

**European Week of Sport and the launch of the ‘Healthy Lifestyle 4 All’ initiative  
Speech by Witold Banka  
Bled, Slovenia, 23 September 2021**

Mrs. Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth; Mr Tomasz Frankowski, Member of the European Parliament; Mrs. Simona Kustec, Minister for Education, Science and Sport in the Government of Slovenia; Mr Janez Fajfar, Mayor of Bled; other dignitaries, invited guests, ladies and gentlemen.

Good afternoon and thank you for the invitation to speak here today. It is a great pleasure to be in Bled for this launch.

The World Anti-Doping Agency is proud to be an official partner of the European Week of Sport 2021 and we pledge our commitment to the ‘Healthy Lifestyle 4 All’ campaign. As a former international level athlete, and former Sports Minister in the Government of Poland, I know how important these programs are – I welcome this exciting initiative.

In keeping with our mission to lead a collaborative global movement for doping-free sport, we at WADA are committed to preserving the health of athletes from around the world. Health is at the core of our mission and among the key criteria for determining whether or not a substance or method should be prohibited under the World Anti-Doping Code. We encourage everyone to be active and to ‘Play True’ this week and always.

WADA's main focus is on providing all athletes with the opportunity to compete on a level playing field in a doping-free sporting environment. But we also believe strongly in a world where people of all ages and abilities can participate in sport to enhance their physical and mental health.

Whether it is competing clean on the world stage or simply using sport as a way to stay fit, we believe that education is the key. More and more, WADA is using the power of education to encourage people to adopt and maintain a healthy lifestyle that includes daily physical activity.

In support of the 'Healthy Lifestyle 4 All' campaign, WADA is developing new digital education programs. These exciting programs will promote healthy eating, active participation in sport, ethical sporting behavior for positive mental well-being, and the values of clean sport.

The programs are currently in development and will be launched by July 2022. They will be hosted on our popular Anti-Doping Education and Learning platform, known as ADEL. They will be made available free of charge and are being designed specifically for three categories of athletes:

- One course will be specifically for youth athletes aged 12 to 16 years and who are engaged regularly in competitive sport;
- A second course will be for recreational athletes and participants of all ages, who are regularly participating in sport; and
- Third, there will be a course for coaches of youth and recreational athletes, those working at community or club level.

We believe that these education programs align very well with this campaign by promoting healthy lifestyles, core values and ethical sport, across generations, around the globe. We will also make them available to anti-doping organizations, and others, so that they can be translated into more languages and be accessible to as many people as possible.

I wish to congratulate and thank the organizers of the ‘Healthy Lifestyle 4 All’ program and the entire European Week of Sport 2021. It is a great initiative, which promotes sport across the continent, regardless of age, social background or fitness level. It is perfectly in tune with WADA’s ‘Play True’ message and we encourage everyone to take part.

I know the power that physical activity has to keep people fit, healthy and happy. On behalf of WADA, I thank you for the opportunity to play our part in the success of this week-long celebration of sport.

Thank you.