

CultureSports

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SPORT FOR Unity and Development

ISCA World Congress · Sport for conflict prevention · Defining the roots of democracy · Free trade vs “Sport for All”
Future visions for ISCA · Inspiring youth initiatives across the globe



DEAR FRIENDS AND COLLEAGUES

The year 2004 has, so far, been an exceptional and highly positive period for ISCA. Along with a very successful World Congress, productive initiatives like the European Academy on Tour programme and the forthcoming International Academy of Sport for All have meant that this year has been our busiest and most productive to date. Not least due to extensive co-operation with EYES – the European Year of Education through Sport – as proclaimed by the European Commission.

So far 2004 has seen growth in ISCA's co-operation with numerous Latin American state bodies and NGOs, a whole host of "Sport for All" organisations across the world and not least the United Nations. Therefore, in a year in which ISCA has forged new partnerships and expanded its structure, it is only fitting that the theme of this issue of CultureSports is "Sport for Unity and Development".

In May, the ISCA World Congress addressed subjects as diverse as gambling profits, sport as a peacemaker and co-operation between "Sport for All" organisations and the private sector. In addition to thanking all delegates, I would also like to express my appreciation to the volunteers, without whom the ISCA Congress – and even the existence of ISCA itself – would not be possible.

In recent months, much effort has been spent in the preparation of the International Academy of Sport for All (IASFA) in co-operation with the European Year of Education through Sport. We are eagerly anticipating the start of the Academy in late 2004, and you can read more about the project in this issue of CultureSports.

In addition, the European Academy on Tour (EAT) has proved popular in providing highly qualified sports instructors to travel across the continent to share their expert knowledge. Ultimately, the aim is to extend the project outside the continent's boundaries. Meanwhile, I urge all our European members to consider making use of the expert knowledge on offer.

New partnerships and new friends mean that these are exciting times for ISCA. We hope that 2005 - the UN's International Year of Sport and Physical Education - will be just as successful as 2004.

MOGENS KIRKEBY, SECRETARY GENERAL

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The International Sport and Culture Association (ISCA) brings together sport, culture and youth organisations from across the globe. ISCA believes that everyone has the right to participate in international activities such as festivals, exchanges and sports tournaments. We call this "Sport and Culture for All".





SPORT FOR CONFLICT PREVENTION

– facing up to the issues

One of the highlights of the ISCA World Congress was an address by Mr Adolf Ogi, Special Adviser to the Secretary-General of the United Nations on Sport for Development and Peace.

While many diplomats prefer to skirt gently around the issues, others are not afraid to speak frankly. One of the latter is the United Nations' Special Adviser on Sport for Development and Peace Adolf Ogi, who addressed the ISCA World Congress on "Sport for All" 2004 with a strong speech attacking the apathy and diplomatic failure that allows conflicts across the world to escalate.

Adolf Ogi, who counts the presidency of Switzerland among his former jobs, told the congress that the current total of 70 armed conflicts taking place in the world today is completely unacceptable. He urged all interested parties – including members of the audience – to redouble their efforts to search for peaceful conflict resolutions.

"Sport...can add tremendous positive value to

international development and co-operation work," he stated. "In a time when words such as "globalisation" and "profit" eclipse the lives of many members of civil society, sport must be seen as a means of coming closer to those who most need development and to integrate those otherwise excluded."

For many delegates, Adolf Ogi's address was the highlight of the congress, not only because it put into focus the grim realities of the conditions that exist in the world's war zones, but also because it dispensed with much of the restraint that often characterises diplomatic speech. His forthright words received a standing ovation from the 120 delegates present.

Using positive examples of UN projects in Uganda, Mozambique and the Ivory Coast, Mr Ogi stated his organisation's belief that all citizens of the world possess

By *MARCUS DYLAN HOY*

“I am convinced that if the value of development and peace promotion through sport is better recognised around the world, we will achieve a more equal and more peaceful world”

Adolf Ogi

the right to use sport as a platform for learning life skills. He pointed out that sport can be an excellent tool to discover how to react under pressure, learn by error and accept defeat or victory in a dignified manner. Many politicians, he added, could learn a lot from sport.

Failed politics

He also spoke of his recent visit to Israel and the Palestinian Territories where he met with both Palestinian leader Yasser Arafat and Israel's Ariel Sharon. Mr Ogi stated his belief that politics has failed this particular conflict and new, imaginative ideas must be found to reduce the violence. Sport, he asserted, can play a major role in building bridges between the two factions. As an example, he pointed to the United Nations' work in towns and villages on both sides of the conflict, which is bringing together ordinary members of both communities through a mutual enthusiasm for sport.

In conclusion, Mr Ogi looked forward to the year 2005, which has been designated as the UN's "International Year of Sport and Physical Education". He stated his hope that the year will be used as a platform to expand networks, identify and implement new projects and, not least, utilise sport's capacity to promote peace. "I am convinced that if the value of development and peace promotion through sport is better recognised around the world, we will achieve a more equal and more peaceful world," he stated.

The attendance of the UN Special Adviser can be seen as a positive move not only for the Congress delegates, but also for ISCA as an organisation. Mr Ogi's participation has since led to ISCA forging further contacts with both his own office and the Swiss-based Sport and Development Platform (see text overleaf) which is proving a valuable online resource for ISCA members and others. This productive co-operation is now set to continue into the future.



Adolf Ogi – Fact file

- Born in 1942 in Kandersteg near Bern.
- Director of Swiss Skiing Federation 1971 to 1981.
- Member of Swiss Parliament from 1979.
- President of Swiss Confederation twice - in 1993 and in 2000.
- Appointed UN Special Adviser on Sport for Development and Peace in February 2001 with a mandate directed at both the world of sport and UN bodies. It is he who makes recommendations to the Secretary-General Kofi Annan.
- His organisation stresses that the fundamental principles of sport - teamwork and fair play and a respect for opponents and rules - are consistent with the principles of the United Nations Charter.



Sport is seen as an excellent tool to discover how to react under pressure, learn by error and accept defeat or victory in a dignified manner. Many politicians, says Adolf Ogi, could learn a lot from sport

What is the Sport and Development International Platform?

The Sport and Development International Platform is a comprehensive online database providing individuals and organisations with a common working platform in all areas where sport can be used to further development and conflict resolution.

It contains a database of Sport & Development projects worldwide, an agenda of upcoming events, a listing of job and volunteer opportunities as well as a news archive, press releases and a general information section.

The platform, which works closely with the United Nations Inter-Agency Task Force on Sport for Development and Peace, has its origins in the first International Conference on Sport & Development held in February 2003 in the Swiss town of Magglingen.

Read more at: www.sportanddev.org



IASFA - a new approach to SPORTS EDUCATION

By MARVIN RADFORD

Over the past six months, a new and exciting sports education project has been taking shape. Steered by ISCA and funded as part of the European Year of Education through Sport (EYES), the International Academy of Sport for All (IASFA) is set to be launched in early 2005.

“We have already taken the first steps – and the future is looking extremely positive,” commented IASFA committee member Kestutis Levickis after September’s joint meeting of the International Academy of Sport for All development units. “The Academy is extremely well designed and every meeting sees more improvement. It is good for ISCA to be so involved in such a programme, both on a practical and at an educational level.”

Kestutis Levickis, who is also Chairman of ISCA member organisation Lithuanian Country Sports Clubs Association NEMUNAS, was one of the 23 IASFA committee members in attendance when the project’s Steering Committee and various units held a weekend-long policy-making gathering in Copenhagen in September. Participants left with renewed enthusiasm for the project, which is expected to make a valuable contribution to the furtherance of “Sport for All” education both in Europe and beyond.





The International Academy of Sport for All

- IASFA is a non-formal educational programme offering courses, conferences, forums and seminars to "Sport for All" providers. IASFA will offer an innovative organisational structure allowing courses to be held in different locations (online or in person).
- The target group includes national level and experienced sports managers, instructors, leaders, administrators and volunteers.
- The project is organised in partnership with five educational institutions, ten national sports organisations and two international umbrella organisations within "Sport for All" – ISCA and CESS.
- The Academy will be initially established at a European level, but as it develops, individuals and institutions from across the world will be invited to join the project.
- Academy events will begin in early 2005. Trials and an opening event will take place in late 2004.
- The Academy is one out of eight Community-wide projects under the EYES programme.
- Find more information about the Academy at: www.iasfa.org
- The International Academy of Sport for All has received funding from the European Commission Directorate-General for Education and Culture. Sole responsibility for the project lies with ISCA, and the Commission is not responsible for any use that may be made of the information contained herein.



But how will IASFA differ from other educational opportunities? And why is such an initiative needed now? As ISCA's project manager Jacob Schouenborg explains, one of the Academy's major advantages will be its accessibility. "The project draws upon the diverse and highly specialised knowledge of a wide range of countries within the world of "Sport for All," he says. "The experience and knowledge exist today, but it is not being exploited across borders between organisations and countries."

Getting the knowledge out to where it is needed

"The most important thing is getting the knowledge out to where it is needed. IASFA is drawing upon international experience to build further education initiatives that will supplement those of individual countries and organisations."

"Partly as a result of initiatives like this year's European Year of Education through Sport, many NGOs and state organisations are conducting an increasing number of "Sport for All" activities," continues Schouenborg. "For most of these organisations, a steady supply of qualified, educated volunteers and employees is essenti-

al. Ongoing expert education programmes are, therefore, vital to meet the ever-changing demands and developments in the field of "Sport for All".

"In recent years, however, it has become clear that qualifications are not keeping up with demand. Although plenty of national educational opportunities already exist, time limits, costs and distance are all obstacles to the success of international programmes. This is where IASFA can make a real difference."

Online learning

Some of the Academy's programme will take place over the Internet through modules such as training, management, administration and lobbying. Classes - initially at a Europe-wide level - will be a combination of onsite learning and individual online education. The Academy will also organise conferences, symposiums and summer schools and is considering developing a recognised diploma "credit points" system. In addition, a quality standard or benchmark will be devised for advanced training. The project will also work in partnership with the "European Academy on Tour", which sends qualified instructors out to visit schools, colleges and other organisations across the continent.

As well as ISCA and the European Year of Education through Sport, the project's other main partner is the Confédération Européenne Sport Santé (CESS). In all, ISCA and CESS can boast more than 60 member organisations with over 11 million individual members in Europe alone. This means that the Academy will have access to a much broader range of resources and expertise than traditional colleges and universities.

The Academy will thus be able to offer expert courses that are not only reflective of current trends, but also highly flexible. Another of the Academy's strengths will be its ability to bridge the gap between non-formal and formal education structures through co-operation with universities into "Sport for All" research.

"This is an exciting project," affirms Millar Stoddart, Chairman of the Scottish Association of Local Sports Councils (SALSC), who was also in attendance at the September meeting. "My organisation is looking forward to being active in this project. We hope it will provide our members with many excellent opportunities in the field of "Sport for All" as well as the development of their own particular sports."

All major policy planning is expected to be completed in 2004, with classes starting in early 2005. From December onwards, more details will be available on the Academy's own website, www.iasfa.org, which will also provide a comprehensive knowledge database.



ISCA WORLD CONGRESS

- shared values through dialogue

Dear friends

It is no exaggeration to say that the ISCA World Congress on "Sport for All" 2004 was one of the most significant gatherings in our organisation's history. Not only for providing a strong recommitment to the core values of "Sport for All", but also for taking forward and examining the role of ISCA in previously uncharted areas.

As ISCA develops and grows, its role is coming under increasing scrutiny and difficult questions are being asked. How much should we involve ourselves in politics? Are we still too 'European' in nature? What projects should we prioritise? And how can we become more inclusive?

These and many other issues were all addressed during the congress where the variety of the debate mirrored the growing diversity of the organisation. One thing everyone agreed on was a commitment to our core values and a desire to spread the benefits of "Sport for All".

The conference opened at Copenhagen's historic Town Hall on an early summer's day at the end of May, with a programme of speeches that were both topical and diverse. Subjects included sport's potential for educational development, the benefits of urban planning projects and the importance of meeting the UN's millennium development goals in sustainable development.

The following day, the proceedings moved to the nearby DGI-byen hotel and conference centre, which

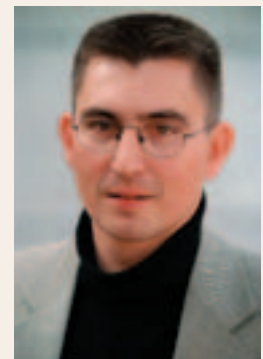


was also the home of many of the 120 delegates for the duration of the congress. Highlights included the "Sport for Development and Peace" module, which saw Adolf Ogi, former Swiss President and currently UN Special Adviser on Sport for Development and Peace, sharing a platform and later a debate with project workers from across the African continent.

Individual examples illustrate the diversity and inclusiveness of the congress, but no speaker should be singled out for special attention. All were highly motivated, and everyone involved deserves praise for helping make the congress such a success. I would particularly like to thank the host organisation, the Danish Gymnastics and Sports Associations, for their hospitable welcome and practical help.

The following pages contain a round-up of some of the highlights of the congress as well as a more detailed examination of some of the issues raised. It is my real hope that the positive spirit shown at the ISCA World Congress 2004 can be extended to all our member organisations and all those involved in the promotion of "Sport for All".

ISCA in motion: congress delegates experience the joyful spirit



IN THE JOYFUL SPIRIT OF ISCA
ANDERS BÜLOW, PRESIDENT



“SPORT FOR ALL” – defining the roots of democracy

Among the highlights of the ISCA World Congress was a provocative address by one of Europe’s leading sports researchers, Henning Eichberg, who emphasised the democratic origins of “Sport for All”.

BY MARCUS DYLAN HOY

Day two of the ISCA World Congress saw lecturer, author and researcher Henning Eichberg deliver a speech claiming the existence of a distinct philosophy of “Sport for All”. Moreover, he stated, an understanding of the origins of “Sport for All” can help raise awareness of the values that ISCA and its partners are promoting.

In a provocative lecture entitled “Bodily Democracy: Meeting the “Other” in Sport for All”, Eichberg asserted that “Sport for All” is much more than a grassroots copy of elite sport. According to Eichberg, the concept dates back to a time long before formal rules of sporting engagement existed and even before the existence of the nation state. Indeed, the “culture of

movement” has harboured democratic ideals since pre-history.

Democracy, he argued, began with self-organisation in the extended family and tribal communities. In other words, democracy has its roots in movement and the bodily encounter. When people unite in common movement they create a joint energy or “atmosphere of togetherness”, and this is as true today as it was thousands of years ago. He illustrated his point with a number of stories from around the world concerning the spontaneity that still exists within the “culture of movement” to embrace differences and bring people together.

Diversity and laughter

Eichberg compared today’s highly competitive, professional sports world to a branch of the free market, which results in many losers but only a few winners. “Equality” in elite sport, he contended, is never extended to the handicapped, the joker, the less privileged minorities – those he described as the “other”. Despite its claims to the contrary, he argued, today’s competitive sport does little to embrace differences and instead encourages a culture of “sameness”.

“Sport for All”, however, turns this pattern upside down, encouraging diversity and laughter. According to Eichberg, “Sport for All” is about self-determination and the willingness to join together and recognise the “other”. The handicapped, the joker and the outsider are all treated as equals when the body is viewed in its “fun” aspect. Democracy is based on this very recognition of “otherness” and the acceptance of a culture of diversity.

Popular, grassroots sport, he asserted, confirms that we as individuals are not alone in the world. Whenever we are “in movement”, we are also moving in a visible or invisible relation to others. He also referred to the term “the people” – which, he stated, is not a static concept. According to Eichberg, we only become “the people” when we are “in movement” - and “Sport for All” is most at home when it accepts this truth.

Henning Eichberg is currently based at the Research Institute for Sport, Culture and Civil Society (www.iforsk.dk).



Henning Eichberg

Since receiving his Ph.D from the Ruhr University in 1970, Henning Eichberg has been one of Europe’s most innovative researchers in the field of sport and culture. He has worked at the Universities of Stuttgart, Osnabrück, Odense and Copenhagen and, since 1991, the Research Institute for Sport, Culture and Civil Society.

Henning Eichberg is the author of over 40 books and papers concerning, among other subjects, body culture, sport and festivity, dance, behavioural patterns, anthropology, the sociology of movement and sports psychology. His work has led him to carry out comparative studies of body cultures in Indonesia, Libya, Greenland and

Germany and deliver lectures across the world. Eichberg’s work was one of the factors that inspired the foundation of the International Sport and Culture Association in 1995.



Delegates at the ISCA World Congress not only required good listening skills. They were also asked to actively participate in group discussions and come up with their own visions for the future of ISCA.

FUTURE VISIONS for ISCA

For a concentrated half-hour, groups of delegates at the ISCA World Congress worked hard to provide concrete answers to questions concerning the future of the organisation. Issues such as member commitment, resources, funding, communication and organisational structure were all up for discussion, and all those present had the chance to voice their opinions and ideas. "Double the membership fee", "get more documented data on the value of sport" and "sharpen the image of ISCA" were just some of the ideas tossed in the bag.

The area of communication attracted a large number of comments. The importance of communication strategy in a world organisation such as ISCA was stressed as was the importance of finding the right communication channels within each ISCA organisation.

A good communication strategy, delegates stated, is necessary to ensure that information about projects and other events is targeted at the right people. Delegates also concluded that the media could be better used to spread information on ISCA aims and activities. One idea was to hold the ISCA World Congress at the same time as the international sports and media conference "Play the game" to maximise media coverage.

Funding important

The old saying, "money makes the world go round" is not completely untrue in the world of "Sport for All". Without sponsors and funding, ISCA would not have come this far, and many ideas and thoughts about funding were presented. One suggestion was to turn the ISCA office into a resource centre, assisting member organisations in making funding applications to the EU and COE, for example.

Another idea was for ISCA to engage in profit-making activities such as turning some of its education programmes into viable businesses. It was also proposed that ISCA take a closer look at how other large international organisations are financed.

The question of commitment and resources was also high on the agenda. Some delegates proposed that



ISCA could increase its human resources by recruiting more volunteers and getting more organisations involved in organising joint activities. Another suggestion was that ISCA double its membership fees to generate more income.

Regarding ISCA projects, it was proposed that more research could be done into the needs of the national member organisations, with the aim of better defining projects relevant to both the organisations and their individual members.

It is now up to the ISCA Executive Committee to come up with a working plan for future development and growth, incorporating the best ideas from the group discussions. Perhaps a good starting point can be found in one of the suggestions put forward: "more people, more active, more often!"

Many different opinions were aired at the ISCA World Congress, but all agreed that ISCA is moving forward

BY MARIAN CHRISTENSEN PRESTAGE



One of the issues discussed at the ISCA World Congress was the potential loss of a major source of income for European “Sport for All” organisations - namely gambling revenues.

Free trade vs “SPORT FOR ALL”?



Søren Møller, Chairman of the Danish Gymnastics and Sports Associations (DGI), is one of many international sports leaders opposed to the changes taking place in Europe’s gambling markets

“This is the biggest threat ever posed to the funding of our national grass-roots sports institutions. The stakes could not be higher.”

So stated DGI President Søren Møller during an open session of the ISCA General Assembly in May 2004. Møller is just one of a growing number of European sports leaders who are concerned about the opening up of Europe’s national gambling markets to foreign competition. Already, private Internet gambling companies are taking market share from state organisations. And if the trend continues, critics fear, “Sport for All” will be the biggest loser.

Currently, revenue from many of Europe’s state lotteries and gambling operations is used to fund grass-roots sports projects across the continent. New sports equipment for schools, activities for the disabled, the nurturing of talent and the encouragement of volunteers are all examples of “Sport for All” initiatives fund-

ed by Europe’s state gambling operators, which were responsible for donating a massive 14.4 billion Euros in 2002.

However, citing the principle of free trade, a powerful group of politicians and representatives of the new, Internet-only gambling companies are lobbying for the dismantling of Europe’s state gambling monopolies. And worryingly for “Sport for All” bodies, a recent EU directive on provision of services appears to agree in principle to the idea of an unregulated gambling market.

Earlier this year, the so-called “Gambelli Decision” saw the European Court rule that employees of Internet gambling companies have a right to work anywhere in the European Union – regardless of national law. It also ruled that state gambling monopolies are illegal if they serve only as a means of generating public revenues.

However, the Italian Supreme Court has since decreed that the nation’s state gambling monopoly is legal as it serves to protect citizens against gambling

A United Voice

In a recent press release, the sports confederations of Denmark, Sweden, Finland, Holland and Germany stated their unified concern about the content of a new European “directive on provision of services”, which, they fear, will open up national gambling to unrestricted market forces.

“The latest proposal from the European Commission (is of) most importance for sport clubs and federations,” reads the statement. “The creation of a single market for the provision of services means it will no longer be possible to maintain a controlled national gambling policy.”

The statement goes on to urge the EU to allow member states to retain the right to “regulate gambling activities on a national level” and calls for the exemption of gambling from the scope of the directive.



Europe's gambling market - what's at stake?

- Gamblers bet on a variety of sports events or lotteries organised by national governments. Outlets are typically in news stands or kiosks.
- Governments channel profits from these betting outlets into "worthy causes" – public sports facilities, development and sports education or elite training.
- However, new, Internet-only companies are able to offer more attractive gambling prices and therefore increase their profits at the expense of the state-supported bodies. These private companies do not support "Sport for All" organisations.



addiction. A series of further cases are set to continue in courts across the continent.

But is the spread of Internet betting an inevitable result of European integration? Søren Møller, who raised the issue at the 2004 ISCA World Congress, thinks not.

Serious consequences for "Sport for All"

"It is free trade taken too far," he told CultureSports. "The freeing up of Europe's gambling markets could prove disastrous for "Sport for All" organisations. Many rely directly on funding from national lotteries and state betting organisations for their existence."

"Alternative models do exist," he added. "We see examples of trade restrictions on, say, alcohol and cigarettes. Why not on gambling? Private gambling companies could either be restricted from competing in certain areas or subjected to a tax similar to that paid by the state sponsored institutions - a kind of "charitable" levy."

However, Søren Møller asserted that strong lobbying is needed to counter a recent European Commission proposal to phase out all national gambling monopolies by 2020.

"We must lobby our governments to oppose this development," he emphasized. "Otherwise, our children and grandchildren will not be able to enjoy the same benefits that we have enjoyed."

Another opponent of the current trend is Theo

Fleiderus, Secretary General of the Netherlands Olympic Committee and the Netherlands Sports Confederation, who warns of dire consequences for grassroots sport in his nation.

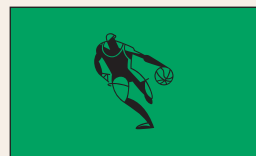
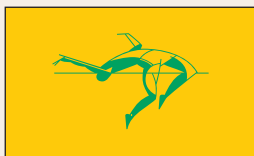
"About 70% of the proceeds of the Netherlands' two lotteries, the Lotto and the Scratch Lottery, goes to sports," he told CultureSports. "The current proposal by the Commission could dramatically harm the development of sport in the Netherlands."

"The problem is not our objection to freedom of services. But lotteries are specific services that cannot be compared with regular businesses and should not be treated in the same way."

"Even though (state) lotteries present themselves as commercial in order to draw the consumer's attention, they are idealistic organisations, aiming at generating maximum receipts for their beneficiaries," he continued. "What counts for these lotteries is maximum receipts for good causes."

Both in Europe and beyond, many "Sport for All" projects supported by state betting outlets play a vital role in promoting integration and development. Numerous worthwhile projects are part-funded by these revenues, and ISCA itself is wholly opposed to any reduction in this important funding resource. All those in opposition to the current trend in Europe agree that a united front is needed to stem the drift towards full market deregulation.

A typical newspaper shop with betting facilities, versions of which are found throughout Europe



ALL DIFFERENCES ASIDE

Sport is a valuable tool for progress – no more so than in Africa where “Sport for All” projects are encouraging both social integration and development.

Members of an African delegation visiting the ISCA World Congress 2004 spoke of their experiences back home.

BY KAREN BALLING RADMER

Kenneth Nkumiro and Moses Ndizeye both work on a Ugandan project which uses sport as a means of providing education for those with no access to school. Both men enjoy sport and are highly enthusiastic about developing their society from a grassroots level upwards. But this is where their similarities end. Nkumiro and Ndizeye come from very different cultures and backgrounds in their native Uganda.

It is the field of “Sport for All” which brought the two project workers together, and “Sport for All” is also the reason why Nkumiro and Ndizeye are visiting the ISCA World Congress as part of a seven-strong African delegation. However, they are not only in Denmark to attend the congress - they are also on a networking mission, visiting local projects in and around the Copenhagen area. In fact, although they are travelling in an individual capacity, all the African delegates are in Denmark with similar aims: to speak about their own projects, make new contacts and gain fresh inspiration.

“Sport works,” says Kenneth Nkumiro, who is employed by the Ugandan Recreation and Development for Peace project – an independent organisation which congress host DGI helped found in 1999. “Around 58 tribes live in the three districts covered by our project. They don’t speak the same language and their cultures are very different too. These are difficult obstacles to overcome. However, in an environment like a sports festival, people cannot avoid playing, working and eating together. In this way, they can also learn to live together.”

Engaging young people

“In my experience, people will get involved in sport regardless of their differences,” he continues. “And when this happens, it also allows them to do business together instead of wasting their energy on perpetuating their differences.”

“I have also seen young people become so engaged that afterwards they stand for - and are elected to -



local councils," he adds. "Furthermore, they do well in their new roles because they have learned something about leadership."

Sport for Development and Peace

The projects that the seven delegates presented to the ISCA World Congress varied greatly. However, they all encouraged an understanding of democracy, leadership and voluntary work and were all aimed at those with little or no formal education.

"We all know how democracy works from back when we played games as children," continues Kenneth Nkumiro. "Today, we use sport to provide people with experience of working in a democratic structure. Through sports and cultural activities, we teach people about leadership, about democracy and about volunteering. In a practical sense, it is about showing people how to choose a local football chairman – and that you don't need to put up with a poor leader as you can just get a new one."

Revai Mtengwa from the Mashonaland East Sports for All Association project in Zimbabwe adds, "in Zimbabwe we focus on sport for marginalised people – including women and the handicapped. Through sport, we inform people about important topics such as AIDS, but it is just as much about building up a society from the ground up and giving people the tools and the enthusiasm to influence things."

Alfred Kofi from Ghana, who works on a project which focuses on sport for children and seniors, says, "during this inspirational visit to Denmark, we have seen how important it is to partake in sport - not least for seniors because it ensures that they have a social network. At the same time, we would like to make inroads in the area of sport for the handicapped – a group that are often ignored in Ghana."

In many areas, Africa may be seen as lacking in development, but as was demonstrated at the ISCA World Congress, the world can also learn much from many of Africa's diverse and successful projects.

African delegates share a joke at the ISCA World Congress

EDUCATION, FITNESS AND FUN in the spirit of “Sport for All”

Much inspiration can be taken from July’s successful ISCA Youth Camp in Iceland where 38 young people shared ideas and visions during a nine-day comprehensive learning experience.

“Energetic”, “inspiring” and “lots of fun” were just some of the words used by participants to describe the 2004 ISCA Youth Camp, which was held near the Icelandic town of Saudarkrokur at the start of July.

Working in close partnership with the local host organisation Ungmennafélag Íslands (UMFI), ISCA Youth Co-ordinator Jean-Luc Frast was responsible for arranging a full programme as well as travel and accommodation for 38 participants from 20 different nations.

“Overall we had a fantastic time,” he told CultureSports. “The seminar, participants and content were all excellent. Furthermore, the weather was better than anywhere else in Northern Europe at the time, which made outdoor activities much easier to arrange.”

The culmination of 12 months’ extensive planning, the camp was specifically designed to appeal to young people from a cross section of cultural backgrounds. Participants were selected from NGOs, voluntary organisations and “Sport for All” bodies, and the camp’s activities were based on the principles and practises of non-formal education.

“As most of northern Europe was enveloped in clouds and rain, we did not expect good weather,” continues Jean-Luc Frast. “But when we arrived in Reykjavik, we were surprised to find that the temperatures soaring as high as 25 degrees. We saw this as a good omen.”

A packed programme

The camp was due to take place outside the town of Saudarkrokur, 600 kilometres from Reykjavik – a seven-hour drive. However, a packed programme of activities meant that the arduous nature of the journey was soon forgotten. Daily “themes” such as democracy and participation, teambuilding, intercultural learning and health were followed by lectures and group discussions related to each topic. In addition, activities such as mountain walks, sightseeing, a stadium race and a “national food day” served to make the ISCA Youth Camp a fully comprehensive learning experience for the 20 different nationalities taking part.

The ISCA Youth Camp was held at the same time

By MARIAN CHRISTENSEN PRESTAGE

The ISCA Youth Camp was arranged in association with the European Year of Education through Sport (EYES), the Council of Europe's Youth Foundation and Ungmennafélag Íslands (UMFI).



The ISCA International Youth Camp

The youth camp aimed at giving young people the opportunity to:

- develop personally and socially
- increase their self-reliance, self-discipline, social responsibility and spirit of adventure
- develop a value for sensitivity towards individual differences
- learn about drug abuse and the benefits of healthy activity
- take on different roles such as leader or organiser and take decisions democratically
- acquire the ability to reflect and evaluate
- discuss how sport can be used to overcome political, social and cultural barriers

as the UMFI "Landsmót" sports festival, meaning participants gained valuable first-hand experience of Iceland's biggest regular "Sport for All" event.

One of the attendees of the youth camp, Michal Selbka of Poland, was keen to praise the nine-day camp. "Although I am active in youth organisations back at home, this was my first advanced experience of what education through sport is really about," he said. "I especially enjoyed the teambuilding games and the chance to mix with people from so many different nations."

Afterwards, Jean-Luc Frast gave his evaluation of what he felt the camp had achieved – and what lessons could be learned for the future: "All in all, it was a really positive experience and it was well worth all the organisation and hard work that went into it. There are certainly some things that I would have arranged differently, and these points will be used for better planning in the future. Overall though, it was a great success, and I hope the camp can take place again next summer," he concluded.

Iceland's breathtaking scenery provided an inspirational backdrop for the ISCA Youth Camp

Inspiring youth initiatives ACROSS THE GLOBE

Since 1996, the ISCA-supported International Youth Leader Education has been an important provider of sports leadership knowledge for young people. CultureSports spoke to some of those involved in the programme.



BY MARCUS DYLAN HOY

Approaching the town of Ollerup on the Danish island of Funen, it is impossible to imagine a more tranquil setting. Rolling hills and fields make this a typical rural community. However, the peaceful surrounds soon give way to the hive of activity that is the "Gymnastikhøjskolen" i Ollerup, one of Denmark's famous "folk high schools" and one of the homes of the International Youth Leader Education (IYLE).

IYLE has so far played host to over 300 youth leaders from across the globe in a sports leadership programme based on the values of "Sport for All" and the

ideals of civil society. Much of the course takes place outdoors or in the gym, while classroom theory is limited. Subjects such as leadership and the psychology of motivation are central to the education, but anatomy, physiology and non-sport subjects like art, music and the study of democracy also play a role.

The Principal of the programme is Erik Jakobsen, who reveals that the course offers a mixture of the strong Danish voluntary traditions of the 'People's Academy' and the global values of "Sport for All" – which are, arguably, more relevant today than ever.



Global tolerance

"All students learn about the Danish tradition of clubs and voluntary work, with the emphasis on leadership," he says. "We aim at providing inspiration from Scandinavian culture and society, but we also teach global tolerance."

"We work at providing a model for society. Not based on a kind of western imperialism, but on democracy, which is an important part of the education. Students learn about this through visits to institutions such as the Danish Parliament."

"We hope that students will return home with both the motivation and the skills to initiate voluntary sports or support or develop activities that already exist," he continues. "We also hope they will leave Ollerup with the feeling that "we are not so different from each other".

Much of the International Youth Leader Education programme takes place outdoors or in the gym

FROM LATIN AMERICA TO OLLERUP

Luciano Truzzi, a 28-year-old physical education teacher from the Brazilian city of Campinas, completed the International Youth Leader Education six years ago. Today, he still feels lucky to have been chosen to take part in the course.

“The four-month period I spent in Ollerup was a turning point in my life. Being there was an incredible life experience. All the students had different backgrounds and different expectations too. To adapt and learn to understand all the differences was a big challenge for everybody,” he says.

Luciano Truzzi was a student of physical education at the State University of Campinas where he heard about the programme from Elizabeth Paoliello, who is today the Chairperson of ISCA’s Latin American Continental Committee and Vice-president of ISCA. At that time, she was the university’s gymnastics team co-ordinator and responsible for contacts with ISCA.

“Elizabeth told us that two members of the team could apply for an exchange programme in Denmark, spending four months at a so-called “Folk High School” in the field of gymnastics,” continues Luciano Truzzi. “Almost everyone applied, and two of my friends were selected. While they were away, we followed their activities by exchanging letters and faxes.”

Hearing about the experiences of his friends, made Luciano Truzzi all the more eager to attend. The following year his application was accepted, and soon he was setting off on the long journey to Ollerup.

“The programme was filled with sports and cultural activities from the time we woke up to the moment we went to bed. I made lifelong friendships with people from cultures that I never dreamt about contacting before. I brought back a new perspective of the world...an understanding that we are all people with same needs and similar qualities and expectations, no matter where we are from,” he adds.

“Back in my home country, I realised that I had a big responsibility on my hands. I had the chance to open my eyes widely to the world. I realised that it was my task to bring this world I had experienced to my life and the people around me.”

“I can say that a programme like IYLE meets a

need that young people have by providing fertile soil to grow ideas and demonstrate that most things are possible. Being together is just the beginning!”

“I made lifelong friendships with people from cultures that I never dreamt about contacting before. I brought back a new perspective of the world...an understanding that we are all people with same needs and similar qualities and expectations, no matter where we are from”

LUCIANO TRUZZI



Luciano Truzzi of Brazil is one of the former beneficiaries of the programme

What is the International Youth Leader Education?

- Described as an “international training course for young people with a desire to promote co-operation, who wish to work as youth leaders”.
- Supported by a number of organisations including ISCA and the Academy of Physical Education in Ollerup which is responsible for granting a number of scholarships to ISCA.
- Participants must be aged between 20-30, be able to speak English and play an active role within a youth organisation. They must also be committed to the social development of young people in their area of work.
- Modules include anatomy, physiology, sports injuries, teambuilding, creativity, problem solving, cognition and learning, sport and society, sports policy – elite vs popular sports, doping as well as sport and democracy.
- The course normally costs around € 140 per week, but scholarships are available for less financially advantaged students. Read more at: www.isca-web.org

THE AFGHAN STORY

When 23-year-old Hamid Rahimi landed at Copenhagen Airport earlier this year, it was the result of a long fight for funding and an even longer battle against bureaucracy. However, the efforts finally paid dividends at the beginning of August when he became the first-ever Afghan to enrol in the International Youth Leader Education programme.

Forced to flee the fighting during the Afghan civil war, Hamid Rahimi spent seven years in Pakistan as a refugee before returning to Kabul. Hamid's link to IYLE began in Kabul when he was contacted by the Global EduSport, an ISCA partner strongly focused on Afghanistan and committed to developing a sporting network in that country.

"One day the principal of my university asked those who spoke English to make themselves known," he says. "All I knew was that some European sports organisation was involved. I was interviewed and for some reason they chose me."

"We had to overcome lots of bureaucratic obstacles before my departure, but I knew that this was going to be a golden opportunity for me," he continues.

Hamid and his family had spent six years moving round Kabul before fleeing the country with the Taliban at the gates of the city. While they were living in Pakistan, his father could not find work, and his family was forced to fall back on the charity of an uncle in the USA.



Although Kabul is enjoying a period of relative peace, he says that the security situation in his country is still unstable. However, his father has now found a job with the government's immigration department. After this stay in Denmark Hamid will continue his physical education course at Kabul University – where the facilities provide a sharp contrast with those available at Ollerup.

Sharp contrast

"In Kabul, we have just five mattresses for practising gymnastics. Actually, I was on the verge of quitting the course, but a family member who is a martial arts instructor urged me to continue."

"So far, I have learned many new things," he says after his first month on the IYLE programme. "I have learned new body movements and warm-ups, for example, and hope to learn a lot more. The programme has been very interesting, and I am learning lots about cultural differences – my roommate, for instance, is Japanese. I am also learning that religion doesn't make a big difference when it comes to coming together through sport."

After finishing his studies, the plan is for Hamid to work as one of two local co-ordinators at an education centre in Kabul run by Global EduSport. For now, however, he is happy to concentrate on his activities at Ollerup, which leave him little time to think of the future.

"I am really grateful to ISCA and Global EduSport for giving me this chance," he concludes. "Not forgetting all the people at Ollerup who have been so friendly and welcoming. Hopefully, this experience can not only be used to improve my life, but also those of my people back home."

ISCA's International Youth Leader Education secures funding from the European Commission

ISCA has entered into a new agreement with the European Commission's Directorate-General for Education and Culture, which will provide significant financial support for the International Youth Leader Education through to 2007. The agreement is set to provide ISCA with 64% of the project's budget of 423,938 Euros.

This future programme will include training courses, camps and sport forums for youth leaders as well as the production of a project guide entitled "Youth Training and Non-formal Education through Sport". The project, which aims to bring together "education through sport" activities to achieve social integration and non-formal education among young people, was prepared in co-operation with eight organisations and seven European nations.

European Academy on Tour (EAT) online

The European Academy on Tour has now gone online with a dynamic and extensive website. Here, you can find a wealth of information on one of ISCA's key European partner projects. The EAT project is aimed at providing expert instruction and inspiration to instructors in sport and health clubs who want to keep in touch with the latest ideas and initiatives in the fast-changing field of health and fitness. EAT offers workshops run by highly qualified and experienced instructors, who travel to the local regions across Europe to impart their expert knowledge. In the future, ISCA hopes to develop the EAT programme outside Europe too. If you are interested in booking lectures within leisure, fitness and health-orientated physical exercises or want more information, visit the website: www.academy-on-tour.net



EYES coming to an end

A quick glance at the calendar tells us that the European Year of Education through Sport 2004 (EYES) is drawing to a close, but the projects that ISCA is involved in will continue next year. This means that the European Academy on Tour (EAT) and the International Academy of Sport for All (IASFA), which both received EYES support, will carry on their activities into 2005 and beyond. The Netherlands, which holds the EU Presidency for the second half of 2004, will host the closing ceremony. The goal of the closing conference is to show what education through sport means in practice. The conference will look back at the results of the past year and encourage the various partners to transform projects into policy.

2nd Asian ISCA General Assembly

On 23 – 25 April 2004, South Korea hosted the second Asian General Assembly of ISCA. The event was attended by a total of 28 participants, representing associations from Korea, Malaysia, Thailand, China, Taiwan and Hong Kong. The General Assembly in Asia resolved to focus future attention on international education and training programmes and agreed that ISCA should consider establishing an educational academy or university on the continent.

ISCA and CIOFF youth co-operation

ISCA and CIOFF (International Council of Organisations for Folklore Festivals and Folk Art) youth delegates and youth representatives from 18 different countries participated in the 2nd CIOFF Youth World Forum held in Turkey on 4 – 12 July 2004. The youth movements of ISCA and CIOFF agreed to co-operate in the exchange of information between the two respective youth committees and to spread knowledge of the movements by using exist-

ing networks. The two organisations also pledged to share each other's knowledge and experience of developing projects and organising events and agreed to invite each other's representatives to their respective international meetings.

Contribution of sport to inter-cultural dialogue

ISCA was represented at a major Council of Europe conference, "the Contribution of Sport to Inter-cultural Dialogue", held on 9 – 10 September 2004 in the Turkish capital Istanbul. ISCA Secretary General Mogens Kirkeby addressed the conference on the subject of "Short Stays of People in Other Areas for Leisure Sport Purposes". One of the main points of his address was that "the strongest impact on personal development does not come from sporting activity itself, but from the surrounding non-formal and informal learning processes - which is what it takes to create inter-cultural dialogue". The conference resulted in the "Istanbul Declaration on Contribution of Sport to Inter-cultural Dialogue". The general sports website of the Council of Europe can be viewed at:

www.coe.int/T/E/Cultural_Co-operation/Sport

New European Continental Committee

ISCA's new European Continental Committee was elected at the ISCA World Congress in Copenhagen in May. The members are: Rado Cvetek from the Sports Union of Slovenia, Dick Wijte from NKS (Netherlands), Rasmus Vinther Sørensen from DGI (Denmark), Alberto Antas de Barros from INATEL (Portugal), Lorenzo Bani from UISP (Italy) and Jean-Claude Besnard from UFO-LEP (France). The Committee is chaired by Herbert Hartmann of DTB (Germany).



ISCA General Assembly to visit the Netherlands

It is with great pleasure that we announce that the ISCA General Assembly 2005 will take place in Papendal – Arnhem in the Netherlands. The host is ISCA organisation Nederlandse Christelijke Sport Unie (NCSU) which is celebrating its 50th anniversary in 2005 – the year that also marks the tenth anniversary of the establishment of ISCA. The General Assembly dates are 12 – 16 April 2005.

International Youth Leader Education

As of next year, the Academy of Physical Education in Ollerup, Denmark, will be offering the International Youth Leader Education (IYLE) twice a year – from January to June and from August to December 2005. It will also be possible for students to prolong their first semester into the following semester. Five free scholarships are available to ISCA member organisations, starting on 5 January 2005

and lasting until 5 June 2005. Education, board and lodging are included, but students must provide for their own international travel. For more detailed information on the scholarships, go to the ISCA website or contact the ISCA Secretariat. To read more about the Ollerup Academy, go to: www.ollerup.dk/ – Int. Academy or see related article on page 18.



Tenth conference of European ministers responsible for sport in Hungary

ISCA was represented at the tenth ministerial-level sports conference in Budapest, Hungary, on 14 – 15 October 2004. Under the theme “Good Governance for Sports in Europe”, the conference allowed sports ministers from across the continent to exchange views on the division of tasks between NGOs and GOs as well as identify common basic principles in national sports leadership. More information on this Council of Europe-organised conference can be found at: www.sportconference2004.hu

Dance, Music and Folklore Committee

During the ISCA World Congress in May 2004, the new Dance, Music & Folklore Committee formalised their working group and elected Poul Frederiksen of DGI (Denmark) as chairman. With seven members in total, the committee is already planning a world festival of dance, music & folklore in the Czech Republic in 2007. A task force study tour of the Czech Republic and Hungary has already been undertaken. The aim of the tour was to examine logistical issues such as accommodation, food and facilities.

IASFA fundraising seminar

In co-operation with DGI, the International Academy of Sport for All (IASFA) held a fundraising seminar on 17 – 19 September 2004 in Riga, Latvia. The seminar targeted “Sport for All” administrators and political personnel from the Baltic States. Marvin Radford, Resource Development Officer at ISCA, and Lotte Jensen, Fundraising Consultant at UpFront Europe, both gave presentations. The programme included an overview and introduction to the EU institutions, structures and policies within sport, youth, democracy & regional development as well as an introduction to the EU programme

“YOUTH”. The seminar also featured a brainstorming session designed to develop ideas for concrete projects between seminar participants. Thus, participants gained valuable knowledge of how to fund-raise within EU institutions as well as how to find co-financing.

ISCA joins UNESCO meeting - MINEPS IV

On 6 – 8 December 2004, UNESCO will convene in Athens for the Fourth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS IV). ISCA is invited as a NGO observer and will participate with a representative. Among other topics, the forum will discuss doping in sport, the development of physical education systems and sport & women. Read the UNESCO invitation to the meeting in full: <http://unesdoc.unesco.org/ulis/circulars/cl3725.pdf>

World Cultural Forum

A new international website, the Forum Cultural Mundial (World Cultural Forum), is set to become a major resource for the promotion of cultural issues in Latin America and beyond. The site aims to promote action and debate while viewing culture as a fundamental part of contemporary life. The online forum is just one of the lasting benefits of the World Cultural Forum event, which took place from 26 June to 4 July 2004 in Brazil with ISCA President Anders Bülow in attendance. ISCA member organisation SESC, São Paulo, has been heavily involved in the organisation of the forum. The website, which is available in Spanish, French and English, can be found at: www.forumculturalmundial.org

Learning through sport in Brazil

About 50 students from four different universities of physical education met to discuss the subject of education through sport at UNICAMP in São Paolo on 18 September 2004. With the aim of exchanging experiences and information in this field, the Latin

American Youth Committee (LAYC) invited students from the universities of physical education in Campinas (UNICAMP, PUCC, Metrocamp and UNIP). The event was a mixture of theoretical and practical activities and provided a means of exchanging information about the many different opportunities within education through sport. Elizabeth Paoliello, Vice-president of ISCA, was among the speakers.



NSU shares office with ISCA

The Nordic Youth Association NSU and its new Secretary General Jacob Schouenborg has recently joined the ISCA Secretariat. This is the result of a new partnership between ISCA and NSU, in which the organisation's administrative work will be centred in Copenhagen. ISCA and NSU will remain distinctly separate, but Jacob Schouenborg will also be involved in working with some ISCA projects, in particular the International Academy of Sport for All (IASFA).

The Nordic Youth Association NSU is an umbrella organisation for 18 national youth organisations in the Nordic countries, totalling more than 2 million individual members. A website in the Scandinavian languages can be found at www.nsu.is. Jacob Schouenborg can be contacted by e-mail at: nsu@nsu.is

International Year of Sport and Physical Education

In 2003, the General Assembly of the United Nations adopted a resolution entitled "Sport as a Means to Promote Education, Health, Development and Peace", recognizing the power of sport to contribute to human and healthy childhood development. The United Nations then proclaimed the year 2005 as the "International Year of Sport and Physical Education" and are committed to mainstream sport in their programmes and policies. With 2005 as the International Year of Sport and Physical Education, the United Nations aim to facilitate better knowledge-sharing among different key stakeholders as well as raise general awareness. In the first-coming issue of CultureSports in 2005, ISCA will feature an article about the International Year of Sport and Physical Education.



THANK YOU, SPONSORS

We would like to thank our sponsors this year for enabling us to realize many activities and projects within ISCA in 2004 and beyond:

European Commission: European Academy on Tour (EAT), European Academy for Sport Leaders/International Academy of Sport for All (IASFA), Comprehensive Youth Training Programme and General Support.

Council of Europe – European Youth Foundation: General Support, ISCA International Youth Camp – Education through Sport.

Danish Ministry of Foreign Affairs: Democratic Development through Grassroots Sport in Southeast Europe.

Danish Ministry of Culture: General Support.

Danish Gymnastics and Sports Associations: General Support.

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SOME FORTHCOMING ISCA ACTIVITIES IN 2005

German Gymnastics Festival 2005, Berlin

More than 100,000 active participants are expected to take part in the German Gymnastics Festival from 14 – 20 May 2005. The traditional four-yearly “Deutsches Turnfest”, which is open to international participation, will take place in the German capital Berlin. From the opening ceremony at the Brandenburg Gate to the Grand Gala at the Olympic Stadium, the 2005 German Gymnastics Festival will offer something for people of all levels of sporting ability and of all ages. The sporting disciplines will, of course, include gymnastics, but handball, orienteering, rope-skipping and volleyball are also among the many other activities on offer. For more information, go to:

www.turnfest.de or e-mail: info@turnfest.de

International Sport and Culture Festival Anyksciai 2005, Lithuania

The Lithuanian Country Sports Clubs Association “NEMUNAS” is organising a festival of sport and culture on 7 – 10 July 2005. Activities include athletics, weight lifting, rope pulling, folkdance as well as a conference and an exhibition. Participants should be aged between 11 and 70 years of age. For more information, please contact Kestutis Levickis:

Fax: +370 5 272 6528

E-mail: nemunas@vsc.lt

Arte Vida Festival, USA

The Folk Circle Association is organising its traditional Arte Vida Festival on 22 – 24 July 2005. Groups are invited to spend a week in the town of Berea prior to the festival. For more information:

Tel.: +1 859 986 8777

E-mail: artevida@jenniferrose.com

ISCA Badminton Camp 2005, Copenhagen

The ISCA Badminton for All Committee is inviting all badminton players within the network to join the second ISCA badminton camp in Copenhagen on 25 – 27 March 2005. The Easter camp will offer a mixture of badminton and social activities, and one of its primary aims will be to bridge national and cultural borders. For more information, contact the ISCA Secretariat:

E-mail: info@isca-web.org



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