



# Introducing WFSGI's Physical Activity Committee



## WHO WE ARE

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

[DOWNLOAD OUR POSITION PAPER HERE](#)

## 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 Organisation 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 INACTIVITY LEVELS



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

IMPACT ON THE NEXT GENERATION



of the world's adolescent population is insufficiently inactive.

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

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?

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?

Make sure your company is represented in the WFSGI Physical Activity Committee and be part of the solution



## ARE YOU LEADING YOUR COMPANY'S EFFORTS ON PHYSICAL ACTIVITY?

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

- CONNECT GLOBALLY** : Connect your company to other leading sporting goods companies in the industry's global physical activity community. : Expand your network and exchange with like-minded peers on efforts to address the physical inactivity pandemic.
- BE PART OF THE GLOBAL VOICE** : Join the private sector dialogue with WHO to implement the Global Action Plan on Physical Activity. : Position your company at the forefront of the industry's efforts to reverse physical inactivity.
- INCREASE YOUR EXPOSURE** : Gain global exposure for your company's physical activity initiatives. : Create your legacy in physical activity and sport.
- GAIN INFLUENCE AND KNOWLEDGE** : Influence decision makers at UNESCO, WHO and the Commonwealth Secretariat in relation to national and international policy changes on physical activity. : Gain first access to global policy changes and multi-stakeholder partnerships on physical activity.

**JOIN THE WFSGI PHYSICAL ACTIVITY COMMITTEE NOW**

Be part of the physical inactivity solution.

Join the WFSGI Physical Activity Committee by emailing Emma Mason, WFSGI Vice-President, at [emason@wfsgi.org](mailto:emason@wfsgi.org).



WORLD FEDERATION OF THE SPORTING GOODS INDUSTRY

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