



Federation of the European
Sporting Goods Industry

FESI statement on
**the EU Work Plan for Sport 2014-
2017**

FEDERATION OF THE EUROPEAN
SPORTING GOODS INDUSTRY
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FESI and its members strongly welcome this work which is very timely and provides a milestone opportunity for all sport related stakeholders. It enables the sector to once more underline the importance of sport and physical activity and represents the voices of the sporting goods industry, in a crucial momentum when the European Commission is working on its latest EU Work Plan for sport.

As an important member of the sport family, FESI wants to emphasise once more the paramount importance Sport should have in policy making. Indeed, we are strongly convinced that all public authorities should focus on this policy area as it can leverage benefits in numerous areas including: health, social integration, sustainable economic development, wellbeing, mobility, transport, and many more.

In addition to all the excellent points that have been addressed in the draft report so far, we would like to include two other elements that in our view are of paramount importance:

- **Evidence Based Policy Making: creating more robust and meaningful data on physical activity levels**

FESI strongly supports the European Commission's statement on *evidence based policy making*¹. In the relation to physical activity and sport, this is severely hampered by a lack of comparable data.

The existing national physical activity surveys and Eurobarometer are important starting points but require significant expansion. The increased availability and capability of digital devices also offers new avenues for exploring how physical activity can be most effectively measured. We urgently need to devise a standardised way to measure all physical activity, not just sports participation, and to measure activity among children as well as adults. These strategies should build on existing reporting

¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52011DC0012>

mechanisms so as not to add further bureaucracy. More specific data on physical activity levels will enable more targeted use of resources and identification of areas where greater efforts are required.

The World Health Organisation is beginning to investigate the creation of a global measure. We believe that Europe has the opportunity to lead the world in this field. We suggest the European Parliament invites the Commission to use sport funding options, tools and partners to create a European Observatory on Sport and Physical Activity.

This Observatory could collate data which not only tracks the European inactivity crisis, but also evaluates the impact of European, national and local policies on sport and physical activity levels in Europe. Moreover, how these policies affect the economic, social and overall wellbeing of Europeans.

- **Access to grassroots sport: asking for physical literacy to be added to the European Framework of Key Competencies**

There is a growing body of evidence demonstrating that physical activity increases cognitive functioning in children and can improve academic performance, concentration and behaviour.² Despite this evidence, physical activity continues to be not considered as a priority within education. While we support the many of national policies that increase the amount of PE in the curriculum, schools should be encouraged to ensure that pupils are also physically active throughout the day. We would like to see every school develop a physical activity strategy, detailing how they will motivate pupils to be active before, during and after school. This would include PE and sport, but also incorporate active travelling to and from school, non-sporting activities built into lessons and break times, as well as extracurricular activities and links to external sports clubs, dance groups, drama clubs etc. – that are available in the local community.

We recognize the limited EU mandate for education, as policies are set by Member States. However, in recognition of the need to prioritise physical activity in schools, we invite the European Parliament to consider asking for physical literacy to be added to the European Framework of Key Competencies. Currently, the European Commission works with EU countries to strengthen 'key competences' – knowledge, skills, and attitudes that will help learners find personal fulfilment and, later in life, find work and take part in society. These key competences include 'traditional' skills such as communication in one's mother tongue, foreign languages, digital skills, literacy, and basic skills in maths and science, as well as horizontal skills such as learning to learn, social and civic responsibility, initiative and entrepreneurship, cultural awareness, and creativity.

With growing evidence that physical activity positively impacts every aspect of our daily functioning and wellbeing, we suggest that physical literacy should be included within the framework. This will equip every European citizen and child with crucial competences that will not only contribute to his or her life-long success, but will also enable a qualitative participation in our society.

² Bailey, R., Hillman, C. H., Arent, S., & Petitpas, A.(2012). 'Physical activity as an investment in personal and social change: the human capital model.' *Journal of Physical Activity and Health*, 9, 1053-1055

Founded in 1960 FESI – the Federation of the European Sporting Goods Industry represents the interests of approximately 1,800 sporting goods manufacturers through its 12 National Sporting Goods Industry Federations and its directly affiliated member companies. Moreover, 70 – 75 % of FESI’s membership is made up of SMEs. In total, the European Sporting Goods Industry employs directly and indirectly over 650,000 EU citizens and has an annual turnover of some 66 billion euro. Herein, FESI plays as the founder of the [House of Sport](#) alliance – together with its nineteen partners, a crucial role in raising awareness on the benefits of sports and physical activity through cross-sectoral cooperation. Note that FESI is also an official partner of the European Week of Sport. More information at: www.fesi-sport.org

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