

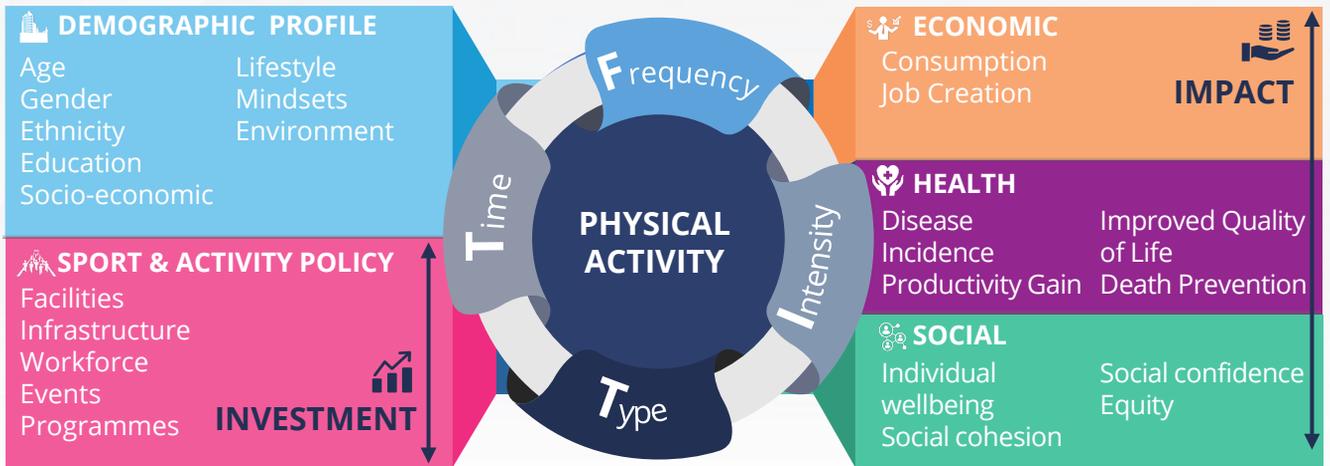
# The Future of Mass Participation

## 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.

## Framework for social return on investment in mass participation

### DRIVERS

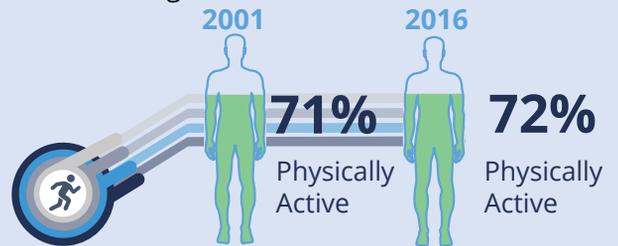
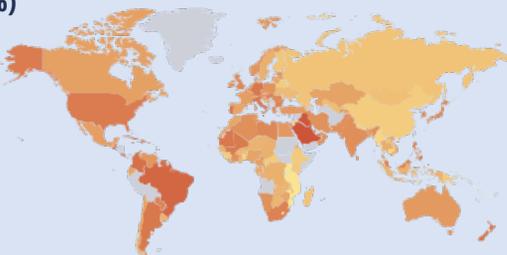
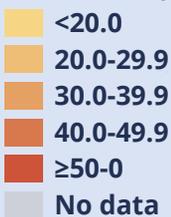


## Current situation

### GLOBAL PHYSICAL ACTIVITY LEVELS HAVE REMAINED STUBBORN

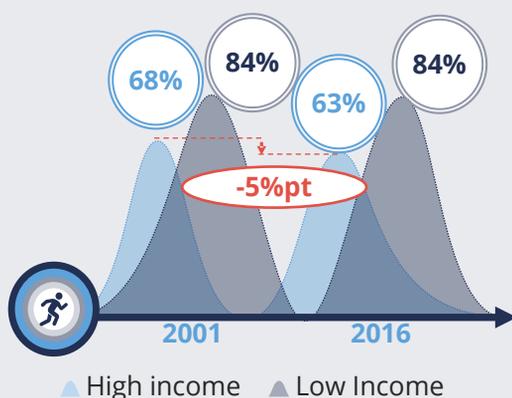
Despite some action, there has been limited impact to drive sustained growth

#### Prevalence (%)



## 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



The most likely to be inactive tend to be:

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

## Case Study - Mauritius



## 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

### COMMON CHALLENGES



### ACTIONS

