

CultureSports

INTERNATIONAL SPORT AND CULTURE ASSOCIATION — No 3 • 2004

Education through Sport



Education through Sport 2004 and onwards • The European Year of Education through Sport Unfolds • Training Tomorrow's Project Managers
Gymnastics and Dance Paella • Bangkok, Brazil and Denmark • Education through Sport - Meeting the Asian Challenge
Meet the Parents • Another Dimension of the Football Game • Building Global "Sport for All" Partnerships • World-Wide ISCA

Education is the single most important issue for non-governmental organisations involved in sport and culture. Non-formal education in particular is our most valuable tool in the process of inspiring and accrediting the millions of people who volunteer as sports trainers and leaders in our affiliated associations. I am, therefore, pleased that education has been chosen as the overall theme for this latest edition of CultureSports.



Ever since ISCA's foundation nine years ago, it has set strong focus on education, which we see as an important tool in the furtherance of international inspiration and co-operation. This, in turn, encourages new initiatives, techniques and ideas which can inspire and promote development on a national and international scale.

Our educational activities take many different forms, including short- and long-term training courses, conferences, seminars, workshops, study visits and exchange programmes. All activities are organized with the purpose of providing quality education for each participant - both volunteer and employee - leading to personal and organisational advancement.

Organisations from more than fifty countries have been involved in these educational activities, and this magazine will provide an introduction to some of the many topics covered. I would very much like to thank all member organisations and partners who have hosted or contributed to these activities.

In addition, we very much appreciate the support received from international institutions and organisations in the field of non-formal education. This recognition and support provides us with valuable inspiration. We appreciate the positive partnerships that have been established with the European Commission, the Council of Europe and UNESCO.

Most recent, we are very pleased that our two projects the "European Academy Sport for All on Tour" and the "European Academy for Sport Leaders" have both been selected for grants for the "European Year of Education through Sport 2004" declared by the European Commission.

Education has a special place in the work of ISCA, and 2004 and the years ahead will be dedicated to developing quality educational programmes relevant to all those working in the field of 'Sport and Culture for All'.

Mogens Kirkeby
Secretary General

International Sport and Culture Association (ISCA) is an international organisation open to all interested and relevant entities, primarily non-governmental organisations. The main objectives of ISCA 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, regional or national cultural identity, thereby placing it at the centre of international exchanges of ideas, opinions and cultural expressions
- to encourage the broadest possible participation in sports and cultural activities among all affiliated members

ISCA organizes sports and cultural activities such as festivals, conferences, education programmes and seminars.

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Education

through Sport 2004 and onwards

THE DESIGNATION OF 2004 AS THE EUROPEAN YEAR OF EDUCATION THROUGH SPORT IS A VALUABLE RECOGNITION OF THE WORK AND PHILOSOPHY OF ISCA.

BY ANDERS BÜLOW, PRESIDENT OF ISCA

Sport as education is not a new idea. On the contrary, the provision of education is one of sport's oldest fundamental benefits. After decades in which sport has been turned into big business and media entertainment, it is high time for an increased focus on the educational dimensions of sport.

We all agree that sport has major educational potential. Using sport as an educational tool not only raises its value for the individuals concerned, but also for society in general. Sport is an instrument that can reach both large groups of people through the broadcast and print media and smaller groups through intensive education and training programmes.

However, we must also be aware that sport is not by nature always positive in the way it is organized and performed. Some kinds of sport and the staging of events do have negative sides which, unfortunately, have generated problems for individuals and society on many occasions. In other words, sport as an educational instrument offers great opportunities as long as we use it in the right way.

Pillar of ISCA's philosophy

Education through sport has always been one of the pillars of ISCA's philosophy. From the initial discussions in 1994 which led to the foundation of ISCA, the idea of using sport and culture in a wider perspective has been central. Sport is more than creating winners and losers - it is a valuable instrument that can



reach large numbers of people and can provide a lifetime of learning.

ISCA's philosophy states: "Sport and culture is an essential part of education and a way of educating people to be responsible citizens in society." As our

international activities underline, these ideas are not only words on paper but constitute concrete actions which benefit individuals, organisations and society.

Future needs

Society is not static and neither is education. Our challenge is, therefore, to develop programmes of education through sport which reflect the needs of the future instead of consolidating the stereotypes of the past. At ISCA, we aim to develop the educational instruments of sport while sharing ideas for mutual enrichment and benefit with an open dialogue.

Based on our belief that NGOs can inspire each other across national borders, ISCA creates systems in which best practice scenarios are transferred from one organisation to another, for instance through seminars for quality management in educational systems. This not only allows NGOs the best opportunities to develop, but also helps ensure that the education they offer is of the highest quality.

ISCA strives to establish strategic partnerships between organisations working in similar fields or with similar challenges in order to develop new instruments and techniques for education of volunteer trainers and leaders. We believe in the value of cross-border co-operation, both in terms of intercultural development and the development of modern and flexible sports organisations.

We hope that the forthcoming focus on sport's educational issues will lead to an increase in new educational initiatives and greater recognition of the educational opportunities within sport.

The world of sport needs to focus on these basic, fundamental values. It needs, for once, to look beyond the world of sport as media entertainment and instead give comprehensive exposure of sport's many other positive aspects.



European Academy "Sport for All" on Tour 2004

The best instructors from national organisations provide a programme with about 50 different workshops focusing on the latest topics and trends in health and fitness for all ages as well as dance, performance and children's activities.

International Youth Leader Education

Based on active intercultural learning, young people aged between 18 - 30 are offered a four-month international leadership training course. The International Youth Leader Education is a non-formal programme providing general leadership training to future NGO leaders. Young people from more than 35 countries in Asia, Africa, Latin America, North America and Europe have already joined the programme.

International Forum for General Gymnastics

General gymnastics is defined as basic training and movement within a wide area. Every second year, the University of UNICAMP - Campinas - in Brazil and the Brazilian organisation SESC organize a forum composed of scientific programmes, practical workshops and festival performances.

Expert Conferences on selected topics

In 2004, ISCA organizes three expert conferences for volunteer leaders and employees in sports organisations. The topics of the expert conferences are:

- Education and training of volunteer instructors and leaders
- Senior sport - growing numbers, growing challenges
- Development strategies in "Sport for All"

Youth leader training

Every year, ISCA organizes international training courses, study visits and seminars as well as produces material for youth leaders. Examples:

- A project management and training course in Alicante, Spain, July 2003.
- A study visit of youth leaders from South East Europe to the Czech Republic, hosted by the Czech Association Sport for All, December 2003.
- The European Youth and Sport Forum 2002. A total of 120 young people from 26 countries discussed the topics "Education through Sport", "Sport and Health" and "Doping". The results and suggestions of the forum were presented to European sports ministers.
- In October 2004, the European Youth and Sport Forum 2004 will be organized in Budapest, Hungary.
- A Youth Values Education Kit: booklet with examples of value-based activities such as role-playing games.



The European Year of Education through Sport unfolds

HOSTED BY THE IRISH EUROPEAN UNION PRESIDENCY, THE OFFICIAL OPENING OF THE EUROPEAN YEAR OF EDUCATION THROUGH SPORT 2004 TOOK PLACE IN DUBLIN BEGINNING OF THE YEAR. THE WHOLE IDEA OF EDUCATION THROUGH SPORT IS VERY CLOSE TO THE HEART OF ISCA'S PHILOSOPHY.

BY MOGENS KIRKEBY, SECRETARY GENERAL OF ISCA

Croke Park, a modern stadium complex for the traditional Gaelic sports of hurling and Gaelic football, was the venue for the opening ceremony of the European Year of Education through Sport 2004 on 29-30 January 2004.

Ministers and their representatives, sports leaders, an EU-commissioner and others involved in physical education were all present at the ceremony, which launched one of the biggest and most positive sports projects for many years.

Although poor weather conditions all over Europe delayed the arrival of many of the participants, most of us arrived in time to listen to a presentation of Sue Campell of the United Kingdom Youth Sports Trust.

"Sport is a driver of education", she said. "It influences behaviour and attitude. Does it improve behaviour and attitude? Not necessarily. But it does reveal it!" With this opening statement, Sue Campell began her presentation. She concentrated on the notion that sport does not automatically educate – it strongly depends on how we use sport as an educational tool.

Does education through sport:

- improve educational standards?
- develop healthy lifestyles?
- develop citizenship and social responsibility?
- further socialisation, behaviour and attitudes?
- create creativity, curiosity and exploration?
- improve confidence, self-esteem and pride?

"Yes or No"? "It simply depends on how we educate and coach", was Sue Campell's answer.

The use of sport as a tool for the learning of positive values has been central to ISCA education initiatives since its foundation in 1995. One of ISCA's fundamental goals has been to use sport as a lifelong learning platform and to create practical training and education programmes. These initiatives further democracy, active citizenship and improve the positive values of sport and culture.

2004 will be no exception. Two projects under the European Year of Education through Sport as well as a number of other educational activities will be available to member organisations in 2004 and onwards.

Two ISCA projects selected

We are particularly proud that the ISCA educational initiatives have been recognized by the European Commission, which has selected two ISCA projects to represent the European Year of Education through Sport 2004.

The two projects: 'The European Academy for Sport Leaders' and 'the European Academy's "Sport for All" on Tour' include more than 20 partner organisations and have received 270,000 Euros in co-funding from the European Commission. The first project is creating a platform for non-formal education for sports leaders, while the second is a model for the transfer of new trends and knowledge across borders.

Much attention will be placed on education through sport this year. Let us make sure that the dimension of quality education remains a fundamental part of our numerous activities. Sport needs it and millions of sportsmen and women deserve it – in 2004 and beyond.

Selected ISCA educational activities 2004

ISCA International Expert Conference on 20-22 February, Frankfurt am Main, Germany.

Education of volunteer instructors and trainers in "Sport for All" - assessment and future development.

ISCA World Congress on 19-23 May, Copenhagen, Denmark.

- Education through Sport conference.
- Senior sport conference.
- NGO networking conference.

International Youth Leader Education, August-December 2004.

Non-formal "folk high schools", Denmark.

European Academy "Sport for All" on Tour 2004.

European Academy for Sport Leaders 2004.





Training tomorrow's project managers

BY JACOB SCHOUBORG,
MEMBER OF THE ISCA INTERNATIONAL YOUTH COMMITTEE

CAN NON-FORMAL, INTERCULTURAL LEARNING DELIVER AS MUCH AS IS OFTEN PROMISED BY NGOS AND POLITICIANS? ISCA'S INTERNATIONAL YOUTH COMMITTEE TOOK UP THE CHALLENGE BY HOLDING A WEEK-LONG TRAINING COURSE IN PROJECT MANAGEMENT.

Project management training is perhaps one of the most lucrative businesses in the world. Hundreds, if not thousands, of consultancy companies make a good living in this field. So what made ISCA's Youth Committee think they could deliver something as good as, if not better than, traditional project management courses?

Basically, we approached the training from a different angle, believing that our strengths lay in five separate areas:

- 1) We wanted to teach project management to young, voluntary leaders working in sport and culture-related NGOs. We have experience in this field, and we are aware how motivated this particular group is - motivation is crucial to their work.
- 2) Our intention was to use sport as a tool for learning; to develop a better understanding of each other, work as a team, and demonstrate how sport can improve social skills - not only on the course, but also in the young leaders' future projects.
- 3) We wanted to apply a theory of non-formal learning. Instead of basing the course on long curricula and exams, we would use the experiences and energy of the participants to gain a deeper insight into the many aspects of project management.
- 4) We intended to bring people from different cultural backgrounds together, considering this diversity to be a strength. Moreover, we wanted to use

the multi-cultural strength of the course actively to provide focus and inspiration in the learning processes.

- 5) We chose a venue - Alicante in Spain - during an ISCA sports festival where the participants would also be part of a bigger sporting event, thus taking them out of their normal environment and allowing them to learn, in effect, 24 hours a day.

The team put together a tight schedule for twenty young participants from thirteen different countries. The course consisted of physical workshops, games, lectures, discussions, project planning scenarios, external speakers and a busy social programme.

We knew beforehand that we had the tools and experiences to help us along. But when you put together a group like this, it is always a gamble. Would all our preparations bear fruit?

This is what some of the participants had to say about the course:

"What I have learned the most during this course is the cultural part, getting to know other people - the way they think and the way they work. Interacting with dif-

Some practical workshops

- Acrobatic gymnastics
- Romanian dance
- Salsa
- Power yoga
- Relaxation massage

The project management course for youth leaders was supported by the European Youth Foundation of the Council of Europe.





ferent people was the best part" - *Mihai Cristian Tudoran, Romania.*

"I represent the organisation Young Intellectuals' Hope, working for peace and stability in the Balkans. My expectations were to get new experiences and get to know more people. I came with the intention of presenting my ideas and being trained as a young leader so when I get back I can talk about this and the main issues of this course. It was good to be here. For me, it is the first time that I have participated in a festival like this and it was great" - *Fatjon Fugarinja, Albania.*

Participants were also asked what they expected to gain from the course in the long term. Would they take something home with them that would be useful in their future projects?

"I think the course is going to influence my work. I have made some useful contacts with people involved in this kind of work. I am also hoping to establish a youth camp project of the type that we worked on during the course" - *Ralitza Lazarova, Bulgaria.*

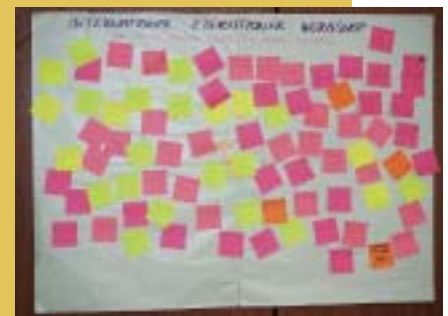
"I represent a university in the north of Portugal. The sports department of my university is not only involved in competition - it is now also involved in "Sport for All". Firstly, I came to learn more about event management and financing - how to apply for funding, for example - and that

was very worthwhile. Secondly, I came here to meet people from other countries and find out about the reality of university sports management in their countries. I achieved that too. I have to present a report to the principal and our sports office when I get back and inform him of the topics and achievements of this course. I will take the information we have gained back to Portugal and start a project at our university" - *Carlos Santos, Portugal.*

A movement was born!

The ISCA Youth Committee found that the course in Alicante was an amazing experience, and this success has made us eager for more. We have recently been awarded a grant from the Council of Europe to conduct a youth camp in the summer of 2004 and are presently preparing for this.

In time, we hope to contribute to the qualification of more youth leaders and build a network of motivated young people from Europe and the rest of the world. We hope that all these people will be just as enthusiastic about working with the values of "Sport and Culture for All" and see sport and culture as important elements of learning - just as we did in Alicante that tremendous summer of 2003!



Some lectures

"Financing a budget" by Marvin Radford, fundraiser at ISCA.

"Organizing the German Gymnastics Festival" by Herbert Hartmann, Vice-President of German Gymnastics Federation (DTB).

"Feedback on participants' projects" by Søren Møller, President of the Danish Gymnastics and Sports Associations (DGI).

"Projects and festivals in an ISCA context" by Anders Bülow, President of ISCA.



Photo: Jens Astrup

Gymnastics and dance paella

BY MARIAN CHRISTENSEN PRESTAGE



Photo: Ian Lynchahon

PARTICIPANTS FROM NINETEEN NATIONS GATHERED TOGETHER UNDER SPAIN'S BURNING SUN FOR SIX DAYS OF GYMNASTICS AND DANCE.

Take 55 kg of snails, 400 kg of chicken and rabbit, 100 kg of chickpeas, 100 kg of tomatoes, 400 cloves of garlic, 300 kg of red pepper, some hundred litres of oil and water and a generous helping of rice. This enormous paella fed around 3,000 hungry gymnasts and dancers in the streets of the holiday town of Alicante on just one single evening during the ISCA International Gymnastics and Dance Festival 2003.

In addition to the delicious food, participants experienced many different forms of dance and gymnastics during the colourful six-day event. Traditional and modern Scottish dancers, Uruguayan tango dancers, smiling senior German gymnasts complete with fitness balls, Da-



Photo: Jens Astrup



Photo: Ian Lynchahon



Photo: Jens Astrup

Thoughts on Alicante 2003

Barbara Schöttler from Hessischer Turnverband (team: 50+ gymnasts) said:

“The best thing about the festival was to see the work of other countries within gymnastics and dance.”

Theresa Lowder, Folk Circle Association (team:

American traditional dancers) said:

“The best thing about this festival has been the interaction with the other people. It was also a very easy schedule, the accommodations were good, the programme was good and it was all very well arranged.”

nish acrobats, graceful female Japanese performers and inventive Brazilian gymnasts were just some of the spectacles on offer.

Organized by the Danish Gymnastics and Sports Associations (DGI), the City of Alicante and ISCA, the event was designed not only for participants to demonstrate their skills, but also to be inspired by other teams from other cultural backgrounds.

The event attracted more people and nationalities than the city has ever encountered before. Around 3,000 people from all over the world took over Alicante’s hotels, guesthouses and even schools for the duration of the festival.

Something for the body and the mind

Along with performances at two of the city’s beaches, participants also had the option of joining a water aerobics workshop in the sea. This event was highly popular with both young and old and also attracted plenty of interests from tourists and holidaymakers on the beach. Smiles abounded, both at sea and on land.

The first official meeting of the ISCA Folklore Dance

and Music Committee took place during the festival. Seven ISCA organisations were represented at the meeting, with dance and gymnastics events within the ISCA structure on the agenda. One concrete result of the meeting was the formation of two working groups - one for exchanges, the other for events. These two groups remain open for new members.

The ISCA Executive Committee and the ISCA General Gymnastics Committee also met up in Alicante, while a seminar for general gymnastics was arranged for gymnastics leaders and trainers. The aim of the seminar was to discuss activities within the field, develop international activities and exchanges and promote actions preserving and improving the health of individuals.

With gymnastics, dance and intercultural meetings as the basic ingredients of an ISCA paella, this successful festival in Spain will stay in the memory of participants with inspiration and lasting friendships across cultures as the valuable outcome.





Bangkok, Brazil and Denmark

- differing venues for debate

THE ISCA GENERAL ASSEMBLY WAS HELD IN BRAZIL IN 2003 - A YEAR ALSO DISTINGUISHED BY ISCA'S FIRST CONTINENTAL GENERAL ASSEMBLY. THE YEAR 2004 WILL BRING THE GENERAL ASSEMBLY TO DENMARK WHERE AN EXTENSIVE PROGRAMME IS ANTICIPATED TO MARK THE ORGANISATION'S 10-YEAR ANNIVERSARY.

BY MARIAN CHRISTENSEN PRESTAGE

The fact that a continental General Assembly was arranged for the first time meant that no less than two ISCA General Assemblies took place in a single year. The continental event came about after the Asian Continental Committee made the decision to gather present and potential members to discuss the implications and advantages of ISCA membership. ISCA's President Anders Bülow also participated in the event in Bangkok and provided the delegates with a

detailed presentation of the organisation and outlined its aims and visions for the future.

A total of 37 participants from Malaysia, Thailand, Korea, Taiwan, Pakistan, Sri Lanka, Kuwait and China took part in ISCA's Asian Continental General Assembly, which took place from 16-19 January 2003.

ISCA in Brazil

In April 2003, Brazil played host to the ISCA General Assembly 2003, organized by UNICAMP and SESC. The venue was SESC Bertoga, a tourist resort with re-



Capoeira show in Bertioga, Brazil, where ISCA's General Assembly 2003 took place

creation, sports and cultural activities on the north coast of São Paulo State, right next to the sea. Approximately 60 participants from 26 member organisations attended the assembly.

Group discussions were incorporated into the meetings to engage delegates in talks about strategy and development. During the assembly, delegates put forward a number of interesting ideas on how to manage the development of ISCA through its various committees, including the Executive Committee. As usual, the General Assembly also provided a social and cultural programme with an opening reception on the beach under the stars as well as a visit to the historical coffee-producing town of Santos.

During the assembly, Executive Committee members gathered for a separate meeting, as did members of the International Youth Committee and the Latin American Youth Committee. The two youth committees both highlighted their ongoing work and future projects during at the assembly.

ISCA was first conceived of in Denmark in 1994 so

it was seen as fitting that the Danish Gymnastics and Sports Associations (DGI) offered to host the 2004 General Assembly at Copenhagen's new sports and culture centre "DGI-byen". In addition to the annual meeting, the programme will include open conferences, workshops, round-table discussions and partner-finding seminars, and the various activity committees will also hold their own meetings. Delegates will be offered a varied sightseeing and social programme on top of that.

No matter where the assembly is situated, ISCA members will always be allowed the opportunity to speak their mind and pass on suggestions as to which path the organisation should take in the future. Assemblies also provide an excellent opportunity for ISCA members to meet face-to-face, form partnerships and make the most of the ISCA network.



DGI-byen, Copenhagen



DGI-byen, Copenhagen



Asian Continental General Assembly, Bangkok 2003



General Assembly, Brazil 2003

General gymnastics moving forward in Latin America

THE SECOND INTERNATIONAL FORUM FOR GENERAL GYMNASTICS IN BRAZIL HAD 3,500 PARTICIPANTS WHO EXPERIENCED VARIOUS FORMS OF GYMNASTICS, DEBATES, RESEARCH AND EXCHANGE OF INFORMATION.



BY ELIZABETH PAOLIELLO,
VICE-PRESIDENT AND CHAIRWOMAN OF THE
LATIN AMERICAN COMMITTEE OF ISCA

A week in August 2003, Brazil once again experienced one of the major scientific events within general gymnastics in Latin America. The II International Forum of General Gymnastics was organized by Brazilians SESC (Social Service of Commerce) and UNICAMP (State University of Campinas) with the international support of ISCA.

Purposing to aid the development of general gymnastics in Latin America, the forum provided fertile ground for information and debate, promoting research and projects and opening possibilities to spread its practice in several fields - right from schools to community level.

More than 3,500 people from different countries participated in the forum and had the chance to take part in the extensive programme offered: conferences, round-table meetings, national and international courses, sessions of



posters and video posters, educational displays, workshops and various performances and festivals.

International teams in attendance

Besides several Brazilian teams, four international teams attended the event: Company of Popular Dance from Technical University of Lisbon, Portugal; the General Gymnastics Group "Dickens" from Argentina; Universidad Mayor de San Marcos from Peru; and the Gymnastics Club Vantaa from Finland. Their participation involved practical and pedagogical programmes; running courses, workshops and interactive displays as well as performing in all four general gymnastics festivals with about 700 gymnasts held during the event.

1,200 children from public and private schools also visited the forum. They experienced dance, circus activities, games, and, of course, gymnastics for three full days.

The second International Forum of General Gymnastics represented a great step for general gymnastics in Brazil and Latin America; establishing new contacts amongst participants, giving inspiration to other projects and forms of practicing general gymnastics, bringing people together and not least spreading the ideas of ISCA on the Latin American continent. We are looking forward to repeating the success with more participants in the very near future!



Education through *sport* - meeting the Asian challenge

By N. SHANMUGARAJAH,
CHAIRMAN OF THE ASIAN CONTINENTAL
COMMITTEE OF ISCA

Asian sport is in a state of flux. With recent economic problems largely behind them, many nations are now reporting that their citizens are paying more attention towards their health, and participation in all kinds of sport is increasing. The private sports industry is also thriving with this demand. However, with no central governing body, responsibility for Asian sport rests mainly with each individual nation's sports organisations. Most are lucky enough to have forged partnerships with governments which support their right to independence. As a result, organisation, promotion and development of individual sports - in both the amateur and professional fields - is usually controlled by these national bodies.

Asian nations are not only seeing greater demands being put on their sporting infrastructure, but also an increased need for sports-based education. However, while most agree on the need for and value of education through sport, any idea of continent-wide central planning is still lacking. In fact, the closest body Asia has to the EU, the Association of South East Asian Nations (ASEAN), does not even define sports as an area of co-operation.

A major challenge to national sports organisations

The growing popularity of sport in Asia, therefore, provides a major challenge to the continent's national sports organisations who need accredited instructors and trainers fully aware of the latest developments and training techniques within their particular sport. As a recent Malaysian report concluded, the sports industry in Asia is lacking professionally qualified staff in areas of health, fitness, leisure and recreational management. Further, a great demand exists for professional qualifications at all levels within the sport and fitness industry.

THIS YEAR HAS BEEN DEEMED THE EUROPEAN YEAR OF EDUCATION THROUGH SPORT, BUT WHAT PROGRESS ARE ASIAN NATIONS MAKING IN THE FIELD OF SPORTS EDUCATION?



Nevertheless, education programmes do exist. Formal sports education programmes are conducted in the physical education curricula of universities, with topics such as sports science and sports management now becoming increasingly accepted as serious academic subjects. Even if many non-formal educational

programmes are supported by their world sports organisations and the International Olympic Committee (IOC), national state funding is generally very low compared to European nations.

Exceptions are found in Japan and South Korea, the two nations that jointly hosted the 2002 World Cup. Both have developed a number of elaborate, well-established and structured sports education programmes, some of which are the envy of European nations. Moreover, China, which will host the 2008 Olympics Games, is also in the process of building a comprehensive sports education programme. However, these examples are widely seen as the exceptions to the rule. While all Asian governments recognize the need for the services provided by the sports officials and coaches, most simply do not have the resources to invest heavily in sports-related education programmes.

One example of the success of the European model is the European Masters Degree in Sports Organisation Management (MEMOS), a course organised with support from the International Olympic Committee and the European Union's Socrates Programme. A programme similar to MEMOS or other related programmes would be most welcome in Asia.

ISCA as facilitator

With its vast and diversified membership, ISCA is ideally placed to act as a facilitator in the provision of sports education in Asia. In the future, therefore, we need to work on ISCA's International European Academy on Tour and the European Academy for Sport Leaders programmes to play a greater role in the furtherance of Asian sports education. Proposals include a plan in which ISCA, with the support of the European Union, hosts a pilot co-operation project with national sports organisations from developing countries in Asia.

There is no doubt that the values of ISCA would be furthered by this and other Asian education initiatives. The building of strong partnerships and networks in the future can provide much-needed concrete help to sports education in Asia.

Meet the



BY NICO SCHOENMAKERS,
PUBLIC RELATIONS OFFICER
FOR THE DUTCH CHRISTIAN SPORTS
UNION AND PROJECT OFFICE
PARENTS WELCOME!

WHY AREN'T PARENTS TAKING A MORE ACTIVE ROLE IN YOUTH CLUBS? ONE SUCCESSFUL VOLUNTEER INITIATIVE SHOWS THAT PARENTAL PARTICIPATION CAN BRING REAL BENEFITS TO YOUTH CLUBS.

Back in 1999, a project was established in the Netherlands which has since gained much international acclaim. Founded by the Dutch Christian Sports Union and the Dutch Cultural Sports Association, Parents Welcome! has, since its inauguration, successfully helped several hundred sports clubs recruit and involve parents in youth work.

The initiative was taken when youth leaders in the Netherlands became aware that many youth and sports clubs were suffering from a lack of interest from parents. Parents Welcome! was designed to counter this by encouraging parents to get involved, both for the benefit of the club and for their own enjoyment. So far, the project has resulted in thriving parent participation in many different areas.

Step-by-step plan

The Parents Welcome! initiative comes in the form of a concrete strategy that can be easily put into opera-

Parents!

tion. Called the "Step-by-Step Plan", it is produced in the form of a practical, loose-leaf manual in which the five phases of the project are clearly described.

The first step is the creation of the right conditions such as the formation of a work group with representation from the club's different disciplines. The second is the distribution of information to parents. The third deals with the personal involvement of the parents in the club. The fourth includes assigning tasks to parents and the fifth and final step is the creation of a good basis for the future in the form of a parental management plan.

The manual also includes a CD-Rom, which contains numerous letters, surveys and articles which can be tailor-made to individual clubs. Another integral part of the project is a computer programme entitled "Task and Function Management" in which all possible tasks, functions and communication methods are described. This programme allows each club to work out in detail which tasks can be assigned to parents.

Parents Welcome! acknowledges that some young people join youth clubs to escape from the constraints of the family, and Parents Welcome! does not expect the parents of these children to respond to the call for participation. However, in many cases, children and parents will not meet each other at the same time at the club. A lot of parents become involved in tasks which need not involve any direct contact with their own children.

A measure of accomplishment

Recent research has shown that the majority of clubs using the programme have made clear progress in the area of parent participation: numbers of volunteers has risen as well as the involvement of parents in club events. The figures demonstrate that Parents Welcome! is very successful in the Netherlands, and there is no reason to believe that this success cannot be repeated in other countries.

Despite its success, however, the initiative still lacks



funds. The Dutch Christian Sports Union and the Dutch Cultural Sports Association would like to facilitate translations of the manual to the benefit of other ISCA organisations and start a pilot project. The Dutch sports organisations are, therefore, looking for partners who have the financial means to have the manual translated. The project organisers believe that the initiative is too successful to be kept to the Netherlands alone!

Information

For more information, please contact the project office at:

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E-mail: info@oudersgraaggezien.nl

www.oudersgraaggezien.nl



You can find in-depth information about the project at the website where an English language brochure is also available.

Another dimension

STREETFOOTBALL-
WORLD IS ON ITS
WAY TO BECOME AN
INTERNATIONAL
COMPETENCE AND
COMMUNICATION
CENTRE FOR
GRASSROOTS
FOOTBALL, DEALING
WITH THE "OTHER
DIMENSION OF THE
GAME".



sion of the football game



BY VLADIMIR BORKOVIC,
RESEARCH DIRECTOR OF STREETFOOTBALLWORLD
& JÜRGEN GRIESBECK,
MANAGING DIRECTOR OF STREETFOOTBALLWORLD

Who can imagine life without football? The world's favourite game is not just the focus of attention in stadiums, newspapers and on TV screens across the world. It is also the topic of thousands of books, countless exhibitions and innumerable computer games and is actively played - often in the most improbable of places - by millions of enthusiasts world-wide. Moreover, football is also part of the collective consciousness of billions of people across the globe.

However, the game itself is not necessarily 'good' or 'positive' by nature. To truly realize its capacity for social liberation, we must understand how to use football to its full potential. streetfootballworld is a prime example of the power of the world's favourite game when utilized in a positive manner.

A project of the Youth Football Foundation, much of the work of streetfootballworld is concerned with assembling an inclusive global network of football initiatives. After two years, this network now stands at over fifty grassroots football projects and is still growing. Based on the principles of diversity, sustainability and inclusiveness, these projects are targeting less privileged communities with the aim of promoting peaceful conflict resolution, non-formal education, crime reduction, social integration and health.

Jürgen Klinsmann, former German international striker and president of the Youth Football Foundation, is one of those involved in the project. "We envisage streetfootballworld as a global competence centre that works to facilitate communication within the grassroots football community by sharing "best practice" in-

formation and experiences amongst like-minded individuals and organisations," he says.

The work of streetfootballworld is publicized in a number of ways: through presentation of news and upcoming events on the website www.streetfootballworld.org, by focusing on "best practice" models in an annual publication and through concrete events in the world of grassroots football. Moreover, streetfootballworld is a unique source of knowledge accessible to all and is becoming an increasingly important tool to encourage efficient international co-operation focused on "the other dimension of the game".

Milestones for the future

streetfootballworld is also committed to developing projects in the host nations of major football events. This approach aims to highlight these events' global accountability as well as their responsibilities to local sustainability. Focusing on the FIFA World Cup 2006 in Germany, "football and society" (together with schools) and "public football grounds" (together with local organisations) will be at the centre of this movement. Other concrete milestones include the WorldFestival and WorldForum, both to be held in 2006.

The value of the work of streetfootballworld is recognized and commended by ISCA, which is a partner in some of the organisation's projects. These include 'Reconciliation through Street Football' in Burundi and the 'Flats Youth Project' in Ghana. Through an ongoing process of knowledge exchange, ISCA supports streetfootballworld in its increasingly important role in providing a permanent focal point for the global grassroots football community while at the same time promoting football as a tool for development and peace.



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Building global “Sport

COMMON GOALS, MUTUAL INTERESTS AND SHARED VALUES MAKE UP THE FRAMEWORK OF THE INTERNATIONAL “SPORT FOR ALL” ALLIANCE.

BY MOGENS KIRKEBY,
SECRETARY GENERAL OF ISCA



Despite the fact that the vast majority of people taking part in sport are involved at a health, social or recreational level, the overwhelming focus - be it media, financial and political - is still overwhelmingly directed at elite athletes providing entertainment.

However, the trend is not all one-way. Co-operation between organisations working to promote the values of “Sport for All” is increasing, with much of this teamwork based on the common goal of forwarding a shared belief of both the values of “Sport for All”, and the need to create more attention and support in this area.

“Sport for All” is very different from the elite sport seen on TV. The concept embraces other values based on democracy, human rights and tolerance. The alliance and co-operation between international “Sport for All” organisations is based on these fundamental principles.

This resolution was written down during a “Sport for All” meeting in Copenhagen in 2002.



for All” partnerships



Resolution - Sport for All

**“SPORT FOR ALL”
ROUND-TABLE MEETING IN
COPENHAGEN, 4 MAY 2002**



“Sport for All” encompasses a large number of individual citizens from all over the world. Undoubtedly, the vast majority of people involved in sports are involved at this level. “Sport for All” includes many millions of active people from different countries and cultures and of different ages, gender, religions, abilities and interests, all involved in activities of great variety. “Sport for All” is enriched by this diversity.

Based on social, educational and cultural values, “Sport for All” is a major factor in improving active citizenship, promoting social and physical health and recreation, encouraging tolerance and furthering integration.

In a rapidly changing world, the natural diversity inherent in “Sport for All” is an important instrument in securing the continuous development of active democracy, public health, happiness, quality of life and understanding. In its various manifestations, “Sport for All” can be a valuable instrument in furthering tolerance, peaceful development, coexistence and co-operation at both a national and international level.

We, the non-governmental organisations active in this field in Europe, recommend that access to “Sport for All” related activities should be viewed as the right of every single human being. We encourage everyone, including all governmental and non-governmental bodies promoting and governing “Sport for All”, to:

- encourage a global sports culture where “Sport for All” is based on respect and understanding between people
- promote the governing of “Sport for All” based on accountability, democracy and transparency, fostering active participation of citizens
- provide financial and moral support to NGOs working towards democratization and social progress through “Sport for All”
- encourage, develop and protect the cultural diversity of sport
- promote physical activity as a means of social, mental and physical health

To this end, we hereby recommend and encourage all organisations working in this field to co-operate in the interest of the common goals of “Sport for All”.

Signed by:

European Sport Health Confederation - CESS

Confédération Sportive Internationale du Travail - CSIT

European Federation for Company Sport - EFCS

European Non-governmental Sports Organization - ENGSO

Trim and Fitness International Sport for All Association - TAFISA

International Council of Sport Science and Physical Education - ICSSPE

International Sport and Culture Association - ISCA

NOTES & NEWS



Youth and Sport Forum 2002

The Youth and Sport Forum in Aarhus, Denmark, in November 2002 gathered together 109 young people from 23 different countries representing a wide range of sports associations. The participants spent a week discussing issues such as health and sport, doping, and education through sport.

Together with another participant from the forum, Elitsa Dimitrova, ISCA volunteer and member of the International Youth Committee, met European sports ministers and handed over a charter containing a number of the forum's conclusions. In return, the young debaters received praise from the ministers for their involvement and contribution to the sports debate.

The ministers were gathered in Aarhus in conjunction with a ministerial meeting during the Danish EU presidency.

For more information, please go to:
<http://www.youthandsport.org/>

Play the game 2002 - who's got the power?

In November 2002, about 200 participants from 54 countries attended the international "Play the game" conference in Copenhagen to discuss issues of ethics and power within international sport. The proliferation of drugs among amateur athletes, the growing illegal doping trade, human rights, violence and sexual assault were all key issues on the conference agenda. Sharp debate amongst enthusiastic journalists and speakers characterized the conference, which is likely to take place again in 2005.

For more information and papers from the conference, check the web site: www.play-the-game.org

Study visit for youth leaders from the Balkan countries

During the first week of December, nine youth leaders from Croatia, Bosnia-Herzegovina, Serbia and Montenegro and the Republic of Macedonia met in the Czech Republic. The aim of the study visit was to get an overview of the "Sport for All" movement in this country, inspiring the participants (mainly professionals in this field) to return home with new ideas to develop in their communities. The programme had plenty of different activities ranging from visits to sports facilities and local clubs to meetings with representatives of the Ministry of Education, Youth and Sports and professors at the Charles University in





Prague. The youth leaders enjoyed the Czech hospitality, provided by CASPV and SOKOL as well as the associations collaborating with ISCA to render this project possible.

Expert Conference on “Sport for All” Volunteer Instructors and Trainers

One of the focal points of the working plan of the European Continental Committee of ISCA is ‘volunteers within Sport for All’. This conference, which is set to take place in Germany on 20-22 February 2004, aims to look at the educational process of volunteers, taking as its starting point the belief that volunteer trainers and instructors are among the most valuable assets of an organisation. The main goals of this conference are: a) to concentrate on important issues in the education of volunteer instructors and trainers in ‘Sport for All’ organisations, b) exchange knowledge and visions, and c) to find a basis for a network of co-operation and consultation in the educational field of “Sport for All”. The full title of the conference is “Education of Volunteer Instructors and Trainers in ‘Sport for All’ - Assessment & Future Development”. The conference is the first in a series of three this year. .

Member Facilities Catalogue

Noting that most member organisations have access to their own sports facilities, ISCA has tabled a proposal in which members either ‘exchange’ facilities or rent them out to other ISCA members at a favourable price. To be part of the catalogue, you must provide a description of your sports facilities, target groups, available times, prices etc. For more information, please contact the ISCA office.

Youth Values Educational Kit

Since 2000, information on young peoples’ value systems has been collected at various youth events around the world. The ISCA project “Youth Values 2000” is about these values, norms and beliefs. A special booklet offers a guide to some of the games used in collecting this information as well as other general information. The games featured in the booklet can be used by youth leaders for inspiration in their youth work. The booklet is available from the ISCA office upon request.



ISCA Fundraising Services

Marvin Radford from the USA is currently working at the ISCA office as a fundraiser. He has been working as a full-time fundraiser since 1998 and started his job with ISCA in June 2003. He can offer ISCA members fundraising workshops, planning sessions and individual consultations on, for example, the development of a fundraising plan in your organisation. This service is available for all ISCA members. Please contact Marvin at the office if you are interested in learning more about these services.



Activities for 2004

Please go to the ISCA web site (www.isca-web.org) for a detailed list of events open to international participation. Here are just a few of the events scheduled for 2004:

2004 China Children Basic Gymnastics Exhibition

The largest children's gymnastics event in China, which is organized by the Young Children Basic Gymnastic Promotion Council in China will take place on 28 May - 1 June 2004, Dongguan City, China.

International camp for young trainers

Gymnastics camp taking place on 25-31 July 2004 in the Czech Republic, organized by the Czech Sport for All Association (CASPV).

International Petanque Country Games

Festival taking place on 7-8 August 2004 in Denmark, organized by the Danish Gymnastics and Sports Associations (DGI).

Who is the ISCA office?

If you were wondering who actually works at the ISCA office, here is a brief introduction to the staff members. There are two full-time staff members: Mogens Kirkeby (Denmark), Secretary General, who is in charge of administration, and Marian Christensen Prestage (Denmark), Communications Co-ordinator, who is responsible for internal and external communications. Marvin Radford (USA) is working as a fundraiser and Jean-Luc Frast (Luxembourg) is working as a youth co-ordinator dealing with youth issues.

Language no barrier to badminton

A CZECH SPORTS ORGANISER DESCRIBES A TRIP TO COPENHAGEN FOR THE ISCA BADMINTON FESTIVAL.



BY MILADA NOVÁKOVÁ,
CZECH SOKOL - BADMINTON COMMISSION

After our successful participation in "Badminton - Open Borders" in 2002 we decided that it would be an excellent idea to take part in the ISCA Badminton Festival in Copenhagen on 17-20 April 2003. Luckily, we had the support of Czech Sokol Sports Centre in Prague, which meant we were able to travel to the Danish capital with a group of our best players in the under 17 and under 19 categories. Our group also included trainers and volunteers who, despite language barriers, were eager to help with the organisation of the festival.

Our trip started the day before the festival was to begin. Fortunately, the sea crossing was calm, and we arrived in Copenhagen early in the morning on 17 April with enough time for a little sightseeing. The weather was beautiful, and the famous Little Mermaid welcomed us with a friendly smile.

This positive atmosphere was to continue for our entire stay. Thanks to

the organisers, we were even able to forget the language barrier. Even though our first day was very, very long, our tiredness disappeared as soon as the tournament began.

We played a lot, especially in the doubles. However, we also had time to watch the other players and learn from their technique and movement. Gradually, we came to understand the main idea behind the festival.

We are usually used to taking part in tournaments where the results play a central role. However, the ISCA festival was more about playing for fun and enjoying being together. It was a really positive experience for us!

We hope Czech Sokol and the Danish DGI's partnership will continue into the future. Of course, we must all be aware that money plays a big part in teams' participation in events such as this - but we would certainly like to come next time again!

Finally, a big thanks to all the organisers for their care, and thanks to all participants for their friendly relationship with us. We hope to meet you all again soon.

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World-Wide ISCA

As of the beginning of 2004, the ISCA web site underwent a major redesign in order to make it easier for both members and non-members to navigate their way around. Relevant articles related to the area of 'Sport and Culture for All' can now be found in the Library section. This is also the place to find details of past major ISCA events. As an added feature, it is now possible to download the ISCA magazine CultureSports.



If you are involved in any forthcoming events that are open to international ISCA participation, please contact our office so that we can put the events on the web site. All coming activities such as festivals, seminars and conferences can be found in the Activities section.

We hope that you will enjoy using our new web site. If you have ideas for improving the site further, please let us know.

www.isca-web.org

Thank you to our 2003 donors!

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- The European Youth Foundation - Council of Europe
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