

MAY 27TH, 2026

Challenge Day

COORDINATOR'S GUIDE

ABOUT CHALLENGE DAY

Challenge Day is a global initiative of TAFISA (The Association for International Sport for All), coordinated in Latin America by Sesc São Paulo, with the support of ISCA (International Sport and Culture Association), UNESCO (United Nations Educational, Scientific and Cultural Organization), and Brazil's Ministry of Sport. Throughout its history, the campaign has mobilized individuals, institutions, and communities to expand access to sport and physical activity, contributing to the promotion of health, well-being, and social participation.

In 2026, under the theme "Sport is a Right!", Challenge Day reaffirms sport and physical activity as fundamental social rights, guaranteed by the Federal Constitution and supported by international documents such as UNESCO's International Charter of Physical Education, Physical Activity and Sport. The campaign seeks to broaden understanding of this right and raise awareness about the importance of ensuring equitable conditions for access, participation, and continued engagement in these practices.

In addition to encouraging movement experiences across diverse contexts and territories, Challenge Day 2026 fosters dialogue among public managers, organizations, partners, and communities about the role of sport and physical activity as instruments of citizenship. In this sense, local coordination plays a central role in building partnerships, mobilizing audiences, and valuing the specific characteristics of each territory.

This Coordinator's Guide was developed to provide guidance and support for the planning, organization, and communication of Challenge Day 2026 activities. The material brings together information about the campaign, its participants, and ways to join, as well as practical guidelines for implementing and promoting activities, helping ensure that Challenge Day takes place in a coordinated and consistent manner across different contexts.

Take part, mobilize, and strengthen this initiative in your territory.

SPORT IS A RIGHT

HOW IT ALL BEGAN

Challenge Day originated in the winter of 1983 in the city of Saskatoon, Canada.

During a period of extreme temperatures, the mayor proposed that residents go outdoors to walk, warm up their bodies, and, above all, strengthen social connections through movement. The following year, a neighboring city joined the initiative, sparking a mobilization that would cross borders and grow into an international movement, expanding its reach and significance over the decades.

Campaign Milestones:

1995 Sesc begins coordinating Challenge Day in Brazil.

1997 Sesc assumes coordination of the campaign in Latin America.

2000 Sesc expands coordination to the entire American continent.

2018 Establishment of National Challenge Day through Law No. 13,645.

2020 End of the city-versus-city competition model.

2023 Launch of the 2023–2025 three-year goals, focused on expanding regular physical activity participation.

2025 Celebration of 30 years of the Movement.

WHO PARTICIPATES

Challenge Day is an open and collaborative campaign. Municipal and state government entities, civil society organizations, companies, universities, educational institutions, collectives, community groups, and individuals throughout the American continent are welcome to participate.

All are invited to organize and carry out actions that encourage sport and physical activity, respecting the characteristics, needs, and possibilities of each territory.

THE ROLE OF LOCAL COORDINATION

Local coordination plays a strategic role in implementing Challenge Day. Coordinators are responsible for building partnerships, mobilizing diverse audiences, and ensuring that activities align with the realities and strengths of the territory.

Possible actions include:

- Building partnerships with public agencies, institutions, organizations, and local collectives;
- Mobilizing diverse audiences to expand the reach of activities;
- Planning and organizing activities;
- Supporting local promotion efforts;
- Recording activities and sharing information with the campaign's central coordination.

Local coordination is essential to ensuring that Challenge Day is implemented in a coordinated, participatory manner aligned with the campaign's principles.

REGISTRATION

Cities, public administrations, companies, civil society organizations, and other interested institutions must register through the online form available at www.diadodesafio.org.br under the “Sign Up” section, starting March 2.

PARTICIPATION RECORD

Recording completed activities is an essential stage of Challenge Day. It contributes to mapping actions, strengthening the participant network, and increasing campaign visibility. To do so, simply complete the specific form that will be available starting May 27 on the website under the “Participation Record” section.

HOW TO IMPLEMENT CHALLENGE DAY

Challenge Day activities may take different formats according to local contexts and territories. Activities can be individual or group-based, in-person or hybrid, promoting accessible and welcoming movement experiences.

Types of Activities

- Open classes and sports experiences;
- Walks, runs, and physical activities ;
- Interventions in public spaces ;
- Symbolic actions and collective mobilizations;
- Activities in workplaces, schools, and communities.

Target Audiences

Activities may be directed toward children, youth, adults, and older adults, respecting different physical, social, and cultural conditions.

Spaces

Actions may take place in public squares, parks, schools, sports facilities, public or private institutions, community spaces, and other environments that encourage gathering and practice.

PRINCIPLES AND CARE IN IMPLEMENTING ACTIVITIES

To ensure quality actions, it is recommended to observe the following principles:

- Adapt activities to the participating audiences;
- Ensure safety and physical integrity;
- Consider accessibility and inclusion;
- Respect cultural and territorial specificities;
- Promote welcoming and respectful environments.

These considerations contribute to a positive and meaningful experience for everyone involved.

COMMUNICATION

Communication is a fundamental part of Challenge Day, helping expand reach and strengthen mobilization.

Visual Identity Package

At www.diadodesafio.org.br/downloads, the following promotional materials are available:

- Banner, poster, and flyer templates for digital and print use;
- Suggested T-shirt artwork;
- Press text;
- Promotional videos in various formats.

On Social Media

Share your actions using the official hashtags: #DiaDoDesafio #DiaDelDesafio #ChallengeDay

News and Content

Follow news and exclusive content at the official website: www.diadodesafio.org.br

CHALLENGE DAY COORDINATING CENTER FOR THE AMERICAN CONTINENT

**Sesc – Regional Department
in the State of São Paulo**

**Physical and Sports Development
Management**

Avenida Álvaro Ramos, 991
Belém – São Paulo – SP – 03331-000

www.diadodesafio.org.br
diadodesafio@sescsp.org.br

COOPERATION



INITIATIVE



COORDINATION IN THE
AMERICAN CONTINENT



ACCOMPLISHMENT

PREFEITURA
MUNICIPAL

SUPPORT



MINISTÉRIO DO
ESPORTE

