

## Secretary General Report 2018-2019

By Jacob Schouenborg

Dear ISCA members,

I am happy to share my written report 2018-2019 with you. The report will be complemented by an oral report at the General Assembly on 18 October 2019. The written report has three themes

- 1) Stock-taking of the ISCA strategy 2018-2021
- 2) New angles on physical activity and grassroots sport
- 3) Finance, fundraising and operations

### Stock-taking of ISCA strategy 2018-2021

We are now half-way through the period of the ISCA strategy 2018-2021, which you can find in the annex to the Delegate File.

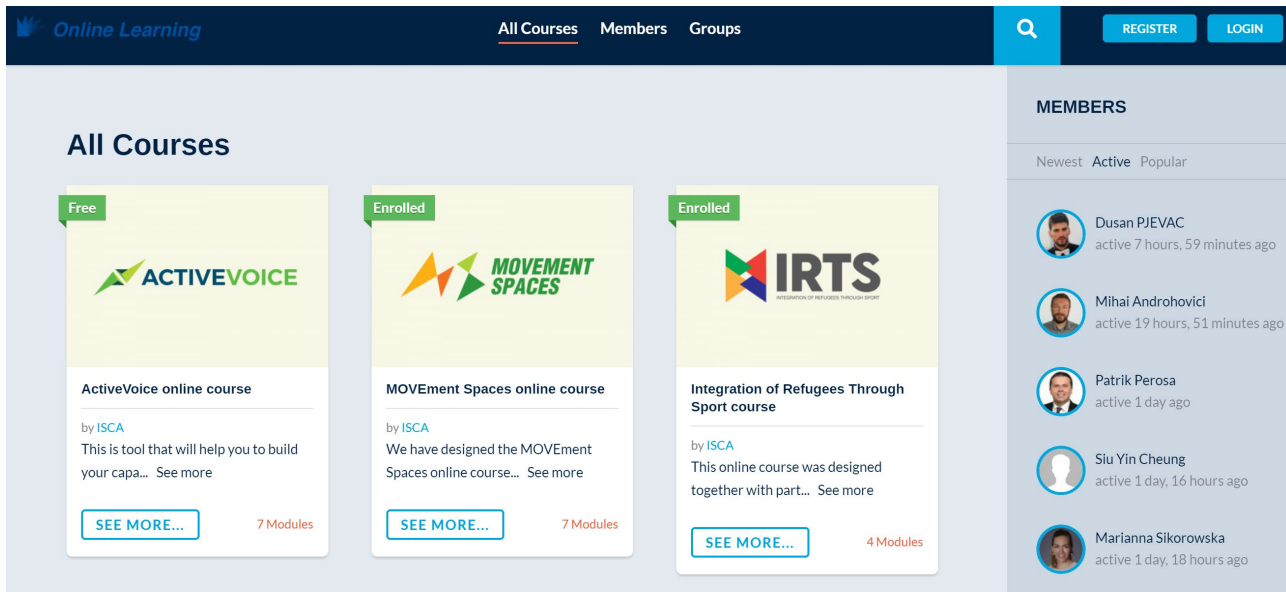
The strategy was adopted at the ISCA General Assembly in 2017, is a broad guidance document for the ISCA secretariat, and a tool for the ongoing dialogue between the secretariat and the Executive Committee. It is therefore also an important part of the governance of ISCA, and a tool for accountability between a secretariat that aims to be agile and pro-active, and our important democratic and political leadership (General Assembly and Executive Committee) who bears the overall responsibility in ISCA. Having a President that is working full time for ISCA is part of this accountability and a link between the political priorities and operational realities of ISCA. I believe this setup has been reliable, transparent and effective.

The implementation of the strategy with the three elements **Solutions, Campaigns and Advocacy** has been progressing well. I would like to highlight some examples of this:

Solutions: [learn.ISCA.org](http://learn.ISCA.org)

ISCA has implemented more than 60 externally funded projects and involved hundreds of partners and members. But not all members and ISCA stakeholders can be part of our projects, so we constantly seek to develop the learnings and share the tools and knowledge to benefit a wider audience. This is also an important component of the sustainability of our project-based approach. Over the last two years, we have therefore developed a stand-alone ISCA online learning platform, [learn.ISCA.org](http://learn.ISCA.org), which allows us to systematically capture and transmit the tools to more people and organisations. We believe the platform will be an important tool for ISCA in the future.





Campaigns: NowWeMOVE - Open Streets Day

We are happy to continue deploying the flagship events such as MOVE Week, No Elevators Day and School Sport Day as part of the NowWeMOVE Campaign. But we are also striving to reach more organizations (MOVE Agents) and individuals by testing new NowWeMOVE event concepts. For example, in 2019 we have taken **inspiration from Latin America** and their **Ciclovias** to develop a NowWeMOVE concept that we called **Open Streets Day**, with the first edition taking place on 22 September 2019, with more than 100 cities being activated. We expect to continue deploying regular and new event concepts as part of the NowWeMOVE campaign. And we want to support the great efforts by SESC and partners to continue the NowWeMOVE expansion in Latin America (see Latin America Report)



Advocacy: WHO Global Action Plan on Physical Activity

ISCAs work with WHO on their Global Action Plan on Physical Activity is illustrative for the way we advocate for grassroots sport. **Firstly**, we do give consistent and **clear input** to policy development. And in this case, it was great to see that the feedback from ISCA and other stakeholders to the draft action plan to include more clearly the role of civil society was taken up and included in the final document. **Secondly**, we do not only make demands, but continue to make **commitments and illustrations** of how grassroots sport contributes in practise. In this case, we offered the good practises from the Women in Sport Platform

<https://womeninsport.isca.org>. And **thirdly**, we communicate and transform international policies to relevant action for ISCA members. The WHO Action Plan is therefore also presented at the MOVE Congress 2019 by the WHO Programme Lead, Ms Fiona Bull.

### **New angles on physical activity and grassroots sport**

It has been a key ISCA role to advocate for the wider societal value of grassroots sport (not just sport for sport's own sake). To do this, we need to look at grassroots sport with different lenses, in light of ongoing societal challenges.

This is why we have positioned ISCA and the work of ISCA members in relation to key societal needs and challenges, such as

- Health: ISCA has delivered projects demonstrating the value of “health-enhancing physical activity”
- Education: ISCA's capacity building is illustrative of how grassroots sport is providing non-formal and informal education at scale
- Inclusion: ISCA's multiple projects on “Integration of refugees through sport” illustrate how our sector can deliver more cohesive societies



The latest example of providing a new lens for grassroots sport is the project Grassroots Sport Diplomacy, which is exploring how our sector can be useful as a tool in building better and stronger international relations between governments and civil societies from across the world. We look forward to developing this – and new ISCA “lenses” in the future!



### **Finance, fundraising and operations**

The ISCA secretariat is building a lot of its impact through externally funded projects. This is possible because we can provide the co-funding through the support that we receive from the Danish Ministry of Culture and our Danish member DGI. Thank you for that!

We have managed to deliver stable financial results in 2017 and 2018 (see accounts later in the Delegate File), and have positive equity.

It remains a key task to fundraise for the externally funded projects, and to diversify the income streams. We need this to grow our impact and to build towards the targeted equity of

20% of turnover. It is also in this light that we will focus on ISCA membership retention and recruitment, and have suggested testing a revised membership fee model, as described in the Proposals section of this delegate file.

**Thank you!**

I would like to extend a big Thank You to the Executive Committee and the President for the collaboration in the past two years. It has been a pleasure and I appreciate the open and trustful dialogue. A big thank you is also due to the ISCA membership, whom we continue to serve and rely on for input, inspiration, projects, and collaboration. It is my wish that ISCA is relevant and valuable to members, and I look forward to continuing the journey ahead with you!