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São Paulo, October 5th, 2021.

Dear Nominating Committee,

It is with great pleasure that I nominate Maria Luiza Souza Dias as a candidate for ISCA Vice President for the period 2021 – 2023. She is current Manager of Sports of Sesc – Serviço Social do Comércio – in the State of São Paulo, Brazil.

Sesc – Social Service of Commerce – is a private organization supported by entrepreneurs in businesses, tourism, and services. It aims to provide well-being and quality of life to professionals working in these industries and their family members. Throughout its 75 years, Sesc has been innovating by introducing new models of cultural action and education as a basic tenet for social transformation. It has been fulfilling its purpose through concentrated efforts in the field of culture and its many forms of expression, reaching all audiences. That means not only offering a wide variety of activities but also making an effective contribution to more long-lasting and meaningful experiences. Furthermore, Sesc creates experiences and opportunities through non-formal education that are open to all social strata and age groups.

The network of Sesc in the state of São Paulo includes 41 facilities dedicated to culture, sports, health and food, children and youth development, senior citizens and social tourism, among others. In Brazil, Sesc counts with more than 500 centers.

In the Physical and Sports development area, the actions and projects promoted aim to raise awareness of the importance of regular physical activity to improve quality of life and wellbeing. Autonomy, integration, respect for diversity and social inclusion, learning, and developing physical and cognitive skills are all stressed. Sesc views sports and physical activity as forms of cultural expression, and our methods are intended to value the symbolic aspects of sports and to encourage participants to truly embrace their activity or activities of choice.

Maria Luiza leads the institutional initiatives in sports and physical activities, besides coordinating different projects and campaigns in partnership with international organizations, especially in Latin America. Throughout her path, Maria Luiza has made a valuable contribution to Sesc and has acquired relevant learnings and experiences in the field of sports. Besides that, she participates as a speaker of many national and international Congresses, Seminars, Symposiums, among others.

In addition, I want to point out the achievements of Maria Luiza, through her leadership in the permanent programs of Sesc São Paulo for more than 20 years, such as projects, campaigns, events, amongst others, which bring to the institution recognition at the national and international level, contributing to increase and strengthen the Sesc's institutional network. In terms of campaigns, for example, we have reinforced the importance of our work in the promotion of Sport for All. In numbers, every year, we reach almost all Brazilian states,

counting on the participation of more than 20 countries in the American Continent, several partners, and millions of people participating.

Sesc and ISCA work towards the same goal in the Sport for All promotion, aiming to reduce the sedentarism levels for a better quality of life of all citizens and communities. The institutional relationship between Sesc São Paulo and ISCA has become increasingly fruitful, and Sesc, under Maria Luiza's coordination, has been engaged in many relevant projects and initiatives lead by ISCA at the international level.

I also would like to emphasize the relevant role of Sesc São Paulo during the pandemic period in the field of sport, where it was necessary to reinvent ourselves to attend virtually our audience, taking into mind our mission and values. Since we closed the Sesc centers (March 2020), we started exploring the virtual environment through our social networks, especially Instagram, and hereby I share some numbers.

After a year and a half of the beginning of digital actions with content related to sports and physical activities through Instagram @esportesescsp, we have almost 21 thousand subscribers, with a weekly interaction of 40 thousand people. The channel also has more than 800 classes available in different modalities for all age groups. The current highlight has been the tips and short videos (reels), in which we've noticed a relevant acceptance from the public through the number of saves and shares of each post. Each of these posts reaches an average of 10.000 people.

We are now launching a page on Youtube with the same name as Sportsescsp. We make available some highlight classes from Instagram and an unprecedented content, the *Running Course for beginners*.

Finally, I highly recommend Maria Luiza as a candidate for ISCA Vice President. Her work is essential for maintaining and further strengthen the institutional relation with ISCA. Maria Luiza works effectively through her expertise, knowledge, and experiences, having a good and healthy dialogue with the ISCA Executive Committee members.

If you have any questions, please don't hesitate to contact me.

Sincerely



Danilo Santos de Miranda
Regional Director
Sesc São Paulo