



#HealthyLifestyle4All

#BEACTIVE
EUROPEAN WEEK OF SPORT

HealthyLifestyle4All in a nutshell

As a follow-up to the Tartu Call for a Healthy Lifestyle, the *HealthyLifestyle4All* is a two-year (23 Sept 2021-end of Sept 2023) campaign that aims to **link sport and active lifestyles with health, food and other policies**. It showcases the European Commission's commitment to promoting healthy lifestyles for all, across generations and social groups, noting that everyone can benefit from activities that improve health and well-being.

To promote a broad outreach, uptake and ownership of healthy lifestyles across society, the European Commission wishes to involve sport movements at national, European and international level; state authorities (ministries), cities & regions (local governments) and civil society organisations of the EU Member States, the Erasmus+ programme countries, the Eastern Partnership and Western Balkans countries.

The 3 main features of HealthyLifestyle4All

1) **THREE PILLARS:**

- increased **awareness** of a healthy lifestyle across all generations;
- easier **access** to sport, physical activity and healthy diets, with special focus on inclusion and non-discrimination to reach disadvantaged groups;
- teaming up for a **holistic approach** to food, health, well-being and sport.

2) **OPENNESS** to civil society, including the sport movement and beyond, national (ministries), local and regional authorities and international bodies.

3) **A PLEDGE BOARD**, which **collects pledges** and is **published on the Commission's Sport Website**. Stakeholders are able to submit their own pledges through the online Pledge Board.

Outlook on possible pledges

The aim of a pledge is to showcase a concrete contribution to HealthyLifestyle4All.

The HealthyLifestyle4All pledges should aim to:

- create added value within one of the three pillars,
- encourage synergy and cooperation, demonstrating the power of making a collective contribution to promoting a healthier lifestyle,
- include a call for new activities or policy initiatives, or reinvigorate existing initiatives or policies that help promote healthy lifestyles in society,
- target either society at large or focus on a specific target group in a country or countries,
- be launched and implemented - entirely or in part - during the lifespan of the initiative (2021-2023).

Launch of HealthyLifestyle4All on 23 September 2021

Commissioner Gabriel officially launched HealthyLifestyle4All and invited to deliver pledges during the seminar on 23 September 2021 in Bled, Slovenia in presence of the major European and international sport organisations and national sport authorities. Sport organisations, civil society, international, national, regional and local authorities are invited to help to design the initiative and submit their commitment on the online Pledge Board which is available as for 23 September 2021 for the entire duration of the initiative.

Find more information on the [HealthyLifestyle4All](#) initiative on the website and submit your pledge directly on the [Pledge Board](#), or contact for further information: EAC-SPORT-HL4A@ec.europa.eu.

ec.europa.eu/sport/week