

SESC is a nationwide, non-profitable organization created in 1946 by the initiative of commerce of goods and services entrepreneurs who are in charge of its maintenance and management. The National Department is the executive board of the National Council and on Brazilian States **371 branches** (Centers of Tourism and Leisure, Centers of Activities and Educational Centers) develop the activities, being **32 units** located in the **São Paulo State**.

SESC establishes policies for Educational, Cultural, Sports and Leisure, Health and Social Assistance programs, working in several areas always based on its values and missions that aim to shape citizenship, to encourage leadership and build healthier communities.

SESC is also present and has voice in international organizations in the several areas, working in partnership with leading institutions.

In the Sportive area SESC SP promotes the Sport for All according to the following values:

- Integration, respect to diversity and social inclusion;
- Pleasurable and inclusive practice of sport and physical activity;
- Well-being and the human development;
- Activities suitable to age groups and participants interests.

**SESC SP achievements:**

✓1.851.751 members (users) enrolled (July 2012 - July 2013)

✓1.800.000 attendance per month approximately

\*Total of persons attended in 2012: **115.245.458**.

Since my first contact with ISCA, I realized that we could join efforts and work together on the promotion of SFA, considering the commitment and the values that guide SESC and ISCA, mainly related to the programs accomplished through the Management of Physical and Sportive Development.

In 2008 I was nominated Chairwoman of ISCA in Latin America and nowadays I occupy the position of ISCA Vice President, where we can share different knowledge and experiences, such as the capacity to influence on public policies to promote social changes and leave positive legacies amongst different cultures and others.

In addition it's important to highlight that SESC SP and ISCA have built a healthy relationship, working together in several initiatives related to the promotion of Sport for All (campaigns, projects, events) to incentive the regular practice of physical activity and sport.

In 2012 SESC SP hosted the ISCA MOVE Congress and it was a remarkable experience. In that opportunity we've launched the "MOVE Brazil" Campaign (2012 – 2016) and once more we are counting on the valuable support of ISCA.

The relationship established between both organizations has also contributed to my personal and professional development. In this way and also taking into

account all ISCA experiences and activities developed all over the world in the field of SFA, SESC strongly support my work at ISCA Executive Committee.