

ISCA LATIN AMERICA

REPORT

NOVEMBER 2016 - SEPTEMBER 2017

SESC SÃO PAULO / INSTITUTIONAL ACTIONS



MOVE WEEK - LATIN AMERICA

(ISCA SUPPORT)

Move Week, the main action and legacy of Move Brazil Campaign (2012-2016), is organized in Brazil since 2013 and expanded in 2015 to other Latin American countries.

The MOVE Week in LA has focused on partnership building and every year increases the number of participating organizations.

MOVE Week in numbers (2013 - 2016):

- 2016: **11 countries** participants, reaching more than **4.5 million of participants** with the engagement of **42 organizations**.

RESULTS (2013 - 2017)

MOVE WEEK LA	2013	2014	2015	2016	2017 (SEP 23 - 30)
COUNTRIES	Brazil	Brazil	5	11	12 (*by Sep. 16 th)
ORGANIZATIONS	7	27	50	42	62 (*by Sep. 06 th)
PARTICIPANTS	+100.000	+350.000	4,1 milhões	+ 4,6 milhões	



YOUTH ON THE MOVE PROJECT



PARTNERS: ISCA - Associação Internacional de Esporte e Cultura (Dinamarca) / SESC-SP – Serviço Social do Comércio no Estado de São Paulo (Brasil) / UBAE (Espanha) / V4SPORT – Volunteers 4 Sport (Polônia)

Project led by ISCA

LATIN AMERICA

26 YOUTH PARTICIPANTS FROM:

Argentina / Brazil / Colombia / Cuba / Peru / Uruguay

RESULTS:

The YOTM project in Latin America was carried out attending its goals and the expectations from the partners were overcome. Also, the youth delivered their projects at the MOVE Week and Semana Muévela.

MOVE BRASIL INTERNATIONAL SEMINAR

The Challenge of Moving People

December 07-09, 2016

Sesc Pompeia - São Paulo (Brazil)



Sesc São Paulo organized the **Move Brasil International Seminar** to celebrate the Campaign ended, hosting also the **“Youth on The MOVE Project” Dissemination Meeting**.

GOALS:

- To Celebrate this special cycle and the ended of the Campaign.
- To bring the Move Brasil results and the expectations for the future.
- To share example of good practices in the field of SFA promotion.
- To present the greatest legacy of Move Brazil: Move Week in Brazil and LA (Semana Move e Semana Muévela).

IN NUMBERS:

- 240 participants.
- 13 countries: Argentina, Brazil, Colombia, Denmark, Ireland, Malta, Peru, Poland, Portugal, Slovenia, Spain, Uruguay and USA.



“YOUTH ON THE MOVE PROJECT - DISSEMINATION MEETING” (MOVE BRASIL INTERNATIONAL SEMINAR)

PARTICIPANTS

30 stakeholders - YOTM LA

(Brazil, Argentina, Colombia, Peru and Uruguay)

The **representatives** of the organizations **evaluated the performed of the young** in the training and the results reached, **sharing** also **their personal and institutional experiences**.

Report on their participation in the whole process of the **YOTM training, shared the experiences and results** on the Project they carried out during the **Move Week / Semana Move Brasil / Semana Muévela**, which had a **positive impact to the communities**.

Certainly, it was an opportunity to meet each other and discuss the ways and opportunities to continue with this initiative for the coming years, besides talking on the next steps and wishes for the future.



ISCA PARALLEL MEETING (held during Move Brasil Seminar)

December 08th, 2016 (Sesc Pompeia - Brazil)

Meeting between ISCA presidents and Colombian partners of Youth On The MOVE to:

- Strengthen the institutional relationships from the actions we've carried out together.
- Open opportunities to establish agreements of cooperation with ISCA;
- Make together more concrete actions with governmental and non-governmental sports organizations in Colombia.

GENERAL RESULTS:

- All partners were positive and are open to collaborate;
- Exchange of knowledge, experiences and good practices;
- Development of agreements.

PARTICIPANTS

OSCAR DARÍO LOZANO ROJAS / Coldeportes - Ministerio del Deporte de Colombia
Coordinator of the internal work group on Physical Activity

OSCAR OSWALDO RUIZ BROCHERO / IDRDR - Instituto Distrital de Recreación y Deporte - Bogotá City Hall (Colombia)
Head of the Recreational Area of IDRDR / General secretary of CRA organisation

JOSUÉ NORBERTO PERDOMO ORDÓÑEZ / Servicio Nacional de Aprendizaje - SENA (Colombia)
Board Advisor of SENA

ANDRÉS FELIPE SEPÚLVEDA HENAO / Universidad Manuela Beltrán (Colombia)
Director of Bachelor degrees in Science of Sport

All representatives were positive towards discovering the opportunity to collaborate and create a stronger national Colombian foundation for international collaboration in the fields of:

- ✓ **RECREATIONAL SPORT DEVELOPMENT**
- ✓ **YOUTH LEADERSHIP TRAINING**
- ✓ **EVENTS SUCH AS MOVE WEEK**

SESC VERÃO 2017
January 06th – February 28th
22nd edition



SESC SUMMER 2017

It takes place annually in the months of January and February in all SESC- SP units. It provides the wide access to leisure and physical-sports activities in order to encourage people to practice sports and physical as well as to raise people awareness of the importance in maintain an active lifestyle for the social well-being.

Sesc Summer gives people the opportunity of experience different sports as well as to develop body abilities.

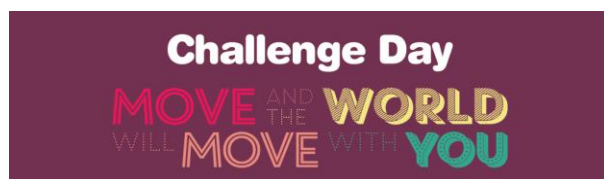
In 2017, 36 units of Sesc in São Paulo State got involved in the planning and organization of the activities that were carried out all over the State **AND WE REACHED** around 2.000.000 of participants.

SESC SUMMER PROGRAM

BASED ON 3 PILARS:



CHALLENGE DAY 2017 IN THE AMERICAN CONTINENT
(WITH ISCA SUPPORT)



www.diadodesafo.org.br

Challenge Day is a worldwide permanent Campaign. An initiative of TAFISA - The Association For International Sport for All -, coordinated in American Continent by Sesc São Paulo - Serviço Social do Comércio in the São Paulo State - with the institutional support of ISCA - International Sport and Culture Association.

This one-day community movement aims to fight sedentariness and incentive the practice of physical activity and sports and aware citizens about the importance of having an active living along the year.

The Challenge Day gathers public sectors, private institutions and the citizens.

2017

23rd edition

Date: **May 31st, 2017**

RESULTS

CITIES	COUNTRIES	PARTICIPANTS
3.469	19	+ 43 million

PROMOTIONAL MATERIAL 2017

POSTER



FOLDER



CERTIFICATE



IMAGES - AMERICAN CONTINENT

USA



CUBA



BRAZIL



BRAZIL



CHILE



PARTICIPANTS LATIN AMERICA 2016

VIBORG - 11 youth

OLLERUP - 13 youth

TOTAL: 24

PARTICIPANTS LATIN AMERICA 2017

VIBORG - 11 youth

OLLERUP - 06 youth

TOTAL: 17

PARTNERSHIP

SESC - DGI

In July, 2017, Sesc São Paulo welcomed the ***DGI Holstebro – Lemvig Group***.

The group did workshops and presentations in 08 units of Sesc in the State of São Paulo, where many people could experience the gymnastic in different ways. All activities developed was a success and the audience enjoyed a lot. The partnership between Sesc São Paulo and DGI is very fruitful and has brought us positive results.



SESC 24 de Maio

On August 19th, 2017 a new Sesc unit was opened in the São Paulo city's downtown, an area characterized by its cultural and historical importance. On August 19th and 20th, Sesc 24 de maio offered an especial program of opening, welcoming +18.000 people.



ISCA LATIN AMERICA

OBJECTIVES/EXPECTATIONS

- **TO BRING ISCA MEMBERS CLOSER**, strengthen and renew institutional bonds especially with the Sleep Members
- **TO EXPLORE** possibilities of actions to engage members in campaigns, projects and other SFA initiatives.
- **TO APPROACH** with Potential Members
- **TO BROADEN** the Network of ISCA and the SFA movement in Latin America
- **TO CREATE** Strong Partnerships
- **TO DO ADVOCACY** to engage relevant actors of public setor
- **TO IDENTIFY** and **PROMOTE** SFA actions
- **TO EXCHANGE** Knowledges and Good Practices among organizations
- **TO INCREASE** the Number of Physically Active People
- **TO PROMOTE** innovative actions
- **TO BE INSPIRED** from successful initiatives
- **TO RESPECT** cultural and social diversity

CHALLENGES

The main challenges the Latin American countries is faced are: lack of financial resources, public policies, advocacy, communication, among others is one of the and we need to join efforts to find ways and best solutions to overcome these and other barriers.

MAIN ACHIEVEMENTS IN 2017

- Approach with governmental organizations
- The establishment of an international agreement between ISCA and IDRDR
- Through all Sport for All initiatives carried out in LA, we have contribute to create the awareness about the importance of being physically active and fighting the sedentary lifestyle.

It's important to highlight that bringing closer some Latin America Governmental bodies has resulted in effective and positive actions, making stronger our partnerships in this sector, where we've achieved the following results:

- To consolidate a sustainable and multi-level ISCA network
- To increase the number of Sport for All actions and projects
- To make ISCA stronger

COLOMBIA	IDRD - Instituto Distrital de Recreación y Deporte de Bogotá
	COLDEPORTES - El Departamento Administrativo del Deporte, la Recreación y el Aprovechamiento del Tiempo Libre
	SENA - <u>Servicio Nacional de Aprendizaje</u>
	<u>Universidad Manuela Beltrán</u>
COSTA RICA	ICODER - Instituto <u>Costaricense del Deporte y Recreación</u>
CUBA	INDER - Instituto Nacional de Deportes, Educación Física y Recreación
GUATEMALA	Ministerio de Cultura y Deportes - Dirección General del Deporte y la Recreación
PERU	IPD - Instituto Peruano del Deporte
PORTO RICO	IPDDER - Instituto Puertorriqueño para el Desarrollo del Deporte y la Recreación
VENEZUELA	Ministerio del Poder Popular para el Deporte y Dirección General de Deporte para Todos