

ANNEX I

1. NAME OF THE BENEFICIARY:

EUROPEAN HEALTH AND FITNESS ASSOCIATION (EHFA)

2. NUMBER AND NAME OF THE PROJECT

EAC/21/2009/207 – "Becoming the Hub: The Health and Fitness Sector and the future of Health Enhancing Physical Activity"

3. AREA OF INTERVENTION:

Health and physical activity

4. SPECIFIC OBJECTIVE(S):

The 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 through sport. It will identify and spread best practices across EHFA's pan-European network in the belief that the passion and expertise of exercise, fitness and sport professionals can be utilised as a major tool in the battle against sedentary lifestyles, ill health, obesity and social exclusion.

As part of preparatory actions to bring about this outcome, it is necessary to assess and review what is currently happening across Europe and to clarify how EHFA 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.

By identifying current best practice and spreading it throughout the EHFA network, this project has the potential to provide an enabling and catalytic affect to the relationship of the health and fitness sector to civic society, government, the healthcare sector and the education sector.

5. DETAILED DESCRIPTION OF THE PROJECT:

EHFA wants to undertake an intense 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 clearly show what opportunities and barriers there are for the fitness sector to work in partnership with other sectors to get people more active more often. It will look at how it currently supports international policy and how it can do so more effectively.

6. ACTIVITIES TO BE COMPLETED AS PART OF THE PROJECT:

- Project management and quality plan
- Project communication, website, dissemination and valorisation strategy (DISS)
- Research and development
- Developing the role of the health and fitness sector in health enhancing physical activity
- Integrating results of EFHA Strategy for the future

7. PARTNERS OF THE NETWORK:

- European Observatoire of Sport and Employment (FR)
- Verband Deutscher Fitness und Gesundheitsunternehmen (DE)
- Fitness Industry Association Ltd.(UK)

8. EXPECTED RESULTS AND THEIR USE:

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 needs to 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 help shape the plans and decisions of Governments across Europe as they better understand how the health and fitness sector can support the drive to get more people more active more often. The outcome will be a depository of practical case studies and examples that will show, with evidence, how this can be achieved.

The case studies will illuminate a strategy for the whole fitness sector which establishes 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. Using a central European venue most European countries will be represented from EHFA's membership together with other stakeholders to help inform and determine recommendations.

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

9. EXPECTED DURATION OF THE PROJECT ACCORDING TO THE PRELIMINARY WORK PLAN

01/01/2010 to 01/03/2011

10. BUDGET:

Total budget of the project:	224.996,00 €
Of which EU grant:	179.997,00 €
Rate of EU funding:	80,00 %.

11. CONTACT:

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