

# CultureSports

INTERNATIONAL SPORT AND CULTURE ASSOCIATION 7|2007



Health

Integration



# Human Capital

The big difference between Sport for All and commercialized elite sport is that Sport for All develops people and society instead of producing medalists. Sport for All and its organisations are producing Human Capital on which the societies are being built and developed.

Human Capital is realised through voluntary organisations where recreational sport and leisure activities are made available to the local citizens. Organisational volunteers take responsibility for some societal challenges.

One of the major societal challenges is the fast growing problem of overweight and obesity. An alarming global prognosis tells us that many countries are facing major challenges that, if unaddressed, will have huge consequences at an individual and societal level. Consequences will be both human and financial. Most agree that this challenge is not solved by public regulations and interventions alone. The solution to breaking the obesity curve needs commitment from many stakeholders in society.

Another societal challenge is the dialogue between different cultures. Many international and national examples have shown that co-existence and integration of different cultures are important challenges that can also have major human and societal consequences.

Sport for All volunteers and their organisations are taking responsibility in these two areas. Sport for All organisations in many countries are developing new programmes with a special focus on combating obesity. Sport for All organisations are involved in a myriad of local level initiatives, that aim to activate and integrate marginalised people.

## Invest in the Human Capital

In this magazine we have asked different stakeholders to give their input to the topics of Health and Integration. We believe this input clearly shows that the Sport for All sector – its millions of volunteers and organisations – take responsibility for the development of society by involving themselves in its major challenges.

May this also inspire to governments, ministries, foundations and private companies to invest in this sector and support this production of Human Capital. It is an investment that pays back – not in medals - but in better and healthier societies.

*Mogens Kirkeby, Secretary General 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”.*





# Unite and Improve Your Health through “Sport for All”

*Dear Friends*

**U**nity and health are two important subjects currently being discussed at length by decision makers and leaders across the globe. It is no surprise, therefore, that this issue of CultureSports is devoted to these topics.

As well as the wide range of articles contained in this magazine, I am pleased to state that the ISCA World Congress 2007 will also offer plenty of inspiration on these subjects. Presentations and discussions on these and other contemporary issues will be made in the presence of many notable attendees, including two Malaysian Ministers - The Honorable Dato' Seri Azalina Dato'

Othman Said - Minister of Youth and Sport, and The Honorable Datuk Maximus Johnity Ongkili - Minister of National Unity and Integration Department.

The concept of “sport for all” is the greatest asset any organisation promoting the social value and personal wellness aspects of sport can have. In my 10 years as ISCA President, I have come to believe this wholeheartedly. I hope that this magazine and the 2007 congress will inspire individuals, sports organisations and public institutions in their efforts to develop new initiatives in the area of “sport for all”.

Happy reading!  
Anders Bülow,  
ISCA President, 1997-2007

# ISCA General Assembly strengthens Malaysia ties

**B**est known as an exotic holiday destination and the site of the Petronas Twin Towers, Malaysia is also home to a growing number of ISCA partner organizations. It was not least due to increased cooperation between ISCA and Malaysia's "sport for all" organisations that led to the nation's capital, Kuala Lumpur, being chosen to host the ISCA World Congress and General Assembly in 2007.

The logistics involved in taking ISCA's largest annual gathering to Asia were not simple, but were eased by the cooperation of both the Malaysian government and enthusiastic partners such as the Kuala Lumpur City Hall. Along with their NGO partners, these organisations displayed a resolute willingness to see the congress held in their sport-loving nation. A key factor was the fact that the assembly's major topics - promoting fitness among individuals, creating healthier societies, and embracing unity - all had their own relevance in Malaysian society today.

"Malaysia was an ideal setting for the congress for a number of reasons", says Marvin Radford, ISCA's Resource Development Officer. "The nation is home to a large number of "sport for all" projects. Some, like the National Fitness Council, are government-sponsored, while others receive little external support. Malaysia consists of a large number of ethnic groups, and their continued unity is an important national priority. We are especially interested in gauging the success of various "sport for all" projects in securing unity and peaceful development".

"Asia is a natural location for us to be," he continued. "ISCA has not held a full Congress and General Assem-



bly in Asia before, but the ISCA Asia Committee has held several assemblies in various countries and this is our way of showing solidarity and commitment to the region. We would have liked to get there sooner, but logistical differences between continents have had the effect of slowing things down".

"We would not be here if it wasn't for the initiative and leadership provided by our friends in Malaysia - not least Mr N. Shanmugarajah, the Chairman of ISCA's Asian Continental Committee", he adds.

Key scheduled speakers at the Congress include Malaysia's Minister of Youth and Sport Datuk Azalina Othman, who confirmed in a statement provided to CultureSports, that health and integration issues are never far from the agenda in an ethnically and religiously diverse nation of 25 million people. Many relevant issues are now being addressed on the website of the new National Fitness Council, a

## DEAR COLLEAGUES AND FRIENDS OF SPORT FOR ALL

Sport for All is now recognized to be playing a major role in Malaysia. Its contributing factors contribute globally towards unity and benefits to the human mind and body. Sports leaders should recognize these elements and put forward programmes to encourage participations and particularly the adherence towards the programmes.

The National Fitness Council (NFC) was set up in 2004 with the support of the Prime Minister and the cabinet. The government recognized the important elements of these programmes and one of the important functions of the NFC is to educate and to regulate the teaching standard of all fitness instructors in this country.

This World Congress in Malaysia marks another milestone in ISCA's efforts to promote Sport for All.

The NFC themes of fitness, health and unity are reflected in the ISCA Congress theme of Get Fit, Healthy and United through Sport for All. It is with great pleasure that I invite you to the ISCA World Congress and General Assembly 2007 in Kuala Lumpur, Malaysia.

Furthermore, I would like to congratulate everyone who has worked hard to ensure the success of this Congress.

### **Dato' Seri Azalina Dato' Othman Said**

Minister of Youth and Sport  
Malaysia



broad-based initiative under the Ministry of Youth & Sports featuring an interactive web portal containing a wealth of information.

"Public health is becoming an important issue for many countries around the world," the Minister says. "The National Fitness Council is a unique cooperation between four Ministries. Such cooperation does not exist in many

other countries". Set to run from October 25-28, the Malaysian congress is ISCA's seventh. Previous congresses have been held in Slovenia, the Netherlands, Denmark, Brazil, the Czech Republic and Italy.

*More info at <http://isca-web.org/english/congress2007>*

### **Recent ISCA Congresses**

Portoroz, Slovenia 2006  
Papendal, Netherlands 2005  
Copenhagen, Denmark 2004  
Bertioga, Brazil 2003  
Prague, Czech Republic 2002  
Rome, Italy 2001

### **Recent ISCA Asian Assemblies**

Hong Kong 2005  
Suwon, South Korea 2004  
Bangkok, Thailand 2003

The ISCA Congress 2007 is developed for sport organization leaders, health and sport political leaders, sport researchers, and stakeholders of Sport for All. We welcome experts that deal with planning, managing and running of sport organizations, especially experts from the field of Sport for All and experts from the field of health that deal with sport as a means to strengthen and maintain health. We also invite all practitioners of grassroots sport and business who can introduce and exchange examples of good practice and future trends.



# UBAE - a new business model for innovative health management

*Most people would associate the city of Barcelona with professional football. But dig a little deeper and you will find that it is also home to a large, innovative grassroots sports movement that is forging groundbreaking public-private partnerships.*

**T**he Unió Barcelona d'Activitats Esportives, otherwise known as UBAE, is one of Barcelona's lesser known sporting successes. Founded in 1988 as an umbrella organisation of Catalan sports NGO's, UBAE now presides over one of the most original sports integration models in Europe. An innovative range of private-public partnerships means it is able to offer a wide range of activity programs for all ages, cultures and backgrounds, while remaining in sound financial health.

Currently consisting of 21 different sports bodies, UBAE came to prominence after the Olympic Games in 1992,

when local authorities had a surfeit of world class facilities, but lacked the manpower to utilize them to the full. The city had initially turned to UBAE to manage its after-school activities, but after the games were over the organisation began to play a far greater role in both management and training, forging unconventional relationships with the private health and fitness sector in the process.

"The organisation was originally charged with managing after-school sports activities for children," UBAE President Gil Modroño tells CultureSports. "But our role



has grown significantly since then. Today, we manage 15 sports centres, serving more than 5.3 million users a year. We also employ 490 staff - 250 of them as fitness instructors”.

But it is UBAE’s so-called “social management” model that is one of its most interesting features. Taking its starting point in the needs of Catalonia’s citizens, the model is based on forging strong partnerships with local municipalities and businesses, including the private health and fitness sector.

“We do not reject profits” says Modroño. “Our management model includes active economic activities. “However, any profits are re-invested back into the organization or used to implement specific programs.”

UBAE’s partnership with the private health sector means that health clubs’ facilities are often made available for citizens who would not normally be able to afford full membership. The arrangement also ensures that facilities administered by UBAE are used to their full potential

“In spite of being officially a non-profit-making organization, our management is carried out from a business perspective, incorporating its own criteria” Modroño says. “In economic terms, our projects are mostly sustainable. When this is not the case, we try to improve the running expenses or we finance them with our own resources”

UBAE’s management of the city’s wide range of sports facilities is not an easy job. Tasks include assigning space

for school physical education classes, and developing sports activity programs for children, the elderly and disabled while maximizing the time facilities are available to the general population. Much thought is given to monthly subscription fees, with the aim of allowing everyone access to local sports centre while they retain economic viability.

“We aim to make physical activity a central part of popular education and a means of integration” Modroño continues. “We also seek to promote social and cultural exchanges, and to create a range of activity programmes checked and controlled by experts. Other activities include the continuous training of sports leaders and instructors and the development of solidarity between sports organisations and participants”.

While not all “sport for all” organisations are able to preside over such a wealth of facilities as Barcelona enjoys, UBAE’s management system is being increasingly viewed as a “best practice” model which could be adapted and used elsewhere.

“Because of the sustainable nature of our management model, we have initiated contacts with other organisations to introduce this practice elsewhere”, Modroño concludes. “Our input has been very well received, and we have set up several studies to introduce our it abroad. UBAE is very interested in contacting with other organisations and forming bilateral agreements”.

*More information is available at [www.ubae.net](http://www.ubae.net)*

# Private fitness centres - giving “Sport for All” a bad name?

*Private health and fitness centres are common sights on the high streets of major cities across the world. But what part do they play in the overall “sport for all” picture?*



As societies become more affluent, an increasing number of people are opting for a level of facilities and luxury rarely seen in traditional “sport for all” clubs. Increasingly popular are a new breed of private health clubs offering saunas, steam baths, a wide variety of fitness equipment and even beauty treatments. Clubs that not only provide good health facilities, but also appeal to our desire to be pampered. However, although this increase in the number of people taking exercise is a positive trend, some critics see such a drift towards “luxury leisure” as a reflection of our hedonistic lifestyle and lacking real social value.

In 2006, the International Health, Racquet & Sports Club Association (IHRSA), published what it described as the first-ever detailed study of the European private fitness market. According to its findings, approximately 39 million Europeans, or eight percent of the population, work out regularly in private clubs. Based on average membership fees, these clubs’ combined annual income is thought to be approximately €20 billion euros.

Another trend revealed by IHRSA was that independent clubs are becoming less common and fitness chains are increasingly dominating the market. According to critics, these chains often cater for the lowest common denominator, meaning that individual clubs are not in a position to offer specialist services related to the particular area in which they are located. Critics also charge that they are often too heavily geared to individual workout programs, means many users do not realise the social benefits of “sport for all”.

CultureSports put these points to Abbi Ross, an instructor at the Fitness Company, one of Europe’s largest health club chains. “Yes, we make a profit but we also see ourselves as bringing benefits to the community as a







whole”, she said. “We try to offer a choice. Most of our members prefer to work out alone but we also offer classes like aerobics and yoga. The social aspect is not forgotten.”

“Most private health clubs make a real effort to get involved in the community,” she continued. “It is in our interest to do so. We offer off peak discounts for students and seniors. Our membership rates are affordable to 90% of the population, and we like to be seen as part of the local community”.

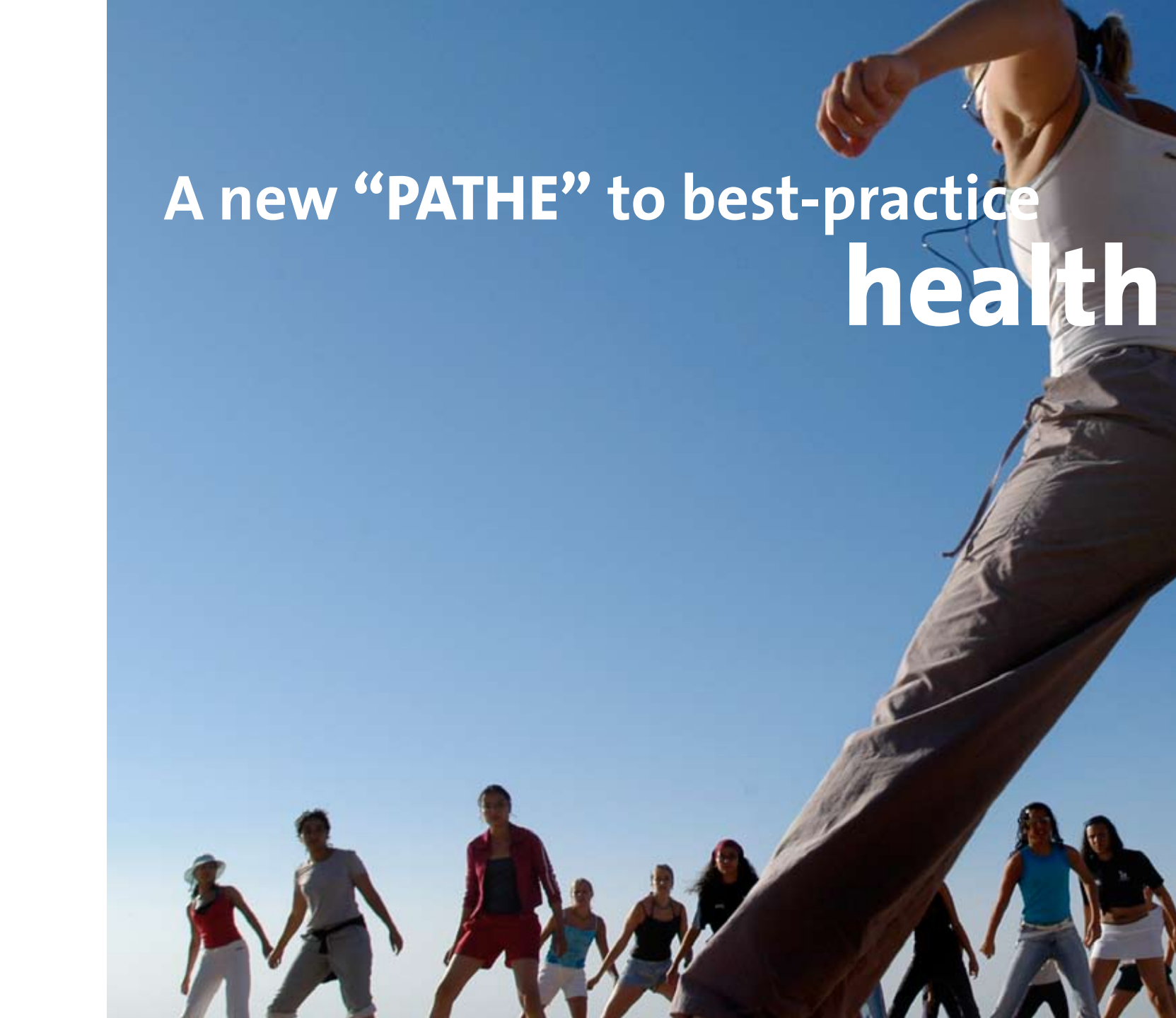
Examples from the UK confirm her claim that that community participation can be advantageous to private health clubs. In Britain and elsewhere, the Fitness First chain is active in carrying out a number initiatives designed to improve public health, including the development of a ten-point ‘Health and Fitness Index’ which compares participants’ self opinion with national trends, and a special program designed to entice seniors into the gym.

“Some people are put off becoming more active because they think they have to workout at a high intensity, compete with others or wear a designer tracksuit” a Fitness First spokesman told CultureSports. “None of these things are necessary. Private health clubs should not be viewed as exclusive or elitist”.

Unfortunately, examples of community involvement are still few and far between in most western nations. However, in Britain at least, things may be changing. A new government initiative, the National Sports Foundation (NSF) is aiming to encourage private sector bodies to invest in community sports projects, and offers to match any donations they make. According to the foundation, the initiative allows private fitness clubs to increase their brand profile, resulting in increased club membership. Current NSF Initiatives include “2012 Kids”, a project to encourage children and young people to take up sport, “Women into Sport”, a project providing coaching and support for female teams, and “Fit for Sport”, which encourages partnerships and investment in clubs, coaches and volunteers in local communities. In March 2006 the British government allocated £34.5 million to the NSF over two years.

At their worst, private health clubs can turn people away from the social aspects of physical activity by making it appear elitist and catering to vanity. However, as long as they are managed sensitively and open to partnerships, they have the potential to make a positive contribution to the broad spectrum of “sport for all” provision.

*More information on Britain’s National Sports Foundation can be found at <http://www.nationalsportsfoundation.org/>*



# A new “PATHE” to best-practice health

*CultureSports took a whistle stop tour of Europe to find out how partner organisations are implementing activities and projects related to ISCA’s new PATHE initiative.*

**P**hysical Activity Towards a Healthier Europe (PATHE) is a new ISCA project designed to pair “best practice” health promotion models with countries wishing to implement first-time projects. Forming part of the European Platform on Diet, Physical Activity and Health, the initiative will use national associations’ existing models to spread best practice knowledge of health promotion projects & campaigns to countries wishing to implement similar initiatives for the first time.

Set to be launched in November 2007, PATHE’s wide range of activities include consultancies, training, seminars, workshops, and the creation of informal networks.

PATHE is also intended to support the European Community’s Strategy on Nutrition, Overweight, and Obesity-Related Health Issues” within the area of “encouraging physical activity”. Using insight gained from past projects, PATHE will seek to improve the capacity of sports or-

# promotion



ganisations to develop effective national campaigns and make current programmes more oriented and inclusive.

A number of ISCA associations are already in the process of implementing projects intended to form part of the PATHE knowledge base. CultureSports took a look at what has been happening across Europe.

## France

Boasting more than 825 000 members, ISCA member organisation USEP is the largest educational sports federation in France. Much of its activities take place in and around primary schools, and it prioritises the health of

younger children of primary school age.

In March 2007, a new initiative entitled “My Health in Games”, saw the participation of approximately 150.000 children in a wide range of discussion forums and competitive events. The aim of the initiative was not only to instil a taste for regular sporting activity at a young age, but also to allow the children to express themselves verbally, gain in confidence, and make more enlightened health choices.

In partnership with the CIDIL (Centre Inter professional of Dairy Documentation and Information), children



were presented with a sporting “goody bag” containing juggling balls, hoops and other traditional games, as well as an educational notebook. The initiative is set to continue into 2008 and may be extended to include younger children.

### **Denmark**

Denmark’s DGI sports association is working with two main projects related to the PATHE initiative. “Focused Training”, which began in 2002, aims to develop and modernize club activities to incorporate modern training techniques such as pilates, yoga, and the use of exercise balls. According to DGI, the ability of local sports clubs to offer such activities makes them much more attractive for today’s adults, especially generally inactive people.

The program also provides clubs with instructors educated in new training techniques, and provides educational materials. “Focused Training” maintains cooperation between sports branches, organizers of professional education and equipment producers.

Another project, “DGI Fitness Training: Developing a Fitness Culture” aims to establish ten new fitness activity clubs each year over ten years. Start-up loans are available, and new clubs receive assistance in organization, consultancy, and activity development. Existing clubs can also develop new fitness activities as part of the project.

Both initiatives aim to provide an alternative to expensive private fitness centres and establish a new benchmark for quality fitness training in Denmark. Other plans include the development of a new quality standard and certification program.

### **Slovenia**

In 1999, the Sport Union of Slovenia (SUS) initiated a project entitled “Slovenia in Movement – with Movement towards Health” together with its national partners. The project, which is still in place today, was successful in achieving its original goal of increasing the number of Slovenes who exercise half an hour a day by 10% in five years.

With this goal achieved, the association decided to take

the process a step further by developing a new benchmark certification for affiliated sports and fitness clubs, many of which had participated in the original project. Entitled “Healthy Society”, the certificate was designed to be awarded to clubs providing a defined level of choice and high standard of health-related activities.

Criteria included the presence of comprehensive goals, a uniform organisational structure, competent trainers, the availability of preventive medical checkups and constant quality control. Exercise programs awarded “Healthy Society” certification were not just intended to prevent disease and other ailments but also to educate and encourage the awareness of health issues.

SUS also manages the education of “Healthy Society” trainers and coordinators, meaning that the quality of individual exercise programs will always be monitored optimally. In addition, a register of sport clubs that have acquired the certificate is maintained on the SUS online database

### **Italy**

In an attempt to combat obesity at an early age, the Italian Sport for All Association (UISP) is in the process of increasing its focus on child health through the concept of “Healthy Families”. The initiative is spearheaded by a new information campaign detailing the benefits of active lifestyles, based not just on the simple transfer of information but is also actively encouraging input and active suggestions from children and family members.

UISP has also initiated a new project that will construct “spaces” of activity for children and parents based on games, movement and active lifestyle pursuits outside the limits of structured sport. Other initiatives include the “Weekend of Family Sport” - an event that encouraged children, parents and grandparents to participate in a range of sporting activities. The association is also carrying out local needs-analysis through working groups comprising children and parents, teachers, local authorities and local UISP committee members. The aim of these activities include the development of new, inclusive local networks and increasing children’s awareness of health issues.

The PATHE project will be launched in November 2007, and will implement its activities over the following 30 months. For more information, please contact Mette Ravn at the ISCA secretariat, [mr@isca-web.org](mailto:mr@isca-web.org).

# A long-serving servant of “Sport for All”

*After ten eventful years, Anders Bülow is stepping down as ISCA President. CultureSports caught up with him to hear his thoughts on being the organisation’s most visible ambassador*

**CS:** *Looking back, how do you see your ten years as president?*

AB: “I have enjoyed ten fantastic years, in which the world has been my playground and learning space. I’ve met many people from all over the world who are working hard to encourage active participation in sport. I’ve learned so much, made so many friendships, and been lucky enough to travel more than most people ever do”.

“ISCA was only two years’ old when I was elected president. I was very young and had to demonstrate its credibility as a “sport for all” body with a mission and a future. Initially it was an uphill struggle. But we have succeeded and today ISCA is seen as a leading “sport for all” organisation. Slowly but surely we have grown in membership, activities, budget and number of employees”.

“The time to create ISCA was right – the need was there and its development since then has shown that we were right in creating an organisation with this approach to development, politics and concrete activities”.

**CS:** *What was your original motivation to stand for election as ISCA president?*

AB: “I was asked by the executive committee of DGI, the Danish Gymnastics and Sports Associations, whether I was interested in becoming a candidate for the presidency of ISCA, a relatively new organisation at the time. At first I dismissed the idea due to my limited experience, particularly at an international level. But they were confident that ISCA could use a president with my profile and approach”.

“In the end, in the light of my “sport for all” background and knowing what participation can do for ordinary people and society as a whole, I was driven by the chance



to make a difference. I have put a lot of energy into ISCA – and have gained much in return. I think we have come a long way over the last 10 years and I am proud to hand over the presidency at a time when ISCA's potential has never been greater”.

**CS: What have been the most significant changes in the “sport for all” sector over the past ten years?**

AB: “The most significant change has been the shift in national and international perception of “sport for all”. The concept is now seen as more than just sport. Today it is recognised as an important factor in promoting health, building capacity and improving social integration. Today “sport for all” is recognised as a tool to mobilise people and encourage them to take care of their own body”.

**CS: In what ways has ISCA developed under your presidency?**

AB: “We have grown immensely in size. When I became president there were no more than 35 members from about 20 countries. Today we have become a strong international network counting more than 80 countries and 150 associations among our members, including some of the world's largest and strongest “sport for all” associations. Our common growth is supported through the development of projects and activities. Activities that are disseminated to other parts of the world where there is a need for know-how and expertise”.

“We have gone from being a traditional member organisation to an open network. We are applying an open source approach as opposed to closed membership. We are here to encourage people's development through “sport for all”. And we see it as our duty to remain down-to-earth and consider society as a whole, not just our members.”

“Over the past ten years, our organisation has grown substantially, and is now running large projects and development initiatives across the globe. But all initiatives take place in close cooperation with our members. ISCA has never been more than what its members put in. Today, ISCA is not only growing in size but is also developing and positioning its international “sport for all” political platform.”

“Our cooperation with international bodies like the Council of Europe, the European Commission, UNESCO, UNEP etc has confirmed our position as a strong player in the international “sport for all” scene, meaning there is a strong basis to push forward. ISCA has just undergone an external evaluation and I was very happy to read that it confirmed our strong international political profile. Starting from a Danish platform and Danish leadership, ISCA has achieved much on a European and global scale. Running an international network is sometimes a difficult balancing act, but I think we are doing a great job.”

**CS: What have been your greatest successes?**

AB: “Our youth development has been a great success. We have come



from a modest start with a small office staffed by volunteers to today's youth committee, a large network and a wide range of “sport for all” activities and programmes. Our youth programme has been entrepreneurial and has given ISCA dynamism. Our youth work today is one of our strongest assets.”

“Another success is our transformation from a traditional membership organisation to an open network functioning best through partnerships with other organisations or structures. We know that the quality of what we do is best improved by working with others. We have been inspired by this “open source” way of thinking and see it as our task to share our knowledge, activities and programmes with as many as possible. We have moved from thinking only about members to thinking as a structure that supports a varied “sport for all” movement”.

“Of course, building a large international organisation and network from such humble origins can also be seen as quite a success!”

**CS: What are the challenges for the “sport for all” sector today?**

AB: “The sector is still underprivileged and under-financed all over the world. Other sectors of sport are dominating the media, gaining the sponsorships and getting political attention. As our roots are in the NGO sector, are actively trying to prevent a situation in which neither the commercial world nor the public sector allows operating room for “sport for all”.

“Here, are we dependent on the partnership between sectors. The NGO sector is not always in a position to follow international trends and opportunities as fast as other sectors. It will remain the weakest link if networks like ISCA do not provide knowledge, contacts and involvement in concrete projects where new ideas are transformed into action”.

“However, I sense that politicians over the world are now beginning to appreciate the qualities “sport for all” can bring – the perfect example being its use as an instrument to improve health. The challenge in the

coming years is to create partnerships where the world of “sport for all” is able to better cooperate with the public sector to create optimal conditions for health and for life.”

“At an international level we have a number of relatively small partner organisations with different historical and cultural backgrounds. It is my hope that such organisations will enter into closer cooperation with ISCA in a new group under the working title ‘The International Alliance of Sport for All’. There is clearly a need for smaller organisations to use their different strengths for the benefit of “sport for all”. These organisations have a need for open-minded leaders with the vision to recognise new ways of utilizing existing structures and organisations”.

**CS: What are your recommendations to the new ISCA president?**

AB: “I hope that the new president will continue the work towards this international alliance. I also hope that ISCA will continue to act as an open network, encouraging development and inspiration from the international community and transforming visions into concrete activities.

I would also advise the new leadership never to give up hope - there will always be a way! And finally, I hope that the joyful spirit that has always characterised ISCA’s work will remain strong and constant.”

**Name:** Anders Bülow

**Age:** 38 years old

**Education:** MSc (Forestry), further education in outdoor life activities.

**Civil job:** Director of the Forestry College, University of Copenhagen

**Voluntary history:** President of ISCA since 1997. Former volunteer on local, regional and national level in Danish Gymnastic and Sport Association (DGI). Member of Board of Directors at the National Danish Sport for All Festival, 2009.

Married to Mette Bendix Duus, head of department in Jyske Bank. Father to Anna, age 2 - expecting child number two. Lives at a farm and works as a farmer in his spare time.

# Integration through sport - producing real social value



By MOGENS KIRKEBY, ISCA GENERAL SECRETARY

*Sport is a popular tool used to further integration and the development of society. But it is also a tool that must be used effectively.*

**S**port is often portrayed as an important tool in the creation of social integration. Its non-formal structures and settings are seen as ideal for furthering communication and co-operation. However, the simple act of participation is not always enough to secure successful interventions and results.

Within sport and sports organisations, we have the tool - i.e. the activity - to assist the initial process of integration and inclusion. But besides the actual activity, sport also offers a valuable setting. Through exposure to a cultural environment such as



local clubs, sport leads to the furtherance of civil society. Most importantly, exposure to sport leads to contact with those who are facilitating the integration process within those clubs.

These leaders, trainers and mentors are the real integrative factor. Unlike idolized professional sports heroes, they are accessible role models, existing and accessible in the real world.

The current global status of integration through sport can be summed up by the following trends and characteristics.

1. Interventions and activities are often planned and implemented at a micro level - both local and national - without an overall strategy or policy in place.
2. Interventions and outcomes are often described through “good practice” rather than evidence-based research and documentation.
3. Civil society organisations such as sports clubs, with their voluntary structures and commitments, are often the settings in which intercultural interventions are being implemented.
4. Focal points of interventions are often “challenge” oriented (social inclusion or anti-racism), and/or “target group” oriented.
5. The “intercultural learning dimension” is mainly based on non-formal and informal learning settings and processes.

These points underline the complexity of the process of integration, as well as some of its strengths and weaknesses.

Interventions and activities are often planned and implemented at a micro level - both local and national - without an overall strategy or policy in place.

Across the world, a myriad of local projects are being implemented within the field of intercultural dialogue through sport. These are often based on local short-term initiatives with local or national political and financial support. Few countries have implemented significant long-term national strategic programmes and projects.

Political, financial and organisational support in this field is primarily based on the general assumption that sport promotes social integration. This political assumption is supported by a similar belief among citizens. According to a recent European report, almost three in four European citizens view sport as a means of promoting the integration of immigrant populations.

Civil society organisations such as sports clubs, with their voluntary structures and commitments, are often the settings in which intercultural interventions are being implemented

Civil society organisations are traditional “doers”. Such organisations - in this case primarily sports associations with grassroots and social perspectives - are characterised by the commitment and contribution of their voluntary leaders, managers and trainers. A typical NGO management culture is driven by motivation, action and initiatives in flexible settings, not on evidence-based analysis and management.

In this way, the “doer level” - the sport associations - directly reflects the political level by acting on assumptions – although voluntary organisations benefit from practical evidence provided by personal experience. In a voluntary “doer” organisation, the energy is used on the activity, with a minimum of external oriented documentation. The attitude is: “We do it because we know it works”.

Many sport organisations are involved in promoting intercultural dialogue and integration through sport, and this number is likely to increase. In other words, such ideals are on the agenda of many sports organisations. However, when it comes to getting involved in work related to integration through sport, fewer organisations are currently beyond the “critical mass” and do not give such work a high priority.

For voluntary-based sports NGO’s, such a “critical mass” is important in order to:

- create an internal and external profile
- be internally and externally recognised
- attract human and financial resources

Finally, very few organisations seem to have a ‘corporate social responsibility’ or an ‘organisational social responsibility’ included in their general policy. This illustrates that intercultural dialogue through sport is not an integrated part of the their objectives.

Focal points of interventions are often “challenge” oriented (social inclusion or anti-racism), and/or “target group” oriented

Therefore interventions and projects being implemented in the sports sector can often be categorised as either “challenge” or “target group” oriented. The major challenges they deal with include social inclusion, empowerment of excluded or marginalized individuals and





groups; combating racism and post war reconciliation. Within these categories many local projects have general or very specific target groups, e.g. social inclusion of immigrants, marginalized ethnic group, children, etc.

The “intercultural learning dimension” is mainly based on non-formal and informal learning settings and processes.

Many intercultural interventions and projects within sport are based on generally-accepted assumptions. However, there is a need to qualify the discussion within the learning process with the argument is that it takes more than sport and physical activity to facilitate relevant and valuable intercultural dialogue.

It also takes:

- an objective beyond the sporting activity;
- an educational perspective
- settings where the educational perspective is transformed into action.

The educational framework for projects promoting intercultural dialogue mostly involves non-formal and informal learning. These are often closely related to associations, groups, families and other central learning processes in civil society organisations.

It is important to stress that these learning processes are very different to campaigns, where simple messages are promoted to a broad audience. Campaigns can also be popular instruments within the framework of intercultural dialogue, although the impact of such campaigns is rarely verified.

Experiences from other areas where sport is used as a tool for changing behaviour, such as the promotion of active and healthy lifestyles, show that impact and effect is, are clearly related to sufficient and efficient settings. In other words, general campaigns with simple messages and slogans do not have an effect in themselves. If campaigns are conducted, they should be closely linked to practical operations and activities in practical and local settings.

*See more and contribute with your input at [www.integration-throughsport.org](http://www.integration-throughsport.org)*



Integration through Sport - Recommendations:

- (Very) long-term commitments are needed
- Involvement should go beyond the “critical mass”
- Be realistic about short-term and long-term goals. Unrealistic goals are de-motivating.
- Partnerships are preferable to solo interventions.
- The creation of a comprehensive national plan and support programme should take place, without killing the individual local enthusiasm with overwhelming bureaucracy.



# Local initiatives for **inter-cultural** dialogue

*Sports stars and politicians make the headlines, but often it is local associations that really make the difference*

**W**ell-publicised campaigns endorsed by professional sports stars and politicians frequently make the best newspaper headlines. However, it is often local sports clubs and associations that are most effective in furthering understanding between people of different cultures. Often working without praise or publicity, these local organisations are using a variety of non-formal models to promote intercultural dialogue through sport.

Two of the most striking examples can be found in Germany and Ireland - both nations with rising immigrant minorities and accompanying challenges. In both countries, national projects are providing well-organised local programs with the means to take significant steps towards the furtherance of intercultural dialogue and understanding.

Founded back in 1988, Germany's "Integration Through Sport" programme has been furthering cultural under-

standing for almost twenty years, while the Irish initiative is part of a broader diversity platform founded in 2003. Although the projects are different in many ways, both also have a number of similarities, including placing weight on local cultural knowledge and allowing local associations a relatively free hand in project implementation.

Founded by Germany's National Olympic Sports Confederation (DOSB), the nation's "Integration through Sport" initiative has increased in tandem with the nation's demographic development. The project encourages local affiliated sports clubs to reach out into the broader community, building up dialogue and understanding between cultures, breaking down language and cultural barriers and providing positive group experiences.

Local projects under the "Integration through Sport" umbrella include midnight sport programmes for young people who tend to be active later in the evening, health and diet advice for parents of children with foreign backgrounds, and "mobile sport modules" bringing activities and events to deprived localities in specially equipped vehicles. Around 500 "support clubs" are steered by so-called "start assistants", many of whom have an im-

migrant background themselves. These clubs are regularly involved in organising special one-day events and several-day activities.

According to the DOSB, some universal truths have emerged from almost 20 years of accumulated knowledge, not least the fact that language plays a secondary role in sport, and that participation in group sport contributes significantly to personal development.

A DOSB spokeswoman, Simeon Seefried, confirms to CultureSports that although her organisation tries to avoid a “one size fits all” approach, and that a number of common factors have emerged from local projects under the “integration through sport” banner.

“Any club that is interested in working with people from different nations is eligible to receive support from the programme, and all projects are designed to be sustainable”, she says. “However, the question of which types of integration models work best is hard to answer”.

“All our models achieve success in some ways. To allow immigrants to get in touch with German sports culture, it is helpful to offer “easy-access” events. The different late night sport programs held all over Germany is one good example”.

“On the other hand, it is also important to encourage people to get involved in “normal” training sessions, to participate regularly, and to take up positions of responsibility. We currently have 800 volunteer workers, half of whom are from an immigrant background.”

“It is not a question of whether some sports working better than others”, she says. “Different activities are more suited to different cultural groups. It’s all about which activities work best with which group. Some young men with an immigrant background are more interested in soccer or martial arts, for example. Some girls and women may prefer swimming or certain types of dancing”.

She adds that the DOSB is very interested in passing on its experience to other nations. “Last year we participated in an international meeting with projects from all over the world to exchange experiences” she said. “We aim to continue this process of exchange, especially with other European nations.”

Across the sea in Ireland, the National Action Plan Against Racism (NAPR) is a national anti racist programme based on commitments made at the United



Nations World Conference Against Racism 2001. Although only a part of the plan concerns sport, the NAPR has been a major factor in the empowerment of local sports organisations to work towards intercultural dialogue - and a number of highly successful initiatives have resulted.

The NAPR's "Plan for Diversity 2005 – 2008" established priorities that placed strong focus on the integration of people from cultural and ethnic minorities. The plan included a pledge to work with Irish sporting bodies to fulfil the challenges to be set out in the Charter Against Racism in Sport, an initiative launched by Irish Prime Minister Bertie Ahern in 2003.

Since then, much has been done to persuade local soccer, Gaelic football, and rugby clubs to initiate integration initiatives at a grassroots level and engage with minorities. The NAPR code has since been adopted by such organisations as the Football Association of Ireland, the Gaelic Athletic Association, the Irish Rugby Football Union, Athletics Ireland, the Irish Sports Council, Irish Basketball, the Ladies Gaelic Football Association, and the Irish Community Games.

The NAPR has also been a key player in enabling sport and recreational bodies to acquire grants to engage with people from minorities and promote intercultural and anti-racism initiatives. With the support of the Irish Sports Council (ISC), a 400,000 euro fund has been launched to enable local sports partnerships to develop programmes to encourage diversity and integration through sport. Other initiatives include an inter-cultural soccer festival featuring 48 teams Ireland and over the world and a program to extend the reach of the international "Show Racism the Red Card" campaign to Ireland's local sports clubs.

Maria Troy, an Official in the Diversity and Equality Law Division in Ireland's Department of Justice Equality and Law Reform, confirmed to CultureSports that sport has played an vital role in the overall success of the NAPR.

"Sport and leisure activities provided and continue to provide an important focus for interaction and inclusion", she says. "Many local organisations already included young people from ethnic minorities before the NAPR. However, a key challenge for the plan was to increase recognition and awareness of cultural diversity. This was achieved in part by developing sport's potential to promote interaction and encourage an understanding of cultural diversity"

"The NAPR's main priorities included focusing on inclusion of people from cultural and ethnic minorities in sport, the combating of racism in sport, and working with Irish sporting bodies to fulfil the challenges set out in the Charter Against Racism in Sport", she continues. "These priorities have been achieved by the implementation of a wide variety of initiatives designed to raise awareness, promote intercultural participation and combat racism".

The German and Irish examples are just two of many partnerships that currently exist between local clubs and national associations. At their best, they demonstrate that sport and active leisure can be a key and vital element in any programme of cultural integration.

*More information can be found at [www.diversityireland.ie](http://www.diversityireland.ie) and [www.integration-durch-sport.de](http://www.integration-durch-sport.de)*



## DIET, PHYSICAL ACTIVITY AND HEALTH – A EUROPEAN PLATFORM FOR ACTION

The European Platform for Diet, Physical Activity and Health will have Physical Activity on the agenda for its meeting in November. The meeting on 14-15 November is the first occasion where this topic is on the agenda in the Platform's nearly two years of existence.

"Physical Activity has been one of the original priorities of the platform, but until now the meetings have mainly been about the diet perspective of Health. We are glad to discover that the European Commission will put focus on Physical Activity at its future November meetings" says Mogens Kirkeby, Secretary General of ISCA.

The European Platform for Diet, Physical Activity and Health has five members within the field of Physical Activity. Besides ISCA they are; European Non Governmental Sport Organisations (ENGSO) European Confederation of Sport and Health (CESS), European Health and Fitness Association (EHFA) and European Federation for Playground Equipment (FEPI).

## WHO PROPOSES A SECOND EUROPEAN ACTION PLAN FOR FOOD AND NUTRITION POLICY 2007–2012

The Plan refers to physical activity in its “Action area 4 – Taking integrated action to address related determinants”.

It aims to: increase opportunities to engage in physical activity, by promoting population-level interventions and facilitating the integration of physical activity in daily life and across all settings, as illustrated in the Framework to promote physical activity for health and with reference to examples of good practice at local level.

This involves providing a range of curricular and extracurricular pursuits in kindergartens and schools; encouraging employers to facilitate regular physical activity in the working environment; supporting local governments to establish indoor and outdoor recreation facilities with adequate accessibility, particularly in low-income neighbourhoods; providing adequate infrastructure and removing barriers to physically active transport, e.g. by reallocating space to cyclists and pedestrians and by engaging urban planners to ensure that services and jobs are located within distances that can be covered on foot or by bicycle.

See more at <http://www.euro.who.int>



## THE EUROPEAN COMMISSION PROPOSES THAT 2008 BE DESIGNATED “EUROPEAN YEAR OF INTERCULTURAL DIALOGUE”

Generally speaking, the European Year is expected to:

- Promote intercultural dialogue as an instrument to assist European citizens, and all those living in the European Union, in acquiring the knowledge and aptitudes to enable them to deal with a more open and more complex environment;
- Raise the awareness of European citizens, and all those living in the European Union, of the importance of developing active European citizenship which is open to the world, respectful of cultural diversity and based on common values.

Representing a unique opportunity to strengthen “mainstreaming” in all of the relevant Community programmes and actions in 2008, the European Year of Intercultural Dialogue will make it possible to raise the profile and increase the overall impact of these actions in the context of the Year. This will make it possible to promote a consistent image of the multiplicity of Community actions contributing to the intercultural dialogue while developing synergies between programmes, particularly those geared towards neighbouring countries and third countries. The Commission proposes that the European Year be allocated a budget of 10 million to fund three types of activity, which will constitute the operational objectives:

- Initiate an information campaign promoting the objectives of the European Year – to be identified by a logo – which could account for half of the budget;
- grants for actions at Community level, geared towards a limited number of emblematic actions on a Community scale (e.g. major festivals or sporting events) intended to raise awareness, especially among young people, of the objectives of the European Year;
- Co-finance of actions at national level with a strong European dimension.

The preparation for the Year will need to be closely coordinated with the preparations for and implementation of the European Year of Equal Opportunities for All in 2007 in order to maximise synergies and complementarity between these two initiatives.



# MOVIN´CPH

## MAJOR INTERNATIONAL SPORTS EVENT IN COPENHAGEN

2-4 May 2008

Be part of an event that will set new trends in the areas of gymnastics, fitness and wellness. Try something new, something wild, or something relaxing. Participate in workshops devoted to dance, mind and body, vaulting and indoor/outdoor fitness. Listen to exciting presentations. Enjoy the vaulting gala at the historic Town Hall Square, pilates in the famous Carlsberg Glyptoteket, parkour around the city centre, thai chi in the Chinese Garden, spa events, concerts and displays in Tivoli Gardens and much more. The program includes varied workshops, displays and events across the city, so you will be able to put together your own individual activity program. Registration (team and individual) is taking place from October 26 2007, when the website will go online and final program published.

Bringing people together through sport and cultural activities is the ISCA philosophy. We therefore support the open sport and culture festival Movin´CPH 2008. Join Movin´CPH and discover sport, culture and Copenhagen in the European Year of Intercultural Dialogue 2008.

To take part in movincph you should be over 18 years old.

[www.movincph.dk](http://www.movincph.dk)

## THE WHITE PAPER CHALLENGES EUROPE TO SUPPORT HUMAN CAPITAL

The White Paper on Sport is a step in the direction of more balanced priorities between the Sport for All sector and the commercialised oriented sport sector. Sport for All and its governing structures are poised to gain support and recognition for its capacity and potential to further assist societal development.

The European sport sector is diverse and complex. Through its diversity it attracts more citizens and stimulates individual engagement and involvement. It is contributing to the production of "Human Capital".

The White Paper recapitulates that the vast majority of sporting activity takes place in the amateur structures. These structures are at the same time the structures with the capacity to affect habits and behaviours leading to healthier lifestyles.

ISCA hopes the White Paper on Sport can be an inspiration to governments, ministries, foundations and private companies to invest in the Sport for All sector and support this production of Human Capital.

It is an investment that pays back – not in medals - but in better and healthier societies.





## THANK YOU, SPONSORS

**We would like to thank our sponsors this year for enabling us to realize many activities and projects within ISCA in 2007:**

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

Council of Europe, European Youth Foundation: General Support.

Council of Europe, European Youth Foundation: ISCA International Youth Training – YOURCE Conference.

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

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

Danish Ministry of Culture: General Support.

Danish Gymnastics and Sports Association (DGI): General Support.

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## International Sport and Culture Association (ISCA)

Tietgensgade 65  
1704 København V  
Denmark

Tel.: +45 33 29 80 26  
Fax: +45 33 29 80 28  
E-mail: [info@isca-web.org](mailto:info@isca-web.org)  
[www.isca-web.org](http://www.isca-web.org)

### Editor

Mette Ravn

### Contributors

Gil Modroño  
Mogens Kirkeby  
Marcus Dylan Hoy  
Mette Ravn  
Anders Bülow

### Photos

Jens Astrup  
Rafael Marn  
Bernat Martí  
Tine Bundgaard?

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# ISCA

## Congresses & Forums

### ISCA World Congress 2007

Get Fit, Healthy and United Through Sport for All  
October 28 – 28 2007, Kuala Lumpur, Malaysia

The ISCA Congress 2007 will feature an international approach to three key topics in the field of Sport for All:

1. Promoting fitness among individuals;
2. Creating healthier societies;
3. Embracing unity.

Expert research, political strategy on cooperation with grassroots sport, and best practice are areas of input for the selected topics. Examples and models of Sport for All in Asia will provide inspiration for future development of these topical areas.

The ISCA Congress 2007 is developed for sport organization leaders, health and sport political leaders, sport researchers, and stakeholders of Sport for All.

### YOURCE Conference 2007

Open Source Networking And Web2.0 In Youth Work, 16-21 October 2007, Copenhagen, Denmark

The 1st YOURCE Conference brings together the resources and networks of "classical" youth work in Europe, represented by young peers & volunteers and NGOs working in the youth field, with peers and ambassadors of the "new" Web 2.0 and open source developments.

The conference's approach is to create an exchange and dialogue between both dimensions thereby creating new perspectives for social engagement and movement in society.



### Play the Game 2007

Home for the Homeless Questions in Sport  
28 October - 2 November, 2007, Reykjavik, Iceland

The ever-intensifying debate on doping that has marked the year 2007 will break new grounds when key personalities in international sport meet for the 5th edition of the world communication conference, Play the Game.

Many crucial issues for world sport will be analysed in Iceland by leading experts, among others: corruption in sports organisations, the EU White Paper on sport and its influence on sport autonomy, how children are treated in sport and how new digital media platforms will influence sports reporting.