Shaping a New Active Generation Together

We know that active kids perform better in their classrooms, communities and future careers, yet today’s generation is the least active in history. Less than 30% of children receive 60 minutes of daily physical activity recommended by WHO. In Europe, one in five children is overweight or obese.

Sport and Citizenship, in partnership with Nike and FESI, brought together leading experts from academia, sport industry and non-profits, as well as policymakers to the conference “Shaping a New Active Generation” to discuss the current issue of physical inactivity and the importance of getting kids active in schools, on September 28th, (2018) at La Tricoterie, St-Gilles, (Brussels).

Representative of the sport industry and leading NGOs and research think tanks, including Dan Burrows, Senior Director of NIKE Community Impact EMEA, Richard Bailey, Head of Research of ICSSPE, Wendelin Huebner, Director of Key City Activation Berlin ADIDAS, David Blough, Director of Play International, and Ivar Oosterveld, Vice President of Footlocker Europe, presented innovative ways of getting kids active and discussed the importance of encouraging schools to integrate physical activity in the school day.

Clémence Calvin, a European silver medalist in Berlin 2018 provided additional inspiration to the participants.

The participants of the conference adopted the Brussels Active Kids statement with the aim to stimulate action and prioritize investment in active schools to get kids active before, during and after school. The Statement is open to all who wish to make a difference: Click Here!

Richard Bailey, Head of Research ICSSPE, “The evidence is clear. Active kids do better. There should be a sustained focus on creating providing good quality PE and physical activity options for children before, during and after school.”

Dan Burrows, “At Nike we believe that all kids are made to play. When kids have an opportunity to play and be active, they are happier, healthier and do better a school.”

Jerome Pero, Secretary General, FESI: “Physical inactivity is the leading social issue facing our industry today. Collectively we are committed to providing more and better opportunities for all children to play sport and be active.”

Laurent Thieule, President, Sport and Citizenship: “The European Week of Sport gives us a powerful platform to promote active schools. Let’s continue to work together to drive a bigger impact.”