



ISCA 2012

ANNUAL REPORT



MOVING PEOPLE

WWW.ISCA-WEB.ORG

TABLE OF CONTENTS

4	A year in the spotlight <ul style="list-style-type: none">· Cross-sector collaboration at the heart of ISCA's strategy
6	· Development and dissemination
10	· Advocacy
12	Initiatives and projects <ul style="list-style-type: none">· NowWeMove Campaign
13	· MOVE Week 2012
14	· Sportvision2012
15	· MOVE Congress 2012
16	· The MOVE project
17	· Eurovolnet
18	· Good Governance in Grassroots Sport
19	· ISCA Youth <ul style="list-style-type: none">· EYSF 2012· TOT
20	· ISCA Youth training courses <ul style="list-style-type: none">· WEMOVE APP
21	· Global Dialogue Training Course <ul style="list-style-type: none">· IYLE
22	External projects
23	More about ISCA <ul style="list-style-type: none">· ISCA in numbers
24	· Financial pointers
25	· People <ul style="list-style-type: none">· Executive Committee
26	· Staff
27	

COLOPHON

Title:
ISCA 2012

Subtitle:
Annual report

Key Subjects:
Sport and Culture, international cooperation, advocacy, innovation in the sport sector, annual report, project summaries, account

Publisher:
International Sport and Culture Association - ISCA

Copyright:
International Sport and Culture Association - ISCA

Layout:
Bakform, Luxembourg

Language:
English

URL:
www.isca-web.org

Version:
1.0

Date and Place:
15-10-2012, Copenhagen – Denmark

Publisher category:
Non-Governmental Organisation

A FEW WORDS FROM THE PRESIDENT



Dear Friends and Partners,

2012 has seen new paths open up for ISCA and its partners to get more people active. We believe that challenges should be turned into opportunities in order to give the best impulse to get society moving.

This Annual Report has been designed to offer you a clear picture of the action plan we followed during the past year.

A Human Right

To play sports and practice physical activities is a fundamental human right for all and has been internationally recognised as such by many United Nations treaties. Many countries have signed these treaties and have the duty to give their citizens the opportunity to practice sports and physical activity. The governments are therefore "Duty Bearers" towards their citizens and we will keep on reminding them of this commitment.

Yet as non-governmental organisations we also have responsibilities to leverage the number of opportunities through sport for all. We are in Human Rights terms a "Moral Duty Bearer". ISCA fully acknowledges this responsibility and duty. That is the reason why we are committed to assisting and implementing any action plan aimed at sharing ideas, promoting civic initiatives and shaping a healthier future.

Vision and action

The grassroots sports and physical activity sectors are strongly linked to and affected by global, national and local challenges. In times of financial constraints there is therefore a risk that political focus may move elsewhere. We ask for ambitious visions and actions from all "Duty Bearers" – from government institutions and private companies to non-governmental organisations. This vision implies that we must all show strong commitment and openness towards cross-sector collaboration.

We are today calling for cross-sector partnerships and will openly share our knowledge and experience with all the stakeholders willing to share the work with us.

The International Sport and Culture Association has an ambitious vision and a strong focus on the grassroots sport and physical activity sectors.

It is our mission – it is our commitment – it is our duty.

MOGENS KIRKEBY, ISCA PRESIDENT



A YEAR IN THE SPORTLIGHT

CROSS-SECTOR COLLABORATION AT THE HEART OF ISCA'S STRATEGY

Grassroots sports cannot alone create the solutions needed in today's society to offer each citizen the opportunity to be physically active. This assumption has been the basis of ISCA's philosophy since its very beginning and therefore the organisation has always been considering the development of **transversal cross-sector collaboration as a key for success.**

ISCA believes that furthering physical activity participation **requires a pool of diverse and committed organisations and sectors!** Therefore we identify relevant sectors and key stakeholders and engage with them on the basis of precise proposals for collaboration. We implement **activities with political and practical impact.** In this way, we illustrate the role of grassroots sport, and **highlight the importance of cross-sector collaboration to inspire people and organisations, to faster reach efficiency as well as to create political visibility and validity.**

STAKEHOLDER IN FOCUS

NIKE and 70+ expert organizations are calling for cross-sector collaboration to tackle the global physical inactivity epidemic.

ISCA has been working with Nike and others to deliver the Designed to Move initiative. This Framework for Action provides an authoritative consensus on the actions needed to address this crisis.

"Our goal is to not only change the conversation, but create a world where physical activity, play, and sports are both highly valued and an expected part of life."

Charlie Denson, President of the Nike Brand

www.designedtomove.org



STAKEHOLDER IN FOCUS

Eurosport: a Pan-European media in collaboration with ISCA for the NowWeMove campaign.

Eurosport has joined forces with ISCA to develop NowWeMove as a grassroots sport and physical activity campaign Europe-wide. TV spots and a brand new website has been designed and communicated to give citizens incentives to get active and in particular to join the first edition of the MOVE Week in 2012.

“As Europe’s leading sport content provider, it is our responsibility and ambition to mobilise the massive community of loyal sports fans we reach so they feel empowered to make a positive difference both in their own and others’ lives.”

Laurent-Eric Le Lay, Chairman and CEO, Eurosport
www.nowwemove.com

STAKEHOLDER IN FOCUS

The Coca-Cola Foundation: the international philanthropic arm of the Coca-Cola company supporting ISCA’s activity towards a healthier society.

The Coca-Cola Foundation has seen in ISCA’s NowWeMove campaign a relevant project to develop and maintain vibrant and sustainable local communities. The cooperation intends to support access to exercise and physical activity and to stimulate behaviour modification towards healthier lifestyle.

“Leading an active lifestyle has a positive impact on people’s health and well-being, delivering a range of physical, mental and social benefits. That’s why we are working with ISCA and other partners to inspire more Europeans to be more physically active more often”.

Dominique Reiniche, President, Coca-Cola Europe



ISCA MEMBER IN FOCUS

SESC: Hosting the first ever MOVE Congress outside Europe.

Since its creation in 1946, SESC has been stimulating innovation and social transformation through individuals and community cultural development.

“We expect to contribute for the development of free choice within communities, encouraging the strengthening of their autonomy. It will happen through actions in the present with the consciousness of multipliers and social actors for the transformation of the current scenario in near future!”

Danilo Santos de Miranda, Regional Director,
SESC São Paulo

www.move2012.info

DEVELOPMENT AND DISSEMINATION

A PLATFORM FOR NETWORKING OPPORTUNITIES

Empowering our member organisations as well as our partners has always been a political priority for ISCA. As ISCA is intended to be a platform for sharing and networking, we strive to provide knowledge as well as opportunities that will enable our members and partners to reach their full potential and develop their skills as well as their services.

FOCUS ON

The NOYCE project, where Europe and China are working together towards common understanding through sport.

The Gymnastics Association of Hong Kong and the Academy of Physical Education in Ollerup, Denmark have together been developing a non-formal education through sport path for Youth in China and Europe (NOYCE).

Participants will gather this year in Hong Kong from 16-23 December for the Global Dialogue training course (see more on page 22).

ISCA has provided support to the Academy of Physical Education in Ollerup regarding their EU application and is in charge of various elements of the project.

FOCUS ON

The Eurofitness reaching out to Slovenia

ŠUS Eurofitness is the result of a close partnership between the Slovenian Sports Union (ŠUS) and the Barcelona Union of Recreational and Cultural Sports Activities (UBAE). When SUS Eurofitness opened it was the first urban wellness centre in Slovenia.

The partnership successfully brings together awareness of Slovenian culture from ŠUS and the long standing expertise of UBAE in sport facilities management in an innovative, non-profit business model.

ŠUS and UBAE are both members of ISCA



“Taking part in the MOVE congresses and other ISCA-organised events has always inspired me as a journalist and has expanded my vision of sport.”

Steen Bille, Journalist, DGI, Danish Gymnastics and Sports Associations

ISCA'S NETWORKS

Your path to international cooperation

ISCA's networks are designed to help members and stakeholders develop international cooperation and partnerships by offering relevant, dynamic forums to discuss shared interests.

Networks are run according to members' needs and wishes.

Target-group oriented networks

- Active Children Network
- Active Seniors Network
- Youth Network

Thematic networks

- Environment and Sport Network
- Facility Management Network
- Health Enhancing Sport Exercises Network

Activity oriented networks

- Badminton Network
- European Gym Festivals Network
- Street Sports Network (from 2012)

"ISCA's platform represents a tremendous opportunity to get to know more about projects, experiences and ideas which nourish sport for all around the world. It offers inspiration for future development, by learning from others' experiences and results."

*Daniela Conti, Project Manager, UISP, Italy,
MOVE Congress 2012 Speaker*



DEVELOPMENT AND DISSEMINATION

AN EXPANDING NETWORK: ISCA ON THE FIVE CONTINENTS



"The ability to communicate is essential to the success of the partnership process and an important factor in the achievement of our collective objectives"

ISCA NORTH AMERICA

Chair: Kelly D. Murumets

ISCA membership: 7 organisations

On-going dialogue with:

- US President's Council on Fitness, Sports & Nutrition
- American College of Sport Medicine

Member in focus:



"2012 has been a fantastic year. The level of activities delivered has significantly increased and international events have provided a new impulse to our strategy."

ISCA LATIN AMERICA

Chair: Elizabeth Paoliello

ISCA membership: 17 organisations

On-going dialogue with:

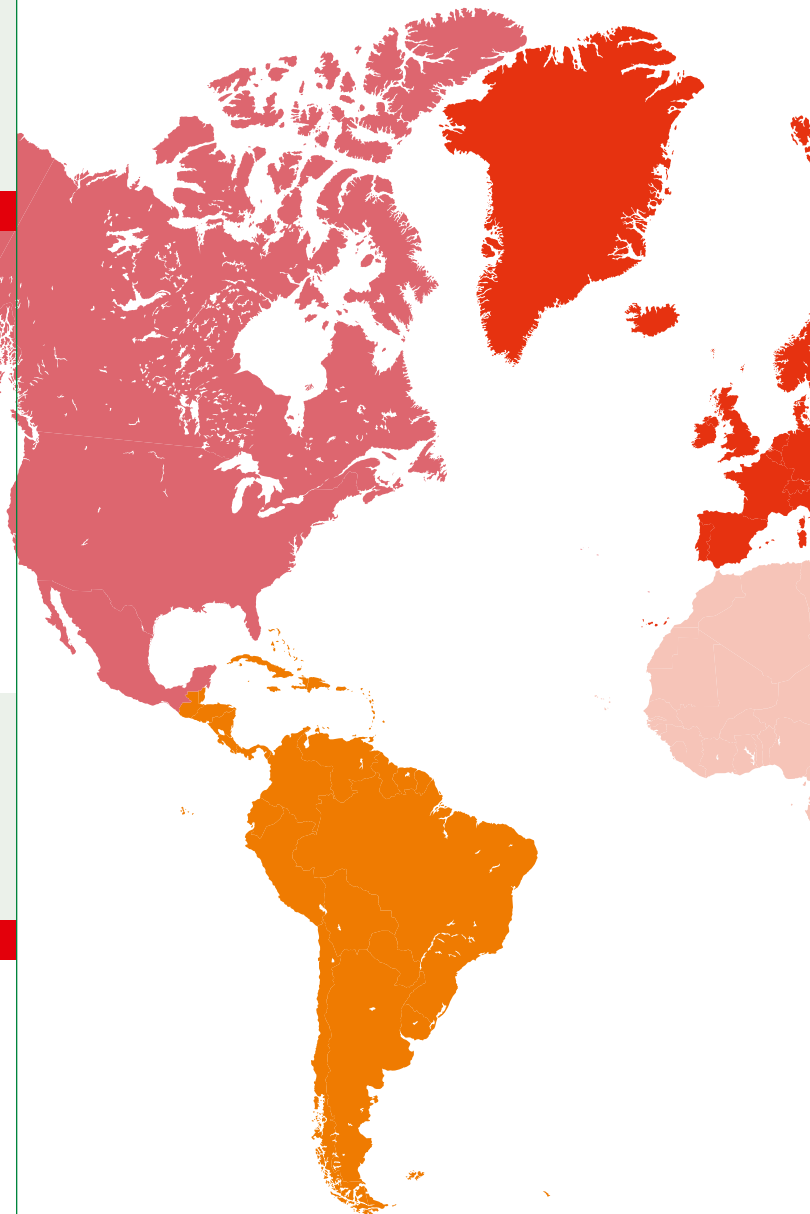
- Brazilian ministry of sport
- Athletes for Citizenship

Event in focus: VI International Forum of General Gymnastics

Members in focus:



FECERED





"Advocacy has been our primary objective this year and we proved to be quite successful in being a gateway for Sport For All aimed at major political institutions"

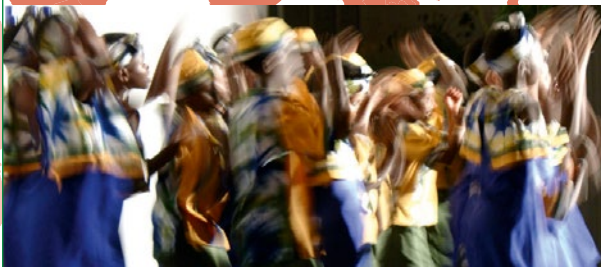
ISCA EUROPE

Chair: Filippo Fossati

ISCA membership: 62 organisations

Event in focus: Sportvision2012

Members in focus:



ISCA IN AFRICA

ISCA membership: 11 organisations

ISCA is servicing its African members via ISCA's membership in the Steering Board of the renowned Platform for Sport and Development: www.sportanddev.org
Further, there are several bilateral contacts involving Africa inside the ISCA network, for example:

- Italian ISCA member UISP cooperating with local partners in Senegal, DR Congo and Sierra Leone to organise Vivicittà, a race event including health promotion activities.
- Danish ISCA member DGI developing annual education and development programmes in Ghana

Event in focus: World Social Forum 2013 in Tunis

Partner in focus:



"ISCA Asia brings together organisations from various backgrounds and cultures. This diversity is a major asset and we build upon it to create value."

ISCA ASIA

Chair: N. Shanmugarajah

ISCA membership: 28 organisations

Event in focus: Global Dialogue Youth Training

Members in focus:

SEAGCON



ADVOCACY

A GATEWAY FOR SPORT FOR ALL AIMED AT MAJOR POLITICAL INSTITUTIONS

ISCA's aims to be the voice of physical activity and sport participation and provide an international platform for all the stakeholders in this field.

ISCA is **acknowledged as a spokesperson** by international institutions and intergovernmental organisations.

It is therefore ISCA's **commitment to put sport and physical activity high on the political agenda** and to use cross-sector collaboration to help provide opportunities for everyone to be physically active.



Recent initiatives aimed at EU institutions:

- ISCA in joint organisation of the **Danish Presidency of the Council of the European Union's unique: SPORTVISION2012 Conference**
- Participation in the **EU structured dialogue** under the Danish Presidency of the Council of the European Union
- Speech at European **Parliament event on Team Sport and Health**
- Drawing up **tangible political recommendations**:
 - For volunteering (EuroVolNet project)
 - For active youth citizenship (European Youth and Sport Forum)
 - For health enhancing physical activity (SANTE project)
 - For good governance (Good Governance in Grassroots Sports project)

Awareness campaigns and events in 2012:

- **First Edition of MOVE Week**, the annual Europe-wide campaign promoting sport and physical activity and their positive impact on society.
- Official launch of the **Designed to Move Framework for Action** with ISCA as endorser at the **Clinton Global Initiative (CGI)** in New York. CGI brings together global leaders to devise and implement innovative solutions to the world's most pressing challenges.
- Co-development of **campaign in Brazil for the promotion of Sport For All**.
- Meeting with Ministers, Mayors, members of European Parliament on ongoing basis.

A PRIVILEGED PARTNER FOR INSTITUTIONS AND INTERGOVERNMENTAL ORGANISATIONS

ISCA is seeking to further develop relevant and fruitful collaboration with institutions and organisations in all sectors in order to deepen its understanding, leverage its potential for action and openly share its knowledge and experience with others.

Below are some of the main stakeholders we collaborate with in addition to our ongoing work with our member base.

REPRESENTATIONS AND MEMBERSHIPS

- Member of **European Platform for Action on Diet, Physical Activity and Health** of the European Union
- Observer of the **Expert group on "Sport, Health and Participation"** of the European Union
- Member of the **Bureau of the Consultative Committee of Enlarged Partial Agreement on Sport (EPAS)** of the Council of Europe
- Member of the **European Economic and Social Committee (EESC) Liaison Group**
- Member of **European Civil Society Platform on Life Long Learning**
- Member of the **Steering Committee of International Platform for Sport and Development**
- Member of the **World Social Forum International Council**
- Member of the **Program Committee of Play the Game**
- Member of **ECAS – European Citizens' Action Service**
- Member of the **European Year for Active Ageing 2012 Coalition**
- Member of the **European Year of Citizens 2013 Alliance**



ONGOING EXTERNAL RELATIONS



ISCA SISTER ORGANISATIONS



MEDIA PARTNERS



INITIATIVES AND PROJECTS

NOWWE MOVE CAMPAIGN

*A CAMPAIGN TO UNLOCK THE POTENTIAL OF
SPORT AND PHYSICAL ACTIVITIES*

*GETTING 100 MILLION MORE
EUROPEANS MOVING BY 2020*

ISCA is the driving force behind what promises to become a massive campaign throughout Europe.

In partnership with Eurosport and with the support from The Coca-Cola Foundation, ISCA has initiated in 2012 a campaign with the vision of getting *100 million more Europeans active by 2020*.

The campaign is based on four pillars:

- **MOVE Week** celebrating sport and physical activity
- **Capacity building** of the organisations delivering physical activities
- **Awards** promoting and rewarding successful projects
- **Advocacy** for political and other sector stakeholders to join

As the campaign develops, ISCA expects to see a growing number of partners and commitments to the campaign, and we invite stakeholders from all sectors to join in!



“The political vision of the campaign is to close the gap between countries where people are less active and those where people are more active.”

Mogens Kirkeby, ISCA President

MOVE WEEK 2012

THE VERY FIRST TEST OF THE ANNUAL EUROPEAN WEEK OF SPORT AND PHYSICAL ACTIVITY - 1-7 OCTOBER 2012

DEVELOPING A PATHWAY TO DAILY PHYSICAL ACTIVITY IS CRUCIAL TO UNLOCK THE POTENTIAL OF SPORT AND PHYSICAL ACTIVITY AND ADDRESS THE GLOBAL INACTIVITY CRISIS

Based on shared community engagement by individuals, sport for all organisations, sport and leisure venues, companies, cities and countries across Europe, the MOVE Week concept is designed to promote the celebration and showcasing of grassroots sports and physical activities. Delivered in 2012 in partnership with Eurosport and with the support of The Coca-Cola Foundation, it offered a focal point to stimulate innovative ideas, to create awareness and to celebrate the myriad of successful sport and physical activity initiatives across Europe. With MOVE Week, we aim in the future editions to generate vibrant showcases for innovative cross-sector offers that can unlock the potential of sport and physical activity.

"We're very happy to have received so much commitment from our members and partners for this test year of the MOVE Week – they have all helped set the foundation for the full roll-out of the concept in the years to come."

Tommy Kristoffersen,
ISCA Project Manager for MOVE Week

OUTCOMES FROM 2012

- Over 100 events were held in 23 countries.
- Good foundations set for future years.

OVER 100 EVENTS

*CHALLENGES AND SOLUTIONS
IN SPORT FOR ALL IN EUROPE*



“Could we live in a world without sports? No, we couldn't, and we wouldn't want to! [...] This is why we need to ensure that everyone can join in and benefit from sport.”

Androulla Vassiliou European Commissioner for Education, Culture, Multilingualism, Youth and Sport

CONSORTIUM AND PARTNERS



SUPPORTING PARTNERS



SPORTVISION2012

**VOLUNTEERING, FITNESS DOPING,
FINANCING & HEALTH**

The Danish Presidency of the European Union held an ambitious and wide-ranging conference addressing the most pressing challenges in Sport for All. ISCA was charged by the partner consortium to coordinate the execution of the event.

On 19-20 March 2012, key EU stakeholders (European Parliament and European Commission) engaged with sport organisations, academics, ministry and city officials, businesses, community organisers, and medical experts in order to address common challenges.

Cross-sector cooperation, learning and innovation were considered to be some of the main drivers for the development of the physical activity sector.

The diversity of backgrounds and culture, as well as the willingness to share, allowed the participants to raise difficult and critical questions and to explore answers and solutions.

The conference was an opportunity to promote:

- initiatives in the fight against fitness doping;
- state-of-the-art examples of promotion of volunteering in sport for all;
- creative examples on financing and health in sport for all.

It provided a space for high-level political debate and excellent networking and partnership opportunities as well as unique study tours.

SOME OF THE MAIN CALLS FOR ACTION WHICH AROSE FROM THE CONFERENCE DEBATES:

- Promote and support volunteering in relevant national and international life-long learning strategies and programmes.
- Ensure adequate legislation for the fight against illicit doping substances (reflecting the seriousness of the issue and enabling effective investigations).
- Explore and take advantage of the opportunities to get more Europeans into sport and physical activity in order to improve and strengthen public health and social inclusion.

FOCUS ON



SPORTVISION2012 Conference conclusions

PROJECT ID

Project period: 19-20 March 2012

Attendance: over 450 participants

www.sportvision2012.eu

MOVE CONGRESS 2012

**ACTIONS IN THE PRESENT,
PLATFORMS FOR THE FUTURE**

The first ever MOVE Congress held outside Europe: an innovative, friendly and energetic space for shaping the future of sport for all.

The Congress is an initiative bringing together countries of all continents to analyse and discuss one of today's major subjects: the Cultural and Social Development of people and communities through Sport for All.

MAIN AREAS DISCUSSED

What are the fundamental pillars that move the Sport for All?

- Togetherness, commitment, inclusion, participation, social engagement, cooperation and fun.
- Increasing the practice of sport and physical activity as a tool to improve the quality of life, education, health and the exercise of citizenship, applying the principles of Sport for All

The Promotion of Sport for All in different social and political contexts: whose commitment, for whom and why?

- Strategies adopted for the development of Sport for All in various countries around the world. Successful examples of campaigns and projects that point to the achievement of desired results.
- Public policies, private initiatives, organisations, institutions and people engaged in the working effort for the Sport for All.

What are the benefits of successful Sport for All work?

- The improvement of quality of life, wellbeing, education and citizenship, social change through Sport.
- Examples of projects committed with the values of Sport for All that promote the transformation of persons and communities in terms of education, citizenship and quality of life.

FOCUS ON



SESC Vila Mariana, an amazing venue for the Congress

PROJECT ID

Project period: 24-27 October 2012

Attendance: over 500 participants

www.move2012.info

VALUES UNDERLIE ACTIONS.
ACTIONS DELIVER RESULTS.



"At Move Congresses I have met with people bound together to enrich life through sport and culture... I have shared visions, challenges and hopes for sport for all!"

Jean Camy, University of Lyon, France,
MOVE Congress 2012 Speaker

MOVE2012 CONGRESS PARTNERS



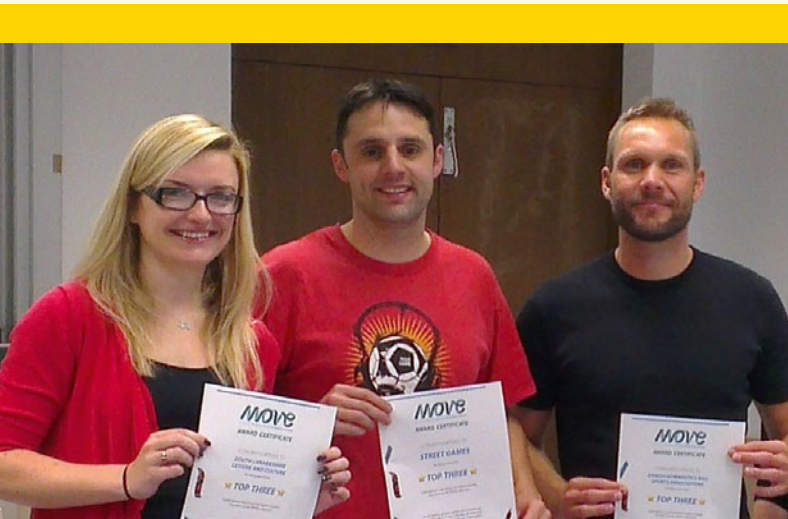
MOVE2012 ASSOCIATED CONGRESS PARTNERS



“THE ENJOYMENT OF THE HIGHEST ATTAINABLE STANDARD OF HEALTH IS ONE OF THE FUNDAMENTAL RIGHTS OF EVERY HUMAN BEING WITHOUT THE DISTINCTION OF RACE, RELIGION, POLITICAL BELIEF, ECONOMIC OR SOCIAL CONDITION.” WHO CONSTITUTION

THE MOVE PROJECT

PROMOTING ACCESS TO SPORT FOR ALL IN EUROPE WHILE DEVELOPING INNOVATIVE TAILOR-MADE OFFERS FOR SOCIALLY DISADVANTAGED GROUPS



“MOVE is an excellent platform for cross-sector networking and engaging important players that can help us to win the fight for empowerment and social inclusion of disadvantaged young people in Europe.”

Christophe Mailliet, Streetfootballworld

How can we close the gap in health inequalities between different socioeconomic groups in Europe?
 How do we make sure that socially disadvantaged groups - who often face many barriers for an active lifestyle - will also enjoy the many benefits of physical activity?
 How can sports organizations better serve socially disadvantaged groups and take into account their particular needs?

Physical activity has proven to be one of the single most important determinants for a healthy life. But it has been equally well documented that inequalities in health are strongly related to socioeconomic factors such as income, education, employment and ethnicity. The MOVE project is a concerted effort, lead by ISCA, to tackle this challenge.

EXPECTED OUTCOMES OF THE PROJECT

- Collection, valorisation and promotion of good practices in the field of health enhancing physical activities designed for socially disadvantaged groups in Europe.
- Development of the Associate and Collaborating Partners' capacities to design and carry out physical activity initiatives in this field.
- Implementation of 15 tailor-made pilot projects targeting socially disadvantaged groups.
- Mobilisation of cross-cutting partnership and networks on physical activity with outreach to socially disadvantaged groups at the local, national and European/international level

FOCUS ON



Interactive map showcasing the collection of good practices submitted

ASSOCIATE PARTNERS



COLLABORATING PARTNERS



PROJECT ID

Project period: 1 March 2011 – 28 February 2014

Co-funded by European Commission DG for Health and Consumers under the Health Programme

Budget: €1,129,251

www.wemoveyou.eu



EUROVOLNET

THE NETWORK FOR DEVELOPING VOLUNTARY COMPETENCE IN SPORT ORGANISATIONS

EuroVolNet (EVN) was a transnational project to foster the exchange of best practices for the legal, organisational and funding aspects of voluntary activity in sport.

It provided a lasting impact on the promotion of volunteerism throughout Europe by facilitating new initiatives and gaining commitments from partner organisations and beyond.

The project provided not only the initial project partners but also other beneficiaries in European sport organisations with learning opportunities and a collection of innovative examples of best practice in volunteer engagement, management and retention.

Impacting both European, national and local levels, it facilitated the dialogue between stakeholders interested in volunteer promotion and provided a stronger external voice towards EU and political stakeholders for volunteerism in the grassroots sport sector.

PROJECT OUTCOMES

- The Voluntary Services Tutorial, a leading resource of good examples delivered in an easy accessible, cross-thematic way;
- Guidelines and specific recommendations, preparing future actions to promote volunteerism.

FOCUS ON



The Voluntary Services Tutorial

PROJECT ID

Project period: December 2010 – June 2012

Co-funded: European Commission DG for Education and Culture under the “2010 Preparatory Action in the Field of Sport”

Budget: € 223,801

www.eurovolnet.info



VOLUNTEERS ARE THE BACKBONE OF EVERY SPORTS ORGANISATION

HOW TO DEAL WITH TRENDS, OPPORTUNITIES AND CHALLENGES?



“Volunteering comes from the Latin words voluntas which means “will, choice”. And as the old proverb says ‘where there is a will, there is a way.’”

Sakis Papouss Senior Lecturer, University of Kent, United Kingdom

PROJECT PARTNERS



WHAT IS EXPECTED NOWADAYS BY EXTERNAL STAKEHOLDERS FROM GRASSROOTS SPORT ORGANISATIONS? TRANSPARENCY, DEMOCRACY, ACCOUNTABILITY AND INCLUSION

GOOD GOVERNANCE IN GRASSROOTS SPORT

TOOLS FOR IDENTIFYING DILEMMAS AND RECTIFYING POTENTIAL POOR GOVERNANCE INCIDENTS

What is Good Governance in Grassroots sport?
Do you have governance or management challenges in your organisation?
Do you have the tools to identify and rectify them?

Good Governance in Grassroots Sport (GGGS) is a transnational project aimed at increasing organisations' capacity for good governance by focusing on transparency and accountability.

In grassroots sport, good governance is a prerequisite for both organisational legitimacy and ultimately survival. With the most significant financial contributions being from individual members and public bodies, poor governance can impact an organisation's reputation, finances and support – both among members and in the surrounding community.

EXPECTED OUTCOMES OF THE PROJECT

- Increase the evidence and knowledge base for good governance in grassroots sport in Europe;
- Build capacities in key national non-governmental grassroots sport organisations through targeted learning opportunities;
- Increase awareness and outreach on good governance to a broad target group in grassroots sport.

FOCUS ON



The GGGs Desk Research



“Good governance is about how we play the game, not which games we are playing”
IDAN - Institute for Sport Studies, Denmark

PROJECT PARTNERS



PROJECT ID

Project period: December 2011 – March 2013

Co-funded: European Commission DG for Education and Culture under the “2011 Preparatory Action in the Field of Sport”

Budget: € 252,145

www.goodgovsport.eu



ISCA YOUTH

The ISCA Youth Network is an international platform aimed at empowering young people through sport and physical activity. It offers the young generation a path to develop their skills and networks and build their capacity to be proactive citizens.

Organised by and for young people, the activities developed by the ISCA Youth Network range from training courses and conferences to a forum at a rate of approximately 6 events per year. They are designed to challenge traditional ways of thinking and doing things and to contribute to the newly launched NowWeMove campaign.

In order to reach its full potential and actively take part in the ambitious objectives set by the NowWeMove campaign, ISCA Youth is now in the process of moving its activities to a higher level. This new strategy will focus on developing four pillars:

- ISCA Pool of Young Trainers – to deliver qualitative non-formal education activities using education through sport both for ISCA and its partners.
- ISCA Pool of Young Project Managers – to generate ideas and implement new initiatives aimed at increasing the number of young people involved in international work.
- ISCA Youth representatives – to raise the profile of young leaders and prepare or facilitate their way to decision making while strengthening youth work collaboration among ISCA member organisations.
- ISCA Youth global dialogue – to develop mutual understanding through sport and strengthen intercontinental cooperation.

The following pages highlight some of our ongoing youth projects.



“ISCA has consistently focused on youth for more than 10 years. We consider youth a key driver for assisting development and capacity building in our member organisations. At the same time, the young people are fantastic spokespersons for the benefit of sport for societies... their future societies.”

Jacob Schouenborg, ISCA Secretary General



EYSF 2012

A PLATFORM WHERE YOUNG PEOPLE CAN MAKE THEIR VOICE HEARD

Are you a young European leader interested in volunteering, sport and health?

Do you want to make a difference and develop your network?

European Youth and Sport Forum 2012 aimed at bringing together 100 young leaders from across Europe from 25 November to 1 December in Larnaca, Cyprus.

With plenty of opportunities to discuss how the youth and sport sectors can support volunteering and health through active citizenship and based on non-formal education principles, EYSF2012 has been designed to provide a large-scale platform on which projects and good practices can be presented, networking stimulated and new projects for the future set-up.

Organised during the Cyprus Presidency of the Council of the European Union, the Forum's plans are to deliver recommendations for presentation to a panel of stakeholders and decision makers, including EU Sport Directors, meeting in parallel with the Forum.

EXPECTED OUTCOMES OF THE PROJECT

- A network of committed young European sport leaders.
- The Forum Declaration, including political and practical recommendations for stakeholders, both on EU and national level.

ORGANISING PARTNERS



ASSOCIATE PARTNERS



PROJECT ID

Project period: 25 November – 1 December 2012

Co-funded: European Commission under “the Youth in Action programme” and the European Youth Foundation.

Total budget: € 69,607

Number of participants: 100

www.isca-web.org



TOT

TAKING EDUCATION THROUGH SPORT FOR YOUNG PEOPLE TO THE NEXT LEVEL

“Training of Trainers in Education through Sport” (ToT) is a long-term educational program aimed at developing a network of 24 trainers with special skills in non-formal education and education through sport.

The project consists of three residential training events as well as personal practice for each participant.

The first training -called “1st step: Training essential”- was held in Glasgow, Scotland in April 2012 in partnership with the Scottish Association of Local Sports Councils (SALSC). Its purpose was to foster teambuilding among the participants, stimulate co-learning on essential topics and set the objectives for individual practice back home.

It laid the foundation for the next training “2nd step: Go international!” which took place in Norcia, Italy in September 2012 in partnership with the Federazione Italiana Aerobica-Fitness (FIAF).

ToT will continue with the “3rd step” to be organised in France in summer 2013.

EXPECTED OUTCOMES OF THE PROJECT

- A network of trainers who are representing the ISCA Pool of Trainers for education through sport youth activities;
- 24 local training courses provided by the participants during the project period;
- A minimum of ten international youth events facilitated by the participants during the project period.

FOCUS ON



The Training of Trainers video clip

PROJECT PARTNERS



PROJECT ID

Project period: March 2012

-August 2013

Co-funded: European Commission DG for Education and Culture under the Youth in Action programme

Budget: € 85.777,60

www.isca-web.org



ISCA YOUTH TRAINING COURSES

ISCA annually delivers several week-long training courses. here are two examples:

STUDY SESSION

"GENDER EQUALITY THROUGH HUMAN RIGHTS EDUCATION AND YOUTH LEADERSHIP"

The study session on "Gender equality through human rights education and youth leadership" gathered on 21-28 July 2012 in Budapest, Hungary, 30 young individuals from all across Europe willing to discuss and participate in activities addressing gender equality.

PROJECT PARTNERS



PROJECT ID

Project period: 21-28 July 2012
Funded by the European Youth Foundation



SWELL

YOUTH TRAINING FOR HEALTH AND WELLNESS

From 18 to 25th of August 2012, 21 young people from 7 different countries gathered in France to learn more about health and wellness in sport for all.

The training aimed at activating an international network that can spread the idea of Health and Well-being through sport as a right and act as multipliers at local level.

PROJECT PARTNERS



PROJECT ID

Project period: May 2012 - September 2012
Co- funded: European Youth Foundation and European Union under the Youth in Action program
Budget: € 29.160,00
www.isca-web.org



WEMOVE APP

A MOBILE APP TO ENGAGE YOUTH AND ADULTS IN SPORT AND PHYSICAL ACTIVITY

Brochures are being replaced by websites. Magazines are being replaced by tablets. Structured youth activities are being replaced by spontaneous actions. The weMOVE APP, an application for mobile devices (phones, tablets, etc) and websites, will enable young people and adults to stay more up-to-date and be informed about opportunities for doing sports and physical activity.

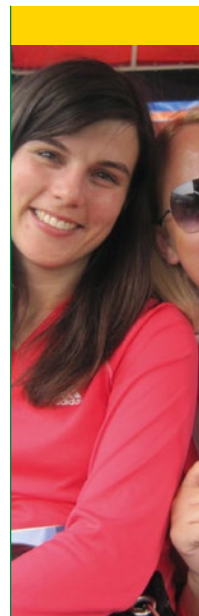
PROJECT OUTCOMES:

The weMOVE APP is an online and intuitive platform gathering information about sports and physical activities in local areas. Targeted at both young people and adults, the app offers, among other features, three major services:

- Search system: the user is able to search for sport activities according to his/her preferred filters: what, when, where, with whom
- Invitation system: the user is able to create activities, inviting friends, specific groups and/or local users for sport practices
- Notification system: The user is notified whenever his/her favourite sport activities are available to join. The user receives notifications according to his/her preferences.

PROJECT ID

Project period: April 2012 - December 2012
Co-funded: European Youth Foundation
Agreement no.: 684.10.B.2012. PC26
Budget: € 6.000,00
www.wemoveapp.com





GLOBAL DIALOGUE TRAINING COURSE

LEVERAGING THE COMMON LANGUAGE OF SPORT AND PHYSICAL ACTIVITY TO BUILD A BRIDGE BETWEEN EUROPE AND CHINA

The Global Dialogue training course is expected to bring together 30 young leaders from China, Asia and Europe from 16 -23 December 2012 in Hong Kong.

It has been designed to increase the capacity of youth leaders and their organisations to use education through sport and physical activity as a means to achieve international understanding and dialogue.

The Global Dialogue training course is part of a larger project called Non-Formal Education in China and Europe (NOYCE), a bottom-up exploratory effort using the drive and enthusiasm of young people from European countries and China to establish sustainable links between the two regions.

EXPECTED OUTCOMES OF THE PROJECT

- Sustainable network and communication platform for youth and sport organisations from China and EU countries.
- Deeper understanding of intercultural processes in sport and physical activities.
- Joint international youth projects centred on sport and physical activities.

IYLE

A COMPREHENSIVE EDUCATION PROGRAMME TO FOSTER INTERNATIONAL EXCHANGES AND THE USE OF SPORT AS A FORCE FOR SOCIAL CHANGE

Hosted and run by the Academy of Physical Education in Ollerup, Denmark, the International Youth Leader Education (IYLE) is a four-month residential, non-formal education programme aimed at developing young leaders with a global outlook.

Implemented in cooperation with universities, schools and special institutions, IYLE is focused on the role of voluntary leadership, democracy and intercultural understanding as tools for social change, community based activities and active citizenship.

ISCA offers scholarships to its member organisations in order to cover the costs of this programme (including classes, lodging and food). These grants are mainly for applicants with less financial means.

PROJECT OUTCOMES

- Development of a large group of young leaders – leaders of the future – spanning five continents.
- Recognition of the Academy of Physical Education in Ollerup as a global sports laboratory.

The NOYCE project is crucial to develop the 4th pillar of the ISCA Youth Strategy, meant to increase cooperation between continents in the youth and sport fields."

Sorin Burunaia, Youth Network Coordinator, ISCA

"An amazing year where my life changed for good, opening my mind into other cultures, teaching me about respect and tolerance, giving me the right tools for my professional field and hundreds of friends."

Jose Alberto Gómez Granados, Costa Rica

NOYCE PARTNERS



PROJECT PARTNERS



PROJECT ID

Project period:

January-December 2012

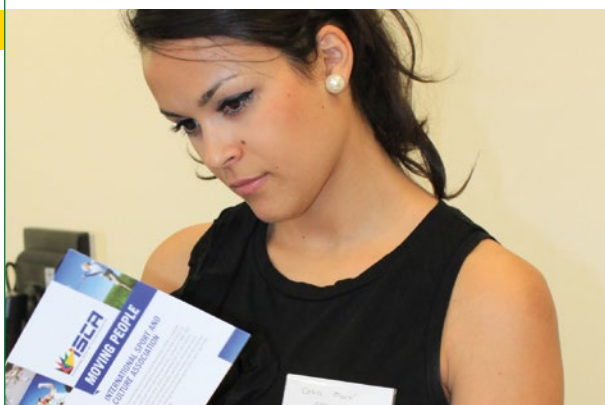
Funded by the European Commission under the Youth in Action programme

Budget: € 124,955

www.isca-web.org



EXTERNAL PROJECTS



Driven by a desire for increased capacity-building among our members and also to raise its own impact, ISCA has made some dramatic improvements in its approach to international project development over the past three years. Alongside the project building, fundraising and implementation which are driven from the secretariat, we have pursued a two-fold development strategy based on:

1. Developing the capacity of ISCA member organisations to fundraise and implement international projects - both independently and in collaboration with ISCA.

Here are some examples of ISCA's members fundraising efforts

APPLICANT	COUNTRY	PROJECT TITLE	DONOR
UISP		Mondiali Antirazzisti - World Cup	European Commission - Sport Unit
UISP		OLYMPIA: equal opportunities via sport	European Commission - Sport Unit
USEP		Childrens' meetings	EuroRegions
Nemunas		Sport festivals	European Commission - Sport Unit
BVLO		RESPECT: Respect Emerging from Sport & PE	European Commission - Sport Unit
UISP		VALUES: Fair Sport against violence and intolerance	European Commission - Sport Unit
BYPF		Youth Exchanges	European Commission - Youth in Action
DTB		ACTIVEAGE	European Commission - Sport Unit
DGI		European Street Soccer Cup	European Commission - Sport Unit
UFOLEP		Move Well Now! A Youth and Health Handbook	Council of Europe - European Youth Foundation
UBAE		Youth training for Social entrepreneurship	European Commission - Youth in Action
SUS		Move Well Now! A Youth and Health Handbook	European Commission - Youth in Action

2. Being a partner in other organisations' international projects.

We are delighted to have been invited to contribute to a large number, and we have recently been involved in the following projects or pending proposals:

APPLICANT	COUNTRY	PROJECT TITLE	DONOR
UISP region		IRIS (Roma integration)	European Commission - Fundamental Rights and Citizenship Programme
University of Rome		e-learning Fitness	European Commission - Lifelong Learning Programme
EHFA - European Health & Fitness Association		Fitness against doping	European Commission - Sport Unit
SESC & the Faculty of Physical Education, from the State University of Campinas - Unicamp.		General Gymnastics Forum in Campinas	
University of Erlangen Nuremberg		Physical Activity and Health Innovation Research	European Commission - Seventh Framework Programme
SESC SP		Challenge Day	

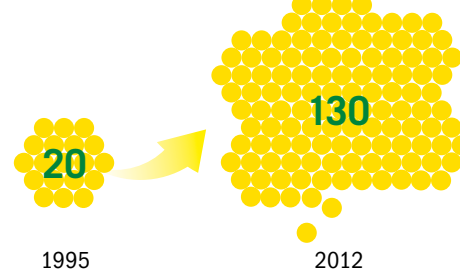
MORE ABOUT ISCA

ISCA IN NUMBERS

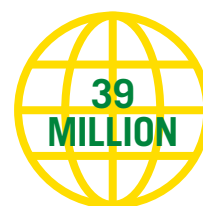
AN INTERNATIONAL UMBRELLA



AN EXPANDING NETWORK – NUMBER OF MEMBER ORGANISATIONS



NUMBER OF PHYSICALLY ACTIVE CITIZENS IN ISCA MEMBER ORGANISATIONS



2012

ISCA'S VALUES



Movement

Diversity

Democracy

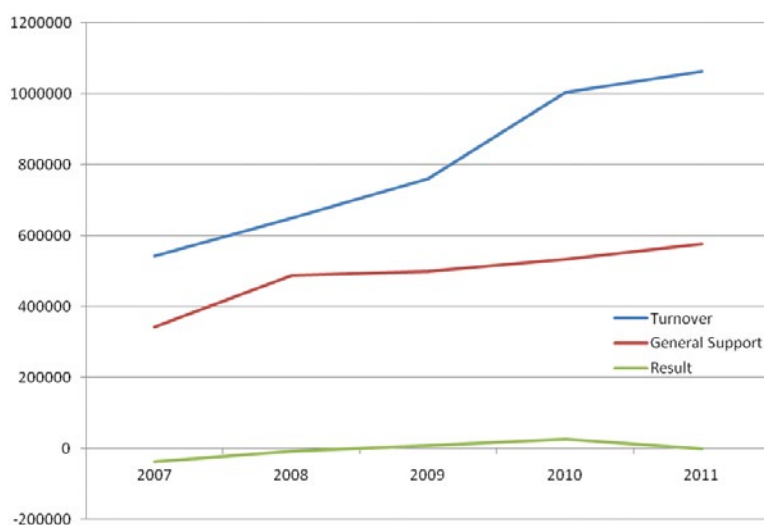
Fun

FINANCIAL POINTERS

AUDITED ACCOUNTS SUMMARY

ISCA has recently increased its turnover substantially not least due to project implementation, and we are confident that this trend will continue.

ISCA INCOME					
	2011 (€)	2010 (€)	2009 (€)	2008 (€)	2007 (€)
General support and payments	577.232,89	532.766,00	500.090,00	488.667,00	343.109,00
Project related support	485.566,32	496.212,00	269.927,00	153.204,00	161.299,00
Total	1.062.799,21	1.028.978,00	770.017,00	641.871,00	504.408,00
ISCA EXPENDITURES					
General Project and activities	581.708,66	560.335,00	278.057,00	165.958,00	66.880,00
Youth Projects	134.092,48	85.174,00	58.038,00	62.415,00	104.308,00
Assembly, committee meetings	61.620,94	52.816,00	55.487,00	66.432,00	83.813,00
Secretariat	285.728,86	304.970,00	369.574,00	355.327,00	286.700,00
Total	1.063.150,94	1.003.295,00	761.156,00	650.132,00	541.701,00
RESULT					
	351,74	25.683,00	8.861,00	- 8.261,00	- 37.293,00



SOURCE OF FUNDING

ISCA is relying on a multitude of funding sources, whereby vulnerability is minimized and opportunities for growth increased.

Read more on our website
www.isca-web.org/english/allies

ISCA counts among other the following institutional donors among its supporters:

- The European Commission's Sport Unit
- The European Commission's Youth in Action programme
- The European Commission's Europe for Citizens' programme
- The European Commission's Directorate General for Health and Consumer Affairs (DG Sanco)
- The European Commission's Jean Monnet Programme
- The Council of Europe's Youth Foundation
- The Danish Gymnastic and Sport Association DGI
- The Danish Ministry of Culture
- The Coca-Cola Foundation

PEOPLE

EXECUTIVE COMMITTEE



PRESIDENT
Mogens KIRKEBY
Danish Gymnastics and
Sports Associations (DGI),
Denmark



VICE PRESIDENT
Maria Luiza SOUZA DIAS
Serviço Social do Comércio
(SESC),
Brazil



VICE-PRESIDENT
Herbert HARTMANN
Deutscher Turner Bund (DTB),
Germany



ISCA EUROPE CHAIR
Filippo FOSSATI
Unione Italiana Sport Per tutti
(UISP)
Italy



**ISCA NORTH
AMERICA CHAIR**
Kelly D. MURUMETS
ParticipACTION
Canada



ISCA LATIN AMERICA CHAIR
Elisabeth PAOLIELLO
Universidade Estadual de
Campinas (UNICAMP)
Brazil



ISCA ASIA CHAIR
N. SHANMUGARAJAH
Southeast Asian Gymnastics
Confederation (SEAGCON)
Malaysia



EXECUTIVE MEMBER
Liliana ORTIZ DE LA CRUZ
Fundacion pro Deporte y
Recreation para todos
Colombia



EXECUTIVE MEMBER
Jean-Claude ARNAUD
Union Sportive de
l'Enseignement de Premier
degree (USEP). France



EXECUTIVE MEMBER
Rado CVETEK
Sport Union of Slovenia
(SUS), Slovenia



EXECUTIVE MEMBER
Toni LLOP
Union Barcelonina d'Associacions
Esportives (UBAE)



EXECUTIVE MEMBER
Siu Yin CHEUNG
Gymnastics Association of
Hong Kong



HONORARY MEMBER
Ruggero ALCANTNERINI
Federazione Italiana Sport per
Tutti (FIST), Italy

STAFF



SECRETARY GENERAL
 Jacob SCHOUENBORG
 js@isca-web.org
 Working areas:
 International relations, organisational management, secretariat and staff management, project supervision, political representation and policy making



EXTERNAL RELATIONS MANAGER
 Marvin RADFORD
 mra@isca-web.org
 Working areas:
 Project Development, Fundraising, Partner Development



PROJECT MANAGER
 Saskia BENEDICIC TOMAT
 sbt@isca-web.org
 Working area:
 SPORTVISION2012, EuroVolNet project, MOVE2012, GGGs project



PROJECT MANAGER
 Hanne MÜLLER
 hm@isca-web.org
 Working areas:
 Southeast Europe, MOVE project, Nordic Youth Associations.



YOUTH NETWORK COORDINATOR
 Sorin BURUIANA
 sb@isca-web.org
 Working areas:
 ISCA Youth Network, youth activities and training



PROJECT MANAGER
 Tommy KRISTOFFERSEN
 tk@isca-web.org
 Working areas:
 MOVE week, NowWeMove campaign



YOUTH COORDINATOR
 Kasper HØGSTRUP MØLGAARD
 km@isca-web.org
 Working areas:
 Project consulting, youth training, Nordic Youth Associations



ISCA LATIN AMERICA SECRETARY
 Tatiana CAMARGO
 iscala@sescsp.org.br
 Working areas:
 Support to the ISCA Latin America Continental Chairperson. Tatiana works from the ISCA Latin America Secretariat in Sao Paolo, Brazil



MARKETING COMMUNICATIONS MANAGER (PART TIME)
 Paul BRUMMITT
 pb@isca-web.org
 Working areas:
 Marketing and communication especially for the MOVE week and NowWeMove campaign



PROJECT COORDINATOR
 Baptiste COLIN
 bc@isca-web.org
 Working areas:
 MOVE week and NowWeMove logistical management



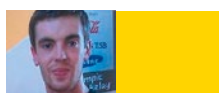
PROJECT COORDINATOR
 Pedro BELLINI EMMANOELLI
 pe@isca-web.org
 Working areas:
 MOVE project, Graphics and communication, website management



COMMUNICATION OFFICER
 Carole PONCHON
 cp@isca-web.org
 Working areas:
 ISCA Communication, Social Media and Website content development, Partnership activation



YOUTH OFFICER
 (EVS from September 2012 to August 2013)
 Katie COUCHMAN
 cc@isca-web.org
 Working areas:
 GGGs project, membership development and communication



YOUTH OFFICER
 (EVS from September 2012 to August 2013)
 Gary CAMPBELL GRIEVE
 gg@isca-web.org
 Working areas:
 ISCA Youth Network, youth activities and training



YOUTH OFFICER
 (EVS from September 2012 to August 2013)
 Laura BLANCO REMESAL
 lb@isca-web.org
 Working areas:
 ISCA Youth Network, youth activities and training



WEB COORDINATOR (PART TIME)
 Jose GRANADOS
 jg@isca-web.org
 Working area:
 Website management



YOUTH OFFICER
 (EVS from September 2011 to August 2012)
 Carla SANTOS
 cs@isca-web.org
 Working areas:
 ISCA Youth Network, youth activities and training



PUBLIC RELATIONS MANAGER (until August 2012)
 Jean-Luc FRAST
 jlf@isca-web.org
 Working areas:
 Communication, branding and profiling, new media

MISSION

**WE BUILD INTERNATIONAL
RELATIONS BETWEEN
PEOPLE, CULTURES,
ORGANIZATIONS AND
SECTORS OF SOCIETY.
SEEING SPORT
AS A CULTURE OF
MOVEMENT, WE DEVELOP
OPPORTUNITIES FOR
LEARNING, INSPIRATION
AND ACTION TO INDUCE
SOCIAL CHANGE.**



@ISCA_tweet



www.facebook.com/ISCApage

Visit our website:

www.isca-web.org

MOVING PEOPLE

The International Sport and Culture Association (ISCA) is a global platform open to organizations working within the field of Sport for All, recreational sports and physical activity. Created in 1995, ISCA is today a global actor closely cooperating with its 130 member organizations, international NGOs, and public and private sector stakeholders. Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities.



Tietgensgade 65
DK-1704 Copenhagen V
Denmark

Tel: +45 33 29 80 26
Fax: +45 33 29 80 28