



Mogens Kirkeby - Vision for ISCA and the sector of "Sport for All".

ISCA philosophy is very much alive and still very much needed

The ISCA philosophy, vision and mission strongly indicate that we believe in the cultures of movement, be it sport, recreational physical activities and not least the people and associations that makes it happen. We believe that these elements can contribute to improve citizens lives and to creating better societies. This ISCA idea of sport and physical is very much needed today and it is our responsibility to take it much further in the future.

We need ambitious visions and cross sector commitments

The benefits of recreational sport and physical activity are well-known and well documented. It is proven very effective to raise the quality of life – not least by its very strong preventive impact. However, the participation level in sport and physical activity will not grow just by circulating this happy message. We need ambitious visions, collaboration and commitments from the major players in several sectors in our effort of moving from the current pandemic of inactivity to societies with citizens enjoying physical active lifestyles. It is ISCA's challenge and task to assist our members to raise the level and quality of participation.

Center for innovation and communication of practices to moving people

A few years ago we asked several Presidents of our member organisations, what they saw as their biggest organizational challenge. The answer was clear. The biggest challenge is to develop activities, which are attractive and motivating to the members /"customers"/ citizens.

Innovative and trendy ideas and practical activities to present and offer the citizens are a need and a must nowadays. Our priority should reflect these needs of our members and of the society. And there is a big need for innovative good practices.

It is my clear impression that we should have identification, innovation and not least communication of good practices very high on our agenda the coming years. We should seek to identify and assist innovation of local and national good practices and make sure these practices do not stay as "national secrets", but are spread and communicated in a motivating way.

When we run projects where practices are identified and even developed, we shall seek to spread and communicate them in a motivating way.

When we run campaigns which include examples of practices, we shall seek that these are spread and communicated in motivating way that inspires and assist to actions.

Moving People – talk the walk

Every year millions new world citizens are born. They have their whole life in front of them. Are we going to give these kids a physical active life or will they be guided to an inactivity life with all its negative personal, social and health consequences? The answer is clear. Every child has a fundamental human right to enjoy all the benefit of a physical active lifestyle and it is our common obligation to ensure it happens.

Together with cross sector partners we should strengthen the advocacy for a decent and suitable priority towards giving all citizens the benefits of a physical active life. We should inspire to ambitious visions and powerful action. We should both **"walk the talk"** and **"talk the walk"**.

