

Global Coalition Launches to Tackle Record Physical Inactivity Levels Among Children

FOR IMMEDIATE RELEASE

Copenhagen, Denmark – October 31, 2025: Today marks the official launch of the Active Children Coalition (ACC), a global cross-sectoral initiative committed to reversing the alarming trend of physical inactivity among children and adolescents worldwide.

With 81% of adolescents globally not meeting recommended physical activity levels, the ACC emerges as a timely and urgent response to a growing public health crisis. If left unaddressed, the cost of physical inactivity is projected to reach US\$300 billion by 2030. Despite widespread awareness and evidence-based solutions, progress remains slow due to fragmented efforts and lack of coordinated action while future generations remain destined to be the most inactive and unhealthy in history.

The ACC aims to change that.

“We know what works. Now it’s time to act,” said Caroline Brooks, WFSGI Head of Physical Activity and founding member of ACC. “No single sector can solve this alone. We need schools, sports clubs, urban planners, civil society, and commercial partners working together to support children to move more.”

The Active Children Coalition was launched at the [MOVE Congress](#) the largest international conference dedicated solely to promoting recreational sport and health-enhancing physical activity organized jointly by the International Sport and Culture Organisation (ISCA) and DGI.

The Founding Members

Six groups from across sports and physical activity sectors make up the founding members of the Active Children Coalition:

International Sport and Culture Association (ISCA), International Society for Physical Activity and Health (ISPAH), the World Federation of the Sporting Goods Industry (WFSGI), Active Healthy Kids Global Alliance (AHKGA), Cities for Better Health (Novo Nordisk) and the University of Southern Denmark.

A Platform for Action

The ACC is designed to be a dynamic collaborative platform that connects individuals and organisations across sectors, disciplines, and geographies. Its mission is to inform, inspire, engage, advocate, and connect stakeholders to champion physical activity for all children.

Key features of the coalition include:

- Informing through digital channels, reports, and social media.

- Inspiring with real-world case studies and innovative resources.
- Implementing new, collaborative projects
- Engaging via online meetings, in-person events like the MOVE Congress 2025, ISPAH Congress 2026, and working groups.
- Advocating for aligned messaging across sectors and discipline, and for policy change.
- Connecting diverse actors to foster innovation and collective impact.

Inclusive Governance and Participation

The ACC invites participation at multiple levels in the form of Coordinators who can lead initiatives and workstreams, Contributors who will help shape and deliver projects, Communicators to amplify messages and share resources and Consumers who can engage with content and apply tools locally.

Join the Movement

The ACC is calling on individuals, organizations, and institutions worldwide to take action. Visit <https://activechildrencoalition.org/about/> to learn more, sign up for updates, and explore how you can contribute to a healthier, more active future for children everywhere.

Together, we can make it happen.

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ABOUT ACTIVE CHILDREN COALITION FOUNDING MEMBERS

About ISPAH

The International Society for Physical Activity and Health (ISPAH) is the leading global society advancing physical activity for health. Through research, advocacy, and partnerships, we empower communities worldwide to embrace healthier, more active lives. ISPAH serves members from around the world who are researchers, practitioners, policy makers and advocates through amplifying outcomes from research and practice, capacity building and advocacy for physical activity and public health. Our vision is an active world where the opportunities for physical activity and active living are available for all. www.ispah.org

About ISCA

The International Sport and Culture Association (ISCA) is a non-governmental and not-for-profit umbrella association of organisations working within the field of physical activity, social inclusion through sports, healthy lifestyle and grassroots sport. Established in 1995, ISCA has a

democratic backbone of 102 statutory member organisations, and serves a broad and vibrant community of almost 4000 organisations and individuals in the sector. The member organisations have an estimated 40 million citizens as their members, activating them every week of the year. www.isca.org

About WFSGI

The World Federation of the Sporting Goods Industry (WFSGI) is the global, not-for-profit trade association for the sporting goods industry. WFSGI is officially recognised by the International Olympic Committee (IOC) as the industry representative within the Olympic Movement. Our members comprise of sports and sports-inspired leisure brands, manufacturers, suppliers, retailers, national/regional federations, industry and trade associations. This represents approximately 70% of the global industry by annual turnover. The purpose of the WFSGI is to unite and support the global sporting goods industry, and ensure a healthier, more active planet for all. www.wfsgi.org

About AHKGA

The Active Healthy Kids Global Alliance (AHKGA) is a not-for-profit organization of researchers, health professionals, and stakeholders working together to advance physical activity for all children and adolescents worldwide. Established in 2014 following the world's first Global Summit on the Physical Activity of Children in Toronto, AHKGA is best known for leading the Global Matrix initiative — a collaborative network of physical activity expert teams around the world that develop national Physical Activity Report Cards for children and adolescents to benchmark and drive action. Through the Global Matrix, AHKGA continues to be a powerful global force, sparking awareness, strengthening the scientific evidence base, and provoking policy and societal change at both national and international levels. AHKGA powers the movement to get kids moving through thought leadership, knowledge translation, capacity building, and cross-sectoral advocacy — all underpinned by sustainable partnerships and global collaboration. www.activehealthykids.org

About Cities for Better Health (Novo Nordisk)

Cities for Better Health is a global network that aims to promote and expand prevention initiatives with clear, long-term contribution to health equity, together with communities where we work. By focusing on the shared risk factors for chronic diseases, Cities for Better Health contributes to Novo Nordisk's social responsibility in diabetes, obesity and cardiovascular diseases. [Cities for Better Health](http://CitiesforBetterHealth.org)

About University of Southern Denmark - Active Living

Active Living is an interdisciplinary, independent research unit with a focus on spaces and frameworks for active living. Based on health and social science approaches, we create and disseminate knowledge about the prerequisites for and significance of lifelong physical activity

and movement. Via socially relevant and up to date research, we challenge existing understandings and truths about the significance of individual, social and structural factors for active living. In these ways we strive to make a difference - both scientifically and at broader societal levels. [Active Living - SDU](#)