

CultureSports

INTERNATIONAL SPORT AND CULTURE ASSOCIATION 5 | 2005



PEOPLE'S SPORT 2005



- The long road to a landmark year • Sport in partnership with the environment •
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2005 marks the year of sport and physical education. A few years ago, the United Nations' General Assembly decided to proclaim 2005 the "International Year of Sport and Physical Education" (IYSPE 2005). The idea behind this decision was to highlight the vital contribution that sport and physical education can make in the achievement of global development goals. UN's focus is on four particular areas: education, health, peace and development.

Well into 2005, several IYSPE projects have already taken place across the globe. The intention is that 2005 ignites ideas and measures that will reach much further into the future when considering sport as a powerful means to promote and work for the four mentioned areas. These efforts also consolidate some of the initiatives that were started in 2004 under the "European Year of Education through Sport" (EYES) by the European Commission and continuously put world focus on the value of sport and physical education.

The International Year of Sport and Physical Education 2005 invites governments, the United Nations system and sports organisations to include sport and physical education as a tool in development programmes and policies, including those contributing to the achievement of the Millennium Development Goals (MDGs).

UN's Millennium Development Goals were agreed upon by 190 heads of states and governments in 2000. The goals set specific targets for the combat of disease and poverty while promoting education and equality as well as ensuring environmental sustainability by 2015.

This is where "Sport for All" organisations working for grassroots sport or "people's sport" can make a difference. We can make a difference in creating intercultural understanding across borders and boundaries through international activities and initiatives as diverse as education programmes, projects, events, networking, knowledge-sharing, dissemination of information and exchanges. We have the people's power to make a difference in using sport and physical education as a tool for personal and societal development.

In this issue, you will find various articles related to the International Year of Sport and Physical Education 2005. In South East Europe, for instance, many sports initiatives are budding and co-operation among different NGOs is growing, aiding the peace-building process in former conflict areas. The magazine will also take you to one of the world's biggest international sports festival in Germany and provide you with short news within "Sport for All".

We hope that you will enjoy this issue of CultureSports.

Anders Bülow, President of ISCA

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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, training courses and sports tournaments. We call this "Sport and Culture for All".





The long road to a landmark year

By *MARCUS DYLAN HOY*

In recent years, the United Nations has given sport a much higher priority – as demonstrated by the declaration of 2005 as the International Year of Sport and Physical Education.

"Sport is a universal language. At its best it can bring people together, regardless of origin, background, religious beliefs or economic status." So stated United Nations Secretary-General Kofi Annan at the launch of the International Year of Sport and Physical Education (IYSPE) in New York in November 2004 – an event that heralded the start of one of the most ambitious-ever attempts to promote sport as a global tool for peace and development.

To many observers, Kofi Annan's presence at the opening ceremony was indicative of how seriously sport is now being taken by the UN. When the Secretary-General speaks, the world tends to listen. However, throughout its history, the organisation's enthusiasm for sport has not always been as strong as it is today. Although it has long acknowledged the importance of sport in society, it is only recently that the UN has fully grasped its full potential as a tool for peace, unity and development.

The road to the IYSPE can be traced back to 1993, when UN resolution 48/10 proclaimed 1994 as International Year of Sport and the Olympic Ideal. Despite good intentions, resources were limited and the attention it received could have been greater. Then, in the late 1990s, evidence began to emerge of sport's full potential for development and peace-making in conflict-torn areas such as South Africa and former Yugoslavia. The major breakthrough came in 2001 when a new UN post - Special Adviser to the Secretary-General on Sport for Development and Peace – was created.

Former Swiss President Adolf Ogi was chosen as the first Special Adviser, and a Geneva office was put at his disposal. Since then, sport has enjoyed a much higher profile within the UN as evidenced by a special task force constituted in November 2002 - the



United Nations Inter-Agency Task Force on Sport for Development and Peace – which examined how sport could help achieve specific United Nations targets including the Millennium Development Goals.

Profile of grassroots sports raised to new heights

With the momentum firmly established, Adolf Ogi raised the idea of a global year promoting sport at a 2003 UNESCO meeting in Paris. The EU had recently declared 2004 as the International Year of Education through Sport, and it seemed that the time was right to propose a global equivalent. As a result, the UN's General Assembly passed Resolution 58/5,

entitled "Sport as a Means to Promote Education, Health, Development and Peace", which proclaimed 2005 as the International Year of Sport and Physical Education. The year has so far seen the profile of grassroots sport raised to new heights, with support given to a number of high profile youth leadership summits, grassroots sports events, educational seminars and many other events and activities.

"The aim of the IYSPE is to gain more attention for those who are already making use of the power of sport and offer a platform to allow those who implement sustainable projects," explains Michael Kleiner,



consider what sport can do to help integrate foreigners and disabled persons into society, empower women and minorities, improve the public health and create opportunities for economic development. So far, he states, the year has proved highly successful.

Sport can be used to ease tension

“The IYSPE 2005 has helped many people recognise sport as a cost-effective and often easy-to-implement instrument to assist in the reaching of their goals,” he affirms. “Programme co-ordinators have realised that they can reach greater numbers of people through sport and sport enables them to communicate their intentions in a more relaxed manner. Finally, it allows people to share moments of joy and fun in situations that can otherwise be highly demoralizing and tense.”

As examples of sport’s ability to ease tensions, Michael Kleiner points to Haiti where Brazilian UN peacekeepers organized a football match between the national Brazilian football team and a Haitian select eleven as well as the recent series of cricket matches between India and Pakistan. Although he admits that such events alone cannot always provide a lasting impact, he points out that they often provide a necessary mobilisation around a common goal.

“Above all, I am convinced that we are contributing to a better understanding of sport,” concludes Michael Kleiner. “Sport is a reflection of society, and it is no better and no worse than those who govern it, those who practice it and those who watch it. Sport is what we make of it. This is why we believe it is important for the UN to become involved and offer its expertise.”

the IYSPE’s Head of Office. “We depend greatly on the goodwill of the various countries and their ability to mobilise resources in the direction of sport.”

“There is a growing realisation that sport, in its largest sense, is much more than a simple leisure activity,” he continues. “As well as building character and personality, sport communicates values and lessons essential for life. These include tolerance, respect and teamwork.”

Although countries are often ready to promote sport at an elite level, he adds, the IYSPE is asking them to

The International Year of Sport and Physical Education 2005 will culminate in the 2nd Magglingen Conference on Sport and Development on 4-6 December when involved parties from all sectors of society will meet in Switzerland to take stock of what has been achieved, share lessons and define a common agenda for future action.

More information can be found at:
www.un.org/sport2005

Sport in partnership with the environment



By *MARCUS DYLAN HOY*

ISCA recently signed a landmark memorandum of understanding with the United Nations Environment Programme.

Although mostly recognized for its work in the traditional environmental field, the United Nations Environment Programme (UNEP) is also increasingly active in the area of sport. The work of UNEP's Sport and Environment Programme has much in common with the goals of ISCA, not least in its efforts towards the development of sustainable sports facilities and the ethical manufacture of sporting goods. In addition, UNEP's projects are also aimed at extolling the wider benefits of grassroots sport as a means of encouraging development, peace and understanding.

As the result of growing ties between the two organisations, ISCA and UNEP recently entered into a memorandum of understanding based on the fact that both organisations are working towards similar goals. But what will this agreement actually achieve on the ground? ISCA Secretary General Mogens Kirkeby told

CultureSports that he sees the memorandum as much more than a symbolic piece of paper.

"We hope this co-operation can be used to encourage and inspire our member organisations to participate in environmentally-friendly activities," says Mogens Kirkeby. "Not only in their actions, but also on an educational level."

Natural and environmental concerns in ISCA

"ISCA member organisations are already including natural and environmental concerns into their activities in Iceland, Thailand, Italy and Macedonia," he continues. "These activities should serve as good examples for "Sport for All" organisations in the future. This Memorandum of Understanding is also a good example of an initiative inspired by the International Year of Sport and Physical Education."

Based in the Kenyan capital Nairobi, UNEP is the world's leading environmental agency and has been working to raise environmental awareness and promote action since its foundation in 1972. UNEP's Sport and Environment Programme has been promoting environmental considerations in sport since 1994, the year in which ISCA was first proposed.

UNEP reaffirmed its commitment to people's sport when it adopted the Michezo "Sport and the Environment" strategy in February 2003. The strategy seeks to promote connections between sport and the environment, encourage environmental awareness through sport events and develop environmental partnerships within sports organisations. It is hoped that the co-operation between UNEP and ISCA will also assist the effective implementation of the Michezo Strategy.

In addition to the activities mentioned above, the Memorandum of Understanding agrees that the two organisations will meet once a year to discuss progress made on joint projects and other events resulting from the co-operation.

More information can be found at: www.unep.org



Latin youth conference targets Millennium Development Goals

By *MARCUS DYLAN HOY*

Over 500 young people converged on the Brazilian city of Belo Horizonte in May for a groundbreaking 4-day summit aimed at examining new methods of achieving the United Nations Millennium Development Goals.

“The Latin American and the Caribbean nations view their opportunities for development as limited because of great national debt and unfavourable conditions...it will be impossible for our countries to reach the Millennium Development Goals (MDGs) (if) those conditions are not restructured.”

So began the final declaration of the Latin American and Caribbean Youth Leadership Summit, which ended in the Brazilian city of Belo Horizonte on 16 May 2005. However, despite the serious concerns expressed in the communiqué, there was no mistaking the enthusiasm of the young people from more than 20 nations who gathered together for an energetic mixture of networking, debate and activities.

In agreeing the Millennium Development Goals (MDGs), the United Nations set itself some tough targets. Among other pledges, signatories committed to achieve global universal primary education, the reduction of child mortality, environmental sustainability, and the achievement of universal primary education by 2015. However, many countries, especially in the world’s poorer nations, look likely to miss out on these targets due to lack of resources - a fact May’s conference had no illusions about. As case studies emerged at the conference emphasised, the task of achieving the MDGs in Latin America and the Caribbean is a huge one.

Young people from across the world debating

One of those who remained upbeat after the declaration was Djibril Diallo, Chairman of the UN’s Youth Leadership Summits and Director of the UN’s New York Office of Sport for Development and Peace. “It was a very good summit,” he told CultureSports. “It was fantastic that youth from over 20 countries were able to

come together to debate ways of achieving the MDGs. This was a major achievement. Young people are better placed than many groups to identify what is needed to achieve the MDGs. These, after all, are the first generation of leaders in the new century."

"The summit really inspired the youth who attended to go back to their home countries and address the MDGs," he continued. "It identified leadership potential and helped build a global network. These are important achievements."

Essentially, the aim of the summit was to provide potential future leaders with access to the training, knowledge, networks and skills needed to meet the challenges facing their countries and communities. Topics under focus included the spread of HIV/AIDS, the brain drain from Latin America, youth violence and the role of sport in development. Delegates also touched upon more political issues such as gender inequality, the class system and issues of justice, employment and economics. They also examined best practice models for development projects in countries across the region.

Three-page summit declaration

The conference also took in a number of educational visits, including a trip to a shanty town, dinner at a government-subsidized restaurant, a visit to a local women's centre and a display of traditional Brazilian 'capoei-



ra' dancers. The summit ended with a three-page declaration, which, while acknowledging that major obstacles remain, pledged that delegates would redouble efforts to fight poverty, halt violence, and work towards achieving the MDGs.

The declaration also specified sport as a major asset in the challenge to achieve the MDGs and included a commitment to: "consider (access to) sports and culture as rights and means of empowerment of individuals."

"The UN is increasingly turning towards sport, not just to achieve the MDGs, but also for peace," pointed out Djibril Diallo. "These summits are using the converging power of sport as an entry position. Sport is a united language teaching values like tolerance and respect."

Although the summit raised some serious questions about what can be achieved given limited resources, it also provided fresh impetus and energy to those working for a better future in Latin America.

The Latin American Youth Leadership Summit was organized by the UN New York Office of Sport for Development and Peace, the Government of Brazil,

the Global Peace Initiative of Women, the City of Belo Horizonte and the Citizenship Institute - a São Paulo-based NGO.

What are the UN's Millennium Development Goals?

In the year 2000, 190 heads of States and Governments agreed the UN's Millennium Development Goals, which set specific targets for the combat of disease and poverty while promoting education and equality by 2015. The Declaration was set to be reviewed at the 60th session of the General Assembly in September 2005.

The goals are to:

- Eradicate extreme poverty and hunger
- Achieve universal primary education
- Promote gender equality and empower women
- Reduce child mortality
- Improve maternal health
- Combat HIV/AIDS, malaria and other diseases
- Ensure environmental sustainability
- Develop a global partnership for development

READ MORE AT: WWW.UN.ORG/MILLENNIUMGOALS

GLOBAL YOUTH ON THE MARCH

The global Youth Leadership Summits seek to identify, mobilize and support young leaders, giving them access to training, knowledge, networks and skills to meet the challenges facing their countries and communities and create an environment for debate and the development of new initiatives.

Previous summits:

- Pan-African Youth Leadership Summit 1
27-30 June 2004, Dakar, Senegal
- Pan-Asian Youth Leadership Summit
19-21 September 2004, Hiroshima, Japan
- Latin America & the Caribbean Youth Leadership Summit
12-16 May 2005, Belo Horizonte, Brazil
- Pan-African Youth Leadership Summit II
18-23 August 2005, Ifrane, Morocco

The series of summits will culminate next year in the Global Youth Leadership Summit on 28 – 31 August 2006 at the United Nations in New York.

More information on the summits can be found at: <http://www.un.org/sport2005>

People's sports academy looks to the future

By MARCUS DYLAN HOY

Much time and effort was spent on the foundation of the International Academy of Sport for All. Now, the results are beginning to show.

Described as one of ISCA's biggest-ever projects, the International Academy of Sport for All (IASFA) was launched in December 2004 as an ambitious attempt to increase educational expertise in grassroots sport. Founded by ISCA and 17 other 'Sport for All' organisations and educational institutions, IASFA was aimed primarily at voluntary leaders, managers and trainers in "Sport for All" organisations.

Courses and seminars held across the world were to be complimented by an online "virtual university", providing participants with expert training in their particular field - expertise that would often not be available in their home country. These educational events were to be backed up by a large Internet database and a comprehensive support network, including visiting instructors.

So what is the current state of play at IASFA? CultureSports spoke to ISCA President Anders Bülow, who has kept a keen eye on the Academy's development since it was first proposed back in 2003.

A growing number of activities

"The Academy is still growing and its activities so far have proved very successful," he says. "IASFA has already held a number of well-received educational seminars, and the online website and database are now up and running. The website includes a great deal of facilities such as news, a library, a course calendar, a facility database and e-learning information."



IASFA activities in 2005 have included a seminar entitled "Management of Large-scale Festivals" in conjunction with Berlin's "Turnfest" on 12-14 May where host cities and organizers of popular sports events from Austria, Brazil, Denmark, Germany, Finland, Iceland, Malaysia, Slovenia and Spain participated. Other events include a 10-day seminar in Campinas, Brazil, held in August entitled "The Rights of the Body", which was addressed by ISCA Vice-president Herbert Hartmann among others.

In addition, IASFA has entered into an ongoing partnership with both the International Youth Leader Education programme and the European Academy on Tour (EAT). This latter arrangement means EAT instructors are now available to travel to sports clubs to provide expert coaching under the IASFA banner.

Health and health promotion as well as facility management and how to open sporting facilities up to grassroots sports are two new themes under IASFA.

Health and facility management in focus

“IASFA has two themes that are currently under development,” continues Anders Bülow. “Health and health promotion” - that is, the educational issues behind health topics - and “facility management” - how to manage sporting facilities, make them sustainable and open them up to grassroots sport.”

In the future, the plan is to increase awareness of IASFA's activities across the globe. In Asia particularly, the Academy has already attracted plenty of interest

and preliminary discussions on how to co-ordinate IASFA activities in Asia have already taken place with ISCA partners in Malaysia and elsewhere.

Future IASFA events, including a major international seminar entitled “Gymnastics as a Health-Promoting Activity” in Tampere, Finland, in 2006, can be viewed on the IASFA website - www.iasfa.org

For more information on the Academy, see the IASFA website or send an e-mail to info@iasfa.org.



What are the aims of IASFA?

- To offer “Sport for All” providers a non-formal continuing education opportunity. The Academy is designed to meet the needs of entry-level as well as experienced sport leaders.
- To provide an organisational structure that embraces mobility in dissemination of information, allowing the Academy to be held in different locations according to need (online or in person).
- To provide continuing education for sports managers, administrators, instructors, trainers and volunteers.



Who are IASFA's Partners?

In addition to ISCA, IASFA partners include:

- Unione Italiana Sport per Tutti (UISP), Italy
- Scottish Association of Local Sports Councils (SALSC), UK
- Federazione Italiana Aerobica e Fitness (FIST), Italy
- Sport Unija Slovenije (SUS), Slovenia
- The NEMUNAS Country Sport Clubs Association, Lithuania
- Union Barcelona of Association of Sport (UBAE), Spain
- Czech SOKOL Organization, the Czech Republic
- Danish Gymnastics and Sports Associations (DGI), Denmark
- Deutscher Turner-Bund (DTB), Germany
- Union Francaise des Oeuvres Laiques et d'Education Physique (UFOLEP), France
- Union Sportive de l'Enseignement du Premier Degré (USEP), France
- European Sport Health Confederation (CESS)



IASFA is aimed at providing non-formal continuing education for voluntary leaders, managers and trainers in "Sport for All" organisations.





Global ambassadors for the joy of movement

The National Danish Performance Team leads a nomadic existence – but feels at home all over the world, promoting the “Sport for All” spirit.

By *MARCUS DYLAN HOY*

In an age when competitive sport is everywhere, the National Danish Performance Team (NDPT) is demonstrating that sport without losers can be just as entertaining as sport for winners. The team is an established international ambassador for the benefits of gymnastics and “people’s sport”, travelling the world and providing popular entertainment with an exciting variety of routines and performances.

The team’s nomadic tradition stems all the way back to the 1920s when a gymnastics team from Denmark’s Academy of Physical Education in Ollerup began touring Europe and later the world. This tradition was

continued by Erik Flensted-Jensen’s “Danish Gym Team”, which he founded 1939 and took across the world on a regular basis for almost fifty years. When Flensted-Jensen finally retired, his teams had given more than 3,000 displays and made countless friends in the process.

Team recognized by the United Nations

Formed in 1993 by the Danish Gymnastics and Sports Associations (DGI), the various teams have followed in the globetrotting tradition of its predecessors. Since the foundation, the teams have performed in 45 countries including Costa Rica, South Africa, the USA,



Zimbabwe, Thailand, Bolivia, El Salvador and China, with performances containing a varied mixture of dance, rhythmic gymnastics, artistic vaulting and tumbling. The team recently received recognition from the United Nations in the form of a Memorandum of Understanding in which the NDPT committed itself to highlight the goals of the International Year of Sport and Physical Education 2005. In turn, the United Nations Office for the International Year of Sport and Physical Education 2005 will assist the NDPT team in contacting United Nations offices during its world tour 2005-2006 to offer its services and explore possible local collaborations.

So what makes the team so unique? CultureSports spoke to Johannes Bjerre, former touring gymnast and currently NDPT team manager, who explains that the secret of his team's success is not only its exciting performances, but also its eagerness to get involved in local communities.





“The skill of the gymnasts is, of course, a great part of its attraction,” he says. “But our willingness to get close to our audience is also very important. We don’t just arrive, give a display and depart. We often live privately in the homes of our hosts and organize activities such as workshops with children, students etc. We always try to build up a relationship with those who come to watch us, meaning wherever the team goes, lasting friendships are made and our network is strengthened.”

Gymnasts fund their own trip

It says much about the team’s popularity that although members must fund their own place on the tour, competition for the approximately 30 places is always tough. At least 200 gymnasts apply for a place in the team every time and only the very best can expect to be considered, also seen from a social and personality angle.

Johannes Bjerre points out that the team’s non-competitive and non-profit-making nature means it has special attractions that cannot be matched by professional sport. “Non-competitive performances encoura-

ge creativity,” he says. “Unlike professional sport, which has a strict framework and does not have the chance to be creative. Even in professional sport, people come primarily to see a performance. And that is what we give our audience too – a performance. But we also provide inspiration and a means of creating a dialogue with people from other cultures.”

“One of our main goals is to promote an awareness of gymnastic traditions and give an understanding of the joy of movement,” he adds.

In September 2005, the team took to the road again, travelling through Europe, South America, Mexico, the USA, Vietnam, India, Kenya and Uganda before finishing up back in Denmark for the Danish Sports and Culture Festival 2006 “Landsstævne” where it will perform to an audience of up to 60,000 spectators. Then, after a short rest to catch their breath, Bjerre and his team will begin planning for yet another tour with a group of new gymnasts.

More information on the team can be found at:
www.dgi.dk/verdensholdet/english

Movement, training and education



BY JEAN-LUC FRAST AND CO-WRITER JACOB SCHOUENBORG

Why wasn't last year's "European Year of Education through Sport" simply called the "European Year of Sport"? And how can sport promote education? ISCA's Jean-Luc Frast and co-writer Jacob Schouenborg explain.

Last year's European Year of Education through Sport had some people shaking their heads in disbelief, wondering what on earth sport has to do with education. The answer is, at least partly, political. The European Commission can only support policy areas that are described in EU treaties as "community priorities". Sport is not yet one of these priori-

ties, which means that the Commission cannot simply deal with sport on its own terms. However, once that little word "education" is added, the picture changes. Education IS referred to in EU treaties, and using sport as a tool for education is indeed possible. Problem solved!

So was the name of the year just a political cover-up? The answer is, in fact, no. Sport can be an excellent tool for learning, socialisation, integration, value-discussions and more. But this requires a certain perspective on sport.

Millions of Europeans watch, breathe and live for their favourite top-level soccer team. Players are idolised, games are televised and the sport is a huge business. The Olympic Games, too, is a world spectacle with no expenses spared. The US-based TV-station NBC, for example, recently paid USD 2,300,000,000 for the coverage of three consecutive Olympic Games. Read the newspaper sports sections in any EU country, and the focus is invariably on a few, male dominated, professional sports. And let's admit it – plenty of people are interested.

We are not saying that elite/professional sport should be dispensed with. Not at all. Certainly, there are serious issues to be dealt with such as doping, injuries, health problems and corruption. But these issues should be addressed by the relevant people involved. Our point is that another world of sport also exists. One in which the focus is on broad participation, voluntary commitment, citizenship – and education.

A new perspective on sport

When practiced at local level – in clubs, in the streets and in schools, for example – sport has a great ability to educate. Sport can indeed be soccer or swimming or running. But it can also involve traditional games or dances or simply a new game invented for the occasion. The common factor is physical movement rather than the existence of different, regulated sports.

To us, sport's educational aspect involves non-formal training – that is, training outside formally approved

schools, universities etc. And this does not only mean training to become better at a particular sport. We can make three distinctions – education for, by and through sport.

Education for sport develops our technical competences. This is normally linked to well-defined disciplines of competitive sport, and in our terms, is of limited interest. Education by sport uses bodily activity to obtain certain social goals, such as ethnic reconciliation, people's health, citizenship or social integration.



Here, "Sport for All" is close to public welfare strategies, and in training terms as well as in terms of the objectives of the European Commission and the Council of Europe, it is certainly relevant.

The third distinction, education through sport, is a method of bodily practice which creates existential learning between human beings. Popular sport is used for personal development by bodily encounter, a "school for life" and a method of creating trust. Obviously, we are talking about learning in a very broad sense, but indeed a sense that is gaining ground in political and training circles.

From our perspective, the European Year of Education through Sport 2004 was not only an opportunity to increase the amount of actual training taking place in this field, but also a great chance to promote this alternative view of sport. That is why ISCA was keen to use the year to help establish projects such as the International Academy of Sport for All (IASFA), more of which is detailed elsewhere in this magazine.

Sport and physical activity have huge potential to attract people from all kinds of social and ethnic backgrounds. Indeed, large parts of the NGO world consist of sports organisations, local clubs and leisure groups. These organisations can have a powerful impact on the

What is IYLE?

ISCA's "International Youth Leader Education" programme is specifically designed to integrate different "education through sport" activities to achieve social integration and non-formal education among young people. The activities include camps, non-formal training courses, seminars and forums. The integration of these activities creates a diverse yet cohesive programme that provides training, co-operation and exchange of information among young people.



A group of 20 young NGO leaders from 10 European countries took part in the ISCA international training course "Intercultural Dialogue and Social Inclusion through Sport" in Lithuania on 11 - 17 July 2005.

living conditions of individuals as well as an enormous potential to influence the social cohesion of society. Here, we are not talking about training to reach excellence in a particular sport, but the benefits of participation in the social and organisational life of such associations. Here, the educational benefits are plain to see.

Different set-ups, different approaches

Supported by IASFA, the European Commission and the Council of Europe, the International Youth Leader Education Programme (IYLE) aims to utilise this great potential by enabling young people to become active members of their local club, community and larger environment. To achieve this goal, IYLE provides opportunities to take part in different non-formal educational activities such as four-month training courses in one of Denmark's non-formal "Folk High Schools", international 1-week training courses, international forums and youth camps.

The IYLE programme is intended to give young people the opportunity to develop as human beings and become active and valuable citizens. The training alternates between theoretical leadership education and practical social, sports and cultural activities. Both the theoretical and the practical areas focus on the main objective – namely to develop youth leaders who are capable of using sport, social and youth activities as a tool for development, social integration, community activities and intercultural understanding.

The IYLE programme will train about 600 young people in the next two years and will also create strong links for networking and new project initiatives. The creation of a training manual containing many different training activities combining physical activity and social issues will be one of the highlights of the next two years and will serve as a vital resource to NGOs interested in the field of education through sport. Moreover, IYLE will successfully contribute to intercultural understanding and bridge building between individuals, groups and local communities across Europe.

To sum up, we feel that a broader understanding of sport is needed. To achieve this, we urge greater focus on physical movement and "Sport for All" as tools for learning and training. Not just in sports clubs, but in all training situations. These tools are continuously being developed, and we encourage all those involved to enter into partnerships to ensure that they receive the widest possible exposure.



About the author and co-writer

Jean-Luc Frast

ISCA's Youth Co-ordinator and IYLE project officer, Jean-Luc Frast has been active in the field of youth policy and training since 1998. Before joining ISCA, he worked as a trainer and acting Director of the European Peer Training Association EPTO. He has also served as a project officer at the National Youth Council of Luxembourg (CGJL) and the European Youth Forum Jeunesse (YFJ).



Jacob Schouenborg

Currently employed by the Danish Ministry of Culture, Jacob Schouenborg holds a master's degree in political science and has previously worked as a ISCA Project Manager & Secretary General of the Nordic Youth Association (NSU). He has also worked as a volunteer in the Danish Gymnastics and Sports Associations, served on the youth committee of ISCA and been a trainer in several youth training courses and camps.





People's sport for peace and reconciliation

BY MARCUS DYLAN HOY

ISCA is supporting a number of key projects in the former Yugoslavia to help the peace and development process through sport.

Before the break up of Yugoslavia, sport thrived at both professional and grassroots levels. Many citizens were active in amateur sport, and gymnastics, basketball, handball and soccer were all highly popular. The nation formerly boasted some of the highest participation levels in the world, and all ethnic communities celebrated together when Belgrade soccer club Red Star was crowned champions of Europe in 1991.

However, the onset of the national wars of independence and the later Kosovo conflict saw deep mistrust dividing formerly tolerant communities. Some sporting facilities were destroyed, while others were left to decay as administrative infrastructure became obsolete.

Today, through its "South East Europe - Democratic Development through Sport" programme, ISCA is forging links between people's sport organisations across the region and promoting methods of healing the physical and psychological damage brought about by war.

Grassroots sport can help healing process

"We see South East Europe as a place where our support for projects can really make a difference," says Marvin Radford, ISCA's Resource Development



Officer. "It is in situations like this that grassroots sport can help the healing process by bringing together formerly adversarial communities."

One nation formerly part of Yugoslavia that was not heavily involved in the armed conflicts of the 1990s is Slovenia, and as a result formerly warring parties sometimes see the nation's inhabitants as "honest brokers". ISCA has been working closely with the Sports Union of Slovenia (SUS) in identifying partner projects across the region, and SUS will also be involved in both the mid-term and final evaluations of the supported projects.

"The idea was to identify and support projects that were concerned with sport for development and peace," continues Marvin Radford. "We examined a number of ventures, and it was tough to decide which ones to offer support. There is plenty of will to make things happen, but it is important to channel resources in the right direction. Ultimately, we chose those that were open to all, were sustainable and encouraged community involvement."

Conference on co-operation of GOs and NGOs

In addition to supporting projects, ISCA has also been involved in the promotion of dialogue between communities. Examples include a major con-

ference entitled "Co-operation of Governmental and Non-Governmental Organisations in the Field of Sport for All Development", which took place in Belgrade in April 2005. Attended by over 50 representatives and speakers from across the region, the conference examined best-practice development strategies in "Sport for All", the financing of non-governmental organisations and sport as a promoter of health. As a result, an open network of organisations, groups and individuals is now in the process of being set up. In the future, this network should provide a major contribution to the development of people's sport in the region. Plans are also underway for a follow-up conference in 2006.

ISCA's work in South East Europe contributes to the fact that the organisation is increasingly being seen as a key player in the field of international development through sport. "The lessons learned from South East Europe will lead to best practice models in international development, which can be applied to other developing regions across Europe and the world," concludes Marvin Radford. "We hope that valuable lessons will be learned."

As part of its South East Europe programme, ISCA is supporting a variety of different projects across the region. The projects include:

Eco Recreational Camp

– a project teaching eco-awareness through sport and recreation. The project involves 250 young people from Serbia and Montenegro, Bosnia Herzegovina, Macedonia and Slovenia. Activities include sports tournaments and community services such as cleaning up lakes.

Together for Nature –

Prespa 2005 – described as a cross-border "ecological and intercultural friendship youth exchange", this project is based in the Prespa Lake region, which borders Macedonia, Albania and Greece.

Children and Parents

Together – based in the urban community of Vracar, this project involves school children participating in sports tournaments against each other - and their parents.

Medek – support is being given to this Croatian sports institute which has an unrivalled reputation for developing sport and culture programmes for the over-fifties.

“Sport for All” values in focus

By MARIAN CHRISTENSEN PRESTAGE

For over ten years, ISCA has been promoting the values of fair play, democracy and intercultural understanding.

During this time, the organisation has become a major player in the field of global “Sport for All”.



During the General Assembly 2005 of ISCA in the Netherlands, an international seminar on “Values and Norms in Sport and Society” was held. “We need you to assist the development of values and norms,” said Dutch Prime Minister J. P. Balkenende, who spoke at the seminar.

Over ten years ago, around 25 sports leaders met in Copenhagen to discuss what they saw as a major shortcoming in international sport. What was lacking was an organisation that would provide opportunities for everyone to take part in international sports and cultural events without having to qualify first. In short - an alternative to the elite sports federations.

The idea was to launch a new organisation focused on people’s sport, diversity, democratisation and intercultural understanding. That organisation became ISCA, the International Sport and Culture Association.

Today, ISCA encompasses 146 separate organisations and 39 million individual members from around 70 different countries across the globe. During the past decade, the number of ISCA events, projects and initiatives has grown steadily as has the organisation’s

involvement with political institutions such as the Council of Europe, the European Commission and the United Nations. In addition, co-operation with like-minded “Sport for All” organisations has increased as has the number of staff employed at the ISCA Secretariat in Copenhagen. A couple of years ago, a Latin American ISCA Secretariat was also established in Campinas of Brazil.

Since its foundation, ISCA has stayed firmly focused on its core values, not least the promotion of “Sport for All” ideals and the principles of fair play. This commitment was reaffirmed at an international seminar on “Values and Norms in Sport and Society” at the 2005 ISCA General Assembly in the Netherlands, hosted by the Dutch “Sport for All” organisation Nederlandse Christelijke Sport Unie (NCSU). The seminar was addressed by a number of prominent speakers including the Dutch Prime Minister J.P. Balkenende, the Colombian Minister of Culture Maria Consuela Arauja Castro and the President of the European Fairplay Movement Prof. Dr. Carlos Gonçalves.

Colombian Ministry uses sport for peace-building

In her address, the Colombian Minister of Sport stated that sport and culture now plays a key role in making Colombia a better place to live. Her Ministry now has a new slogan - “Sport – an appealing choice to build peace”. She explained how a joint initiative taken by the Ministry and Colombia’s National Sports Institute is currently providing people with increased access to

An honorary member

In addition to being one of the founders of the organisation, Ruggero Alcanterini of the Italian sports organisation Federazione Italiana Sport per Tutti (FIST) has been a member of the ISCA Executive Committee and Vice-President of ISCA since the organisation was founded. He stepped down during the 2005 General Assembly and subsequently was made the first honorary member of the organisation. The chairman of the European Continental Committee, Herbert Hartmann (Vice-President of the German Sports Confederation) has been elected new ISCA Vice-President.



physical and cultural activities and enjoyment. The Minister went on to emphasise her conviction that sports is an effective means to:

- enhance coexistence and intercultural dialogue
- promote tolerance, justice and teamwork
- contribute to social unity
- ease reconciliation processes
- build social fairness

She added that her Ministry is responsible for a variety of sports programmes designed to provide citizens with access and conditions for physical and cultural enjoyment. These include community and indigenous people's games, paralympic games, summer festivals and mass people's Sunday cycle trips with up to three million taking part.

Positive power of people's sport

These and other examples illustrate how national policy in many countries is increasingly reflecting the aims of ISCA as more and more recognize the positive power of people's sport.

The seminar in the Netherlands concluded with a declaration that the improvement of "fair play" at all



levels is a major factor in making sport more accessible. Therefore, further steps should be taken to develop a theory of sport ethics and principles of fair play. The seminar also called for ISCA members to contribute to this aim by organising grassroots sports events and projects based on the values of fair play, tolerance and intercultural understanding.

The General Assembly of ISCA 2005 took place in the land of bicycles, the Netherlands.

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Play the Game tackles corruption in sport

Italy's Sandro Donati, ardent anti-doping fighter for the past 20 years, will address Play the Game 2005 on the subject of global trafficking of illegal performance-enhancing drugs.

An invitation to speak at the upcoming Play the Game conference in Copenhagen has made the International Volleyball Federation (FIVB) threaten to take the organizers to court. FIVB claims that it is illegal for Play the Game to offer a platform to one of its strongest critics, Mario Goijman.

BY KIRSTEN SPARRE

Goijman is former President of the former Argentine Volleyball Federation, and he has been invited to the conference to present his allegations against Ruben Acosta, President of FIVB. According to Goijman, Mexican Acosta has enriched himself for years at the expense of FIVB by taking commissions on contracts he has negotiated on behalf of the volleyball federation. As a consequence of Goijman's criticisms, Ruben Acosta is facing a court

case in Switzerland charged with attempting to deceive the FIVB Congress.

In a letter to Play the Game, FIVB attempted to use the court case as a reason why public debate of FIVB governance would be unlawful. FIVB threatened to take legal action against every individual member of Play the Game's board and programme committee if Goijman was not removed from the speakers' list by

20 August. Indeed, Play the Game aims to encourage democracy, transparency and freedom of expression in world sport and has refused to withdraw its invitation to Mario Goijman.

"The debate on how the big international sports federations manage their assets is very important and of course you do not breach Danish or international law by addressing such issues. Therefore, we have repeated our invitation for FIVB to take part in the debate rather than engage in pointless court cases," says Jens Sejer Andersen, Director of Play the Game.

Crime and corruption in sport

Play the Game 2005 takes place in Copenhagen from 6 - 10 November. Under the headline "Governance in Sport: The Good, the Bad & the Ugly", the conference looks at a number of controversial issues in sport.

The main theme is crime and corruption in sport and the conference will look at allegations of corruption in FIFA, the widespread phenomenon of match fixing, and the role of organized crime in the distribution of drugs for doping among other topics.

Other topics at the conference are doping, economic exploitation of third world athletes, China and the Olympic Games in 2008, mega-events, the United Nations' International Year of Sport and Physical Education and media coverage of sport.

Presentation of major sports press survey

At the conference, Play the Game will also present the results of the most wide-ranging survey of sports coverage ever undertaken. Academics and journalists from nine different countries have been analysing national and regional newspapers to contribute data to the survey. The countries in the survey represent three different continents and many different sports cultures.

The survey aims to provide a cross-national perspective on how journalists approach coverage of sport and sport events by looking at parameters such as the type of sport covered, gender of both athletes and journalists as well as geographical origin of the person or team covered.

The final analysis of all data is undertaken by "Monday Morning", a Danish business weekly and think tank on news.

Play the Game now independent

The conference in November is the fourth edition of Play the Game. However, since the previous conference in 2002, Play the Game has become an independent institution.

Play the Game is founded by the entire Danish sports community – the National Olympic Committee and Sports Confederation of Denmark, the Danish Gymnastics and Sports Associations, and the Danish Association of Company Sports – in close co-operation with the International Federation of Journalists (IFJ). Play the Game also receives financial support from the Danish Ministry of Culture, the national elite sports institution Team Danmark and the Sports Foundation Denmark.

For more information, go to:
www.playthegame.org.

Play the Game also has room for the positive stories about the role of sport in culture, health and development.





“Sport for All” Moves Us

This year’s traditional German gymnastics festival “Deutsches Turnfest” was a truly international event, with plenty of foreign participants among the almost 100,000 attendees.

By MARIAN CHRISTENSEN PRESTAGE

“A party of superlatives” was how Mr Rainer Brechtken, President of the German “Sport for All” association Deutscher Turner-Bund (DTB), described the International German Gymnastics Festival 2005, which took place in Berlin from 14 to 20 May. Amongst the 94,000 people who took part in one of the world’s biggest “Sport for All” events were 3,600 foreign attendees from 33 different countries.

The event has been taking place since 1860, but 2005 was the first time that the festival officially went international. This year was also significant as it is the first time that this gymnastics festival takes place in the whole of Berlin.

“With this modernised and internationalised festival, we have proven that gymnastics is young, modern, fresh and up-to-date,” said Rainer Brechtken. He added that the centrepiece gymnastics gala expressed everything that the sport represents – social inclusion, integration and the ability to transform. The motto of the festival, “Berlin Moves Us”, was a reference to this.

Sports academy visited by thousands

One of the highlights of the festival was a 10,000-strong sport academy aimed at trainers, coaches and performers. Other workshops included training programmes for children and seniors and fitness, aerobics and sports management programmes. In addition, a trend

fair offered a major exhibition of state-of-the-art fitness and health equipment as well as details of the very latest research.

In the days prior to the festival, Berlin was also the stage for an international seminar organized by the International Academy of Sport for All (IASFA) entitled “Planning and Management of Large-scale Festivals”. The seminar targeted organisations and host cities planning to host large-scale events similar to the “Turnfest” and combined presentations and round-table discussions with the sharing of best practices. A total of 38 participants from 10 different nations joined the seminar, which was hosted by DTB.

The international aspect of the “Turnfest” was also emphasised by a youth camp, which was attended by children and young people from 13 nations as diverse as Namibia, Mexico and Russia, who joined with German youngsters to participate in various sporting activities.

The weeklong festival also attracted a great deal of media attention. Apart from local media coverage, national TV channel ZDF transmitted from the festival every night - it is the first time a national TV station has afforded so much coverage to the event.

Organizers agreed that the internationalisation of the “Turnfest” had been a great success, and the presence of so many visitors from abroad had added an extra cultural dimension to this traditional event.

Meeting with Malaysian Minister of Sport

The ISCA Executive Committee met with the Malaysian Minister for Youth and Sport Mrs Datuk Azalina Othman on 30 June 2005 in conjunction with an Executive Committee meeting in Malaysia. The meeting was held to discuss a proposal for the joint organisation of an international congress on health, fitness and sport in 2006 among other things. Both the Malaysian Minister and ISCA have a keen interest in the role of GOs and NGOs in promoting and improving health through physical activities and sports.

International Youth Training Course in Lithuania

On 11 – 17 July 2005, the youth training course “Intercultural Dialogue and Social Inclusion through Sport” took place in Alantos in Lithuania. The focal point of the course was how to use sport and physical activity as tools for intercultural dialogue and social inclusion when working with young people. A group of 20 young NGO leaders from 10 countries attended the course.

III International Forum of General Gymnastics in Brazil

Campinas in Brazil hosted the third International Forum of General Gymnastics, organized by Social Service of Commerce (SESC) and the Physical Education Faculty of UNICAMP, in co-operation with ISCA. The event took place from 19 – 28 August 2005. Latin American ISCA members and their youth representatives also met up together with the Latin American Youth Committee (LAYC) during the Forum. LAYC has now elected 8 new members for the committee for the next two years. The representatives from ISCA

Latin American organisations (Argentina, Brazil, Colombia, Paraguay and Peru) debated common ideas and future actions. The first step will be a detailed survey to create a Latin American member organisations’ profile, enabling members to get to know each other and establish an effective network via a database to be established by the Latin American Secretariat. There were around 6,000 visitors at the Forum from Latin America as well as Europe. A report on the event, including presentations given in Campinas, is already available.



Youth Leaders meet in Denmark

A total of 21 enthusiastic youth leaders from Slovenia, France, Denmark, Estonia, Lithuania, Latvia and Scotland were part of a training event hosted by the Danish Gymnastics and Sports Associations (DGI) and organized in co-operation with the International Academy of Sport for All (IASFA). The week-long event, which focused on project management tools and the creation of pan-European youth networks, was held in Aarhus, Denmark, in July 2005. At the end of the week, the group resolved to hold a youth camp “Tolerance through Sport” during the DGI sports and culture festival “Landsstævne 2006” in Haderslev, Denmark. The event was designed to provide an in-depth knowledge into effective project management models that could be applied to participants’ voluntary organisations at home.



New students begin International Youth Leader Education

In August, 15 international students from Argentina, Brazil, Canada, Malaysia, Peru, Scotland, Slovakia and Slovenia started the International Youth Leader Education programme 2005/2006. The course takes place at the Academy of Physical Education in Ollerup, Denmark, and runs for either five months or nine months.

Network of “Sport for All” Communicators

“Sport for All” organisations often preside over a wide variety of information, projects and undertakings, and efforts are being made to optimise the distribution of this knowledge and information within ISCA organisations and beyond. The Department of Communications at the Danish Gymnastics and Sports Associations (DGI) is currently gauging interest in the formation of an international network of communicators within ISCA organisations. The idea is to exchange stories and issues of interest to other ISCA members. Ideas include putting articles and news from national magazines or newsletters into an Internet-based knowledge bank to be used by journalists or communicators in sister organisations. For more information, contact journalist Kirsten Harkjaer Larsen from DGI: kirsten.harkjaer.larsen@dgi.dk



“Education through Sport” report by the International Academy of Sport for All

A comprehensive report entitled “Education through Sport: Towards an International Academy of Sport for All” was recently published by IASFA. The report details the actual status and needs of “Sport for All” education as well as methods used in the realisation of IASFA, which was launched by ISCA and other “Sport for All” partner organisations in December 2004. The report examines how the experiences and educational practices of “Sport for All” meet on a European level and includes material collected from eight countries. The report is available online at: www.iasfa.org/literature.htm



3rd ISCA Asian Assembly

For the third time, the Asian Continental Committee of ISCA convened on 26 - 29 May 2005 in Hong Kong. Representatives from Malaysia, Thailand, Japan, South Korea, China, Taiwan and Hong Kong were in attendance. The assembly included a review of Asian activities of the past year, a work plan for future development activities, discussions to host the 2006 ISCA World Congress in Malaysia and an agreement for Asian members to be the lead developers of an ISCA University Network.

ISCA Badminton for All

A total of 300 participants from eight different countries participated in the second ISCA Badminton festival in Copenhagen on 23 – 27 March 2005. All individual players participated in both team and individual competitions where they joined forces with players from different countries. The festival was organized and hosted by the Danish Gymnastics and Sports Associations (DGI), Badminton Section. On 1 October, the ISCA Badminton for All Committee met in Aberdeen in Scotland for its yearly meeting, discussing future events and initiatives as well as exchanging know-how and experience.



Building a Culture of Volunteering and Citizenship throughout Europe

On 19 – 24 November 2005, the European Youth and Sport Forum 2005 will take place in Stoke Mandeville, close to London. Reflecting the agenda of the informal EU Sports Ministers’ meeting during the UK’s EU Presidency, participants at the Forum will exchange ideas and views on:

- The promotion of volunteering
- Combating discrimination in and through sport
- Sport and health

The target group comprises young people between 18-30 involved in voluntary work at a local, regional and/or national level or involved in NGOs or “Sport for All” organisations. The European Youth and Sport Forum 2005 is an ISCA initiative, organized in co-operation with CCPR and ENGSO Youth. Around 100 participants are expected to attend. Read more at the ISCA website: www.isca-web.org.



THANK YOU, SPONSORS

We would like to thank our sponsors this year for enabling us to realize many activities and projects within ISCA in 2005 and beyond:

Council of Europe: General Support.

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

Danish Ministry of Culture: General Support.

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

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

Swiss Working Group on Sport and Development: Democratic Development through Grassroots Sport in Southeast Europe.

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Upcoming Festivals

The International SVoLi Gymnastics Festival 2006, Finland

8 – 11 June 2006, Tampere

The Finnish Gymnastics Federation SVoLi is inviting all interested gymnastics groups from abroad to the SVoLi festival in Tampere. The programme will include workshops, performances and seminars among many other activities. Expected number of participants is 15,000.

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Sports and Culture Festival "Landsstævne 2006", Denmark

28 June – 2 July 2006, Haderslev

The Sports and Culture Festival "Landsstævne", which is organized by the Danish Gymnastics and Sports Associations (DGI) and the Association of Danish Rifle Clubs (DDS) every fourth year, will take place in the Danish city of Haderslev in 2006. Among the activities on offer are gymnastics, athletics, swimming, basketball, tennis, gymnastics, petanque, badminton, shooting as well as music and dance.

For more information:

Tel.: +45 74 52 20 06

Website: www.dgi.dk/Landsstaeвне/Engelsk_version.aspx

E-mail: L2006@dgi.dk

Czech SLET Festival, the Czech Republic

1 - 6 July 2006, Prague

More than 20,000 people are expected to attend the 14th annual festival of Czech SOKOL called SLET, an event that takes place every sixth year. The official beginning of SLET will take place in Sazka-Arena, a newly built sports hall in the centre of Prague. Apart from participants from the Czech Republic and the Slovak Republic, there will be representatives of SOKOL Movements from the USA, Canada, Great Britain etc., and the event is open to international participation. The sports part of SLET 2006 is aiming at showing the quality of modern sports activities within SOKOL.

For more information:

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