

## President's Report 2019

### Dear ISCA members

It is a pleasure for me to report on the period from the last General Assembly in 2017 until today. The President's Report consists of different elements. Here you find a **short written report** covering a number of the areas we have worked on in ISCA and as well a number of the issues in societies which are relevant for and influencing our work.

Additionally, we have published **two ISCA Annual Reports (2017 & 2018)** since the last General Assembly. You can as well see an **annual [video report](#)** with selected initiatives.

Finally, I will present an **oral report** at the General Assembly in Budapest the 19<sup>th</sup> October.

### MOVING PEOPLE is our Mission

ISCA's mission is to enable individual citizens and their communities to 'cash in' on the social, physical and mental benefits from a physically active lifestyle. With our 240 member organisations as a starting point, we strive to increase local organisations' capacities to provide their citizens with practical solutions that they can use to live a physically active life.

We call this enabling the Human Right to MOVE.

All year round, ISCA's members are delivering accessible and affordable recreational sport and physical activities to millions of citizens across the world. Being able to deliver such a large amount of activities on an ongoing basis relies on three elements:

- A lot of devoted people – many of them working as volunteers
- Well-governed organisations with high capacities of leadership
- Strong advocacy to ensure that individual organisations can keep delivering in the future

Human resources – volunteers or paid staff – are very important, and we are all aware that having the right people on board is crucial.

### Good governance

Good governance is becoming increasingly important. We see a lot of governance problems among the major international sport organisations that focus on professional sport. Some of these still have a long way to go towards demonstrating good governance.

But good governance in the recreational sport and physical activity sector is actually more important than how the international professional sport organisations perform. The simple reason is that the grassroots sport organisations deliver activities to many more people on a daily basis than elite sport. Our sector is a more widespread part of the sport and physical activity sector and it has big influence on citizens life. Good Governance is therefore very important.

I am of the opinion that our abilities to properly govern and lead the organisations that so many citizens benefit from and depend on is vital to the existence of our sector.

## Advocacy

A crucial element of the ISCA Strategy 2018-2021 is advocacy. Advocacy is the term that includes the many ways of promoting our sector and convincing relevant stakeholders that our activities and missions are important. For many ISCA members, public political institutions at a municipal or state level are significant targets for this advocacy, but it could also be other stakeholders, such as potential partners or sponsors, that are the key to the member's growth and prosperity.

## Grassroots Sport Diplomacy

Together with partners, we have introduced and developed the term Grassroots Sport Diplomacy. The term illustrates the opinion that we strongly believe that citizens with their cross-border and cross-culture actions provide valuable public diplomacy.

It is value-based communication and exchange across borders. It has been taking place as citizen-to-citizen engagement for centuries, but largely outside of the governmental and political radars.

Now we aim to highlight, enhance and exploit this potential.

We define grassroots sport diplomacy as a new qualitative, cost efficient and impactful approach aiming at:

- Increasing or creating lasting dialogue and cultural understanding;
- Facilitating transfer of knowledge between the grassroots sport sector and relevant actors (including other grassroots sport organisations, States, NGOs, civil society, or even individuals); and
- Contributing to society and individual development in the health, educational, sport or social fields.

## 27.5% of the world's citizens are inactive

We have the last decade seen an increasing understanding of the importance of physical activity. Individuals and not least political decision makers are aware of the positive benefits from physical active lifestyle. That is benefits to society, the local communities and not least the individual citizen.

In October 2018 the medical journal The Lancet published a survey with the worldwide score for physical activity. This score is 72.5%, meaning that 27.5% of our fellow citizens have insufficient fitness levels and do not benefit from all the 'wellness vitamins' that physical activity contains.

This overall score uncovers some big differences between continents, cultures, cities and, not least, citizens' demographics. Some societies still have some significant challenges, but at the same time huge potential to change many lives.

This current status of inactivity also reveals an alarming fact that there has been no positive change from 2001 to 2016. That means if the current trend continues, the 2025 global physical activity target of a 10% relative reduction in insufficient physical activity will not be met!

BUT there are positive tendencies evolving as well.

## Our efforts are reaching decision-makers

A decade of raising awareness and gaining attention from various sectors about the human and financial cost of inactivity did culminate in 2018.

The World Health Organisation (WHO) managed to align its 194 member states in the adoption of the Global Action Plan on Physical Activity 2018-2030 (GAPPA). The GAPPA underlines the importance of and gives guidance on how and where stakeholders having an interest or obligation to contribute to solutions should focus. The title of this action plan is: **More Active People for a Healthier World** and it introduces four very relevant ways to create solutions:

- Create Active Societies
- Create Active Environments
- Create Active People
- Create Active Systems

## The Human Right to MOVE

In October 2018, the Council of Europe, with its 47 member states, also underlined its involvement in sport and recreational physical activity with the adoption of the Tbilisi Declaration, where the member states “commit to advocating physical activity and sport for all as a fundamental right for every human being”.

## Transforming plans into action

We all know that action plans and declarations made by inter-governmental institutions cannot change the world of tomorrow by themselves. Nevertheless, I will, as President of ISCA, applaud these actions taken. They demonstrate awareness and political interest in making people’s lives better by using the simple instrument of physical activity. The task for all is to transform these fine declarations and plans into local and national action.

ISCA’s role is clear! We want to develop and deliver practical solutions, advocacy and campaigns to our members and partners. These are the cornerstones of our strategy and our commitment to enabling the Human Right to MOVE.

## Thank You

I would like to thank you as members for your support and commitment to ISCA. The members are ISCA and ISCA is the members.

Thank you to the ISCA Executive Committee for your global inspiration and commitment to good governance. And finally a special thank you to the ISCA secretariat for devoted, engaged and hard work for the common goals.

Thank you MOVING PEOPLE!

Mogens Kirkeby, ISCA PRESIDENT