The Physical Activity Committee (PAC) is the global platform for the sporting goods industry that’s committed to raising awareness of the benefits of physical activity and sport and increasing participation levels, especially among young children.

The Physical Activity Committee is comprised of many of the leading sporting goods brands including Nike Inc., adidas, Pentland Brands Ltd., ASICS, Wearable Technologies AG and many more.

Find out more about our physical activity commitments.

**WHAT WE DO**

**ADVOCACY**

Advocacy through WFSGI ensures our stakeholders are aware of the industry’s individual and collective efforts on physical activity.

**PUBLIC POLICY**

Through our engagement with the UN agencies (World Health Organization and UNESCO), other NGOs and International Sports Federations, we help drive global policy change on physical activity.

**NETWORKING**

We also provide the only global platform for sporting goods companies to exchange ideas on physical activity, sharing knowledge and best practice.

**FIRST ACCESS**

We provide first access to information on global actions, research and policy change that affect your key markets and customers.

**WHAT’S AT STAKE**

**GLOBAL PHYSICAL INACTIVITY LEVELS**

28% of the world’s adult population is insufficiently active.

**IMPACT ON THE NEXT GENERATION**

80% of the world’s adolescent population is insufficiently active.

**THE GENERATION Z ARE THE LARGEST ACTIVE IN HISTORY**

Together, we are one voice on physical activity.

Invest in physical activity now for long-term, sustainable benefits.

**WHY JOIN US**

**ARE YOU LEADING YOUR COMPANY'S EFFORTS ON PHYSICAL ACTIVITY?**

Are you worried about the impact of declining global physical activity levels on the sporting goods industry and your company? Are you worried about the industry’s individual and collective efforts on physical activity?

Do you want to be part of an important industry leading initiative? Do you want to position your company on the forefront of reversing physical inactivity with key stakeholders?

Do you want to have your company on the forefront of reversing physical inactivity with key stakeholders?

**CONNECT GLOBALLY**

Connect your company to other leading sporting goods companies in the industry’s global physical activity community.

**BE PART OF THE GLOBAL VOICE**

Join the private sector dialogue with WHO to implement the Global Action Plan on Physical Activity.

**INCREASE YOUR EXPOSURE**

Gain global exposure for your company’s physical activity initiatives.

**GAIN INFLUENCE AND KNOWLEDGE**

Influence decision makers at UNESCO, WHO and the Commonwealth Secretariat in relation to national and international policy changes on physical activity.

Make sure your company is represented in the WFSGI Physical Activity Committee and be part of the solution.

**JOIN THE WFSGI PHYSICAL ACTIVITY COMMITTEE NOW**

Be part of the physical inactivity solution.

Join the WFSGI Physical Activity Committee by emailing Emma Mason, WFSGI Vice-President, at emason@wfsgi.org.