

Erasmus+ Sport and European Week of Sport for Polish sport organisations on 14-15 December 2017



## Erasmus+ Sport – from idea to implementation

Priorities and goals (examples), role of leader and partner

**#BEACTIVE**

# European fitness sector

**Growing @  
4.4 % each  
year**

European Fitness Market in 2017

**56.4** million  
members

**54,710** facilities

**26.3** billion euro  
revenues

**650,000** employees

Deloitte: European Health & Fitness  
Report - published April 2017

**#BEACTIVE**

# WHO we are



EuropeActive is the European Association that provides the unique voice for the fitness, physical activity, and wellbeing sector at the EU level in Brussels, with the aim to get

**MORE PEOPLE, MORE ACTIVE, MORE OFTEN.**

**#BEACTIVE**

# WHO we are



- Brussels-based not-for-profit association
- 150 members/ 21 national associations
- Since 1995: from a network to EHFA (2002) to EuropeActive (2014)
- Main activities related to memberships, EREPS, events, publications & EU affairs

**#BEACTIVE**

# EU Projects

## E+ Sport

### Collaborative Partnerships

**PAHA (2015-2016)**

FAIR (2017-2019)

BLUEPRINT (2018-2020)

Let's #BEACTIVE (2018-2020)



### not-for-profit sport event related to the European Week of Sport

**ALCIS (2015&2016)**

## E+ KA3

**Support for Policy Reform.** Quality assurance at European level for enhanced transparency and recognition of skills and qualifications

SIQAF

& 2 preparatory actions 2010-2012

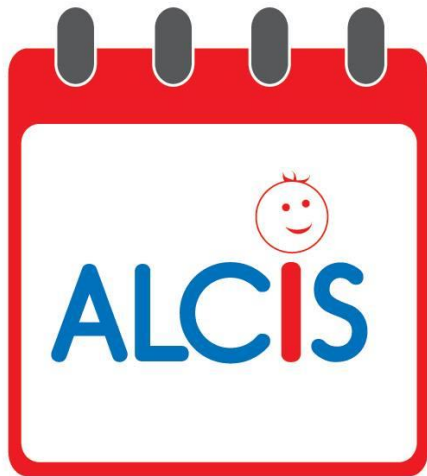
& 2 projects related to Social Dialogue (DG EMPL)



With the support of the  
Erasmus+ Sport Programme  
of the European Union

**#BEACTIVE**





# Active learning for children in schools 1 & 2

An action about healthy lifestyles and fun-based group exercise classes



With the support of the  
Erasmus+ Sport Programme  
of the European Union

**#BEACTIVE**

# ALCIS 1 & 2

## Context



- ✓ 1 out of 5 children is affected by overweight or obesity in Europe
- ✓ European children spend only 5% of their school-time in physical activities
- ✓ Less than 10% of them meet the WHO recommendations on physical activity
- ✓ ... no doubt that there is a real pandemic of physical inactivity in Europe among children.

# ALCIS 1 & 2

## Summary



- ✓ The aim of ALCIS is to encourage children, their relatives and friends to live healthy and exercise regularly
- ✓ special feature of ALCIS 2 was a pilot intervention with asylum seeker children from two reception centers in Brussels
- ✓ Two fun-orientated exercise classes & educational material on lifestyle issues
- ✓ ALCIS kicked off during the European Week of Sport 2015/2016



# ALCIS 1 & 2

## Outcomes

- ✓ 5/10 countries
- ✓ 84/180+ schools
- ✓ 8,000/ 20,000 children
- ✓ 47:53 boys to girls
- ✓ Evidence through Questionnaires
- ✓ 83/147 fitness trainers
- ✓ Coordinated with EWoS
- ✓ 4 YouTube videos



europa active

MORE PEOPLE | MORE ACTIVE | MORE OFTEN

# PAHA PROJECT



Promoting activity and health in ageing

# PAHA

## Context



- ✓ Demographic challenge: 18% of EU citizens are 65+ y/o
- ✓ Life expectancy increases by 3 months each year
- ✓ By 2060, this number will double

Regular moderate physical activity **CAN**

- ➔ Reduce the risk of premature mortality from cardiovascular diseases, cancer & diabetes by 25%
- ➔ halt the rise in diabetes and obesity

# PAHA



europa active

MORE PEOPLE | MORE ACTIVE | MORE OFTEN

## Summary

- ✓ demonstrate if a 6-week exercise programme can be effective in increasing physical activity levels in older Europeans in the long-term.
- ✓ Over a period of 21 months, 8 project partners from 8 EU countries recruited locally ~800 older & inactive adults
- ✓ specially tailored 6-weeks exercise intervention to become and remain active in their daily lives
- ✓ Tracking activity levels with accelerometers (step counters) and measured at the start of the 6-week trial and then at subsequent 3 months interval.

# PAHA

## Outcomes



- ✓ The final 89% of the participants managed to complete the 6-weeks exercise programme
- ✓ 70% of the participants were still exercising 3 months after they had completed their 6-week trial sessions
- ✓ PAHA Good Practice Guide to motivate many other recreational sporting settings to use the PAHA methodology

# Eligibility criteria

## Selection of important eligibility criteria



- ✓ Eligible participating organisations
- ✓ Number & profile of participating organisations
- ✓ Venue of activities
- ✓ Etc. (for full list pls. see p. 228 ff. in E+ programme guide 2018)

# Other considerations

## PIC number & financial capacity

- ✓ PIC number for lead & partner organisations (timing!)
- ✓ Financial capacity



# Eligibility criteria

## Selecting your partners



- ✓ Feasibility/ contribution & value to the project
- ✓ Eligibility criteria & financial capacity
- ✓ How to find: networking events, VALOR platform, own event



THANK YOU



europa**active**

MORE PEOPLE | MORE ACTIVE | MORE OFTEN

**#BEACTIVE**