

# WORKSHOP INVITATION

## Active Workplaces/Active Europe!

21 June 2019 - Brussels, Belgium.



Dear colleague,

It is our pleasure to invite you - or a representative from your organisation - to the **Workshop on “Active Workplaces, Active Europe”** which will take place in **Brussels, Belgium, on the 21<sup>st</sup> of June 2019.**

In an effort to mutualize expertise, experiences and ideas, this workshop is co-hosted by the PACTE and EMoCS European projects.

### **Workshop Objective**

With over 200 million inactive citizens, physical inactivity has become one of the most pressing challenges in Europe. Despite growing scientific evidence and political attention on the benefits of promoting healthy lifestyles at national and European levels in recent years, the sedentary crisis is developing.

We believe there is an opportunity to reverse this trend and that workplaces have a fundamental role to play.

Active Workplaces have been overlooked as a setting of focus to promote healthy lifestyles. Yet this is the place where Europeans spend most of their time.

What are the main elements of an Active Company? Which successful partnerships are needed? What role can a city play? How to engage into a certification process around PA?

This workshop is open to anyone from city leaders, human resources managers and companies, local representatives, sport organisations, public authorities, health structures... It will explore, discuss and challenge the main elements of an Active Company.

## Workshop Programme

The programme and the speaker lineup will be announced soon! You can find some details in the vision/programme paper as attached document

## Meeting Venue and Timing

European Committee of the Regions

Jacques Delors Building

Rue Belliard 99-101

1000 Brussels

Belgium

The workshop will take place on Friday 21<sup>st</sup> June from 9.00 to 17.00

## Registration

Registration is free of charge but compulsory. Please confirm your attendance via email to Gurvan Heuze [developpement@ffse.fr](mailto:developpement@ffse.fr) by 15<sup>th</sup> May 2019 along with the following information:

- Name and surname
- Nationality
- ID or passport number

Please advise if you require special assistance regarding accessibility.

## About the organisers

The **European Meetings of Company Sport (EMoCS)** is a 3-year initiative led by the European Federation for Company Sport and funded by the Erasmus+ programme of the European Union. It is supported by 8 European partners and intends to contribute to the European effort to further raise awareness of the importance of health-enhancing physical activity throughout increased participation in, and equal access to, sport for all, especially at the workplace.

The **Promoting Active Cities Throughout Europe (PACTE)** project is a 3-year initiative led by the Sport and Citizenship Think Tank and funded by the Erasmus+ programme of the European Union. It is supported by 7 European partners. Cities and municipalities are both important settings of physical activity and crucial mediators of public health messaging. The PACTE project intends to provide local administration with resources and tools to kickstart physical activity action plans and help them find the path to become Active Cities.

We look forward to seeing you in Brussels in June!

Best regards,

The [PACTE](#) and [EMoCS](#) teams

Co-organised by



With the support of



## EMOCS WORKSHOP IN A NUTSHELL

### BACKGROUND

#### **High level of physical inactivity in Europe**

The relationship between physical activity and physical health is now established beyond doubt, and the awareness of the health costs of sedentary behaviours is so advanced among both scientists and policymakers that inactivity is now recognized as a major public health concern.

#### **Workplace is more and more a matter of concern regarding physical activity development**

There is increasing evidence that physical activity embedded into the workplace is associated with increased productivity, lower levels of sickness and absenteeism, increased staff stability, and improved motivation. For most people, the work environment is the place where they spend the second greatest amount of time.

#### **Physical activity at work benefits from an important pool of practice**

It is a place where people have the time and opportunity to engage with physical activity opportunities. Strategies to capitalize upon the opportunities offered by active workplaces include flexible working hours, regular health checks, provision of bicycles for active transport, accessible showers and changing facilities, and subsidised fitness and sports memberships and so on.

#### **Conditions for the creation of a EU certification regarding physical activity at work have been identified**

The need for certification has been highlighted whereas there is a need to regulate the field of physical activity within EU companies, to incentivize companies that are not active enough and to reward good practices.

### KEY FIGURES

- The proportion of Europeans that exercise or play sports has increased even further from 39% in 2009 to 42% in 2013 and 46% in 2017 – *Eurobarometer*.
- It represents a cost of 80 billion euros per year in the EU28 – *PASS Project*
- 13% of the physical active European citizens do it at work in 2017 (8% in 2009 and 13% in 2013) – *Eurobarometer*.
- 78% of the workers would practice sports at workplace if all the conditions have been met. *Decathlon Pro, 2017*

### OBJECTIVES OF THE PROJECT

- Collect and collate data from several EU member states (benchmark exercise) information
- Raise awareness of private/public decisions makers/executives about major benefits of company sports (management, social inclusion, performance, wellbeing, health)
- Produce concrete evidences and solutions for employers to implement physical activities programs within the workplace
- Create the tools and conditions for EU certification/label for companies regarding physical activity at work.

## OBJECTIVES OF THE WORKSHOP

- To identify major barriers and levers to practicing PA in the workplace
- To identify the best ambassadors and stakeholders to promote and organise PA in the workplace
- To provide concrete solutions, programs and activities to implement physical activity within the workplace
- To debate and highlight major criteria and conditions for the creation of EU certification at work for PA

## AUDIENCES/PARTICIPANTS TARGETED

- Business and company area
  - CEOs, HR Managers, Communication Directors, CSR Managers, Health and Well Being Managers, Happiness Officers, employee representative committee, trade unions, employers' representatives, chambers of commerce...
- Institutional and public stakeholders
  - Representatives from EU Commission, national government (Health, Sport or Work Area), region, city, public institutions
- Sport area
  - International and national federations, international sport organisations, companies, suppliers, working in the field of sport
- Universities and researchers

## FORMAT

A one-day workshop broken down as follows:

- Opening protocol and plenary session
- Workshops: there will be 3 sessions around 3 following topics for workshops. Each participant will attend each workshop:
  - **PA at work and the role of active cities:** What is the Pacte Matrix? How do cities play a role in developing physical activity in the workplace? Who are the stakeholders? How to address companies from the city's point of view?
  - **PA at work and the network:** Who are the major stakeholders concerned by the implementation of PA programs within the company? What language and messages and how to integrate and mobilize them as ambassadors? What are their expectations and needs? How to get their support and count on each of them? How to make them full-fledged players in the development of sports in companies?
  - **PA at work and the certification:** Is a certification needed regarding the PA at work? What principles and major ingredients? Who to target inside companies? How to measure and certify activities? Who will measure the activities? What duration for the label? How to promote the label?
- Reports and restitution in plenary session
- Closing protocol

## **LOGISTICS AND PRACTICAL CONDITIONS**

Conference will be held on European Committee of the Regions in Brussels, Batiment Jacques Delors, Belliardstraat 99-101. It will take place on 21<sup>st</sup> June 2019.

Logistics: 2 committee rooms and an auditorium available.

This conference is organized in the field of EMOCS and PACTE Project.

Will be hosted maximum 100 participants and maximum 30 participants per workshop. A moderator and facilitator will organise the debates and discussions.

The list of participants has to be validated by EFCS and Sport and Citizenship as leaders of both projects at the latest 1<sup>st</sup> June 2019. Participants have to register to EFCS and Sport and Citizenship before the 15<sup>th</sup> May 2019.

Financial conditions: all participants can register freely (ID numbers have to be communicated to be able to enter the building of the Committee of Regions)

## **EMOCS WORKSHOP PROGRAMME 21<sup>ST</sup> JUNE 2019**

**09.00 – ARRIVAL OF PARTICIPANTS/ REGISTRATION**

**09.45 – OPENING PLENARY SESSION AND TESTIMONIALS**

**10.15 – ROUNDTABLE – ACTIVE WORKPLACE, ACTIVE CITIES**

**11.30 – WORKSHOP FIRST SESSION**

**12.30 – COCKTAIL AND WALKING LUNCH**

**14.00 – WORKSHOP SECOND SESSION**

**15.30 – WORKSHOP SECOND SESSION**

**16.30 – CLOSING PLENARY SESSION**

**17.00 – END AND DEPARTURE OF PARTICIPANTS**