

ENGSO in the EU Platform on Diet, Physical Activity and Health

Past, Present and Future

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EU Platform for Action

“Diet, Physical Activity and Health” (1)

- Background: rapidly increasing rates of obesity in EU member states caused by poor nutrition and insufficient physical activity
- 2005 Platform launched to
 - contribute to the pursuit of healthy nutrition, physical activity and the fight against obesity
 - report and review actors' performance
- The Platform operates under the leadership of the European Commission



EU Platform for Action on Diet, Physical Activity and Health

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The EU Platform for Action on Diet, Physical Activity and Health started in March 2005 with the purpose to create a forum for actors at European level who can commit their membership to engage in concrete actions designed to contain or reverse current trends (see [Founding Platform statement](#)  for details).

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To date the Platform involves 34 member EU organisations ranging from food industry to consumer protection NGOs (see [Member organisations list](#)  for details).

The spirit of the Platform is to work under the leadership of the European Commission and to provide an example, which others will choose to follow across Europe, of coordinated but autonomous actions by different parts of society to deal with the many aspects of the problem. It is not designed to pre-empt, but rather to stimulate, other initiatives at national, regional or local level.

The Platform meets at regular intervals for [plenary meetings](#) so as to monitor overall progress and discuss issues.

Since the Platform came to life back in March 2005 its members have worked on more than 200 commitments covering a very wide range of activities, including actions in key fields such as consumer information, including labelling; education; physical activity promotion; Marketing, advertising targeting children, labelling and product reformulation – i.e. the process during which the recipe for a product high in unhealthy substances (e.g. sugar, salt) is altered in order to make the product healthier. All initiatives including monitoring information are presented in the [Platform commitments database](#).

Platform members have agreed to monitor and evaluate the performance of commitments in a transparent, participative and accountable way (see "[Platform Monitoring Framework](#)"  paper). The Platform has released its [2008 Annual report](#)  which presents the 2007 activities and achievements of the Platform, and also examines how successfully the Platform's members are monitoring the Platform's progress.

Organisations willing to join are invited to download the [Platform new membership questionnaire](#)  file for details on cooptation procedure.

▶ [EU Platform on Diet, Physical Activity and Health founding statement](#) 

[printable version](#)[What's new?](#)

The Platform has released its 2008 Annual report - 8 May 2008

EU Platform for Action

“Diet, Physical Activity and Health” (2)

- Foreseen as an open forum
- 33 members (as of September 2008), mainly European umbrella organisations
- Action-oriented approach: Commitments
- Two Working Groups:
 - Healthy Lifestyles
 - Informing Consumer Behaviour
- Workshop on Physical Activity – 14. November 2007
- Platform online database: for collecting and presenting baseline actions and commitments

Fields of Action

- Consumer information, including labelling
- Education
- Physical activity promotion
- Marketing and advertising
- Composition of foods, availability of healthy food options, portion sizes

Physical Activity Players in der Platform

- European Non-Governmental Sports Organisation (ENGSO)
- European Health and Fitness Association (EHFA)
 - non profit organisation with the objective to get more people, more active, more often
 - represents 5 047 health clubs and leisure centres and 12 national associations spread across 22 countries
- Federation of the European Play Industry (FEPI)
 - non-profit association at European level comprising European-based companies and European national play industries federations
- Confédération Européenne Sport Santé (CESS)
 - non profit organisation to promote sport for all as a healthy habit
 - 32 members from 17 countries
- International Sport and Culture Association (ISCA)
 - supporting cross-border understanding through sport and culture
 - promoting sport as a bearer of cultural identity
 - encouraging the broadest possible participation in sports and cultural activities for affiliated members
- European Cyclist Federation (ECF)
 - To promote and encourage cycling throughout Europe and abroad
 - founded in 1983 by 12 bicycle user associations
 - 56 member organizations in 38 countries



Also-Rans...

- CIAA Confederation of the Food and Drink Industries of the EU



The Coca-Cola Company



FERRERO



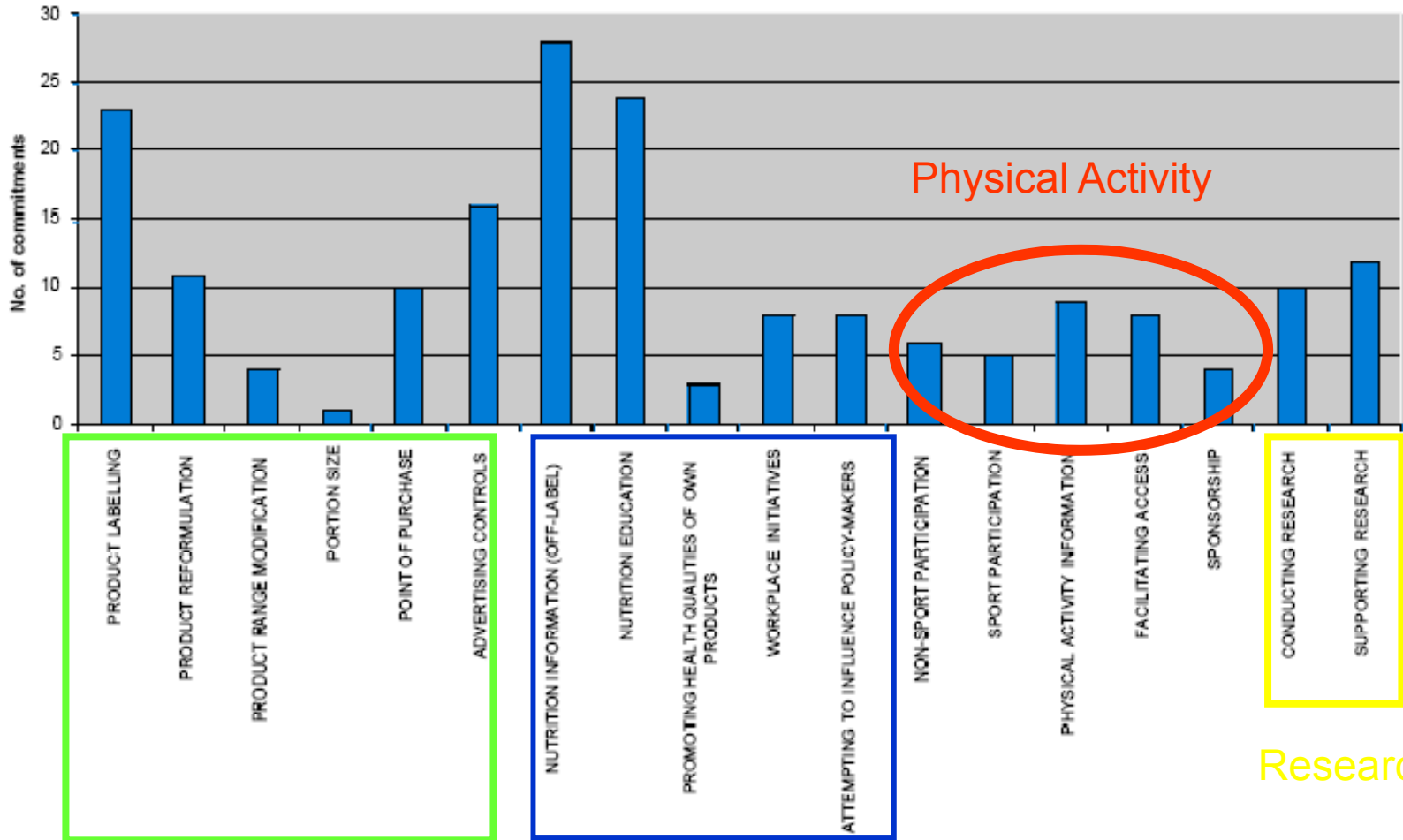
- Association of Commercial Television (ACT)



- World Federation of Advertisers (WFA)



Commitments per area



The food environment

The eating environment

Research

Commitments of the PA Members

- ENGSO
 - Quality Seal
- FEPI
 - Capital Of Play Award
- ISCA
 - Pathe Physical Activity Towards a Healthier Europe
- EFHA
 - Go (Teenage Girls - Healthy Schools Programme)
 - Active at Work - Healthy Workforce Programme
 - Adopt a School (Healthy Schools Programme)

Meetings 2007-2008

- Workshop physical activity – November 17, 2007
- Plenary meeting – November 18, 2007
- ENGSO Working Group meeting – January 16, 2008
- Meeting of the PA members – January 16, 2008
- Meeting with Mr. Rys – May 20, 2008
- Plenary meeting – September 17, 2008

Workshop on Physical Activity – November 14, 2007 (1)

- 40 Platform Members
- overview of the physical activity sector (types of activities, target groups).
- contribution of "organised" sports and other interventions to levels of physical activity discussed
- ongoing initiatives in various Member states presented

Workshop on Physical Activity – November 14, 2007 (2)

- summary of conclusions, presented for the Platform plenary the following day
 - a reconfirmation of the need to enhance research, monitoring and evaluation, and identify best practice
 - the need to act rather than wait for conclusive evidence;
 - synergy/sharing of tools available to Platform Members;
 - developing a web portal to link to a wider range of programmes;
 - enlargement of the scope of the Platform involving wider range of Platform partners (e.g. insurance companies; games industry; environmental planners/designers);
 - an interest for integrated partner-based campaigns with linked messages e.g. UEFA adverts;
 - the suggested creation of a working group on physical activity to undertake a feasibility study and suggest a possible action plan;
 - an interest for potential Platform-like group in context of the White Paper on Sport

Meeting of the five PA Players – January 16, 2008

- Objectives:
 - Coordination and collaboration, common projects
 - EU-wide public campaign in collaboration with other Platform sectors
- Raising awareness for PA also within the Platform
- Meeting with Mr. Madelin planned



Meeting with Mr. Rys – May 20, 2008

- Mr. Andrzej Jan Rys, Director Sanco C Public health and risk assessment
- Presentation of the Players
- Conclusion of the First Group Meeting on January 16, 2008
- Projects
- Eventual funding from the EC
- Practical follow up

Physical Activity Guidelines

- mandate from Member States' Sport Ministers to prepare Physical Activity Guidelines
- guidelines defining priorities for policies that would induce people to move more
- addressed to policy makers in the Member States
- no comprehensive academic discussion
- no redefinition of WHO recommendations and targets
- EU added value
 - focusing on implementing the WHO targets
 - action-oriented
 - solely directed toward physical activity (not nutrition or other related topics)

Physical Activity Guidelines

- 25. September 2008: Working Group discussed the 3rd Consolidated Draft
- Next Steps: Presentation of the draft Guidelines to EU Sport Directors and the to EU Sport Ministers

Plenary Meeting – September 17, 2008

- Physical Activity Guidelines presented and discussed
- Report on the activities of HEPA Europe – Brian Martin
- ISCA presented its Project PATHE (Physical Activity Towards a Healthier Europe)
- Robert Madelin points out
 - that only 25% of the activities of the platform are on Physical Activity
 - the necessity to better coordinate between the different physical activity organisations and networks (in the platform)



Which way? – Ideas for the future

- White Paper, Network and Cooperation (Pathe etc.)
- HEPA Europe Working group “Sport for All and Health”
- Platform: Commitments and Monitoring
- Better feedback and exchange of information within ENGSO

Thank you for your attention

ECF stands for:

To promote and encourage cycling and abroad

- Cycling policy at European level
- Cycle tourism as a sustainable ec
- Environment-friendly mobility
- Cycling as a health factor
- Cycling as part of intermobility
- Safety for vulnerable road users

Origins, Members

The International Sport and Culture Association (ISCA) is an organisation bringing together sport, culture and youth organisations from across the globe. ISCA believes that international activities such as festivals, exchanges and sports tournaments are an unrivalled means of creating international understanding, and that everyone should be given the chance to participate. We call this:

Sport and Culture for All

ISCA's philosophy is that sport is not just about competition and exercise,

The Confederation Europeanne Sport Santé (CESS) European Confederation Sport and Health is a non profitable organisation. The confederation was established in 1991, made up of five organizations.

The designated/assigned organisations were: the Barcelona union of recreational and cultural sports activities (UBAE) – Spain, the Sport union ACLI (Italian catholic work association)-Italy, the Italian association of sport and culture

The Federation Of the European Play Industry is a non profit association at European level comprising European national play industries

European national play industries

ists of the most responsible
tors of both outdoor and ind
surfacing.

an inflatable structure to tradi
ng in between.

EHFA, the European Health & Fitness Association, is a not-for-profit organisation representing the interests of the sector in Brussels with the EU, the International Olympic Committee in Lausanne and the World Health Organisation in Geneva.

With its objective to get more people, more active, more often, EHFA is a standards setting body of the health and fitness industry in Europe and promotes best practice in instruction and training.

EHFA currently represents 5 047 health clubs and leisure centres and 12 national associations spread across 22 countries.



European Commission Directorates-General

European Commission > Directorates-General and Agencies

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Commissioner
Androulla Vassilou

Commissioner
Meglana Kuneva

Welcome to the

Our job is to help

Over the years the rights and on the p

The Directorate G It is national, regio protection laws. It rules. Nonetheless: in all EU countries

News



Public Health

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Overview of Health Strategy

Special Topics

- Bio-terrorism
- Blood & Tissues
- Cancer
- Communicable Diseases
- Cross-border Healthcare
- EU Health Forum
- European Health Examination Surveys
- Extreme weather conditions
- Health Reports
- Health Indicators
- Health & Environment
- HIV/AIDS
- Injury Prevention and Injury Database
- Major and chronic diseases
- Mental Health
- Nutrition**
- Pharmaceutical Forum
- Rare Diseases
- Scientific Committees
- Tobacco



on Diet, and Health


www.un





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