ABOUT PROJECT PASS

Taking inspiration from the Designed to Move international campaign, the PASS project – supported by the Erasmus+ Programme of the European Union - aims at shedding new light on the state of physical activity in Europe. With the support of 6 major European players (EUPEA, FESI, ISCA, ICSSPE, Spolint Institute and TAFISA), the Sport and Citizenship think tank is leading an important campaign on the current state of physical activity policy and practice in Europe. This 3-year project will end in December 2017.

www.sportetcitoyennete.com/pass
WORKSHOP 4

THE CONTRIBUTION OF
THE SPORT INDUSTRY
TO THE PROMOTION OF PHYSICAL
ACTIVITY
The relationship between physical activity and physical health is now established beyond doubt, and the awareness of the health costs of sedentary behaviours is so advanced that inactivity is now recognized as a major public health concern. For example, physical inactivity is the fourth leading risk factor for diseases. It is becoming clear that there is a trend for sedentary lifestyles across most of developed countries, too.

The challenges Europe is facing, like all continents, are both general and distinctive. The health risks associated with inactivity and sedentary lifestyles apply to all people, irrespective of their location and culture, but the social and environmental characteristics of living and working in Europe need to be understood as peculiar to that region.

Physical activity is important for people of all ages. So, it is concerning that available evidence suggests that activity levels, in Europe, are often low and even declining. The limited surveillance information on children suggests a similar pattern, and this is even more alarming as childhood represents a foundation for later health and activity behaviours. Research shows that around 210 million European citizens are inactive. This situation imposes economic costs of more than 80 billion euros per year to the EU-28 through four major non-communicable diseases (coronary heart disease, type II diabetes, colorectal and breast cancer) and through the indirect costs of inactivity-related mood and anxiety disorders.

Paradoxically, this situation has been quite documented throughout Europe. Unfortunately, not to the extent of acknowledging this public health risk as probably one of the most urgent challenges of the 21st century. It is claimed indeed that 66% of policymakers in Europe are unaware of the obesity levels in their country. Numbers go up to 84% for overweight. This gap in knowledge is detrimental for our economies, societies and well and has to be taken into account seriously. A number of policy documents have been produced at international, European and national levels, most notably thanks to the impetus of WHO and the European Union. A currently under-utilised resource there, has been the more local governmental agencies. They represent a level of administration that is closer to citizens and hold the competencies to animate their territories.
Cities offer numerous opportunities to be physically active, and some have turned their built environment into a space that encourages health and activity for all. Active cities are walkable and cyclable. They are safe and well lit, with good public transport and appropriate management of obstacles and barriers. They represent an opportunity to create the conditions for European citizens to be physically active.
MEETING AGENDA

DAY 1: 15.00 – 18.00

Objective: Defining why sport is important for companies and companies important for sport.
Closing the Loop!

- Welcome speech – Christoph BEAUFILS, Brand Manager, ISPO
- Introduction – Vincent CHAUDEL, Vice President, Sport and Citizenship Think Tank
- Introduction and moderation – Alberto BICHI, Secretary General, FESI
- René HARRER, HEAD, Director Global Sales & Marketing, On the value for a company of promoting sport externally and internally
- Ramunas LINARTAS, Policy Officer, European Commission, DG EAC, The relevance of sport for the European Economy
- Arne STRATE, Head of Marketing and Business Development, European Outdoor Group, It’s Great out There campaign and its relevance for the Outdoor sector.
- Open discussion and questions

DAY 2: 9.30 – 13.00

- Opening – Vincent CHAUDEL, Vice President, Sport and Citizenship Think Tank
- General Introduction – Alberto BICHI, Secretary General, FESI
- An insight into the PASS project – Maxime LEBLANC, Sport and Citizenship Think Tank
- PASS project scientific results – Richard BAILEY, ICSSPE
- Dr. Anna KLEISSNER, Managing Director, SportsEconAustria, The impact of physical inactivity on growth and employment
- Mr. Guy DE GRAUWE, Vice-President, European Federation for Company Sport, The relevance of sport for companies
- Working group: Sport is not a cost but an investment
- Conclusions and way forward
WORKSHOP PART 1: 15.00 – 18.00

Objective: Defining why sport is important for companies and companies important for sport. 
Closing the Loop!

Welcoming words

The PASS group was received by Christophe Beaufils, ISPO Brand Manager. ISPO is an extensive network of business solutions. ISPO brings together businesses, brands, experts, athletes and consumer experts. ISPO is also committed to contributing to fundamental societal problems, among which the physical inactivity epidemic is key.
The ISPO Sports Evolution Report 2016 shows that 19% of the target group in the population buy sports good but do not practice sports.
There is an important consumer reservoir which is not engaged in physical activity yet. It is also part of ISPO’s mission to encourage participation in sports and physical activity year-round.

The industry wishes to stay linked to the challenges of the world. It supports relevant projects and international organisations.

Introduction

Vincent Chaudel, Vice President, Sport and Citizenship Think Tank

Amongst other objectives, the PASS project wishes to interrogate many key sectors of society and sports and their relation to the fight against sedentary lifestyles. The sport ecosystem is very diverse. The sport industry has a key role to play not just in selling and marketing products, but in promoting healthy lifestyles.

The effort must be collective or will not be efficient.
The value for a company of promoting sport externally and internally

René Harrer, HEAD, Director Global Sales & Marketing

Outdoor sport is the key.

- Relevance for HEAD to promote sport and physical company within its company and towards end consumers

Sport, and especially outdoor sport practice has considerable effects in terms of quality of life and social well-being. Nevertheless, this practice can only work if collaboration exists between each entity involved in the sport’s world. Regarding winter sports, it is necessary to work with the industry to get people to practice it, to allow them to engage in physical activity.

- Global issue: Relevance of promoting sport jointly with other brands through the FESI Ski Committee

- Engagement with the EU (tourism, innovation, support for SMEs etc)

It is also important to develop strong and close work with the European Union and local entities to provide all the necessary amenities and accommodate tourists during the peak season.

- Engagement with FIS (World Snow Day\(^1\), SnowKidz\(^2\))

The Snowheads’ initiative, a tool to understand when the best offers are put online and also helps with materials and gears. This commitment must be total, must include FIS and any other initiatives that make the promotion of physical activity a leitmotiv.

- Engagement with other initiatives such as "Dein Winter Dein Sport"\(^3\)

- Conclusion

The ski industry cannot do this on its own, how can public authorities EU and National ones, help the industry in this mission of sustainable growth in EU excellence promoting a healthy lifestyle towards youth. A few elements of response:

- Recognizing ski as cultural heritage

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\(^1\) [world-snow-day.com/](http://world-snow-day.com/)

\(^2\) [snowkidz.com/](http://snowkidz.com/)

\(^3\) [www.deinwinterdeinsport.de/](http://www.deinwinterdeinsport.de/)
- Empowering schools as engagement channels in ski and physical activity in general
- Improve communication

So far, no data is available on the percentage of youngsters who do sports. The perceived barriers are classical: cost and transport.

**The relevance of sport for the European economy**

*Ramnuas Linartas, European Commission*

The European Union has limited grasp on legislative matters in the field of sport and is bound by the principle of subsidiarity which means that the main competence belongs to the Member States.

Nevertheless, the European Union can bring a contribution and has engaged work in the following areas:
- Smart specialisation: the S3 platform aims at strengthening the sport industry at EU level
- Study on the contribution of sport to regional development
- Study on sport’s contribution to economic growth

The organization of events such as the European Week of Sport is a reminder of the European institutions’ commitment to promoting and practicing physical activity.

**It’s Great out There! campaign and its relevance for the Outdoor sector**, Arne Strate, European Outdoor Group

The outdoor industry’s contribution to the physical inactivity epidemic materializes in the “It’s great out of there” campaign, which objective is to get people active and to promote cooperation before competition in the outdoor context. The project has been existing for 18 months and the first campaign’s step, using the hashtag “Its Great Out There” on social media, ran until the first European Week of Sport in 2015.

The aim of this campaign is to facilitate and promote outdoor activities by funding grassroots events to make people move, to give them access to physical activity and to diversify the offer for those who don’t recognize themselves in the traditional sport movement. It also aims at

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5 [https://www.itsgreatoutthere.com/](https://www.itsgreatoutthere.com/)
influencing policy-makers to harness outdoor sports to encourage the people to lead healthier, happier life.

Diversify offer is the key to get some more people active through close cooperation with other stakeholders and connection with projects that already exist. Competitions made for the greater good, not only for achievements, results in an increase of the participation and the practice of physical activity. The campaign has greatly evolved in the face of digitalization and the advent of social media.

This coalition acts as a non-profit association and the campaign act as a neutral hub between outdoor brands.

The main barrier was the long-term thinking is a difficult because brands reason in terms of seasons of sale. No immediate impact for them.

The success factors are the following:
- No branding so everyone could share material. Brands took a step back in terms of their visual identity which gave them a strong return on investment inasmuch as it gave them a reach they wouldn't have had otherwise
- Non-regulated, no hierarchy among brands within the coalition/campaign.

During this presentation, participants questioned the fact that the industry created its own association vs. working directly with existing civil society organisations. It seems that the industry, especially the outdoor one, needs time to get organised internally (amongst themselves) before being able to reach out to external stakeholders.

DAY 2: 9.30 – 13.00

- Opening – Vincent Chaudel, Vice President, Sport and Citizenship Think Tank

Day 1 showed that the industry is well aware of the context in which it evolves and has put in place mechanisms to contribute to the promotion of physical activity. There are several ways for a company and its competitors to get organised (cf. It’s great out there campaign). Adaptation, flexibility and a changing environment and mindset were the keywords of the first session.
Setting the scene for Day 2

An insight into the PASS project
Maxime Leblanc, Sport and Citizenship Think Tank
PASS project scientific results
Pr. Richard BAILEY, ICSSPE

The workshop continued with successive presentations from Maxime Leblanc and Richard Bailey, respectively on the PASS project mission and objective and on the PASS project scientific framework and intermediary results.

Pr. Bailey emphasised on the Human Capital Model and the Designed to move (DTM) Framework, from which the PASS Project takes an important inspiration. In particular, DTM argues that physical activity interventions at the early stages of life have an impact on a wide range of benefits, including physical health, learning skills, personal development, etc… One could summarize this idea in these words “Active kids do better”.

The physical inactivity epidemic that has taken over Europe is of major public concern. With growing scientific evidence, political interest is gaining ground in the light of pragmatic opportunities to reserve this trend.

The biggest gap in physical activity research right now is related to children’s activity, Bailey said. However, we know that physical activity habits are taken in the first 10 years of life.

Contrary to popular belief, Bailey emphasised on the fact that, if physical activity levels are dropping, engagement in sport (in its organised forms) is actually improving. Semantics are important if we are to advocate properly for more active societies.

In conclusion, Bailey focused on the need to adopt the settings approach (see Designed to Move).

The impact of physical inactivity on growth and employment
Dr. Anna Kleissner, SportsEconAustria
Sport’s economic impact has long been underestimated. The economic impact of sport is measured by the Vilnius definition. It considers both direct (arise directly in the sport-related economic activities) and indirect effects (arise in the, theoretically infinitely long, supply chain of sport-related economic activities (e.g. employees in a company supplying sport-watch producers with batteries). The main tool are the sport satellite accounts. Different levels of definitions exist to take into account all the realities that sport encompasses (media, betting, tourism, manufacturing goods, infrastructures, etc…) Nevertheless, many dimensions are not considered or are underestimated in this definition. (e.g. voluntary work, integration effects of sport).

At the background of permanent technological changes as well as the demographic development and rapidly increasing health expenditures, concepts for reducing these cost dynamics are playing an increasingly important role. Physical activity and its promotion are often at the top of such measures as they contribute to a healthy lifestyle. For the successful implementation of an activity-oriented health policy, not only the findings in medicine and sport science are highly important. Economic implications, such as the overall economic costs of physical inactivity, are also creating a substantial basis for future operational options.

Methodologies to quantify the value of activity on the one hand and the economic costs of inactivity on the other hand help to see the potentials that can be occupied: a rise of the activity level, and even if it’s only a few percent, is one of the keys to overcome the permanent increasing cost in our health system and thus helps to stimulate the whole economy.

The following results, using Austrian data, show the consequences of physical inactivity in terms of effects on gross value added and economic growth. To get an idea of the EU-dimension Austrian results are – for the first time – going to be extrapolated on European level too.

In calculating the total economic costs of inactivity two different types of costs have been considered – direct costs as well as indirect costs. Direct costs include all the costs which come from the health system itself, like stationary and ambulatory care costs, pharmaceuticals, transport costs or provision costs. The indirect costs include all economic costs which arise due to productivity losses and occupational incapacities (sick leave costs, disability costs, income loss of mortality).
As a result of the Austrian study, physical inactivity in Austria causes costs in the health system and economic costs due to productivity losses and occupational disabilities up to 2.4 bn Euro per year in total. This corresponds 0.7 percent of the Austrian GDP. According to these calculations, a model simulation to estimate potential savings from an increase in the current activity level has been done. The corresponding results suggest potential savings of up to 1.1 bn Euro per year for Austria.

On the European Union level the results could be many times higher: if we were able to change the behaviour of currently inactive people towards a healthier and active lifestyle, there would not only be a long run health economic effect but also sustainable effects on economic growth. Many economic sectors would benefit directly or indirectly due to an increase in activity level, also because the demand for sports related goods and services would increase. This could – in the long run – lead to positive effects on value added and employment. Increasing the actual activity level in the EU (33.2%) by 10, 15 or 20 percent would lead to the following economic effects, worth billions of additional gross value added or several tens of thousands new jobs:

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Source: SpeA

Costs of inactivity in Austria, 2015
Source: SpeA.
The relevance of sport for companies

Guy de Grauwe, European Federation for Company Sport

Physical activity is an investment, not a cost. It is both an investment for the employees but also for the employer. If the regular practice of physical activity of employees has beneficial effects (reduction of stress, increase of productivity, improvement of physical and mental well-being, increase of belonging to the company…), the employer also receives benefits of that practice (better productivity, lower costs of sickness, decrease of work accidents, less absenteeism or even more investment of the employee). It has been shown that in some companies, as PepsiCo or Motorola, a return of three dollars on one dollar invested in their fitness programme has been calculated.

Many companies are now investing in these physical activity programmes at work (Safran, La Poste…). For some of them, it is a strong tool against absenteeism.

This regular practice is also primordial to fight against overweight and obesity and generally leads to a healthier lifestyle through the adaptation of eating habits. The creation of this sport “ecosystem” within companies thus benefits everyone and the trend is now an increase of companies concerned and developed activities.

Working group: Sport is not a cost but an investment

Conclusions and way forward

The event highlighted the necessity to involve both the industry and policy makers, as long-term physical activity policies often clash with brands’ short-term market reasoning. Promoting an active lifestyle needs to be a multistakeholder exercise. Discussions during the ISPO workshop also reinforced this notion of cross-sectorial cooperation to find a solution to physical inactivity. It is thus clear that in a world of sport, where individual practices and expectations are evolving, the sporting goods industry has a key role to play to change minds and practices.

The main concepts and lessons learnt are listed below:
- Networking and cross-sectorial cooperation
- Education
- Investment
- Economic impact
- Mutual needs and common denominator
In short, we have lost the connection to our bodies. Companies are trying to help fill this gap with wearables/wristbands, etc…
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