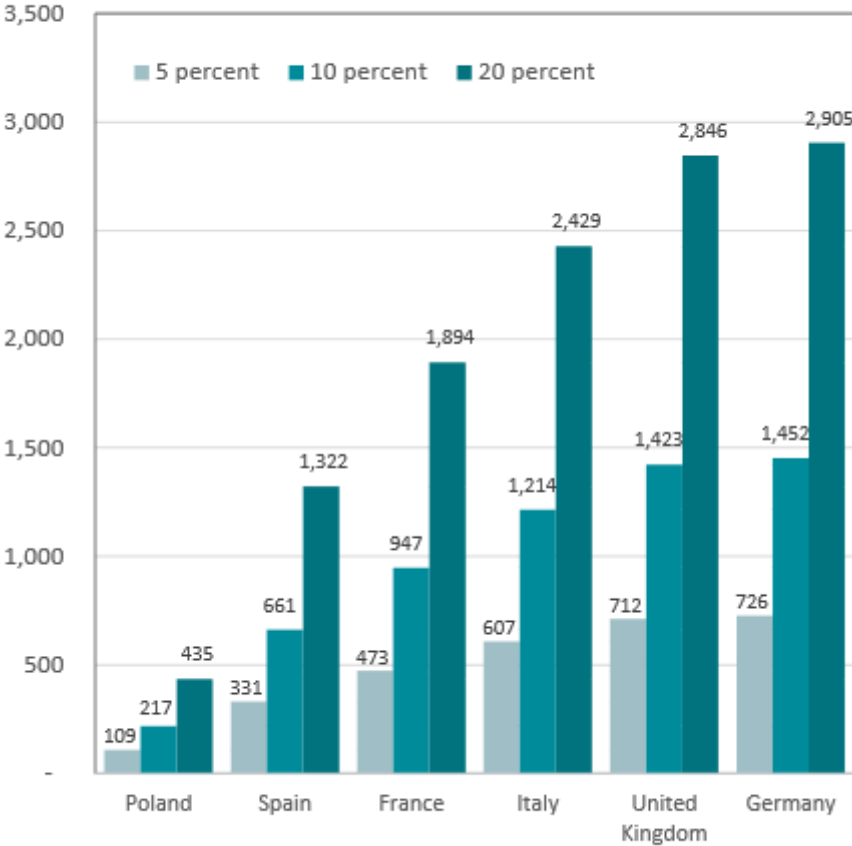


**The estimated cost savings of cutting Europe’s inactivity problem**

The chart below shows the economic costs that would not have been incurred in 2012, had physical inactivity amongst the adult population within the six focus countries been cut by 5%, 10% and 20%.

**Estimated cost savings (direct and indirect) from achieving declines in physical inactivity prevalence in six focus countries, €m, 2012**



Source: Lee et al., (2012), WHO, OECD, Eurostat, IDA, EUCAN, Cebr analysis

The researchers note that Poland’s relatively modest estimated cost savings relative to Germany and the UK do not indicate a negligible burden of physical inactivity in Poland. Rather that economic factors such as average productivity and healthcare spending can have profound effects on these statistics, highlighting that the costs of physical inactivity are a major problem experienced across Europe.