

The project website

www.ehfa-projects.eu



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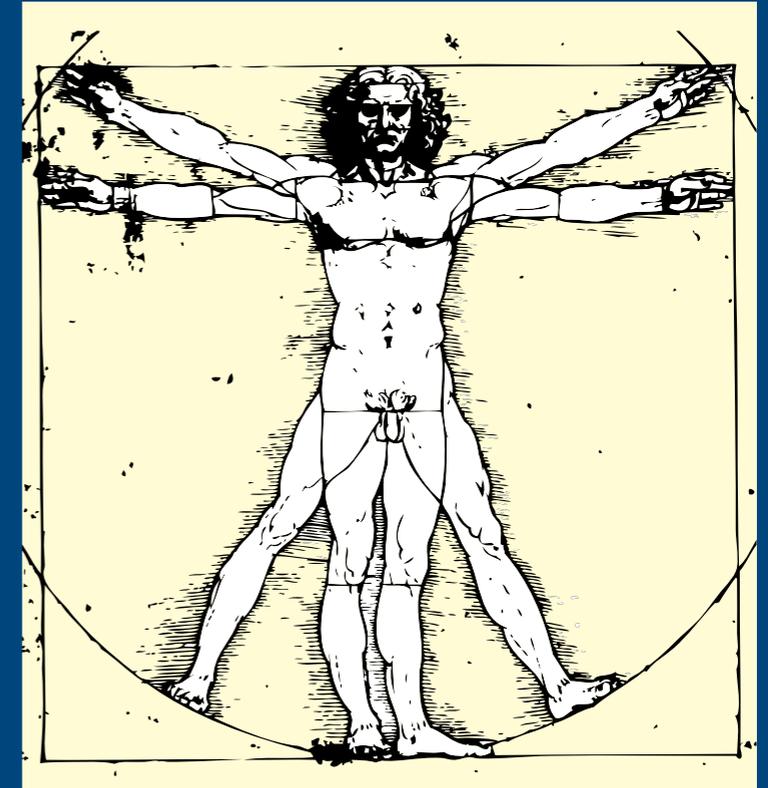


European Health & Fitness Association



The Hub

Becoming the Hub –
The Health and Fitness Sector
and the future of Health Enhancing Physical Activity





Introduction

The award of the grant from the Commission for this project will enable the European Health & Fitness Association (EHFA) to undertake a thorough research and consultation exercise to provide it with the basis on which to make informed recommendations to government at all levels with regards to the most effective means to enhance health via physical activity.

The project will show what opportunities and barriers there are for the fitness sector to work in

partnership with other sectors. It will also look at how it currently supports international policy and how it can do so more effectively. This project will determine how the health and fitness sector can positively contribute to the drive to promote health enhancing physical activity across the European Union via sport. It will identify and spread best practice across EHFA's pan-European network. It supports the EHFA mission of:

More People | More Active | More Often



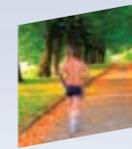
The process

In taking preparatory actions to bring about this outcome, it is necessary to assess and review what is currently happening across Europe and to make clear how EHFA thinks it can contribute to raising the activity levels of European citizens. This will be done with its stakeholders across the European sporting community, and will identify the opportunities and barriers to mutually supportive partnerships.

Since 2004 EHFA has been developing a sectoral approach to fitness qualifications and now for other aspects of its operation. This is already demonstrating that policies and approaches to

raising standards across the industry can improve the effectiveness and contribution that fitness has to offer to the physical activity agenda.

It is increasingly important that EHFA is able to provide advice, guidance and examples of other nations where intervention policies and practices have happened effectively. Introducing advice and clarity to other operators and national associations is crucial in providing capacity to EHFA's work at the European level. By sharing best practice EHFA can provide a catalytic service to the spreading of cooperation, leading to greater influence and contribution by the broader fitness industry.



The project partners

The European Health and Fitness Association (EHFA)

European Observatoire for Sport Employment (EOSE)

The Fitness Industry Association (FIA)

Verband Deutscher Fitness und Gesundheitsunternehmen (VDF)



The method of working

A large part of the early work for the project will be desk based research to be undertaken to establish the prominence of the health and fitness sector in the health enhancing physical activity debate. This will identify a benchmark for future monitoring. Once this information is collated, it will be turned into a simple and usable format which is easily consumed by the health and fitness sector and its key stakeholders.

The outcome will be a depository of practical case studies and examples that will show, with evidence, how this can be achieved.

This will develop into a strategy for the whole fitness sector to establish the ways and means it can support the promotion of health enhancing physical activity via the health, sport, education and social settings of policy. There will be an

open forum looking to the future to review the collated information and test it upon an informed audience.

The ultimate outcome will be a shared strategy, owned and created by the European health and fitness sector that sets out in policy terms how it can work in partnership to create a healthier Europe through sport with improved levels of physical activity.

The project started in January 2010 and will be completed in February 2011 when the final report and recommendations will be submitted to the Commission. There will be a summit meeting in London in late November 2010 where the recommendations for policy development will be presented and discussed; details will be published on the project website.