

17th edition

# Active Workplaces for Sport Employers: Building Healthier and More Engaged Organisations

# EASE

European Association of Sport Employers

With the participation of our members



CONFEDERAZIONE DELLO SPORT



This EASE Talk is based on the intervention of **Mr. Nikolaus Kleemann (Firmen Sport Austria - Company Sport Austria)** and the participation of **Mr. Dirk Van Haelter (EFCS - European Federation for Company Sport)**.

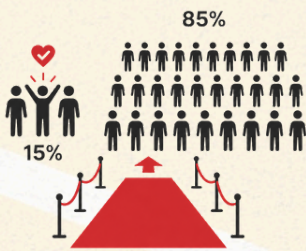
EASE also thanks all of its members for their feedback and insights during the presentation of this EASE Talk.

**A sector built around movement can still be affected by sitting.**

Sport organisations promote physical activity externally, yet many employees in clubs, federations, associations and sport companies spend most of their working day in front of a screen, in meetings, or in administrative tasks.

**Workplace health cannot only target people who already move.**

The real challenge is to reach employees who are not yet active, not yet confident, or not yet used to integrating movement into their daily working life.



**15%** – already active, health-conscious, easy to reach.

**85%** – no habit yet, often left behind by traditional programmes.

The opportunity: roll out the red carpet for the other 85%

**Events inspire. Habits transform.**

One-off events can create energy, visibility and motivation. But long-term workplace well-being depends on small, repeated and accessible actions..

The objective is not to organise “one more sport event”.

The objective is to build a work environment where movement becomes **normal, easy and inclusive**



**Why this matters for sport employers**

**Workplace well-being is not only a health issue.**

It is also an employer issue, an attractiveness issue, and a collective performance issue.

For sport employers, investing in health at work can help:

- Reduce sedentary routines by making movement part of everyday work.
- Strengthen employee engagement by creating shared rituals and collective challenges.
- Support retention and attractiveness by showing that sport organisations apply internally the values they promote externally.
- Prevent absenteeism and fatigue by addressing health before it becomes a cost or an organisational problem.

**A healthier workplace is not an extra benefit. It is part of building stronger, more attractive and more responsible sport organisations.**




## Company Sport Austria: the case study

Company Sport Austria acts as a bridge between sport, health and business.

It is a national umbrella body for company sport and workplace health promotion, with a long-standing role in connecting companies, employees and providers.

- **Since 1970** – national federation for company sport and workplace health promotion.
- **9 regional federations** – nationwide reach across Austrian provinces.
- **Large network** – member companies and vetted providers in sport, nutrition, mental health, sleep and recovery.



The Austrian approach shows that company sport is no longer only about competitions. It can become a structured workplace well-being ecosystem, combining sport, prevention, digital tools, local providers and employee engagement.

## But what about the sport sector?

The sport sector has specific barriers.

Many sport organisations are small employers: clubs, studios, local associations, federations or sport service providers. They often have limited staff, limited time, and no dedicated HR department.



Sport employers do not need to wait for a perfect strategy, a large budget or a full HR department. They can start small, test simple actions, and build gradually.

You don't need a big budget to start. You need a habit architecture.  
A workplace health initiative can begin with three simple steps:

### 1. Start free

Create a two-minute self-check to help the organisation identify where to start. A simple AI-assisted form or questionnaire can already provide a first entry point.

### 2. Add a movement ritual

Introduce a recurring moment of movement, such as a monthly walking meeting, a team hike, or a short active break during the working day.

### 3. Create one spark

Invite a local athlete, a respected figure or an inspiring speaker for a short low-cost talk or workshop. Sometimes one moment is enough to trigger a new dynamic.



