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INFORMATION NOTE

From: General Secretariat of the Council
To: Council

Subject: HealthyLifestyle4All initiative
- *Information from the Commission*

Delegations will find attached an information note from Commission on the above subject, which has been put on the agenda under 'Any other business' for the upcoming Education, Youth, Culture and Sport Council meeting on 17-18 May 2021.

Launch of the HealthyLifestyle4All initiative in September

Background note from the European Commission

Sport and physical activity are key to preventing diseases and ensuring quality of life, and they contribute to social inclusion and well-being. Obesity and inactivity are on the rise in Europe with serious effects on health: this calls for action. The importance of sport and physical activity for our health and well-being and the urgency to promote healthier lifestyle became even more apparent during the COVID-19 pandemic.

In 2017, the Commission launched a 2-year initiative *Tartu Call for a Healthy Lifestyle* that included 15 steps to promote healthy lifestyles through cross-sectoral cooperation between health, sport, education and food. Its results can be summarised as follows: more funding, more awareness and better knowledge.

During the opening of the 2021 European Week of Sport, the Commission is planning to launch a follow-up initiative to the Tartu Call, called HealthyLifestyle4All.

The HealthyLifestyle4All will be a 2-year campaign to link sport and active lifestyles with health, food and other policies. It will invite stakeholders to join the Commission in promoting a broad uptake, outreach and ownership across society. Such an approach would showcase the diverse contributions that everyone can make at local, national and European level.

The initiative will be open to EU Member States, cities and regions, and civil society, including the sport movement, to set up activities around three pillars:

1. more awareness for healthy lifestyles across all generations;
2. easier access to sport and physical activities, with special focus on inclusion and non-discrimination to reach disadvantaged groups;
3. teaming up for a holistic approach to food, health, well-being and sport.

Stakeholders will be able to deposit their own pledges for concrete actions through a Pledge Board, which they can link to one of the three pillars.
