



**TERVE  
EESTI  
EEST!**

# ***DEVELOPMENT PLAN OF THE COMPETENCE CENTRE FOR PHYSICAL ACTIVITY 2024–2027***



## INTRODUCTION

The Competence Centre for Physical Activity (hereinafter the competence centre or CCPA) was founded 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 main partner of the state 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 field, and developing and managing the training system designated for the field.

In the upcoming years, the primary task of the competence centre will be developing a functioning format for cooperation with

the partners and improving the work of the organisations operating in the field of physical activity.

The competence centre will be contributing actively 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 proceeds from the goals and main directions of the strategy documents 'Estonia 2035' and 'Sport 2030' and from the targets arising from the articles of association of the CCPA. The CCPA observes the principles of sustainable development and environmental protection, accessibility, and equal treatment, as well as the good management practice approved by the Estonian Olympic Committee in organising its activities.

## The mission of CCPA:

**WE ARE THE  
LEADER OF THE  
TRANSITION IN  
PHYSICAL ACTIVITY**

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

The CCPA makes sure that there are possibilities created for anyone of Estonia to be physically active – regardless of their age, financial means, or special needs. We raise awareness of the importance and, above all, of the possibilities of physical activity, thereby ensuring that the people take care of their health.

We encourage people to be intentionally physically active to improve their health and welfare and reduce the negative impact of the passive lifestyle in Estonia. We seek practical solutions and cooperate to implement a transition in physical activity and improve the quality of life of the people.



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

*Joel A. Barker*

## Vision of the CCPA until 2035:

**WE ARE THE  
MOST  
PHYSICALLY  
ACTIVE NATION  
IN EUROPE**

According to the Eurobarometer study of the European Commission on sport and physical activity published in the autumn of 2022, 42% of the population of Estonia practice sports at least once a week (the EU average is 38%), 28% of the population of Estonia practice sports less frequently (the EU average is 17%), and almost 30% do not practice sports at all and are not physically active (45% in the EU). In total, 64% of the population of Estonia are also active outside of sports – for example, travelling by bike, dancing, or gardening. The study also reveals that the level of activity of a half of the European population decreased or they stopped practising sports altogether during the COVID-19 pandemic.

According to a study conducted in 2022 on the health behaviour among Estonian adult population, 45.2% of the age group of 16–64 practice physical activities regularly (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.

On the basis of a physical activity study of 2021 in which an objective methodology (acceleration sensor) was used to measure physical activity, 43% of the students of grades 1–9 and just 29.8% of the students of grades 4–6 complied with the recommended amount of physical activity (60 minutes per day).

The vision of the CCPA is to make Estonia the most physically active country in Europe by 2035 as a result of cooperation of different parties.

The purpose of drawing up the action plan is to plan the strategic objectives which would ensure the success of the activity of the CCPA, the most important development activities required to achieve the objectives, and the indicators required for assessing them with the target levels. The horizontal strategic objectives of the development plan of the CCPA will be achieved in cooperation with partners, including different ministries as policymakers and different organisations promoting health, physical activity, and sports as implementers.

The development plan is drawn up for a four-year period, the first period is 2024–2027. The CCPA will be updating the development plan annually and extending the plan by one year. The detailed activities required for the implementation of the strategic objectives and most important development activities are planned in the annual action plan of the CCPA.

## Important definitions

**Horizontal strategic objective** – a strategic objective which calls for cooperation between different parties and systematic cross-sectoral convergence to be achieved.

**Physical activity** – intentional regular physical activity, the main goals of which are to retain and improve one's health and physical form through a pleasant physical activity.<sup>1</sup>

**Transition in physical activity** – a breakthrough in the philosophy and behaviour which involves actually making physical activity a priority – we will integrate the principle of lifelong promotion of physical activity into every policy.

There are opportunities for everyone to be physically active, regardless of their age, financial means, or special needs. This means that opportunities for physical activities will be made more accessible and more readily available.

**Intervention programme** – in the context of physical activity, an intervention programme means a set of targeted activities developed through research-based 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 retaining or improving one's physical form and mental well-being, creating social relationships, or achieving results at competitions of different levels.<sup>2</sup>

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

<sup>1</sup> Toitumine ja liikumine. I–III kooliaste. Õpetajaraamat (Nutrition and physical activity. School levels I–III. Teacher's handbook) | National Institute for Health Development [https://tai.ee/sites/default/files/2021-03/147211095839\\_toitumine\\_ja\\_liikumine\\_sisu\\_2015\\_kaantega\\_web.pdf](https://tai.ee/sites/default/files/2021-03/147211095839_toitumine_ja_liikumine_sisu_2015_kaantega_web.pdf)

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

<sup>3</sup> WHO guidelines on physical activity and sedentary behaviour. A brief overview. Move Lab of the Institute of Sport Sciences and Physiotherapy of the University of Tartu, 2021.



# **FIELDS OF ACTIVITY AND STRATEGIC OBJECTIVES**

**1**

## **IMPLEMENTATION OF A RESEARCH-BASED APPROACH**

The decisions and intervention programmes which shape the work done to promote physical activity are research-based and supported by high-quality and relevant data.

**2**

## **LEADING CROSS-SECTORAL COOPERATION**

There is a functioning cooperation network and different fields are cooperating substantially to increase physical activity.

**3**

## **RAISING AWARENESS**

The knowledge and information about the possibilities for physical activity and a health-conscious lifestyle have reached uninformed and/or inactive people. Innovative solutions are used to increase awareness.

**4**

## **DEVELOPMENT OF THE ORGANISATION**

We will be developing the CCPA as an organisation to improve its capability to be the leader of the transition in physical activity in Estonia.



1

## IMPLEMENTATION OF A RESEARCH-BASED APPROACH

### Brief overview of the current situation<sup>4</sup>

Numerous organisations are involved in increasing physical activity, therefore it is difficult to move in the same direction, avoid overlapping, and **use the best research-based practice**. In order to manage the field more efficiently, several competencies must be accumulated and focal tasks involving the entire field must be fulfilled, thereby ensuring better conditions for achieving the strategic objectives of the state, and primarily helping to increase physical activity among the population.

The solutions used so far to promote physical activity can no longer keep up with the epidemic nature of the onslaught of the sedentary lifestyle and other factors which have a negative impact on health – changes are needed. **In promoting physical activity, a more research-based and coordinated approach is needed**, which would be more aligned with the rapidly changing world.

Therefore, strategic objective 1 is:

**The decisions and intervention programmes shaping the work done to promote physical activity are research-based and based on high-quality and relevant data.**

<sup>4</sup> Here and hereinafter, the document 'Concept of promoting physical activity' is being referred to in the brief summaries of the current situation. The entire concept can be found at <https://www.kul.ee/media/4009/download>

## Most important development activities:

- Collecting and monitoring cross-sectoral statistical data on physical activity, mapping the need for studies, analysing data, ordering and analysing research, and making suggestions for policymaking (2024–2027).
- Supporting, developing, and initiating research-based development and intervention programmes (2024–2027).
- Accumulating the global best practice required for the development of the physical activity of all age groups (pre-school children, schoolchildren, students, adults, the elderly) and people with special needs, adjusting it to the Estonian circumstances, developing new solutions on the basis of research-based experience (2024–2027).
- Developing a methodology for assessing the efficiency/impact of the form of cooperation and activities of organisations and local governments, their associations, or the county development centres (2024).
- Analysing different physical activity programmes (school sports, student sports, sports at work, etc.), mapping, introducing, and supporting best practices (2024–2027).

Indicator	Baseline (2023)	2024	2025	2026	2027
The annual report on promoting physical activity and on the intervention programmes has been drawn up and sent to the decision-makers and partners	-	Yes	Yes	Yes	Yes
Forming and maintaining a working group for regular studies	-	Yes	Yes	Yes	Yes
The research needs have been mapped	-	Yes	Yes	Yes	Yes
Gathering and publishing information about the studies	-	Yes	Yes	Yes	Yes
The existing development and intervention programmes have been mapped and their research-based nature has been validated	-	Yes			
The number of counties where there is at least one research-based intervention method promoting physical activity for each age group		The target levels will be set in 2024			
Number of professional trainers of physical activities	-	75	90	105	120
The methodology for assessing the efficiency/impact of the activities of the organisations and local governments, associations thereof, or county development centres	-	Yes			



2

## LEADING CROSS-SECTORAL COOPERATION

### Brief overview of the current situation

Physical activity and physical movement cannot be developed separately. One is a prerequisite of the other and vice versa. It is also not possible to develop physical activity and thereby increase the physical movement of the population to ensure the sustainable health of the population 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 issues and common objectives.

A systemic cross-sectoral approach is required to consider the importance of physical activity in the formation of any policy. More work should be done to make sure that the society understands the severity of the problem and takes decisive action to find the best possible solutions for the problem.

Therefore, strategic objective 2 is:

**A functioning cooperation network has been established and different fields cooperate substantially for the purpose of increasing physical activity.**

## Most important development activities:

- Building and developing the cooperation network of the CCPA (2024).
- Developing (2024) and implementing (2024–2027) the concept of the field of cooperation.
- Leading the joint activities and events of the cooperation network (2024–2027).
- Mapping the best practices for promoting physical activity (in Estonia and abroad), introducing the practices to the wider public and supporting the practices (2024–2027).
- Assessing the efficiency/impact of the activities of the organisations and local governments, the association thereof, or the county development centre and training and counselling (2024–2027).
- Ordering efficient physical activity services from organisations at the local as well as national level (2024–2027).
- Participating in international cooperation and mapping funding opportunities (2024–2027).



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

*African proverb*

Indicator	Baseline (2023)	2024	2025	2026	2027
Number of nationwide cooperation seminars	5	2	2	2	2
Mapping/creating an overview of the best practices used in the counties	-	Yes			
Feedback from cooperation partners and satisfaction with the activity of the CCPA	The baseline will be established in 2024	The target levels will be determined on the basis of the baseline			
A form of cooperation has been created with organisations, local governments, associations thereof, or county development centres	-	Yes			



3

## RAISING AWARENESS

### Brief overview of the current situation

More work must be done to increase awareness of the problem and create supporting opportunities attractive to the target groups at the level of an individual, as well as the society. A study of the physical activity of the Estonian population conducted in 2023 reveals that **91% of people<sup>5</sup> deem engaging in physical activities important, but few engage in such activities regularly.** This shows that while physical activity is associated with good health, it is not prioritised enough to change one's behaviour. The current activities undertaken to raise the awareness of the people and change their behaviour do not probably explain the importance of physical activity or its impact on human health as efficiently as required or fail to do so in a manner which would reach the people. The main obstacles to engaging in physical activities mentioned include tiredness (47%), lack of time (36%), and lack of interest/laziness (33%). Lack of information is not mentioned as an obstacle. Therefore, it is

important to identify whether and how it is possible to influence the motivation of different target groups to be physically active by raising awareness, and organise awareness-rising activities accordingly.

Physical habits develop at an early age, therefore it is also important to increase the awareness of parents and kindergarten and school staff of the importance of this issue – **increased awareness would result in a change in behavioural patterns.** Awareness alone is not enough. Supporting changes in the surrounding environment and legislation are also important. Unfortunately, the numerous issues arising from insufficient physical activity have not made the society at large realise that something is wrong – the problems are considered inevitable and are not discussed much in the society.

Therefore, it is necessary to increase the focus on encouraging those people to move who are **currently not physically active at all or are active to a limited extent.**

<sup>5</sup> <https://liikumisaasta.ee/wp-content/uploads/2023/11/2023-Liikumisuuringu-kokkuvote.pdf>

As physical activity is an increasing issue worldwide, there are no clear or rapid solutions. However, more support is required from the state to aid in implementing innovative solutions and testing new approaches.



*People can be successful only in environments where they understand or think they understand the underlying causal relationships.*

*Lennart Meri („Höbevalgem“, 1976)*

Therefore, strategic objective 3 is:

**The knowledge and information about the possibilities for physical activity and a health-conscious lifestyle have reached uninformed and/or inactive people. Innovative solutions are used to increase awareness.**

**Most important development activities:**

- Conducting a study on the awareness of the target groups of the importance of physical activity (2024).
- Organising physical activity campaigns with cooperation partners and raising awareness among those who are not physically active (2024–2027).
- Accumulating a knowledge base on physical activity (2024) and creating and distributing such knowledge, if necessary (2024–2027).

Indicator	Baseline (2023)	2024	2025	2026	2027
The number of participations in the Week of Sport	200,635	201,000	203,000	205,000	207,000
Satisfaction of the participants in seminars with the agenda and topics of the seminar, %	88	75	75	75	75
The number of campaigns	2	2	2	2	2
The number of monthly visits to the website and the number of Facebook/Instagram followers, per year	7000/ 19,100/ 1705	7000/ 21,000/ 3000	7000/ 23,000/ 4000	7000/ 25,000/ 6000	7000/ 27,000/ 8000
The number of issues of the magazine <i>Liikumine ja Sport</i> per year	2	2	2	2	2



4

## DEVELOPMENT OF THE ORGANISATION

### Brief overview of the current situation

For the efficient implementation of the activities of horizontal sectors, it is important for the employees of the CCPA to have the required qualifications. Good cooperation in the team, motivation and dedication of the employees, and constant development of the competence of the employees are also important. A systematic approach must also be ensured by respective procedures and added value must be given to organising the main activities by working in a targeted, transparent, and sustainable manner and using the funds allocated as cost-efficiently as possible.

Therefore, strategic objective 4 is:

**We will develop the CCPA as an organisation to increase its capability to be the leader of the transition in physical activity in Estonia.**

## Most important development activities:

- Testing and implementing the principles which could be implemented by employers to protect the physical, mental, and social health of the employees (2024–2027).
- Implementing the principles of environment-friendliness and sustainability in the organisation and in the working environment (2024–2027).
- Supporting the increase and development of the competence of our employees by supporting trainings and development activities (2024–2027).
- Involving the council in making most important strategic decisions (2024–2027).
- Developing (2024) and implementing (2024–2027) the concept of the 'Terve Eesti eest' ('For Healthy Estonia') brand in cooperation with partners.
- We operate in a targeted, transparent, and sustainable manner, seeking for national and foreign project-based funding opportunities for achieving our horizontal strategic objectives (2024–2027).

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

*Robert Louis Stevenson*

Indicator	Baseline (2023)	2024	2025	2026	2027
Quarterly development days have been organised	-	Yes	Yes	Yes	Yes
The annual training needs of the employees have been mapped and a training plan has been drawn up	-	Yes	Yes	Yes	Yes
The concept of the 'Terve Eesti eest' brand has been developed and implemented	-	Yes	Yes	Yes	Yes

