

Le projet « Active Workplace – Healthy Lifestyle »

La Fédération Européenne du Sport d'Entreprise (EFCS) a conduit un projet à l'échelle européenne intitulé « Active Workplace, Healthy Lifestyle » (AWHL). Ce projet bénéficie du soutien de la Commission européenne dans le cadre du programme Erasmus+ Sport, en lien plus spécifiquement avec la Semaine européenne du Sport.

Le projet AWHL consistait à organiser des événements sportifs à destination des entreprises et des salariés dans 14 pays membres de l'EFCS pendant la première Semaine européenne du Sport. Des initiatives en Allemagne, en Autriche, en Belgique, au Danemark, en Espagne, en France, en Grèce, en Hongrie, en Italie, en Lettonie, à Malte, en République Tchèque, en Slovaquie et en Suède ont ainsi vu le jour.

L'objectif était d'encourager et de promouvoir la pratique de l'activité physique et sportive au sein du milieu professionnel et de démontrer au monde de l'entreprise que la pratique sportive en entreprise est non seulement utile (santé, perfor-

mance, cohésion, management...) mais surtout simple, ludique et conviviale. Démontrer par les chiffres, les arguments, les études mais également démontrer par la pratique et l'activité physique (dans la suite logique du slogan #BeActive) puisque l'ensemble des événements montés dans les pays membres de l'EFCS proposaient aux salariés de découvrir et de pratiquer eux-mêmes différents sports sur des lieux professionnels emblématiques.

Par exemple, en France, la Fédération française du sport d'entreprise (FFSE) a mené ses activités au sein du plus grand symbole « business » du pays : la Défense, le plus grand quartier d'affaires d'Europe avec 160 000 travailleurs quotidiens et 1 500 sièges d'entreprises. Ainsi, le 10 septembre, un village multisport a été monté sur l'Esplanade avec une dizaine d'activités sportives proposées, dont l'escrime, la marche nordique, la pétanque ou encore la zumba.

www.efcs.org
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The “Active Workplace – Healthy Lifestyle” Project

The European Federation for Company Sport (EFCS) led a European-scale project with the title “Active Workplace Healthy Lifestyle” (AWHL). The project was supported by the European Commission within the framework of the Erasmus+ Sport programme, and linked more specifically to the European Week of Sport (EWoS).

The AWHL project involved organising sporting events aimed at

businesses and employees in the 14 EFCS Member States (Austria, Belgium, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, Latvia, Malta, Slovenia, Spain and Sweden) during the first EWoS. The objective is to encourage and promote physical and sporting activity within the workplace and to show the business world that doing sport in the company is not only useful (improving health, perfor-

mance, cohesion, management and so on), but also easy, amusing and fun. This can be shown through figures, discussions and studies, and will also be demonstrated by taking part in a physical activity (as the logical follow-up to the motto #BeActive), since all the events staged in the different EFCS countries give employees the chance to discover and take part in different sports in key workplaces.

In France, for example, the French federation for Company Sport (FFSE) conducted these activities in the heart of the most symbolic business centre in the country: La Défense, the biggest business area in Europe, with 160,000 workers every day and the headquarters of 1,500 companies. On 10th September a multi-sport village was set up on the Esplanade, offering about a dozen sporting activities, including fencing, Nordic walking, bowls and zumba.

years. We have observed its positive effect on the integration and cohesion of teams. It improves the flow of information by opening up more communication networks. Sometimes it even acts as a regulator, by defusing or absorbing latent conflicts. It also has an undeniable role in attracting employees and making them loyal. In short, physical activity at work is a good way to influence the general atmosphere and thus motivate everyone (those who do sport and also those who do not). This is how sport can become a tool for better producti-

ty. It is not just the studies highlighting reduced absenteeism which say so. These observations can also be seen in studies from outside France, even if cultural differences mean that it has not developed evenly across Europe. In Italy, for example, sport more often takes place after work, which explains why barely 4% of Italians say that they do physical exercise in the workplace, as opposed to 26% of Latvians. The Special Eurobarometer 412 confirms this; the EU average is 13%. Overall, the Nordic countries have more appetite for physical activities... and that includes sport in the

workplace. A study of Skovgaard and Berggren (2000) showed that 20% of Danish businesses with over 100 employees had a policy for developing sport within the company. In Finland, some companies, such as Pekkaniska, even award a bonus to the most assiduous participants. It only remains to know an effective way to promote doing sport. It can be done for very little cost. The main thing is to provide the time and place. Every business should be able to ban meetings during the lunch break, equip a meeting room (temporarily or not) and install a few modest facilities (showers/changing rooms). Physical exercise can be subtly encouraged by set-

ting challenges, (such as a pedometer), by spotting and then training and supporting the most motivated sports men and women – as article L. 6331-23 of the employment laws suggests – because these people are the real linchpins of sport in the workplace. Getting the occupational health-care professionals and, in future, health insurers involved with internal campaigns are initiatives to be developed, that is for sure. The future of sport in the workplace will be inextricably linked to health, particularly to e-health. Here is the real challenge for directors who want to get their businesses moving: to get digitalisation working for sport!

Provide the time and space