to local level.
 - As part of their responsibilities, FISU Student Ambassadors should help their respective NUSFs to contribute to their projects if needed. They could be the link between the NUSF and universities but also be a force for bringing forward proposals and implementing them in cooperation with the NUSF.
- **Universities** - The organisation of these events is open to all universities and higher education Institutions that are member of the National University Sport Federation which is a FISU member association.

The FISU Member Associations will cooperate directly with the Universities that wish to organise IDUS events.

KEY PARTNERS

- Continental University Sports Federations
- National UNESCO Committees
- National Olympic Committees
- National Sports Federations
- University and Higher Education Institutions
Rectors and Chancellors of Associations
- Ministries of Sport
- Ministries of Higher Education
- Ministries of Health and Social Care
- Scientific and academic societies related to the study of sport
- Local and International organisations recognised by the IOC such as Sport for All



INTERNATIONAL UNIVERSITY SPORTS FEDERATION (FISU)

MISSION

FISU's mission is to provide access for all students to participate in physical activity while acting for the health and wellbeing of students and thereby help them to become tomorrow's leaders.

VALUES

FISU follows the principles of equality in all of the federation's actions. FISU does not discriminate anyone based on their ethnic Origin, colour, gender, language, religion, political or other opinion, national or social origin, property, birth or other status. FISU sets the values that shape and underpin all the work of Federations and FISU Members.

- EXCELLENCE (in mind, body and lifestyle) – a passion for excellence in sport and education.
- TEAMWORK – utilise individual capabilities in a coordinated effort to develop and promote the University Sports Movement.
- INNOVATION – embrace new event formats and cutting edge technology to enhance the entertainment value.
- JOY OF SPORT – create excitement across student-athlete sport events and a global fan base.
- INTEGRITY – all that FISU does is honest, transparent, and promotes fair play. Athletes deserve the highest levels of integrity and ethics from those working in the sport.

INTERNATIONAL DAY OF UNIVERSITY SPORTS

FISU wants to involve university sports people and member organisations in IDUS activities, not only to promote sports but also to create a debate on university sport and to promote FISU's university sport mission.

IDUS must be structured in formats aimed at strengthening the sport programmes of universities and must stress the educational side of sport and its benefits for health, inclusion etc. IDUS is FISU's platform for the exchange ideas, developments, challenges and opportunities within and through university sport on a worldwide level with its partner UNESCO.

IDUS presents an opportunity to share knowledge on key issues relating to the development of sport and university sport worldwide, and to improve awareness of the importance of sport in educational institutions, as well as FISU's mission, current programmes, policies and priorities.



IDUS - EVENTS

Please find all the IDUS related articles from IDUS page on FISU website.

SPORT EVENTS

It is imperative that physical activities be all-inclusive. The activities could be presented as an exhibition, initiation, training or a contest. They should be fun and attractive, so that people engage and maybe encouraged to the university's sports clubs and societies. The events should also encourage students to be active daily. Events can be organised on the level of leisure/mass sports and elite sport.

EDUCATIONAL ACTIVITIES

The educational projects, such as lectures, conferences, seminars, roundtables and workshops give an opportunity to promote healthy lifestyle for university students.

CULTURAL EVENTS

Cultural activities are seen as a platform for promoting sports by displaying the true spirit of the university sport movement by celebrating sports through university sport clubs songs, shows, debates and other type of exhibitions. Some activities may include using local heritage sites, or visiting a museum of sport in the region.

FESTIVALS

The Festival is a multi-activity event in one location. University sports festivals are an opportunity to invite local residents to try out physical exercise, whilst bringing university sport outside of the campus and into the city. The Festivals, organised in the city is an opportunity to attract a much larger audience than just university students.

IDUS activities (sports, educational, cultural events and festivals) can be implemented also as part of the existing national, regional or continental campaigns (such as the European Week of Sport "#beactive" campaign in Europe).



OPERATIONAL PLAN FOR ACTIVITIES

HOW TO ORGANISE THE IDUS EVENT?

STAGE 1 VISION, OBJECTIVES, PROVISIONAL BUDGET

- Check the IDUS guidelines to have a complete understanding of IDUS
- Decide why you want to organise an event(s) and what you hope to achieve
- Identify your target groups (University students, public, athletes)
- Choose the right tools for your audience (e.g. would they be more interested in taking part in a new or traditional sport, or would a discussion/seminar be a better fit?)
- Plan the first provisional budget to get an idea of the cost of the project
- If you have any questions about the organisation of an IDUS event, contact the FISU Development department (development@fisu.net)

Please note: All IDUS organisers should be aware of and follow the points below, to help stage a successful event.

STAGE 2 TEAM SET-UP, PARTNERS, VENUE MANAGEMENT, COOPERATION

- Clarify roles in the team and expectations
- Set up the team of area managers
- Make sure everybody understands their job and knows their responsibilities and possibilities (allocated funds, workforce, partners etc.)
- Manage the necessary venue bookings (FISU recommends to organise activities at the University Campus to provide access to all students). Don't forget about safety measures
- Start communication with possible partners, sponsors and co-organisers (Universities, City, Ministries), try to involve NUSF partners, University teachers etc.

STAGE 3 PROGRAMME OF THE EVENT, PROMOTION AND COMMUNICATION PLANS, EVENT BRANDING

- Make a general programme (timeline) of the event(s) for everybody to understand and follow
- Create a general plan to encompass all aspects of the event(s), including activities, logistics, speakers/presenters, publicity, promotion, event calendar, sponsors, partners, guests, volunteer management, catering, etc.
- Develop a realistic promotion and communication plan aimed at the target groups

Please note: Check IDUS Kit of Parts folder on www.fisu.net/extranet/nusf/idus

STAGE 4 IDUS PROMOTION, EVALUATION PROCESS

- Prepare a promotion plan, with milestones like 3 months to go, 2 months, 1 month etc
- Let FISU know about your events by sending news, sharing social media events
- Share the FISU official IDUS video and news on your media channels to spread the IDUS idea
- Plan should include press releases, social media, and on site promotion like posters etc
- Recommendations for media (including social media):
 - Press releases informing media about your event (refer to IDUS Kit of Parts for basic template)
 - Invite local journalists and university media to events
 - Post info about your event on your social media platforms, use students/university platforms
 - Print posters and put them on campus
- Send FISU a comprehensive news round up after IDUS, with text, quotes, photos and videos.
- Plan the team tasks on site during the IDUS activities

Please note: When reaching out to your target group, please do use #LETSIDUS

STAGE 5 EVENT(S) DAY - INTERNATIONAL DAY OF UNIVERSITY SPORT

- Keep on top of the event with regular checks and ensure the celebrations reflect the spirit of IDUS
- Follow the #LETSIDUS posts from your event on social media platforms and share the best part of it with FISU

FINAL STAGE CLOSURE OF THE IDUS EVENT(S)

- Send news, good quality pictures and videos to media@fisunet and development@fisunet
- Send your IDUS activity summary to development@fisunet (on the requested form)
- Post photos and videos from the event on social media platforms using the #letsIDUS
- Thank participants, volunteers, partners and sponsors and let them know about your plans with them with the next IDUS event(s)

PROMOTION TIPS & REMINDERS



DIRECT ADVERTISING

Do not forget about advertising around the event place 1-2 weeks before the celebration. It is important to implement an official poster around and in main city points.

CELEBRITIES

Celebrities and other officials are always important in the promotion process. If you have got advertising videos/photos with them, please brand it. As a minimum, the interview backdrop, t-shirts with IDUS brand.

COMMERCIAL RECOURCES

Commercial partners are not only financial resources. Do not hesitate to involve them with the IDUS promotional programme. For example, information distribution using a mobile network. Or spreading of print publications through the stores of the company. It is important to note that alcohol and tobacco companies are not allowed to be partners.

Tip: Start to collaborate with commercials even without partnerships. Use this channel for promotions. Please use IDUS templates from FISU webpage





**#LETSIDUS PRACTICE
EXAMPLES FROM
PREVIOUS EVENT**

3.1. ASIA

NUSF	Mongolia (2016)
NAME OF THE ACTIVITY	The celebration of IDUS
INTRODUCTION	Mongolia celebrated IDUS 2016 by taking the opportunity of 6 th Asian University Men's Basketball Championship. 7 countries and regions, more than 150 delegates from China, Hong Kong, Kazakhstan, Republic of Korea, Macau, Chinese Taipei and Mongolia celebrated this day together
NUMBER OF PARTICIPANTS	More than 2000 in 2016; 5699 in 2017



NUSF	NUSF Singapore (2019)
NAME OF THE ACTIVITY	Singapore University Games 2019
INTRODUCTION	From 2 September to 18 October, the Singapore University Games had multiple sports being played each night across the two months involving 7 Universities. On 20 September, the following sports were played : Badminton, Basketball, Squash and Volleyball
NUMBER OF PARTICIPANTS	2700 participants from 7 Universities



COUNTRY	People's Republic of China (2019)
NAME OF THE ACTIVITY	China University Marathon Series
INTRODUCTION	China celebrated IDUS with a Marathon for students. The event was first launched for IDUS 2016 with more than 2000 students and faculty staff got engaged in it. In 2019, the event was held among other IDUS activities, such as "President Cup" table tennis tournament, 3x3 basketball league, Climbing Championships and others
NUMBER OF PARTICIPANTS	More than 4000 participants



3.2. AMERICA



COUNTRY	Brazil (2016 & 2017)
NAME OF THE ACTIVITY	IDUS Celebrations
INTRODUCTION	Various activities that took place during the CBDU National League 2017 and an evening celebration, with more than 500 athletes participating. Celebrations included presentation of videos, sports and musical show
NUMBER OF PARTICIPANTS	More than 600 athletes, 80 coaches and 32 universities



COUNTRY	Argentina 2019
NAME OF THE ACTIVITY	IDUS Celebrations
INTRODUCTION	IDUS was celebrated with a number of activities that were carried out in different universities all around Argentina
NUMBER OF PARTICIPANTS	More than 400



COUNTRY	Costa Rica 2019
NAME OF THE ACTIVITY	IDUS Celebrations
INTRODUCTION	Different events were organised by Universities, such as sports tournaments, festivals. Also workshops and seminars were held to promote healthy and active lifestyle among students
NUMBER OF PARTICIPANTS	More than 400



3.3. OCEANIA

COUNTRY	Papua New Guinea (2016)
NAME OF THE ACTIVITY	IDUS celebrations
INTRODUCTION	IDUS greetings from Minister for Sport and NUSF. Basketball, Volleyball and Touch Football tournaments. Health and Lifestyle awareness education presented by athlete from PNG Hunters Rugby League team (focus on water conservation and importance of sport and good health)
NUMBER OF PARTICIPANTS	90 students from 6 universities



COUNTRY	Australia (2018)
NAME OF THE ACTIVITY	Australian University Games, Monash in Motion festival and IDUS celebrations
INTRODUCTION	Australian University Games – multi sport event with an opening and closing ceremony recognising IDUS as a part of the opening ceremony activities, 34 sports were organised across 37 different venues
NUMBER OF PARTICIPANTS	7247 students from 39 universities



COUNTRY	New Zealand (2019)
NAME OF THE ACTIVITY	IDUS celebrations
INTRODUCTION	8 universities organised around 20 different sports, fun and educational events during the week of IDUS. All university activities were supported with IDUS medals and T-Shirts produced and supplied by NUSF
NUMBER OF PARTICIPANTS	1500 participants



3.4. AFRICA

COUNTRY	Egypt (2019)
NAME OF THE ACTIVITY	Student Beach Games
INTRODUCTION	Beach Games in different sports were held in the charming place Bagouch on the Mediterranean coast during the IDUS in cooperation between NUSF, Universities and Ministries of Youth and Sports.
NUMBER OF PARTICIPANTS	400 participants and 25 Universities



COUNTRY	São Tomé e Príncipe (2018)
NAME OF THE ACTIVITY	IDUS media promotion
INTRODUCTION	Local NUSF and Universities focused on the media and social media promotion and designed their layouts themselves
NUMBER OF PARTICIPANTS	No events



COUNTRY	Uganda (2018)
NAME OF THE ACTIVITY	IDUS Celebrations during World University Championships
INTRODUCTION	IDUS was celebrated alongside the WUC Netball in Kampala. Organizing Committee together with FASU laid up a number of activities. This was the largest celebration in Africa, being directly organised by student leaders
NUMBER OF PARTICIPANTS	More than 500



3.5. EUROPE

COUNTRY	Estonia (2017)
NAME OF THE ACTIVITY	IDUS Celebrations with sports activities, conference and European Week of Sport opening events.
INTRODUCTION	Estonian Students from Tartu launched a video message from the town's square to the world. Students were joined by fellow citizens from Tartu and leaders from international university sport organisations such as EUSA and FISU
NUMBER OF PARTICIPANTS	More than 800



COUNTRY	Hungary (2018)
NAME OF THE ACTIVITY	IDUS Celebrations
INTRODUCTION	Students participated in 160 sporting events during the day, at 36 different locations, uniting to celebrate International Day of University Sport all over the country
NUMBER OF PARTICIPANTS	Around 40,000 students



COUNTRY	Russian Federation (2019)
NAME OF THE ACTIVITY	IDUS Celebrations
INTRODUCTION	Universities all over the country organised activities, such as Sport competitions, festivals, conferences, seminars, exhibitions, meetings with famous athletes and flashmobs
NUMBER OF PARTICIPANTS	Around 50,000 participants



INTERNATIONAL DAY OF UNIVERSITY SPORT

2018年SSU特派員扎根計畫

Organised by



Established by



IDUS BRANDING

BRANDING RULES

IDUS is the worldwide and still very young event. All it once we will make it a recognizable and important event in the urban space. Unique but unified design is a significant factor of successful promotion of IDUS in particular and the university sport movement in general. Please follow the branding principles and guides in your event.

4.1. GENERAL PRINCIPLES

The images below illustrate appropriate placement of the all logos and words

The design proposal has to be presented to FISU for approval not later than 2 weeks before the production deadline. The email for FISU approval procedure is marketing@fsu.net

4.2. IDUS AND FISU BRANDS

- IDUS logo consist of 2 elements – FISU logo and event name part. These 2 parts should always be together and used as logo of all activities related to the IDUS. Once IDUS logo presented on the application please Do Not repeat FISU Logo at the same application.
- All applications must follow the graphic guide detailed below the FISU and IDUS logo guideline (Appendix). IDUS and FISU visual identity must never be altered in any way.
- The primary version of the name is International day of University Sport. But IDUS can be applied as well. Please refer to the examples below.

4.3. NUSF BRAND

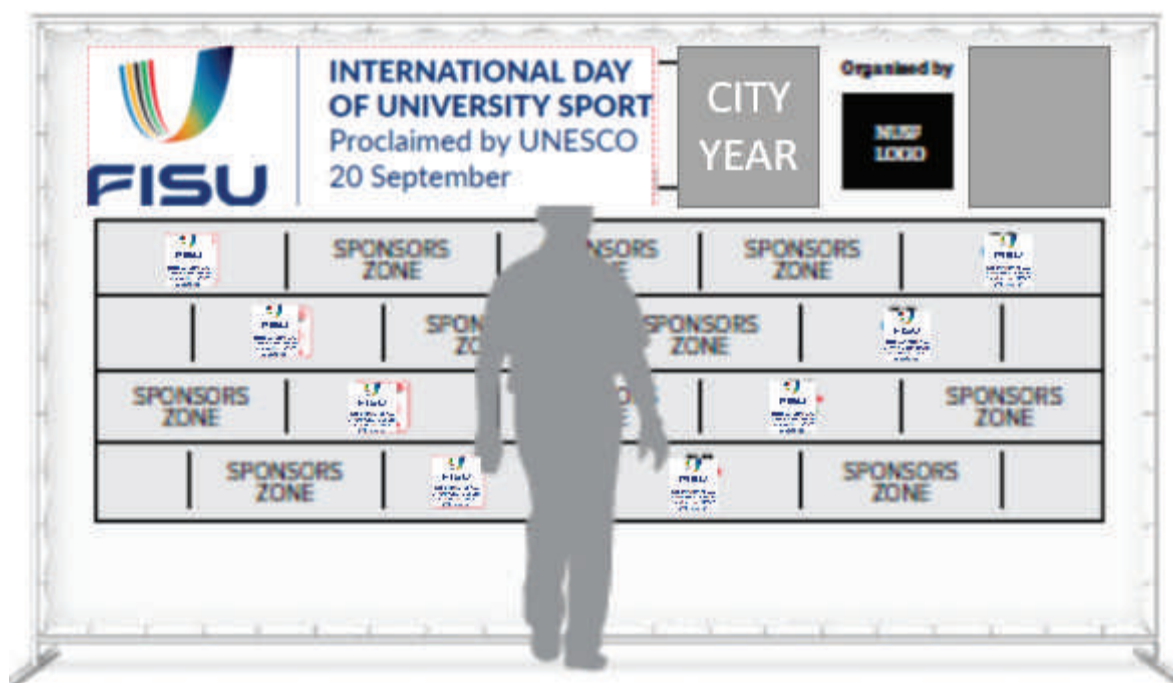
Implement the NUSF brand in all the event applications in the “Organisers bar” with an appropriate qualifier, e.g. “Organised by”.

4.4. PARTNERS BRANDS

- All the commercial and non-commercial logos can be incorporated into or combined ONLY with the NUSF logo. In case of commercial brands IDUS and/or FISU logo should be placed separately.

IDUS ITEMS BRANDING

4.5. BACKDROP



4.6. UNIFORM



+ lower #letsidus (in Lato)

4.7. FLAGS



FISU SPECIAL PROJECTS
IDUS
ARCHITECTURE

HORIZONTAL VERSION



VERTICAL VERSION



IDUS logo is made of three main parts:

- 1 FISU logo.
- 2 A separating line.
- 3 the IDUS area with the information about the project.

FISU SPECIAL PROJECTS
IDUS
USAGE



CLEAR SPACE

A clear space around the logo is necessary to protect its integrity and legibility.

The minimum clear space that must surround the logo is equivalent to the height of the FISU logotype "U" character.

MINIMUM SIZE

The minimum size is defined by the legibility of the logo. Never reduce it below the minimum size guidelines.

HORIZONTAL VERSION



VERTICAL VERSION



FISU SPECIAL PROJECTS

IDUS

BLACK AND WHITE



**INTERNATIONAL DAY
OF UNIVERSITY SPORT**
Proclaimed by UNESCO
20 September



**INTERNATIONAL DAY
OF UNIVERSITY SPORT**
Proclaimed by UNESCO
20 September

The black and white versions can be used only
when printing does not allow the use of
colour.



**INTERNATIONAL DAY
OF UNIVERSITY SPORT**
Proclaimed by UNESCO
20 September



**INTERNATIONAL DAY
OF UNIVERSITY SPORT**
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20 September



MORE
THAN
1 500
EVENTS



TENS OF THOUSANDS



ALL **5**
CUSF
coordinating

SPORTS, EDUCATIONAL & CULTURAL EVENTS



3 IDUS RELATED FESTIVALS



116
NUSFs
reported
celebrations



SANDS OF PARTICIPANTS



EVENTS



15
ORGANISING
COMMITTEES

IVALS

81% OF EUROPEAN
NUSFS
CELEBRATED IDUS

INTERNATIONAL DAY OF UNIVERSITY SPORT GUIDELINES

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EDUCATION & DEVELOPMENT DEPARTMENT

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