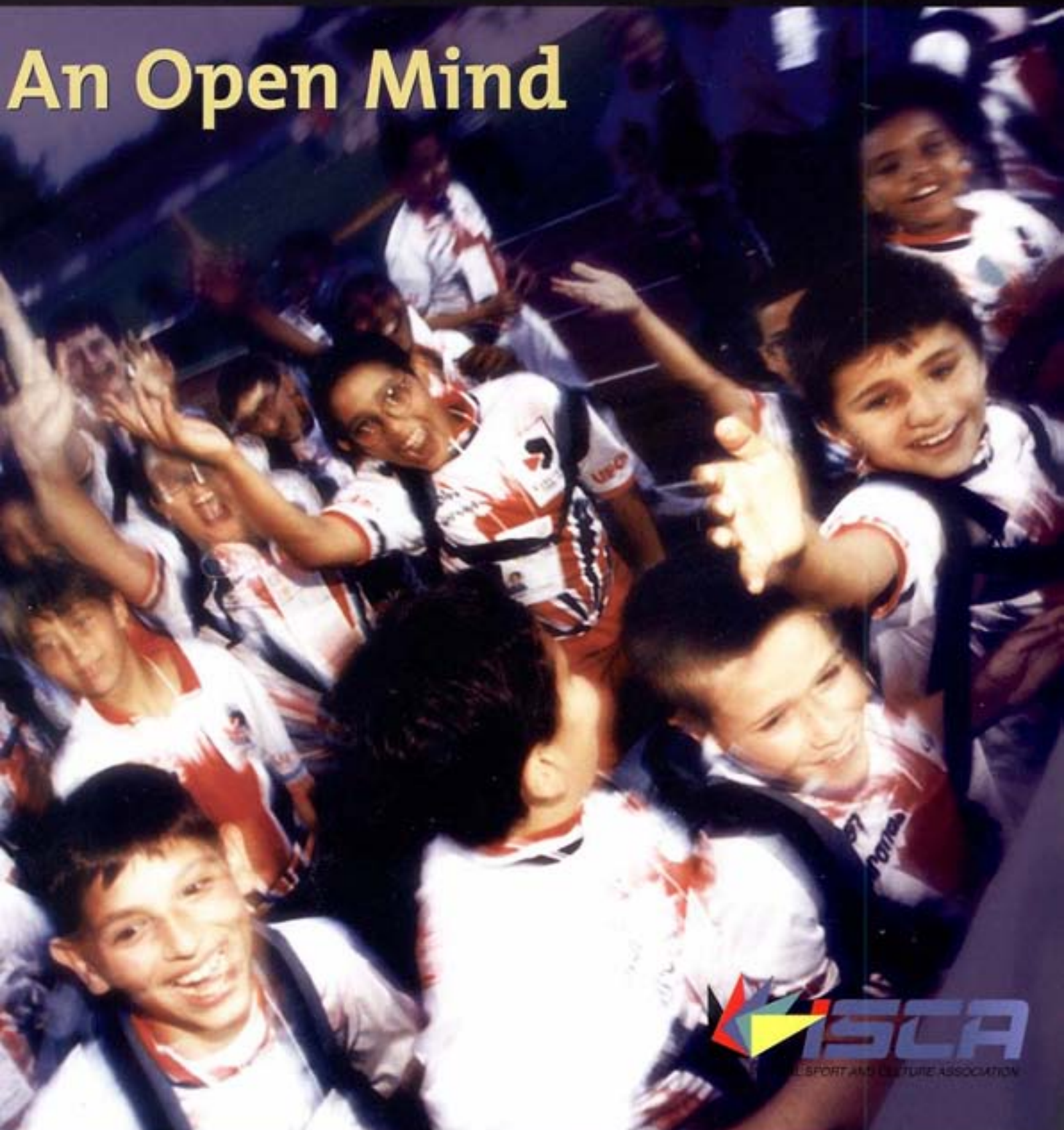


CultureSports

INTERNATIONAL SPORT AND CULTURE ASSOCIATION

No 1 - 2001

An Open Mind



Another Idea of Sport · The Story of ISCA · Promoting Sport without Losers · Lo Spirito Gioioso · The Joyful Spirit of Sport and Culture
Youth Voluntary Service · Young Voices in the New Millennium · Playing for a Better Society



Dear Reader

We are very pleased to present the first edition of the ISCA magazine "CultureSports". This is a project very dear to us, which has been under way for some time now, and we are confident that with this very first edition, the path has been paved for many more issues.

We anticipate that this magazine will find its way to many readers, not only ISCA members but also other organisations or political institutions working for or interested in the area of "sport and culture for all". Indeed, we feel that this area deserves and needs more attention, and recently it has been satisfying to note that slightly more focus has been bestowed upon all these men, women and children engaged in cultural and sporting activities on a popular level. Such activities often play a crucial role in the daily lives of these people and it is our calling to concentrate our efforts in this area.

Activities organized by ISCA and our members can always be found on our web site www.isca-web.org. Here, visitors will also be able to find the latest update on ISCA news, subscribe to our newsletter or find affiliated members in various parts of the world. The web site has recently been reconstructed in both content and layout and should provide visitors with all necessary information in a user-friendly way.

This issue entails an introduction by Anders Bülow, President of ISCA, as well as the story behind the birth of ISCA and its *raison d'être*. You will find an interview with German researcher Henning Eichberg on the topic of popular sport and culture. You will also be introduced to some of the former ISCA events and there is a specific section dedicated to articles relating to youth and many more articles.

In the joyful spirit of ISCA and in praise of the richness and diversity of sports and cultural activities performed around the globe – we hope that you will enjoy the reading.

MARIAN CHRISTENSEN, EDITOR

Editorial	2
Another Idea of Sport	3
The Story of ISCA	4
Promoting Sport without Losers	6
Lo Spirito Gioioso	9
The Joyful Spirit of Sport and Culture	10
An Open Mind - Youth, Sport and Democracy	12
Young Voices in the New Millennium	16
Youth Voluntary Service - an Opportunity for Participation	18
Playing for a Better Society	20
European Voluntary Service	23



Another Idea of Sport



BY ANDERS BÜLOW,
PRESIDENT OF ISCA

As President of the International Sport and Culture Association, I am proud to introduce to you the first ISCA Magazine. I predict that this will only be the first magazine of many to be published in the years to come, and I hope that it will be well received among all people interested in the area of sport and culture for all. In this first issue, we have tried to embrace the whole world reflecting the efforts of ISCA as we strive to include all continents in our work. As you will know, this is not an easy task but we believe that the idea behind ISCA is crucial to the lives of ordinary people all over the world and we will continue to propagate the notion of sport and culture for all.

The ISCA philosophy can be traced back to the roots of traditional sports. ISCA cherishes the principle that everyone should be given ample opportunity to participate in sports and cultural activities such as festivals, seminars, conferences and education programmes at an international level; regardless of race, age, colour and religion - there should be opportunities for everyone.

How does ISCA then define sports? ISCA understands sport as an integral part of cultural life. Sport is seen not only as consisting of competitive activities and health-related exercises, but also of recreation, pastimes, games, music, and leisure activities. Sport and culture make up an essential part of education and represent a way of educating people to become responsible, democratic citizens in their respective societies.

Essentially, ISCA works to enrich and develop popular sport and cultural activities all over the world. This includes making heard the voices of the millions of people engaging in sports and cultural activities every day and improving the conditions for these people. It is my hope that by publishing this magazine, we can help spread the word about ISCA and our philosophy. We will maintain our focus on the people and activities that are less prominent in the eyes and actions of the established sports world. Through our activities, we will continue our work to ensure that the sport and culture for all movement manifests itself in the international cultural scene of the future.

I wish you all happy reading!



The Story

– the Beginning of a New Era for Sport and Culture

BY MOGENS KIRKEBY,
SECRETARY GENERAL

*It started as an idea and a vision
– but very fast it became reality*

In 1994, executive sports leaders from the Danish Gymnastics and Sports Associations (DGI) initiated a discussion on the international situation for the 'sport for all' area. The initiators brought up the question on the general situation for sport and popular culture and the question on how to develop international co-operation between associations in this area.

Voluntary associations from all over the world were invited and participated in the initial meeting at Valdemar Castle, near the city of Svendborg in Denmark. The meeting took place in June just a few days before the multisport and culture festival called "Landsstævne" organised by DGI. In the beautiful and historical halls of Valdemar Castle, the executive leaders of 'sport for all' associations from all over the world held visionary discussions that led to concrete results. Based on the debate and the visions of the sports leaders assembled at the castle in June 1994, "sport for all" associations were invited to the founding meeting of the International Sport and Culture Association (ISCA) only 8 months later.

The birth of the International Sport and Culture Association

On 10 February 1995 in the neighbourhood of the Liberty Memorial Statue in Copenhagen, representatives from 28 associations from 23 different countries met, and together they founded the International Sport and Culture Association. The foundation is sport

and culture and the scope of work of this new international association cannot be described more precisely than it has been in the preamble and objectives of the association.

Preamble

- ISCA understands sport as an integral part of cultural life. As people manifest their culture through their specific participation in sport, it is important to promote and deepen a coherent view of sport and culture.

- Sport as movement culture is thus a field where cultural identity as well as international understanding can be developed.

- In the context of sport and culture, sport is understood not only as competitive activities and health-related exercises, but also as recreation, pastimes, games and leisure activities.

- Sport and culture are an essential part of education and a way of educating people to be responsible citizens in their society.

- Besides sport and games, culture as a way of life also encompasses traditional customs and festivities, dance, music, song, theatre and other creative and social activities.

The main objectives of the association are

- to promote an understanding between people across borders through sports and cultural activities
- to emphasize the view of sport as a bearer of local,

*Sports leaders gathered
outside Valdemar Castle in
1994*



of ISCA

Altogether 28 organisations were represented at the founding meeting of ISCA in 1995. The photo is taken at the Liberty Memorial Statue in Copenhagen. In the front row, left, is the first President of ISCA, Karen Bjerre Madsen

regional or national cultural identity, thereby placing it at the centre of international exchange of ideas, opinions and cultural expressions

- to encourage the broadest possible participation in sports and cultural activities among all affiliated members

The founders of ISCA strongly believe that sports and cultural activities present the perfect means to create international understanding between people across borders. The philosophy and the spirit are based on openness, friendship and democratic and human values.

Rapid development

22 associations joined from the very beginning in 1995. In 1998, the number had almost doubled as 42 member associations had joined. In the period from 1998–2000, the number of member associations increased from 42 to 89 associations and, in 2001, ISCA will presumably welcome member number 100. The first development originated in Europe, but over the recent years, ISCA has set up various networks among members, also on the African, South American and Asian continents.

The rapid development of ISCA indicates the need for an international platform focusing on sports and cultural activities for ordinary women and men. It shows an urgent need for an international organisation encompassing and integrating sports and cultural activities with the aim of creating friendship, peace and mutual understanding among people of the world.

On this background, it is most likely that ISCA will see an increased interest from like-minded associations, which would like to join this international network with the purpose of strengthening the values and philosophy of ISCA.



Promoting



sport without losers

Originally a traditional historian, Henning Eichberg is currently resident at one of Europe's leading centres for the study of the "culture of movement", leading a life far removed from the halls of traditional academia. His work at the Research Institute of Sport, Body and Culture has led him to examine many different aspects of play, and as a result he has developed new theories regarding sport, movement and the body.

Sport as an academic discipline

"The 1970's was a period in which big changes were taking place in the study of sport," he says. "The world was only just beginning to accept the study of sport as a serious academic subject. Questions regarding sport and culture were being examined by a number of universities in conjunction with the fields of physiology and anatomy."

After lecturing at a number of universities including Copenhagen, Eichberg was offered the post of researcher and lecturer at the newly formed Research Institute of Sport, Body and Culture in the Danish countryside. With a leading sports school situated on

Situated in the Danish countryside, an innovative school and research centre is promoting new thinking in the field of sport and play. Resident sports researcher Henning Eichberg describes his work at the Research Institute of Sport, Body and Culture

the same site, he saw an excellent opportunity to study the methods of communication involved in play as well as the values it installs.

"Coming here made a big change in my own life," he explains. "Now I was getting practical experience. The institute was founded at a time when many innovations were occurring in sport. Denmark was one of the first nations to accept the study of motion and culture as a serious academic discipline."

Intercultural understanding through sport

The adjacent Gerlev Sports High School, where Eichberg teaches classes and conducts his research, offers a varied programme of learning, social interaction and play for young people from across the world. By way of sport, intercultural understanding is encour-

By MARCUS DYLAN HOY,
FREELANCE JOURNALIST

aged between people of different nationalities and ethnic backgrounds through the International Youth Leader Education. The school's policy mirrors that of ISCA - that everyone, regardless of sex, age and religion, has a right to take part in sporting and cultural activities.

Culture of movement

In the course of his early research, Eichberg came to realise that sports history could not be studied as an independent entity. He noticed that all the activities he was studying

were taking place in conjunction with celebrations and festivals. This meant that sport had no logical evolution - it was more to do with the appearance, disappearance and reappearance of festivities. Sport history pre-1800,

he claims, is actually the history of popular holidays, and the cultural activities people enjoyed on these celebratory days. In those days, he points out, the "culture of movement" was accessible to anyone. Special equipment or clothing was not necessary, and the emphasis was on enjoyment, laughter, community and the spirit. He cites games such as the tug of war and the sack race as examples of traditional play.

Pleasure before competitiveness

"The culture of movement, or the body, was around long before serious rules were devised," he says. "The emphasis was on pleasure before competitiveness. The tug of war was one of the most popular games, but it never really became accepted as an Olympic sport - it was dropped in 1920. Could it be that the farcical element kept it from being accep-

ted? The spectacle of a full squad landing on their backsides, for example, prompted plenty of laughter in both the crowd and the teams."

"Festivals gradually disappeared," he says. "Some were directly prohibited. But social gatherings continued to appear in many forms - often bringing together people from different cultures and backgrounds. Actually, bridging of cultures through sporting and cultural activities is one of ISCA's most prominent goals."

Values inherent in sport?

"Society puts a value on the production of results," he says. "That's what we are learning in sport today. Therefore, we can say that sport has an educational value linked to (Olympic founder) Pierre de Coubin's ideological values of edification, or improvement in character. However, I have some problems with the mainstream terminology of "values." He adds. "What produces these values?"

"As I said, society puts value on the production of results in sport. This is the aspect of sport we usually see on our TV screens. However, sport has other dimensions too. Sport or the "culture of motion" also relates to the self, or the ego. People often participate in sports to discover something about themselves. Snowboarding or climbing has a narcissistic element. Also - and this is often forgotten - sport is about the meeting, the encounter. Sport or body culture is about meeting others, and achieving social interaction through the ball, the game, and other elements such as dance and interaction with the environment."

A link between sport and democracy

"After working 20 years in the environment of "popular" sport," he says, "I must ask: what is the popular sport - which "people" are we actually talking about? I am involved

in a large project, supported by the Danish Gymnastics and Sports Associations and ISCA, to trace the roots of democracy, and examine any link to the culture of motion. "People" is a word linked to "democracy". I am trying to define the relationship between people and civil society, and the relationship between people and identity."

How does Eichberg see the current state of play in sport today?

The researcher ponders the growing pressures in big money sport, the anorexia, the doping, the "win at all costs" mentality and wonders whether this could soon lead to people forming problematic associations with the very word "sport". "We sometimes see it already when people react very negatively to professional sport - the Tour de France is an example," he says. "However, professional sport's bad name could have positive side effects. It may help people discover that sport is not a singular entity - it encompasses a variety of different levels."

Rediscovery of popular games

Henning Eichberg has witnessed a number of positive developments in recent years. For example, he is encouraged by signs of the "rediscovery" of popular games. "It is good to see public parks are being designed with the game petanque in mind," he says. "This is a social activity before a competitive one. No results are demanded. Also, the standard uniformity of sports centres is now being dropped in favour of less orthodox models. Round swimming pools, for example."

One of the many positive benefits of Eichberg's research is that it serves to increase awareness. He makes us realise that sport exists on multiple levels, and excellence, money and results are not the only aspects.



Lo Spirito Gioioso

Within just six years, ISCA has indeed followed an amazing line of action, bringing about exceptional results of great benefit for the citizens of the world. Together with millions of friends, we have had the opportunity to experience in depth the great themes of the "culture of being" (as perceived by the Greek philosopher Parmenides, ed.), according to the modern and ancient principles, of the north and the south, of the east and the west.

General Assembly of ISCA in Rome

The Italian Federation of Sport for All (Federazione Italiana Sport per Tutti), which I represent, has a young heart, but also a long memory and firm roots, exactly like ISCA. This year, we were given the task of organizing the seventh General Assembly of ISCA, which happens to coincide with the 50th anniversary of our organisation. The Italian Federation of Sport for All - the "joyful spirit" (lo spirito gioioso) that guides and accompanies the evolution of the International Sport and Culture Association - is the inspirer of the works of the Roman assembly, which constitutes the first opportunity in our history of the third millennium to play a different role in the field of sport and culture. Our goal is to improve the lives particularly of the less fortunate: men and women from every part of the planet, today still marginalized because of their financial condition, age, gender, disabilities, political or religious ideologies, or because of legislation, structures, organisations, traditions or history.

Rome is not only religious - dedicated across the centuries first to pagan customs and later to Christian ones - but also mysterious and magical. It is spread out in thousands of shades of colour at the foot of the great Vulcano Laziale (the volcano of Lazio), dominated by the Mons Albanus (the mountain of Albanus), 950 m high and the seat of a temple dedicated to Giove Laziale (Jupiter of Lazio). Since the 7th century AD, representatives of the 50th City-State of the Latium Vetus have gathered every year in that temple, in the

The Italian Federation of Sport for All - "the joyful spirit" that guides and accompanies the evolution of the International Sport and Culture Association - is the inspirer of the works of the Roman assembly, which constitutes the first opportunity to play a different role in the field of sport and culture

same area where the Assembly of ISCA will take place: Monte Porzio Catone - a prestigious panoramic spot overlooking Rome. It takes its name from the ancient aristocratic Roman family Porcia, who, seeing the extraordinary beauty of the spot, decided to erect a grandiose villa.

2,700 years ago, on the side of the grand Vulcano Laziale crowds ascended along the Via Sacra (Sacred Road) in peace and in pilgrimage, while on the other side wagons descended loaded with goatskins and barrels full of delicious wine. Sometimes, someone would stop for a while and participate in the feast in the name of "the joyful spirit" - the same spirit that today animates the associates of ISCA. Likewise, the participants of the General Assembly will have the opportunity to become acquainted with the multifaceted Tuscolo, admire the Baroque Villas, discover the legendary ships of the Emperor Caligula in the Lago di Nemi (the lake of Nemi) and admire the Colosseo and the Foro Romano.

The spirit of joy

Above all, the participants will have the opportunity to get together, united by "the joyful spirit" which not only in the imagination gushes out of a bottle of the sweet and aromatic wine of Frascati, the "Cannellino", for which there is an eloquent popular saying: "Dentre 'sta boccia trovi er bonumore, che canta l'inni e l'imbandiera er core!" ("Inside this bottle you find the joyful spirit, which sings hymns and adorns your heart with flags").



BY RUGGERO
ALCANTERINI, PRESIDENT
OF FEDERAZIONE
ITALIANA SPORT PER TUTTI
AND 1ST VICE-PRESIDENT
OF ISCA

Hotel Villa Vecchia is
the venue of the ISCA
General Assembly



The Joyful

of Sport and Culture



ISCA encourages affiliated members to organize activities on their own, in co-operation with other ISCA members or external partners and in co-operation with the Secretariat

By MARIAN CHRISTENSEN

ISCA's activity palette includes events such as tournaments, seminars, educational programmes, youth projects, conferences and festivals under the motto that sports and cultural activities are for all inhabitants of the world.

We believe that sport and culture should not be reserved for just a few privileged people - economy and excellence should not be the decisive factor for participation in sporting and cultural activities. ISCA is working according to the principle "the more the merrier" and ISCA activities are not restricted to ISCA members only.

Developing intercultural understanding

One of ISCA's most prominent objectives is to bring people together, and in our view, sports and cultural activities are fantastic means for creating intercultural understanding across borders. Through sport, games, dance, music, drama and education, we work to enrich the diversity of sport and cultural activities - thus creating the Joyful Spirit.

ISCA encourages affiliated members to organize activities on their own, in co-operation with other ISCA members or external partners and in co-operation with the Secretariat. In this way, we experience a variety of bilateral and multilateral projects unfolding

among our members all the way from Brazil to Belgium and from Malaysia to Mozambique.

International ISCA festivals

Almost every year, ISCA is involved as co-organizer of an international ISCA festival hosted by one of the member organisations. In 1999, the French member Union Française des Oeuvres Laïques et d'Éducation Physique & Union Sportive de l'Enseignement du Premier degré (UFOLEP/USEP) had taken upon themselves the big task of hosting, activating and entertaining 5,800 people from 28 different countries. Altogether, 22 activities were offered and there were workshops and concerts taking place. Among the activities were rugby, athletics, badminton, volleyball and petanque, and a seminar on "Youth and Sport in Europe" was also held in connection with the festival. The four-day event took place in Villeneuve d'Ascq near Lille in France. In the light of the festival's success, the mayor of Villeneuve d'Ascq extended an offer of hosting a similar event in the near future.

Inspired by the French festival the previous year, in 2000, the Lithuanian ISCA member 'NEMUNAS' - Lithuanian Country Sport Clubs Association welcomed the challenge of organizing the 6th ISCA festival in Marijampolė in Lithuania. This was the first time

Spirit

One of the young participants at an international festival in France

Laughter and fun in Marijampolė, Lithuania



that NEMUNAS had organized a festival of an international dimension. The event embraced almost 20 sports activities, traditional Lithuanian games such as rope pulling and strong man competition, exhibitions and a seminar on voluntary work in Eastern Europe and the Baltic States. The International Sport and Culture Festival stretched over a period of four days, and more than 4,000 people from 15 countries had the pleasure of attending. The event in Marijampolė gained a great deal of media attention in the newspapers.

Youth, culture and volcanos

In the summer of 2000, the ISCA member Ungmennafélag Islands from Iceland in co-operation with NSU (an umbrella organisation for 15 youth organisations from the Nordic countries) organized an international youth camp called "Youth and Culture" in Reykjavik, Iceland. The activities covered theatre, dance, music and sports events. The festival, which lasted for a week, was open to young people from the age of 14. Approximately 3,000 young people enjoyed the various activities offered, the scenery of Iceland and not least the midnight sun.

In the future, ISCA will continue to organize international events within sport and culture with the aim of involving as many people as possible – no admission requirements demanded.

*The International Youth
Leader Education 2000
team from one of the
folk high schools visits
the ISCA secretariat in
Copenhagen*



An

Open Mind

– Youth, Sport and Democracy

The International Youth Leader Education is aimed at youth leaders aged between 18 and 25 from all over the world who are involved in voluntary work. The four-month education programme is a mix of classroom lessons and indoor and outdoor sports lessons

By MARIAN CHRISTENSEN

Every year, about 40-50 students from across the globe venture to Denmark to spend four months at so-called "folk high schools". These schools are based on popular non-formal education, training people for democracy and are dedicated to continuing adult education within history, art, music, sport, philosophy, theatre etc. The international students attend folk high schools that are mainly concerned with sports.

The International Youth Leader Education (IYLE) focuses on voluntary leadership in voluntary associat-

ions, democracy and voluntary work as a tool of social integration and intercultural understanding. It uses sport, youth and cultural activities for developing the personal skills of the youth leaders. The idea is that the students, upon return to their home countries, can make use of their newly acquired skills in organizing sporting and cultural activities, thus developing social work in voluntary associations, be it locally, regionally or nationally.

Classroom lessons, gym lessons and social life

The education itself alternates between theory and practical lessons. To mention a few, the curriculum includes subjects such as democracy and civil

society, national identity and minorities, intercultural understanding and project management. Outside the classroom, participation in the social life and community of the school plays a very important role, be it organizing a seminar, planning a party or doing mid-night orienteering. This also includes socializing with the Danish students who stay at the school.

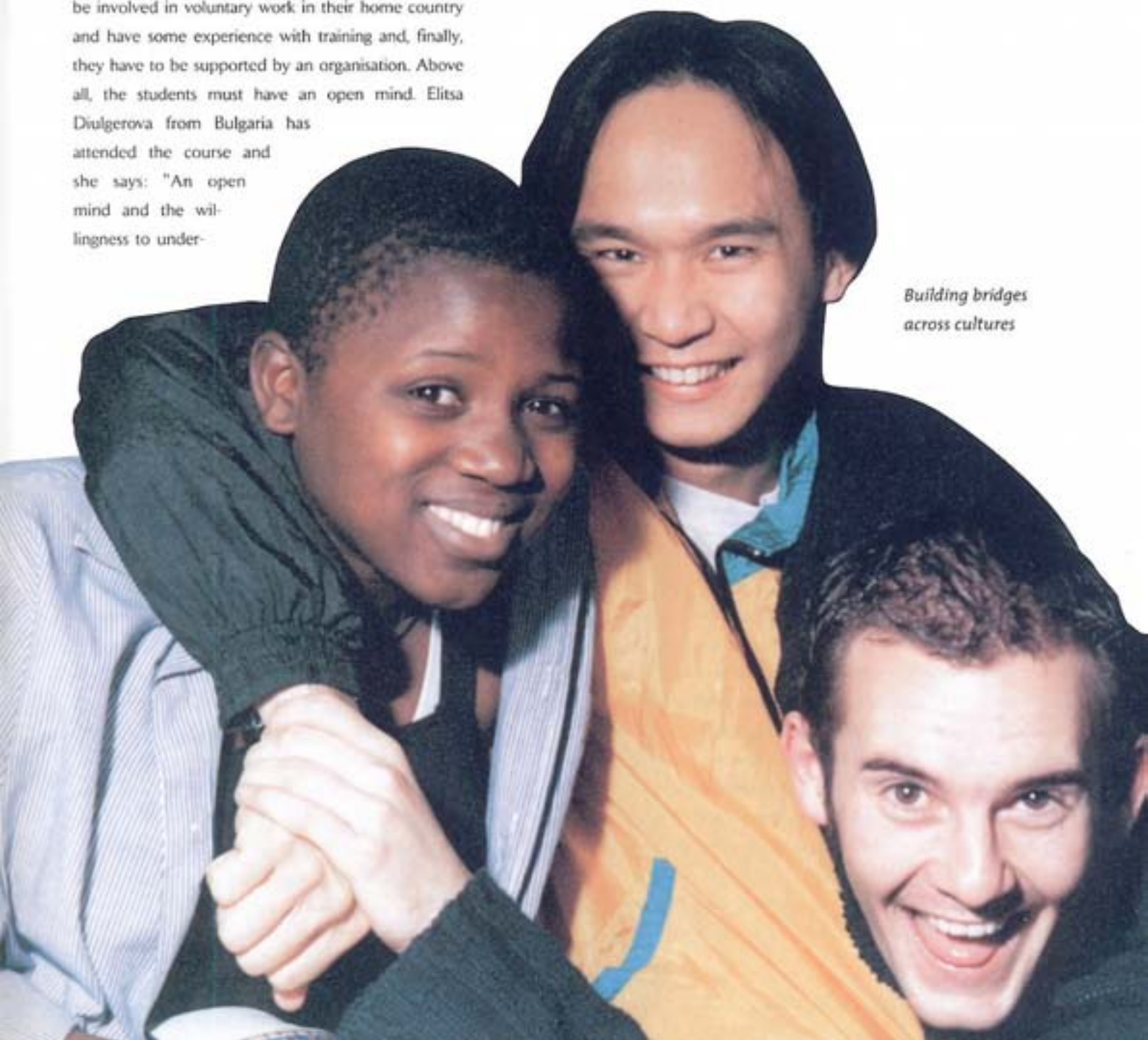
A lifetime experience

To apply for the education, candidates must be able to speak English at a reasonable level as the language of communication is primarily English. They also have to be involved in voluntary work in their home country and have some experience with training and, finally, they have to be supported by an organisation. Above all, the students must have an open mind. Elitsa Divulgerova from Bulgaria has attended the course and she says: "An open mind and the willingness to under-

stand people and integrate with them is the most important quality an applicant should have. Going to a folk high school and being a part of IYLE is a lifetime experience, but you have to be prepared to meet and share the oddities of "strange and unknown cultures". And at the end, you will find yourself surrounded by new friends, making plans on how to develop your projects, and trying to make the world a better place."

The International Youth Leader Education first started in 1996 when member organisation Danish Gymnastics and Sports Associations took the initiative

continues next page



*Building bridges
across cultures*



Sport is a good way of making new friends

to start up the programme. It was felt that there was a great need for an international education programme for youth leaders in voluntary associations. The intention was and is to offer a programme that would strengthen the work of voluntary associations within the ISCA network and beyond.

Exporting the International Youth Leader Education

President of ISCA, Anders Bülow, says about the future of the education: "It is now in its 6th year and we feel it has been very successful. We have been fortun-

Even if I feel happy about being home again after my stay, nothing is the same as before. I am not the same person anymore. Now I am much more open-minded, independent and experienced. I learned a lot about other cultures, got new ideas, inspiration and beliefs. Before I did the course, I knew that sport is something that unites people, but now I have confirmation that it is really true. Sport is indeed a good means of social integration and it does not matter where you are from or how old you are. My time at Gerlev was excellent and I have such wonderful memories from the International Youth Leader Education.

DORIS SABRE, 21 (ESTONIA) - IYLE 2000

ate enough to have financial support from the European Commission and the Democracy Foundation, and this has certainly played an important role in the running of the programme. So far, it has taken place in Denmark only, but there is nothing to prevent us from transferring the concept to other parts of the world. In fact, we are hoping to start up a youth leader education programme in Ghana and Malaysia – taking a starting point in the national conditions of each country, of course, but it should be based on the same ideology. Likewise, we have discussed the possibilities of initiating a similar project in the Balkans." Realization of these plans is – as is often the case in the world of voluntary association life – dependent on available resources, particularly those to do with finances.

Taking responsibility and solving problems

When it comes to human resources, however, there is no doubt that Elitsa Diulgerova and her former fellow students – so far a total of 250 people – have already added an essential dimension to their respective organisations after their sojourn in the country of the folk high schools. As Elitsa puts it: "I took back valuable experience – the ability to listen and understand people, to organize discussions and use them as a method of solving problems. No less importantly, I have also learnt to take responsibility, to see the world through the eyes of others and to understand what is important to them and why."

Student project becomes reality

How do the former students then put into action the lessons they have learned through their education in Denmark? Alene Cimfiova, who is attached to the ISCA organisation "Czech Association Sport for All" in the Czech Republic, attended the IYLE programme in 2000. As part of the course, she prepared a sports event for children and their parents – a dream she had always wanted to fulfil. Back home on 24 January 2001, her project called "Sports Day for All" came through. Alene had planned sports disciplines such as volleyball and aerobics plus various games. When the day was over, 120 satisfied participants went home having had an enjoyable time. Now an experienced "project manager", Alene would like to offer her skills and experience to others who are interested in organ-



izing an event such as this but do not quite know how to tackle the challenge.

Former students using their skills and experience

On the other side of the globe in Sao Paulo, Brazil, a number of primary school children benefit from a project called "Love the Life without Drugs" which has been running since 1999. Former IYLE students Andresa de Souza Ugaya, Andrea Desidério and Luciano Truzzi are involved in the project as teachers of general gymnastics. The objective of the project is to prevent children and youngsters from using drugs and from resorting to violent behaviour. The programme offers interactive workshops with the purpose of reinforcing self-esteem and promoting a healthy lifestyle among young people. As an example, gymnastics is incorporated in the programme as a sports workshop.

International Network

The IYLE students automatically become part of the International Youth Leader Education Network when they join the programme. The network was started for the students to be able to exchange ideas and experience and develop transnational projects via e-mail. In this way, the former students can keep in contact and help and support each other to the benefit of themselves and the area of "Sport and Culture for All".

Mind

Young Voices

in the New Millennium

"YOUTH VALUES 2000" - An ISCA youth project inquires into the beliefs and opinions that young people across the world have about themselves and their surroundings on the threshold of the 21st century. What role does friendship or trust play in their lives, what are their attitudes to education and religion?

BY MARIA COVEOU AND
MARIAN CHRISTENSEN

Definition of 'Values'
Principles or standards
of behaviour
(The Concise Oxford
Dictionary)

At the ISCA General Assembly 1999 in Montreal, it was decided that ISCA should focus more attention on youth. Initiative was taken to form a Youth Committee, which ISCA gave the task of working on a youth project. While contemplating the nature of the project, ISCA realized that values constitute the very core of life as it is these which help shape and determine our personality. If one, therefore, wished to discuss youth, one would need to shed some light on the kinds of values that young people have.

*"My life is divided into small pieces
and spread all around the world."*

This is how the project gradually started taking form in its creators' minds and it was given the name "Youth Values 2000". As soon as the framework of the project was ready, it was up to the Youth Committee to

formulate a "mission statement", set the guidelines for the project and decide upon ways of gathering information about youth values.

It was agreed that a desirable way of collecting information on youth values would be to put together an international project group of voluntary youth workers within the ISCA network and have them participate in two international youth festivals taking place in Iceland and Lithuania in the summer of 2000. Through their interaction with other young people from all over the globe, the project group would gather information, initiate intercultural discussions and promote the idea of a world with no borders, which has always been part of the ISCA ideology.

Investigating youth values, the Youth Committee felt a need to define the notion of values and they formulated





The ISCA Youth Committee meets for the first time in Copenhagen at the beginning of 2000

"Parents would probably like us to learn from their mistakes – and that can be difficult."

a loose definition. According to the Committee, *values are deeply rooted beliefs, dear to us, that dictate our way of living and determine our character.* It was also agreed that the aim of the project should be *to promote youth values and inspire local discussions with the hope of eventually enhancing intercultural communication and understanding.* In order to serve this purpose, the Committee members discussed various ways in which the voluntary project group could be involved in the festivals as well as activities that would entice young people to partake in the debate on youth values.

"I have to find my own way and own truth. No one else can give it to me."

Backed by support from the European Commission and the Year 2000 Foundation, the Committee members and the international project group attended the festivals. By involving the young participants in activities such as role plays, debates, interviews on and off camera and sports games, the volunteers triggered discussions and collected information on what young people think about a variety of issues, for instance drugs, friendship, homosexuality, education and tolerance.

Prior to the festivals, the web site www.YouthValues.org was created in order to facilitate intercultural communication on youth values in a fast and easy way fa-

miliar to most young people. It is mainly an interactive web site where young people can seek inspiration and make known their hopes and fears, dreams and ambitions for the future via a discussion forum offering an electronic meeting place. The web site as a whole is also aspiring to become an archive of youth values and beliefs, which may be used as a guideline by youth organisations when planning future activities and projects.

As the project "Youth Values 2000" enters into its second phase, the Youth Committee members in their home countries are still keeping the discussions on youth values alive by getting young people engaged in various activities. At the same time, the material that has and is being gathered from the interaction with the young is being prepared for the non-interactive part of the youth values web site. The site is also soon to feature an international youth activity calendar and a section on volunteerism as 2001 has been proclaimed as the International Year of Volunteers by the United Nations.

"Life is everything. Money is nothing."

Even if the time schedule for the project will put an end to "Youth Values 2000" next year, ISCA hopes that the discussions on youth values will continue far into the millennium.

"Youth Values 2000" was given a prize and financial support for "excellence in youth work practise" at the youth conference "For Europe in Association". The purpose of the conference was to underline the value of voluntary youth work. The event took place in Sweden in May 2001 and was organized by Swedish youth organisations and the 90th Anniversary Foundation of His Majesty Gustaf V.

DIPLOMA

Whereas the European Commission has decided to award a diploma of honour to the project "Youth Values 2000" for its contribution to the promotion of youth values and intercultural communication in the framework of the Year 2000 Foundation.

Given in Brussels, Belgium, this 10th day of November 2001.



Ministry of Culture
The European Commission

Youth Voluntary Service

- an Opportunity for Participation

2001 was proclaimed by the United Nations General Assembly as the International Year of Volunteers. With its main objectives of increased recognition, facilitation, networking and promotion of volunteering, the International Year of Volunteers 2001 (IYV) provides a unique opportunity to highlight the achievements of the millions of volunteers worldwide and to encourage more people globally to engage in volunteer activity

BY SABINE DETZEL,
UNESCO YOUTH
COORDINATION UNIT

UNESCO decided to focus its activities during the International Year of Volunteers 2001 on young people. This is because we believe that voluntary service has two features which are extremely important to youth: it is an opportunity to actively participate in society, and it is a powerful means of education. It is a chance for young people to exercise their citizenship by working together and with others in order to contribute to human development at the local, national or international level.

Young people's life patterns in today's world are less and less linear. A growing number of young people experience periods of unemployment and exclusion. At the same time, new ways of learning and acquiring professional and life skills are emerging as young people are exposed to a variety of experiences

in the transition period from childhood to adult life: formal and non-formal education, apprenticeships, peer group activities, internships, temporary jobs etc.

In this context, voluntary service provides a unique learning opportunity, especially in the sense the International Commission on Education for the Twenty-First Century gave to "learning" in the report submitted to UNESCO in 1996 and which defined the following four pillars of education:

- Learning to know
- Learning to do
- Learning to be
- Learning to live together

How to motivate young volunteers

How can volunteer organisations and private and public institutions motivate and mobilize young people to become volunteers? There are several issues we should keep in mind when trying to reach out to young people.

First and foremost, it is necessary to recognize the specificity of youth. Young people who are engaged in voluntary work have expectations and needs which are different from those of other age groups. This has an impact on the design of projects, for example with regard to training aspects. Young people want to be partners in all steps of projects, from their conception





to their evaluation. Discussing and working with them will stimulate their interest and sense of responsibility and bring their creative approaches and ideas into the programmes and projects.

Voluntary service tended to confine itself in the past to the social area (caring for the elderly, the handicapped, children in need etc.). It is now moving into new domains of action such as the environment, arts and culture, human rights, projects for youth and marginalized groups and so forth. Many of these areas appeal to young people and can mobilize them.

Learning, training and mobility

Despite the development of lifelong learning, it is still during the first 20 or 25 years of our lives that we learn the most and are most eager to learn. Learning and training are essential dimensions of youth volunteering. Young people can acquire life skills through their participation in the elaboration of projects and the practical experience of the voluntary work itself. Often, young volunteers express a need for additional training, which will also be useful in their lives later on.

Intercultural aspects form part of many local or national programmes due to the different origins of people in the communities where they take place. However, youth mobility and travel also play an outstanding role in terms of sensitizing, creating open spirits, discovering other cultures, meeting with other

young people and networking. Too many obstacles still prevent the exchange of volunteers and often limit it to one-way, from "the north" to "the south" only. True exchange means reciprocity, and efforts need to be made to achieve that.

Responsible citizens in society

During the International Year of Volunteers and in its follow-up, UNESCO's aim is to draw attention to the potential and impact of youth voluntary service by promoting innovative approaches and practices as well as developing partnerships in order to create spaces and opportunities for young people to be responsible actors in the life of their societies. To this effect, the Organisation closely cooperates with its 187 Member States, youth and volunteer NGOs and other organisations of the UN system – in particular with UNV (United Nations Volunteers Programme), the focal point of the International Year.

Last but not least: the notion of service – and the focus on the real impact of volunteer projects – remains crucial. Attention paid to training, to the personal or professional development of young volunteers themselves, must be on an equal footing with the concern for societal development because young volunteers, above all, want to demonstrate their solidarity by doing concrete, useful things.

To engage young people in voluntary work, it is essential to offer projects that appeal to young people



Playing for a

One of ISCA's more recent international challenges occurred in November 2000 when the association played a big part in the organisation of the Play the game conference.

By MARCUS DYLAN HOY,
FREELANCE JOURNALIST

Now being hailed as one of the most important events in its field, Play the game was a large-scale gathering of sports journalists, administrators and experts from 52 different countries. With its emphasis firmly on furthering democracy and openness in sport, the five-day conference set itself some ambitious goals: to raise

awareness of sport's role in the development of society, to promote democracy and social equality in sport, and to advance cultural variety in the media. Goals closely linked to the founding values of ISCA.

"ISCA's involvement gave the participants clear evidence of an alternative, wider picture of sport," said conference chairman Jens Sejer Andersen. "Not just something to imagine, but something that many organisers across the world are fighting for each day. ISCA's very existence is a sign that the fight to preserve sporting ideals is an international one." The many speeches included a damning account of the past misdemeanours of the IOC, the inside story of the bidding for the 2006 World Cup, an in-depth look at doping in sport and a thorough examination of the future of sport on the Internet.

Openness, fairness and democracy

Despite taking an often in-depth look at these and many other issues, Play the game was never less than interesting. Many leading journalists and sports administrators were in attendance, some from the established order and many seeking to introduce reform from the outside. Delegates with conflicting views from across the world prompted much lively debate.

ISCA's involvement in the conference was in part due to the fact that the organisation has its secretariat at Copenhagen's DGI-Byen complex where the gathering was held. But more than this, ISCA's principles were closely linked to those of Play the game.

"We agreed with the conference's aim of protecting the connection between civil society and the principles of openness, fairness and democracy," said ISCA President Anders Bülow.



Better Society

Facts about Play the game

156 media professionals and sport researchers from 52 countries participated in the conference held at the sports and conference centre DGI-byen in the heart of Copenhagen. 58 participants from less privileged countries participated thanks to travel subsidies granted by the donors.

Goals

The goals of Play the game:

- to rise awareness of sport's role in local, national and global development
- to support democracy, transparency and cultural variety in sport and media worldwide
- to provide media professionals with inspiration and research tools for reporting on key topics including the cultural, political, social and economic aspects of sport
- to strengthen cross-border and cross-sector contacts between the participants to help them meet the challenges of a globalised sports and media world

Organisers

- The International Federation of Journalists
- The Sports Intelligence Unit
- The International Sport and Culture Association

The International Federation of Journalists promotes action to defend press freedom and social justice, representing more than 450,000 members in more than 100 countries. IFJ is opposed to discrimination of all kinds and believes in freedom of political and cultural expression. See www.ifj.org.

The Sports Intelligence Unit is a voluntary independent network for individual sports journalists and sports researchers. SIU regards the free flow of information and an open public debate as essential for democratic development. SIU sees neither sport nor journalism as standardizable commodities accessible to the highest bidder on the market. On the contrary, sport and journalism should stay easily accessible goods, being manifold expressions of the cultural richness of mankind.

"We shared many of the same aims related to respect, democracy and the right to partake in sport."

The seeds of Play the game were sewn in 1999 when sports journalists and researchers from 34 countries gathered at a conference entitled Sport, Media and Civil Society. Topics discussed were diverse, but linked by a common theme - the promotion of greater openness and accountability. After the conference, it was decided to form the Sports Intelligence Unit, an international network designed to share information in the fight for more openness in sport.

Organizing a big conference

When it was decided to make a second world conference and invite those seen as being at the forefront in sport's ethical challenges, ISCA was involved from the start. "Sport and Culture for All" is ISCA's motto - and ISCA is fighting to achieve democracy in all aspects of sport. Therefore, it was natural to help with the organisation of this conference," said Anders Bülow.

In terms of practical help, volunteers connected to ISCA played a major role in the registration process, offering practical help to delegates and journalists and ensuring that all major speeches were available in print as soon as possible. ISCA was also involved in ensuring the overall smooth running of the conference as well as much of the pre-conference planning.

"It is in no small part due to ISCA's support - its hardworking international volunteers who gave the conference sparkle and character," continued Jens Sejer Andersen. "Also, via ISCA's network, we got good ideas on who to invite as speakers. By meeting with members of ISCA and other organisations, participants got a first-hand view of who is fighting the battle."

Appreciation of the conference

Many participants saw Play the game's diversity as a major strength. International experts with much in

Playing for a Better Society

common met for the first time, resulting in a great deal of positive communication. Afterwards, delegates expressed their appreciation of the event and their fortitude to continue the fight.

American professor John Hoberman, author of "Darwin's Athletes", and responsible for research into the misconceptions of race and performance, said of Play the game: "This has been the most important sports conference I have ever attended. It was highly impressive to see people like Dick Pound, Sandro Donati and Andrew Jennings all gathered together under one roof."

Andrew Jennings, who is possibly the world's best-known investigative sports journalist, was a constant and often provocative presence at the conference. Before leaving he said: "The great value has been the fact that journalists from all continents have been able to share their expertise, creating a unique opportunity for co-operation between different continents and cultures. To sit down with journalists from Africa, for example, has been highly enlightening. We know one half of the story and they know the other half."

Questions asked

Delegates spoke of both furthering the debate and making new friends. The President of the Organisation

of African Women in Sport, Carole Garoes, who travelled from her native Namibia, commented: "It was very interesting and very revealing. The corruption that exists in sport is frightening and shocking. I am glad that questions are being asked."

Doping and cover-ups

Inevitably, the subject of doping was high on the agenda, and a number of differing views were expressed on the current level testing success. While some delegates were optimistic, others were less hopeful for the future. The conference's final key address was made by Italian Olympic coach, administrator, and not least anti-doping campaigner Sandro Donati, whose insight into sports doping dates back to the 1980's. In a speech that earned a standing ovation, Donati detailed a sordid catalogue of officially sanctioned cheating and cover-ups in the field of athletics and beyond.

The conference was widely covered by the world's press. Newspaper reports confirmed that Play the game achieved at least one of its aims - that of increasing international awareness. The positive feedback has now led to talk of a new gathering sometime next year. Wherever it is in the world, ISCA will certainly be playing an active role.



CultureSports

This is the first issue of the ISCA magazine CultureSports, which is published by the International Sport and Culture Association.

International Sport and Culture
Association (ISCA)
Tietgensgade 65
1704 Copenhagen V
Denmark
Tel.: +45 33 29 80 26
Fax: +45 33 29 80 28
E-mail: isca@dgi.dk
Web site: www.isca-web.org

Editor

Marian Christensen

Contributors

Marcus Dylan Hoy,

freelance journalist

Sabine Detzel,

UNESCO

Anders Bülow,

President of ISCA

Ruggero Alcanterini,

Federazione Italiana

Sport per Tutti

Mogens Kirkeby,

Secretary General of ISCA

Maria Coveou,

Youth Co-ordinator, ISCA

Photos

Andreas Szlavik

Jørgen True, Sputnik

Nicolas Markvardsen

Anne Refsgaard

Publisher

JS Tryk

Production and Layout

Idit/typeface

The views expressed by individual writers do not necessarily reflect those of the International Sport and Culture Association.



European Voluntary Service

Through an EU youth programme, European Voluntary Service (EVS), young people living primarily in Europe are given the opportunity of working abroad as volunteers. There is no requirement for exam papers or money in the bank. Everything is free for 18-25 year-olds who want an international experience of working abroad for a period of 6 to 12 months - the volunteer only has to invest time and resources in an intercultural learning experience. The overall aim of the programme is to promote mobility, initiative, intercultural learning and solidarity among young people throughout Europe and beyond.

If you are interested in learning more about the EVS programme, contact:

European Commission, Culture Unit D.1

200 rue de la Loi/Wetstraat 200

B-1049 Brussels

Tel.: +32 2 295 55 65

Fax: +32 2 299 40 38

E-mail: youth@cec.eu.int

Web site: www.europa.eu.int/comm/education/youth/program/action2.html

Being a volunteer may not reward your pocket, so to speak, but it certainly rewards your heart and spirit. The EVS experience offered me an even greater reward: the knowledge that as an individual I'm not restricted by the borders of my country; that wherever I go in the world, I will be able to communicate with other people and create bonds of love and friendship. Intercultural communication - that's the ultimate reward!

MARIA COVEOU, 25, GREECE