



Healthy Lifestyle For All

On 23 September 2021 in Bled, Slovenia, Commissioner Mariya Gabriel opened the invitation for the contribution of pledges by officially launching the HealthyLifestyle4All initiative (HL4A) in conjunction with the opening of the European Week of Sport. Panathlon International was represented by former IB member and delegate Paul Standaert.

This initiative of the EU Commissioner Gabriel calls on all instances and organizations to join efforts to promote as well increase a healthy lifestyle at all levels and ages. Following the Tartu Call for a Healthy Lifestyle, Healthy Lifestyle 4 All is a two-year campaign which showcases the Commission's commitment to promoting a healthy lifestyle across generations and social groups. HL4A is driven by the knowledge that everyone can benefit from activities that improve health and well-being.

Three Pillars

There are **3 pillars** to the HealthyLifestyle4All initiative:

- *awareness* - improved awareness of healthy lifestyles across all generations
- *access* - easier access to sport, physical activity and healthy diets. HL4A has a special focus on inclusion and non-discrimination to reach disadvantaged groups
- *holistic approach* - HL4A is about teaming up in a holistic approach to food, health, well-being and sport

An important attribute of HL4A is *openness*. It is open to civil society, including the sport movement and beyond, national (ministries), local and regional authorities and international bodies.

About pledges

To increase uptake, share ownership and broaden its outreach, the European Commission is inviting co-creators to help design the HL4A initiative.

Pledges showcase concrete contributions to the HealthyLifestyle4All initiative. Every participant will have their own ideas and objectives, but there are some common characteristics to the pledges.

The HealthyLifestyle4All *pledges* should aim to

- add value within one of the 'three pillars'
- demonstrate the power of making a collective contribution to promoting a healthier lifestyle, encouraging synergy and cooperation
- call for new activities or policy initiatives, or revitalize existing initiatives/policies to promote healthy lifestyles
- preferably focus on a specific target group in a country or countries or be to the benefit of society at large
- be launched and implemented - partially or in full - during the lifespan of the initiative (2021-2023)
- launch of HealthyLifestyle4All

The launch took place in the presence of the major European and international sport organizations and national sport authorities.

During the launch, an initial series of pledges were presented.

Pledge board

Organizations who want to take part in the HealthyLifestyle4All initiative are able to make pledges on the Commission's Sport website.

Stakeholders will have access to a pledge board where they can upload and publish their own initiatives. Each initiative will be validated and shared on the Sport website.

Panathlon International's pledge

Paul Standaert invites Panathlon International to reflect on a concrete initiative of our movement to join the Commissioner in this important initiative. One area that was not yet represented in the pledges until now is the invaluable role of the volunteer. Panathlon could promote this aspect of sport service and join by this the program of HL4A.

Right: Mrs Mariya Gabriel



Left : Mrs Floor Van Houdt

