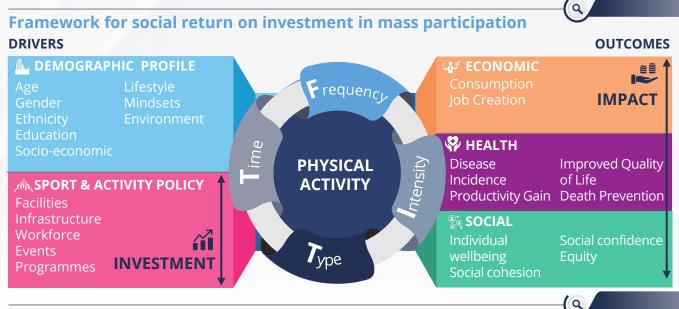


The Future of Mass Participation

Overview

Raising participation rates, with all the known benefits that can bring, is often an important policy goal for many countries. However, despite countless efforts at local, national and international level, participation rates have remained relatively stagnant, while inequality remains stark. COVID-19 has placed greater emphasis on the importance of physical activity and wellbeing. At the heart of the solution is better data and insight that can paint a more sophisticated picture of the customer, target the right interventions to the right people, and develop a compelling, quantitative return on investment picture for policymakers.

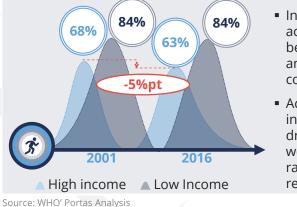


Current situation

GLOBAL PHYSICAL ACTIVITY LEVELS HAVE REMAINED STUBBORN Despite some action, there has been limited impact to drive sustained growth Prevalence (%) 2001 2016 <20.0 20.0-29.9 71% 72% 30.0-39.9 40.0-49.9 Physically Physically ≥50-0 Active Active No data

SYSTEMIC INEQUALITIES PREVENT EVERYONE FROM BENEFITTING

Income level is the most accurate indicator of activity rate



- Increasing gap in activity levels between highest and lowest income countries
- Activity of low income nations driven by active work and transport, rather than recreation.

Globally, there are differences in access across demographic groups



77% Of males are active

The most likely to be inactive tend to be:

- 😂 Less affluent
- 🏠 Older
- **With care duties**
- **B** Chronic conditions or disabilities

Case Study - Mauritius



> Context and objectives

Non-Communicable Diseases (NCDs) in Mauritius have dramatically increased over the past 20 years

- On average, 1 in 4 Mauritians die of Type II diabetes, a ratio higher than anywhere in the World
- Only 23% of the Mauritian adult population meet the WHO recommendations of physical activity

> Approach

- Conducted comprehensive local analysis including consultation process with key stakeholders
- Conducted extensive best practice research across successful nations
- Provided recommendations for policy and legislative change at national level, including budget requirements, KPIs, targets and roadmap for implementation

Results

>

Policy document produced comprising 20 actions under three major transformational themes, endorsed by Prime Minister

portas

- Defined national visions for community sport and elite sport
- Secured a 100% increase in public funding for mass participation initiatives for the first year of the Policy
- Agreed national survey focused on physical activity to set baseline and track progress

Takeaways for Policy-Makers

The highly complex policy and delivery landscape of mass participations means policymakers have to beware of several common challenges, and mitigate them through 4 key actions

