

Candidate's vision for ISCA and the sector of "Sport for All".

ISCA has become a very strong sport for all network in the last years. Thanks to its active participation in different Forums and debates, the voice of the sport for all organisations has been included in the agenda of the sport institutions and other sectors events.

ISCA's policy, focus on the idea to identify the sport for all activities and programs as a cross sector tool; has been considered an attractive topic for another sectors, like health, education, social integration, economic development...

Thanks to the development of different projects, professionally lead by its staff, ISCA has been placed as a competent partner for Public Institutions like European Commission, National Ministries and local public institutions, being active part in events and media.

At the same time, the private sector, led by some of the most world wide important companies, has shown its particular interest in the sport for all activities. Without a doubt, the image of ISCA, playing a leadership role, has become one of the reasons of this recognition.

So far, the movement of sport for all, started to be heard; but we have to consider if it is enough. Perhaps it's time to propose the need to develop a strategy that builds trust and adds value to the different partners and sponsors.

The challenge of the sport for all organizations must be how to become more attractive for the communities they serve; and the best way to serve to the community is providing quality standards, innovating programs, communication capability, sustainability (long term programs) and networking building capability. These could be futures areas of development for ISCA