



FITcert®

Demonstrate Quality. Build Trust. Stand Out.

Quality | Trust | Standards | Certification

www.fitcert.eu



• Raising standards across Europe's fitness sector

FITcert® is the European certification scheme for fitness clubs, developed to support and recognise high standards in club operations, management, safety and customer experience.

Based on the **European Standard EN 17229**, FITcert® provides clubs with an independent and credible framework through which they can demonstrate their commitment to quality and good practice.

In an increasingly competitive and trust-driven market, certification helps clubs show that quality is not only a promise, but a measurable and recognised reality.





• What is FITcert®?

FITcert® is a structured certification scheme for fitness clubs and facilities that want to align with recognised European standards and demonstrate operational excellence.

It provides independent validation that a club is working in line with best practice in key areas such as:

- ✓ **Safety**
- ✓ **Operations and management**
- ✓ **Customer experience**
- ✓ **Governance and procedures**
- ✓ **Quality assurance**

FITcert® is both a mark of quality and a practical pathway for clubs that want to review, strengthen and showcase the way they operate.

• Why **FITcert**® matters

The fitness sector is evolving rapidly. Members, partners, public authorities and wider stakeholders increasingly expect transparency, professionalism and accountability from fitness facilities.

FITcert® responds to this need by giving clubs a reliable and recognised way to demonstrate quality.

Certification helps clubs to:

- **Build trust** with members and stakeholders
- **Differentiate** themselves in a crowded market
- **Strengthen credibility** through independent assessment
- Align with recognised **European standards**
- Support **internal improvement** and **long-term consistency**

In short, FITcert® helps clubs prove that they operate with care, quality and responsibility.

• Visibility and **transparency**

All clubs participating in **FITcert®**, whether progressing through the scheme or fully certified, are listed in a public register.

This provides visibility to clubs and creates transparency for consumers, partners and stakeholders. It also reinforces the wider message that certified clubs are committed to recognised standards and good practice.

For clubs, this means a visible and credible way to communicate their quality commitment to the market.

2,545

Certified clubs

14

Countries

29

Certified chains

• A structured **path to certification**



Levels 1 and 2

FITcert® follows a clear four-level progression model, allowing clubs to move through the certification journey step by step.

Levels 1–2: Preparation and self-assessment

At the first stages, clubs assess their current operations against the standard, identify gaps and opportunities for improvement, and build a stronger internal foundation.

This stage supports:

- Internal review
- Operational reflection
- Preparation for formal assessment

Level 2
Self
Assessment



Level 1
Aspiring Club
making the commitment



Levels 3 to 4
with independent certification
bodies

Level 4
Full Club
Certification
EN17229



Level 3
Compliant Club
EN17229

Recertification
at 3 Years

Levels 3–4: Conformity assessment and European certification

At the later stages, clubs move into external verification by accredited certification bodies. Compliance with the requirements of the standard is formally assessed, leading to full certification under EN 17229 at Level 4.

This stage includes:

- External audit
- Conformity assessment
- Formal certification

Depending on their level of readiness, clubs may move progressively through the four levels or proceed more directly towards external assessment.

• A trusted **European framework**



One of FITcert®'s greatest strengths is that it is built on a shared European standard.

This gives clubs a common and credible benchmark, while also helping the wider sector build consistency across countries and markets.

FITcert® creates value for:

- **Operators**, by providing a recognised framework for quality
- **Consumers**, by increasing trust and transparency
- **National Associations**, by supporting stronger standards in their markets
- **Public authorities and partners**, by offering confidence in the quality and professionalism of participating clubs

By aligning clubs around common standards, FITcert® contributes to a stronger and more credible sector across Europe.

• Who benefits from **FITcert**®?



Fitness Club Operators

- Independent proof of high standards
- Clear framework for operational excellence
- Increased member confidence and retention



Multi-site Operators & Chains

- Consistency across multiple locations
- Scalable certification approach
- Stronger, unified brand positioning



Consumers & Members

- Confidence in safety and service quality
- Assurance of a well-managed training environment



The Wider Industry

- A shared benchmark for quality across Europe
- Greater transparency and professionalism
- Stronger positioning with policymakers and partners

• Driving the sector forward

FITcert® supports the long-term development of the European fitness sector by:

- **Raising standards** across facilities and services
- **Enhancing trust** in the sector
- Strengthening **professional credibility**
- Supporting alignment with **European frameworks**
- Promoting **continuous improvement**

As the role of fitness becomes more important within the wider health and wellbeing landscape, recognised quality frameworks like FITcert® become increasingly relevant.

FITcert® helps show that fitness clubs are not only places to exercise, but trusted environments that deliver quality, safety and professionalism.





• A mark of **quality**

FITcert® is more than a certification. It is a recognised signal that a fitness club:

- Meets European standards
- Prioritises safety and quality
- Operates according to good practice
- Is committed to continuous improvement

For clubs, it is a mark of confidence.

For members, it is a mark of trust.

For the sector, it is a mark of progress.

• You are in **good company**

“

EVO has been at the forefront of innovation in Norway and offers amazing value and quality training solutions which is now independently certified through the FITcert scheme.



Morten Hellevang • CEO of EVO clubs, Norway

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The health and safety of our members and our teams has always been our top priority and we are committed to ensuring everyone feels welcome and comfortable in our gyms. FITcert will help to set these high standards for gym operators across Europe and we're pleased to show our support for this important sector certification programme.



David Melhuish • Chief Development & Sustainability Officer at The Gym Group, United Kingdom

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FITcert certification proves that clubs can provide excellent operational management including cleaning protocols, emergency procedures, clear information exchanges and clear policies. With an NEN approved certificate, each member and all the staff will feel safe and privileged that their club has achieved the highest European quality certification level, validated by an ISO approved professional body in accordance with the EN17229 Fitness Norm.



René Broens • International Fitness Operations Manager at Basic-Fit International (BE, DE, ES, FR, LU, NL)

“

We tell our members that they can safely and securely train at Fit&Sund, and FITcert is the proof that we really do meet the European standards for quality.



Jeppe Schultz • Operations Director Fit&Sund, Denmark

• Take the **next step**

Whether your club is just beginning the journey or is ready for full certification, FITcert® offers a clear and credible pathway to excellence.

By joining FITcert®, clubs show that they are serious about quality, committed to recognised standards and ready to contribute to a stronger and more trusted European fitness sector.



FITcert®

Setting the standard for fitness clubs in Europe

Find out more:
www.fitcert.eu

FITcert



europaactive | nēn

BASIC-FIT

David Lloyd
CLUBS

evo

IMPULSE

INDOOR ACTION
moves you

MAC



MOSAIC
SPA & HEALTH CLUBS

 **PUREGYM**



RCSI

UNIVERSITY
OF MEDICINE
AND HEALTH
SCIENCES

ISCI
FITNESS

SPREK

SPORTCITY.

 **the
gym
group**

World Class

THANK YOU



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Want to know
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