

**TERVE
EESTI
EEST!**

DEVELOPMENT PLAN OF THE COMPETENCE CENTRE FOR PHYSICAL ACTIVITY

2025-2028





INTRODUCTION

The Competence Centre For Physical Activity (CCPA) was established by the Estonian Olympic Committee on 5 October 2022 for the nationwide development and coordination of the field of physical activity, to increase the efficiency of the management of the field of physical activity and to improve the cooperation between sports organisations and local governments. The competence centre is the state's main partner in promoting physical activity. The activities of the CCPA include initiating and supporting research-based development and intervention programmes, collecting and introducing best practices from the world, empowering and assessing the organisations operating in the sector, and developing and managing the training system designated for the field.

In the upcoming years, the primary task of the competence centre will be to develop a functional cooperation format with partners and to enhance the work

of organisations in the field of physical activity.

The competence centre actively contributes to the implementation of the action plan for promoting physical activity initiated by the Ministry of Culture, the Ministry of Social Affairs, and the Ministry of Education and Research in 2023 and coordinating the activities of the annual European Week of Sport and physical activity events in Estonia.

In its operations, the competence centre follows the objectives and main directions of the strategic documents 'Estonia 2035' and 'Sport 2030' and the statutory targets of the CCPA. In organising its activities, the CCPA observes the principles of sustainable development and environmental protection, accessibility, and equal treatment, as well as the good governance practices approved by the Estonian Olympic Committee.

WE ARE THE LEADER OF THE TRANSITION IN PHYSICAL ACTIVITY

*– for all of Estonia to move regularly and
remain healthy longer*

WE ARE THE MOST PHYSICALLY ACTIVE NATION IN EUROPE

CCPA ensures that opportunities for physical activity are available to anyone in Estonia - regardless of their age, financial means, or special needs. We raise awareness of the importance – and above all the opportunities – of physical activity, thereby ensuring the population takes care of their health.

We encourage people to make conscious choices to be physically active to improve their health and well-being, and reduce the negative impact of sedentary lifestyle in Estonia. We seek practical solutions and work together to lead a transformation in physical activity and to improve people's quality of life.



***Vision without action is merely a dream.
Action without vision just passes the time.
Vision with action can change the world.***

Joel A. Barker

According to the Eurobarometer survey on sport and physical activity published by the European Commission in the autumn of 2022, 42% of Estonia's population engage in sports at least once a week (the EU average is 38%), and 28% of the population engage in sports less frequently (the EU average is 17%).

Almost 30% do not engage in sports at all and are not physically active (45% in the EU) - for example by riding a bicycle, dancing or gardening.

According to a 2022 survey on the health behaviour of the Estonian adult population, 45.2% of the 16-64 age group practice physical activities regularly (at least twice a week for 30 minutes).

According to a report published by the National Institute for Health Development in 2023, just 10% of young people and adults are sufficiently active on a daily basis to remain healthy.

Based on the 2021 physical activity survey in which an objective methodology (acceleration sensor) was used to measure physical activity, 43% of the students in grades 1-9 and just 29.8% of the students in grades 4-6 meet the recommendation for physical activity (60 minutes per day).

CCPA's vision for 2035 is that **through cooperation between various parties**, Estonia will become the most physically active nation in Europe.

The purpose of preparing the action plan is to plan the strategic objectives which would ensure the successful operation of the CCPA, outline the key development activities necessary for reaching the objectives, and to establish the metrics and target levels required for their evaluation. The horizontal strategic objectives of the CCPA development plan will be achieved in collaboration with partners, which include different minist-

ries as policymakers and organisations promoting health, physical activity and sports as implementers.

The development plan is written for a four-year period. The more detailed activities necessary to implement the strategic objectives and major development actions will be planned in the CCPA's annual action plans.



Important definitions:

Horizontal strategic objective – a strategic objective whose achievement calls for cooperation between different parties and for a cross-sectoral, systematic approach.

Physical activity – intentional regular physical activity, where the aim is to maintain and improve health and physical form through enjoyable physical activity.¹

Transition in physical activity – a breakthrough in the mindset and behaviour where we actually make physical activity a priority - we integrate the principle of promoting lifelong physical activity into every policy.

Opportunities for physical activity are created for all individuals, regardless of age, financial means, or special needs. This means making opportunities for physical activity more accessible and available.

Intervention programme – in the context of physical activity, an intervention programme means a targeted set of activities developed based on scientific methods and evidence-based analyses to increase the physical activity of people and thereby improve their health.

Sport – any physical activities which people participate in an unorganised or organised manner for the purpose of maintaining or improving one's physical form and mental well-being, creating social relationships, or achieving results at competitions of various levels.²

WHO guidelines – to promote health and welfare, the World Health Organisation (WHO) advises adults to engage in at least 150-300 minutes of moderate intensity aerobic exercise (or, in the case of high-intensity exercise, at least 75-150 minutes) per week and children and young people to engage in an average of at least 60 minutes of moderate aerobic activity per day.³





FIELDS OF ACTIVITY AND STRATEGIC OBJECTIVES

1. IMPLEMENTATION OF A RESEARCH-BASED APPROACH

Decisions and intervention programmes shaping the promotion of physical activity are science-based and rely on high-quality and relevant data.

2. LEADING CROSS-SECTORAL COOPERATION

A functional cooperation network has been established, and different sectors are in substantive cooperation to increase physical activity.

3. RAISING AWARENESS

Information about opportunities for physical activity and a health-conscious lifestyle has reached less informed and/or inactive people. Innovative solutions are used to increase awareness.

4. DEVELOPMENT OF THE ORGANISATION

Developing CCPA as an organisation to maintain and improve its capability in leading a transition in physical activity in Estonia.



1.

IMPLEMENTATION OF A RESEARCH-BASED APPROACH

Brief overview of the current situation⁴

Multiple organisations are involved in promoting physical activity, making it difficult to move in the same direction, avoid overlapping, and **apply the best research-based practices**. In order to manage the sector more efficiently, several competencies must be consolidated and central tasks involving the entire sector must be fulfilled, which provides better conditions for achieving the state's strategic objectives, and particularly increases physical activity among the population.

Existing solutions used for promoting physical activity can no longer keep up with the epidemic spread of the sedentary lifestyle and other negative factors impacting health - changes are needed.

There is a need for a more **science-based and coordinated approach to promoting physical activity** that would also be more aligned with the rapidly changing world.

Therefore, strategic objective 1 is:

Decisions and intervention programmes shaping the promotion of physical activity are science-based and rely on high-quality and relevant data.

Most important development activities:

- Collection and monitoring of cross-sectoral statistics on physical activity, mapping research needs, data analysis, commissioning and analysing scientific research, and making proposals for policymaking.
- Supporting, developing, and initiating science-based development and intervention programmes.
- Consolidating best international practices for the development of physical activity for all age groups (pre-school children, schoolchildren, students, adults, and the elderly) and people with special needs, adapting them for Estonia, and developing new solutions based on science-based experiences.
- Developing a methodology for assessing the efficiency/impact of forms of cooperation and activities of organisations and local governments, their associations or their county development centres.
- Analysing different physical activity programmes (school sports, student sports, sports at work, etc.), mapping, introducing, and supporting best practices.

Indicator	Baseline (2024)	2025	2026	2027	2028
Frequency of compiling an annual overview of the promotion and intervention programmes for physical activity	1	1	1	1	1
Number of research working group meetings per year	2	2	2	2	2
Number of nudges/interventions per year	2	3	3	3	3
Each nudge/intervention is evaluated for its outcome and sustainability	yes	yes	yes	yes	yes
Number of counties implementing at least one initiated nudge/intervention	10	15	15	15	15
Number of trainers with professional physical activity qualification	61	90	105	120	135
The methodology for assessing the efficiency/impact of the activities of the organisations and local governments, their associations or their county development centres has been developed	partially filled*	partially filled*	partially filled*	yes	yes

*applies for county sports federations only



2.

LEADING CROSS-SECTORAL COOPERATION

Brief overview of the current situation

Physical activity and physical movement cannot be developed separately. Each is a necessary prerequisite for the other. **Promoting physical activity and thereby increasing the physical movement of people to ensure a population with sustainable health is not possible without cross-sectoral cooperation.**

A comprehensive approach **calls for a good cooperation between the parties**, which should primarily be based on **a common approach to the problems and shared objectives.**

A cross-sectoral systemic approach is required for considering the importance of physical activity in the formation of all policies. There is more work to be done to ensure society is aware of the seriousness of the problem and acts decisively to find the best possible solutions.

Therefore, strategic objective 2 is:

A functional cooperation network has been established, and different sectors are in substantive cooperation to increase physical activity.

Most important development activities:

- Developing the CCPA cooperation network.
- Implementing the concept of the area of cooperation.
- Leading joint activities and events within the cooperation network.
- Mapping best practices for promoting physical activity (in Estonia and abroad), introducing and supporting the practices to the wider public.
- Assessing the efficiency/impact of the activities of the organisations and local governments, their associations or their county development centres, and providing training and counselling.
- Commissioning effective physical activity services from organisations at the local as well as national level.
- Participating in international cooperation and mapping funding opportunities.



If you want to go fast, go alone. If you want to go far, go together.

African proverb

Indicator	Baseline (2024)	2025	2026	2027	2028
Number of nationwide cooperation seminars	5	2	2	2	2
Frequency of updating the best practices overview per year	1	1	1	1	1
Frequency of preparing the report on physical activity action plan per year	-	1	1	1	1
Feedback from cooperation partners and their satisfaction with the activity of the CCPA. <small>*The rating is on a 10-point scale, where 1 - not satisfied at all, 10 - very satisfied.</small>	8	8	8	8	8
A form of cooperation has been created with organisations, local governments, their associations or county development centres	yes	yes	yes	yes	yes
Number of international cooperation projects	1	1	1	1	1



3.

RAISING AWARENESS

Brief overview of the current situation

More work must be done to increase awareness of the problem, and to create supporting and appealing opportunities to target groups for both individuals as well as society. A survey of the physical activity of the Estonian population conducted in 2024 reveals that **88% of people consider engaging in physical activities important, but only a few engage in physical activity regularly.** This shows that although people associate physical activity with good health, it is not considered important enough to change behaviour. Current efforts to raise awareness and influence behaviour likely fail to clearly convey the importance of regular physical activity or to do so in a way that resonates with people.

The surveys in Estonia indicate that the main barriers to physical activity are fatigue (53%), lack of time (40%), and lack of interest/motivation (34%). Merely providing information about the benefits of physical activity is insufficient for effective

communication. Instead, communication efforts must actively engage target groups by directly addressing barriers like fatigue, limited time, and low motivation. Effective communication should inspire, motivate, and clearly demonstrate practical steps for integrating physical activity into daily routines of those different target groups. This approach, combined with supportive environments and policies, creates meaningful and sustainable changes in behavior.

Physical activity habits are formed at an early age, so it is important for parents, kindergarten and school staff to be more aware of the importance of this issue. **Increased awareness would result in a change in behavioural patterns.** Awareness alone is not enough. Supportive changes in the surrounding environment and legislation are also crucial. Unfortunately, the wide range of problems caused by insufficient physical movement has not yet triggered a strong societal reaction - it

is often perceived as inevitable and does not generate much public attention. **Therefore, more focus should be placed on encouraging those people to move who currently do not engage in physical activity at all or do so very little. As insufficient physical activity becomes a growing global problem, there are no perfect or quick solutions. However, more support is required from the state to aid in implementing innovative solutions and testing new approaches.**

Most important development activities

- Conducting regular surveys to determine the target groups’ awareness of the necessity of physical activity.
- Organising and raising awareness through campaigns related to physical activity in cooperation with partners, particularly among those who are not physically active.
- Collecting, creating, and sharing information about physical activity.



A person can only thrive in an environment whose underlying logic they understand – or believe they do.

Lennart Meri (“Höbevalgem”, 1976)

Therefore, strategic objective 3 is:

Information about opportunities for physical activity and a health-conscious lifestyle has reached less informed and/or inactive people. Innovative solutions are used to increase awareness.

Indicator	Baseline (2024)	2025	2026	2027	2028
The number of participations in the Week of Sport	230 579	232 000	234 000	236 000	238 000
Satisfaction of seminar participants with the seminar agenda and topics of the seminar, %	92	75	75	75	75
Number of awareness campaigns	5	2	2	2	2
Monthly website visits and annual number of Facebook/Instagram followers	4000/19 700/1800	5000/21 000/3000	6000/23 000/4000	7000/25 000/6000	8000/27 000/8000



4.

DEVELOPMENT OF THE ORGANISATION

Brief overview of the current situation

For the effective implementation of development activities across horizontal sectors, it is crucial that CCPA staff have the necessary qualifications, that strong cooperation exists within the team, and that employees are motivated, committed, and their competencies are continuously developed. It is also necessary to ensure a systematic approach through the relevant procedures, create added value for main activities, and operate purposefully, transparently, and economically, using allocated financial resources as cost-effectively as possible.



Don't judge each day by the harvest you reap, but by the seeds that you plant.

Robert Louis Stevenson

Therefore, strategic
objective 4 is:

**Developing CCPA as an
organisation to
maintain and improve
its capability in leading
the transition in
physical activity
in Estonia.**

Most important development activities:

- Testing and implementing principles that support employees’ physical, mental, and social health.
- Implementing environmentally friendly and sustainability principles within the organisation and the working environment to reduce ecological footprint and promote responsible action.
- Supporting the development and enhancement of employees’ competencies by encouraging training and development activities.
- Involving the board members in making important strategic decisions.
- Implementing the ‘For a Healthy Estonia!’ brand concept in cooperation with partners.
- We act purposefully, transparently, and economically, and we seek domestic and international project funding opportunities to achieve the horizontal strategic objectives.



Indicator	Baseline (2024)	2025	2026	2027	2028
Number of development days per year	3	4	4	4	4
Number of employee trainings and work shadowings per year	1	2	2	2	2
For Healthy Estonia! brand awareness	-	The indicator will be developed during 2025.			

¹ <https://tai.ee/et/valjaanded/toitumine-ja-liikumine-i-iii-kooliaste-opetajaraamat>

² <https://rm.coe.int/recommendation-cm-rec-2021-5-on-the-revision-of-the-european-sport-cha/1680a43914>

³ World Health Organization recommendations on physical activity and sedentary lifestyle. Brief overview. University of Tartu Institute of Sports Sciences and Physiotherapy Move Lab 2021:

https://liikumisopetus.ee/wp-content/uploads/2023/01/Maailma-Terviseorganisatsiooni-soovitused-kehalise-aktiivsuse-ja-istuva-eluviisi-kohta_2020.pdf

⁴ The Concept for Promoting Physical Activity' has been referred to as a brief summary of the current situation. The entire concept can be found here: : <https://www.kul.ee/media/4009/download>

⁵ <https://liigume.ee/wp-content/uploads/2024/11/Eesti-elanike-liikumisharrastusega-tegelemine-2024.pdf>

