



# Promoting health-enhancing physical activity (HEPA)

**- Developments on the sport side -**

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# Content

1) Policy context for HEPA

2) Council Recommendation on HEPA

3) Funding for HEPA



## Why is HEPA a topic for the EU?

### Evidence

- On health benefits of physical activity
- On human costs of physical inactivity
- On potential economic savings of increased physical activity levels
- On direct and indirect economic costs of physical inactivity
- On what succeeds in promoting physical activity (policies, actions)



# Physical activity in the EU's sport policy

- 2007 White Paper on Sport
- 2008 EU Physical Activity Guidelines
- 2011 Communication on sport
- EU Work Plan for Sport 2011-2014, incl. Expert Group on Sport, Health and Participation
- 2012 EP Resolution "Eur. dimension in sport"
- 2012 Council conclusions on promoting HEPA
- 2013 Council Recommendation on HEPA
- Financial support for HEPA (Prep. Actions, WHO grant 2013, Erasmus+: Sport)



# EU Physical Activity Guidelines

- Prepared by a group of experts, confirmed by EU Sport Ministers in 2008, Council 2012: "a good basis to encourage cross-sectoral policies in MS"
- 41 Guidelines (sport, health, education, transport, urban planning, public safety, working environment, senior citizens)
- Recommendations for national guidelines and actions across sectors
- Main components of 'effective' national HEPA strategies



### 2012 Council conclusions on HEPA

- Political support for the EU PA GL
- Concern about PA levels and associated costs
- Invitations to MS to promote HEPA
- Calls on the PRES, MS and COM to improve the evidence base for sport
- Calls on the COM: to propose a CONS Recommendation and to consider a European Week of Sport



# EU Work Plan for Sport

- Strategic framework for EU cooperation on sport
- First EU Work Plan: coming to an end, COM report 24/1/2014
- Preparation of new EU Work Plan 2014-2017: Council to adopt in May 2014
- Promotion of HEPA to remain a policy priority
- Expert Group format likely to continue (incl. HEPA)



# Need for a new EU initiative in 2013:

## Underlying problems:

- Rates of physical inactivity and of obesity still too high, no indications for a reversing trend
  - Shortcomings in the way national HEPA policies are developed and implemented
  - Lack of a focused approach to HEPA
- *National, European and international initiatives to promote HEPA have not yet had the desired effect*





## Council Recommendation on promoting HEPA across sectors

- Based on a proposal from the Commission, the Council adopted this first ever Recommendation in the field of sport and of physical activity on 26 November 2013



# Main objectives

- Contribute to a healthier society through increased HEPA levels
- Increase the effectiveness of HEPA policies by helping MS to address the main shortcomings
- *In concrete terms:*
  - Enhance policy coordination between the MS
  - Facilitate the collection of data on HEPA and HEPA policies



# Main elements

- Based on EU Physical Activity Guidelines
- Builds on existing tools and further improves on-going processes to promote HEPA (MS, EU, WHO), focused PA approach
- Supports MS to develop and implement effective cross-sectoral HEPA policies and better interventions
- Establishes a light monitoring framework, incl. indicators to evaluate implementation of EU Physical Activity Guidelines



# Monitoring framework

- Developed with HEPA experts
- Addresses: “lack of data/information” and “lack of cross-sectoral policies”
- 23 indicators corresponding with GL themes
- Data sources known + largely available
- Close cooperation + synergy with and support for WHO Europe (NOPA database)
- Set up of PA focal points – coordination of HEPA monitoring across sectors in the MS
- Support + training (with HEPA experts)



# Main actors

EU policy level  
+ related  
structures  
(EYCS, WPS,  
XG SHP, HLG,...)

Public  
authorities in  
the MS + HEPA  
focal points

WHO Europe  
(NOPA)

European  
Commission  
(DG EAC,  
DG SANCO, ...)

HEPA experts

Stakeholders

Multiple actions from multiple actors in multiple sectors  
(sport, health, education, transport,...)



### Next steps

- Pilot testing under WHO grant: started
- Appointment of PA focal points by mid-2014
- Implementation, incl. support from relevant EU programmes: as of 2014
- First country fiches on HEPA in 2014/2015
- First Commission report on implementation of the Recommendation in 2017



## EU programmes

Exist to help implement EU policies

Sport/PA: partly mainstreamed in other EU policies

Some parts of EU sport policy cannot be supported through other programmes

> EU provides specific funding for sport:  
"Erasmus+: Sport"



## Erasmus+: Sport Chapter

Objectives: tackle threats, support good governance and dual careers, promote volunteering, social inclusion, equal opportunities, **HEPA**

Budget: 265mEUR; annually growing; focus on grassroots sport

Activities: collaborative partnerships, non-commercial events, strengthening the evidence base, dialogue with stakeholders





## Project support

Minimum size of partnership: 5 partners  
from 5 different programme countries

Max grant: 500,000 EUR

Duration: up to 3 years

Call for proposals - deadline for applications:  
15 May 2014



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# In a nutshell

Implementation of new  
Council Recommendation on  
promoting HEPA across sectors  
(incl. upcoming events)

Implementation of new  
EU Work Plan for Sport  
2014-2017

Coordination with other  
strategic EU initiatives

**HEPA  
promotion**

Implementation of 'Erasmus+:  
Sport'  
and other EU programmes

Other activities:  
Preparation and implementation  
of the European Week of Sport  
New Eurobarometer on Sport  
and Physical Activity (March)



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## Further information:

- Commission's Sport Unit website:  
<http://ec.europa.eu/sport/>
- EACEA (Agency) website:  
[http://eacea.ec.europa.eu/index\\_en.php](http://eacea.ec.europa.eu/index_en.php)
- Contacts Sport Unit:  
*HEPA:* [susanne.hollmann@ec.europa.eu](mailto:susanne.hollmann@ec.europa.eu),  
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