



HL4EU Community Building Conference

Tuesday, 5 November 2024

1. Background

Healthy Lifestyles for Europe (HL4EU) is an Erasmus+ funded project that aims to explore and promote cross-sectoral approaches to healthy lifestyles through physical activity. A consortium of leading NGOs and sector representative bodies from the physical activity, outdoor, sport, mobility, health, patient and caregiver communities, we are united to collaborate on active and healthy lifestyle promotion and access across policies and sectors with the view of tackling NCDs, of improving quality of life and well-being and, of building healthier and more sustainable societies and economies.

2. Objectives

This event will be the **first event dedicated to the project Healthy Lifestyle 4 Europe**, including partners, supporters of the [Call for Action](#), and potential future supporters. The event will be an opportunity to present project's vision, mission and objectives as well as discuss the legacy of the European Commission's "[Healthy Lifestyle 4 All](#)" campaign, the [recent WHO report on physical inactivity in adults](#), the reality of using physical activity across different sectors, and what the project is striving to accomplish. Held in Brussels over half a day, this event will bring together stakeholders who are interested to collaborate to support Europeans in leading more active and healthier lives with the view of improving individual and public health and reducing health inequalities. It will also include a panel discussion on cross-sectoral cooperation for healthy lifestyles.

3. Date

Tuesday **5th November**

4. Time

14:00-17:00 + cocktail (until 18:00)

5. Format

In person

6. Location

Brussels - L42 Business Center

7. Title:

HL4EU Community Building Conference - **Advancing cross-sectoral collaborations for healthy lifestyles across Europe**



 www.healthy-lifestyles-project.eu

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8. Participants:

Partners and their networks, EU stakeholders (EP, COM, Perm Rep), international institutions, civil society, good practice stakeholders.

9. Draft agenda:

14.00 – Welcome and presentation of the project concept and Call for Action (**EuropeActive**)

14.20 – Methodology behind the good practice library, **Luz Divina**, European Initiative for Exercise in Medicine, EIEIM

14.30 – Recommendations from the WHO report on physical inactivity levels in adults, **WHO HQ** (Fionna Bull or Juana Willumsen)

14.40 – European Parliament's role in supporting cross-sectoral policies for healthy lifestyles / NCD prevention

14.50 – Learnings from HL4A campaign and what's next, **Florencia Van Houdt**, Head, Sport Unit, European Commission

15.00 – OECD's work in the area of cross-sectoral collaboration for disease prevention and health promotion, **Michele Cecchini**, Head of Public Health, OECD

15.20 – Stakeholders' presentations of good practice initiatives on cross-sectoral collaborations for healthy lifestyles promotion

15.30 – Panel discussion on cross-sectoral cooperation for healthy lifestyles - Moderator: Jérôme Pero, Secretary General, FESI. **Speakers to be confirmed.**

16.30 – Q&A

16.50 – Closing remarks, **Kai Troll**, CEO, EuropeActive

17.00 – Networking cocktail



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