

SECTORAL CHARTER on Inclusion, Anti-Discrimination and Fair Treatment

This Charter falls under the Community heading of EuropeActive's Horizon 2025 Sectoral Manifesto, which reflects EuropeActive's commitment to, and alignment with, the United Nations' Universal Declaration of Human Rights (UDHR) and Sustainable Development Goals (SDG), and to the European Union's fundamental values of human dignity and human rights, freedom, democracy, equality, and the rule of law. The Charter outlines six core principles that, together, ensure a holistic approach to fair, non-discriminatory, and inclusive treatment of all individuals involved in the European fitness and physical activity ecosystem.

Acknowledging its role as the European trade association and collective voice for the fitness and physical activity sector, EuropeActive commits to respect diversity, tolerance, and the dignity of each individual, all of which constitute prerequisites for a meritocratic, innovative, and competitive ecosystem. EuropeActive, along with its supporting national fitness association partners, propose six principles for ensuring fair, non-discriminatory, and inclusive treatment across the European fitness and physical activity ecosystem, as shown overleaf.

On behalf of EuropeActive

David Stalker
President



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Executive Director



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Dignity

The ethical premise that each person, irrespective of background or intersecting identities, must be ensured fair and equal treatment, including but not limited to decency, respectability, integrity, and virtue. This promotes a culture of belonging and inclusivity, which subsequently eliminates discrimination in our ecosystem.

Equality

We support the premise of both equality and equity by treating everyone respectfully and equitably, which reflects the professionalism of a mature sector regardless of one's age, background, disability, ethnicity, gender, health condition, nationality, personal beliefs, pregnancy and parental status, or of sexual orientation. Equality, in right and duty, is the prerequisite for a fair, meritocratic, inspiring, and stimulating fitness and physical activity ecosystem. Equity is a vehicle for removing unfair barriers.

Tolerance

The free, informed, and non-dogmatic exchange of ideas is the foundation of all progress, innovation, and improvement. It is crucial for our ecosystem to embrace honest and factual debates and engage in critical self-assessment of our practices. Tolerance allows ideas to easily gain transformative momentum when they are presented with a clear sense of respect and absence of prejudice for those concerned.

Meritocracy

It is in our collective interest to ensure that personal merits and diligence, as opposed to insider connections or specific identity profile(s), are decisive recruitment, appraisal, and promotion factors across our ecosystem. It is imperative we build a fitness and physical activity workforce which is both competitive and capable. It must legitimately represent the diversity of our consumers and users.

Anti-Discrimination

Regardless of one's age, background, disability, ethnicity, gender, health condition, nationality, personal beliefs, pregnancy and parental status, or of sexual orientation, we must ensure fair and equal treatment of both users and employees. As fitness and physical activity associations and businesses, committing ourselves to promote a welcoming environment and a culture of belonging must be of the highest priority. Elimination of discrimination, prejudice, and intolerance is the definitive hallmark of a mature and respectable sector.

Empowerment

We believe in the potential and capability of each individual in our ecosystem, for whom we must create a nurturing environment that cultivates confidence and independence, and that enables our people to fulfil their potential and reach their goals, for instance through education, training, and standards. As a sector, it is our social responsibility to empower our communities by promoting health and wellbeing through physical activity for all citizens, irrespective of background or intersecting identities.