

MOVING THE WORLD TOWARDS AN ACTIVE FUTURE

2025

AN IMPACT REPORT BY

The World Federation of the
Sporting Goods Industry





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Opening Notes

Empowering The World To Move More

Physical inactivity is one of the most urgent threats to global health, with over 1.8 billion inactive adults and a generation of youth at historically low activity levels. This crisis presents a significant challenge, but also a unique opportunity for the sporting goods industry to lead the solution.

At the World Federation of the Sporting Goods Industry (WFSGI), we recognise the transformative power of sport and physical activity to change lives. Sport unites billions, crossing social, economic, and cultural divides, while physical activity delivers key benefits for both health and economic prosperity. Yet, the rise in inactivity, particularly among youth, threatens these benefits. That’s why we’ve focused on addressing this crisis and seizing the opportunity for innovation within our industry.

Through individual and collective action, WFSGI and its members have led the charge. In 2023, we signed a historic memorandum of understanding with the World Health Organisation, the first of its kind with a business association focused on grassroots sport and physical activity. Then, in



2024, 48 companies and federations signed the Joint Statement on Physical Activity, urging both public and private sectors to work together for a healthier society.

We are proud to now launch our inaugural Physical Activity Impact Report, showcasing our members’ efforts to tackle inactivity. By sharing best practices and tracking progress, this report encourages continued innovation and commitment to making physical activity a central part of society's future.

This report underscores the sporting goods industry’s role as not only an advocate but as an active solution provider. I want to thank our Physical Activity Committee and WFSGI Head of Physical Activity Caroline Brooks for bringing this report to life. Their work drives unified impact to empower more people to be physically active.

The work being done by our members showcased in this report is significant, but more must be done, and we cannot tackle inactivity alone. I hope this report inspires deeper collaboration between the public and private sectors and sparks a call to action for our industry to do even more. Together, we can address this critical challenge and demonstrate the power of our industry to fuel real change.

Emma Zwiebler

CEO, WFSGI



Movement Is In Our DNA

Our family has had a long association with the World Federation of the Sporting Goods Industry. My father, Stephen Rubin, served as Chair of the WFSGI from 1995 to 2001, and under his leadership, the organisation made significant progress in improving social governance across our industry. In 1997, we worked with FIFA and the International Labour Organisation to eliminate child labour in the manufacturing of footballs in Pakistan and India. This demonstrated the impact that the global sporting goods industry could have by working together.

When I was elected Chair of the WFSGI in 2022, we set about developing a strategy with our Board which was later endorsed by our members. Physical Activity was clearly the top priority for the industry. Getting people moving is crucial not only for the health of our industry but, more importantly, for the health of the world. In this report, you'll find concerning figures from the World Health Organisation (WHO) and other sources highlighting the rising levels of physical inactivity. If we are to change the trajectory of this impending crisis, we need systemic transformation, and we at the WFSGI are committed to leading the charge in this response. Why? Because movement is in our DNA. Every

day, hundreds of thousands of people across the sporting goods industry work to create products, services and campaigns that inspire and support billions of people to move more.

While this report couldn’t include every company’s example, the stories you'll read vividly demonstrate the powerful impact physical activity can have on people's lives. One example close to my heart is our own Speedo Swim United initiative, which not only helps kids to learn to swim but also teaches them a vital lifesaving skill. From promoting mindfulness walks and running to improve mental health, to offering coaching camps and playbooks for underserved communities, this inaugural WFSGI Physical Activity Impact Report highlights our industry’s commitment and capabilities in supporting the world to move more.

We know we can do more, and we will. However, we also recognise that working alone won't create the greatest impact for people that need support the most. We must connect the dots between the private and public sectors for the benefit of all.

Thank you for taking the time to explore our report. I hope it inspires ideas and actions that will help you, your community or your company to successfully incorporate more activity into all of our lives.

Andy Rubin

CHAIR OF THE BOARD, WFSGI



INTRODUCTION

Sparking Transformation Through Movement



The world has an incredible opportunity to embrace the power of movement. Nearly **one-third (31%) of adults worldwide did not meet the recommended physical activity levels in 2022**¹ — totalling 1.8 billion people and projected to rise to nearly **3 billion people by 2030**². These figures highlight a clear need for action and present a chance for us to make a transformative change.

The numbers for children also show a clear path forward: **81% of adolescents aged between 11 and 17 are physically inactive**, with girls at higher risk than boys (85% vs. 78%)³.

This really matters because regular physical activity doesn't just support fitness; **it enhances quality of life, boosts mental health, and reduces the risk of serious health conditions.** Physical inactivity is a major contributor to non-communicable diseases (NCDs), responsible for 75% of all deaths worldwide⁴. On the flip side, active individuals face a 20-30% lower risk of premature death compared to those who are inactive⁵. Regular physical activity reduces the risk of various cancers by up to 28%, depression and dementia by 28-32%. It's estimated that **4-5 million deaths could be prevented each year** if the world population became more active⁶.

Active modes of transport, such as walking and cycling, don't just benefit individual health but also **protect the planet:** A 2015 study suggests that increasing cycling and e-bike use to 11% of urban travel by 2030 could cut urban transport CO₂ emissions by 7%; a 14% share by 2050 could reduce emissions by nearly 11%⁷. **Movement holds the key to a better future.**

This is where **the sporting goods industry plays a crucial role.** By enabling movement and inspiring active lifestyles, we have the unique ability to drive positive change on a global scale. What's good for the industry — fostering a world of more active people — is ultimately what's best for society at large.

To make real, meaningful impact, we need to look beyond those who are already active and **reach those who feel discouraged or excluded from movement.** This means:

Making Movement Accessible And Inviting

Many individuals face mental and emotional hurdles when starting their fitness journeys. We are dedicated to creating an inclusive environment where people of all fitness levels feel seen, empowered and confident to take those first steps.

Removing Barriers To Entry

Many individuals who are inactive are not lacking interest in physical activity; instead, their limited engagement is often due to physical, socioeconomic or cultural barriers. Our members are actively addressing these challenges through community programmes and product innovations, creating inclusive solutions that make movement more accessible for everyone.

We're excited to share the progress we've made so far and hope it inspires you to join us in creating a world where movement is accessible to everyone. Together, we can drive lasting change — for individuals, communities and the planet.

Our Ambition

OUR VISION:

We envision a world where everyone has an opportunity to be physically active.

By inspiring more people to move, we help build healthier communities and a better, more resilient world.

OUR MISSION:

To tackle the rising levels of physical inactivity globally, our mission is to drive unified and systemic impact, to empower people to be more active.

Our 2025 Physical Activity Strategic Framework is built on three pillars (see right) so we can create change at multiple levels — across the sports and health sector, in collaboration with other industries, and at an international, intergovernmental level.

OUR THREE PILLARS:

01

Align For Impact

We are committed to ensuring safe and inclusive access and experiences for all. We do this by aligning as an industry and by tracking and transparently showcasing the impact we’ve made through **corporate engagement, investment in physical activity, and inspirational storytelling** — starting with this Impact Report.

This pillar is divided into **four key impact areas**, which highlight the important activities our members are undertaking individually to encourage more movement around the world. These areas represent the bulk of our combined efforts and form the **focus of this report**.

- ▶ **Campaigns That Move** (p. 8)
Impactful brand and marketing campaigns aimed at sparking a passion for movement.
- ▶ **Energising Communities** (p. 14)
Partnerships with grassroots organisations to directly engage with communities that need it most.
- ▶ **Healthy Workplaces** (p. 22)
Initiatives and programmes to embed movement into the workday.
- ▶ **Innovating For Impact** (p. 27)
Innovative products designed to break down barriers and make movement more accessible.

02

Promote Physical Activity

We amplify our efforts through strong **calls to action**, partnering with other industries and system partners to drive meaningful change. By leveraging **global platforms** like the WHO, WEF, and OECD, forming **strategic media partnerships** and engaging in dialogue with **other industries and federations**, we unite our voice, expand our reach and inspire collective action for a healthier society.

03

Fuel Change

We engage **policymakers and international organisations** to prioritise physical activity as a key societal intervention. Through dialogue with institutions such as WHO, UNICEF, UNESCO, OECD, and the IOC, we actively work to make physical activity a **public health priority**.

We push for its greater inclusion in policymaking, its use to address societal challenges, and increased investment to ensure **long-term impact**.

Moving In Numbers

We’re not moving in isolation.
We’re moving together –
united by our shared mission
to elevate physical activity
levels worldwide.

26 COMPANIES

332,000+ EMPLOYEES

are working towards our shared mission

In 2024...*

95%

of companies organised at least **one event or community programme** aimed at promoting physical activity for **one or more groups at risk of physical inactivity**.**

90%

of companies had a **workforce health programme** in place for their staff to encourage physical activity.

86%

of companies had at least one **partnership with a non-profit organisation** promoting physical activity.

86%

of companies developed at least one **product** specifically designed to **address a common barrier** to physical activity.

71%

of companies launched at least one **campaign** to promote the importance of physical activity.

* 21 out of 26 participating companies contributed quantitative data. Percentages reflect only these respondents.

** For the purposes of this report, at-risk audiences refers to women and/or girls, children and young people (up to age 24), people living with disabilities, people from marginalised communities (socioeconomically disadvantaged groups, racial and ethnic minorities, refugees) and older adults (ages 65+).



OUR IMPACT

CAMPAIGNS THAT MOVE

We've entered a new era of representation in sports.

Interest and eagerness for more diverse portrayals of movement are surging — from the rise of women's sports, to celebrating diverse abilities, and welcoming more people into physical activities, regardless of their background.



However, this rise in popularity hasn't quite hit the mark in creating the real-world impact we in the sporting goods industry are aiming for. This is partly because **many people leading sedentary lifestyles still view sport and physical activity as something reserved for dedicated athletes or fitness enthusiasts**, rather than a cathartic experience accessible to everyone, no matter your fitness level.

Recognising these mental and emotional barriers, our members have created campaigns that speak directly to people's real-life struggles with movement. Grounded in genuine human insight, these campaigns share stories that celebrate body positivity and embrace people from all backgrounds, challenging the traditional idea of who physical activity is for.

80% of our members who ran physical activity campaigns targeted key audiences at risk for inactivity — showing strong awareness and a clear commitment to focus efforts where the greatest impact can and should be made.

In this section, you'll explore how our brands have addressed these challenges, with examples from New Balance, PUMA, ASICS, and Decathlon among others. Whether it's redefining running for everyday people or encouraging desk-bound employees to take short movement breaks, these campaigns are changing the way the public sees physical activity.

They show that you don't have to be an athlete to move — you just need the courage to start.

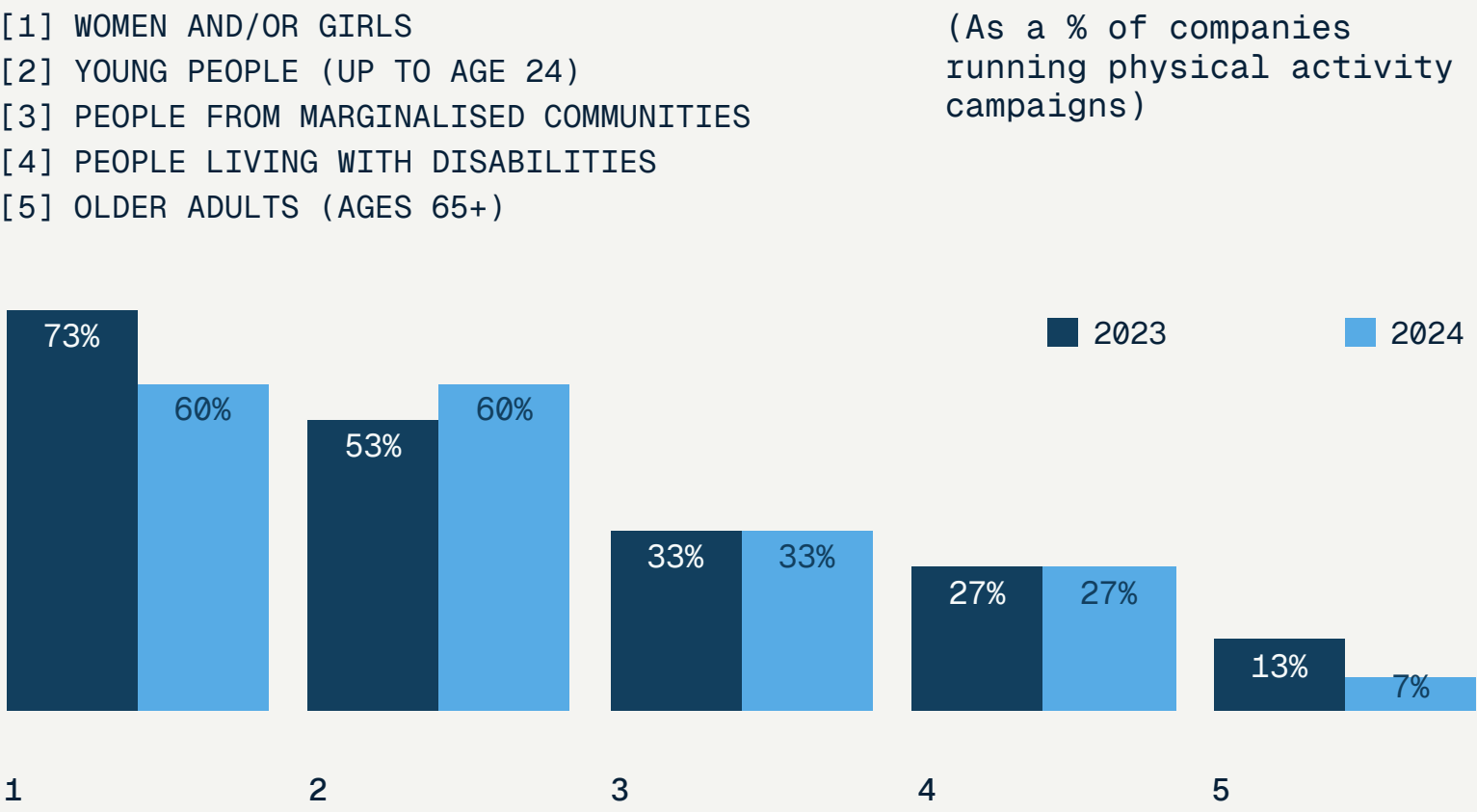
71%

OF COMPANIES LAUNCHED AT LEAST ONE **CAMPAIGN** TO PROMOTE THE IMPORTANCE OF PHYSICAL ACTIVITY [2023, 2024]

80%

OF THOSE COMPANIES TARGETED ONE OR MORE KEY AUDIENCES AT RISK FOR PHYSICAL INACTIVITY [2023, 2024]

Audiences targeted through campaigns





Project Dates: 2024

"Seeing this reminded me how important it is for my body and mind to get out and about – to go for a walk, mooch around Tesco or hit the gym."

— LinkedIn user, in response to the campaign

CASE STUDY #1

ASICS: Desk Break

Insight

The world is becoming increasingly sedentary, and research shows that the **hours spent working at desks are affecting our mental health**. ASICS' 2024 Global State of Mind study, which surveyed 26,000 participants, found a clear link between sedentary behaviour and mental wellbeing, with scores dropping as inactivity increased. **After just four hours of continuous desk time, workers' stress levels rose by 18%⁸.**

Approach

Launched in 2024, Desk Break is a global communications initiative designed to **encourage office workers to take a daily 15-minute movement break**, supported by strong scientific evidence from ASICS' research in collaboration with Dr. Brendon Stubbs of King's College London.

The campaign featured a **viral Public Service Announcement starring actor Brian Cox** as the world's scariest boss. In the one-minute film, Cox highlighted **the silent threat to our mental health: the desk we sit at every day**. The film concluded with ASICS inviting people to take a desk break during the workday and participate in the month-long Desk Break challenge on its Runkeeper app.

The campaign also led ASICS to create workplace policy guides and even revise its own employee contracts to officially recognise **the 15-minute movement break as a workplace right**.

Impact

- The Desk Break PSA generated over 50 million views globally.
- It led to over one million documented desk breaks in October 2024 alone.
- With over 1,400 articles published, the campaign sparked global media coverage.



Project Dates: 2021-2024

"We were incredibly proud of this adventure, so we put a lot of passion and energy into activating the partnership. We stayed true to our strong convictions, letting our values shine through — values that sport is a life changer bringing people together."

— Virginie Sainte-Rose (Head of Decathlon x Paris 2024 Partnership)



CASE STUDY #2

Decathlon: Paris 2024

Insight

More than half of the world's population — that's five *billion* people — followed the Paris 2024 Summer Olympics, setting a new record, according to independent research carried out for the International Olympic Committee (IOC)⁹.

Such reach comes with a responsibility — to inspire enthusiasm for sport and physical activity. France has been deeply affected by the physical inactivity crisis, so it's only fitting that this historic sporting event be used to encourage movement across the country.

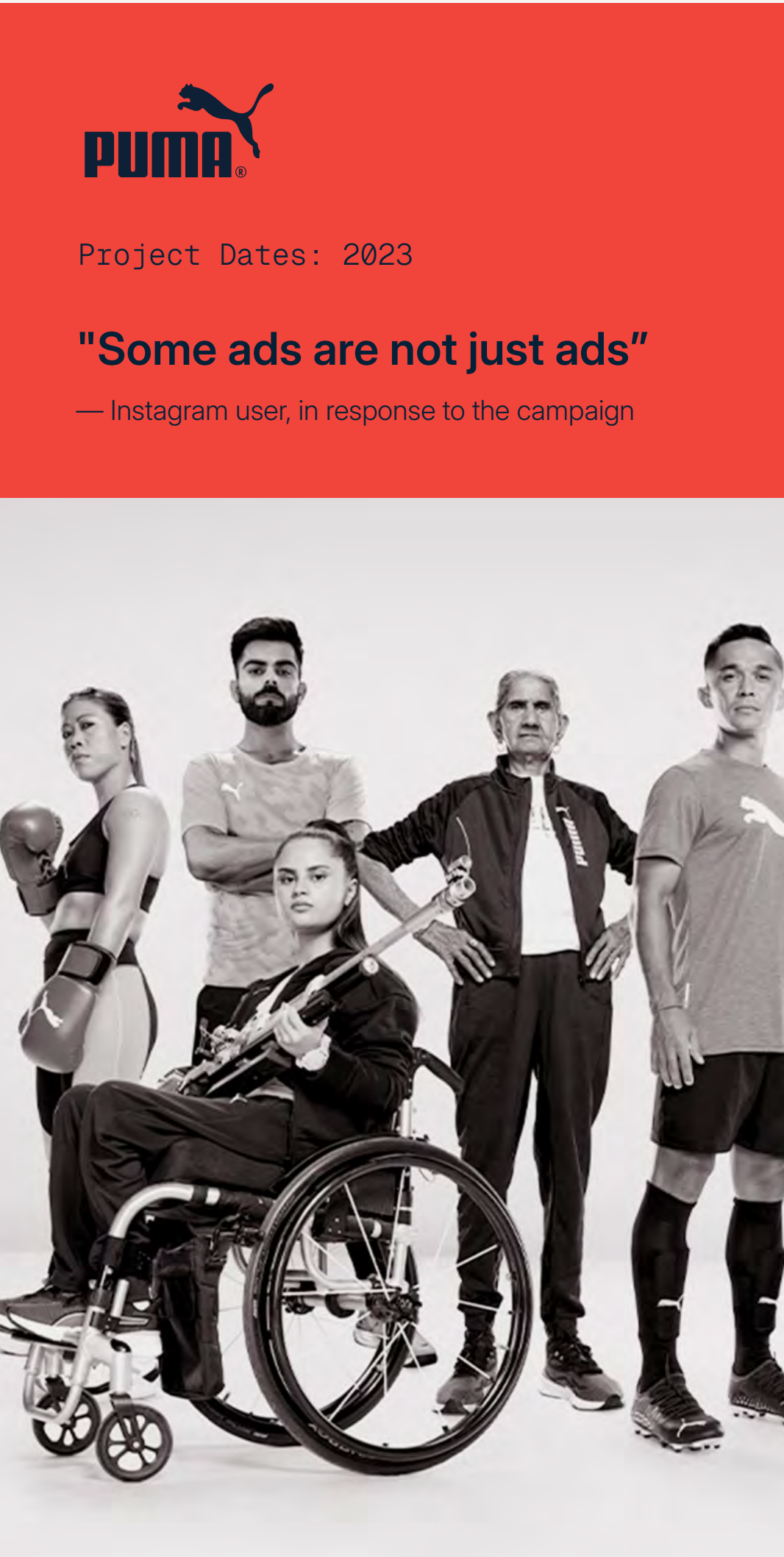
Approach

As an official partner of the 2024 Olympics and Paralympics, Decathlon launched a multi-faceted communications campaign to immerse French youth in the world of sport, allowing them to connect with the brand on their own terms. Central to this was **the Decathlon Playground**, a vibrant hub in northern Paris for both sporting and artistic expression. The playground offered a free sporting experience throughout the Games and served as a venue for live concerts and athlete appearances from the Decathlon team.

Additionally, Decathlon introduced **a special capsule collection, "Paris 2024 x Decathlon"**, giving people of all ages, especially French youth, the opportunity to take their first steps into sport while embodying the Olympic values.

Impact

- More than 200,000 visitors experienced the Decathlon Playground during the Games.
- Over one million eco-designed items were distributed to volunteers.
- The campaign achieved over 1 billion social media impressions, with over 50% coming from youth audiences.
- Sales of Paris 2024 licensed products increased by 40%, with flagship stores experiencing a 28% rise in traffic.



CASE STUDY #3

PUMA: Let There Be Sport

Insight

In India, sport has long been seen as extra-curricular — limited to Physical Training periods in schools and listed as a hobby on resumes. As a result, India, like much of the world, faces challenges in promoting physical activity, with most adults and children not meeting their activity requirements.

Approach

PUMA decided it was time for a change. With the powerful message **#LetThereBeSport**, they launched a nationwide campaign in 2023 to shift sport from being seen as an "extra" to something that should be an essential part of our lives.

From digital initiatives and influencer partnerships to in-store activations across India, PUMA sparked conversations at every touchpoint. Strategic partnerships with a fitness app (NOISE) and a ride-sharing platform (Rapido) incentivised people to get active, encouraging participation in fitness challenges, and making it easier to access gyms and sports facilities.

As part of the campaign, several inspiring sports stories flooded social media, with people shouting out how close friends had motivated them to embrace sports and fitness.

Impact

- ▶ Approximately 500 million people were reached by the campaign.
- ▶ Over 200,000 participants engaged in digital fitness challenges through NOISE.
- ▶ Rapido facilitated over 28,000 trips to gyms and sports facilities.
- ▶ The campaign generated extensive organic media coverage with over 300 articles.



CASE STUDY #4

New Balance: Run Your Way

Insight

Despite the best efforts of community groups and brands to diversify running, there seems to be a **dominant subset of runners who define what's considered "normal"**, creating stereotypes around running culture that appear unattainable for many — especially those who are inactive.

Approach





Elitist running culture was deterring people from taking up the sport, but New Balance had other ideas. Launched in 2022, New Balance's Run Your Way campaign delivered an inclusive message that aimed to unite all runners: "If you run, you're a runner". Determined to showcase runners from all walks of life, New Balance leveraged its global network to create content tailored to each market. This was no small feat, especially for a campaign with a global reach.

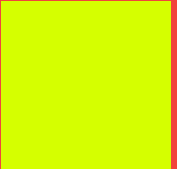
The result was a captivating campaign film that has garnered over 24 million views on YouTube to date, inspiring people of all shapes and sizes to challenge running stereotypes. As part of Run Your Way, New Balance also participated in events and activations worldwide, including the New York and London marathons, as well as community runs.

Impact

- ▶ From 2023 to 2024, the campaign generated 7.1 billion total impressions worldwide.
- ▶ The brand's association with Run Your Way grew by 33% over the last year, highlighting its broad reach and impact.
- ▶ New Balance's follower growth rate for @newbalancerunning on Instagram has grown by 34% in the same period.

Campaigns That Move → Additional Examples

	BRAND	INITIATIVE NAME	DESCRIPTION
	 adidas	The Ridiculous Run	The Ridiculous Run highlighted women’s safety concerns while running. Centred around a campaign film that deliberately exaggerates the measures women often take to feel secure, the initiative included coach training, a partnership with White Ribbon to educate men on allyship and enhancements to the adidas running app, such as live location sharing, to improve runner safety.
	 On	Dream Together Paris 2024	As part of its Dream Together Paris 2024 campaign, On harnessed the Olympic platform to inspire movement, celebrate adaptive athletes, amplify underrepresented stories, and empower communities through a series of events, panel discussions, and in-store storytelling.



What Moved Us Forward



Starting something new always calls for some **inspiration**, and that’s exactly what our members’ campaigns delivered.

With dynamic, **multi-channel storytelling, exciting partnerships, digital challenges, and memorable IRL (in real life) activations**, we energised people across the world, igniting the spark to take their first step.

We also shone a spotlight on people of **all shapes, sizes and abilities**, creating relatable role models and challenging outdated stereotypes about what physical activity looks like.



Where Do We Move From Here?

Campaigns are a powerful way to **transform how we talk about and approach sports and movement**.

We’re already seeing shifts in stereotypes for women, girls, and people from racial and ethnic minority backgrounds. Let’s build on this momentum and push further.

Looking ahead, let’s expand our focus to include stories that **inspire movement in a diverse range of communities, and people of all ages and abilities**.



By highlighting a variety of journeys and experiences, we take an important step toward reshaping the narrative, making movement both imaginable and accessible for even more people.



OUR IMPACT

ENERGISING COMMUNITIES

The beauty of physical activity isn't just in the movement itself; for many, **it's about moving together.**

However, without adequate access to physical spaces, the ability to move as a group becomes impossible. In turn, we risk losing the one thing that's fundamental to our humanity: **connecting with each other.**

The need for shared spaces has become even more evident in our post-COVID, digitally-connected world. We've all noticed it — run clubs filling up local parks and cafes, and people creating niche communities around everything from chess to hiking. Connection is becoming a higher priority for many of us, sparking a refreshing shift in how we engage with one another.

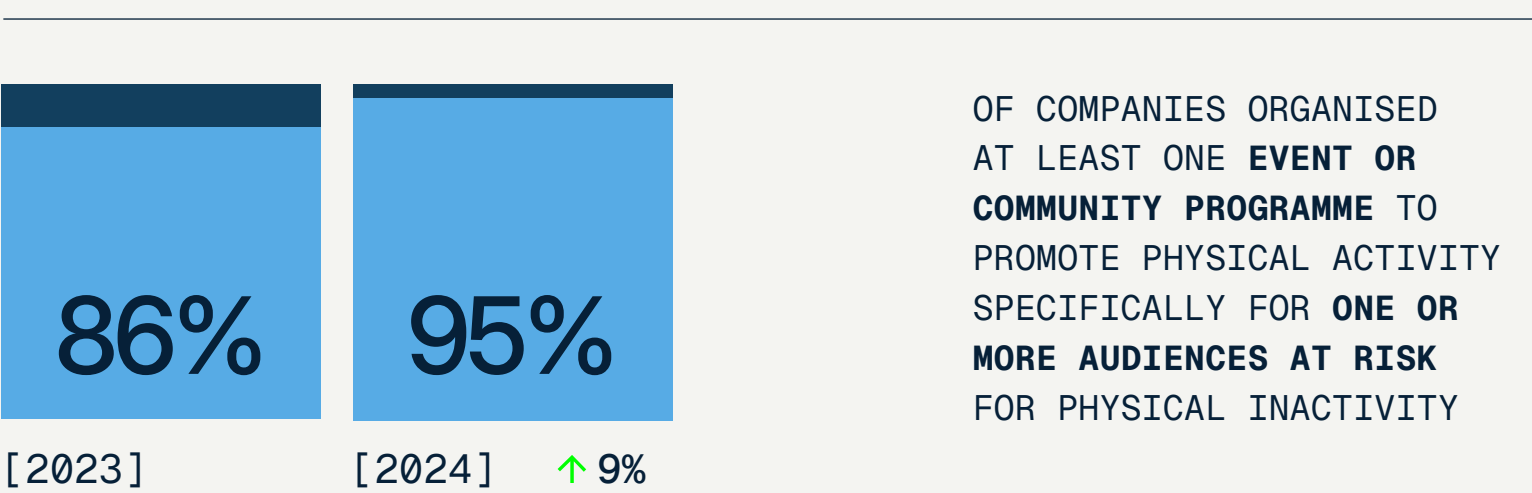
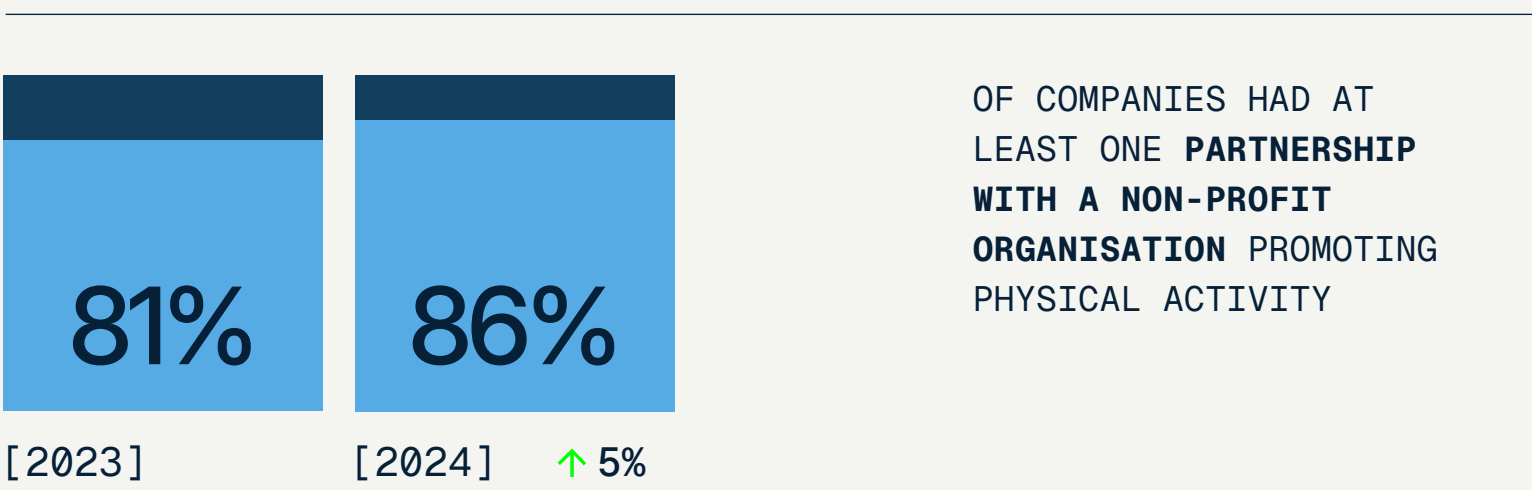
Yet access to these spaces remains unequal — and is under threat. Systemic inequalities disproportionately affect marginalised communities. Studies show that **children from lower-income backgrounds are three times more likely to miss out on extracurricular activities**¹⁰. This issue is not only financial but also attitudinal; even when opportunities are available, children from disadvantaged backgrounds often struggle to participate due to fear of not fitting in.

At the same time, **climate change is placing additional strain on public spaces**, impacting the quality, safety and availability of the environments we depend on to be active together — parks, playgrounds, walking paths and more¹¹.

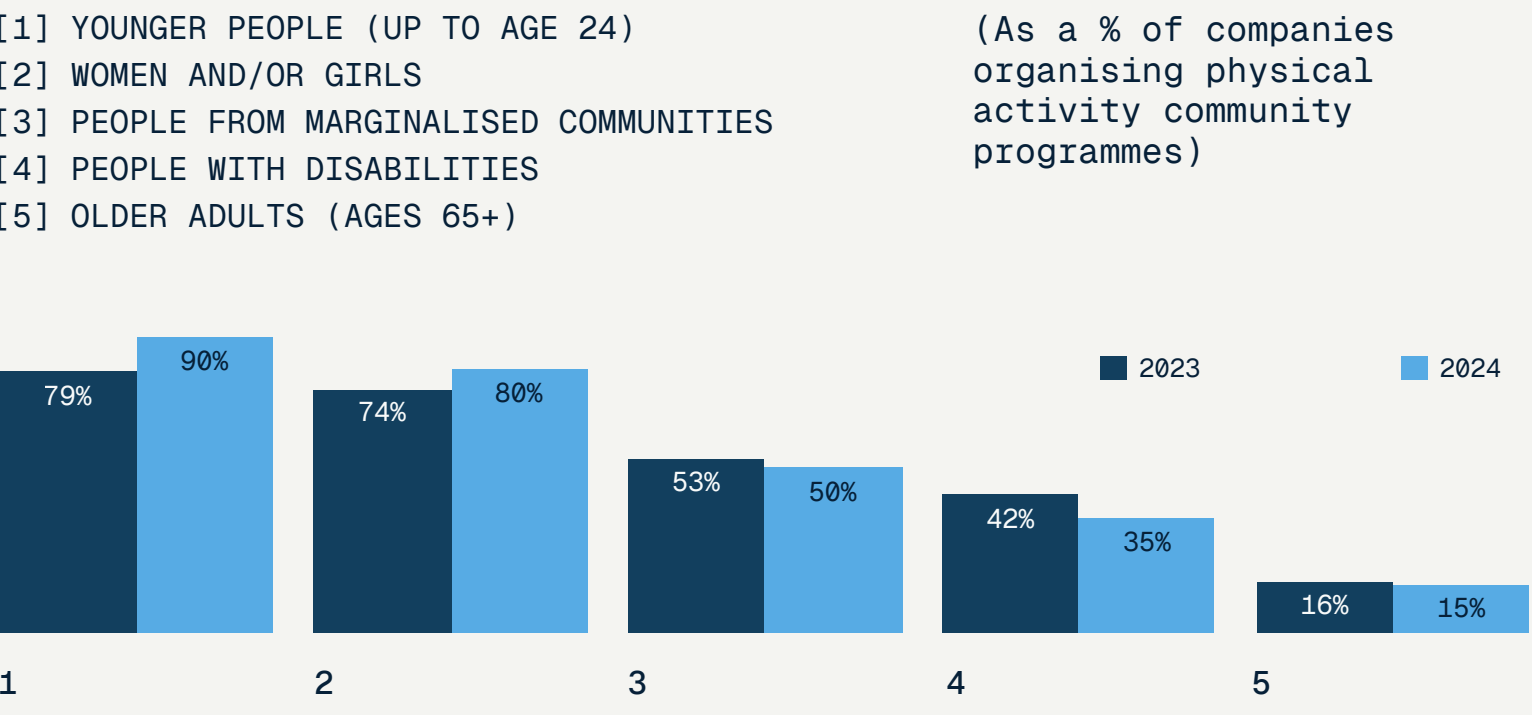
Inspired by these challenges, our members have made significant strides in addressing resource gaps. By **creating access to sporting programmes**, they **directly remove barriers** to participation and enable people from underserved communities, especially women and adolescents, to move. Many community programmes also naturally promote active mobility, such as walking and cycling.

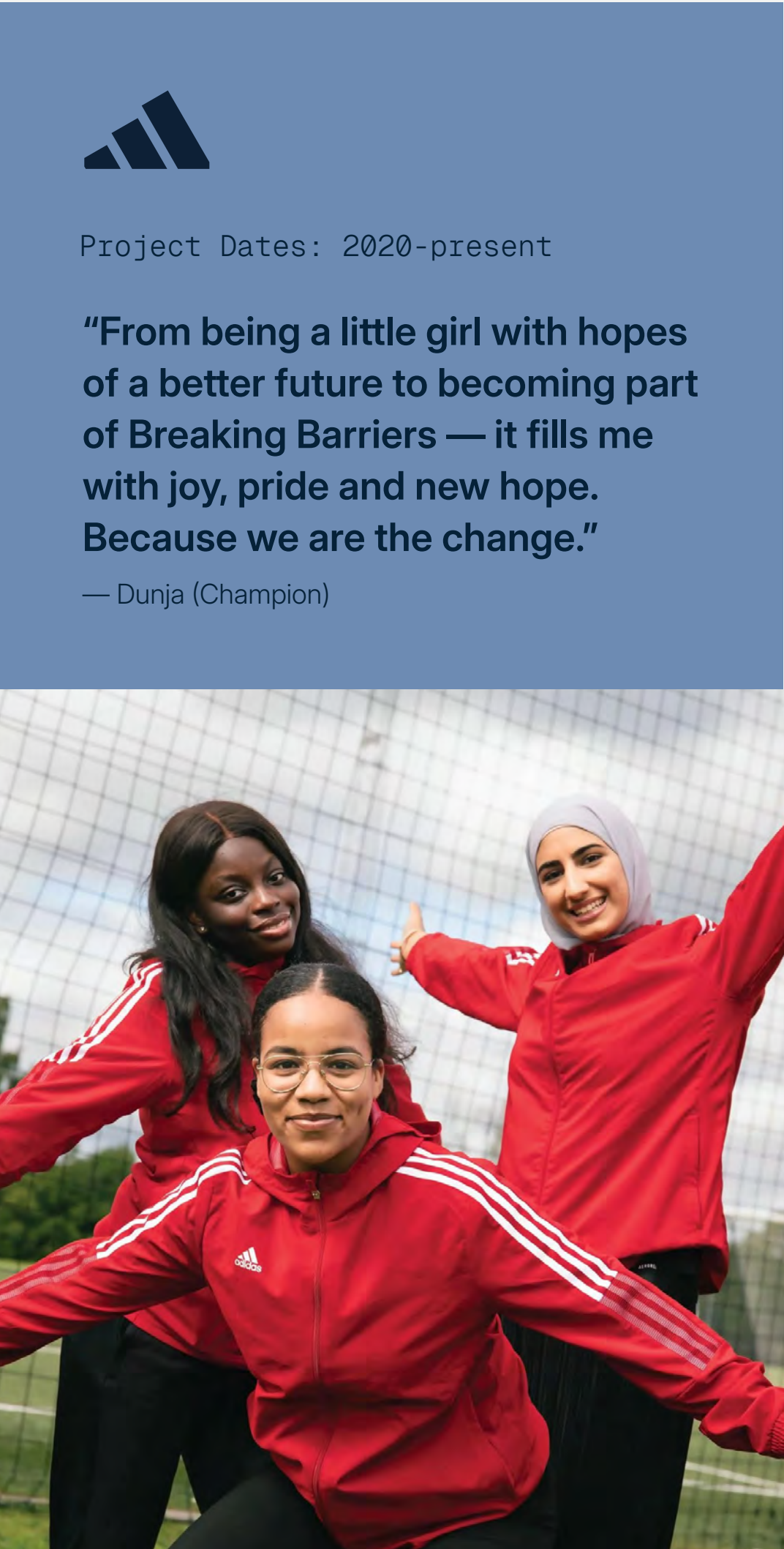
It's easy to see why **community programmes are the most popular initiatives among our members**. As an industry rooted in sporting stories, long-term programmes enable us to clearly showcase their tangible impact on people's daily lives, crafting narratives with the power to inspire millions.

We know we don't have all the answers. To leave a lasting legacy, we must collaborate with experts already leading change. Many of our members have invested in partnering with grassroots organisations, creating programmes that are making a lasting impact on communities worldwide.



Audiences targeted through community programmes





CASE STUDY #1

adidas: Breaking Barriers

Insight

Despite the inspirational achievements of women in sport, participation in physical activity remains a challenge: **young women across Europe are more than twice as likely (33%) as young men (15%) to never play sports**¹². These gender inequalities extend beyond the playing field; women are also underrepresented in coaching and leadership roles, with women holding only 22% of top positions within national EU sports federations¹³.

Approach

Through an **annual investment of over €2.5 million for five years, adidas has partnered with 15 sports-focused non-profits** across Europe, including the Johan Cruyff Foundation (NL) and CAIS (PT), to drive lasting change. These organisations receive tailored training, mentoring and capacity-building to embed gender equity in their work. At the core of this initiative are the local ambassadors, known as Champions — **100+ women undergoing leadership training to inspire 50,000+ young girls to get into sport**.

Additionally, adidas created the **Breaking Barriers Academy**, a free online training programme offering a range of activities, insights from athletes and coaches, and a toolkit for anyone aiming to create more inclusive sports environments.

Impact

- ▶ The campaign engaged 67,490 women, girls and non-binary participants in 2023 alone — equivalent to 6,135 full 11-a-side football teams.
- ▶ 100+ adidas employees actively mentor Champions, embedding gender equity into both corporate and community structures.



CASE STUDY #2

Nike: Team Go Girls

Insight

Around the world, young girls still face more challenges to getting — and staying — active. In France, for example, **fewer than 15% of kids** (ages 10 and under) and **11.5% of adolescents** (ages 11 to 14) **meet the recommended amount of daily physical activity** (60 minutes of moderate intensity activity)¹⁴.

Approach

Nike’s response to the growing physical inactivity crisis amongst young girls in France is focused on finding ways to empower them to take action over their own physical activity. **Targeting Pantin and the 19th District, the two areas with the highest density of girls without access to sport in Paris**, Nike created a grassroots programme, Team Go Girls, to help further that mission.

Launched in 2023 in collaboration with France’s National Sports Agency, Agence nationale du sport (ANS), Team Go Girls engaged over **1,250 young girls** in these Parisian neighbourhoods, encouraging regular movement through three key strategies — digital activity-based challenges on the Team Go Girls App, weekly sports sessions with local associations, and a play-based pedagogical toolkit for Physical Education created by Play International.

Impact

- ▶ Over 10% of the 7- to 14-year-old girls in the targeted communities — 70% of whom were previously inactive — joined Team Go Girls.
- ▶ Four new municipalities have joined the movement, with 40 more cities across France interested in adopting the programme.



Project Dates: 2024-present

"It was here in the refugee camp that I discovered my love of running. It's a place where everyone, no matter their background, meets and builds friendships."

— Mohamed (member of M'bera clubhouse)



CASE STUDY #3

On x KLABU: A Partnership In Motion

Insight

For over 120 million displaced people worldwide, physical activity is often seen as a privilege¹⁵. Fleeing conflicts or human rights violations, 61% of asylum seekers experience severe mental distress¹⁶. The strain of forced displacement also affects the body, as refugees face numerous barriers to physical activity.

Approach

On, through their social impact programme Right To Run, partnered with KLABU, a foundation using sport to support refugees, to unite their shared vision and ignite the human spirit through movement.

Together, On and KLABU are **building sustainable sports clubhouses in refugee camps**, selecting each location based on urgency, local sports preferences, geographic placement and the desire of both the local community and UNHCR for this level of support.

Each clubhouse's programming, staffing and visual identity — including crests and jerseys — are created in collaboration with the local refugee communities.

The first clubhouse in their partnership was built in 2024 in **Mauritania's M'bera refugee camp**, home to nearly 100,000 Malian refugees.

Impact

- ▶ Over 10,000 refugees directly participated in clubhouse activities, with over 1,000 being provided with On sporting gear.
- ▶ The clubhouse has created sustainable employment for 10 refugee staff members.
- ▶ On has committed to expand the initiative with two additional clubhouses by 2026, supported by a €600,000 financial investment and additional product donations.





Project Dates: 2020-present

CASE STUDY #4

Shimano: Türkiye Cycling Initiatives

Insight

Cycling safely goes beyond simply wearing a helmet. Without support from people we can trust, we risk creating a generation unaware of the freedom cycling offers. This was particularly evident in Türkiye, where cycling participation has historically been low, especially among women and children.

Approach

Determined to ensure everyone has the opportunity to cycle, Shimano partners with local organisations to promote cycling among women and children across Türkiye.

Their approach to supporting local cycling organisations is threefold: **offering training programmes to enhance cycling skills, providing bicycles equipped with Shimano components and supplying the necessary cycling gear and maintenance tools**. In addition to these partnerships, Shimano launched social media campaigns and organised events, all aimed at changing the narrative around who gets to cycle in Türkiye.

Impact

- ▶ Over three years, 3,200 people were trained by Pedalanka Bicycle School.
- ▶ Zeytinburnu Bike Club reached 42 schools and 5,200 students, with 30 students adopting cycling as a daily mode of transport.
- ▶ The İstek Vakfı School Club introduced cycling at four campuses, engaging 1,400 students.
- ▶ A Shimano-sponsored nationwide art competition centred around children's cycling safety garnered 2.9 million social media impressions.



CASE STUDY #5

Speedo: Swim United

Insight

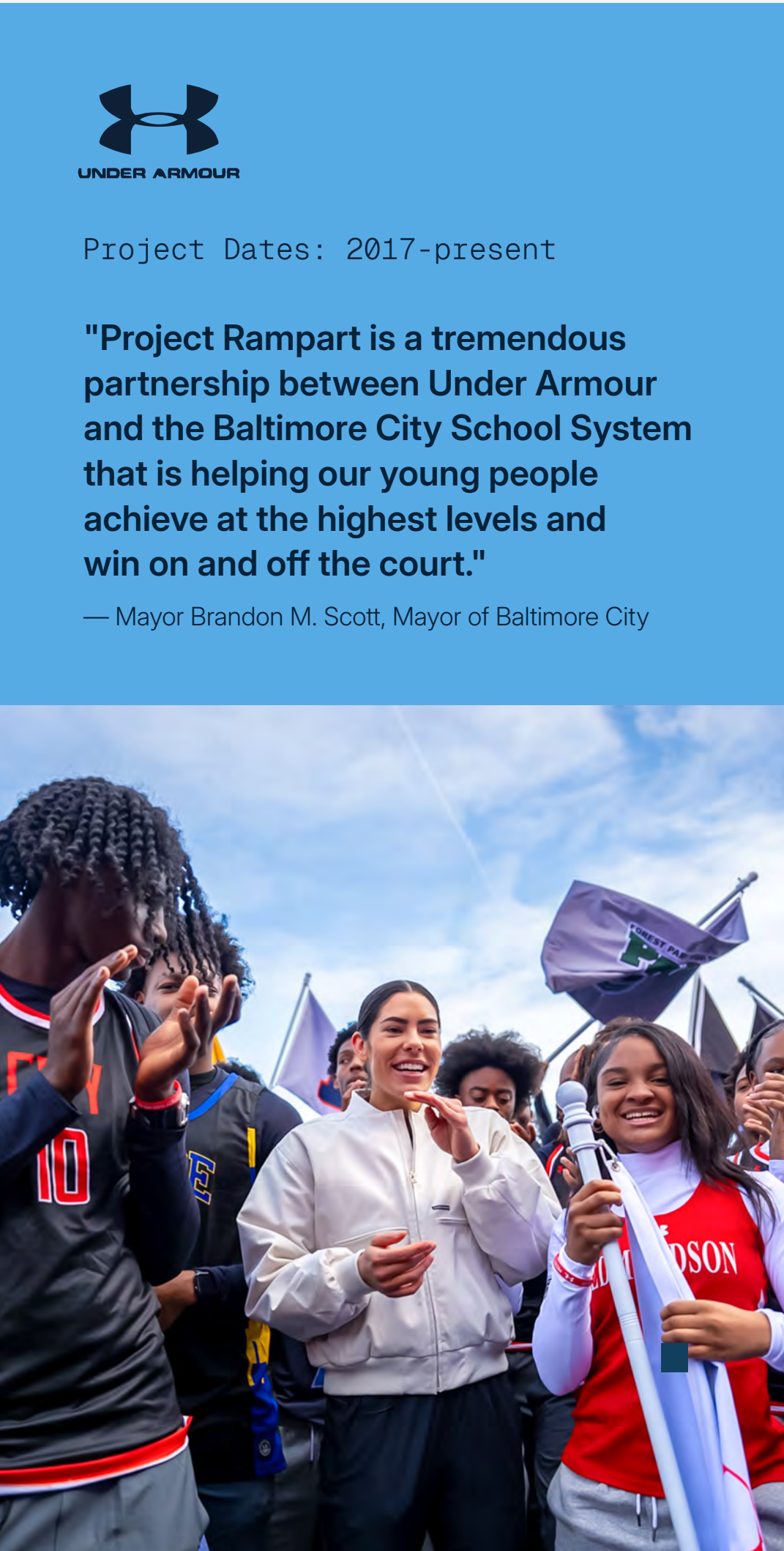
Swimming is a unique sport — an all-in-one fitness activity that can also be the difference between life and death. Despite its life-saving potential, many children lack access to basic swimming education. Only **42% of children from lower socio-economic backgrounds can swim proficiently by age 11, compared to 86% of their more affluent peers**¹⁷.

Approach

Speedo, a subsidiary of the Pentland Group, is committed to ensuring every child has equal access to swimming. To achieve this, they launched Swim United, a programme designed to provide swimming lessons to underserved communities through pop-up pools. The initiative also partners with political figures and Olympic athletes. In collaboration with Swim England, Speedo identified the communities with the greatest need for swimming education and brought the pools and expert talent directly to local schools.

Impact

- ▶ In just three weeks in 2023, 3,000 children across London schools participated in Swim United.
- ▶ Before the initiative, fewer than one in five participants (17.7%) could swim 25 meters. By the end, that number rose to nearly three in five (57.5%).
- ▶ The initiative generated 393 million media impressions, reaching 19 million parents, more than half of whom were from ethnically diverse backgrounds.
- ▶ The programme featured visits from five Olympic athletes and the UK’s Sports and Schools Ministers.



CASE STUDY #6

Under Armour: Project Rampart

Insight

We all know that sport can transform lives. Historically, though, **young people in Baltimore haven’t had equal access to athletic opportunities**, due to systemic disinvestment in public transportation, recreational spaces, and afterschool activities. As a result, **a generation has seen its athletic potential go untapped**, with the physical activity rate of middle school students in Baltimore dropping from 43% to 30% between 2016 and 2021¹⁸.

Approach

Driven by an unapologetic belief in the power of sport, Under Armour has partnered closely with Baltimore City Public and Public Charter High Schools to launch Project Rampart. **Designed to elevate the student athlete experience and improve academic outcomes, the initiative offers upgraded facilities, high-quality performance apparel and essential leadership training for student athletes and coaches.**






In 2022, Under Armour funded a **landscape analysis of middle school sports** and in 2023 assisted Baltimore City Public Schools in the **expansion of a district-led afterschool sports model** that included 21 sports offerings from both district and community partners.







As with all of Under Armour’s impact work, they lead with a community voice and listen to those who need their support the most. Because of the success of this blueprint in Baltimore, Under Armour has committed to continuing their investment in the same manner in Oakland alongside Curry Brand, and expand into Washington DC. Together with these communities, they will ensure that every child gets the chance to play sports and reach their greatest potential.

Impact

- ▶ Athletes demonstrated significant academic improvement, with graduation rates of 92.6% vs. 76% for non-athletes.
- ▶ Attendance rates improved (86.3% vs. 75.1%), and athlete GPAs were nearly one full point higher (2.94 vs. 2.09).
- ▶ The middle school sports model led to a 104% increase in student participation.
- ▶ Before the 2024-2025 school year, Under Armour hosted back-to-school events that offered 725 free physical exams, distributed over 300 sports bras and provided 2,000 free meals.

Energising Communities → Additional Examples

	BRAND	INITIATIVE NAME	DESCRIPTION	
YOUTH SUPPORT		Brooks	Future Run	With Future Run, Brooks invests in youth running through school team grants, community partnerships, sports gear and mentorship for coaches. With a \$10M commitment over five years, the initiative aims to expand access to running and reach one million young runners.
		Cycleurope	School Classics	School Classics is a collaboration between industries, associations and academic institutions in Sweden that integrates running, cycling, swimming and skiing/skating into the school day. Since 2015, the programme has reached over 250,000 children and continues to engage students from all backgrounds.
		Specialized	Outride	Created by Specialized’s Founder Mike Sinyard, Outride is a non-profit that provides research, school programmes, grants, and resources to underserved communities. Partnering with nearly 400 schools and over 250 community organisations, Outride reaches over 50,000 young people every year.
LOWERING FINANCIAL BARRIERS		Columbia	Collegiate Outdoor Programme	By supplying outdoor gear and equipment to the recreation programmes of 16 US universities, Columbia helps reduce barriers like cost, storage and accessibility, encouraging students to engage in outdoor activities and adventure.
		SFIA	PHIT Act	The PHIT Act aims to make staying active more affordable by allowing people to use pre-tax funds for fitness expenses, cutting costs by 25-45%. By working with Congress, the initiative strives to break down financial barriers to getting active.

	BRAND	INITIATIVE NAME		DESCRIPTION
COMMUNITY EMPOWERMENT		Elite International	Village Super League (VSL) Revitalisation Project	VSL nurtures community in rural China through grassroots football. By supplying equipment, funding teams and opening local shops, Elite supports the football festival that attracts millions of visitors, builds community cohesion, cultural pride and boosts local economies through tourism and industry participation.
		Orbea	Orbea Foundation	As a 200-year-old employee-owned bicycle company that manufactures locally, community connection is in Orbea's DNA. So they dedicate 10% of their profits to impact projects, such as 10 cycling schools and 22 trail building projects, fostering cycling enthusiasm and accessibility within the community.
INFRASTRUCTURE	 peopleforbikes	PeopleForBikes	Final Mile	By combining advocacy with public communication, Final Mile works to accelerate the building of cycling infrastructure in five select U.S. cities. With over 300 miles completed so far and 400 more on track for 2025, Final Mile paves the way for healthier, more mobile communities.
		Shimano	Trail Born	Shimano's Trail Born Fund is a 10-year, \$10M initiative aimed at developing and sustaining mountain bike trails worldwide. Working with advocacy associations and municipalities, Trail Born directly improves access to safe trails for millions of bikers around the globe.
CHAMPIONING ROLE MODELS		Arena	Inklusiv Gewinnt	Supported by Arena, the Inklusiv Gewinnt festival in Leipzig, Germany, brought together Olympic and Paralympic athletes for friendly competitions, promoting disability inclusion in sports.
		Yonex	Legends' Vision	Yonex's Legends' Vision unites badminton legends to inspire and grow the sport. Since 2015, it has helped people discover their joy for badminton, supported junior development and fostered community connections through events, coaching and partnerships with local federations around the world.

What Moved Us Forward

Community programmes are one of the most powerful and tangible ways to provide access to movement, especially for those often left on the sidelines.

They create safe, inclusive spaces and foster positive experiences, building lasting encouragement and support. We've seen real shifts, particularly among those who never saw themselves as "sporty".

We are proud of the level of investment and engagement shown by our members, who have recognised that **collaboration is the key to success**. A lot of the best work is already being done by non-profits – all they need is a small boost.

They have also brought about collaborations with policymakers, allowing our members to advocate for the future of physical activity.

Where Do We Move From Here?

Community programmes are worth their weight in gold. They make meaningful impact and are deeply valued by those who take part in them.

To build on this momentum, we must **continue investing in partnerships** with sports organisations and experts who can help break down barriers to entry. This starts on your home turf: engage with local community organisations around you and listen – then explore how you can best support.

A key part of this journey is prioritising **children** – especially in their early years when preferences and behaviours are shaped – along with **girls**, who tend to drop out of activity sooner. Generally, we must continue putting disadvantaged groups at the centre of our efforts – because if movement is truly for everyone, no one can be left out.



OUR IMPACT

HEALTHY WORKPLACES

You check your watch. It’s 5pm.
You realise you haven’t moved
since your lunch break.
Hours have passed since you’ve
left your desk, and most of that
time has been spent hunched
over, staring at a screen.

This is the reality for countless office workers around the world. With work consuming most of our day, inactivity often becomes a default part of our routine. And the less we move, the less we feel motivated to move — creating a never-ending cycle.

The modern workplace has quietly become one of the biggest barriers to physical activity. It might seem harmless — just another day sitting at your desk — but these sedentary routines have become so ingrained that **movement feels more like an exception than the norm.**

As office workers spend the majority of their days seated, their bodies take the toll: **sedentary behaviours are linked to a 10-18% increased risk of all-cancer mortality**¹⁹.

Workplace culture plays a critical role in enabling and encouraging employees to move more. While taking the first step ultimately rests with the individual, it's the **responsibility of workplaces to create the right conditions** to support this. This includes our workplaces and our companies.

As the sporting goods industry, movement is at the heart of everything we do. That’s why it’s natural for us to take the lead in driving change. Our members have made workforce health initiatives a core priority, recognising that we have both the expertise and the responsibility to inspire more active lifestyles.

Working hand-in-hand with researchers and experts, our members are leading the way in building healthier workplaces through dedicated physical activity programmes.

From on-site gyms and health screenings to embedding desk breaks into company policy, these aren’t just one-off solutions — they are initiatives designed to introduce regular movement into the workplace, in ways that feel **natural and achievable.**

By putting workers' needs first, these workforce health initiatives are proving that small, regular shifts can dramatically change workplace culture for the better.

90%

OF COMPANIES HAD A **WORKFORCE HEALTH PROGRAMME** [WHP] IN PLACE TO ENCOURAGE PHYSICAL ACTIVITY [2023, 2024]

123,100+

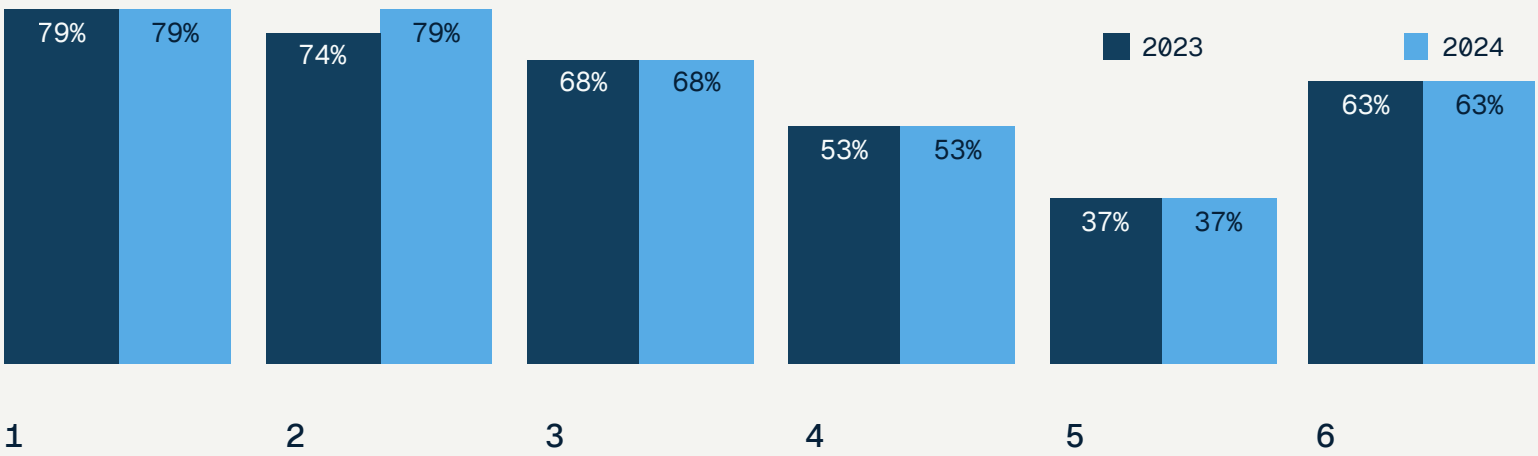
EMPLOYEES WERE REACHED THROUGH THESE PROGRAMMES

[2024; BASED ON INPUT FROM 12 OUT OF 19 COMPANIES WITH A WHP]

Types of workforce health offerings

- [1] ONSITE GYMS / SPORTS FACILITIES
- [2] ARRANGED WORKSHOPS, CLASSES AND ACTIVE BREAKS
- [3] SUBSIDISED FITNESS SUBSCRIPTION FEES
- [4] HEALTH SCREENINGS & FITNESS ASSESSMENTS
- [5] PAID TIME OFF FOR EXERCISE/POSSIBILITY TO ENGAGE IN SPORTS ACTIVITIES DURING WORK HOURS
- [6] OTHER

(As a % of companies with a WHP)





Project Dates: 2021-2024

“For me, it was truly wonderful and really made me feel confident, content, and happy again.”

— Programme participant

CASE STUDY #1

ASICS: Movement for Mind

Insight

Movement has long been recognised for its positive impact on mental wellbeing, yet for countless workplaces worldwide, sitting at desks remains the norm. Office-based workers are among the most sedentary groups, spending approximately 73% of their workday and 66% of their waking hours sitting²⁰. These sedentary behaviours increase the likelihood of health issues such as cancer and depression²¹.

Approach

From the outset, ASICS wanted something different: a clinically proven solution to physical inactivity in the workplace. The result was **ASICS Movement for Mind**, an eight-week guided audio programme combining movement with scientifically backed mental wellbeing techniques, such as mindfulness, breathwork, and connection with nature. In partnership with Dr. Brendon Stubbs of King’s College London, ASICS conducted one of the largest randomised controlled trials (RCTs) of its kind to measure the programme’s effectiveness.

Impact

- Participants who completed the programme saw a 3.35-point increase in mental wellbeing on the Warwick-Edinburgh scale.
- 70% of participants became more physically active after completing the programme.
- ASICS expanded the programme into an 18-month study with nearly 3,000 participants, during which mental wellbeing scores for this group continued to show improvement.



Project Dates: 2023-present

“Our wellness programme is a powerful tool that helps us reinforce the importance we place on the overall well-being of our team members and their loved ones.”

— Eileen Mulry, SRAM VP Human Resources



CASE STUDY #2

SRAM: Wellness Programme

Insight

Not only are office workers at risk of physical inactivity, but they also run the risk of not being able to deal with any non-communicable diseases (NCDs) that come as a result of it. **Global healthcare costs are expected to increase by over 10% in 2025 alone²²**, placing even more pressure on the pockets of countless office workers worldwide.







Approach

SRAM, a bicycle component manufacturer, noticed that their passion for cycling alone wasn't enough to keep their employees healthy. Launched in 2023, SRAM's internal **wellness programme was tailored to the needs of its 800 US employees** and their varying levels of physical inactivity. Understanding the financial pressures its employees faced, SRAM decided to cover the cost of regular health screenings to help detect and prevent NCDs. The programme also made **holistic wellbeing a priority beyond the medical room; wellness challenges were introduced for all employees**, with participation rewarded through lifestyle spending accounts that could be used outside of work.

Impact

- The campaign oversaw the completion of 1,900 preventive care and wellness activities in 2023.
- This number jumped 45% in 2024, to 2,800.
- Participation rates in the programme were notably high, especially among women, with 70% engaging compared to 50% of men.

Healthy Workplaces → Additional Examples

		BRAND	INITIATIVE NAME	DESCRIPTION
		Decathlon	Human Fundamentals	Decathlon embeds sport into its Human Fundamentals, making physical activity a core part of workplace culture and management. From team meetings that include sports to local initiatives and a dedicated Health & Vitality programme, movement is woven into daily work life.
		PeopleForBikes	Bike Perks	Bike Perks brings PeopleForBikes' mission to life: getting more people biking more often. Through monthly ride challenges covering all cycling types (exercise, transportation, leisure), financial incentives, and activities like yoga or walking, the initiative embeds an active lifestyle into the company's culture while supporting the cycling industry it serves.
		Rollerblade (Tecnica Group)	Rollerblade Experience	Tecnica Group promotes movement at work through the Rollerblade Experience — free inline skating lessons, complete with instructors and equipment, offered to employees at their headquarters. Designed to overcome the challenge of learning, the programme makes skating more accessible and encourages it as both exercise and fun.

What Moved Us Forward

What sets our members' initiatives apart is how effortlessly they weave movement into the fabric of the workplace.

These successes are **driven by purpose**. By thoughtfully designing programmes that tap into what each company does best, our members have created powerful connections between physical activity and their core values.

Whether it's cycling, skating or promoting movement for mental wellbeing, they've found bold, meaningful ways to align their workforce health programmes with their identity, making their efforts **not just authentic, but truly transformative**.

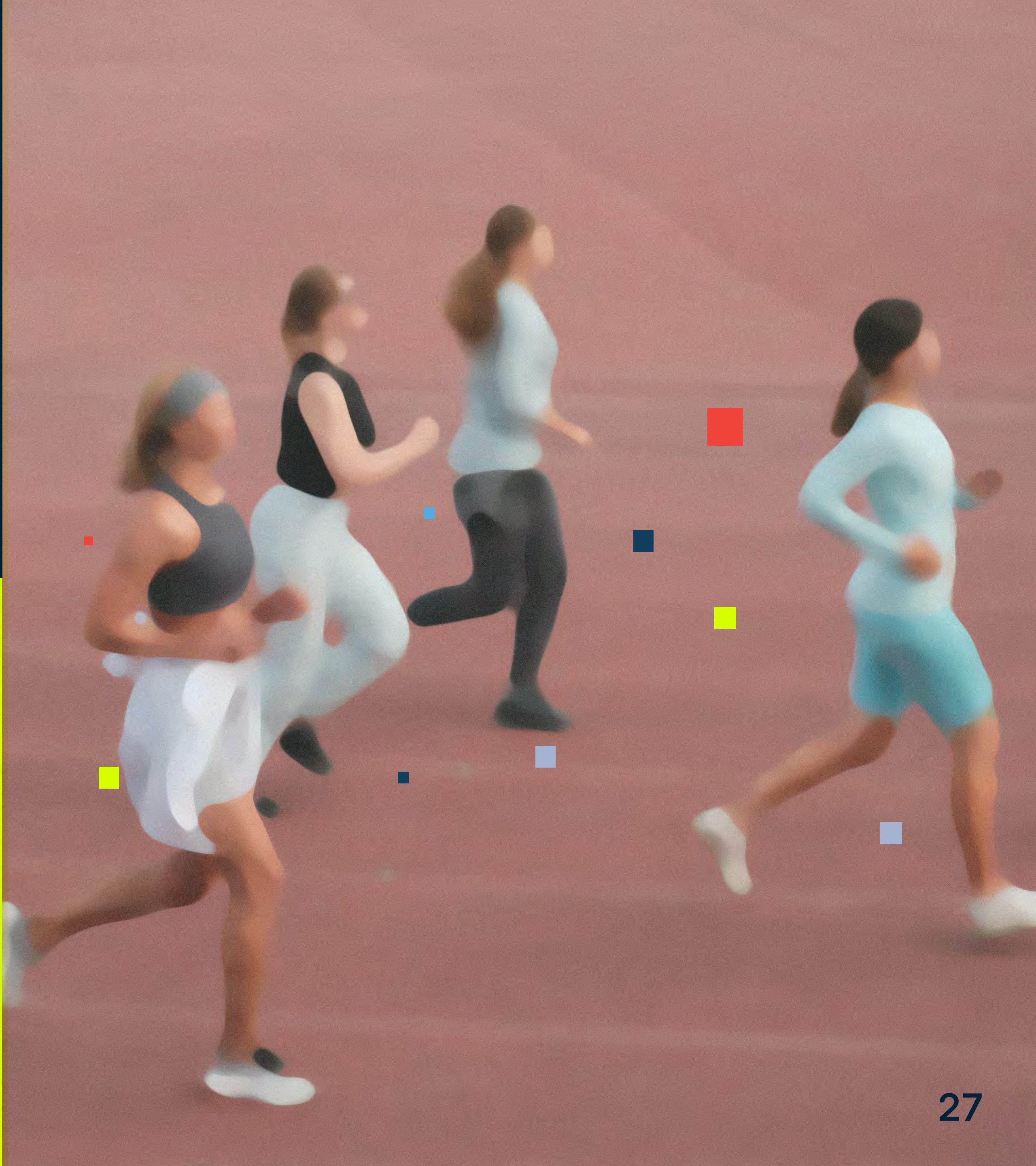
Where Do We Move From Here?

We must be the change we want to see in the world. If our industry wants to get the world moving, it is only right that we start with ourselves.

Company culture is a key ingredient. When movement becomes part of the everyday, it sets a powerful example. Everyone – regardless of role – has a part to play in making that happen.

We encourage our members to keep documenting their efforts and sharing the lessons with the wider world. **What works well inside can spark change that extends far beyond the office walls.**

INNOVATING FOR IMPACT



Inspiring people to engage in physical activity is only half the battle.

Physical activity also requires resources — resources that some people simply don’t have.



Not everyone can step into a gym or join a local sports club. For many, the products and tools meant to encourage movement often feel designed for someone else.

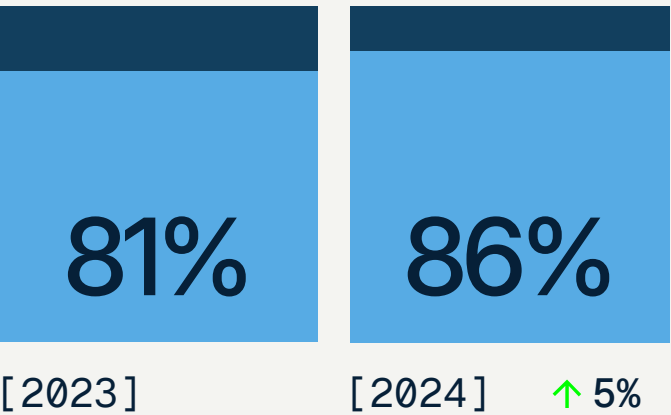
This mismatch leaves millions feeling excluded, unseen — and ultimately unfit. Worse still, a growing generation lacks the resources to get into sport at all. Whether it's the right shoes, knowledge of how to train or the ability to track progress, this resource gap is fuelling the physical inactivity crisis.

Our job is to listen. Our members are meeting disenfranchised communities where they are, **using real-world insights to innovate products and tools** that help inactive people take their first step.

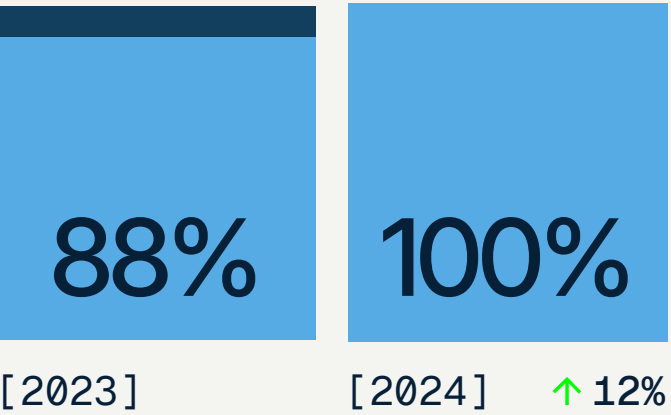
Innovation comes in many forms. In our industry, it often centres around apparel — like adaptive sportswear and modest clothing — that breaks down physical and cultural barriers, inspiring more people to try different activities.

But some members are also using technology to connect inactive individuals with their fitness goals. From smart sporting gear to apps that track progress, these innovations are making movement more accessible.

Innovation extends beyond the individual. Coaches are crucial in addressing the inactivity crisis, which is why one member has developed tools to bridge knowledge gaps and better support groups traditionally excluded from sport. By empowering the enablers, **we create inclusive, supportive spaces where everyone feels capable and confident to move.**



OF COMPANIES DEVELOPED AT LEAST ONE **PRODUCT** SPECIFICALLY DESIGNED TO **ADDRESS A COMMON BARRIER** TO PHYSICAL ACTIVITY

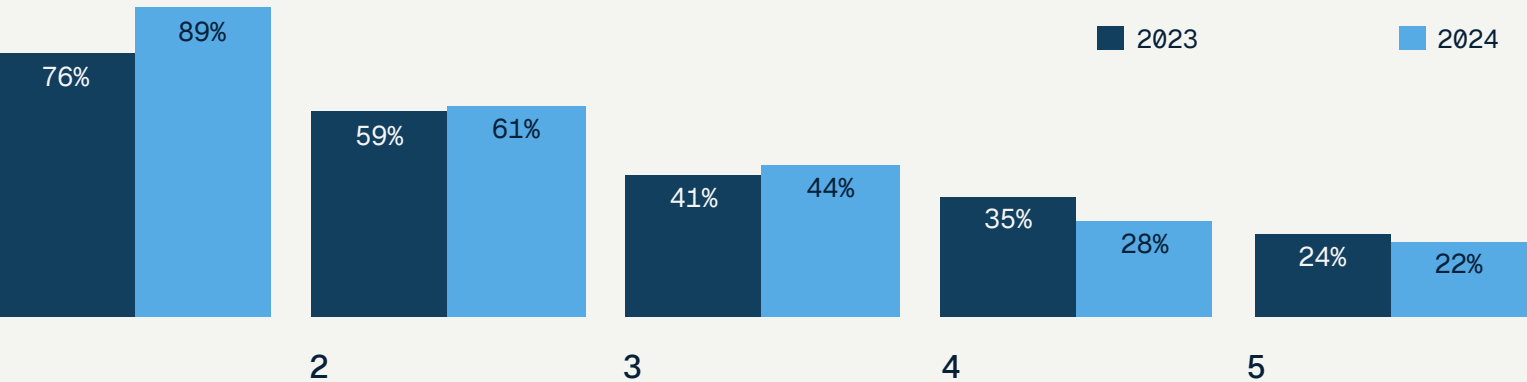


OF THOSE COMPANIES DESIGNED THIS PRODUCT / AT LEAST ONE OF THESE PRODUCTS FOR ONE OR MORE AUDIENCES AT RISK FOR PHYSICAL INACTIVITY

Audiences targeted through product innovation

- [1] YOUNG PEOPLE (UP TO AGE 24)
- [2] WOMEN AND/OR GIRLS
- [3] PEOPLE LIVING WITH DISABILITIES
- [4] PEOPLE FROM MARGINALISED COMMUNITIES
- [5] OLDER ADULTS (AGES 65+)

(As a % of companies developing products to address common physical activity barriers)





Project Dates: 2023-present

CASE STUDY #1

Arena: Modest Swimwear Collection

Insight

Swimming is one of the most freeing sports. Yet for many women, especially those from Muslim communities, cultural and religious beliefs make swimming feel out of reach.

Traditional swimwear often overlooks these needs, leading many to avoid pools entirely.

Approach

Arena, a swimwear brand, addressed this unmet need by launching their Modest Swimwear Collection — but they didn't do it alone.

The initiative began by gathering feedback from women worldwide about **modest fashion. What started as a religious tradition has evolved into a global trend, blending cultural influences and offering a conscious way to express femininity.**

With this insight, Arena designed a collection that caters to women from all cultural backgrounds, ensuring each piece met both modesty requirements and performance standards. Thanks to this collaborative effort, **swimming has found a new, increasingly diverse audience.**

Impact

- Modest items and sun protection represent the largest share of sales within Arena's water sports category in the Middle East.
- Net sales grew 128% in 2024 compared to the previous year.



Project Dates: 2023-present

CASE STUDY #2

Elite International: Trainology

Insight

All athletes put in immense effort to achieve peak fitness. However, maintaining that level of performance is easier when you have access to the best tools available — **tools that are often out of reach for the general public, primarily due to their cost.**

As a result, there's a significant performance gap between those who tailor their physical activity through science and those who rely on guesswork.

Approach

Driven by the belief that technology can transform lives, Elite International launched Trainology in 2023. The initiative aims to make sports science accessible to the general public with a new line of smart sporting devices. Footballs and basketballs equipped with motion sensors, AI algorithms and an easy-to-use app to track real-time analytics — **designed to bridge the performance gap between athletes and casual sports enthusiasts.**

What's most impressive isn't just the smart technology, but Elite's commitment to making it accessible to those who need it most. **Trainology brought the product line to various schools in China, leading to a significant increase in participation rates.**

Impact

- Over nine million students across 3,000 schools in China used Trainology products in 2024.
- Schools reported measurable improvements within six months: strength increased by 2-5%, speed by 8% and agility by 10%.



Project Dates: 2023-present

"I liked it because it makes you understand that you should never judge anyone. In my opinion, it can help everyone — to avoid judging others and yourself – to appreciate you for who you are."

— Emma (participant)

CASE STUDY #3

Nike: Body Confident Sport

Insight

Data shows girls **enter sports later and drop out earlier – at twice the rate of boys — with low body confidence as the leading cause**²³. Through its own research, Nike also discovered that **most coaches are not properly trained on how to coach girls**. To address this knowledge gap and keep girls playing so they can reach their full potential in the game and in life, Nike partnered with Dove, the world’s largest provider of self-esteem and body confidence education, to create Body Confident Sport. This first-of-its-kind, evidence-based set of coaching tools aims to boost body confidence, body image, and self-esteem in 11- to 17-year-old girls.

Approach

Co-developed by both brands, in partnership with world-renowned experts at the Centre for Appearance Research (CAR) and the Tucker Center for Research on Girls & Women in Sport — Body Confident Sport **gives coaches the tools to help girls shift the focus from what their bodies look like to what they can do, empowering them with a lifetime of confidence.**





The tools were designed with input from girls and coaches in six countries (France, India, Japan, Mexico, the UK and the US) and are now available in seven languages on a free-to-use website (www.bodyconfidentsport.com).

Impact

- As of February 2025, 3,800 coaches have completed the three Body Confident Coaching modules.
- The website has received 185,000 page views and is available in seven languages.
- In 2024, 115,000 coaches used the platform, with over 12,000 trained digitally or in-person through partnerships with international sports organisations.



Innovating For Impact → Additional Examples

	BRAND	INITIATIVE NAME	DESCRIPTION	
WOMEN AND GIRLS		adidas	Bra Revolution	Recognising that 90% of women wear the wrong sports bra size — leading to pain, reduced performance and long-term ligament damage — adidas overhauled its collection with 43 new styles in 72 sizes, designed to better support all body types and workouts.
		Canterbury (Pentland Group)	Navy Shorts	Launched with the Ireland Women’s Rugby team, the Navy Shorts initiative replaced traditionally white Rugby shorts with navy ones to alleviate period anxiety for female players. Inspired by direct player feedback, the initiative included design, distribution and a trade-in programme, promoting inclusivity in women’s rugby and encouraging participation at all levels.
PEOPLE LIVING WITH DISABILITIES OR REDUCED MOBILITY		Arena	Custom Racing Suits	Arena offers a free customisation service for swimmers with disabilities, providing tailored adjustments like modified closures and fabric placement to enhance comfort, functionality and performance. By working closely with swimmers to meet their individual needs, the service champions inclusivity and empowers athletes on all levels to excel.
		Decathlon	Adaptive Sportswear	Specifically designed for people with reduced mobility, temporary constraints or permanent disabilities, Decathlon’s adaptive sportswear range features items that focus on autonomy and adjustability.



What Moved Us Forward

Innovation reaches its true potential when it’s personal. Connecting people with products and tools is important, but **addressing real needs makes it transformative.**

Our members have listened to underserved communities and turned their feedback into meaningful solutions that **break down barriers to movement.**

From adaptive apparel and modest swimwear to smart tech and coaching resources, these innovations do more than just function – **they make people feel seen, empowered and ready to move.**



Where Do We Move From Here?

This is only the beginning. To make movement truly accessible for all, we must **innovate with purpose.** That means staying curious, listening closely and designing alongside those who’ve been left out for too long.

Creating products and tools isn’t just about safety – **it’s about breaking down the barriers** for those who’ve been held back from even starting.

Let’s stay focused on identifying and addressing the gaps that remain. **When innovation is inclusive, everyone moves forward.**



MOVING AHEAD

Our Next Step Is Their First Step

The next step we have to take as an industry is to help more inactive individuals take their first.

We’ve hit the ground running — integrating movement into workplaces, breaking down barriers, shifting narratives and innovating for real impact. We’ve proven change is possible.

The progress we’ve made comes from people-first approaches that meet individuals where they are.

But with inactivity still on the rise, we can’t slow down.

We have shared just a few examples here. So how will we all continue to make a difference — *together*?

Lead By Example

Empower and inspire your employees to be active at work. Every company, big or small, can make movement a part of the workday and embed it into company culture.

Move The Inactive

Engage those on the sidelines – especially children, girls, and others who face barriers to participation. Invest in partnerships with global and community sports organisations to break down entry barriers.

Create Safe And Positive Experiences

Empower coaches and mentors to deliver impactful sports and movement experiences, and foster belonging. Innovate products and tools to meet everyone’s needs, ensuring both safety and enjoyment.

Shift The Story

Continue to transform perceptions of sport and movement through powerful storytelling that breaks down barriers. Showcase relatable role models and challenge stereotypes about who movement is for.

Contributors

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Caroline Fisher – ASICS Global Brand Communications

MEMBERS



PRODUCED BY

Protein AGENCY

ABOUT WFSGI

The World Federation of the Sporting Goods Industry (WFSGI) is the global voice of the sporting goods industry. Representing brands, manufacturers, retailers, and national federations, WFSGI advocates for policies and initiatives that foster health, sustainability, and economic growth through sport and physical activity.

For more information, please visit wfsgi.org.

Definitions

Aerobic physical activity²⁴

Also called endurance activity – Activity in which the body's large muscles move in a rhythmic manner for a sustained period of time, eg. walking, running, swimming, bicycling.

Audiences at risk for physical inactivity

Women and/or girls, children, and young people (up to age 24), people living with disabilities, people from marginalised communities (socioeconomically disadvantaged groups, racial and ethnic minorities, refugees), and older adults (ages 65+).

Barriers to physical activity

Factors that prevent individuals from engaging in physical activity, such as: time constraints, lack of motivation, limited access to facilities or resources, physical limitations or health issues, cultural barriers, financial costs, stress, lack of confidence, and/or negative perceptions about exercise.

Moderate-intensity physical activity²⁴

Activities that are a 5/6 on a scale of 0-10, relative to an individual's personal capacity.

Physical activity²⁴

Any bodily movement produced by skeletal muscles that requires energy expenditure.

Physical inactivity²⁴

An insufficient physical activity level to meet present physical activity recommendations²²: for children and adolescents (aged 5-17 years): at least 60 minutes per day of moderate- to vigorous-intensity physical activity, mostly aerobic, throughout the week, with vigorous-intensity activities, as well as those that strengthen muscle and bone, incorporated at least three days a week; for adults (aged 18-64 years): at least 150-300 minutes per week of moderate-intensity aerobic physical activity or 75-150 minutes per week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity activity; for older adults (ages 65+): at least 150-300 minutes of moderate-intensity aerobic physical activity, or at least 75-150 minutes of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity activity throughout the week.

Sedentary behaviour²²

Behaviour characterised by low energy expenditure while sitting, reclining or lying down. For example, most desk-based office work, driving a car, watching television or screen time.

Vigorous-intensity physical activity²²

Activities that are a 7/8 on a scale of 0-10, relative to an individual's personal capacity.

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