



The economic cost of physical inactivity in Europe
 An ISCA / Cebr report
 June 2015

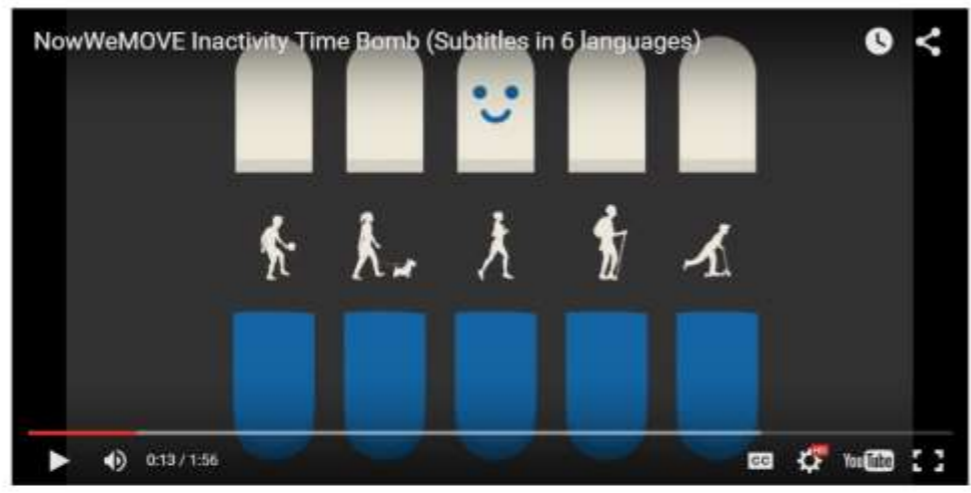
The Problem: Europe's not moving



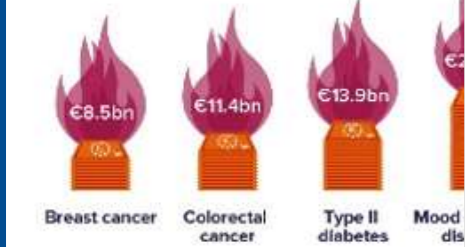
There is a high cost to doing nothing

INACTIVITY TIME BOMB | REPORT | INFOGRAPHIC | ENDORSEMENTS | #INACTIVITYTIMEBOMB | TAKE ACTION | PRESS

The 80 bn euro cost of physical inactivity in Europe is equivalent to what the entire world spends on cancer drugs each year!



Lack of exercise contributes to diseases that cost Europe 80 billion Euros every year



Total: €80.4bn

A quarter of European adults are insufficiently active, six focus countries in Europe, 2010



Follow #InactivityTimeBomb

ISCA meets @MagnusScheving Sportacus at Creative Business Cup #lazytown



4 in 5 adolescents in Europe are not active enough

Adolescents are recommended to exercise for 60 mins per day at a moderate to vigorous level of intensity

Physical inactivity kills, we're sitting on a ticking time bomb

500,000 people die in Europe every year by not moving enough:



The Economic Cost of Physical Inactivity

The inactivity 'Time Bomb'



MOVING PEOPLE

Mogens Kirkeby, President

Disclaimer 1:

- 2007 – → President of ISCA – International Sport & Culture Association
- 2007 – → Member of the EU Platform for Action on Diet, Physical Activity and Health (DG SANTE)
- 2010 – → Member of the EPAS Consultative Committee /Council of Europe
- 2013 – → Board member of Danish Sport for All Association, DGI
- 2014 – → Board member of Danish Outdoor Council

Master of Sport Science, Sport participation, Organisational Development, Sport philosophy
Exam art. International politics, Economics. Public administration Copenhagen University

Age : 54

BMI : 25,3

Exercise targets: Running 5K (Age/ 2 = minutes). Cycling (wheels down – head up).

Medias: LinkedIn, Facebook, Twitter: @MogensKirkeby.Instagram: @mogenskirkeby



MOVING PEOPLE

Mogens Kirkeby, President

Disclaimer 2:

We are into MOVING PEOPLE !

It is a HUMAN RIGHT TO MOVE !

Two angles of attack:

Advocacy towards influencers from dominating sectors (external focus)

Developing and sharing practical and operational solutions (internal focus)

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Enable citizens to practice their HUMAN RIGHT TO MOVE

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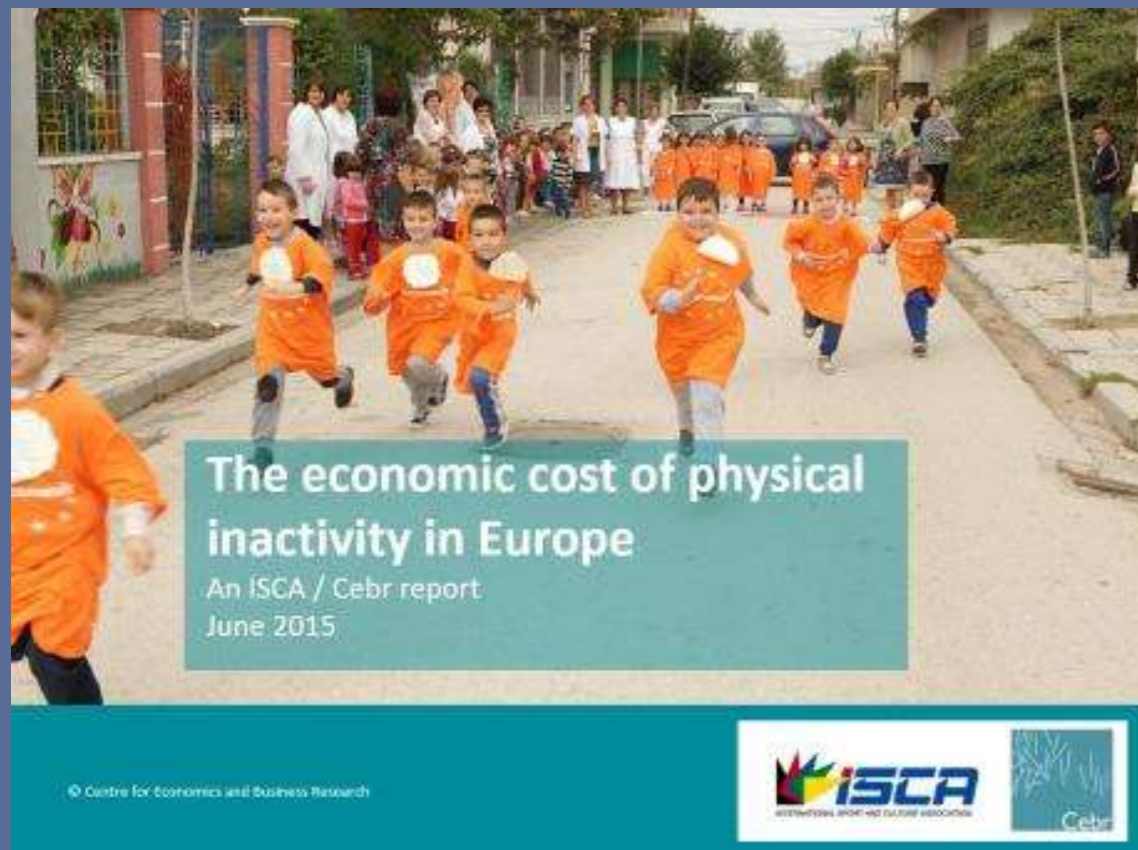
Advocacy towards influencers from dominating sectors (external focus)

Developing and sharing practical and operational solutions (internal focus)



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We commissioned a report from Centre for Economics and Business Research, London, UK.

Question: What are the economic costs of inactivity in European Union?



Advocacy

Advocacy is an activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions. Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research or conducting exit poll or the filing of an amicus brief.



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Lobbying is a form of advocacy where a direct approach is made to legislators on an issue which plays a significant role in modern politics.

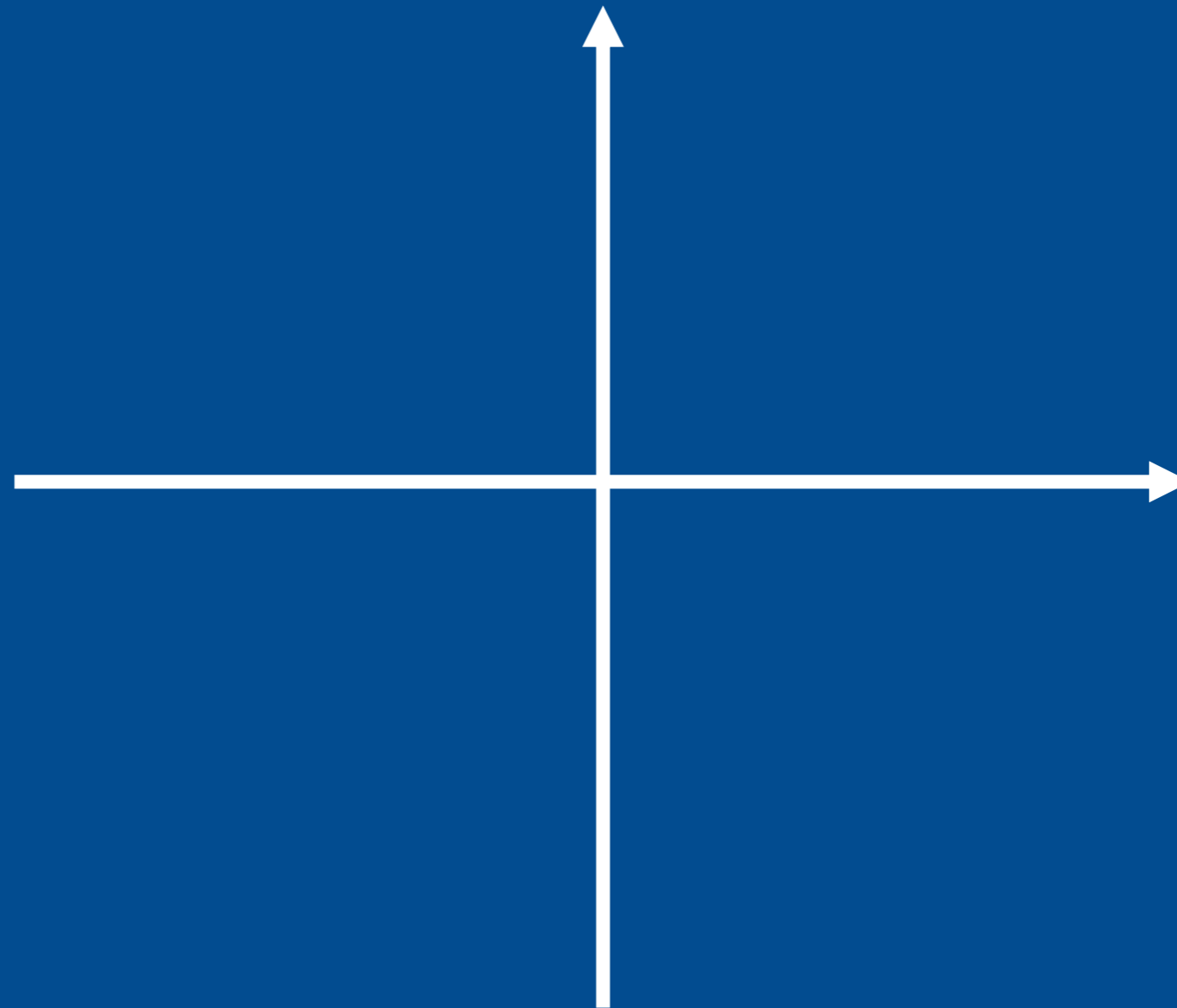


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Advocacy

Influence

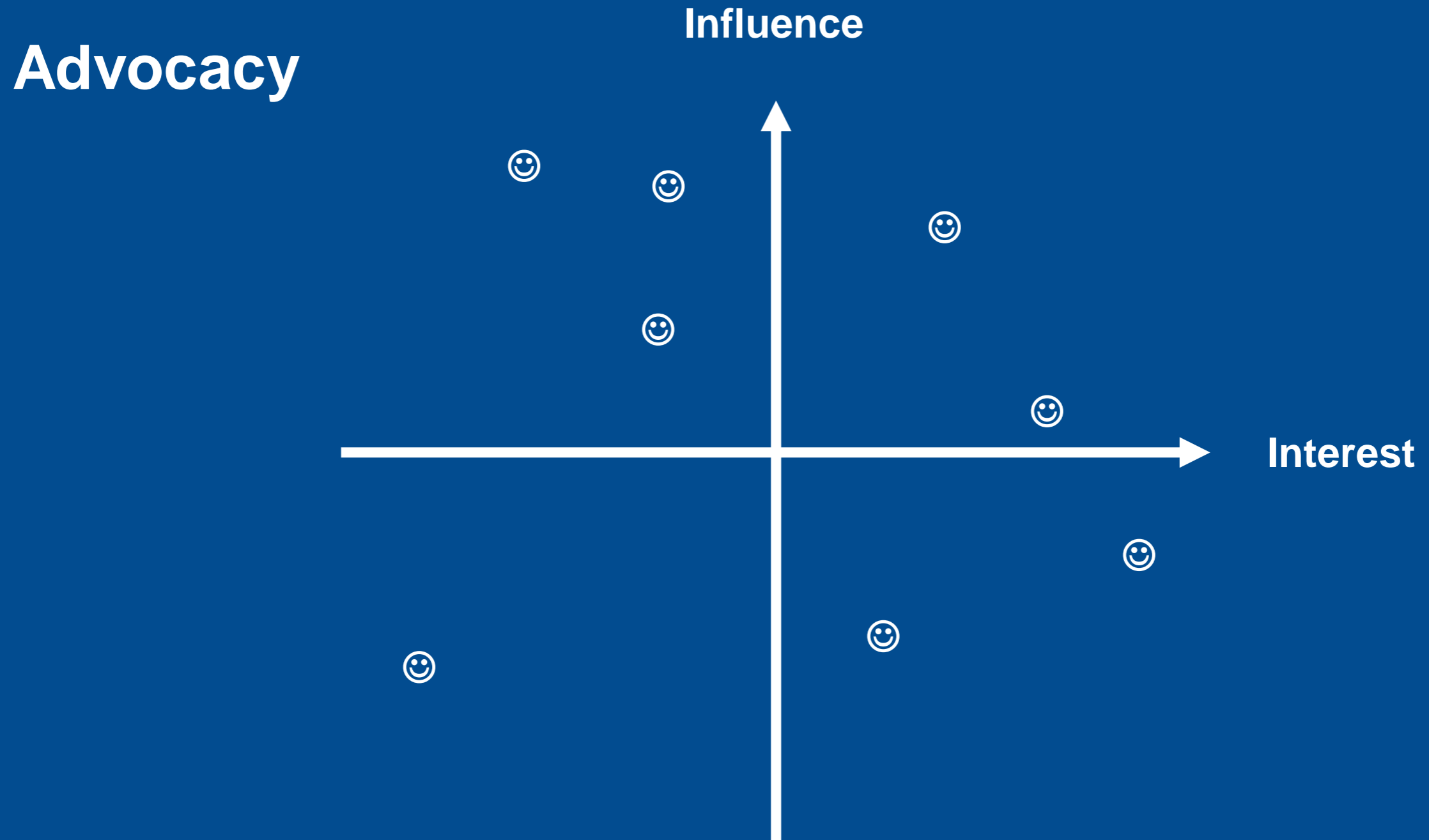


Interest

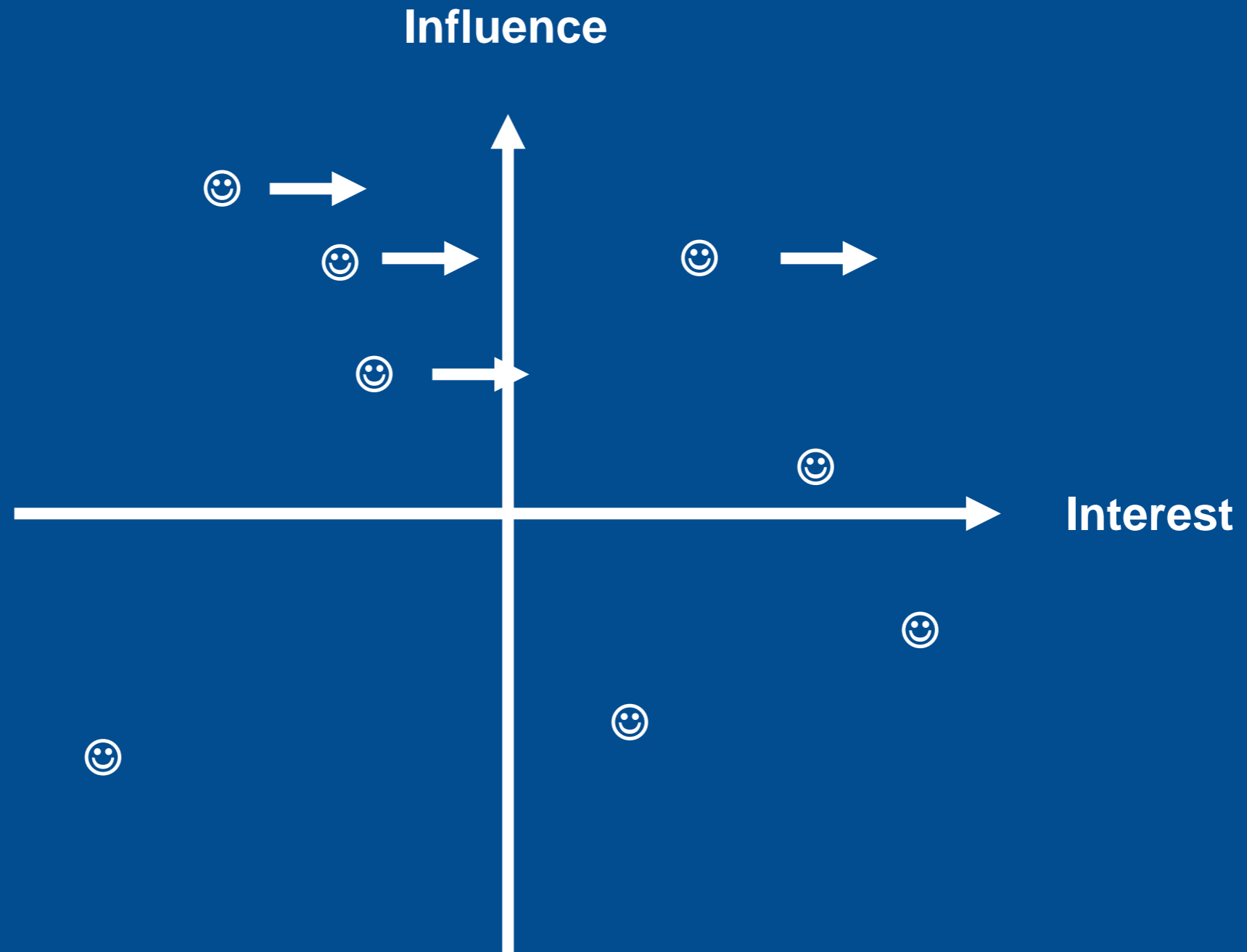


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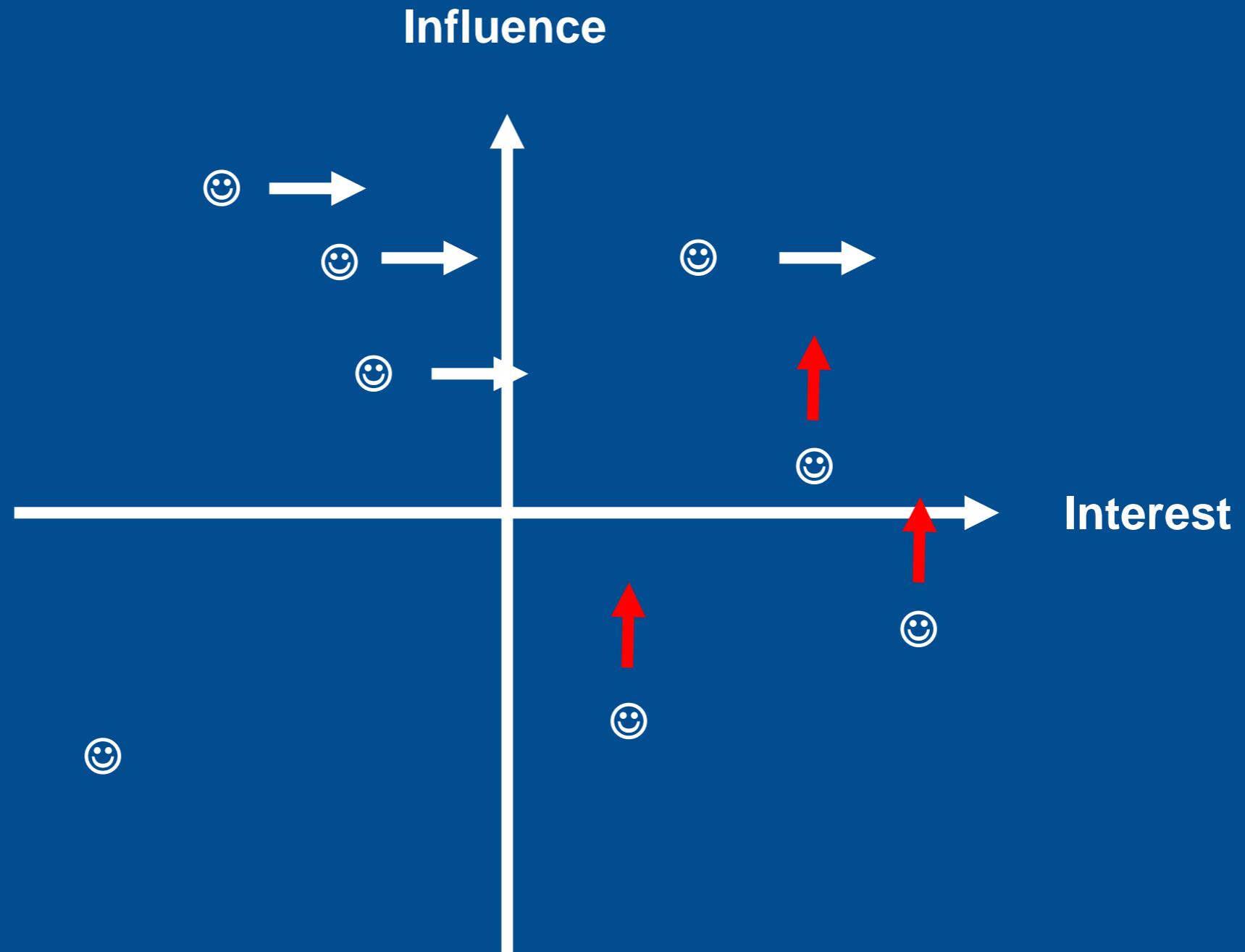
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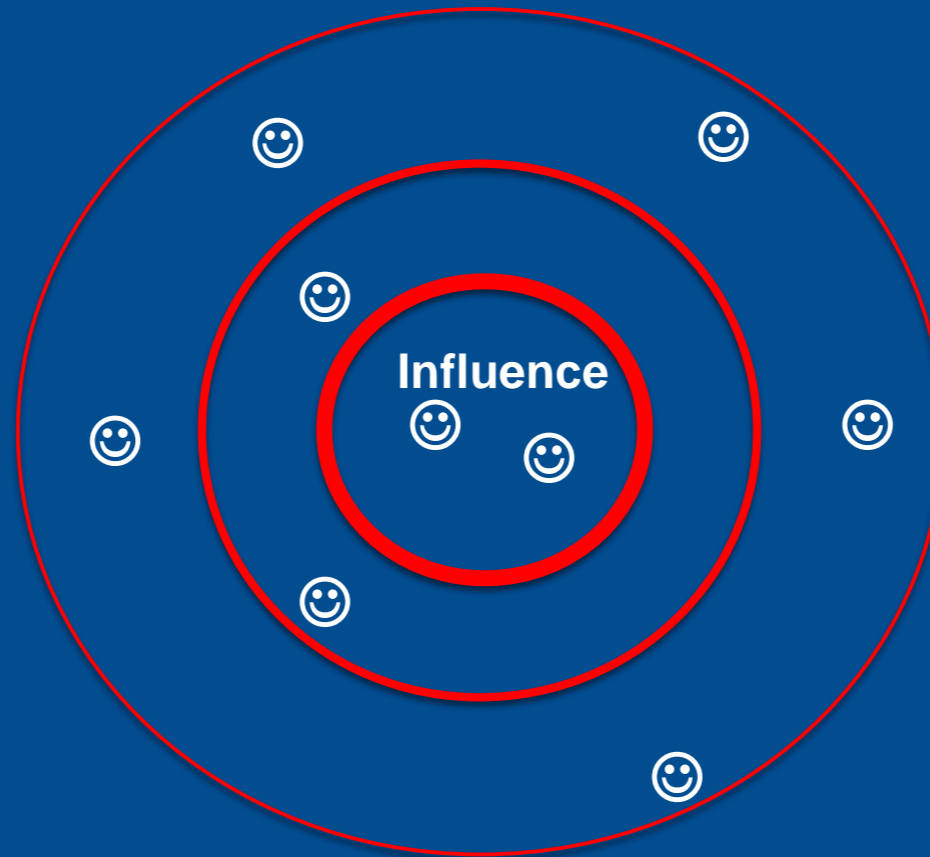
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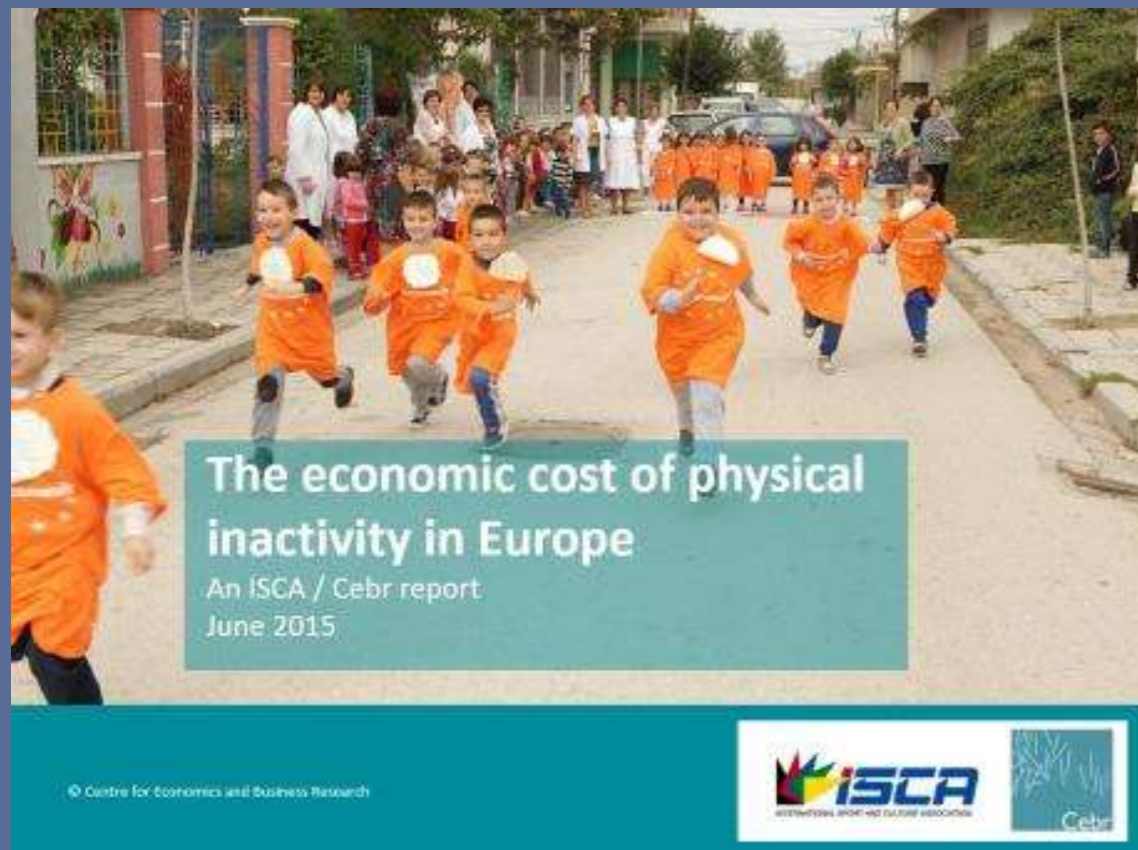
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Advocacy



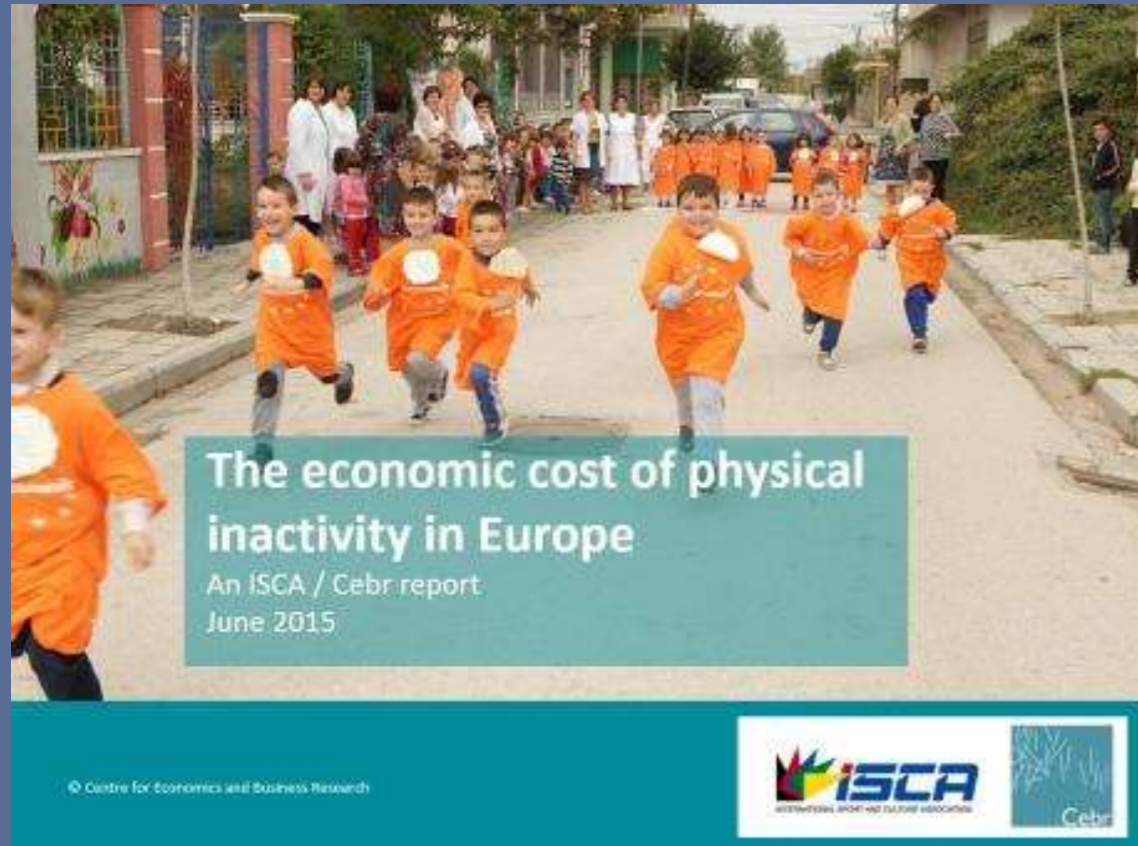
Identify influencers, decide on message and find ways to communicate it to influencers OR people who can communicate your message to the influencers!



Making the case through the economic perspective...

and an ethical and moral perspective!!





*Making the case through the economic perspective...
 and an ethical and moral perspective!!*





CONTENT



SUPPORTERS



AMPLIFICATION



Are we MOVING PEOPLE ?



We have enough evidence. We have enough knowledge. What we need is action!

KEY MILESTONES IN PHYSICAL ACTIVITY AND GLOBAL HEALTH

1996
Physical Activity and Health
US DEPARTMENT OF HEALTH AND HUMAN SERVICES
A REPORT OF THE SURGEON GENERAL
Division for Chronic Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
The Surgeon's General's Report on Physical Activity and Health

2004
GLOBAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH

2006-8
INTERVENTIONS FOR DIET AND PHYSICAL ACTIVITY: WHAT WORKS
SUMMARY REPORT
INCREASING LEVELS OF PHYSICAL ACTIVITY
A NEW VISION FOR HEALTH AND WELL-BEING

2010
GLOBAL RECOMMENDATIONS ON PHYSICAL ACTIVITY FOR HEALTH
World Health Organization

2011
General Assembly
Resolution 66/27
Physical activity and health

2013
GLOBAL ACTION PLAN FOR THE PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES 2013-2020

2013
A NEW VISION FOR HEALTH AND WELL-BEING

2015
UNITED NATIONS SUSTAINABLE DEVELOPMENT SUMMIT 2015
25-27 SEPTEMBER
Global PA Action Plan
Global PA Tool Kit
Global PA Movement

2017/8
Global PA Action Plan
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Physical Activity Guidelines for Adults
World Health Organization

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Thank you !