

Seminario Oficina de Navarra ante la UE

#NavarreInEurope



Miércoles, 23 de septiembre



11:00 – 12:20

Organiza: Oficina Navarra UE-Bruselas

Colabora:



EUROPE DIRECT
Navarra · Nafarroa

Oficina Permanente de Navarra ante la UE – 23/09/2026 SEMANA EUROPEA DEL DEPORTE 2026 - “La Unión Europea en movimiento: Inspiración y acciones de éxito #BeActive”

Gobierno de Navarra



Ana Ollo Hualde

Vicepresidenta segunda y Consejera
de Memoria y Convivencia,
Acción Exterior y Euskera

Comisión Europea



Strahil Christov

DG EAC
Policy Officer

INDAF



Jorge Aguirre Oviedo

Director Gerente

INDAF



Adela Griffiths

Técnica de deportes

Finlandia



Minttu Korsberg

Ministerio de Educación y
Cultura

Gobierno de
Navarra



Sergio Pérez García

Director General de Acción
Exterior

Gobierno de
Navarra



Beatriz Irala Aliaga

Oficina Permanente de
Navarra ante la UE

Oficina Permanente de Navarra ante la UE – 23/09/2026

SEMANA EUROPEA DEL DEPORTE 2026

“La Unión Europea en movimiento: Inspiración y acciones de éxito #BeActive”

- | | |
|---------------|---|
| 11h00 – 11h05 | Bienvenida e introducción
Ana Ollo Hualde, Vicepresidenta Segunda y Consejera de Memoria y Convivencia, Acción Exterior y Euskera, Gobierno de Navarra |
| 11h05 – 11h20 | Perspectiva europea y objetivos de la campaña #BeActive
Strahil CHRISTOV – Sport (DG EAC.D.3), Comisión Europea |
| 11h20 – 11h35 | Acciones de Navarra como Región Europea del Deporte 2027
Jorge Aguirre Oviedo, Director Gerente del Instituto Navarro del Deporte y de la Actividad Física - candidatura de Navarra y sus principales líneas de actuación |
| 11h35 – 12h05 | Mesa redonda "Impulsando la actividad física y los valores europeos a través del deporte". Acciones #BeActive o/y candidaturas a la Semana europea del deporte e intercambio de buenas prácticas; Intervenciones:
Navarra: Adela Griffiths, técnica de deportes del INDAF
Finlandia : Minttu Korsberg , Secretary General, Get Finland Moving programme, Ministry of Education and Culture |
| 12h05 – 12h15 | Preguntas y respuestas con el público
Debate abierto con asistentes en línea |
| 12h15 – 12h20 | Clausura institucional
Sergio Pérez García, Director General de Acción Exterior, Gobierno de Navarra |

Modera: Beatriz Irala, Oficina Permanente de Navarra ante la UE



#BeActive campaign & European Week of Sport

#BEACTIVE

23 September 2026



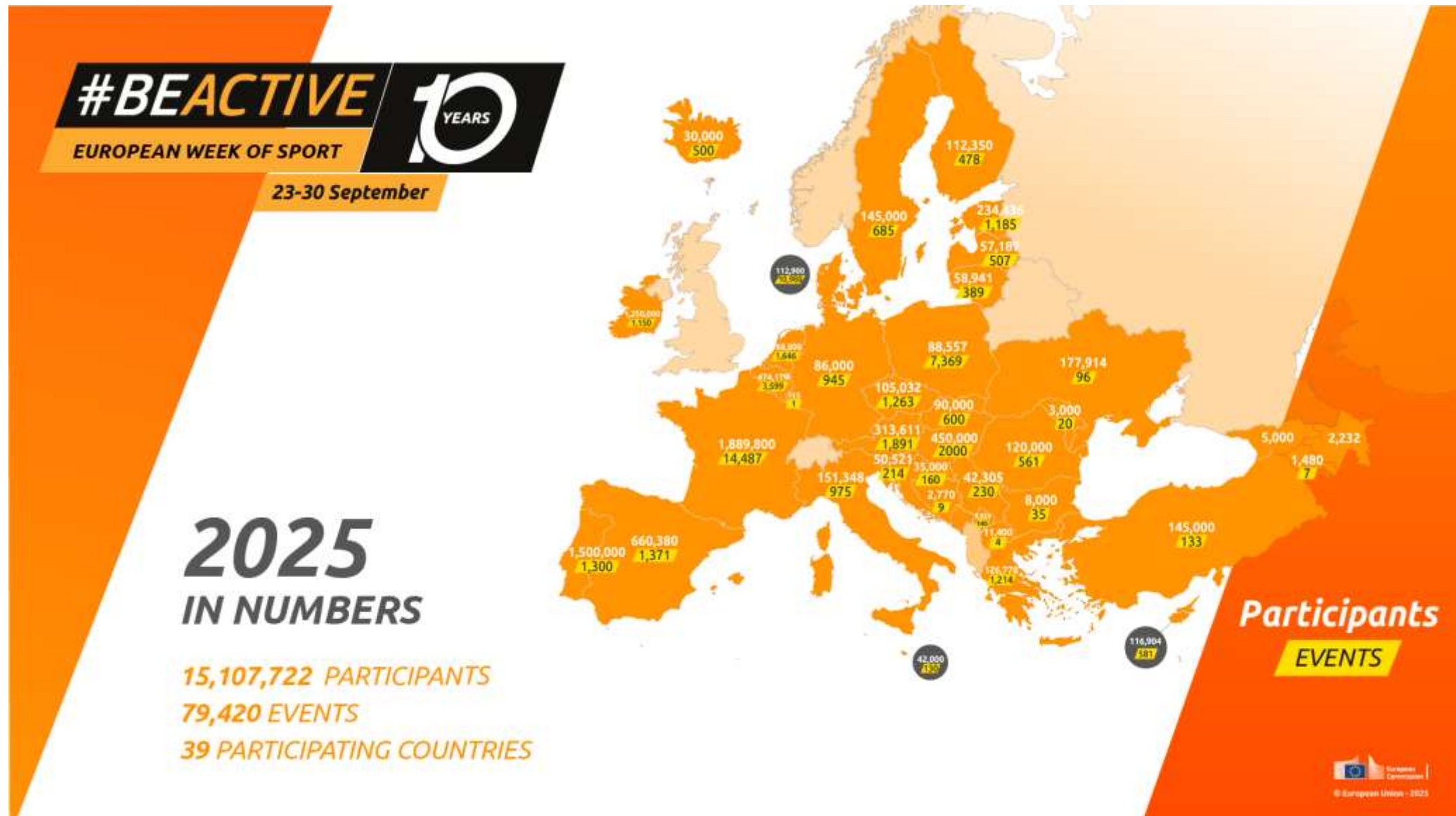
#BeActive campaign & European Week of Sport

- The European Week of Sport was launched in 2015 to respond to the growing inactivity of citizens
- Joint objective: promote the benefits of sport and offer opportunities for (re-)discovering the joy of being physically active
- Online #BeActive campaign kicks off on 23 June with the #BeActive EU Sport Awards
- Activities: European Week of Sport, 23-30 September
- We work with:
 - National Coordinating Bodies
 - Partners

[European Week of Sport Home - Sport](#)



European Week of Sport 2025 – facts and figures





How could your participation work in practice?

- ✓ A more detailed online information session

You receive:

- ✓ Free access to the #BeActive online campaign material and visual identity – you can use it to communicate in your language

Your role:

- ✓ Promote the #BeActive campaign via your their own communication channels (social media, websites, etc.); work with sport federations, and other sport multipliers
- ✓ If possible, organise at least one national flagship event, offering citizens the opportunity to be physically active during the European Week of Sport (23-30 September) or during the month of September.



#BeActive 2026 campaign

Main motto: **#BeActive your way**

Encouraging baby steps to make a real difference. No matter who you are, how fit or competitive you are. At home or outside, together or alone.

The message is adaptable to audiences, sports, situations and places and triggers to lower the mental thresholds.



Visual identity (samples)



Eurobarometer on sport and PA 2026

- Share of Europeans who never exercise or play sport decreased from 45% in 2022 to 39% this year.
- The main motivations cited are improving or maintaining physical health (44%) and relaxing (39%), with 26% engaging in sport or physical activity specifically to improve their mental health.
- The message is adaptable to audiences, sports, situations and places and triggers to lower the mental thresholds.
- Parks and outdoor spaces remain the most popular setting for exercise (47%, stable from 2022), followed by health and fitness facilities (up from 33% to 39%) and active commuting (up from 24% to 37% — the largest increase across all categories).
- Press release - [Europeans are doing more physical activity, new Eurobarometer shows](#)
- Reports + factsheets - [Sport and physical activity - September 2026 - - Eurobarometer survey](#)



Thank you!

Strahil.Christov@ec.europa.eu
Violeta.Birzniece@ec.europa.eu



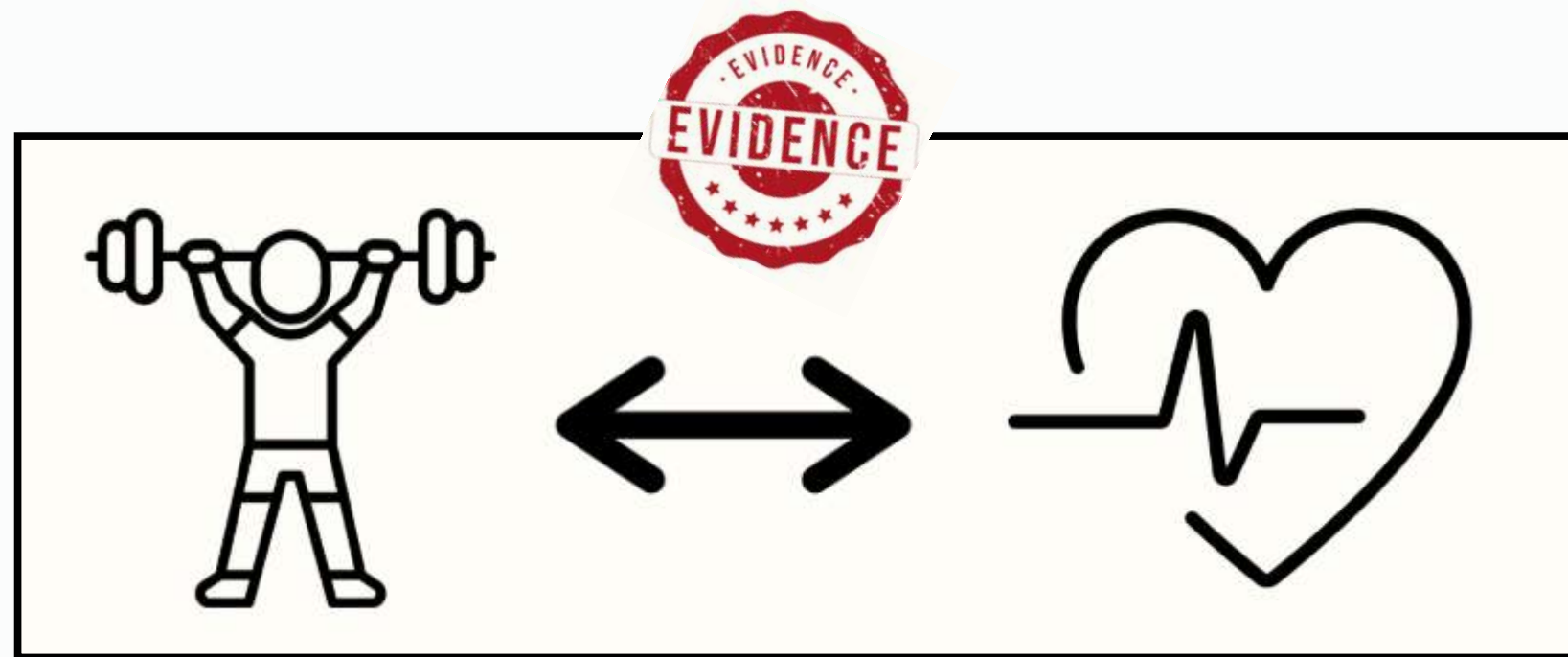
HEALTH ACTIVITY AND EXERCISE PRESCRIPTION PROJECTS IN NAVARRA

A model of community health through movement

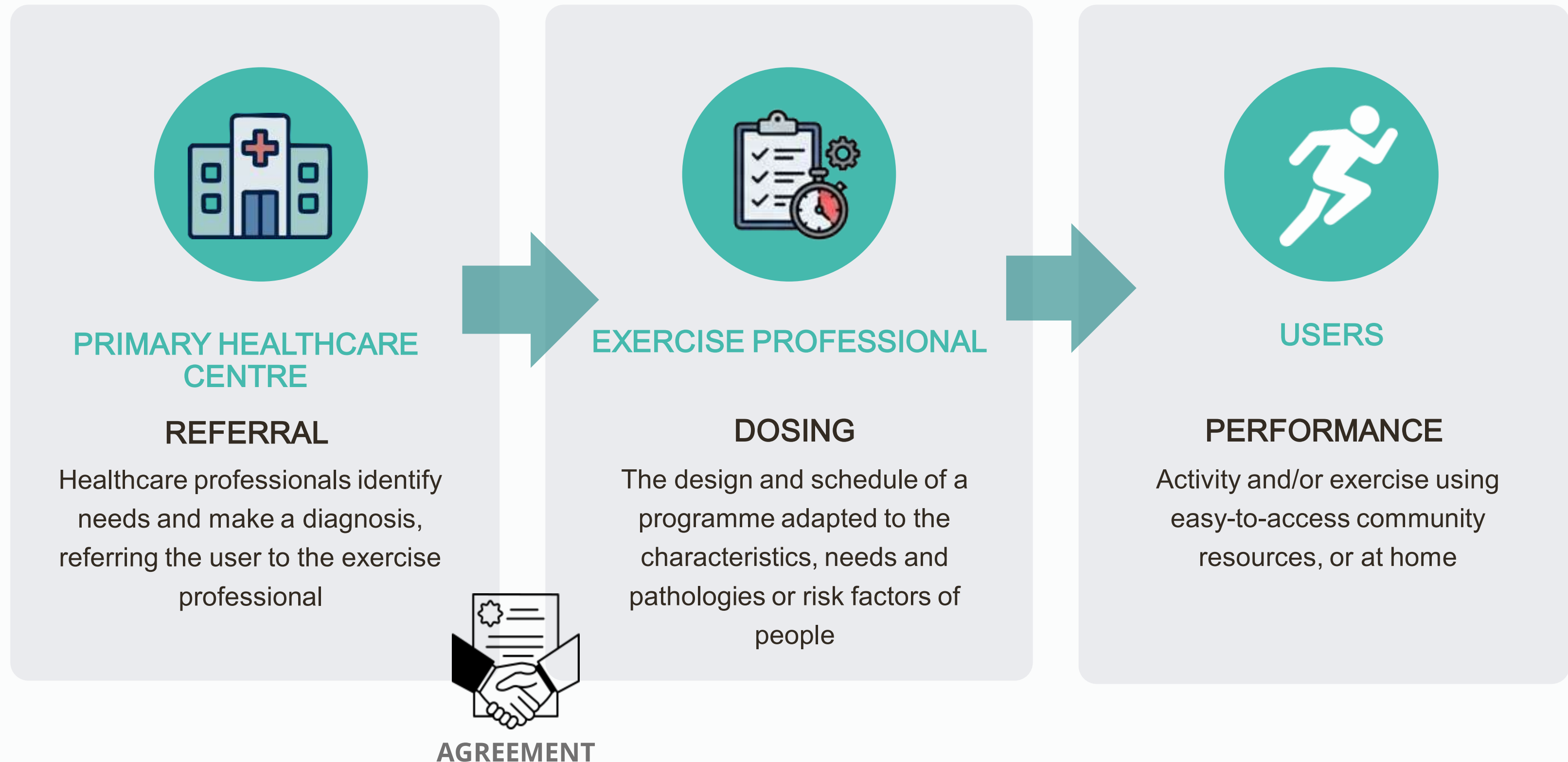


What does the Prescription programme consist of?

It is a multi-disciplinary intervention that links the healthcare system with physical-sports professionals

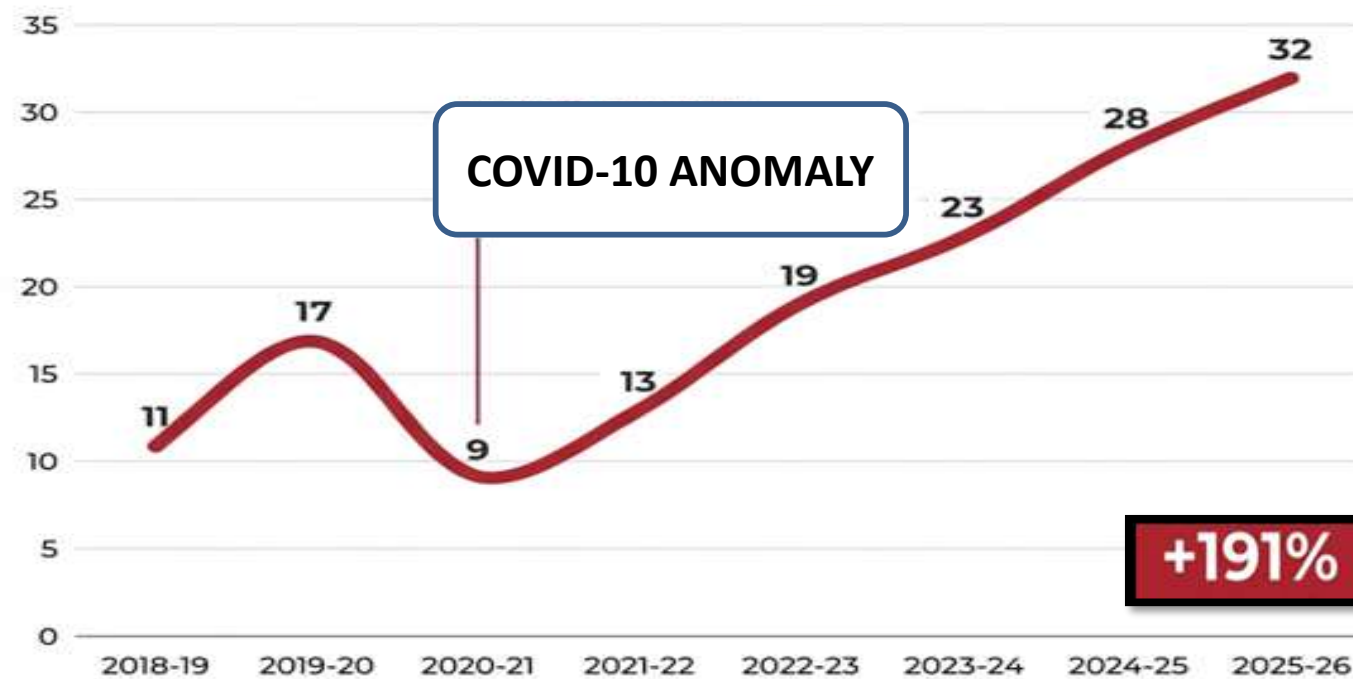


THE PRESCRIPTION CIRCUIT: FROM CONSULTATION TO ACTION

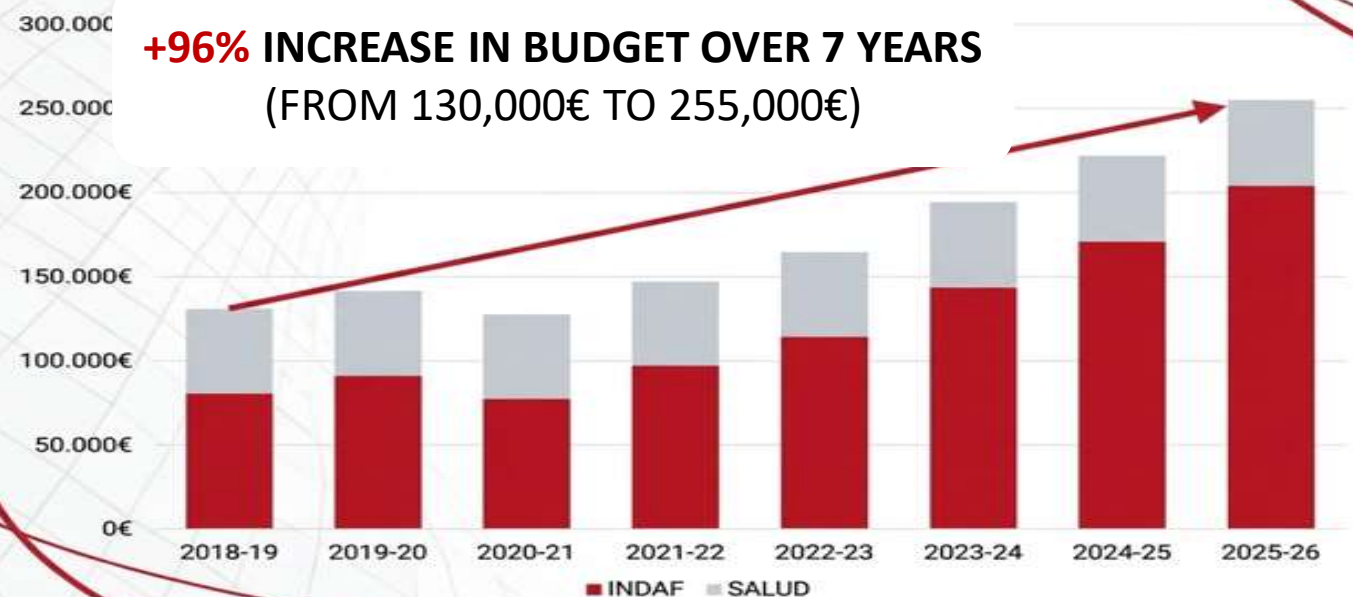




EVOLUTION OF THE PARTICIPATION OF LOCAL AUTHORITIES



+96% INCREASE IN BUDGET OVER 7 YEARS (FROM 130,000€ TO 255,000€)



COMMUNITY HEALTH MODEL IN NAVARRA

Plan de
Salud Pública
2022-2025

Ejes I y II: Fomento
de acciones locales
y estilos de vida
activos.

Ley Foral del Deporte
15/2001
INDAF

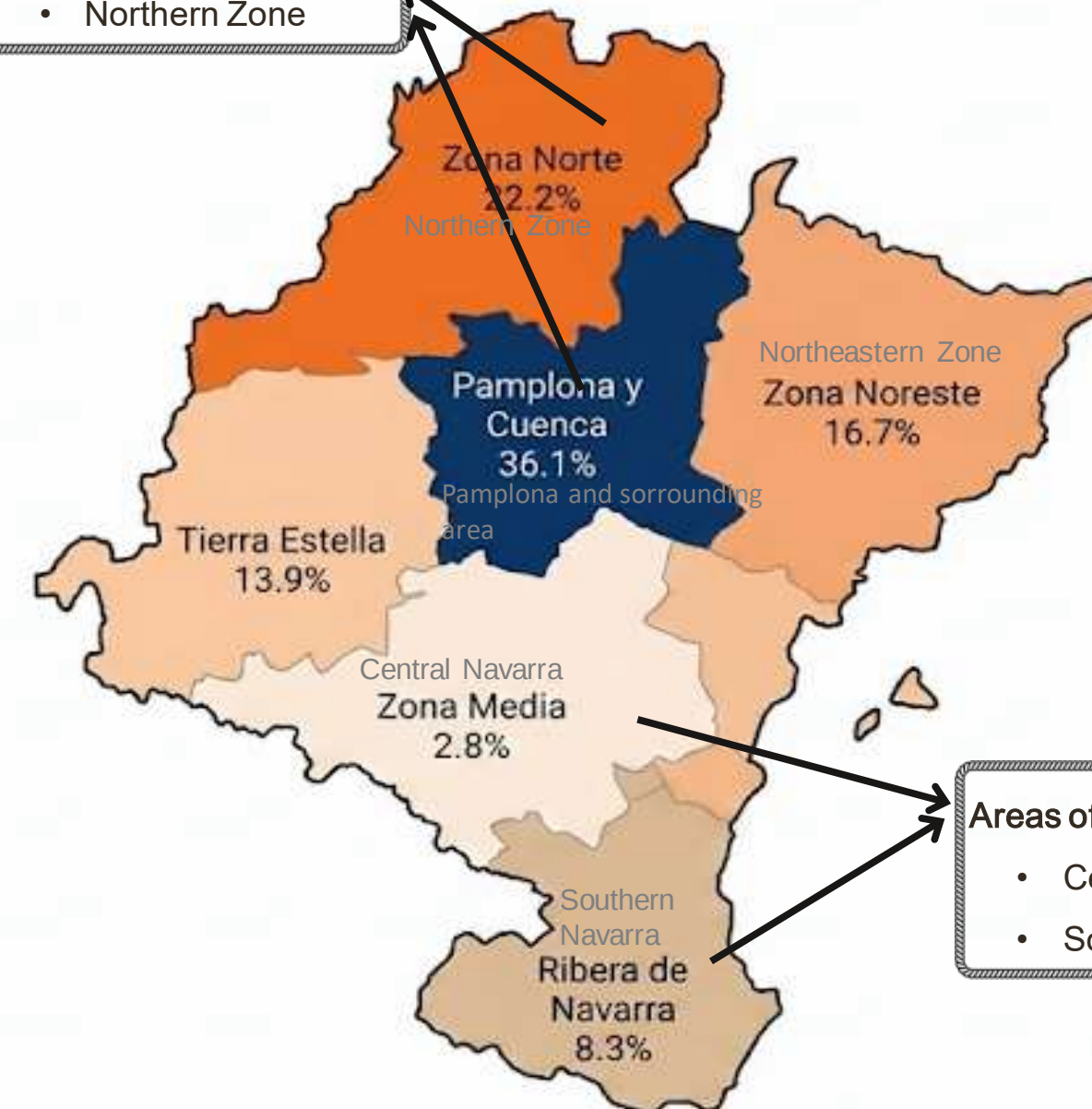
Obligación legal
de impulsar
programas para la
calidad de vida.

Directrices
Globales

OMS 2016, Plan
de Prescripción
Navarra 2023,
PEDAFN
2025-2028.

High concentration:

- Pamplona and the surrounding area
- Northern Zone



Areas of Opportunity

- Central Zone
- Southern Navarra

Grant to Local Entities for the promotion of Health Activity and Physical Exercise Prescription Projects

BENEFITS

PHYSICAL & EMOTIONAL WELL-BEING

Results in the short, medium and long-term



INDIVIDUALISATION PROGRAMMES

Exercises adapted to characteristics, level of physical fitness, pathologies and/or risk factors



COMMUNITY PROGRAMMES AND RESOURCE UTILISATION

Reinforcing existing situations and creating new ones



DIVERSIFICATION OF GYM USE PROFILES

Fitness Centres: friendly spaces



Health centre overload

EFD valve / Prescription

Consumption of medicines

Hospital admissions

BELONGING AND CONNECTION

Building strong human bonds, especially in group work



AWARENESS OF IMPORTANCE OF PHYSICAL ACTIVITY

People are increasingly aware of the relationship between Physical Activity/Movement and Health.
WORD-OF-MOUTH/PROGRAMME EXPANSION



AFFORDABLE PRICES AND BENEFITS

Very low prices, ensuring access to all people who need the service.
Benefits after the end of the program



HEALTHCARE SYSTEM

Reduction in healthcare centre overload
Lower drug use
Fewer hospital admissions



LITERATURE

LEGISLATIVE REFERENCES

- **Regional Decree 257/2023 (15 November)**, approving the Statutes of the Institute of Sport and Physical Activity (BON [Official Gazette of Navarra] No. 244) of Navarra.
- **Regional Sports Law 15/2001 (5 July)** on Sport in Navarra (BON No. 86)
- **Regional Law 18/2019 of Navarra (4 April)**, on access to and exercise of sports professions in Navarra (BON No. 71)

WEBSITES & NEWS CONSULTED

- <https://www.noticiasdenavarra.com/sociedad/2025/11/04/773-000-habitantes-26-mayores-10303077.html> (2039 population of Navarra).
- <https://news.umiamihealth.org/es/ninos-mas-fuertes-los-beneficios-de-practicar-varios-deportes-desde-pequenos/#:~:text=Por%20otro%20lado%2C%20practicar%20varios,mismos%20y%20habilidades%20motoras%20fundamentales>
- <https://www.pamplona.es/sites/default/files/2025-01/250127diagnosticodelasituaciondelaspersonasmayoresenpamplona.pdf>
- <https://activamurcia.com/#>
- <https://inefc.gencat.cat/es/detalls/noticia/recepta-esportiva>
- <https://www3.gobiernodecanarias.org/noticias/sanidad-y-deportes-firman-convenio-para-crear-un-sistema-de-prescripcion-de-actividad-fisica-en-atencion-primaria/>
- <https://www.gipuzkoa.eus/es/web/kirolak/que-hacemos/mugiment-gipuzkoa>
- https://deporte.xunta.gal/sites/w_deport/files/documentacion/convocatorias/20241011_plan_de_prescripcion_de_actividad_fisica96.pdf

BOOKS AND ARTICLES

- **Gosselin, V., Boccanfuso, D. & Laberge, S. (2020).** Social return on investment (SROI) method to evaluate physical activity and sport interventions: a systematic review. *Int J Behav Nutr Phys Act* 17, 26. <https://doi.org/10.1186/s12966-020-00931-w>
- **Hafner M, Yerushalmi E, Stepanek M, et al.** Estimating the global economic benefits of physically active populations over 30 years (2020–2050). *Br J Sports Med* 2020;54:1482–1487.
- **Jimenez, A., Nieto, I., Mayo, X., Reece, L., & Davies, L. (2023).** Understanding the social and economic value of an incredible industry... to THINK Active report. Brussels: EuropeActive. II Report on the social and economic impact of the Physical Activity and Sports sector. <https://espanaactiva.es/wp-content/uploads/2023/06/II-Informe-Impacto-Social-y-Econ%C3%B3mico.pdf>
- **O'Brien, M. W., Shivgulam, M. E., Liu, H., Courish, M. K., Wu, Y., Fowles, J. A., & Nagpal, T. S. (2025).** The effectiveness of exercise referral schemes on patient health and their cost: an umbrella review. *Applied Physiology, Nutrition, and Metabolism*, 50(1), 1-12. <https://cdnsiencepub.com/doi/10.1139/apnm-2024-0185>
- **Santos, A. C., Willumsen, J., Meheus, F., Ilbawi, A., & Bull, F. C. (2023).** The cost of inaction on physical inactivity to public health-care systems: a population-attributable fraction analysis. *The Lancet Global Health*, 11(1), e32-e39. [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(22\)00464-8/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(22)00464-8/fulltext)

OTHER LITERATURE

- **Current Status of Health Activity and Exercise Prescription Projects Report (INDAF, 2026)**
- **Report: Analysis of the current situation of the Sports-Social Prescription program (Pamplona City Council)**
- **World Health Organization. (2016).** Shanghai Statement on the Promotion of Health in the 2030 Agenda for Sustainable Development. 9th World Health Promotion Conference, Shanghai, China, November 21-24, 2016. Geneva: WHO.
- **Health Physical Exercise and Activity Prescription Plan in Navarra (PAEF, 2023)**
- **Strategic Sports and Physical Activity Plan of Navarra (PEDAFN, 2025-2028).**

THANK YOU FOR YOUR ATTENTION

#BEACTIVE
EUROPEAN WEEK OF SPORT

Adela Griffiths Turrillas



adela.griffiths.turrillas@navarra.es





FINNISH
GOVERNMENT



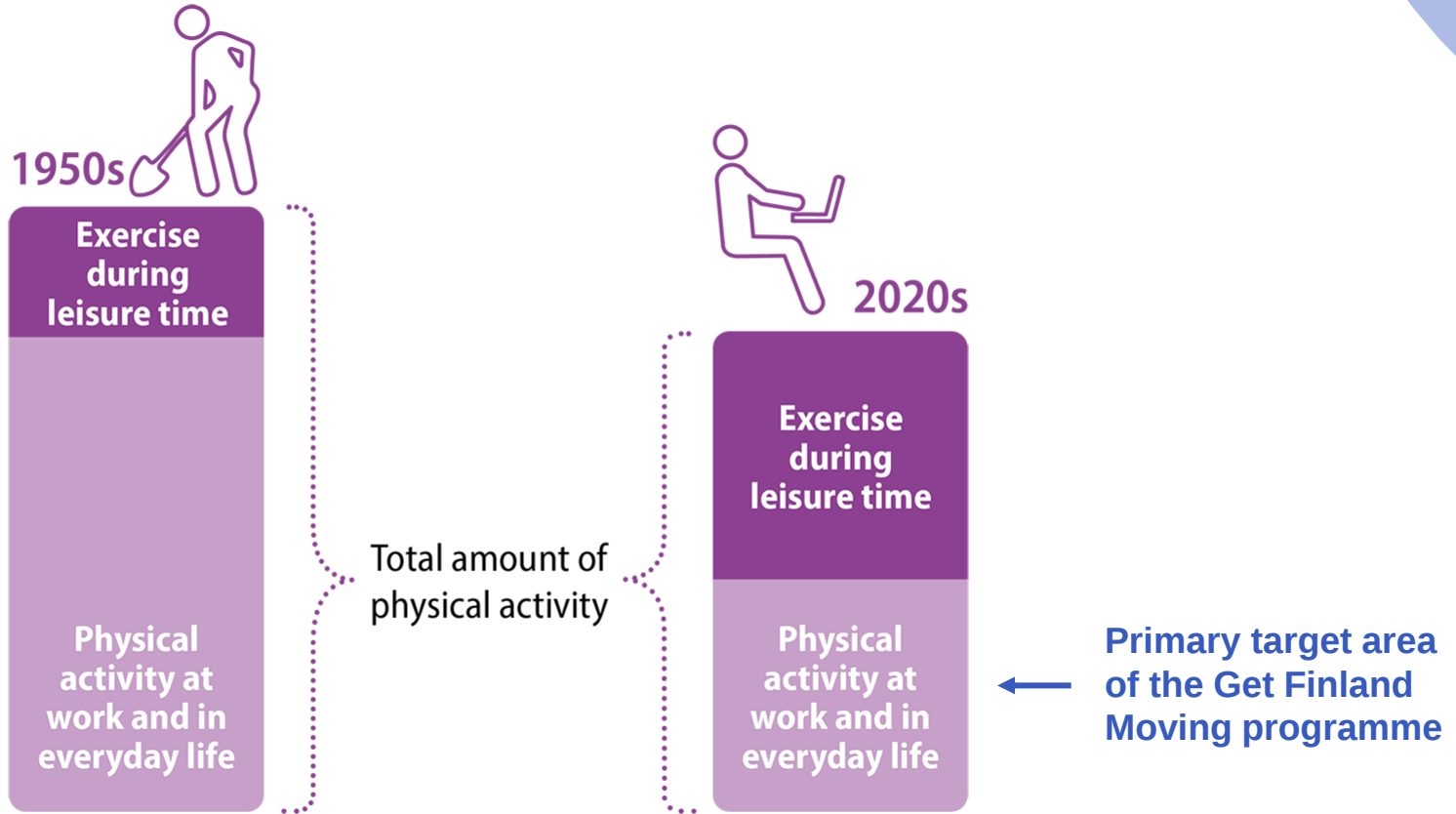
**Get Finland Moving
programme**

Get Finland Moving programme

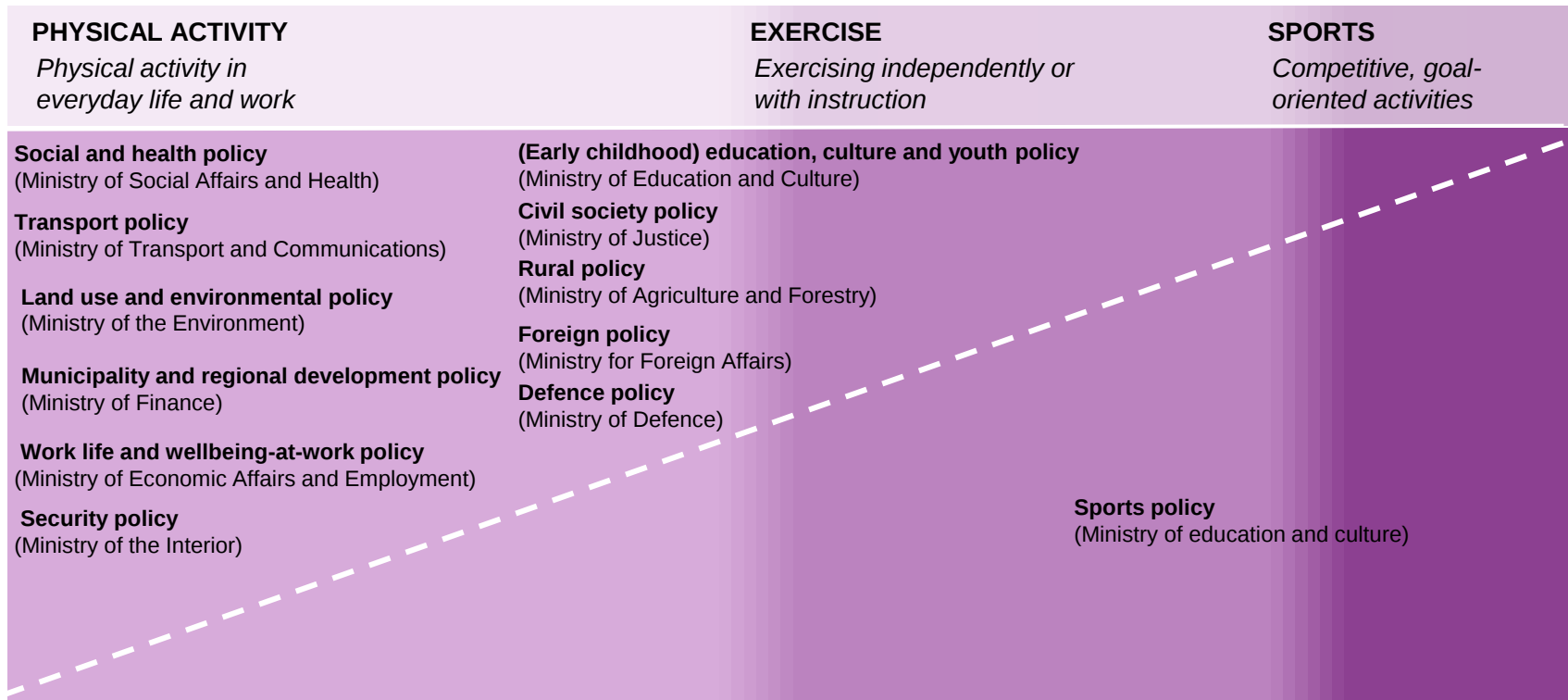
23.9.2026

Minttu Korsberg, Secretary General, Ministry of Education and Culture, Finland

The paradox of physical activity



The roles of Ministries in promoting physical activity, exercise and sports.*



*Key roles; other connections also exist. See the National Sports Council: www.liikuntaneuvosto.fi/tuloskortit/

Source (adapted): Teijo Pyykkönen: Maailman istuvin urheilukansa – ihmettelyä liikuntapolitiikan labyrinteissa (2019). Liikuntatieteellisen Seuran Impulssi nro 30.



Examples of Measures:

- **Schools:** A new law requires all schools to promote physical activity throughout the school day.
- **Baby box:** From 2026, baby boxes include a ball and brochure encouraging parents to be active with their children. Brochures are also distributed at child health clinics.
- **Physical activity counselling:** Over 100 municipalities receive state funding to develop services that support people (e.g. those at risk of type 2 diabetes) in becoming more active.
- **Nature playgrounds:** Municipalities receive funding to create natural, activity-friendly play environments to schools and daycare centres.
- **Young people and military service:** Measures support becoming conscripts' fitness, including apps, vouchers, and counselling.
- **Taxation:** Finland is exploring how taxation could encourage physical activity, though evidence is still limited.
- **Communication:** Campaigns under "Make a move" focus on everyday activities (e.g. walking, cycling, housework) to help people recognise small opportunities to be active.



FINNISH
GOVERNMENT



**Get Finland Moving
programme**

INQUIRIES:

Minttu Korsberg, Secretary General
(Ministry of Education and Culture)

minttu.korsberg@gov.fi

tel. +358 295 330 018

**Make a
move.**

getfinlandmoving.fi