



World Active

World Active's Manifesto

for the Global Health, and Fitness and Physical Activity Industries

New Frontier Towards 2030

Acknowledging that the COVID-19 pandemic clearly brought to light both significant strengths and challenges for improvement of our industry globally, and that effective solutions to physical, mental and social health challenges worldwide call for our sector's energetic creativity, innovation and understanding of citizens' demand and needs. We, the representatives of the World's fitness and physical activity sector, assembled and unified through World Active, hereby declare our collective vision for building a brighter future for our industry, as well as healthier, happier and more sustainable communities across the World, as we head toward 2030.

Purpose / Becoming a solution to public health challenges

The World Health Organisation is persistently communicating the urgent need to effectively counteract the rising physical inactivity levels and lifestyle diseases worldwide. Consequently, national and international health authorities are eager to rethink how to attract civil society and private sector actors to reshape health systems towards prevention. Our industry holds the unique capacity, competence and ability to become society's most impactful preventive health partner, based on the following areas of improvement of our sector. World Active sees it as its core purpose to lead, unify and empower our sector towards this promising future goal.

Evidence / Evidencing our industry's impact in society

In order to build societal trust and confidence in our industry as a public health partner our industry needs reliable data factually evidencing our sector's social impact, including the broad health potential of physical activity, fitness and exercise, the economic value of physical activity, market size, labour market contribution, cost of physical inactivity etc. Our industry's representative trade associations must strive to build research units, professional data-collection and facilitate lasting partnerships with publicly recognised academic institutions, in order to provide the factual evidence needed to underpin our trade associations' representative efforts.

Representation / Strengthening our collective and political representation

The global pandemic in 2020 – 2022 profoundly brought to light our industry's limited recognition in political-decision making across the world. This realisation has generated an increased willingness across our sectoral ecosystem to invest in research and public affairs work of our industry's trade associations. It is essential that this development continues, investment in research and public affairs is increased for growing impact in the coming years, and alignment of public affairs goals and sharing of resources, best-practice, data and research of our industry's resourceful trade associations is facilitated through World Active.

Standards / Quality-assurance facilitating trust and confidence

Standards for professionals and business facilities is the hallmark of a mature industry, it is a cornerstone of a well-established workforce and a prerequisite for fitness and exercise professionals working within the fitness and healthcare sector. It is therefore crucial that we adopt quality-assurance standards and systems, which are fit for purpose for the future needs of our businesses, staff, consumers and societies. World Active aims to

connect qualified experts in our sector worldwide, which will effectively underpin the expansion, future public image and societal role of our industry.

Inclusion / Breaking down barriers to physical activity through inclusion

Our industry is generally a welcoming place cherished by citizens of all backgrounds in all our communities. But as physical inactivity levels continue to grow, together with an increase in lifestyle diseases, our industry needs to proactively break down barriers to physical activity and connect society more widely with our sector's services, products and activities. Barriers to physical activity may be socio-economic, cultural or otherwise; but by proactively ensuring diverse representation of society in our sector's workforce, leadership and activities, we will effectively empower our industry's transformation from leisure of the few to essential health of the many.

Digitisation / Digitally connecting our industry across society

Digitisation and tech solutions are existentially critical to all parts of our sector, as we quickly learnt during the pandemic. Since then, practitioners/professionals, club operators, suppliers and manufacturers have revised their business models for a new digitally connected future, and new tech businesses are rapidly emerging within our ecosystem. This development holds enormous potential, not least when it comes to breaking down barriers to physical activity and connecting our services and products to citizens and consumers everywhere. World Active will embrace digital and tech innovation within our ecosystem and ensure its representation in our collective decision-making.

Unification / Unifying our industry for historical achievements

The pandemic clearly showed us the need for industry wide collaboration and the ability to speak with a unified sectoral voice on matters of collective concern and importance. World Active thus defines it as its inherent reason for existence to unify our entire sectoral ecosystem across the world, in a manner that lives up to internationally recognised good-governance standards of democratic accountability, representation and transparency. This will be reflected in World Active's demonstrably open, inclusive governance structures and worldwide representative mandate, ensured through its constituent members' representation from each continent of the World.

*Approved by World Active members on 27th March 2023,
and adopted by the first General Assembly of World Active
held in Cologne, on 13th April 2023.*

Mission of World Active

More people, more active, more often.

Vision of World Active

*To be the worldwide representative voice of the fitness and physical activity sector,
working for a physically active, healthier world.*

<p>ACAD Brazil</p> 	<p>Active-FNEAPL</p>  <p>Fédération Nationale des Entreprises des Activités Physiques de Loisirs</p>	<p>African Register of Exercise Professionals</p> 
<p>Almega Friskvårdsföretagen</p> 	<p>American Council on Exercise</p> 	<p>ANIF Eurowellness</p> 
<p>Panhellenic Association of Gyms</p>  <p>Ε.Π.Α. ΣΥΛΛΟΓΟΣ ΙΔΙΟΚΤΗΤΩΝ ΓΥΜΝΑΣΤΗΡΙΩΝ ΑΤΤΙΚΗΣ</p>	<p>AUSactive</p>  <p>AUSactive</p>	<p>Austrian Professional Association of Sports and Leisure Enterprises</p>  <p>Die Freizeit- und Sportbetriebe</p>
<p>Bulgarian Association for Health and Fitness</p> 	<p>BH Active</p> 	<p>Czech Chamber of Fitness</p> 
<p>CIMSPA</p> 	<p>Danish Fitness & Health Organisation</p> 	<p>EuropeActive</p> 
<p>Exercise New Zealand</p> 	<p>Finnish Health and Fitness Center's Association SKY</p>  <p>Suomen kunto- ja terveysliikuntakeskusten yhdistys</p>	<p>Fitness.be</p>  <p>BEROEPSVERENIGING</p>

<p>Fitness Business Association</p> 	<p>FITU</p> 	<p>Georgia Active</p> 
<p>German Employers' Association for Fitness and Health Facilities</p> 	<p>German Industry Association for Fitness and Health</p> 	<p>IDEA Health & Fitness Association</p> 
<p>Ireland Active</p> 	<p>India Active</p> 	<p>Hungarian Gyms National Association</p> 
<p>Korean Integrated Movement Academy</p> 	<p>Latvian Health and Fitness association</p> 	<p>Lithuanian Association of Fitness Clubs</p> 
<p>Medical Fitness Association</p> 	<p>Mexican Association of Gyms and Clubs</p> 	<p>North Macedonia Active</p>  <p>АСОЦИЈАЦИЈА ЗА РЕКРЕАЦИЈА И ВЕЛНЕС ASSOCIATION FOR RECREATION AND WELLNESS</p>
<p>NL Actief</p> 	<p>Polish Fitness Federation</p> 	<p>Portugal Activo</p> 

<p>REPs Iran</p> 	<p>REPs Malta</p> 	<p>REPs Poland</p> 
<p>REPs UAE</p> 	<p>Romania Active</p> 	<p>Serbian Association for Recreation and Fitness</p> 
<p>Singapore Fitness Alliance</p> 	<p>Slovenian association for fitness, recreation and regeneration</p> 	<p>Spain Active</p> 
<p>Sports and Fitness Pakistan</p> 	<p>Sport Industry Turkey</p> 	<p>Swiss Active</p> 
<p>ukactive</p> 	<p>Ukraine Active</p> 	<p>Virke Trening</p> 