

PROGRAMME - Webinar on Monday, 28 September 2020

#BeActive! Online fitness session & sport nutrition recommendations **How to keep a healthy and active lifestyle?**

From elite professional athletes to dedicated amateurs, millions of people across Europe embrace an active lifestyle and consume sports nutrition. These specially formulated foods and drinks provide the nutrients and fluids sportspeople need as they play competitive sport or are involved in other intense muscular effort and/or to help post-exercise recovery. This has been recognized by the European Food Safety Authority (EFSA) in 2015¹.

Specialised Nutrition Europe (SNE) is a nutrition partner to the **European Week of Sport (23-30 September)**, an initiative to promote sport and physical activity among European citizens. More than ever, physical activity has now emerged as a key health aspect in our lives. Through this partnership, SNE confirms its commitment to the promotion of physical activity, to inspire people and help them building a healthier and active lifestyle.

As our lives have recently changed with COVID-19, **the European Week of Sport 2020 campaign will focus on mental and physical health. In the context of lockdowns, sport offers us the opportunity to release pressure and to maintain our physical and mental wellbeing.**

SNE is pleased to contribute to the joint effort to encourage Europeans to do sport and #BeActive – despite most challenging circumstances – **through the organisation of a webinar focusing on physical activity (online fitness course) and followed by science-based sport nutrition recommendations.**

Programme

16.00 – 16.05 CET	Welcome and introduction
16.05 – 16.15 CET	Keynote speech from Mr. Yves Le Lostecque, Head of Sport Unit, DG Education and Culture, European Commission
16.15 – 16.45 CET	A 30-minute online fitness session by Ms Samantha Clayton, former Olympian & Vice President of Worldwide Sports Performance and Fitness at Herbalife Nutrition
16.45 – 17.10 CET	Sport nutrition recommendations provided by Dr. Julian Alvarez, M.D., Ph.D., specialist in sports medicine and sports physiology, followed by a Q&A session
17.10 – 17.15 CET	Closing remarks by Professor Udo Herz, SNE President

The event will be moderated by Mr Emmanuel Foulon, spokesperson of the European Parliament Sport Group, marathonist and sports TV columnist.

¹ EFSA (European Food Safety Authority), 2015. Scientific and technical assistance on food intended for sportspeople. EFSA supporting publication 2015: EN-871.32pp.