



**FESI Position  
On the Eurobarometer  
For Sport and Physical activity  
2014 edition**

Brussels 07/04/2014

This week, the European Commission, published the Special Eurobarometer 412<sup>1</sup>, on Sport and Physical activity. This survey follows comparable initiatives conducted in 2002 and 2009, and provides much needed data supporting the developments of the policy framework related to sport. FESI and its constituency strongly welcome this work which provides a valuable understanding of the physical inactivity participation levels in Europe and the need for ambitious and successful action.

The high physical inactivity rates in the EU and the associated direct and indirect economic costs are a matter of concern to the Sporting Good Industry. Actions have been undertaken by the European Union and FESI in recent years to promote Health Enhancing Physical Activity (HEPA). However, despite the increasing awareness and common efforts, the latest survey indicates that the declining trend in physical activity rates is unfortunately continuing, and more worryingly so, is the increase in persons whom have never exercised or played any sport from 39% to 42%.

One of FESIs' structural concerns also resides in the fact that the Eurobarometer is not including data for children under the age of 15. Indeed, we firmly believe that in order to break the cycle of physical inactivity, we need to focus our attention on the 0-10 age group through early positive experiences in sport and physical activity and by building an environment encouraging exercise. However without comparable data for this age group it will remain difficult for any actor to assess the successful impact of policy measures aimed towards children.

The survey is a crucial first step in grasping the EU wide dimension of the issue and the specific regional trends. It also helps identifying the reasons for the lack of participation in sport and

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<sup>1</sup> Full Report: [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_412\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_412_en.pdf)

Summary: [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_412\\_sum\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_412_sum_en.pdf)

Fact sheets: [http://ec.europa.eu/public\\_opinion/archives/eb\\_special\\_419\\_400\\_en.htm#412](http://ec.europa.eu/public_opinion/archives/eb_special_419_400_en.htm#412)

physical activity. For 42% of respondents, shortage of time is the main reason for being inactive.

Additional monitoring (Sport Satellite Accounts, HEPA indicators<sup>2</sup>) provisions have been discussed in detail with the Commission, stakeholders and, from an industry perspective, we support such efforts aimed at creating more robust and meaningful data on physical activity levels. This data would help Member States identify best practices, success factors and will better inform any future EU and national policies to promote physical activity.

Considering all of the above and more, FESI would like to once more state its willingness in taking part within the next potential Sport Statistics Expert group, and provide constructive input in helping shape the future EU monitoring function on sport and physical activity.

About FESI: The Federation of the European Sporting Goods Industry (FESI) is the unique European organisation representing the Sports Equipment manufacturers in Europe. It represents approximately 1.800 manufacturers (85% of the European market) through its 10 National Sporting Goods Industry Federations and its directly affiliated member companies. The European sporting goods industry directly and indirectly employs over 640,000 citizens in the EU with an approximate annual turnover of over 66 billion €. Key members of FESI include: adidas, Asics, Diadora, Fila, Lotto, Nike, Puma, Reebok, Timberland, and national sports industry federations from the main Member States (Austria, Czech Republic, Denmark, France, Germany, Greece, Italy, Netherlands, Spain and The United Kingdom.<sup>3</sup>

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<sup>2</sup> [http://ec.europa.eu/sport/news/2013/20130730-study-sport-monitoring\\_en.htm](http://ec.europa.eu/sport/news/2013/20130730-study-sport-monitoring_en.htm)

<sup>3</sup> [www.fesi-sport.org](http://www.fesi-sport.org)