



# Health-enhancing physical activity developments in the EU context

**High Level Group on Nutrition and Physical Activity**

**Brussels - 23 November 2016**

Susanne Hollmann, DHoU  
Sport Policy and Programme Unit  
DG EAC, European Commission

# Physical activity promotion (EU sport policy)

- Policy actions:
  - 2013 Council Recommendation on promoting HEPA, Council Conclusions
  - Expert Group recommendations, studies
- Funding (e.g. Erasmus+ Sport)
- Awareness-raising campaign (European Week of Sport)

# 1

## Implementation of the Council Recommendation on HEPA (Nov 2013)



Commission progress report  
(end 2016)

# Exchange of best practices on HEPA among Member States



## Member States

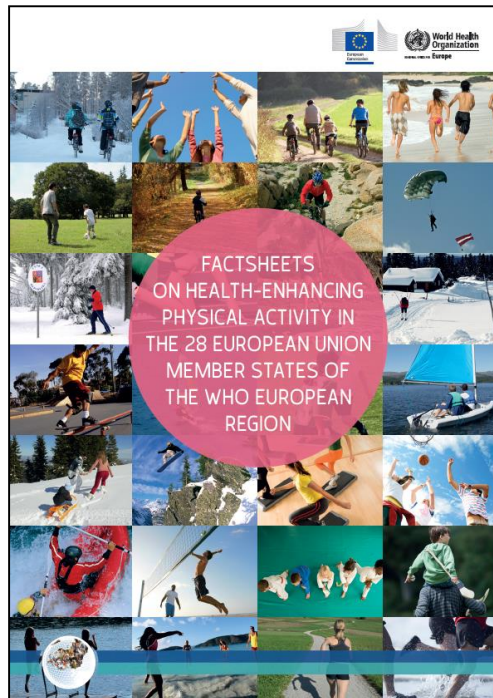
- Develop a cross- sector approach involving policy areas including sport, health, education, environment and transport (national strategies and action plans)

## Commission

- Exchange of good practices in the Expert Group on HEPA (EU Work Plan for Sport 2014-2017)
  - Set of national good practices published in October 2016  
([http://ec.europa.eu/sport/policy/cooperation/expert-groups-2014-2017\\_en.htm](http://ec.europa.eu/sport/policy/cooperation/expert-groups-2014-2017_en.htm))

# Monitoring of national HEPA policies

Monitoring framework established by the Council Recommendation on HEPA



- ✓ 23 indicators
- ✓ Network of national physical activity focal points operational
- ✓ Cooperation with WHO
- ✓ 1<sup>st</sup> edition of the physical activity Country Factsheets published in Sept 2015 in cooperation with WHO

# 2

## Studies to strengthen the evidence base for policy-making



**Study on the contribution of sport to regional development through the Structural Funds**

**just released**

**Study on EU Physical Activity Guidelines**

EU Bookshop: <http://bookshop.europa.eu/en/sport-cbCdcKABstHUgAAAEjBJEY4e5L/>

# 3

## Co-financing projects and events





## **ERASMUS+, the programme for Education, Training, Youth and Sport (2014-2020)**

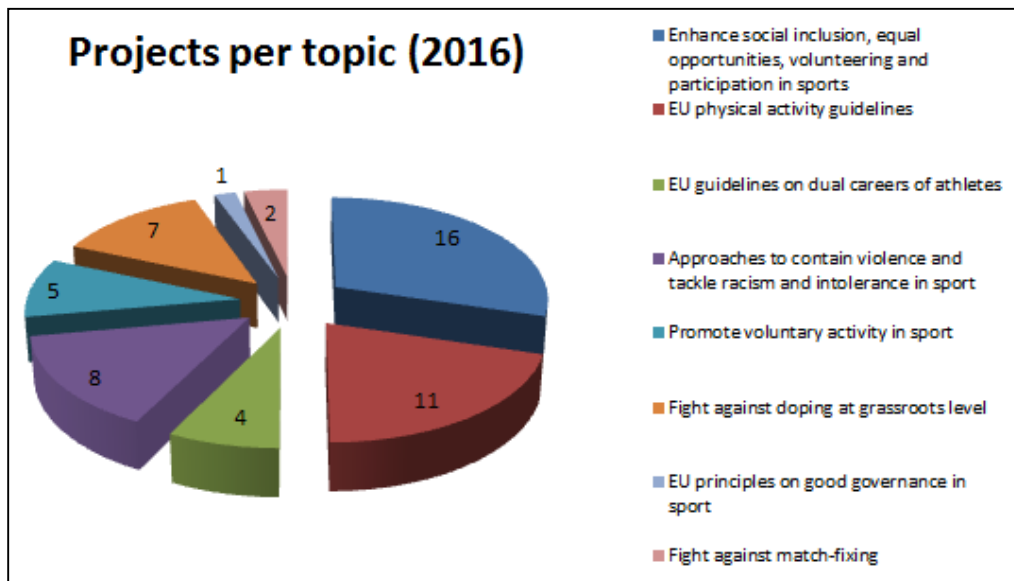
- Objective: boost skills and employability, as well as modernising Education, Training, and Youth work
- Total budget: 14.7 billion€ (266M€ for Sport)
- Countries that can participate: EU Member States + Iceland, Liechtenstein, Norway, Turkey and the former Yugoslav Republic of Macedonia
- Sport: Support for
  - Collaborative partnerships (5P) / Small Collaborative partnerships (3P)
  - Not-for-profit European sport events (12 participating countries)

[http://ec.europa.eu/programmes/erasmus-plus/index\\_en.htm](http://ec.europa.eu/programmes/erasmus-plus/index_en.htm)

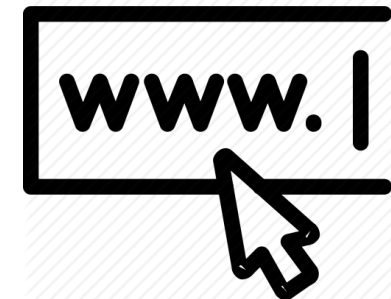


## Promoting HEPA: a priority

- 2014 & 2015 (out of Week of Sport): 7 major events (3.3M€) and 26 collaborative partnerships (about 10M€)
- 2016: 11 projects (4.3M€) [http://eacea.ec.europa.eu/erasmus-plus/selection-results/sport-collaborative-partnershipsmall-collaborative-partnerships-in-sport-field-and-not-for-profit\\_en](http://eacea.ec.europa.eu/erasmus-plus/selection-results/sport-collaborative-partnershipsmall-collaborative-partnerships-in-sport-field-and-not-for-profit_en)



**See Erasmus+ projects database!**



## Erasmus+ Sport in 2017

- Call launched: October 2016
- Deadline: 6 April 2017
- Budget: +/- 5.6M€ for PA
- Commission Decision on Simplified grants for Sport actions (13 September 2016)
- Erasmus+ Sport Info Day (31 January 2017)

<http://ec.europa.eu/sport/>

# European Parliament Pilot Project on HEPA

→ Call for proposals: Promoting HEPA policy measures and actions for refugees

[http://ec.europa.eu/sport/calls/2016/eac-s16\\_en.htm](http://ec.europa.eu/sport/calls/2016/eac-s16_en.htm)

- **Objective:** HEPA for refugees
- **HEPA activities:** Projects covering at least 6 MS particularly concerned by the arrival of refugees
- Total budget: 600K€
- Max. 60K€ per grant
- 53 project proposals received
- 11 projects selected (from 10 MS)



4

# European Week of Sport



# #BEACTIVE

European Week of Sport



BASICS

## OBJECTIVE



Raise awareness of  
the benefits of sport  
and physical activity

workplace



5

FOCUS THEMES

sport clubs



education



fitness centres



outdoors



# #BEACTIVE

European Week of Sport

The Week is for everyone,



regardless of age, gender,  
background or fitness level

Source: DG Education and Culture - Sport  
Illustration: © shutterstock.com



European  
Commission



# #BEACTIVE

European Week of Sport



## 2016 EVENTS AND ACTIVITIES

 **31**  
participating  
countries

 **35**  
European  
partners

 **29** national events

 **15** sport villages  
across Europe

 **26** Erasmus+  
Sport projects

# #BEACTIVE

European Week of Sport

15 000 events  
10M participants  
**2016**

7 000 events  
5M participants  
**2015**



European  
Commission

# #BEACTIVE

European Week of Sport



## Communication Campaign

### #BEACTIVE MEDIA REACH

DURING THE CAMPAIGN  
#BeActive used

± 34 500

Potential Twitter reach



183.5M

OPENING EVENT, 10 SEPTEMBER

5.7M users reached

& 10.5M impressions generated

# #BEACTIVE

European Week of Sport

photo-video competition

853



participants

2016 increase

= 145%



21M TV viewers

reached across

147M

homes in Europe

147 912



website visits (August & September)

Source: DG Education and Culture - Sport  
Illustration: © shutterstock.com



European  
Commission

# European Week of Sport 2017

- Evaluation Report: Dec 2016
- Continuity (structures, focus themes, communication campaign, awards,...)
- But: more countries, more partners, more activities, more events

**Future: From 23 to 30 September each year**



## Further information

- Commission's Sport Policy and Programme Unit website:  
<http://ec.europa.eu/sport/>
- Projects selected under Erasmus+ 2016:  
[http://eacea.ec.europa.eu/erasmus-plus/selection-results/sport-collaborative-partnershipsmall-collaborative-partnerships-in-sport-field-and-not-for-profit\\_en](http://eacea.ec.europa.eu/erasmus-plus/selection-results/sport-collaborative-partnershipsmall-collaborative-partnerships-in-sport-field-and-not-for-profit_en)
- Erasmus+ projects database: <http://ec.europa.eu/programmes/erasmus-plus/projects/>
- Contact: Sport Policy and Programme Unit:  
[EAC-UNITE-C3@ec.europa.eu](mailto:EAC-UNITE-C3@ec.europa.eu)

**#Followus:**

**#ErasmusPlus:** [Erasmus+](#), [@EUErasmusPlus](#)

**#EUSport #BeActive:** [@EUSport](#)