

## EXECUTIVE SUMMARY :

### *State of art report company sport in Europe*

Sedentary lifestyles are related to non-communicable diseases (NCDs), obesity and low production levels at work. NCDs include the 7 most common chronic diseases (type 2 diabetes, cardiovascular diseases, obesity, cancer, osteoporosis and depression), which are the main cause of death around the world. The healthcare cost associated to sedentary lifestyles increases each year, and WHO estimates a direct cost of INT\$ 54 billion per year (2013).

Physical inactivity is one of the factors responsible of chronic diseases development. Its reduction is a priority for WHO that has proposed a global action plan for reducing this inactivity level (15%), as part of the actions for achieving the 2030 Sustainable Development Goals.

Regarding physical activity, the situation presented by Eurobarometer 2018 is not very flattering in Europe, where physical inactivity level have increased among population (from 42% in 2013 to 46% in 2017). When asking the reasons for not practicing sports, most of the respondents (40%) point at the lack of time.

Promoting physical activity at companies by implementing programs addressed to employees' necessities has potential benefits for social partners (employers may increase productivity while employees adopt healthy lifestyles and keep active), governments and health Insurances (National Health System sustainability and healthcare costs reduction).

Different research studies have been published on the implementation of worksite health promotion programs (WHPP) in US companies, showing potential benefits on productivity increase (absenteeism reduction) and health burdens' reduction. These studies also show the path for the successful promotion of health physical activity at the worksite. Successful WHPPs must be supported by managers, who intend to create a health culture in the company, by implementing mid-term health promotion programs founded on employees' needs, with a periodical evaluated of results.

Health programs based on physical activity are effective for primary prevention (sane persons), secondary prevention (persons at high risk by behaviours like smoking or drinking alcohol) and tertiary prevention (persons affected by chronic diseases). In addition, there is a trend in occupational health for including specific physical activity programs as part of the risk assessment process, in order to prevent musculoskeletal disorders (MSDs), another huge problem that generates thousands of lost workdays in all professional sectors.

Financial return (return on investment, ROI) can be expected from implementing WHPP (absenteeism reduction, substitution cost reduction, health expenditure reduction), but also value generation in terms of staff motivation and company's reputation (value on investment, VOI). Although there is still some controversy about if this ROI is positive or negative, as results have to be evaluated in the mid-term (3 years), more research is required for confirming that investing in employees' health is positive for business, and for a better identification of barriers and facilitators, when implementing physical activity programs at the worksite.

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