

Paris Call for An Active Workplace Label

Whereas:

- The latest Eurobarometer shows that 46% of Europeans are seldom or never physically active;
- EU Physical Activity Guidelines (2008) are aimed to recommend actions for promoting physical activity that improve the general condition and benefits of health.
- Companies can be instrumental in supporting the WHO call on the reduction of physical inactivity by 15% in adults and in adolescents by 2030.
- Companies are key actors to implement the actions aligned with the Global Action Plan on Physical Activity 2018-2030. “More active people for a healthier world. Let’s be Active, Everyone, Everywhere, Everyday”.
- Active companies will directly contribute to achieving the shared goals and political priorities of the Sustainable Developments Goals 2030. SDG3 (good health and well-being).
- The global cost of physical inactivity was estimated in INT\$ 54 billion per year in direct health cost, in 2013, with an additional INT\$ 14 billion attributable to lost productivity. Estimates from both high-income, as well as low- and middle-income countries (LMICs) indicate that between 1–3% of national health care expenditures are attributable to physical inactivity.
- A large amount of evidence shows that companies with active employees have a beneficial impact on their companies’ productivity, on society but most of all on people’s own wellbeing;
- As extensive research has shown, promoting health in the workplace improves the working environment and is beneficial for society, companies and employees as individuals.
- The future success of organisations is dependent on having well-qualified, motivated and healthy employees. Active companies are more prepared to face the 21st century challenges.
- The tremendous amount of unregulated local, regional, national, labels does not provide visibility and a level playing field for key actors such as employers, employees, shareholders, investors, insurers and public authorities;
- Many surveys have shown that there is a strong need for all actors to have a credible European Label for active companies;
- Active companies need a reliable way to show their shareholders, investors, potential employees and public authorities that they are taking this issue seriously;
- Companies that are not active enough need to be incentivized to do so; to be rewarded for their efforts and encouraged to build legacy actions.

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The signatories commit to:

- Set up a taskforce with all the relevant actors to start working on the creation of a unique European Label for Active Workplaces.
- Present a final label proposal, criteria and specification by December 31st, 2019.
- Engage and call to action and to be active all organisations with a clear commitment to corporate social responsibility and sustainable development and that are ready to promote a change on individuals, organizations and society.

Under the following principles:

- *Credibility*: a set of mandatory minimum requirements and evaluation/reporting tools for active companies
- *Proportionality*: a set of requirements adapted to the size, location and activity sector of the respective companies;
- *Transparency*: all actors are invited to contribute to the process. The signatories will establish a broad consultation with the relevant stakeholders and develop the criteria in a transparent manner;
- *Scalability*: The label needs to be inclusive and adaptable for all companies in Europe without any discrimination;
- *Sustainability*: the durability and long-term impact and legacy of actions implemented.

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