



Benefits of Staying Active

# The Power of Physical Activity

Is it possible for a city to measure the success of its physical activity programmes? Active Citizens Worldwide (ACW) was established in 2017 to help cities transform sport participation and physical activity using data and analytics. It generates data-driven insights on physical activity levels and behaviours, drivers of activity and its outcomes in cities across the world. Find out how promoting physical activity among citizens brought value to four ACW cities: London, Singapore, Auckland and Stockholm.

## Physical activity produces health, wealth and happiness

Quantifying the value of physical activity helps cities understand and harness their true power. ACW measured the benefits across three dimensions: health, social and economic. While the combined annual economic contribution across the four cities nears US\$14 billion (S\$19.4bn), physical activity also generates significant financial and non-financial benefits to cities through improved health and social outcomes.

### Economic Outcomes



**US\$9.9bn**  
(S\$13.7bn)  
Participation Consumption



**US\$4.0bn**  
(S\$5.5bn)  
Workforce Contribution

### Social Outcomes



**1.6bn**  
Hours of Positive Interaction



**600**  
Juvenile Crimes Prevented



**US\$61m**  
(S\$84.5m)  
Annual GDP Growth Owing  
to Improved Educational  
Performance

### Health Outcomes



**3.2m**  
Sick Days Prevented



**4,400**  
Deaths Prevented



**120k**  
Disability-Adjusted Life Year  
(DALY)



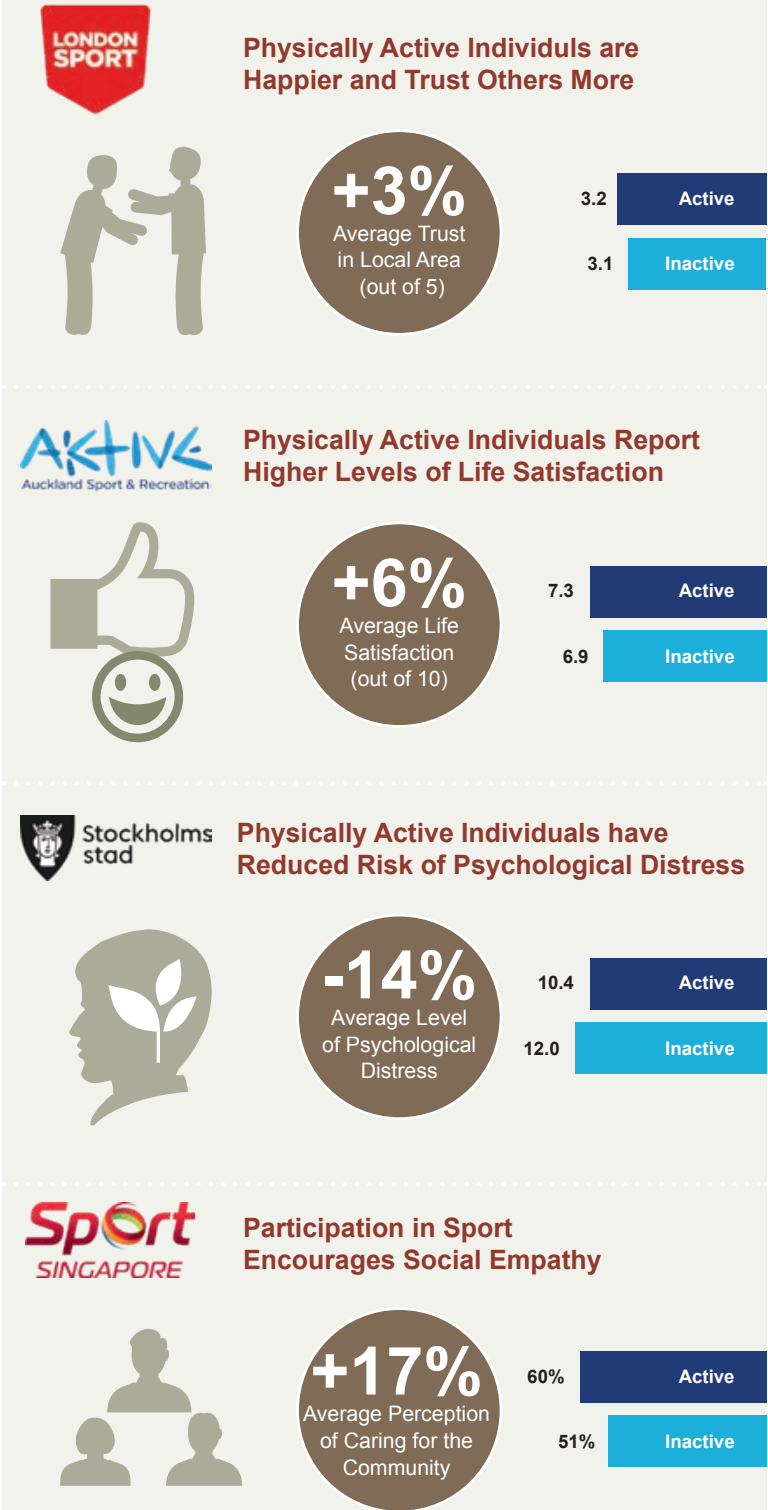
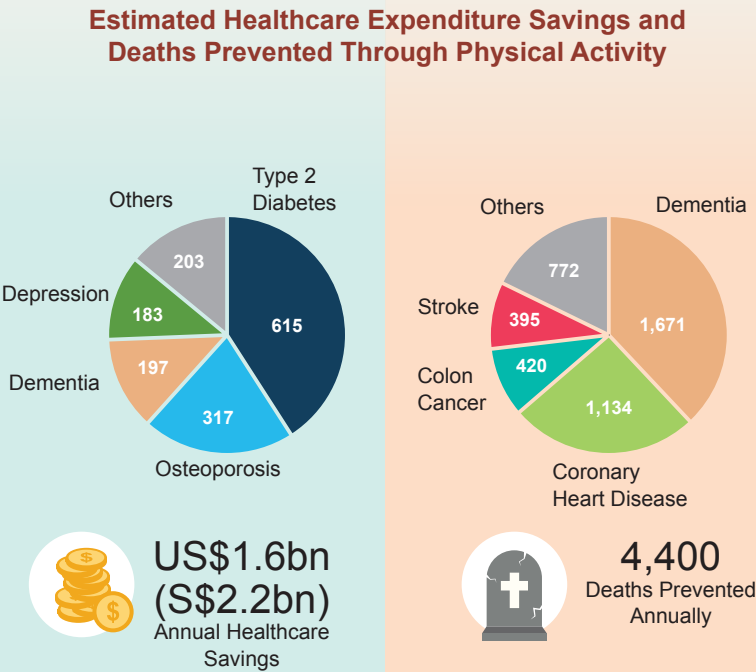
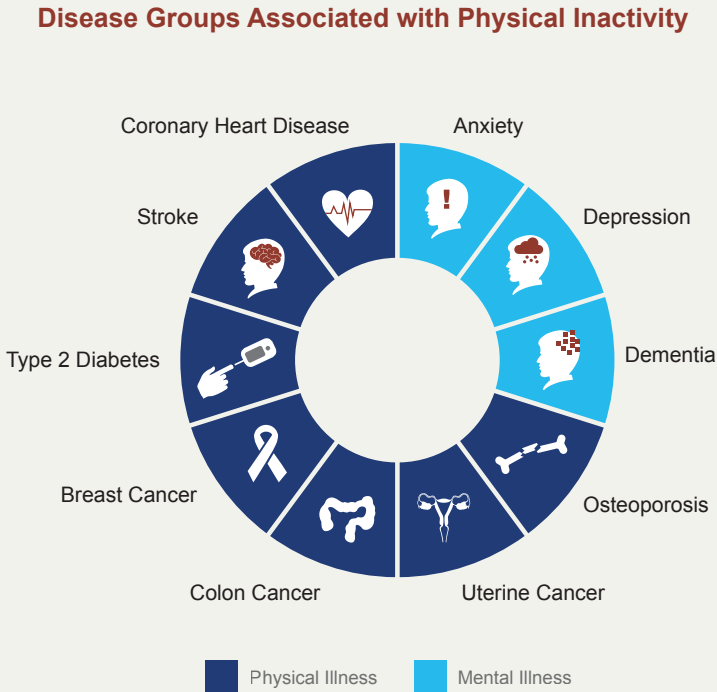
**US\$1.6bn**  
(S\$2.2bn)  
Healthcare Savings



**US\$500m**  
(S\$692.8m)  
Productivity Savings

Active lives are longer and healthier

Across the four cities, physical inactivity causes 1 in 10 deaths worldwide. A physically active city generates benefits for both individuals (4,400 premature deaths prevented across the four cities) and healthcare provision (US\$1.6billion (S\$2.2bn) healthcare savings across the four cities). By providing detailed information to the cities of the gender-specific impact of physical activity across 10 disease groups, ACW has enabled the four cities to understand what can be done to improve the health of their citizens.



Physical activity is a social force for good

The social impact of sport and physical activity is often overlooked, yet it is one of the most important to policymakers. Analysis from each ACW city demonstrates that physical activity increases trust in others, reduces psychological distress, drives higher life satisfaction and encourages social empathy. The type and context of activity is important—typically we see participation in team sports driving higher benefits, but bringing a social element to individual exercise can generate similar impacts.