



PHYSICAL INACTIVITY

**WHAT IT IS
WHY IT MATTERS &
WHAT WE CAN DO**

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EMMA ZWIEBLER

A LIFE THROUGH SPORT

- Former badminton player from Scotland
 - Former BWF Athletes Commission Chair
 - Former BEC Board Member & BWF Council Member
 - 'Recovering' lawyer
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- CEO at WFSGI
 - Lifelong badminton fan & friend
 - Physical activity 'activist'



01



INTRODUCING THE WFSGI

WHO WE ARE

THE WORLD FEDERATION OF THE SPORTING GOODS INDUSTRY IS THE MEMBER-LED GLOBAL TRADE ASSOCIATION FOR SPORTING GOODS COMPANIES

We offer members global representation across non-competitive topics

We support and promote industry-wide collaboration



© WORLD FEDERATION OF THE SPORTING GOODS INDUSTRY

70%

Global Sporting Goods Industry Represented

4/5

Main regions of the World

120

Sporting Goods Brands

OUR PURPOSE

Unite and support the global sporting goods industry to ensure a healthier more active planet for all.

NO.1 STRATEGIC PRIORITY

Leveraging the power of our industry to help the world to move more, particularly the next generation.



WHAT IS PHYSICAL INACTIVITY?



A FEW DEFINITIONS

- **Physical activity:** any bodily movement produced by skeletal muscles that requires energy expenditure.
- **Sport:** a type of physical activity.
- **Physical inactivity** a person or community who do not move enough to meet the recommended levels of physical activity to maintain good health, as determined by WHO
- **Millennials:** 1981-1996 (29-44)
- **Gen Z:** 1997-2012 (13-28)
- **Gen Alpha:** Early 2010s-2024 (1-approx. 12)

150 min

Adult recommended
weekly activity

60 min

Youth
recommended daily
activity

PERCEPTIONS

SCAN THE CODE FOR POLL

What was your (honest) response to physical inactivity as a keynote topic?

1. This isn't relevant, but I'm happy to do emails
2. I don't know anything about it but I'm curious
3. This is relevant, but I don't know what to do about it
4. This is relevant, and we are already working on it



03



WHY SHOULD WE CARE?



BECAUSE SPORT CAN BE A DRIVER FOR HEALTHIER PEOPLE & PLANET

HEALTH

- **Improved physical health**, prevention and management of chronic diseases
- **Improved mental health**, reduction of symptoms of anxiety and depression

HEALTHY WORKFORCE

- 4 to 1 return on workplace health initiatives
- Drives productivity, reduces absenteeism



PLANET

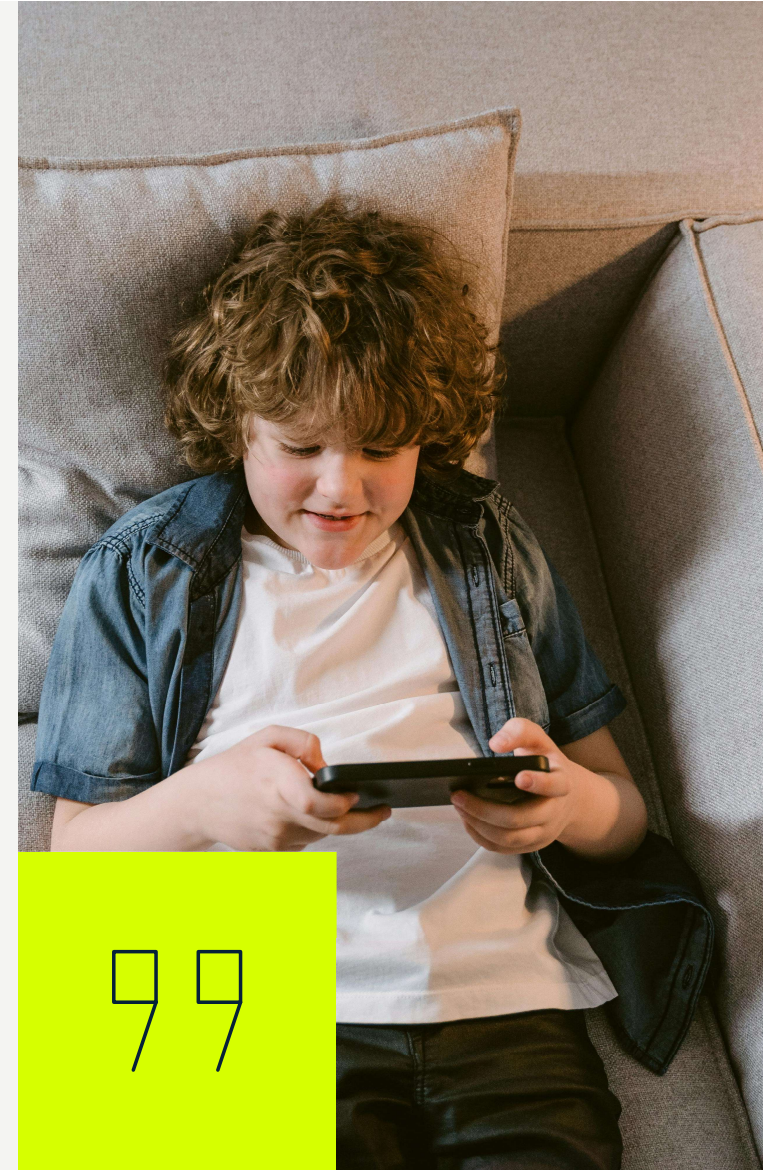
- **Active mobility** through cycling and walking helps reduce carbon emissions and improve air quality

EDUCATION

- **Improved childhood development** through physical and health literacy and improved academic attainment
- **More promising employability prospects.**

BUT INACTIVITY LEVELS ARE RISKING THE FUTURE OF SPORT

“Sport only has the power to
change lives if there are
people willing to watch it, and
willing to play it”



QUESTIONS

SCAN THE CODES FOR POLL

WHAT PERCENTAGE OF ADULTS GLOBALLY DO YOU THINK ARE INACTIVE?

- 11%, 31%, 51%, 71%, 81%

WHAT PERCENTAGE OF YOUTH (11-17 YEAR OLDS) GLOBALLY DO YOU THINK ARE INACTIVE?

- 11%, 31%, 51%, 71%, 81%



GEN Z IS THE LEAST ACTIVE IN HISTORY

Physical inactivity is rising, consistently

This is a **significant threat** to our industry

- **Sports marketing/sponsorship of elite sport** is a **business cost** used to support growth of a sport/athletes and multiply sales
- **Growth of business is achieved** through increased sales from the **general public**

THIS IS NOT JUST A PUBLIC HEALTH OR AN INDUSTRY ISSUE

- Next generation= next generation of fans, consumers, and athletes

[WHO 2024](#) [WHO 2018](#) [UNESCO 2024](#)

1.8B

31% of Adults
do not meet
recommended levels
of physical activity

35%

Projection of
physical inactivity in
adults by 2030

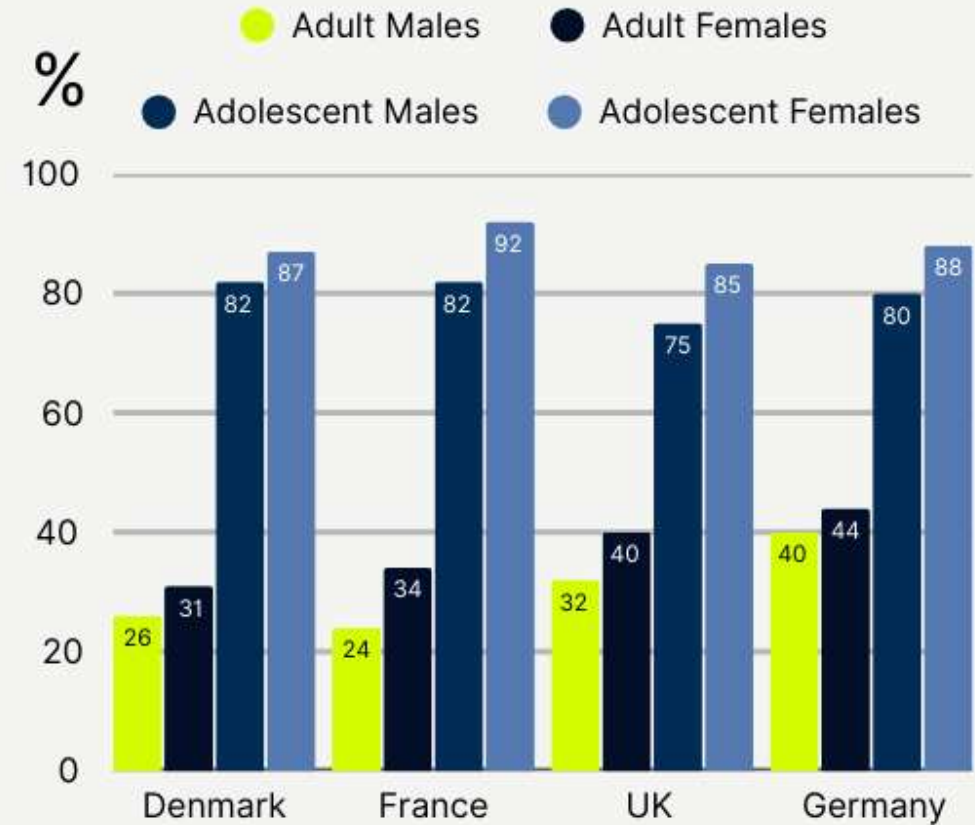
81%

Youth that do not
meet recommended
levels of physical
activity

INACTIVITY IN EUROPE

MAJOR EUROPEAN BADMINTON NATIONS

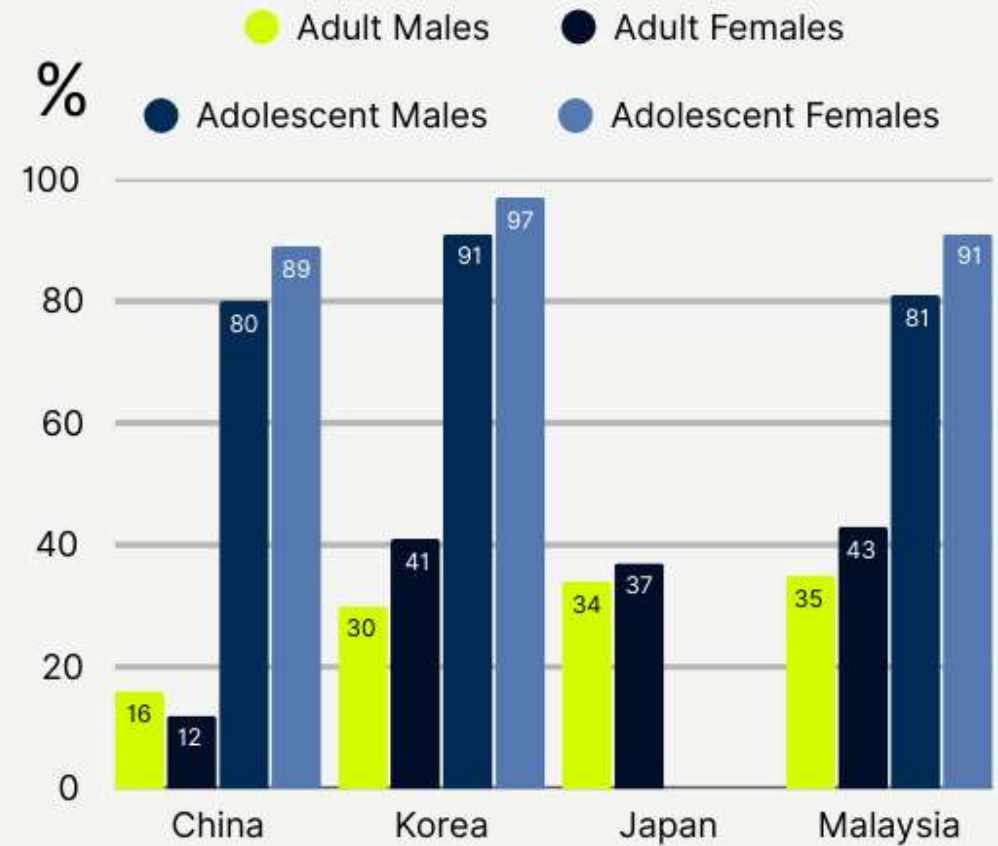
Inactivity rates in the nations that finished in the top four in the 2023 BEC European Mixed Team Championships



INACTIVITY IN ROW

MAJOR BADMINTON NATIONS GLOBALLY

Inactivity rates in the nations that finished in the top four in the 2023 TotalEnergies BWF Sudirman Cup Finals





IMPACT OF YOUTH INACTIVITY ON SPORT



INACTIVITY WILL IMPACT SPORT DEVELOPMENT



A DIGITAL FIRST WORLD IS COMPETING FOR OUR YOUTH, AND RISKING GROWTH





HOW DO WE TACKLE THIS?



WE ALREADY KNEW GEN Z WAS DIFFERENT

GEN Z'S RELATIONSHIP WITH WATCHING SPORT IS NOT THE SAME AS PREVIOUS GENERATIONS

90%

Of Gen Z use
social media to
consume sport

24%

Of Gen Z watch
sport once a
week

27%

Of Gen Z actively
dislike sport

Short form content

- Game clips
- Highlights
- Athlete interviews

Versus

- 50% of millennials
- 42% of all adults

Versus

- 7% of millennials

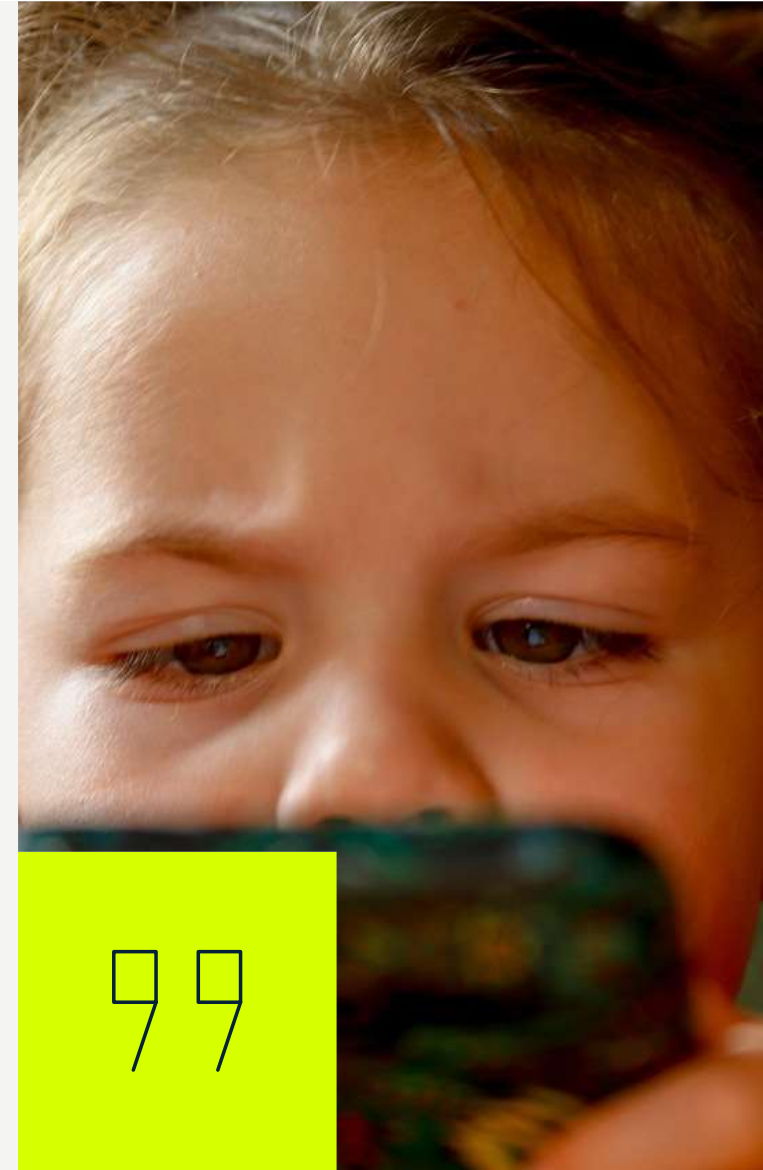
6. [Morning Consult](#)

7. [Meta study 2023](#)

5. [Deloitte Sports Fan Insights 2023](#)

AND GEN ALPHA IS FOLLOWING GEN Z

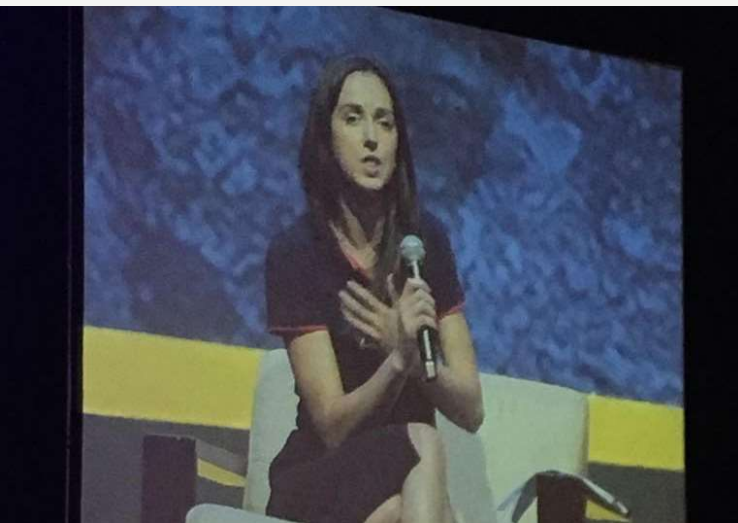
“...Alphas are more likely to take after their direct predecessors Generation Z than their sporty millennial parents... Generation Alpha [is] a more pure version of Generation Z... born entirely in a world with iPads and Instagram (both of which hit the market in 2010)...”



WE'VE ADAPTED TO ENGAGE NEXT-GEN FANS

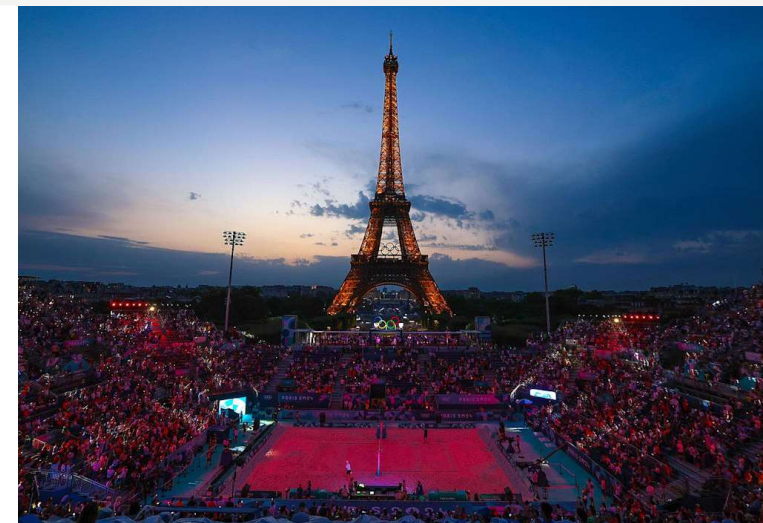
BADMINTON HAS INVESTED IN DIGITAL TO HELP MEET NEXT GEN FANS WHERE THEY ARE AND KEEP SPORT RELEVANT

- 2018 BWF Members' Forum
- Discussing new digital strategy & changing consumption habits
- 2025 Red Torch Sport on Social rankings
- Paris 2024 Olympics
- "...Relevance of the Olympic Games with Gen Z is now higher than with the general population..."



**moves +34 places
in TikTok rankings**

Badminton World Federation (BWF)
made TikTok a priority platform – they
ranked #2, despite IFs collectively seeing a
-39% YoY drop in engagements.



BUT WE HAVEN'T APPLIED THE SAME
APPROACH TO ACTIVITY & PLAYING
SPORTS

“Sport only has the power
to change lives if there are
people willing to watch it,
and **willing to play it**”





WHAT IS THE SPORTING GOODS INDUSTRY DOING TO TACKLE INACTIVITY?



WE CHANGED OUR MINDSET

“IF NOT US, THEN WHO?”

- **WE CANNOT DO THIS ALONE - DRIVE PARTNERSHIPS IN AND OUTSIDE OF SPORT**
 - Mass behaviour change
- **OUR FATE IS IN OUR HANDS - NO-ONE ELSE IS DRIVING (OR WILL DRIVE) THIS AGENDA**
 - Sport has to become more visible and more vocal
- **INDUSTRY HAS TO PLAY ITS PART**
 - Adapt our conventional approaches



WE MADE A FIRST UNIFIED CALL FOR COLLECTIVE ACTION

50 SIGNATORIES
25 CEOS & C-SUITE
EXECS FROM THE
WORLDS BIGGEST
SPORTING BRANDS
ISSUED THEIR OWN
SUPPORTING QUOTE

BRANDS
PERSONALISED
THEIR MESSAGES
TAKING THEIR OWN
BRAND LENS TO
MAKE IT RELEVANT
TO THEIR AUDIENCE

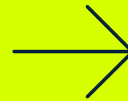
TRANSLATION AND
DELIVERY BY
LOCAL TEAMS
ENSURED GLOBAL
REACH FOR KEY
MESSAGES

FOLLOW-UP CEO
BRIEFING IN PARIS AT
OLYMPIC GAMES
REAFFIRMED
COLLABORATION

THE MANDATE FROM
INDUSTRY LEADERS,
INCLUDING THE HEALTH
AND FITNESS INDUSTRY, IS
CLEAR -NOW WE PRESS
FORWARD AS A MOVEMENT



We still have a long way to go.





WHAT CAN SPORT & MEMBER FEDERATIONS DO?



FOCUS ON FOUNDATION & PARTICIPATION



PARTNER FOR FOUNDATIONAL GROWTH

THIS IS TOO BIG AND TOO COMPLEX TO DO IT ALONE & FOCUS ON JOY OF MOVEMENT, NOT BADMINTON

- Talk to your **NOC**
- IOC's Olympism 365 is collaborating with NOCs & other health stakeholders to create healthy & active communities
- Explore opportunities with your existing **partners**
- Scale up evidence-based programmes that have proven to drive a sustainable increase in participation in activity
- Work together & with other sports to apply for **EU funding**
- Specific Erasmus+ funding available for initiatives increasing levels of physical activity in Europe
- Explore **digital partnerships**
- Significant volume of tech/digital companies focussed on getting people to move more, particularly the next generation



ACCEPT GEN Z WILL CHANGE PARTICIPATION

PARTICIPATION IN TRADITIONAL SPORTS & FORMATS IS AT RISK, WE WILL HAVE TO INNOVATE AND MEET THEM WHERE THEY ARE

- They sleep and breathe tech
- Social media & influencers play a very big part in their life
- Attention span of 8s!
 - 12s for millennials & 20s for baby boomers



AND EXPERIMENT TO FIND GROWTH

WE NEED TO MEET GEN Z WHERE THEY ARE AND PROVIDE SOLUTIONS THAT REFLECT WHO THEY ARE

- They like short form
- Target parents
- Everywhere, parents are increasingly worried about their children's consumption habits
- They are 24/7 connected
- Explore integrate technology & gamification for participation
- VR sports (Esports)



USE YOUR VOICE

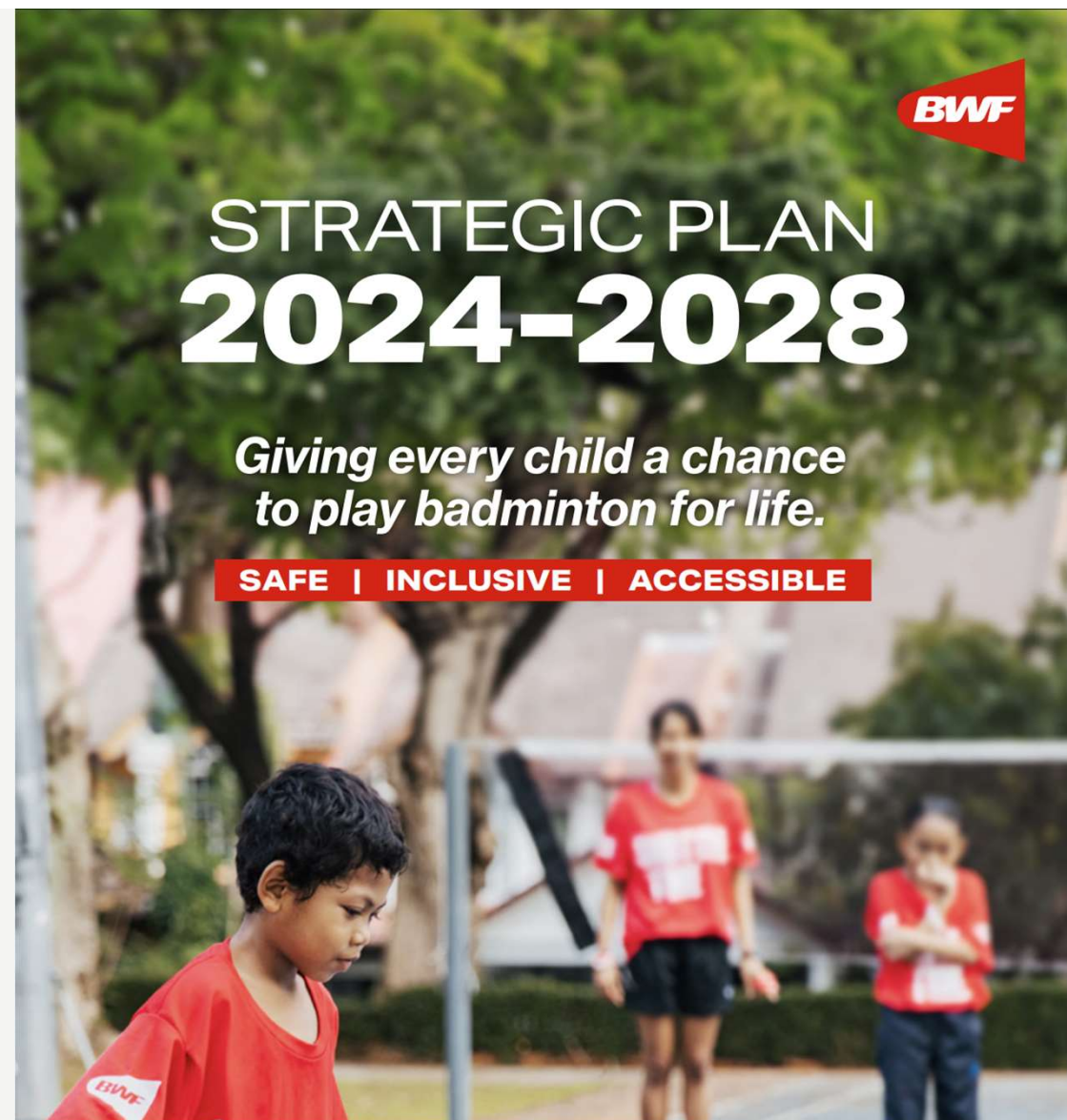
ELEVATE THE ISSUE IN BADMINTON AND THE OLYMPIC MOVEMENT

- BWF has a physical activity policy and participation is one of the key priorities for the Strategic Plan 2024-2028

Provide support, guidance and resources to Member Associations to enhance their organisational capacity to deliver participation programmes and drive badminton's growth at a national level.

- Badminton can be a leading sport and drive this approach within the Olympic Movement

= WIN-WIN-WIN

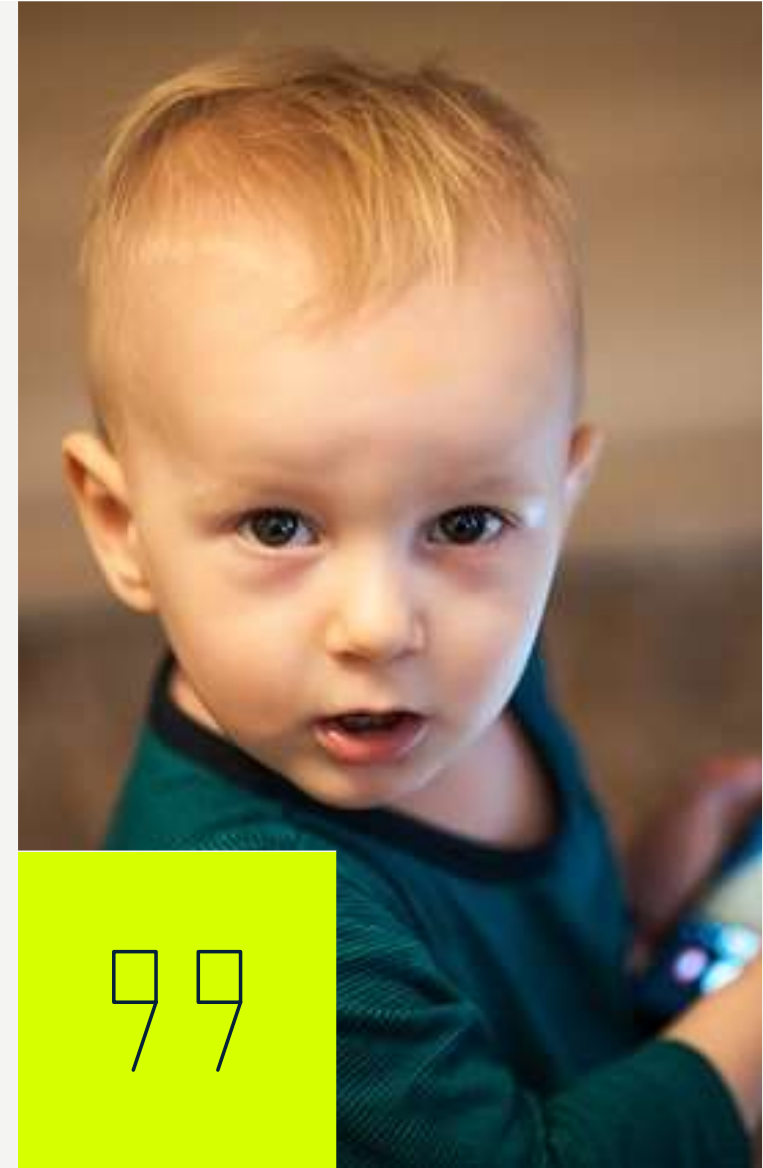


IOC PRESIDENTIAL CANDIDATE

“I truly believe that young people want to get involved with us, but we have to speak their language, and be in tune with their way of connecting. ***Everything young people do today is on their phones, so how can the Olympic movement adapt to this change and reach nine-year-olds?***”

Yes. but...

Increased sport consumption should not be our only legacy.



PERCEPTIONS REVISITED

TESTING MYSELF... WOULD BE HAPPY IF YOU WERE LESS
HONEST IF IT'S NUMBER 1...

What is your (honest) response now to physical inactivity?

1. This still isn't relevant, but I'm happy I did my emails
2. I feel like I know more about this, but still lost on what to do
3. I know more, and I have some ideas about what to do now
4. I know more and I'm ready to put badminton and BEC at the forefront of leading this effort



