



# **PHYSICAL ACTIVITY - MODELS AND CHALLENGES FOR THE SPORT SECTOR IN A GLOBAL MARKET**

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ASSISTANT TO WFSGI SECRETARY GENERAL**

# ABOUT THE WFSGI



- WFSGI = World Federation of the Sporting Goods Industry
- Not for profit organization since 1978
  - by sports brands, manufacturers, suppliers, retailers, national organizations and all sporting goods industry related businesses
- Recognized as the global voice of the industry
- Recognized by the IOC as the sporting goods industry representative within the Olympic movement

# OUR ROLE



- Support and promote the sporting goods industry world-wide
  - providing the platform
  - increasing the sport participation in the world
  - improving the well-being of mankind through the practice of sports
- Act as the voice of the sporting goods industry
  - International organizations (ILO, WTO, UN, etc.)
  - governments
  - international sport organizations (IOC and IF's)

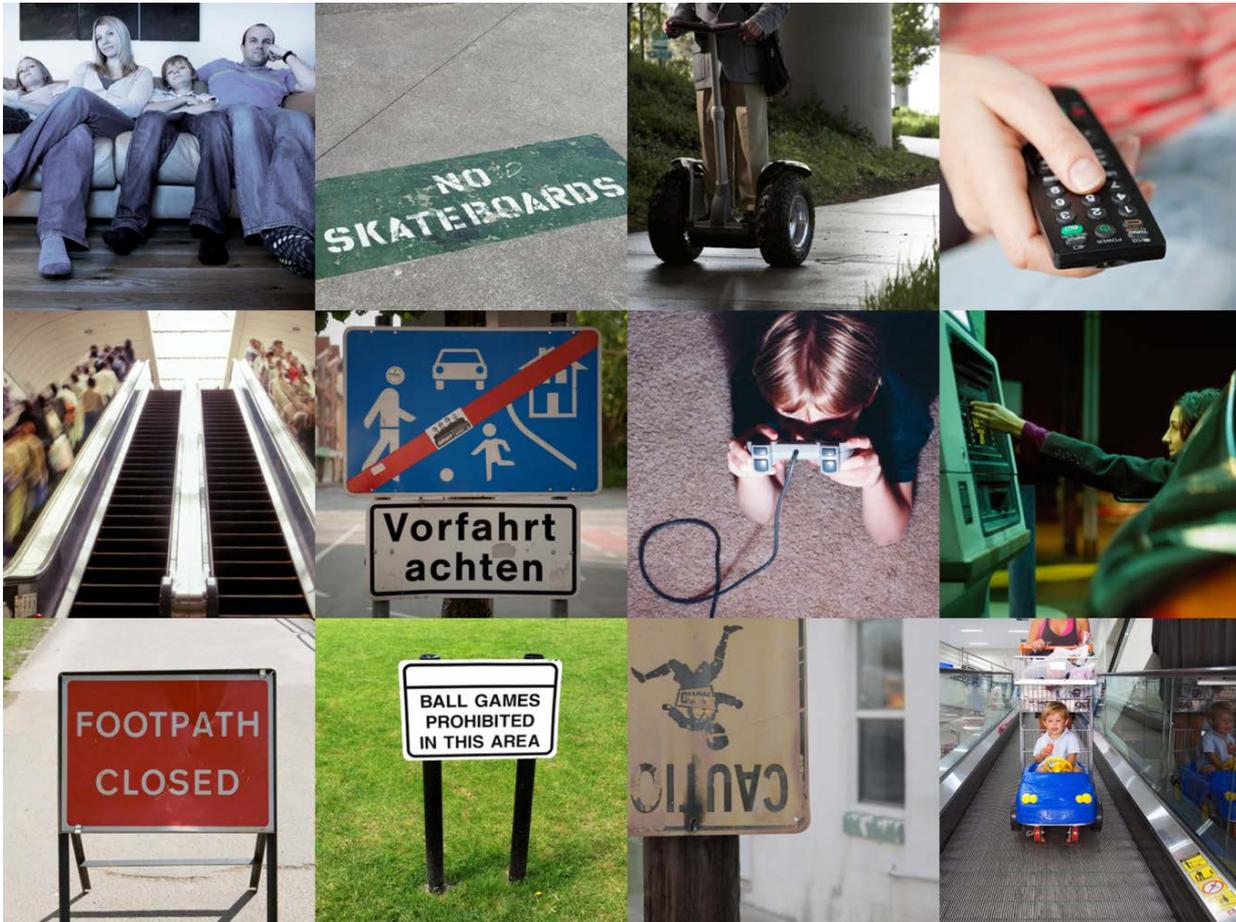
# PHYSICAL ACTIVITY PROMOTION GETTING STARTED



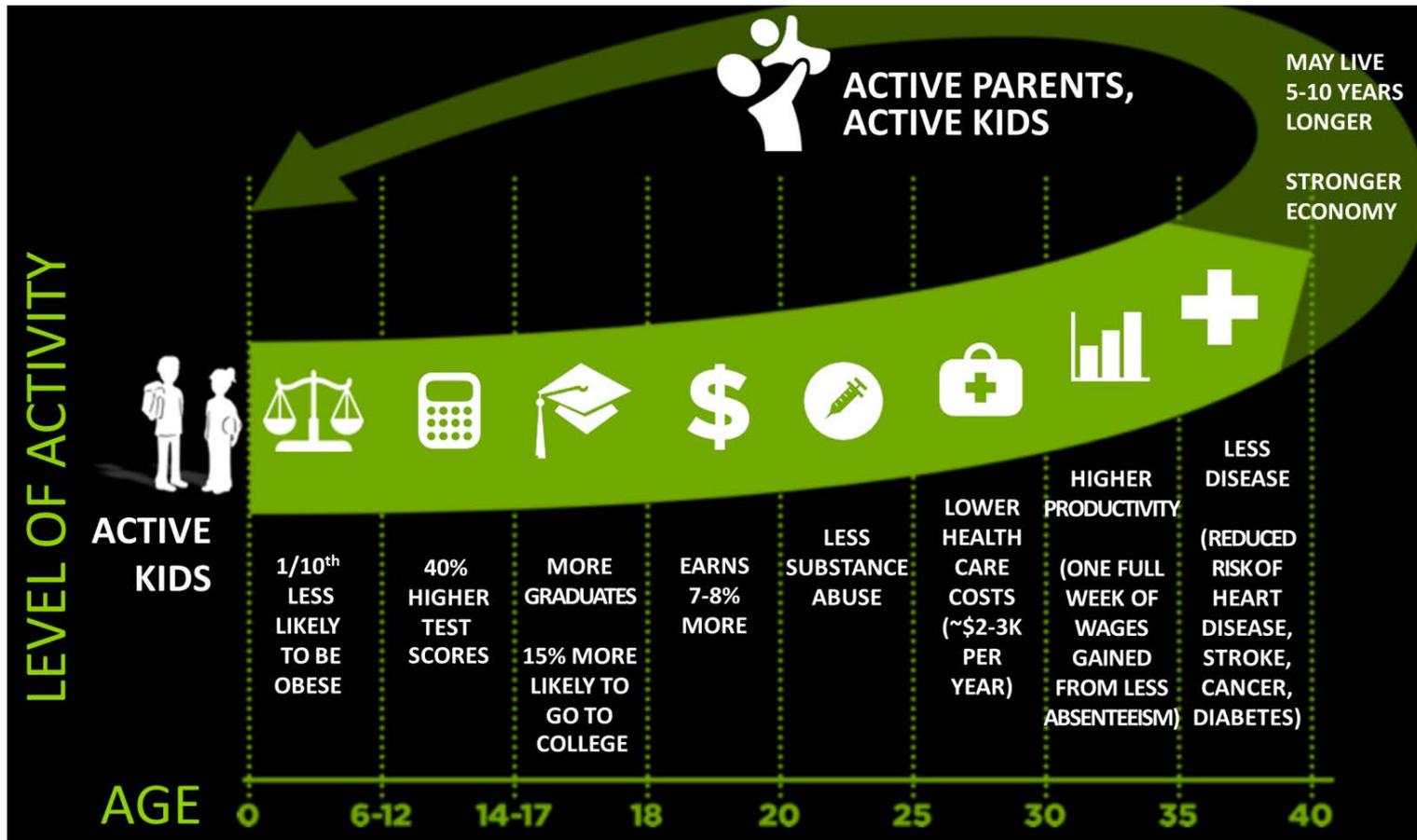
[Watch video](#)



# SOCIETY HAS ENGINEERED MOVEMENT OUT OF OUR LIVES



# THE OPPORTUNITY: SPORT AND PHYSICAL ACTIVITY



# WHY WE HAVE TO BE ACTIVE A CHALLENGE FOR OUR INDUSTRY



- Physical inactivity develops like a virus
  - Global health issue
  - Business proposition for our industry
- Physical activity is a “best buy”
- Global policy: “Green light” for physical activity promotion, but public private partnerships remain a challenge
- Right time to take action now

# SETTING THE AGENDA: PHYSICAL ACTIVITY PROMOTION BY WFSGI



# OUR ROLE FOR PHYSICAL ACTIVITY & HEALTH



- Our by-laws say: “To foster and encourage the participation of citizens of all countries in healthy sporting activities”

# OUR VISION FOR PHYSICAL ACTIVITY & HEALTH



CLUBS  
PHYSICAL EDUCATION  
SCHOOLS

BALANCE  
MOTIVATION  
JOY

FITNESS  
HEALTH  
SPORT

**“A GLOBAL HEALTHY SOCIETY IN WHICH PEOPLE  
CAN BE PHYSICALLY ACTIVE AND/OR DO SPORT  
WITHOUT BARRIERS OR CONSTRAINTS.”**

LEISURE  
PHYSICAL ACTIVITY  
ACTIVE TRANSPORTATION  
INFRASTRUCTURE

FUN  
POSITIVE LIFESTYLE  
TEAM SPIRIT

KIDS  
ALL AGES  
WOMEN  
FAMILIES

# ENCOURAGE ACTION ON PA



# WFSGI ACTIONS IN PHYSICAL ACTIVITY & HEALTH



- WFSGI officially created a PA Committee at ISPO Munich 2013
- Communication and promotion of Physical Activity
  - WFSGI Magazine, Newsletters & Press Releases
- Creating awareness in our industry
  - Organize meetings around Physical Activity (PA Round Table Tokyo)
  - World Sports Forum
  - ISPO Munich
- Support industry initiatives
  - Designed to Move



# ONE VISION – TWO ASKS GET PEOPLE ACTIVE!



ASK #1  
**EARLY** POSITIVE  
EXPERIENCES FOR  
CHILDREN



ASK #2  
**INTEGRATE**  
PHYSICAL ACTIVITY  
INTO EVERYDAY LIFE

# CREATE AND PRESERVE INFRASTRUCTURES



Cycling in New York



Cicloviias in the Americas



Football pitches



Play ground



Spaces for physical activity



Basketball fields

# IT CAN BE SO EASY – MAKE IT COUNT



[Watch video](#)



# **SPORT - A POSITIVE IMAGE**

**WHAT CAN THE SPORTING GOODS INDUSTRY  
CONTRIBUTE AS PART OF THE SOLUTION?**



# MEMBER INITIATIVES TO PROMOTE PA AND SPORT



- Our members spend a significant amount of their budgets on the promotion of physical activity and sport
  - educational school programs
  - grass-root initiatives
  - generic campaigns
  - sponsoring of sport events
  - sport club support
  - motivation tools such as apps, social media and websites
  - employee programs
  - and many more

# MEMBER INITIATIVES ON WWW.WFSGI.ORG



www.wfsgi.org/committees/physical-activity-health-committee/member-initiatives

- BICYCLE COMMITTEE
- CISO COMMITTEE
- CSR COMMITTEE
- EXECUTIVE COMMITTEE
- FEDERATIONS COMMITTEE
- LEGAL COMMITTEE
- MANUFACTURERS COMMITTEE
- PHYSICAL ACTIVITY COMMITTEE**
  - Members
  - Policy Statement
  - **Member Initiatives**
  - PA Promotion Videos
  - World Health Organization
  - Designed to Move
- TRADE COMMITTEE

### MEMBER INITIATIVES TO PROMOTE PHYSICAL ACTIVITY AND SPORT

Our members spend a significant amount of their budgets on the promotion of physical activity and sport. These actions are manifold and vary from initiatives based on educational school programs or generic campaigns, sponsoring of sport events, motivation tools such as apps, social media and websites and employee programs.

We are only displaying a selection of our activities. If you have any initiative to share, please contact [sburkert@wfsgi.org](mailto:sburkert@wfsgi.org).

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**adidas Group**  
The adidas vision: With our passion for sport, we can make the world a better place.



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**Advanced Sports**  
Formed in 1998, Advanced Sports is a privately-owned American corporation based in Philadelphia, Pennsylvania. It is the owner of five premium bicycle, and bicycle component brands.



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**Australian Sporting Goods Association (ASGA)**  
The ASGA welcomes Active After-School Communities program funding. The Active After-school Communities program is an important part of ensuring Australian children are healthy and active. The program reflects the international Designed to Move action plan that ASGA, through its membership in the World Federation Sporting Goods Industry, is working towards.



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**Asics**  
Health and well-being is at the heart of ASICS. Starting with the founding philosophy of our founder Onitsuka, promoting physical and mental health has been at the cornerstone of our



# MEMBER INITIATIVES EXAMPLES



- BOKS Kids by Reebok, US
  - a before school physical activity program
- Learn to swim by Speedo, UK/India
  - Teaching skills that can save your life
- Cadence Cycling Foundation by Advanced Sports, US
  - teach, support, and guide underserved youth into healthy adult lives through the sport of cycling
- Skate in school by Rollerblade, US
  - Inline skating lessons and activities for kids in their school Physical Education (PE) classes

# THE POWER OF SPORTS BRANDS



Innovation

Positive image

Identifier

Attractive

Action

Popular

Cool

Motivating

Belong to

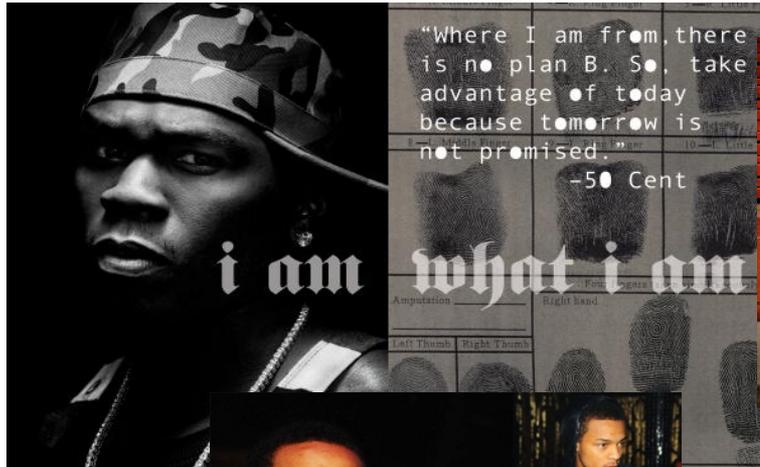
Self-confidence



# WE HAVE SPORT HEROES!



# AND CULT HERO'S!



50 Cents



Bowwow



# WE REACH THE PEOPLE ALL OVER THE WORLD



# WE PROMOTE PHYSICAL ACTIVITY EVERY DAY - IT'S OUR BUSINESS



# WFSGI GLOBAL ADVOCACY FOR PA

## OUR ROLE



- Collaborate with stakeholders such as IOC and UN agencies such as WHO, ECOSOC (UN task force) and UNESCO on PA
- WHO contact for the sporting goods industry
  - Participate in the NCD advisory group for the private sector
  - Provide industry position papers & feedback to the WHO on PA
- Participate at Multi-stakeholder meetings/groups
  - NCD Alliance
  - CSTF Civil Society task Force (WEF)
  - GSO – Global Social Observatory

# MILESTONE

## WHO GLOBAL ACTION PLAN



- World Health Assembly in Geneva in May 2013
  - WHO Member States adopted a resolution entitled “Follow-up to the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of NCDs -> WHA 66.10
  - Agreement to a Global Action Plan
- What does this mean for physical activity?
  - Great achievement for global promotion of PA and the culmination of long consultations the WFSGI has also contributed to
  - Strategies for increasing population levels of physical activity
  - Global target to reduce physical inactivity by 10 per cent

# CHALLENGE

## TURN THEORY INTO PRACTICE



- It is important to translate the Global Action Plan into real political action and policy measures
- WFSGI submitted a position paper where we ask to install a working group for physical activity at the WHO Secretariat and WFSGI is ready to lead such an effort from the private sector side
  - Sporting goods industry can play a unique leadership role
  - Well practiced to inspire and enable physical activity
  - Our products promote physical activity & health
  - WFSGI PA Committee installed

# WE ARE READY FOR TAKE OFF



- No one can solve this problem alone
- We need to
  - Spread the news
  - Translate theory into action
  - Create multi-sector action
  - Build a social movement
  - Bring back the fun & joy to move
  - Create spaces to be active





# Thank you!

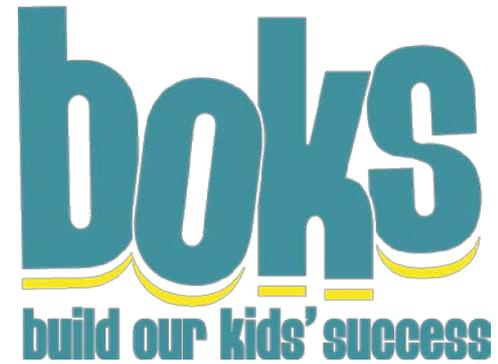
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# ADDITIONAL SLIDES

# MEMBER INITIATIVES





## Active Kids = Active Minds

*Started by moms, energized by Reebok and powered  
by communities*

# The Essence of BOKS

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## Mission:

To promote the profound impact of physical activity on a child's mind, body, and community.

## What it looks like:

- Before school moderate to vigorous activity, incorporating a skill of the week into relay races, obstacle courses and games into a playful and non-competitive environment.
- Classes are run by school community
  - 2 or 3 days/week
  - 40 minutes/class
  - Functional fitness and play
  - Nutritional lesson



# Physical Activity and School

## Case Study Results

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### Recess-based physical activity

- Develops cooperation & negotiation skills
- Increases attentiveness, concentration & time spent on-task

### Classroom-based physical activity

- Enhances on-task behavior
- Creates an environment that encourages regular activity

### Sports-based (extracurricular) physical activity

- Improves mental health
- Reduces risky behaviors and decision-making

**SPEEDO**

speedo 

# LEARN TO SWIM

WITH REBECCA



**VIDEO 01**  
An introduction to why Becky and Speedo care about 'Learn to Swim'  
2:32

**VIDEO 02**  
Why is learning to swim so important - life skill, health, fun!  
2:32

Rebecca Adlington



Kids Zone



Learn to swim



Our products



Water safety



Breaststroke

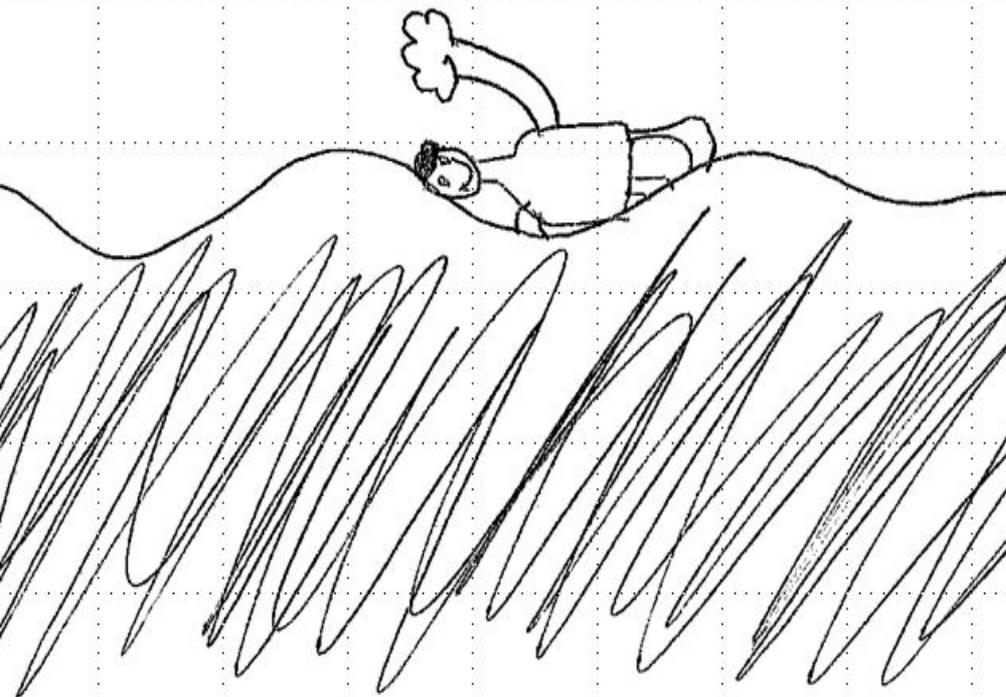


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Hope™

speedo

I feel Alive and free



elated

extatic

Free

excited

me





Speedo®



**ADVANCED**  
**SPORTS**  
INTERNATIONAL

# PROUD SUPPORTER OF

East Coast



Greenway



Wash Cycle Laundry



**rails-to-trails**  
conservancy

# CADENCE CYCLING FOUNDATION

Started in 2007 the Cadence Cycling foundation is a Philadelphia-based nonprofit whose aim is to teach, support, and guide underserved youth into healthy adult lives through the sport of cycling. Using the bicycle as a tool, The Cadence Foundation teaches children the importance of physical fitness, helps build life skills, and assists in the fruition of post-high school education goals.

In partnering with the Cadence Foundation, Advanced Sports is proud to help almost 200 children/year pedal one step closer to their goals.

# NEIGHBORHOOD BIKE WORKS

Neighborhood Bike Works is a Philadelphia-based non-profit organization whose mission is to increase opportunities for urban youth in underserved neighborhoods by offering educational, recreational, and career-building opportunities through bicycling. Since 1996, NBW has introduced over 4,000 young Philadelphians to the joys and freedom of cycling in the city and has expanded to three permanent locations and one volunteer-driven satellite location.

Neighborhood Bike Works also promotes cycling as a healthy, affordable, environment-friendly form of transportation by offering maintenance and resources to all Philadelphians.

We are honored to support the growing efforts of Neighborhood Bike Works in Philadelphia.

# GEARING UP

Since 2009, Philadelphia-based non-profit Gearing Up has provided women in transition from abuse, addiction, and/or incarceration with the skills, equipment, and guidance to safely ride a bicycle for exercise, transportation, and personal growth. Through our partnership with Gearing Up, we are reminded daily of the unbelievable impact that the skill of riding a bike can have on a woman's self esteem, motivation, and happiness.

# THE BICYCLE COALITION OF GREATER PHILADLEPHIA

Since 1972, this Philadelphia-based non-profit has been promoting bicycling as a healthy, low-cost, and environmentally-friendly form of transportation and recreation by making the city of Philadelphia a better place to ride a bike. The coalition has been integral in growing bicycle commuting in Philadelphia by 151% since 2000, to a mode share of 2.16% —twice the rate of any other big city in the U.S.

We salute the coalition every day for making it easier for us to do what we love.



**TECNICA  
GROUP**



**NORDICA**



**LOWA**



*Bladerunner*

**MOON BOOT**

**T-SHOES**  
For urban travellers



**Skate in School®**

# Skate in School®

*The Inline Skating Program Developed for Schools  
By Rollerblade®*



# *The Program*

- *Inline skating lessons and activities for kids in their school Physical Education (PE) classes*
- *Launched in 1996 by Rollerblade.*
- *In more than 1,200 schools in the USA and growing.*
- *4 million students introduced to inline skating.*
- *Meets National Standards for PE.*
- *At the forefront of “New PE” initiatives.*



# *Inline Skating Fitness Benefits*

- *UMass Study: Increases cardiovascular endurance, tones muscles & helps build healthy habits for a lifetime.*
- *Aerobic benefits almost as good as running.*
- *Up to 360 calories burned by a 150-pound person skating for 30 minutes.*
- *Low-impact workout tones muscles, especially the hips, thighs and gluteus.*
- *Improves balance and agility.*
- *Great for all types of kids – captures interest of kids not into team sports or other regular fitness activities.*
- *An active activity that can be done beyond gym class – often influences parents to get moving at home.*



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GROUP

# What Schools Get



- *Rollerblade skates & full protective gear specifically designed for school use*
- *Schools buy and own at a special price.*
- *NASPE-approved, developmentally appropriate lesson plans & instructional video.*
- *Optional “in-service session” and storage cart.*



# Lesson Plans & DVD



- *NASPE-approved lesson plans for all levels.*
- *“Skate Great” instructional DVD.*



TECNICA  
GROUP

# Frequently Asked Questions

- **Does a school need special insurance?**

*No. In virtually all cases, a school's existing insurance policy will cover Skate in School.*

- **Where can students skate?**

*Inside in gyms and outside on parking lots, tennis courts and nearby paved trails.*

- **Will the skates damage gym floors?**

*With proper use, Rollerblade skates should not mark gym floors.*



TECNICA  
GROUP

# Program Highlights

- *Our team of nearly two dozen "Roll Model" Ambassadors are PE teachers who have been doing our program for years, and are able to share their positive experiences with other schools.*
- *About 50% of our programs are in middle schools/junior highs, while 25% are in elementary schools, and 25% are in high schools.*
- *The most frequent comment we hear from teachers: "My students are having so much fun in-line skating they don't realize they are sweating and getting a great workout."*



# *Skate in School*<sup>®</sup>

*The Inline Skating Program Developed for Schools  
By NASPE & Rollerblade*

[www.skateinschool.com](http://www.skateinschool.com)  
1-888-758-4386

