

WAC GUIDEBOOK



WORKPLACE ACTIVE CERTIFICATION



EDITORIAL



Floor van Houdt

Head of Sport Union - European Commission DG EAC

Physical activity is a fundamental aspect of human life, first and foremost for our health, but it can also bring us joy, confidence and a sense of fulfilment. However, as our lives become busier and busier, even finding two hours in a week to exercise can be a true challenge.

The 2022 Eurobarometer on Sport and Physical Activity shows the magnitude of inactivity with

nearly half of Europeans affirming that they never exercise. Also, more than half of Europeans spends more than 4 and a half hours a day sitting.

Workplaces can play a key role in giving people more opportunities to be physically active. In this light, I welcome the efforts of the European Federation for Company Sport to have developed the Workplace Active Certification as a reliable tool to showcase how to take steps towards an active workplace. This is particularly important after the Covid-19 pandemic that reminded us about the importance to stay healthy and fit.

With the HealthyLifestyle4All initiative, the European Commission is seeking to promote healthy and active habits among Europeans. This includes three areas of action, namely encouraging Europeans to be active, removing any obstacles to practicing sport and fostering cross-sectoral cooperation between actors in sport and other areas, such as health or food. This is of course a long-term objective that requires the commitment from everyone. To this end, the European Commission invited the sport movement, sport authorities and civil society to share their actions and commitment in the form of pledges. The Commission also hands out awards every year for people and projects that show inspirational stories around the message to #BeActive, including at the workplace.

Your work to promote and facilitate company sport contributes to all three areas of action of the HealthyLifestyle4All initiative, as yet another inspiring and excellent example.

For further reading:

New Eurobarometer on sport and physical activity (europa.eu)

HealthyLifestyle4All | Sport (europa.eu)

#BeInclusive EU Sport Awards | Sport (europa.eu)

EDITORIAL



Didier Besseyre

President of the European Federation for Company sport

5% reduction of turnover, 6 to 9% productivity gains, the sedentary costs a thirteenth month to the company: benefits of the physical activity at workplace are now not to prove. Because the sport and the physical activity are consensus spaces within the company, a real “white flag” between employees and employers and a “win-win” activity.

In fact, 100% of company directors who implanted an activity recommend it to their peers. 87% of employees are willing to receive proposition of physical activities and sport programme from their companies.

Nevertheless, according to the last Eurobarometer, only 13% of EU citizens who engage in sport or another physical activity make it at work. The European Federation for Company Sport (EFCS) and their national members work all together to increase this figure and help the companies and their employees to be more active to keep the baseline of European Week of Sport #BeActive.

Thanks to the European Commission, who has been trusting us since a long time through Erasmus+ programme and our involvement with the European Week of Sport, the Workplace Active Certification (WAC) was born in 2020. Thanks to the multisectoral approach of our consortium (university, Olympic Comittee, Chamber of commerce...), we have finally created a certification to reward the companies establishing physical activity and sport for their staff. A way too for the company to make a review about what they offer to their employees around sport programmes.

The principal purpose of the consortium was to make a balance between an exemplarity in term of credibility, exigence and scientific researches but also easy to use and adaptable for the companies, especially thanks to Evaleo expertise, our Swiss partner.

13 professional organisations were certified in October 2022 in Brussels compiling an international group like Veolia or a municipality (Ixelles in Belgium), an hospital (Mater Dei Hospital in Malta), or a design and creative agency with 3 employees (Designous in Greece).

It's with our partners, the Commission and EACEA acknowledgement that we finish the WAC project today, and with the ambition to open a new page with Move At Work project which will be supported by the European Commission within the framework of the Erasmus+ programme. A way to continue to this heritage and to the durability of the WAC certification which we hope will continue to prosper and engage new companies to be certified.

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PRESENTATION



WAC BACKGROUND:

The WAC project is a direct continuity of **EMoCS – European Meetings of Company Sport** – supported by Erasmus+ program which showed the potential and need to develop a certification for companies dedicated to promoting health and enhancing physical activity in and around the workplace.

As a result, the development of a new certification system in the field of physical activity, health and well-being should be able to act as a **“unifying” tool, complementary to what already exists.**



EMoCS 2018 major event in september took place in La Defense, Paris, during the **EWoS – European Week of Sport 2018**. With more than 1.000 participants, the first EMoCS event, has been an opportunity to share ideas and experiences about physical activity at the workplace, among institutions, companies and sport representatives.

The event was structured in 4 sets of activities:

- **Conferences & round tables** with more than 30 speakers to find new opportunities for implementin sport activities
- Sport wellness lab, an exhibition area to foster mutual knowledge between players who tackle issue such as sport and life quality in the workplace,
- **Sport village** with sport animation,
- EMoCS **Walk&Run Challenge**, a digital and connected race for companies team.

At the end of the meeting, the project partners have signed a declaration of intent, open to all the partners that are willing to join, with the commitment of setting up a taskforce with all the relevant stakeholders to start working on the creation of a unique European Certification for Active Workplaces.



- Set up to create a unique European Certification for Active Workplaces
- Present a final certification first draf, criteria and specification by the 31st December 2019
- Engage with a clear commitment to corporate social responsibility and sustainable development that are ready to promote a change on individuals, organisations and society.

WAC IN A NUTSHELL

Co-funded by **the Erasmus+ Programme of the European Commission**, WAC – Workplace Active Certification – is a three-year European project started in 2020 and led by the **European Federation for Company Sport (EFCS)** with a consortium of 9 partners. It intends to set up, test and launch a certification process in order to **value and reward professional organisations** implementing physical activity for their employees.

Following an innovative and sectorial approach, we have associated **27 companies** and **42 experts** across Europe to co-construct a unique certification, based on existing best practices, standards and recognized expert methods. After several rounds of discussions, auditing and evaluation, our experts and pioneering companies have succeeded in setting up **40 unique criteria to obtain the WAC certification**. Finally, 13 companies were certified in October 2022 in Brussels during a rewards ceremony.



Co-funded by the
Erasmus+ Programme
of the European Union



European Commission



Erasmus+ programme

Erasmus+ actions in the field of sport promote participation in sport, physical activity, and voluntary activities.

They are designed to tackle societal and sport-related challenges (anti doping, good governance, health and sport, sport diplomacy, traditional sport, dual career, mobility of volunteers, social inclusion, European Week of Sport...).

Opportunities are available for organisations in Europe to be supported and co-funded by European Commission. For the 2021-2027 programme, it represents €440 million funds.

Applicants are **encouraged to comply with horizontal aspects such as environmental sustainability, inclusion and diversity**, as well digital dimension when designing their project.



Co-funded by the
Erasmus+ Programme
of the European Union

WAC AIMS & OBJECTIVES :



- Create a **new certification system** around physical activity
- **Share good practices and knowledge** with the public and private sector
- **Set out guidelines** and standards for physical activity at the workplace
- **Reward companies** enacting for the health and wellbeing of their employees through the promotion of physical activity in their workplace



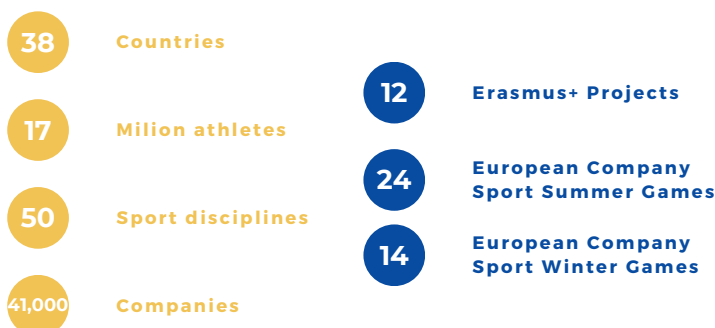
- Scientific research and studies on physical activities and well-being
- Mobilizing a network of stakeholders including WAC partners, pioneers, experts and end users
- Creation of guidelines, regulations, and call for project applications

"CREATE A
DURABLE,
CREDIBLE AND
RELIABLE
CERTIFICATION
PROGRAMME FOR
WORKPLACES AT A
EUROPEAN LEVEL
REGARDING
PHYSICAL ACTIVITY
AT WORK"



WAC CONSORTIUM LEADER

EFCS (European Federation for Company Sport) is a voluntary non-profit organisation gathering national company sport federations from 38 different countries (and 41 federations of which 22 EU member states). These national federations are referent associations in their own countries which main objective is to promote and develop sport activities for all within a community of work.



Core Missions:

- Strengthening human and cultural contacts accross national borders through sport
- Promoting regular physical activity within companies
- Emphasizing the recreational and health enhancing character of grassroots sport

Activities:

- Organization of sport events
- Organization of conferences and workshops
- Exchange of regular and systematic information on initiatives taken in company sport across national borders
- Representation of company sport national federations at EU level



European Federation For Company Sport



PARTNERS



EVALEO is a crucial partner of EFCS in this project and co-lead many activities especially the creation of the certification, process and documents. It is a non-profit association based in Switzerland and founded in 2011. Their goal is **to inspire and enable people to adopt an active, healthy and fulfilling lifestyle**. To achieve this, they carry out a mission of education, development and active promotion of Well-being and Sustainable Health.

They are a worldwide alliance and a network of experts, professionals and partners active in the field, federated around a common vision of Well-being and Sustainable Health and through the implementation of programmes and interventions aimed at generating positive long-term impacts.

They operate primarily in the area of governance for Well-being and Sustainable Health, and in particular in multi-partner and multi-sectoral approaches at the level of governments, regions, cities and organisations.



Our role in this innovative adventure centered largely around our contribution to the certification process: drafting of the certification criteria, drafting the certification regulations and conducting certification audits.

Thanks to EFCS and the very positive team spirit among the Erasmus+ consortium partners combined with the enthusiasm of the pioneer companies, we were able to co-pilot successfully this phase of the programme and we are thrilled of the outcome.

We are convinced that the criteria, although not perfect, provide an excellent framework for any organization wishing to develop and promote physical activity for its workforce. This is due to the emphasis on “what” should be done, rather than trying to stipulate “how” it should be done. In conjunction with the certification regulations, the outcome was a robust scheme, at least on paper.

Then came the telling phaseHow did this scheme measure up to companies’ expectations, given the very different sizes, professional activities, nationalities, cultures, maturities, etc.

The audit and certification phase of the project was not without its challenges, largely due to the timing imposed by the Erasmus+ project. The only available window was in the months of July, August and September, 2022 which for many European-based organizations are synonyms of staff vacation months. However, we were pleased that half of the pioneer companies were able to accommodate to this constraint and accepted to undergo the audit and certification process;

It was eye-opening to audit so many different organizations in a short space of time and we were astonished by the variety of company motivations, the different corporate cultures and the breadth and diversity of the approaches that we encountered.

However, as auditors, we did identify a theme constant to all the certified organizations – the passion of the men and women in each organization to promote and make sport an integral part of individual and corporate life.

Post-audit feedback confirmed that this new certification approach largely met (and even exceeded) the needs and expectations of the certified organizations. Evaleo is proud to have been part and a partner of this WAC project!

Alister Dalrymple, Michael Gross, Steve Marsden, Evaleo members & WAC partners





Belgium 

Artevelde Hogeschool, member of the Ghent University Association, is one of Flanders' largest university colleges with over 13000 students. It offers study programmes in teacher training, business management, communications, graphic education, health care and social work. Artevelde University College Ghent is an active partner in diverse global networks, attends various international conferences and collaborated with international partners for educational and research purposes.



Greece 

The Chamber of Korinthia is a legal entity governed by public law. The governing bodies of the Chamber are 21 elected members as well as the Administrative Committee, counting 7 members and consists of the President, two Vice-Presidents, Supervisor and Secretary General. It is an advisory body of the state and aims to promote development activity in its region as well as the development of industry, craft, trade and services in the interests of the national economy.



Belgium 

Federation of the European Sporting Goods Industry (FESI) is the European representative of the sporting goods industry vis-à-vis the European institutions as well as other European authorities and bodies. More specifically it: provides a unique opportunity for sporting goods companies to collaborate on non-commercial pre-competitive issues of common interest; monitors all legislative initiatives relating to the sporting goods industry at a European level; offers an established and recognised platform for the voice of the sporting goods industry to be heard in Brussels; communicates with a variety of European stakeholders.



France 

The French Federation for Company Sport (FFSE) is a voluntary non-profit organisation that brings together more than 2.000 structures which work on the development of sport for all within a community of work. FFSE promotes physical activity and grassroots sport practice as a user-friendly way to improve health and well-being, as well as to strengthen social links and productivity within a company. The FFSE is recognized by the Ministry of Sports, is affiliated to the French National Olympic and Sports Committee, is a member of the European Federation for Company Sport (EFCS) and the World Federation for Company Sport (WFCS).



Malta

Parliamentary Secretariat for Sport, Youth and Voluntary Organisations takes care of the promotion of sports and games and is also politically responsible for youth welfare and the Voluntary Organisation Sector. It also monitors the functioning of entities which fall under the remit of the Parliamentary Secretariat such as SportMalta, Aġenzija Żgħażgħ, the Malta Council for the Voluntary Sector and the Office of the Voluntary Organisations Commissioner.

The MP is part of the Ministry for Education and Employment of Malta. The objective of the Ministry for Education and Employment is to provide present and future generations with the necessary skills and talents for citizenship and employability, in the 21st century and beyond.



Slovenia

Olympic Committee of Slovenia – Association of Sports Federations endeavours to ensure optimal conditions for the operation and development of Slovenian sport in all its various forms. The OCS-ASF large scope of activities comprises numerous programmes assisting in creating the best possible conditions for the work and the development of education and training, sports infrastructure, and high-quality organisational structure of sports organisations, while working for the protection and development of voluntary work in sports clubs.



France

Sport and Citizenship is the leading European think tank in the field of sport. Created in 2007 after the publication of the White Paper on Sport, it aims to support the development of the European dimension of sport. Sport and Citizenship is dedicated to the study of European public policies in the field of sport, and the promotion of sport's societal impact. Sport and Citizenship has been committed since its very beginning to the launch of a European civic dialogue in the field of sport thanks to multidisciplinary and transverse reflections aiming at putting European sport stakeholders in relation with each other: governments, sport movement, as well as civil society, academics and the private sector.



Danemark

The University of Copenhagen is one of the largest in Scandinavia, funded in 1479 and ranked among the best 50 universities in the world with over 40.000 students and more than 9000 employees. The Department of Nutrition, Exercise and Sport (NEXS) is Internationally recognized for its research and teaching. This Department engages in research, education, innovation and knowledge dissemination within the areas of nutrition, human physiology and sports at the highest international level, covering disciplines related to the health sciences, humanities and social sciences.





KEYS FIGURES

10

PARTNERS

The project is supported by a consortium of **10 partners** around EFCS, **coming from 7 countries** and working in the **education, sport, business and politics sectors**: Evaleo, Artevelde Hogeschool, The Chamber of Commerce of Korinthia, The University of Copenhagen, the Federation of the European Sporting Goods Industry (FESI), the French Federation for Company Sport (FFSE), Maltese Parliamentary Secretariat for Sport, Youth and Voluntary Organisations, Olympic Committee of Slovenia – Association of Sports Federations, and Sport and Citizenship.

27

PIONEER COMPANIES

27 companies **already engaged in the promotion of physical activity at work**, from 7 different countries and sectors, decided to join the project and participate in the development of the certification criteria by sharing their knowledge and good practices.

42

EXPERTS

The project brought together 42 experts from diverse backgrounds, including **academics, professional organizations, sports professionals and businesses Organisationn International**. (Liverpool John Moores University, French Ministry for Sport, Sport Vlaanderen...)

40

CRITERIA

Thanks to the shared knowledge of partners, experts and pioneers, and especially Evaleo expertise, we have developed a comprehensive list of **40 WAC criteria**, that should be fulfilled by any organisation wishing to develop their "Active Workplace" approach and getting "WAC certified". Criteria are divided into 5 categories: **Needs identification, Leadership, Planned actions, Work environment, Evaluation**.

2 HIGH-LEVEL EVENTS

Since the launch of the project in January 2020, two high-level conferences have been organized in the presence of representatives of the sector and the European institutions:

- **A conference in November 2021** in Sport Vlaanderen headquarters to discuss WAC “raison d’être” and company sport benefits with panelists from EU Commission, Orange, Veolia, ING, World Health Organisation, the Confederation of Netherlands Industry and Employers, Coimbra University, European Cyclist Federation...
- **A rewards ceremony in October 2022** for the 13 first WAC certified organisations.



HOW DOES IT WORK CONCRETELY?

The WAC certification consists of two pillars: regulations and criteria. Companies wishing to be certified must complete an **introductory questionnaire, as well as the certification criteria available on the WAC online portal**. On this basis, companies will then undergo a four-hour test phase via a complete audit carried out by a designated panel of experts. The WAC certification consists of two pillars: regulations and criteria.

7%

*Of companies
encourage their
employees to practice
sport at work*

According Eurobarometer on sport & physical activity, 2022

78%

*Of employees will
practice sport if
conditions are met*

According Sport office in Decathlon, 2017

Company sport

WHAT IS COMPANY SPORT?

By **company sport**, we mean all types of sport and physical activities organized with, by or within the workplace.

By **workplace**, we mean all types of professional organizations and locations where the organisation performs its operational functions including SMEs, public authorities, associations, liberal profession, self-employed structures and so on, and at least one staff or employee.

A few examples of company sport activities:

- Sport incentives and team buildings
- Participation to company sport tournaments (European Company Sport Games, run races)
- Participation to the payment of a subscription to a sport club or a fitness centre
- Organisation of sport lessons inside or by the company
- Conferences with high level athletes.

All these instances illustrate tools by which sport and physical activity can be implemented in the context of a company, although this is not an all-inclusive list.



FACTS

45%

Of Europeans never exercise or play sport

Eurobarometer on sport & physical activity

5.3

Millions deaths per year estimated due to inactivity

The Lancet

11%

Of physical activities take place at work

Eurobarometer on sport and physical activity

6%
to 9%

The productivity of a sedentary employee who starts practicing on a regular basis increases

Goodwill-Management

BENEFITS OF COMPANY SPORT

The key principle that drives us is as follows: a healthy and active lifestyle in order to protect and boost employees' health and well being as well company performance. Thus, an active employee is an employee feeling better in his/her head and as a result as an employee who is more productive. If we take this line of reasoning further, we could even state that "sitting is the new smoking", as the fact of being still and sedentary at work can be a serious and unsafe situation for staff member.

It is a well-known fact that physical activity increases the **well-being of employees**. There are many examples of this.

- Reduces stress at work & gives employees more energy, to the point of increasing life expectancy by 3 years (*study conducted by Goodwill Management with the support of MEDEF, CNOSF and AG2R La Mondiale*).
- Fight against sedentary work and inactivity through physical activity is likely to prevent the risk of musculoskeletal disorders. These MSDs include a whole range of diseases located at or around the joints, specifically the wrists, elbows, shoulders, spine and knees and were identified in 87% of occupational disease cases in 2014. They have increased tenfold in 20 years.

8/10

Employees estimate that a regular physical activity can produce positive effects on physical health as well as mental health

Barometer "Vitality, Sport and Company", emanating from Generali and OpinionWay in 2018

As far as **burn-out illnesses** are concerned, no less than 15% of the working population is at high risk. In this situation, practicing sport in the workplace would be a serious asset. This statement is corroborated by this statistic, which comes straight out of the OpinionWay Barometer carried out for the "Cabinet Empreinte Humaine" in 2021: one employee in two is in a situation of psychological distress.

Regarding **performance and productivity** in relation to sport at work, it has been established that physical exercise can positively influence many indicators within the company and its results. The study conducted in 2015 by the MEDEF, the CNOSF and AG2R La Mondiale goes in this direction by showing that depending on the intensity of the sporting activity, a company can achieve real productivity gains. The improvement in net profitability can be between 1% and 14%, while an individual who abandons a sedentary lifestyle to practice sport regularly will see his or her productivity increase by 6% to 9%. In sum, a physically active employee works more efficiently and is therefore less absent, which is not only a saving for the public health services, but also for the company itself. Indeed, according to the IBET study by the APICIL Group and Mozart Consulting in 2020, discomfort at work causes a company to lose €14,310 per year per person. 63% of this total corresponds to costs that can be controlled as long as companies decide to act on health and quality of life at work. The reasons for these savings and the increase in employee efficiency also include the strengthening of concentration and the **development of soft skills**, including creativity and adaptability. Sport being a tool to challenge oneself, to push one's limits, which will help the development of such skills.

It should be remembered that sport can be a serious vector of **cohesion within the professional environment, between employees and with management teams**. It contributes to building a corporate identity and welds together all the members of the company. More than 8 out of 10 managers who have adopted physical activity in the company believe that it improves the well-being of their employees by 89%. Their integration is made easier because of the solidarity created, and team spirit is increased. Finally, 80% attest that a feeling of belonging to the company is developed. It is through these data that we can be convinced of the benefits of sport in the cohesion and culture of the company and contribute to the achievement of the desired quality of life at work objectives. Potential customers may also be drawn to companies where they perceive an ambient harmony that is conducive to a positive consumer or user experience.

Furthermore, sport should be a tool that can ensure **social cohesion and inclusion on a variety of themes**. It addresses the plight of older people by ensuring a better life expectancy through a healthier and more active lifestyle. Physical exercise has been shown to increase life expectancy by an average of 3 years (*Goodwill Management Study*). According to a British study published in 2021, playing sports such as cricket, rugby, tennis or golf can improve life expectancy by 9% to 13% compared to the general population. Sport can also be a **driver for gender equality**. Although it is a traditionally male-dominated area, this problem needs to be addressed, for example by introducing gender quotas in representative bodies, to promote women's advancement as professional athletes. There is still a long way to go towards equality, but we are counting on sport to contribute to this goal. It is also an effective tool for dealing with **disability-related issues**. Its universality makes it a means of integration and well-being for people with disabilities, to fight against discrimination and the negative perceptions that surround them. In sum, it is through sport that many social integration tasks are fulfilled.

SUCCESSFUL STORIES



In a report published by the WHO, a chapter focused on the Austrian case and the initiative **"Cycling to Work"**. Developed from **2011 to 2018**, its purpose was to stimulate the use of bicycles to go to work. Incentives were made to encourage people to participate. For instance, those who took part to the initiative were included in a company ranking system, with the award of trophies and prizes in the form of a cycle lottery. About 40.000 people were involved in this action during this period. Through this experience, many colleagues were able to come together to go to work and distinguish their respective companies as the most committed to this goal. The company culture was developed in such a way that employees found themselves more motivated in the workplace. In terms of environmental objectives, 2017 was a key-year as more than four million kilometres have been achieved, corresponding to 700 tons of CO2 saved compared to car journeys. This was 200 more tons in CO2 emissions than the year before, according to Radlobby, organiser of the initiative and its spokesman Alec Hager. This project was such a success that it got expanded and the attention has been henceforth focused on the rest of the Austrian society since 2019 and not only in the business world. In 2022, 10.367 participants from companies in each of Austria's regions have registered for the challenge so far. For those who cycled to work, many reported an increased sense of belonging to the company, a better team cohesion with colleagues who felt more integrated, as well as additional motivation among employees.





In the same document, a set of actions carried out by the **Portuguese Social Services of the Public Administration** is introduced. It is actually a governmental organisation that offers assistance for administration workers. It has elaborated an internal physical activity development scheme for its employees as part of a larger health-enhancement plan. The main activities in the programme are group walks and regular exercise classes. It includes micromovement gymnastics in order to ameliorate posture and seating positions while working. The initiative also encompasses internal sessions and conferences about different aspects of healthy habits, provides health-promotion information and organises session to monitor health markers such as blood pressure or body composition. This plan has been actively encouraged to other governmental entities to extend its health and quality-of-life benefits to other employees of the public administration. Some positive outcomes of this strategy, as reported by the staff, are improved seating posture, diminution of pain correlated to long sitting times, increased well-being, mood improvement, better group dynamics and improved productivity.



The headquarters of the **National Social Security Office (NSSO)** in Belgium has set up a sports facility to promote its employees' well-being, as high levels of inactivity have been found among workers due to lack of time or motivation. The NSSO is committed to helping promote workplace physical activity by allowing employees to practice supervised sports activities at their workplace and supporting those who were recommended exercise as part of a medical prescription.

The purpose of the initiative is to improve employees' health, relieve stress and burnout and promote social cohesion. The initiative is run by the communications department. A sports area consisting of two sports rooms and locker rooms equipped with spinning bicycles, bodybuilding and rowing machines, weightlifting apparatus, treadmills and elliptical cross-trainers has been created. A survey was then conducted to understand the needs and desires of employees in terms of sport activities. A sports coach was hired to coordinate the planning and coaching of the various physical activity classes, which were based on the requests of the employees. Employees are welcome to use the fitness room without prior registration and can register for free to join collective classes in activities such as spinning, CrossFit, yoga and tai chi, and customized classes based on defined objectives or physical issues. Along with the sports room, the NSSO also coordinates sports teams in tennis, football, volleyball, basketball, cycling, running, table tennis and aqua gym. A web and mobile application were developed to enable employees to make reservations for sports activities and inform staff members of new developments. The initiative is evaluated through attendance and a satisfaction survey to ensure the sports activities on offer continue to match the needs of employees.

COMPANY SPORT AFTER COVID

According to *the Int J Environ Res Public Health in 2021*, "Data on specific **sedentary** behaviours was sparse, with the exception of daily screen time which was suggested to account for 57.2% of total sedentary time (i.e., 274.0 ± 90.1 min day⁻¹) in adults." In fact, overall participants increased their sedentary time during the COVID-19 pandemic by 135.0 ± 46.0 min day⁻¹, however there was a significant difference between children and adults with children increasing their sedentary time more than adults $+126.9 \pm 42.2$ min day.

Moreover, this period of Covid creates a snowball effect with the **Great demission**. According to *Indeed*, the professional exhaustion of the employees increased by 52%, the general feeling is a tiredness, rise of 9% compared to the pre-COVID period. This report shows a pain of their job and want to remove.

Philippe Crevel, economist said "During the pandemic, some employees became aware that their living conditions were not good and that they wanted to have a job in line with their desires and values".

In the current context, it is clear that it is necessary to act quickly. According to *Capgemini's 2021 study "The Future of Work: from remote to hybrid"*, 54% of new starters expressed feelings of helplessness and confusion during their first few days in the company, in response to the recent Covid-19 pandemic and the restructuring of the working environment. They felt disconnected from the workplace, as did 60% of their colleagues aged 26-35, who would like better support in dealing with the stress of the uncertain situation.

It is therefore time to set up a new paradigm in the long term, which will make it possible to reconcile well-being at work, ease in interpersonal relations, effective dialogue, a strong sense of belonging to the company and its philosophy, with a policy of economic growth which is sustainable in the long term. The **corporate culture** takes all this sense in the post Covid context. Indeed, the organisations need to increase their attractiveness with corporate activities and healthy work environment.

The sport and the physical activity, without being miracle solutions, are tools to promote the employer brand and the corporate organisation. By offering sports-related activities to their collaborators, it allows to reinforce the feeling of belonging to the company, to retain its talents and even to attract new ones.

45

Millions persons quit their job in America - "The Great Recession"

44%

Employees say that their work stress has increased as a result of the pandemic,

EU-OSHA's workers' survey OSH Pulse



BORDEAUX



EUROPEAN COMPANY SPORT GAMES

14-18 JUNE 2023

24TH EUROPEAN
COMPANY
SPORT GAMES



BORDEAUX 2023





EUROPEAN COMPANY SPORT GAMES

Our company participates in the 24th edition of the European Company Sport Games. We invite you to join our team and enjoy 5 days of conviviality, pleasure and sports.

Our company is thrilled to give you the opportunity to discover the unique concept of the European Company Sport Games.



Beyond sharing moments of sports activities, you will discover the city of Bordeaux, the world wine capital and a UNESCO World Heritage Site, where new buildings coexist harmoniously with their historic neighbors.

In the city centre, the Hangar 14 will host the opening and closing ceremonies. It will be the ideal place for us to gather and have dinner together and enjoy the festive program.

REGISTRATION CONDITIONS

Price per participant: €180* Price per accompanying person: €100

The price per participant includes:

- the participation to one sports discipline and to the off-stage race
- the participation to the opening and closing ceremonies and an access to daily parties at Hangar 14

- the free and unlimited use of public transports from 14th to 18th June 2023
- the welcome package
- the access to the partner village
- the mobile interactive app

*Contact your national federation regarding potential additional membership fees.

Additional costs apply for golf (€40), sailing (€50) and the oenology program (€100).

Book your accommodation now on <https://ecsgbordeaux2023-accomodation.fr/>

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Find all information about
the event on:
ecsgbordeaux2023.fr/en/
ecsg2023@ffse.fr

 @ECSGBordeaux2023

 @EuropeanCompanySportGames



Co-funded by the
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Experts

42

International Experts



Provide us their comments and proposals for changes to the list of WAC criteria, definitions and regulations.



Conduct one or more international round of comments and video-conferences.



Examine and draw up a report containing the conclusion of the WAC pioneers analyse.



Professor Lynne Boddy - Professor of Physical Activity and Health

Physical Activity Exchange, Research Institute for Sport and Exercise Sciences, Liverpool John Moores University, UK

The Workplace Active Certification project provides a unique certification process to recognise and reward professional organisations who value and promote physical activity for their employees. It was a pleasure to contribute to the project as an academic expert, and work with a range of like-minded people towards this common goal. We know that physical activity has a multitude of health benefits, but also benefits for employers in terms of a more productive and happy workforce. This project will help recognise good practice in helping all employees to engage in physical activity, and monitoring the impact of the project will be key to helping us evolve and learn with our partner organisations across Europe.

Nikos Kerassovitis - President

Hellenic Organisation for Company Sport and Health, Greece

The WAC project is a unique, innovative programme that is sure to further motivate companies and employees to adopt a more active lifestyle. We are particularly pleased that as programme pioneers we have actively contributed to this project. We are confident that this certificate will be an additional incentive for companies to create or further develop active workplaces that will ultimately benefit both employees and employers.

Currently, WAC certificate assist employers understand WHAT they need to do to create an active workplace. In the future, WAC should also help and train them HOW they can create active workplaces and eventually get certified.



Dr Lee Graves - Reader in Physical Activity and Health

Physical Activity Exchange, Research Institute for Sport and Exercise Sciences, Liverpool John Moores University, UK



It was a pleasure to contribute to the Workplace Active Certification project as an academic expert. The project team, led by the European Federation for Company Sport, were professional and thorough in the development of this important certification. The evidence-informed certification criteria will guide organisations to improve the working conditions, health, and wellbeing of their employees. This is important because organisations can make lots of mistakes just proceeding with good intentions. Large-scale adoption and sustained implementation of interventions and policies that contribute to the certification criteria will help reach and impact employees and employers across Europe, bringing wide-ranging health, organisational and economic benefits. Ongoing evaluation of the project from the perspective of multiple stakeholders is vital to understand what works, and why, and how to maximise the impact of the Workplace Active Certification.

NAME	ORGANISATION	COUNTRY
Aron Campan Haidy	Veolia	France
Besseyre Didier	European Federation for Company Sport	France
Boddy Lynne	Liverpool John Moores University	United Kingdom
Borg Ryan	Maltese Parliament Secretariat for Sport, Youth and VOS	Malta
Camilleri Monica	Mater Dei Hospital	Malta
Collet Chantal	Ixelles	Belgium
Cvelbar Gorazd	Olympic Committee of Slovenia	Slovenia
Dalrymple Alister	Evaleo Association	France
Decrion Jérôme	Harmonie Mutuelle	France
De Dominics Stefano	Copenhagen University	Denmark
De Grauwe Guy	European Federation for Company Sport	Belgium
Delannoy Frederic	French Federation for Company Sport	France
Doité Rodolphe	Sport and Citizenship	Belgium
Douglas Nathan	French Federation for Company Sport	France
Dr Decelis Andrew	University of Malta Institute for Physical Education and Sport	Malta
Evans Adam	Copenhagen University	Denmark
Farpour-Lambert Nathalie	State of Geneva, Switzerland	Switzerland
Gatti Ariane	Federation of European Sporting Goods Industry	Belgium
Graves Lee	Liverpool John Moores University	United Kingdom
Gross Michael	Evaleo	Switzerland
Henderson Hannag	School of Sport and Exercise Science - University of Lincoln	United Kingdom

NAME	ORGANISATION	COUNTRY
Heuzé Gurvan	European Federation for Company Sport	France
Jappert George	Sport and Citizenship	France
Kapardelis George	Tourix	Greece
Kerassovitis Nikos	Hellenic Organisation	Greece
Lami Musa	European Federation for Company Sport	Germany
Leblanc Maxime	National Resource Center on Sport & Innovation, French Ministry of Sport	France
Lebleu Olivier	Mile Positioning Solutiojn	France
Messmer Gabriel	Evaleo Association	Switzerland
Nys Ken	Sport Vlaanderen	Belgium
Pero Jérôme	Federation of the European Sporting Goods Industry	Belgium
Ponsaert Wim	ING Belgium	Belgium
Sénéchal-Chevalier Cyrielle	Deloitte France Foundation	France
Skorc Natasa	Olympic Committee of Slovenia	Slovenia
Smerkar Enzo	Atlantic Grupa	Slovenia
Sodržnik Janez	Olympic Committee of Slovenia	Slovenia
Štajnar Polona	Sports Union of Slovenia	Slovenia
Thornton Jane	Western University Canada - Fowler Kennedy Sport Medicine Clinic	Canada
Ulmer Lisa	Regmatherm	France
Vandaele Frank	Artevelde University College Ghent	Belgium
Welsien Matias	Pleaz	Denmark
Ziazia Katerina	Chamber of Commerce and Industry of Korinthia	Greece

Pioneers

27

Pioneers

7

Countries



A group of 27 organisations representing "Workplaces" area have been selected to constitute an **"expert committee"** in the framework of the Pioneers' scheme as the major end users of the certification. They were in charge of experimenting, of testing, delivering feedbacks on the certification criteria and user experience.

Partners from the WAC project have identified and sent out a call for application to targeted workplaces that could be involved as pioneers. As part of the selection process, organisations were invited to answer, specifying their motivation and criteria, on:

- What is already implemented on a managerial level in the workplace (policy, HR, organisation, resources, external collaboration...);
- What activities are implemented within the workplace for employees (physical activity and sport programmes...);
- The vision around physical activity and well-being in general at the workplace, a summary of activities implemented in this field.

Among all applications received, 27 workplaces from 7 countries have been selected (France, Belgium, Austria, Malta, Slovenia, Greece, and Spain) following representative criteria: country, size, business area, legal form, experience and commitment to physical activity, gender equality. First meeting to present the pioneers phase objectives was conducted in December 2020. Then individual interviews with WAC partners were conducted before a second general meeting in June 2021.



OUR 27 PIONEERS

Companies	Countries	Business sector	Employees	Logo
Activ'up	FRANCE	Designing & Distributing workplace active furniture	4	
Afydad	SPAIN	Association	2	
Anaptyxiaki company	GREECE	Civil No profit organisation	7	
Athletics Malta	MALTA	Association	71	
Corinth Canal SA-AEDIK	GREECE	Public Sector-Maritime Services	80	
Designous	GREECE	Creative Agency	6	
Fereikos	GREECE	Food & Primary sector	4	
Generali	SLOVENIA	Insurance	1 350	
Harmonie Mutuelle	FRANCE	Health Insurance	4 881	
ING BANK	BELGIUM	Financial Sector	6 700	
Ixelles	BELGIUM	Public	1 500	
Jooks	FRANCE	Sport tech	13	
Malta Employees Sport Association	MALTA	Private & Public Sector	3 000	
Malta Industries Sport Association	MALTA	Private & Public Sector	3 000	

Companies	Countries	Line of Business	Employees	Logo
Mater Dei Hospital	MALTA	Health	7 000	
Ministère des Sports	FRANCE	Public administration	+500	
Regmatherm	FRANCE	Heating & air conditioning	26	
Roullier group	FRANCE	Agroindustry	8 500	
SIJ Group	SLOVENIA	Metallurgy industry	3 800	
SKB Bank	SLOVENIA	Banking sector	849	
SportCamp	GREECE	Sports Center	50	
Sport Union of Slovenia	SLOVENIA	Sport association	5	
Tourix	GREECE	Business Consulting	8	
Veolia	FRANCE	Environment	178 000	
Ville de Nancy	FRANCE	Municipal	1 900	
VSSÖ	AUSTRIA	Association	4	
WWWalk	FRANCE	PR/Media	3	

Certification process

DOCUMENTS

1

Introductory questionnaire

First online self-analysis of what already exists within their organisation and administrative elements.

2

Submission of the completed criteria on digital platform

After acceptance, consultation and study by auditors of the guidance. Providing evidence and answers in the form of uploaded documents, reports, etc.

3

External & internal evaluation

Audits to go deeply in criteria answers, a report containing the conclusions of the external evaluation and an examination by the certification commission in charge of the final decision with video conference interviews.

4

Certification

Valid for 3 years with annual updates on the progress and related evidence.

Certification process and regulations

Framework & Rules for credibility, impartiality and recognition of the certification

Certification Criteria

Key minimum requirement for certification
Reference for external evaluation by auditors

WAC Documents- Purpose and How to use

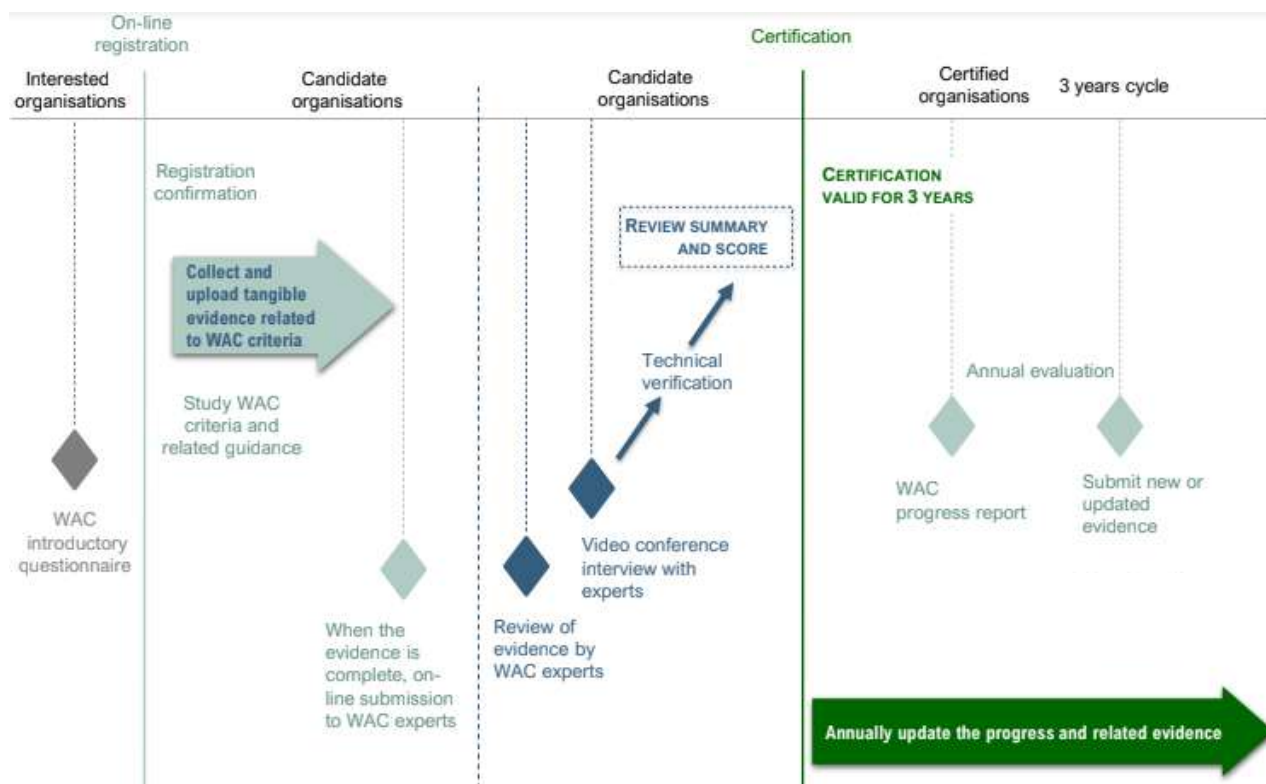
General Guidebook

Additional guidance through examples, good practices, case studies, explanations

Digital platform

Digital tool to facilitate the overall process

RESTROSPECTIVE PLAN

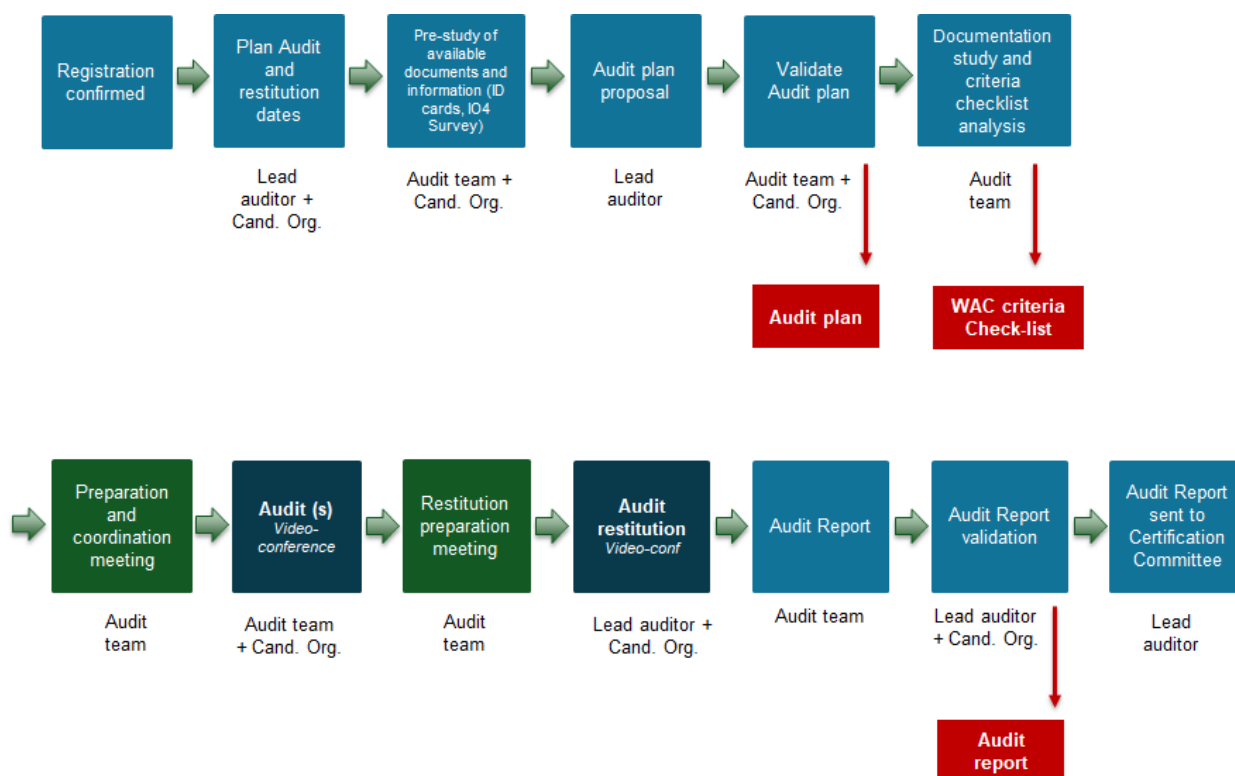


AUDITS PROCESS

The **audit and external evaluation process** is the most important part of the certification **credibility**. After an analysis of the criteria answers by the experts and the auditors, they organised the meeting with the national representative and the candidates.

Audits lasted at least 4 hours with the representative of management and different departments through the organisation and activities to promote physical activity and well-being involved around sport (HR, CSR, communication, trade unions...).

The experts delivered an audit report after the interview, to certify or to propose ways to have a better promotion of physical activities in their workplace.



REWARDS CEREMONY

In Brussels, WAC certified the first companies on the **25th October 2022**. We were proud to announce they have succeeded the "Workplace Active Certification" (WAC) process and audit.

During this ceremony, **Guy de Grauwe**, EU affairs advisor to the EFCS President and **Gurvan Heuzé**, Head of Cabinet EFCS President lead the round table about "Why creating a European certification for physical activity at work?".

Speakers were:

- **Floor van Houdt**, Head of Sport Unit - EU Commission – DG EAC
- **Lara Berlec**, Head of Communication - SKB Bank
- **Monica Camilleri**, Assistant Principal, Employee Health & Well-Being Mater Dei Hospital
- **Michael Gross**, Operations Director, Design and Development Team Manager - Evaleo

Corinth Canal, Designous, Generali Zavarovalnica D.D, Harmonie Mutuelle, Sport Union of Slovenia, Ixelles, Mater Dei Hospital, Roullier, SIJ, SKB, Sportcamp, Tourix and Veolia Europe have been awarded the WAC certificate!





Awarded organisations



-  Corinth Canal
-  Designous
-  Generali
-  Harmonie Mutuelle
-  Commune d'Ixelles
-  Mater dei Hospital
-  Group Roullier
-  Slovenian Steel Group
-  Sport Union of Slovenia - SIJ
-  SKB Banka d.d. Ljubljana
-  Sportcamp
-  Tourix
-  Veolia









Case studies & Testimonies

CASE STUDIES

Workplace Active Certification

ERASMUS+

Brussels

Experts

Certification

Pioneers

EFCS

Partner

WAC

Physical activity

Company sport

Audits

Workplace

Well-being

Grassroot sport

SIJ

SIJ Group is the largest Slovenian steel producer and one of the largest producers of stainless and special steels in Europe with leading market shares at niche steel markets. With around 3,800 employees, SIJ Group is one of the largest employers in Slovenia. Age average (in 2021) is 41,6 years, 322 workers have disabilities. Because of nature of steel work there are only 16,8% of women. Approximately 70% of employees work in production environment, which also means mainly physical work and no time to exercise while at work, so SIJ Group implemented different physical activity programs in their local communities that are available for employees and their family members, thus also giving a chance to spend quality social time with family or co-workers when being physically active.

Main measures promoting physical activity and supporting employees to be active during worktime or spare time:

- **Team of experts** within corporate communications and HR Department involving Happiness manager carry out regular structural research for assessment of the needs and aspirations of employees regarding physical activity and well-being
- SIJ Group offers **a variety of activities**, so all employees (and their family members) can take part in expert guided activities after work: *bowling, running, cycling, swimming, nordic walking, hiking, football* ... there is an activity for all ages, all fitness levels and all preferences of exercise – solo or in company, outdoor-indoor
- Being **sponsor of several sport clubs** as well as *Olympic Team Slovenia* enable the company to engage elite, well known, Slovenian athletes – even Olympic medallists, to take part of physical and other well-being activates, that significantly encourage and motivate employees to participate.
- **Seminars and workshops on healthy and active lifestyle** with elite athletes, Olympic medallists, members of sport clubs or Olympic team sponsored by SIJ Group production of street workout polygons donated to local communities across the country as well as *cycling pump* tracks constructed by slag, by-product in steel industry special programme for employees with disabilities (physical and mental) developed by experts for their working development and assess their physical activity needs systematically communication with employees by internal tools using successful communication methods.

“Due to the nature of our work, encouraging and engaging employees in sports and recreational activities as part of work is a greater challenge than in organizations where work takes place in office spaces. As many times before, we steel workers, have proven that with steely will and ingenuity we can enable our employees to participate in various forms of sports.”

Sara Wagner and Katja Mramor Krumpak, Corporate Communications, SIJ Group





ROULLIER

Sport is an integral part of Groupe Roullier DNA.

In **Groupe Roullier**, we have created **UFS - Univers de la Forme et du Sport**. Based at Group head office in Saint-Malo, it's a 3000 square meters building dedicated to sport and conviviality for our employees. Sport is not new in our Group, it's deeply rooted in our DNA, in fact the AS TIMAC sports association has a track record stretching back more than 40 years. It currently has around 600 members, all of whom are current and retired Group employees and their families. The UFS is also open to the world outside the Group, and welcomes in schools and associations from Saint-Malo when our own employees are not using the facilities.

"This allows us to offer our people more than 40 different activities. We also organise some 15 outdoor activities, including golf, riding and sailing. Activities like these can often be expensive, but we are able to offer them at affordable prices", continues the Director.

- **UFS facilities and activities for employees** such as the team sports with Futsal, Handball, Basketball and Volleyball. We've introduced an Active Wake Up session between 7 and 8 am in the new Cardio-Fitness studio: It's the best way to start the day in great shape!
- **UFS access for their family members**, we also launched a range of activities for children, including baby karate, zumbini, baby gym and fine arts.
- **Organise conferences** around the sport and health "Bougez c'est bon pour la santé"
- Participate to some **events** and programmes with diffusion of Roland Garros or **internal competitions** such as futsal Tournament, World Running Day...

"Sport is about pushing yourself further, and doing so with humility, discipline, passion and teamwork. Sport erases all differences in terms of age, gender, status, education and income. These are values that underpin our corporate culture."

Jennifer Braem, UFS Director at Groupe Roullier





IXELLES

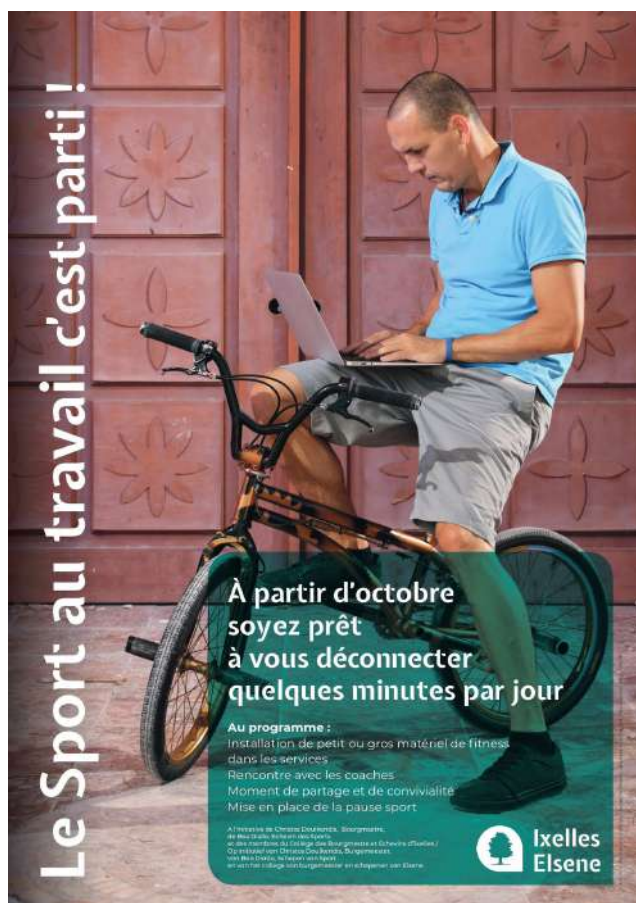
With its 1.500 agents and 850 teachers, the municipality of Ixelles - one of the 19 municipalities of Brussels (Belgium) - decided to implement a **4-axes programme** aiming at **supporting physical activity and wellbeing within the workplace**. The objective is to overcome the two major barriers appearing when it comes to the promotion of physical activity at work, i.e. the lack of time and the inappropriateness of the place. Those key pillars are:

- Encouraging **short breaks** to practice stretching exercises;
- Organizing **regular sport activities** such as running, pilate or walking;
- Giving free access to **equipment** like rowers;
- Developing courses with certified coaches who accompany the workers to fulfil their objectives.

Those initiatives facilitate the access to the practice. They allow to integrate physical activity in the daily life and create new habits among the workers. They aimed at **breaking hierarchical, departmental, gender and age barriers**. During Covid-19, they played a crucial role in creating social link and a sense of belonging within the community of Ixelles municipality.

“Sport is important because practicing sport helps feeling better. And feeling better means working better.”

Chantal Collet, Director of Education, Culture and Sport of Ixelles municipality





GROUPE FOULLIER

October 2022 - Brussels

TESTIMONIES

Corinth Canal, Greece

Theodora Filandra, Public Relations & Media
Management - Dignitary & Diplomatic Liaison, Physical
Activity Executive



"Our company Corinth Canal SA-AEDIK had the privilege to have the Corinthian Chamber of Commerce as partner on the certification, and since we have been members for a long time as one of the oldest companies in the area, and had participated in various World - *champions in the discipline of football 6x6* -, European and National sports events, it was inevitable not to participate in the project.

We believe that this certification is an important milestone and as pioneers, we can **inspire other companies** to follow our example in order to create a balanced working environment with healthy and active employees, who enjoy being in sports groups and create a new form of communication, collaboration, live a full and healthy life. It is obvious that sedentary way of working creates issues in the physical body with effects on the psychology.

We believe that by **giving the opportunity to people to become more active** they can benefit wellness and health wise, work stress is reduced and that results in better performance, better mood and helps people to be more creative and active. In the future, we aspire to motivate more colleagues to participate in sports disciplines and provide them more opportunities to become physically active and help create a mentality change and awareness with regard to the benefits of physical activity."





Mater Dei Hospital, Malta

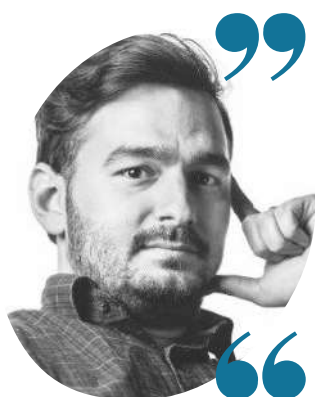
Monica Camilieri, Assistant Principal, Employee Health & Well-Being

"The creation of a supporting environment for wellness and invest in the health and well-being of our staff were the main reasons why the Employee Health & Well-being Unit was set up 11 years ago at Mater Dei Hospital.

Engaging in the WAC certification was an opportunity to **increase our networks** and **further promote our mission**.

The WAC Evaluation criteria was set up to provide a common framework between all the participating countries. This provided a structured decision-making process.

This certification will acknowledge our organisation's commitment and enthusiasm towards the organisation of physical activity at the place of work and improve the physical and mental well-being of our staff."



Tourix, Greece

George Kapardelis, Coordinator of finance and Marketing Department

"When we discovered the **Workplace Active Certification** programme, we were immediately intrigued to join, since physical activity and general well-being of our people is of high importance in our forward-thinking organisation.

WAC helped us establish a well-written manual, while bringing us in a position to deeply **understand how to structure solid internal processes**. Before joining WAC, we were offering several benefits to our team, without a valid methodology.

However, the programme helped us to **create tools** at all levels, from identification to implementation and measurement.

We would like to thank both the WAC administration team as well as our local co-ordinator Korinthia Chamber of Commerce for the great support and guidance, and we strongly recommend any modern workplace with a people-first philosophy to become part of the project."



Veolia Europe, France

Haïdy Aron-Campan, Quality of Life at Work
Project Manager

"For Veolia, participating in WAC certification was a willingness and a necessity. It was the occasion to draw the assessment of 20 years of company sport commitment. WAC and the 3 collaboration years with EFCS have allowed us to progress and structure our work methodology and our approach. We have been able to measure and weight the work during all these years. WAC is also a recognition, a valorisation, and a thanks to the Veolia sport association (AVS) to these honoured members and founders, as PDG M Antoine Frérot and his directive team Jean-Marc Dupuis and Haïdy Aron-Campan for their initiative of company sport implementation and their daily support of physical activities, preventive and sport. Special thanks to the human direction and prevention health security service who have enabled and supported our engagement, Isabelle Calvez, Frédéric Goetz and Nuno Peirico. It's an acknowledgement for all our intern and external parts, our relay countries, contributors and actors locally and on our operational sites,... at each level in the organisation. Finally, WAC is a pride of an efficient and recognized process by our managers and our collaborators. The Award certificate ceremony in Brussels, well-thought and organised, in a symbolic city, was a great Veolia pride collective moment. Thanks to EU, EFCS federation and WAC Team. Congratulations to all the rewarded companies."

Evaluation Figures

KEY DATA

Countries reached

- 10 partners inside the consortium
- 27 pioneers coming from 7 countries
- 42 experts coming from 11 countries

WAC Events

- WAC conference in November 2021 (150 participants)
- WAC awards ceremony in October 2022 (47 participants)
- 2 Websites available

Among the Consortium

- 10 steering Committees among 5 physical ones

WAC certification

- 40 criteria
- 13 WAC awarded organizations
- 5 auditors

*In light of all these elements, and despite some deviations to original plan, mainly due to the pandemic – decreased number of physical partners meeting, redefinition of the IOs, postponed events, withdrawal of companies, **WAC project has been a success.***

INTELLECTUAL OUTPUT (IO) AND DELIVERABLES

IO1 - IO3: State of play

The first IOs were developed to provide an overview of several aspects of the state of play in Active-healthy workplaces. The IOs consisted of several elements including:

- A review, analysis and benchmark of existing certifications/labels/recognitions schemes;
- A collection and analysis of good practices, success stories, innovative programmes and solutions, recommendations;
- Identifying the leverage points that will have the most positive impacts.

IO4 - IO7: Preparation phase of the application

These IOs were focused on the first phase of the certification process with the introductory question. During these IOs, partners studied existing approaches and discussed with pioneers to create targeted questions. Moreover, these IOs determined the terms and conditions for pioneers' participation.

IO8-IO11: Certification

This stage determined the rules of the certificate and the WAC criteria. Different groups took part in this creation to draft a complementary document.

IO12 - IO13: Application

After the introductory questionnaire, the partners collected initial data about WAC applicants and developed an online self-assessment tool that allows WAC certification users to enter their responses to the criteria and submit evidence.

IO14: General Guidebook for participants

The general guidebook was created to modelize and lay out all information to WAC applicants.

IO15 - IO20: Communication and dissemination

The WAC conferences permitted the communication of the project as the conference report WAC 2021 or the Award ceremony in 2022 and videos. Moreover, the partners created some tools on a different form as videos, a guidebook, a flyer, pedagogical notes, communication toolkit...



DEAR PARTICIPATING ORGANISATIONS,

Next Steps

The WAC project has now made it possible to set up a **solid certification available to all organizations (public or private, small or large)**, with a wide network of ambassadors throughout Europe to support the promotion of physical activity at the workplace.

This certification will continue in the future and we hope to have many new WAC certified organisations.

In order to perpetuate the WAC legacy and to strengthen it to better support companies, the WAC partners have launched a **new project, supported by the European Commission, called "Move at Work" (M@W)**. In the continuity of the WAC project, M@W, led by EFCS will provide content and data to all workplaces, by accompanying companies which are already certified and would like to further develop their activities, by training sport leaders, companies' managers to the implementation of physical activity within the workplace, by convincing public authorities' leaders to support company sport implementation. The M@W will start in January 2023.

CONSORTIUM OF PARTNERS



Move@Work (M@W) intends to contribute to European effort to raise awareness of the importance of HEPA at the workplace and fight against sedentary lifestyles that worsened during the COVID pandemic (e.g. teleworking).

Following the results of a previous project, WAC, aiming to create **EU certification for workplaces implementing PA** for their employees, several conclusions:

- Strong interest from companies participating and other stakeholders for the certification and company sport in general
- Need to go further than only certifying a company: *I am certified but after what happen, how can I progress?*
- Lack of evaluation/self-assessment to measure results and outcomes of implementing PA for companies: *I implement sport for my employees but what are objectives/criteria/outcome/results?*

Whereas there is a consensus from employers and employees around the interest for PA at work, **only 13% of employees practice a regular physical activity**. Lack of time, tools, information and interest are major breaks highlighted but throughout M@W activities we will intend to:

1. Consolidate, clarify constraints, breaks and needs based on end-users analysis;
2. Create tools for support, popularization, education;
3. Promote and communicate to private and public decisions makers a support in their approach to integrating PA into their policy 'business'.

Major M@W production will be an **online platform and a digital educational programme (MOOC)** to educate, train, and democratise the implementation of company sport. Among other deliverables, there will be focus groups reports, white book, toolkits, PA evaluation tools.

We will also organise conference events (e.g in Bordeaux, dedicated to a consensus statement around company sport). Around sustainability of the project, there will be the creation of a network of active supporters, symbol of our cross sectorial approach represented by MAW partners' diversity.



THANKS TO





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