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Floor Van Houdt: I am Floor Van Houdt and I will talk to you about the Healthy Lifestyle for All initiative. This initiative was launched by Commissioner Gabriel in September 2021 in Slovenia, with the idea to promote the benefits of sport and physical activity for everyone across all generations, all ages from all social groups.

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Floor Van Houdt: This initiative is done for two years and it has three pillars. Pillar one is about promoting sport and physical activity for everyone, making sure everybody is aware and everybody is encouraged to get engaged in sport. Second pillar: this is to remove obstacles, because we are also very well aware that there are people who are willing to engage in sport or physical activity, but find themselves in front of obstacles ranging from lack of time or money or suffering from a disease that holds them back. And we would like to look at overcoming barriers. Third pillar is getting people to work together, because the challenge of getting healthy and active Europeans is huge. There's a lot of work to be done, and this requires concerted efforts across different policies from sport to education to youth to health, to agriculture, food policies and environment, and also involving civil society and local public authorities, because this effort should be shared by us all.

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Floor Van Houdt: Everyone can contribute to Healthy Lifestyle for All. The European Commission has submitted ten pledges in which it commits to certain actions to promote healthy lifestyles and also remove obstacles and foster cooperation. This is, for instance, a commitment to put health higher up as a priority in EU funding programmes. But also, Commissioner Gabriel has introduced a new award #BeActive Across Generations, which is an annual award that will award €10,000 to initiatives that have successfully brought together people from different ages to enjoy sport together.

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Floor Van Houdt: But civil society organisations, sport clubs, federations, local authorities, regional authorities can also join. They can also submit their own pledge, because the effort of getting people active ranges from maybe European policies but will not work if this is not followed through on the ground. So we also would like to mobilise grassroots organisations and others to contribute their part. We have put a pledge board online in which you can send your own commitment and join this initiative. So far there are already 85 pledges and you're more than welcome to join the movement.