PHYSICAL ACTIVITY COMMITTEE

2022 Activity Report

Mandate
The PAC's mission is to promote physical activity on a global level. The Committee also seeks to foster and encourage the participation of citizens of all countries in healthy sporting activities.

The PAC coordinates the industry’s joint response to the global physical inactivity epidemic by focusing on the following areas:

- Working with the United Nations Agencies and other multi-lateral organisations to prioritize physical activity on the global development agenda.
- Providing a global forum for WFSGI members to share best practices and lessons learned on approaches that increase participation in sport and physical activity.
- Supporting global, regional and national level advocacy work to promote physical activity and sport.

Summary
2022 was characterised by an uneven global recovery from the ongoing impacts of COVID-19. While many communities were able to begin to return to pre-COVID activities, certain communities within Asia and Oceania still contended with COVID restrictions for much of the year. Despite efforts from multiple stakeholders to encourage citizens to stay active, early data from UNESCO showed that there had been a 41% decline in physical activity levels globally since the start of the pandemic. This is a statistic that is of significant concern since 80% of adolescents were already classified as being insufficiently active pre-pandemic.

In 2022, the Committee continued its work to support efforts by both the World Health Organisation (WHO) and UNESCO to address physical inactivity at the global policy level.
Update on Key Activities
During 2022, the Committee focused its work on the following activities:

- WHO Relations – WFSGI also continued its efforts to support broader private sector engagement in GAPPA via participation in the Sport Sector Dialogue hosted by WHO in March 2022.
- UNESCO Relations – the Committee continued its support of UNESCO’s development of its Fit for Life flagship programme including providing an opportunity for the UNESCO team to present to the Physical Activity Committee.
- PAC Advocacy and Communications – during 2022, the WFSGI Secretariat participated in several conferences to advocate a multistakeholder approach as a key driver to reversing the inactivity crisis. Conferences included UNESCO’s ‘Fit for Life: sport powering Gender + Equality’, Global Sports Week and the Spot. WFSGI also worked with its McKinsey partners to ensure that their second industry report (Sporting Goods 2022: the New Normal is Here) clearly highlighted the continuing inequality in access to physical activity and the widening inactivity gap.