Introducing WFSGI’s Physical Activity Committee

The Physical Activity Committee (PAC) is the global platform for the sporting goods industry that’s committed to raising awareness of the benefits of physical activity and sport and increasing participation levels, especially among young children.

The Physical Activity Committee is comprised of many of the leading sporting goods brands including Nike Inc., adidas, Pentland Brands Ltd., ASICS, Wearable Technologies AG and many more.

Learn more about our physical activity commitment

What we do

Advocacy

Advocacy through WFSGI ensures our stakeholders are aware of the industry’s individual and collective efforts on physical activity.

Public Policy

Through our engagement with the UN agencies (World Health Organization and UNESCO), other NGOs and International Sports Federations, we help drive global policy change on physical activity.

Networking

We also provide the only global platform for sporting goods companies to exchange ideas on physical activity, sharing knowledge and best practice.

First Access

We provide first access to information on global actions, research and policy change that affect your key markets and customers.

What’s at stake

Global Physical Activity Levels

28%

of adults do not meet the recommended levels of physical activity.

Impact on the Next Generation

80%

of the world’s adolescent population is insufficiently active.

The Generation Z are the least active in history

Together, we are stronger and can achieve sustainable and scalable action to reverse physical inactivity.

Together, we are one voice on physical activity.

Why join us

Invest in physical activity now for long-term, sustainable benefits

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Are you worried about the impact of declining global physical activity levels on the sporting goods industry and your company?

Are you worried about the inactivity pandemic’s impact on our next generation?

Are you worried about the negative impact on our next generation?

Are you worried about the negative impact on your company’s physical activity initiatives?

Are you worried about the negative impact on your company’s physical activity initiatives?

Do you want to be part of an important industry leading initiative?

Do you want to position your company on the forefront of reversing physical inactivity with key stakeholders?

Are you leading your company’s efforts on physical activity?

Then maximise your efforts and join the global dialogue on physical activity

Connect your company to other leading sporting goods companies in the industry’s global physical activity community.

Be part of the global voice

Join the private sector dialogue with WHO to implement the Global Action Plan on Physical Activity.

Increase your exposure

Influence decision makers at UNESCO, WHO and the Commonwealth Secretariat in relation to national and international policy changes on physical activity.

Gain influence and knowledge

Gain first access to global policy changes and multi-stakeholder partnerships on physical activity.

JOIN THE WFSGI PHYSICAL ACTIVITY COMMITTEE NOW

World Federation of the Sporting Goods Industry

Who we are

Advisory Council

Advocacy

Public Policy

Networking

First Access

Advocate through WFSGI’s Advocacy Committee to drive global policy change on physical activity.

Promote policy change through our engagement with the UN agencies (World Health Organization and UNESCO), other NGOs and International Sports Federations.

We provide the only global platform for sporting goods companies to exchange ideas on physical activity, sharing knowledge and best practice.

Download our Position Paper here

Learn more about our physical activity commitment

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Haus des Sports

Talgut-Zentrum 27

3063 Ittigen / Bern

Switzerland

wfsgi.org

Be part of the physical inactivity solution.

Join the WFSGI Physical Activity Committee by emailing Emma Mason, WFSGI Vice-President, at emason@wfsgi.org.

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