



# International Day of University Sport

## Guidelines



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## What is IDUS?

FISU wants to involve all university sports related people in IDUS activities, to promote and create a debate on university sport. 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.



## Cooperation with UNESCO

International Day of University Sport must promote the revised International Charter of Physical Education and Sport, which was adopted in 2015 by UNESCO, FISU's partner.

All celebrations must also consider the vision shared by UNESCO and FISU, aimed at promoting the standard of physical education within the curricula of higher education institutions.



## When do we celebrate ?

- **20 September** is the official proclaimed by UNESCO to celebrate IDUS, however FISU encourages every organiser to pick a suitable date, in the same period, to mark their celebrations.
- This date was chosen because in most countries this is the period 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.



## Celebration through education activities

- One of the most common practices is to celebrate IDUS through the educational projects, such as lectures, conferences, seminars, roundtables and workshops, giving an opportunity to promote healthy lifestyle for different IDUS target groups.
- Often recognised as one of the most efficient ways to include academic personal to IDUS celebrations.



## Celebration through sports activities

- Events can be organised on the level of leisure/mass sports and elite sport.
- The activities 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.



## Celebration through cultural activities

- Often used as a platform for promoting sports by displaying the true spirit of the university sport movement by celebrating sports through university sport club 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.



## Celebration through multi-activity events

- The multi-activity event (festival) is a good opportunity to invite local residents to be part of the university sport, whilst bringing university sport outside of the campus.
- The festivals, organised in the city is an opportunity to attract a much larger audience than just university students.



## Celebrations live via online meeting platforms

- Organise or participate in online seminars, workshops, conferences or roundtables to promote, find solutions, raise awareness or simply create the dialogue around university sports and IDUS.
- Great possibility to plan, prepare, hold or finalise different activities all year long and around the world.



## Celebrate alone or be active with friends

- In case there is nothing planned for IDUS by the University, sports club or NUSFs, take the opportunity to celebrate yourself and as you wish.
- Hike on top of the mountain, play pool with your friend or eat cake with colleagues - simply have fun and share the outcome with others.



## Celebrate on your social media channels

- Celebrate big or small and share the content on your social media channels.
- Organise or participate in online IDUS challenge campaigns.
- Share IDUS content provided by FISU, NUSF, Universities, Organisers or friends.
- Simply post IDUS related picture, logo or banner during the IDUS day (or period).



## Useful links

- [Official IDUS page](#)
- [IDUS best pictures album](#)
- [IDUS introduction video](#)
- [UNESCO reference to IDUS](#)



## Support Material

- [Best practices](#)
- [How to organise the IDUS event?](#)
- [IDUS Branding Guidelines](#)
- [IDUS Starter Kit](#)







INTERNATIONAL DAY  
OF UNIVERSITY SPORT  
Proclaimed by UNESCO  
20 September



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INTERNATIONAL DAY  
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MORE THAN  
**1,100**  
ACTIVITIES  
ORGANISED  
OVER THE YEARS



MORE THAN  
**3 million**  
PEOPLE REACHED IN 2020

**5** GREAT IDUS  
EVENTS WITH  
CONTINENTAL  
ASSOCIATIONS



**# LetsIDUS**



**79%**  
OF NATIONAL  
MEMBER  
FEDERATIONS  
CELEBRATED IDUS



ARGENTINA



BRAZIL



RUSSIAN  
FEDERATION

2020'S MOST ACTIVE COUNTRIES  
WITH MORE THAN 100 EVENTS  
AND 10 000 PARTICIPANTS!



# About the International Day of University Sport (IDUS)

# What is IDUS?

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**FISU**

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Proclaimed by UNESCO  
20 September



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How to celebrate?



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**INTERNATIONAL DAY  
UNIVERSITY SPORT**





# IDUS Promotion

# Tips and reminders

## DIRECT ADVERTISING

Advertise around the event place 1-2 weeks before the celebration (posters in main city points).

## CELEBRITIES

Involve celebrities 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 RECOURSES

Involve commercial partners with the IDUS promotional programme (information distribution, spreading of print publications through the stores of the company (do not partner with alcohol and tobacco companies).

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



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#LetsIDUS