

EuropeActive Calls for Strengthened Sport and Physical Activity Funding in the Future Erasmus+ Programme (2028-2034)

EU'S NEXT LONG-TERM BUDGET (MFF) – EU FUNDING FOR CROSS-BORDER EDUCATION, TRAINING AND SOLIDARITY, YOUNG PEOPLE, MEDIA, CULTURE, AND CREATIVE SECTORS, VALUES, AND CIVIL SOCIETY

EuropeActive, the leading member-based non-profit organisation representing the **European fitness and physical activity sector**, raises the following points in view of the European Commission's first full proposal for the MFF 2028-2034, outlining a budget designed to modernise EU investment, streamline funding tools, and support priorities such as competitiveness, resilience, cohesion, education (including Erasmus+), and external action (published 16 July 2025).

- The announced **budget** for the future Erasmus+ programme raises concern as it barely constitutes an increase when accounting for **inflation and for its merge with the European Solidarity Corps**. The **lack of earmarked budget for Sport and Physical Activity raises further concern**, as this flexibility risks excluding sector specific considerations and needs, and risks creating further uncertainty for beneficiaries across different sectors, as budgets for various activities, topics and sectors would be expected to be negotiated on a yearly basis. This approach can only **create precarious environments** that hold stakeholders back from mid to long term planning and unfairly favour stakeholders with more resources and the ability to adapt.
- **'Sport and Physical Activity' must be clearly and systematically referenced** across relevant future funding programmes to effectively reflect the current diversity of activities, stakeholders/ providers, but also citizens' growing appeal for informal and non-organised exercise activities that exceed traditional organised and competitive sports only. With more people than ever before exercising for their health, it is essential for relevant **EU programmes and policies to support this societal shift, and to honour Commissioner Micallef's task** to safeguard and strengthen how *'sport plays an important role in people's lives and as an anchor to bring communities and people together and improve our health and well-being'* ([Mission Letter, 17 September 2024](#)).

- We regret that this proposal's alignment with existing EU sport policies does not include one of the three pillars of the current [EU Work Plan for Sport 2024-27](#): 'participation in sport and health-enhancing physical activity' and only sporadically refers to health and wellbeing as objectives of sport activities.
- **Health-Enhancing Physical Activity (HEPA) must be a core priority, as it remains an untapped, proven and cost-effective preventative tool to improve health, wellbeing and productivity levels**, therefore focusing attention on the many by helping more people, be more active, more often. To do so sustainably, EU funding programmes must strive to **foster greater cross-sectoral collaborations**- health behaviours are **shaped by structural and systemic factors** that exceed individual control and responsibility: **societal and structural shifts are required** to encourage and support people to lead active and healthy lifestyles. Collaborations across sectors, such as physical activity, health, sport, education, urban planning, are necessary to achieve so.
- We regret the lack of reference to '**Not for Profit Sport Events aiming to further develop the European dimension of sport**', which have been key funding lines to enable sport and physical activity stakeholders to **implement campaigns that** simultaneously: **enable individuals to be active** across the continent, directly **contribute to the Commission's European Week of Sport**, and that **bring to life WHO's [Global Action Plan on Physical Activity 2018-30](#) recommendations** to run physical activity campaigns as key to reversing the continuous rise of sedentary lifestyles.

EuropeActive reaffirms its commitment to make more people, more active, more often, in sight of supporting and enabling an active, healthy, and prosperous continent. We are committed to strengthening and expanding our [European fitness and physical activity sector's #BEACTIVE DAY campaign](#), that in 2025 mobilised 829 707 participants through 25 778 events organised across 22 of our member countries, and generated 13,6 million communication reach.

About EuropeActive:

EuropeActive is the leading non-profit, membership-based organisation representing the European fitness and physical activity sector. Our members include 30 national associations, fitness and health club operators, suppliers, and fit-tech / well-tech companies. Collectively, our sector serves over 71,6 million club users, generates €36 billion in annual revenue, and comprises 64 550 facilities ([European Health & Fitness Market Report 2025](#)).

Our mission is to help get "more people, more active, more often." We strive to enable access to physical activity, and to further promote exercise as a preventative and cost-effective public health solution to combat non-communicable diseases, to improve quality of life and overall well-being, and to build sustainable, resilient communities across the continent. For further information, please visit www.europeactive.eu

EUROPEACTIVE'S NATIONAL ASSOCIATIONS:

Austria	Austrian Professional Association of Sports and Leisure Enterprises (WKO)
Belgium	Fitness.Be
Bosnia & Herzegovina	BH Active
Bulgaria	Bulgarian Association of Health and Fitness (BAHF)
Czech Republic	Czech Chamber of Fitness (CKF)
Denmark	Danish Fitness and Health Organisation (DFHO)
Finland	Finland Active
France	Active-FNEAPL
Georgia	Georgia Active
Germany	Deutscher Industrieverband Fur Fitness und Gesundheit e.V. (DIFG) & Arbeitgeberverband Deutscher Fitness- und Gesundheits-Anlagen (DSSV)
Greece	Attic Union of Gym Owners (SIGA)
Hungary	hunactive
Ireland	Ireland Active
Italy	Associazione Nazionale Impianti Sport & Fitness (ANIF)
Latvia	Latvijas veselības un fitnesa asociācija (LVFA)
Lithuania	Lietuvos Sveikatingumo Klubu Asociacija (LSKA)
Netherlands	NL Actief
North Macedonia	North Macedonia Active
Norway	Virke Aktiv Helse
Portugal	Portugal Activo
Romania	Romania Active
Serbia	Serbian Association for Recreation and Fitness (SRFS)
Slovenia	Slovenian Association for Fitness, Recreation and Regeneration (SFRR)
Spain	Fundacion Espana Activa
Sweden	Active Sweden
Switzerland	Swiss Active
Turkey	Sport Endustrisi Dernegi
Ukraine	UA Active
United Kingdom	ukactive

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