EuropeActive
2016 Year End Report
Events 2016

Meeting European Observatoire of Sport and Employment, Brussels, January 2016

At the meeting, Presidents of the European Observatoire of Sport and Employment (EOSE), Prof. Thierry Zintz, and EuropeActive, Sir Graham Watson, came together to agree on a common approach to help tackle the challenges of the sector and to support the delivery of the European Commission’s agenda in the field of sport, employment and education and training. As a result, they clarified the missions, roles and objectives of both European networks and agreed to start a new relationship and to work together collaboratively, in consultation and transparently for the benefit of the whole fragmented sector. Specifically, in this partnership, it was agreed that EOSE will lead on activities in the Sport sector and EuropeActive will lead on those in the Active Leisure sector.

FIBO Innovation Tour, Istanbul, Moscow, Warsaw, Milan & Stockholm, January & February 2016

The FIBO Innovation Tour 2016 focused on new paths for studio operators, always with an eye to gaining new members while retaining existing ones. Developments and ideas available on the market today were presented by the 15 FIBO exhibitors who participated in the FIBO Innovation Tour to showcase their innovations and share insights into trends and customer preferences.


At the 2016 EU Sport Forum around 350 participants attended, among them leading representatives from international and European sport federations, the Olympic movement, European and national sport umbrella organisations and other sport-related organisations. EuropeActive’s Cliff Collins presented the ALCIS Project at one of the panel sessions and Sir Graham Watson spoke as co-chairman of the grassroots sport working group.

Presidential Breakfast, Cologne, April 2016

New for 2016 the Presidential breakfast was held in Cologne during the FIBO International Tradeshow. On the agenda were some short presentations by high level experts and interesting exchanges of views and thoughts from attendees. Speakers were presenting the latest health & fitness market developments, EU developments affecting our industry, consumer insights and - Apple’s director of fitness for health technologies - Jay Blahnik presented the future of technology concerning wearables.
European Health & Fitness Forum, Cologne, April 2016

Experts from the active leisure sector, politics, health care and associated industries shared helpful input and practical examples on how change and innovation can be implemented successfully. This was fully supported by roundtable debates with representatives from lead suppliers and operators. The 2016 EHFF’s focus on ‘Growing the fitness sector through innovation’ as well as overall fitness sector developments was a great success reaching EuropeActive’s target of 400 delegates including Commissioner Navracics.

Exchange of views with MEP Hannu Takkula, Brussels, August 2016

Member of the European Parliament, Hannu Takkula (FI, ALDE) was part of the exchange of views with other House of Sport organisations. A big part of the exchange covered the report of Mr. Takkula ‘Integrated approach to sport policy: good governance, accessibility and integrity’. Stressing the importance of the sport industry as a whole in the European Union, Mr. Takkula noted that his report is going to be of high importance with the European Commission due to review the Sport Policy in 2017. Sir Graham Watson (EuropeActive President) was also present at the hearing and pointed out that issues like Active ageing and physical activity in schools should be included in the report. EuropeActive also made sure that the interests of the fitness sector are promoted and protected in regards of policy making by the European Parliament and the European Commission.

Executive Leadership Forum, Palma, September 2016

The 8th edition of the Executive Leadership Forum was held in Palma de Mallorca, Spain. The meeting brought together leading sector actors from all across Europe to explore new challenges and opportunities, to network and develop valuable insights on thriving in such a dynamic sector as fitness and active leisure. Following on from the European Health & Fitness Forum the 2016 Executive Leadership Forum focused on ‘Growing the Fitness Sector Through Innovation’. Under the guidance of Prof. Dr. Jeff Gaspersz delegates learned all about igniting the innovative mindset. Amongst many other great speakers Sander Allegro shared innovation lessons from the hospitality sector and Pierre Geisensetter introduced Cyberobics, a new innovative experience.
International Standards Meeting, Athens, September 2016

The International Standards Meeting (ISM) is recognised as one of the leading events for the fitness sector and is supported by EuropeActive. This year’s event took place in the ancient city of Athens and it welcomed 74 delegates from 26 countries from across Europe and around the world. With ‘Shaping the Future of Exercise Professionals’ as the main theme, delegates were able to share their thoughts on plans for the introduction of a Lifelong Learning programme for European fitness professionals, to discuss the latest trends in the industry and to witness the launch of the Sector Skills Alliance for Active Leisure.

Flagship event European Week of Sport: Good Governance in Sport, Brussels, September 2016

At the flagship event of the 2016 European Week of Sport, Sir Graham Watson signed the pledge of Good Governance in Sport drafted by The European Commission Experts Group. By doing this, EuropeActive was one of the first organisations to sign the pledge of good governance in sport. With such governance principles, sport organisations will be more credible in the fight against doping and match-fixing but also in encouraging people to engage in sport and physical activity.

European Summit on Digital Innovation for Active & Healthy Ageing, Brussels, December 2016

In December of 2016, EuropeActive was at the European Summit on Digital Innovation for Active & Healthy Ageing. EuropeActive is strategic partner to DG CONNECT for the active ageing summit and a leading organisation promoting physical activity in later life. At the summit EuropeActive:

- Presented the PAHA Project and PAHA Good Practice Guide,
- Director of programmes Cliff Collins spoke at the evening reception on 6 December,
- And again on stage on 7 December he spoke on innovation in active ageing,
- And President of EuropeActive, Sir Graham Watson, was invited to speak during the closing ceremony.
IHRSA annual meeting

IHRSA and EuropeActive had their annual meeting in October discussing and further liaising on the activities of both associations. The first practical outcome of the collaboration is the European Health & Fitness Market Report 2016, which continues in 2017.

EuropeActive also gave presentations at the following events:

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<tr>
<th>Month</th>
<th>Events</th>
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<tr>
<td>January &amp; February</td>
<td>FIBO Innovation Tour, Istanbul, Moscow, Warsaw, Milan, Stockholm</td>
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<tr>
<td>May</td>
<td>Precor, Lanzarote</td>
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<td>June</td>
<td>HDD Group, Veldhoven</td>
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<td>Congress Fitness Challenges, Aix en Provence</td>
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<td>Pavigym, Alicante</td>
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<td>September</td>
<td>FIBO China, Shanghai</td>
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<td>ABLL Int., Helsinki</td>
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<td></td>
<td>Pavigym, Alicante</td>
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<td>October</td>
<td>Curves Int., Amersfoort</td>
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<td>Matrix Int. show, Coventry</td>
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<td>November</td>
<td>Annual Congress of AGAP, Lisbon</td>
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<td>December</td>
<td>Congress Milan</td>
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EU Projects

The year 2016 was successful for the EU Projects of EuropeActive and shows an even brighter future ahead. This year ALCIS1 was completed and ALCIS2 is still underway as part of European Week of Sport 2016, where over 20,000 children took part in 8 countries. To view the ALCIS2 video go to: https://youtu.be/zpUsaRC1K8k

The PAHA project completed and a Good Practice Guide has been published to critical acclaim. Furthermore, EuropeActive started the SIGAF project taking fitness to the top of sector skills development.

EuropeActive is also an observer in the social dialogue test phase and co-applicant in the social dialogue round table meeting, partner in SASPORT dealing with labour market intelligence and partner in 4 other EU-funded grant applications currently in development. More applications are being developed with EuropeActive as lead in 2 Erasmus+ projects (education and training and physical activity) plus a partner in another for submission early 2017.

The Forum in Anti-Doping project will start in January 2017 – and will be a 3-year project to promote and protect fitness sector interests – reporting to EU Commission and the Council of Europe.

EU Affairs

Following on from the success of the EU Projects, the EU Affairs team has accomplished many feats in 2016. In total 44 editions of the Brussels Bulletin were send and 13 position/information papers published on EU Affairs section of our website.

Together with our partners EuropeActive launched a Sector Skills Alliance for active leisure and an Active Leisure Alliance website and completed the European Skills Competencies Occupations (ESCO) referencing for fitness and programme with 4 EU Expert Groups (Good Governance, Economic Dimension of Sport, Promoting health-enhancing physical activity, and Education and Training).

In 2016 EuropeActive was a member of the European Week of Sport Advisory Board, Platform for Self and Co-regulation, DG SANTE Platform for Action on Diet and Physical Activity, European Innovation Partnership on Active and Healthy Ageing and of European Standardisation Committee (CEN) for fitness centres (9 national associations directly involved).
Professional Standards Committee

Training Provider Accreditation

The number of accredited training providers increased significantly in 2016 with 38 new training providers making application for verification of training against EuropActive standards. There are now 90 training providers delivering EuropActive accredited training in 27 countries.

Subsequently, the verification team grew from 1 to 7 team members including a Lead Verifier who has introduced the trialling of on-site quality assurance visits.

Standards

In 2016 the Professional Standards Committee successfully introduced Advanced Exercise for Health Specialist (EQF level 6) as well as Level 5 Pregnancy and Post Natal Exercise Specialist standards. The new Professional Standards Committee Terms of Reference are currently being consulted on and a profile for pre-choreographed instructors are planned to be introduced.

Events & Presentations

The Professional Standards Committee gave presentations at various events in 2016:

- ISM Athens
- Rimini Wellness – ANIF Conference
- ELAV Global Conference, Italy
- Matrix International Show, London
- DIFG’s ‘German fitness industry day’, Dusseldorf

Planned for next year are two of EuropeActive’s new events specifically targeting training providers and exercise professionals:

- April 2017 Training Provider Forum
- April 2017 FIBO European Convention
European Register of Exercise Professionals (EREPS)

In 2016 EREPS continued to establish itself as the recognised register in the European fitness industry growing in size and importance. The following achievements were realised:

- Now 5,000 exercise professionals are registered through EREPS
- New website in place, with course listing, European journal/blog and member benefits scheme
- Introduction of the EREPS Operator Champion Programme. Go Fit and Basic Fit already signed up as the first Operator Champions.

Besides the major achievements that were realised in 2016, EuropeActive signed a Memorandum of Trust and Understanding with the Russian fitness-aerobics Federation, setting up the Russian Register of Exercise Professionals (RUREPS). EuropeActive also re-established the Memorandum of Trust and Understanding with the United States Registry of Exercise Professionals (USREPS), and has planned to sign for the Finnish Register early 2017.

Publications

Retention Report 2017: Empowering Weight Loss through the Psychosocial Benefits of Exercise

The Retention Report 2017 discusses the problems of overweight and obesity. The associated health risks are great and pronounced enough to continue to increase the burden on health care systems. The report states that controlling weight is largely a behavioural issue, and the fitness sector is in possession of the most potent vehicle for long-term success – regular exercise.

EuropeActive & Deloitte European Health & Fitness Market Report 2015-2016

The third edition of the EuropeActive & Deloitte ‘European Health and Fitness Market Report’ presents the most comprehensive analysis of the European health and fitness industry. The report contains the most current information on the main European markets, the major club operators in Europe and their recent merger and acquisition activities, as well as a snapshot of the leading equipment manufacturers worldwide. For the first time IHRSA and EuropeActive worked together on this report with IHRSA using our research and figures in their global report.
EuropeActive’s new book in the light of the 2016 European Health & Fitness Forum: Growing the Fitness sector through Innovation

The purpose of the ‘Growing the Fitness sector through Innovation’ book is to help create an even more innovative sector as one of the drivers of the plan to get more Europeans, more active, more often. This core mission of EuropeActive is not only for the growth of the sector, but also to get more people active outside of this fantastic industry.

2016 International Health/Fitness Industry Trend Report – What’s All the Rage.

The International Health & Fitness Industry Trend Report is a comprehensive study that explores the offerings of fitness professionals and gym operators around the world, and quantifies the data to reflect growth in trends over the past two years. The study explores more than 90 industry trends across three broad categories — programs, services, and training protocols; equipment and facilities; and technology — and determines if they are emerging, niche, growing, or maturing.

Communications

In 2016 EuropeActive continued to send out the Newsletter as well as 44 editions of the Brussels Bulletin. On the EuropeActive website we published 103 blog articles.

The EuropeActive website we reached 135,607 page views in 2016, growing by more than 130% since 2015. The EREPS website received 136,804 page views growing by more than 9% since 2015. Our websites have been viewed by people in 168 countries.

Our Social Media position continues to grow with Facebook now achieving 11,195 likes and the Twitter account having 3,792 followers, realising 453,103 tweet impressions and 11,696 profile views. The LinkedIn group now has 2,693 members.

In 2016 over 5,000 new key contacts have been added to our database resulting in a 15% increase in the number of openings of our mailings.
Events planned for 2017

**FIBO Innovation Tour**

In January and February of 2017, FIBO and EuropeActive will jointly organise the FIBO Innovation Tour (FIT) with stops in five European cities: London, Paris, Vienna, Riga, and Barcelona. It will offer one-day seminars highlighting current trends and innovations in the sector.

Leading keynote speakers during the FIBO Innovation Tour 2017 include:

- Alexis Batrakoulis, EuropeActive PSC Member (presenting the results of a research conducted on fitness professionals using the European Register of Exercise Professionals - EREPS)
- Deloitte (presenting the European market figures according to EuropeActive)

www.europeactive.eu/events/FIT2017

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<thead>
<tr>
<th>FIBO Innovation Tour Location</th>
<th>Date</th>
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<tr>
<td>FIBO Innovation Tour London</td>
<td>26 January, 2017</td>
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<td>FIBO Innovation Tour Paris</td>
<td>31 January, 2017</td>
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<td>FIBO Innovation Tour Vienna</td>
<td>7 February, 2017</td>
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<td>FIBO Innovation Tour Riga</td>
<td>9 February, 2017</td>
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<td>FIBO Innovation Tour Barcelona</td>
<td>14 February, 2017</td>
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**FIBO International Trade Show**

During the 2017 FIBO International Trade Show, EuropeActive and EREPS will organise several events supporting FIBO. The new 2-day FIBO European Convention will be the largest practical and educational fitness convention featuring the best presenters from around the world. The main European Convention will be supplemented by an exclusive EuropeActive Training Provider Forum. This will be a special event just for accredited training providers of EuropeActive and consists of a networking lunch and keynote presentations.

www.europeactive.eu/events/ETC2017
Also held during the 2017 FIBO International Trade Show, will be the European Health & Fitness Forum (EHFF). Following on from the success of 2016’s ‘sold out’ event, EuropeActive and FIBO will organise the 4th EHFF focusing on ‘Consumer Engagement’, which will be a key factor in achieving the target of 80 million members of European fitness clubs by 2025.

www.europeactive.eu/events/ehff2017

European Health & Fitness Forum 5 April 2017
EuropeActive Training Providers Forum 7 April 2017
FIBO European Convention 8 – 9 April 2017

The Executive Leadership Forum (ELF) is the annual meeting of CEO’s and top managers of leading European health & fitness centres. The objective of the meeting is to bring together the leading sector actors from all across Europe, to explore new challenges and opportunities, to network and to develop valuable insights on thriving in such a dynamic sector as fitness and active leisure. Under the guidance of influential speakers, the participants will share business visions and best practices, while also being involved in interactive physical activities.

Executive Leadership Forum 25 – 27 June 2017

The annual International Standards Meeting has already become the most relevant occasion for cooperation in the worldwide fitness sector with an agreed global approach to improve education, recognition and social impact of exercise professionals and the fitness sector worldwide. This event brings together key stakeholders from the fitness industry including employers, training providers, suppliers, national associations and the representatives of national registers of exercise professionals from across Europe and around the globe for lively debate in an open and inspirational environment.

International Standards Meeting November 2017
THANK YOU
FOR YOUR SUPPORT

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