



# ISCA 2013

## ANNUAL REPORT



**MOVING PEOPLE**

[WWW.ISCA-WEB.ORG](http://WWW.ISCA-WEB.ORG)

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.**



## **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.

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# ISCA PROJECT PARTNERS IN 2013

					
AOCS	ASPV	BELFAST CITY	BIRMINGHAM CITY COUNCIL	BULGARIAN YOUNG PEOPLE FOUNDATION	CAIS
					
CARDIFF METROPOLITAN UNIVERSITY	CARNIKAVA MUNICIPALITY	CESS	CIA	CLUB DEPORTIVO MARATÓ I MITJA-PENYAGOLOSA	CLYDESDALE SPORTS COUNCIL
					
COMMUNE DE MOUY	COMMUNITY GAMES	COMUNE CASALECCHIO DI RENO	CYPRUS SPORT ORGANISATIONS (KOA)	CZECH SOKOL (CSOS)	DGI
					
DTB	DTJ	ECF	EHFA	ESTONIAN SPORT ASSOCIATION JOUD	EUROSPORT
					
FRIEDRICH-ALEXANDER-UNIVERSITÄT ERLANGEN-NÜRNBERG	FEPI	FIAF/SIAF	FSGT	HUNGARIAN LEISURE SPORT ASSOCIATION	IDRÆTTENS ANALYSEINSTITUT (IDAN)
					
INATEL FUNDAÇÃO	INSTITUTO PROVINCIAL DE DEPORTES DE CASTELLON	JOHANN WOLFGANG GOETHE-UNIVERSITÄT SPORT MEDIZIN	LARNAKA MUNICIPALITY	LTSA	MADEIRA SPORT FOR ALL ASSOCIATION
					
MASI SPORT CLUB ITALY	MUNICIPALITY OF FALTICENI	MUNICIPALITY OF FLORENCE	MUNICIPALITY OF FUNCHAL	NEMUNAS	NISB

					
OTALOM	CITY OF PÄRNU	ROMANIAN SPORT FOR ALL	SALSC	SCOTTISH ASSOCIATION OF SPORT COUNCILS	SEMMELEIS UNIVERSITY
					
SOUTH DUBLIN, COUNTY SPORTS PARTNERSHIP	SOUTH LANARKSHIRE LEISURE AND CULTURE	SPECIAL OLYMPICS	SPORT AND CITIZENSHIP	STATE CAPITAL STUTTGART, DEPARTMENT FOR SPORTS AND PHYSICAL ACTIVITY	STB SCHWÄBISCHER TURNERBUND
					
STREETFOOTBALLWORLD	STREET GAMES	STREET LEAGUE	SUS	TRANSPARENCY INTERNATIONAL	UBAE
					
UFOLEP	UISP	UMFI	UNICAS	UNIVERSITY OF KENT, SCHOOL OF SPORT AND EXERCISE SCIENCE	WOW SPORT
					
ZARASAI DISTRICT MUNICIPALITY					

## FINANCIAL SUPPORTERS

				
EUROPEAN UNION	COUNCIL OF EUROPE	COCA-COLA	MINISTRY OF CULTURE	DGI

**ISCA IN NUMBERS**  
137 MEMBER ORGANISATIONS  
FROM 5 CONTINENTS AND 69 COUNTRIES

**12 NETWORKS**

**46 EU GRANTS**

**6 CONGRESSES**

**13 EXECUTIVES**

**~39 MILLION PEOPLE**

**€ 1,062,799 INCOME IN 2011**

**€1,665,361 INCOME IN 2012**

**15 STAFF FROM 10 COUNTRIES**

**7 PROJECTS RUNNING IN 2013**

**13 LARGE-SCALE EU FUNDED PROJECTS**

**64 PARTNERS IN ISCA PROJECTS RUNNING IN 2013**

**WORKING MORE THAN 6,495 DAYS TOWARDS ONE GOAL:**

***MOVING PEOPLE***

## KNOW THE CHALLENGE HAVE THE VISION FIND THE PARTNERS!



### DEAR FRIENDS AND PARTNERS

Every year millions of new global citizens are born. They have their whole lives in front of them. The question we ask ourselves, not only as stakeholders in the sport for all movement, but as fellow global citizens, is: Are we going to give these kids a physically active life or will we let them be guided into an inactive life with all its negative personal, social and health consequences?

The answer is clear. Every child has a fundamental human right to enjoy all the benefits of a physically active lifestyle and it is our common obligation to ensure it happens.

The single biggest challenge for our sector is, without any doubt, the challenge of encouraging more people to be physically active. To make individual citizens and societies benefit from an active lifestyle we need to provide them with motivating and appealing

activities that inspire them to move. And we need to focus on all age groups – not just children, but teenagers, adults and seniors as well.

We need ambitious visions and cross-sector commitments. The benefits of recreational sport and physical activity are well-known and documented. They are proven very effective in raising quality of life – particularly by preventing the onset of non-communicable diseases. However, participation rates in sport and physical activity will not grow

**“THE DEMAND FOR INNOVATION, ADVOCACY AND TRANSFER OF PRACTICES IS FAR TOO BIG FOR ONE SINGLE PLAYER.”**

*- Mogens Kirkeby, ISCA President*

just by spreading positive, well-researched messages. We need ambitious visions, collaboration and commitments from major players across several sectors before we will see a shift from the current pandemic of inactivity to societies with citizens enjoying physical active lifestyles.

We acknowledge that this challenge is far too big for one stakeholder, and even for one sector, to fix. The demand for innovation, advocacy and transfer of practices is far too big for one single player. The natural step forward is therefore to connect sectors which have the responsibility and potentially high impact to strengthen the process of ‘moving people’.

At ISCA we put cross-sector collaboration at the top of our own agenda in 2013. We believe that cooperating with partners from other sectors who have similar goals moves us faster toward our overall goal. Besides this, it also creates impact and value for our members and the sport for all sector as a whole.

Together with cross-sector partners we will strengthen our advocacy for prioritising policies that enable all citizens to enjoy the benefits of a physically active life. And together we will put more ambitious visions and powerful actions into play.

The 2013 Annual Report highlights of our vision, goals, partners and, not least, our actions over the previous year. Enjoy the read.

**Mogens Kirkeby,**  
ISCA PRESIDENT

# A YEAR IN THE SPOTLIGHT

## WHAT OUR STAKEHOLDERS SAY ABOUT US

*The importance of an active and healthy lifestyle and its social and economic benefits needs to be underlined at all times. **MOVE Week is a great opportunity to raise awareness among European citizens.** It has been planned thoroughly, with original ideas and builds on successful past experience. ”*

- **Androulla Vassiliou**, EUROPEAN COMMISSIONER FOR EDUCATION, CULTURE, MULTILINGUALISM, SPORT, MEDIA AND YOUTH



*ISCA works in the field of physical activity and ECF in transport and tourism. Together we make a perfect match and we amplify our impact on creating better societies. NowWeMove and its flagship initiative MOVE Week 2013 are brilliant platforms for ECF to spread the message: ‘Get more people cycling, more often.’ ”*

- **Dr. Bernhard Ensink**, EUROPEAN CYCLISTS' FEDERATION



ISCA recognises that its stakeholders are essential in activating the messages and initiatives it believes will encourage more Europeans to take up sport and physical activity. The European Commission, Council of Europe and European Parliament continued to be key sources of funding in 2013, with the European Parliament pledging €1 million towards the implementation of MOVE

Week as part of ISCA's NowWeMove Campaign. It is difficult to find another organisation that matches ISCA's record of tendering and implementing EU funded projects, and we want to ensure this continues to be one of our assets in the grassroots sport sector.

The European Cyclists' Federation (ECF) came on board this year as an organising partner of MOVE Week, joining media partner Eurosport which

continues to broadcast NowWeMove promotional spots and commercials to millions of European viewers. Coca-Cola Europe maintains its close association with ISCA as both organisations strive to promote the benefits of "Active Healthy Living".

ISCA looks forward to building on the successful cooperation with its existing and new supporting partners in 2014.

## REACHING ACROSS THE GLOBE

OUR EXECUTIVES TELL HOW ISCA AND ITS INTERNATIONAL NETWORK'S IMPACT ON SPORT AND PHYSICAL ACTIVITY PROMOTION IS GAINING MOMENTUM AROUND THE WORLD

### ISCA NORTH AMERICA CHAIR

*"The work ISCA is doing is increasing sport participation and physical activity levels around the world at a time when we need healthier, more active people! I am very pleased that I have been able to contribute to ISCA's success by sharing the work we do at ParticipACTION in Canada, not the least of which is partnership development."*

- **Kelly Murumets**, PARTICIPACTION, CANADA

### ISCA EUROPE CHAIR

*"ISCA has forcefully pushed to make grassroots sport the key priority in the new EU Sport Programme from 2014. And now it actually has happened! It is an important political step that we can be proud to have contributed to. And it paves the way for even more political and practical outcomes in the future."*

- **Filippo Fossati**, UISP, ITALY

### ISCA ASIA CHAIR

*"With both a sport political mapping in Asia and implementation of an international youth training course taking place during the last year, ISCA Asia is working on many fronts for this diverse continent."*

- **N. Shanmugarajah**, SOUTHEAST ASIAN GYMNASTICS FEDERATION, MALAYSIA

### ISCA LATIN AMERICA CHAIR

*"It was exciting to see ISCA's NowWeMove Campaign model adopted in Brazil this year as MOVE Brasil. It is a testament to ISCA's ongoing cooperation with organisations promoting sport and physical activity in Latin America."*

- **Elizabeth Paoliello**, STATE UNIVERSITY OF CAMPINAS, BRAZIL

## WORK TOGETHER – THRIVE TOGETHER

EXPERTS FROM THREE SECTORS HIGHLIGHT THE  
BENEFITS OF JOINING FORCES

*Cross-sector collaboration is an essential ingredient for thriving sport and physical activity promotion. But the recipe starts with engaged and reliable organisations that share the same goal: **to tackle the global inactivity crisis**. ISCA's project partners and other key stakeholders in the field explain why they believe it's better for them to work together rather than alone.*

### PUBLIC SECTOR

*"Closing the physical activity gap between European countries should be our goal! But in order to achieve it, we need schools, media, health organisations and city planners to play their part. Sport has large appeal but we cannot expect sport to solve the problem alone. That is why calling for more engagement in movement, not just sport, is so important."*

**- Morten Løkkegaard, MEP (DENMARK)**

*"It is essential for us to work closely with stakeholders in grassroots sport, because it means that we're not only staying at the forefront of new trends in the sector – we're actually helping to shape them."*

**- Julian Jappert, DIRECTOR OF SPORT AND CITIZENSHIP (FRANCE)**

### SCIENTIFIC SECTOR

*"As I work on economic questions of sport nearly exclusively, I am very interested in the more or less directly connected research fields. An example would be sport and health. At SpEA we know how to calculate the economic impact of grassroots sport keeping people healthy through reducing probabilities of developing diabetes. But to calculate this reduction is out of the economist's scope and would be a task for a specialised physician. Therefore, we both benefit from each others' work in this area."*

**- Günther Grohall, SENIOR RESEARCHER, SPORTSECONAUSTRIA (AUSTRIA)**



*“Grassroots sport is a multi-faceted social phenomenon which cannot work and run alone. The Sokol movement is spread across several countries, and the Czech Sokol Organisation itself is a comprehensive organisation which runs competitive and elite sport, and cultural and arts events. Our cooperation with municipalities and other local authorities, as well as with other sports organisations both in the Czech Republic and abroad, is very important.”*

**- Vladimir Dostal, HEAD OF INTERNATIONAL AFFAIRS, CZECH SOKOL ORGANISATION (CZECH REPUBLIC)**



## GRASSROOTS SPORT ORGANISATIONS



*“Challenges and issues related to physical activity are similar in many European countries, so establishing cross-sector and cross-border collaboration is the only way to effectively promote social change.”*

**- Antonio Saccone, CHIEF EXECUTIVE OFFICER, SPOLINT (SLOVENIA)**

*“We value our working relationships with municipalities. Therefore it is essential for us to understand common challenges to working effectively together when establishing these relationships and ensure we have the ideas and support to make sure we are maximising our results.”*

**- Alison O'Connell, PROJECT MANAGER, STREETGAMES (UK)**

*“By working together we're giving our organisations stronger visibility at both the national and international level. MOVE Week has provided us with a neutral platform where we can work out our differences and keep our own identities whilst working towards our mutual goal of building solidarity amongst sport for all federations.”*

**- Philippe Machu, UFOLEP PRESIDENT; Jean-Louis Provost, FFEPMM SPORT POUR TOUS PRESIDENT; and Jean-Michel Sautreau, USEP PRESIDENT (FRANCE)**

## TAKING A FRESH APPROACH TO ADVOCACY

### TO BE HEARD AND INFLUENTIAL IN SPORT AND PHYSICAL ACTIVITY POLICY

*ISCA aims to be world's most innovative voice in advocating physical activity and sport participation to public sector institutions. We do this in partnership with other sectors' stakeholders at an international level. We do it with our member organisations at a national level. And we do it via networks and projects at a local/municipal level.*

#### ☞ NCD ALLIANCE

ISCA is also part of the NCD Alliance, which is actively advocating for the World Health Organisation and Member States to deliver towards the vision of reducing Non-Communicable Diseases by 25% in 2025.

[WWW.NCDALLIANCE.ORG](http://WWW.NCDALLIANCE.ORG)

#### ☞ SPICING UP THE MESSAGE

ISCA created the vision of "100 million more Europeans active in sport and physical activity by 2020" based on European survey results showing huge gaps in physical inactivity across the continent. The EU Institutions accepted this vision and it is now fundamental to the NowWeMove Campaign.

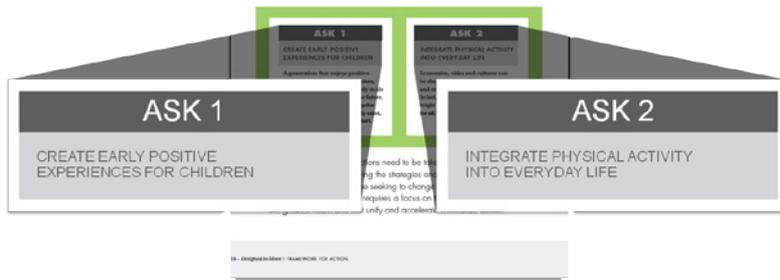
[WWW.NOWWEMOVE.COM](http://WWW.NOWWEMOVE.COM)

*"Politicians listen to ISCA because we do not just shout our messages out. With our projects and campaigns, we walk the talk."*

*- Mogens Kirkeby, ISCA PRESIDENT*

Illustrating your point is important! ISCA successfully used Barbapapa soft toys to introduce the vision of "100 million more Europeans active in sport and physical activity by 2020" to the European Parliament. (Photo: Tine Harden/Play the Game)

(\*) DESIGNED TO MOVE



©Nike, Inc. (2012) DESIGNED TO MOVE: A Physical Activity Action Agenda.™

ISCA is a Champion of Designed to Move, a worldwide call to action to end the global physical inactivity epidemic. Designed to Move is not a project, initiative or campaign. It is a framework for action consisting of key messages that are substantiated with evidence. ISCA is working with

members to identify opportunities for Designed to Move message integration into their own advocacy efforts at national, regional and local levels. Furthermore, Designed to Move messages are being integrated into ISCA's own advocacy work.

[WWW.DESIGNEDTOMOVE.ORG](http://WWW.DESIGNEDTOMOVE.ORG)

*“ISCA succeeds in influencing political agendas firstly because we formulate politically relevant statements, based on facts and figures. Secondly, because we set ourselves specific advocacy targets and remain focused on them.”*

**Jacob Schouenborg,**  
ISCA SECRETARY GENERAL

A PRIVILEGED PARTNER FOR INSTITUTIONS AND INTERGOVERNMENTAL ORGANISATIONS

ISCA representations and memberships

- » Member of the Steering Committee of **International Platform for Sport and Development**
- » Member of the global **NCD Alliance**
- » Member of the **World Social Forum International Council**
- » 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 Program Committee of **Play the Game**
- » Member of ECAS – **European Citizens’ Action Service**
- » Member of the **European Innovation Partnership on Active and Healthy Ageing**
- » Member of the **European Year of Citizens 2013 Alliance**

ONGOING EXTERNAL RELATIONS



MEDIA PARTNERS



# ISCA INITIATIVES & PROJECTS



To reach millions of prospective “movers” worldwide, it’s not only important to engage the right partners, gather support and advocate your message. It’s also vital to create initiatives that move other stakeholders in sport and physical activity into action and build their capacity to deliver programmes that motivate people to be active.

That’s why ISCA strives to develop a variety of projects, events such as the MOVE Congress and MOVE Week, a wide-reaching campaign (NowWeMove), and tools and resources that can be used within the sector and beyond.

The following pages present highlights of all of the ISCA initiatives that ran in 2013, concluding with an overview of our youth projects, which explored how the Education through Sport methodology can be applied to the training of young leaders and project managers, and a sneak preview of what’s to come in 2014.

# MOVE CONGRESS 2013

CHANGES. OPPORTUNITIES. INNOVATIONS.



*The MOVE Congress 2013 in Barcelona, Spain, gathers international speakers and delegates from a range of sectors to share their insights, ideas and opinions about current trends in grassroots sport. The overarching theme of the Congress is not just about moving, but moving forward with three interconnected concepts in mind: **Changes. Opportunities. Innovations.***

In times of economic crisis it's natural to see changes as challenges and even barriers to what we can achieve, particularly in a sector that relies on external funding and support. But the MOVE Congress 2013 emphasises that we can also see changes as opportunities to think again, "take a walk on the wild side" and develop innovative approaches to our sectors, both public and private, and partnerships.

Four parallel sessions and eight workshops zoom in on subtopics connected to ISCA's projects and feature some of ISCA's project partners.

[WWW.MOVE2013.INFO](http://WWW.MOVE2013.INFO)

The subtopics include:

- Cross sector policies and physical activity promotion
- Physical activity and inclusion programs
- Sport facility management
- Communication campaigns and social media context
- Human capital of new professionals/volunteers in sport
- Outdoor activities and new profile of participants in physical activity
- Active Aging
- Grassroots sports organisations and young entrepreneurs
- Good Governance in Grassroots Sport

To set the strategic discussions and cross-sector networking into motion, the plenary sessions at the Congress focused on three themes affecting the sport for all sector from a global perspective:

Session theme	Change (global challenge to be addressed)	Opportunity for Innovation (focus of session)
<b>Leadership and Innovations in the Global Market</b>	Growing trend of inactivity	Debate the critical need for strong, responsible models of leadership to break the cycle
<b>The Social Economy of Sport</b>	Difficulties promoting the value of sport for all in an economic downturn	Present research indicating the sector's positive impact on societies and economies
<b>Innovative Partnerships</b>	Global financial difficulties limiting grassroots sport organisations' activities and reach	Explore partnership opportunities between public authorities, NGOs and private sector

## MOVE CONGRESS 2013 PARTNERS



## PROJECT ID

**Project period:** 16–19 October 2013

**Attendance:** 300 participants  
 MOVE Congress 2013 arose from the MOVE Project ("MOVE: European Physical Activity Promotion Forum") which has received funding from the European Union in the framework of the Health Programme.

[www.move2013.info](http://www.move2013.info)

# NOWWEMOVE CAMPAIGN

+100 MILLION VISION GATHERS SUPPORT AND MOMENTUM IN 2013



*“We need exemplary political visions to set the tone for concrete policy initiatives. ‘100 million more’ is an appealing vision because it is based on the facts: the physical activity gap between different European countries.”*

**Morten Løkkegaard,**  
MEP, DENMARK

Since the launch of the NowWeMove Campaign in 2012, ISCA has seen significant growth to the Campaign's four pillars: MOVE Week, Capacity Building, Awards and Advocacy. The Campaign unifies ISCA's core activity and allows its members, cross-sector partners and key stakeholders to buy into a clear vision and goal: *“to get 100 million more Europeans active in sport and physical activity by 2020”*.

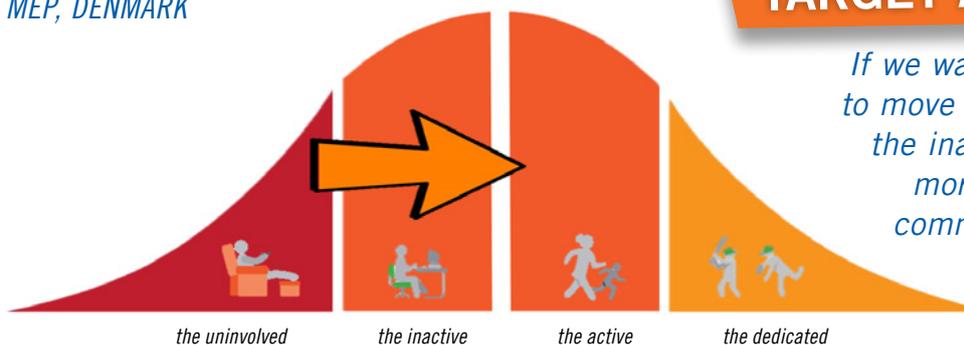
Forging cross-sector partnerships gives the Campaign breadth in audience and strength in diversity. A key

partnership established between ISCA and the European Cyclists' Federation brings the international advocate for non-competitive cycling on board as an official coordinator of MOVE Week 2013. Eurosport also continues its association with the Campaign as its media partner.

ISCA will celebrate successful examples of the NowWeMove Campaign's cross-sector collaboration in 2013 as part of its Awards Show, hosted for the first time at the Move Congress 2013.

## TARGET AUDIENCE

*If we want to get people to move we need to shift the inactive to become more active through community activities.*





“

*It has been a pleasure working with the huge variety of organisations and stakeholders as part of MOVE Week. With more than 1200 events across Europe, more than 25,000 Facebook likes and huge media outreach via Eurosport, MOVE Week more than exceeded expectations ,”*

- Tommy Kristoffersen, ISCA Head of Campaigns



### MOVE Week shines as the flagship event of the NowWeMove Campaign

The official roll-out of MOVE Week, the European week of sport and physical activity, has been a particularly strong milestone for the Campaign in 2013. Financial and political backing from the European Union has enabled ISCA to make significant developments to the MOVE Week offer and as a result the number of organisations actively engaged in the Campaign (MOVE Agents) has increased from 100 to over 600, which has extended the event's reach from 23 to 32 countries across Europe.

With increased financial, political and stakeholder backing, MOVE Week has facilitated an accelerated growth of the Campaign and has laid strong foundations for its future development.

### Re-shaping the Campaign's visual and multimedia identity

An overhaul of the NowWeMove Campaign's visual identity has enhanced the Campaign's impact this year with a new logo, website, print and television commercials being unveiled in June. NowWeMove.com is the central destination for people to engage with the Campaign, primarily through MOVE Week. The website offers user friendly event and promotional resources which are locally adaptable and can be accessed all in one place.

Coupled with a clear social media strategy, NowWeMove.com's content can engage en masse with individual European citizens, and is an effective system which brokers information between small organisations and groups and larger groups of citizens.

### An open platform for movers and promoters in grassroots sport

The NowWeMove Campaign remains an open platform for any organisation or individual to get involved. Its appeal spans across all sectors, offering a range of opportunities for stakeholders to find a common ground between their own objectives and the Campaign's vision.

A primary route to engaging in the Campaign is through MOVE Week, and MOVE Agents will be called on again in 2014 to organise, promote or support MOVE Week events by registering at:

[WWW.NOWWEMOVE.COM](http://WWW.NOWWEMOVE.COM)

## NOWWEMOVE CAMPAIGN PARTNERS



*The NowWeMove Campaign received a one-time grant of € 1,000,000 for the implementation of MOVE Week 2013.*

European Commission DG EAC – Special Annual Event

**Agreement number:** EAC-2013-0266

**Total Project Budget:** € 1,250,311

[www.nowwemove.com](http://www.nowwemove.com)

# GOOD GOVERNANCE IN GRASSROOT SPORTS



## WELL-GOVERNED ORGANISATIONS REAP REWARDS – IS YOURS ONE OF THEM?

Organisations which have the aim of increasing physical activity participation are often run on restricted budgets, and often by involving many volunteers. As a consequence they also face the task of making hard and challenging decisions. How should their budgets be spent? Which activities should they promote? Who should they build relationships with? All of these decisions have an impact on the services they deliver to consumers; the people they are ultimately trying to get active.

### What is good governance, and what is Good Governance in Grassroots Sport?

In broad terms 'governance' is about the management of decision processes – in other words, how decisions are made and accomplished. In general, good governance is characterised by a high degree of openness, transparency, accountability and democracy. Organisations which run effectively, openly and with strong accountability for their services will grow stronger and gain more trust from their funders, stakeholders and customers.

ISCA initiated the Good Governance in Grassroots Sport project in 2011 to help increase sports organisations' capacities to operate in ways that

are not only sound, but pave the way for them to reap the rewards of their efforts. The project concluded in 2013, leaving a toolkit of resources as its legacy.

### Experts deliver feast of resources for sport for all communities worldwide

Over 20 partners from 12 European countries have been brought together to deliver the Good Governance in Grassroots Sport project. These include three universities, two municipalities, eleven sport for all organisations, a city and leading governance in sport experts, Transparency International Germany. The variety of project partners has been a catalyst for innovation and

development in this emerging and important area of sport management.

Over the course of the project, the partners have developed good governance principles, established a set of guidelines, and delivered a comprehensive and interactive training course for volunteers and professionals. Meanwhile, a survey launched on the project's website gathered a database of good practices which fed into the partners' creation of an online self-assessment tool. The results and impact of the project continue to be shared across sport for all networks around the world.

[WWW.GOODGOVSPORT.EU](http://WWW.GOODGOVSPORT.EU)

**“THE CONTRIBUTION SPORT CAN GIVE TO SOCIETY WOULD BE STRONGER AND MORE EFFECTIVE IF SPORT WAS ORGANISED IN A MORE OPEN, CLEAR AND STRUCTURED WAY.”**

- *Sylvia Schenk, TRANSPARENCY INTERNATIONAL GERMANY*

## GGGS 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”

**Agreement nr.:** EAC-2011-0451

**Total Project Budget:** €252,145

[www.goodgovsport.eu](http://www.goodgovsport.eu)

# HOW GOOD IS YOUR ORGANISATION AT GOOD GOVERNANCE IN GRASSROOTS SPORT?

The effects of the Good Governance in Grassroots Sport project will be long lasting. Its resources are now publically available, including the **GUIDELINES FOR GOOD GOVERNANCE IN GRASSROOTS SPORT**, the project report and the **GOOD GOVERNANCE IN GRASSROOTS SPORT SELF-ASSESSMENT TOOL**. In addition to this, ISCA has developed a strong training framework and sustainable relationships with key experts to continue the knowledge transfer among members and sport for all organisations.

The **GOOD GOVERNANCE IN GRASSROOTS SPORT SELF-ASSESSMENT TOOL** is the first interactive online tool developed by ISCA. It will allow ISCA to measure the impact and reach of the project's outputs and tailor our future work to suit our members. The **GUIDELINES** also sparked a record response on sportanddev.org's Facebook page.

Test your organisation's good governance and access all of the project's resources at:  
[WWW.GOODGOVSPORT.EU](http://WWW.GOODGOVSPORT.EU)



available at:  
[GOODGOVSPORT.EU](http://GOODGOVSPORT.EU)

# THE MOVE PROJECT



## ACTIVATING INITIATIVES FOR SOCIALLY DISADVANTAGED GROUPS

Today it is widely accepted that regular physical activity of moderate intensity is associated with improved health and wellbeing. But physical activity levels tend to be low in socially disadvantaged groups and promoting physical activity in such groups can be difficult.

If we are to reduce the gap between the active and inactive, physical activity promotion in the population at large must go hand in hand with programs that provide special attention to socially disadvantaged groups. The MOVE Project explores how such targeted efforts are best done and puts these learning points into action.

### From best practice inspiration to pilot project implementation

Through their members, partners and networks, the MOVE partners collected 162 project descriptions, 109 of which were qualified as good practices. From these good practices a number of learning points for physical activity promotion in socially disadvantaged groups were identified

and described in the MOVE handbook. Inspired by the MOVE good practice collection and MOVE handbook, 15 MOVE collaborating partners are currently implementing pilot projects which focus on identifying broader partnerships, increasing sustainability and improving how these types of projects are managed. During implementation partners have exchanged experiences, challenges and successes through an online forum. The pilot projects have diverse target groups including ethnic minorities, homeless people, seniors, girls and women, young people who are not in employment, education or training, and people with disabilities.

### New advocates for physical activity among socially disadvantaged groups

Towards the conclusion of the MOVE Project, the partners will launch the MOVE handbook

and database of good practices to contribute new knowledge to this important field. In addition to this, they are working together to formulate a position paper on health inequalities related to physical activity in Europe, which will be delivered to the European Commission. The partners will also draft a policy brief with recommendations for policy makers.

[WWW.WEMOVEYOU.EU](http://WWW.WEMOVEYOU.EU)

**“BEING PART OF THE MOVE PROJECT HAS BEEN AN EXCELLENT OPPORTUNITY FOR SLLC AS IT HAS ALLOWED US TO WORK WITH A NEW TARGET GROUP AND ENGAGE WITH NEW PARTNERS. OUR PILOT PROJECT WAS SO SUCCESSFUL IT HAS CONTINUED TO GROW AND IS NOW BECOMING SUSTAINABLE IN A NUMBER OF AREAS”**

- **Mairi McLaughlin**, SENIOR DEVELOPMENT OFFICER, SOUTH LANARKSHIRE LEISURE AND CULTURE, SCOTLAND

### MOVE PROJECT ASSOCIATED PARTNERS



### MOVE PROJECT 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

Agreement no.: EAC-2012-1206

Total Project Budget: €1,129,251

[www.wemoveyou.eu](http://www.wemoveyou.eu)





# ACTIVE NETWORK

## CREATING A EUROPEAN NETWORK OF PUBLIC AUTHORITIES AND PRIVATE SPORTS ORGANISATIONS

The ACTIVE Network project is the first project the European Union has supported focusing on cross-sector collaboration between municipalities and sport organisations. The EU's backing of the project is a strong recognition of how valuable these relationships are in facilitating and promoting sport for all initiatives.

The project brings together 15 municipality-sport organisation partnerships from 13 countries to examine how partnerships across the two sectors can function effectively. Over the course of the project they will compile this knowledge and gather best practice examples, implement learning and exchange events and, ultimately, establish a formal network through advocating the value of these partnerships to national and EU governmental institutions.

### A collaborative process puts the spotlight on collaboration

There are three critical elements to the project that are planned to carry out these objectives. The

first are multilateral exchanges for partners focusing on specific areas of collaboration such as campaigns, facility management, human resource management, sport and tourism and cross-sector cooperation. The second are twinning meetings organised by the partners in their own countries to disseminate good working practices. The third is a collection of existing good practices that will be published for future use among stakeholders in grassroots sport.

In the opening months of the project, the partners came together to establish the project's priorities and have already participated in a number of national and international exchange events. Desk research is also under way to review existing knowledge about partnerships between local authorities and sport organisations.

### Recognising best practices in public/private sector partnerships

In the coming months ISCA will develop criteria for a quality mark recognising practices it identifies as achieving extraordinary results and having potential for transferability. The first identified practices will be presented and awarded at the MOVE Congress 2013 in Barcelona.

The ACTIVE Network project will conclude in 2014 at a closing conference called 'Looking into the future of ACTIVE Europe'.

[WWW.ACTIVE-NETWORK.EU](http://WWW.ACTIVE-NETWORK.EU)

**“WE CAN ALREADY FEEL THE POSITIVE ENERGY IN THE GROUP AND HAVE IDENTIFIED AREAS WHERE WE COULD LOOK TO MAKE IMPROVEMENTS. WE ARE ALREADY GOING AWAY WITH SOME GOOD IDEAS”**

**- Juliane Schlindwein and Lena Knorr  
SCHWÄBISCHER TURNERBUND E.V. (STB) AND  
STATE CAPITAL STUTTGART**

## ACTIVE NETWORK PROJECT PARTNERS



### PROJECT ID

#### Project period:

January 2013 – June 2014

**Co-funded:** European Commission DG for Education and Culture under the “2012 Preparatory Action in the Field of Sport”

**Agreement no.:** EAC-2012-0561

**Total Project Budget:** € 344,407

[www.active-network.eu](http://www.active-network.eu)



## YOUTH ACTIVITIES 2013

### TRAINING OF TRAINERS (TOT)

The Training of Trainers for Education through Sport programme (ToT) came to a close in July 2013 with its third and final Step in Gracay, France. The 18-month programme combined a non-formal education approach with guidance from top trainers in youth work. It consisted of three training sessions (in Scotland and Italy in 2012 and France in 2013), the creation of "Move and Learn – training manual in education through sport", mentoring, online learning and two practice phases where several educational initiatives were implemented.

Between Step 2 in Italy and Step 3 in France, the 24 participants were also involved in an international practice phase where they joined in events (trainings, seminars, conferences) organised by ISCA and the project's partners. Some even developed entire training courses themselves which were delivered in several countries, reaching out to many other organisations, young leaders and youth workers.

The focus for the end of the ToT programme was to establish a learning community of trainers, comprised of the programme's participants, to develop and share ideas for training methods and new projects.

Selected participants will now be identified to establish the 'ETS Pool' (Education through Sport Pool), which will continue beyond the project period to promote the 'education through sport' approach to non-formal education and support organisations that are aiming to use this approach in their activities at a local, national or international level.

### SOCIAL ENTREPRENEURSHIP TRAINING FOR YOUTH LEADERS (SETYL)

ISCA's first Social Entrepreneurship Training for Youth Leaders (SETYL) course gathered 24 participants from 12 different countries in Plovdiv, Bulgaria, from 17-23 June to gain the motivation, new approaches and networking contacts they need to become entrepreneurs working towards social good.

The unique approach underpinning the course was linking social work and entrepreneurship with the aim to transform traditional young volunteers into agents of social change. To do this, the training sessions, conducted

local, small-scale business ventures which have the potential to make a social impact. As a result, Albanian participant Frida Bahja has now founded her own non-governmental organisation.

At the end of the week's activities and presentations, the participants were asked to reflect on the course, themselves, their paths in life and their own learning processes. The session was emotional for some as they realised how much potential they have and the opportunities that were on offer to them (including the people who can assist them in achieving their goals).

***"THE SETYL COURSE WAS A GREAT EXPERIENCE FOR ME AND VERY USEFUL TRAINING. IT GAVE ME INSPIRATION TO START UP MY OWN NGO."***

*- Frida Bahja, SETYL PARTICIPANT (ALBANIA)*

by one lead trainer and two junior trainers, were organised as hand-on activities allowing the participants to get a better understanding of social entrepreneurship, to tell the difference between a social enterprise and a charity, to identify social aspects in commercial enterprise, and to learn how they could apply entrepreneurial solutions to social issues in their local communities or among socially vulnerable groups.

The course included a business start-up exercise for the participants to explore ways of initiating their own

### YESWERUN

YESweRun was launched in 2013 as a long-term, non-formal education programme aimed at developing 25 young European leaders' competences as international project managers with support from specialised trainers, their sending

*“I studied sports management for five years at university – thanks to the YESweRUN non-formal education approach, I feel I've learned as much in one week.”*

**Valentin Dupouey,**  
**YESWERUN PARTICIPANT**  
**(FRANCE)**

organisations and ISCA. The programme is structured in three Steps, comprising three residential training sessions and two practical phases, and is expected to culminate in a sustainable Pool of Project Managers.

Step 1 of the programme took place in Tisvildeleje in Denmark, drawing an immediate link between this brand new initiative and ISCA's established NowWeMove Campaign. At the training session in Tisvildeleje, the participants identified 10 key project management areas they believed could help them develop MOVE Week events in their local area during the first practical

phase of the programme. This put their skills into action as they were responsible for coordinating and delivering a project from start to finish.

Not only did the participants organise their own MOVE Week events after the session, two also secured EU funding to host their own Youth in Action training courses and youth exchanges.

These early results already demonstrate the programme's potential to develop an active network of project managers who are well equipped to organise programmes and events together or on behalf of their individual organisations. Steps 2 and 3 are planned to take place in 2014.



#### **THE WEMOVEAPP**

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 and websites, will enable young people and adults to stay up-to-date and be instantly informed about local opportunities of their preference for doing sports and physical activity.

*COMING SOON!*

# MOVE ACTIVATION – COMING IN 2013-16

## SNEAK PREVIEW!

We've all heard of 'quality marks' recognising best practices and we all know of good examples of knowledge transfer in our field. ISCA is now ready to take both of these concepts and give them a new twist.

As part of NowWeMove Campaign vision of "100 million more Europeans active in sport and physical activity by 2020", *MOVE Activation* will be the first pan-European project to develop the capacity of organisations and projects working to increase physical activity awareness among 'hard-to-reach' populations and reward them at the end of the process with a Quality Mark. At the same time, *MOVE Activation* will not only transfer knowledge about best practices, it will take 20 practices, scale them up and work towards transferring them within or beyond their national contexts.

The project will take its starting point

by recognising and scaling up best practices developed under ISCA's *MOVE Project* and will play the quality mark/ scale-up process forward, laying the foundations for a continuous cycle.

### MOVE

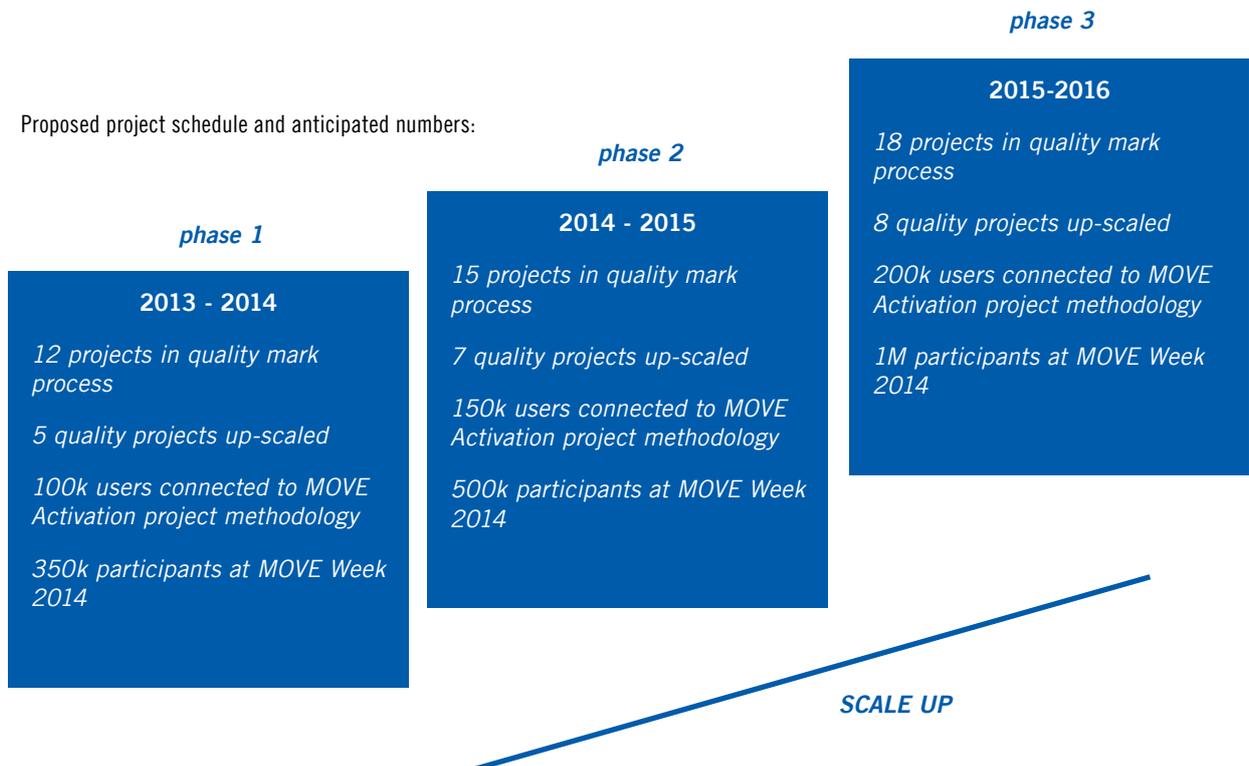
Activation will not only build on the *MOVE Project*, but also utilise capacity building and award/reward opportunities offered through other ISCA-led initiatives, such as the *MOVE Congress* and *MOVE Week* (the flagship event of the *NowWeMove Campaign*).



*Stay tuned for more information about the development and launch of MOVE Activation. Supported by Coca-Cola.*



Proposed project schedule and anticipated numbers:





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***“THE CONCEPT OF SPORT IS NOT JUST ABOUT COMPETITION BUT ABOUT HAVING FUN WHILE BEING PHYSICALLY ACTIVE. IT CAN CREATE A FEELING OF BELONGING, INFLUENCE SOCIAL BEHAVIOUR THROUGH THE NOTION OF FAIR PLAY AND IT IS ALSO A VEHICLE FOR OTHER VALUES.”***

*- Duarte Oliveira, CHAIRMAN, MADEIRA SPORT FOR ALL ASSOCIATION (PORTUGAL)*

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# ISCA MEMBERS & PARTNERS

## RAISING FUNDS FOR ACTION

### ISCA ASSISTING OUR MEMBERS' FUNDRAISING EFFORTS



**DGI**  
EUROPEAN STREET CUP  
*A multi-discipline event gathering street footballers from all over Europe.*

European Commission - Sport Unit  
€ 139,700



**DTB**  
ACTIVE AGE  
*Building capacity for health enhancing physical activity programmes for older people.*

European Commission - Sport Unit  
€ 84,000



**StreetGames**  
THE EUROPEAN SPORTS EXPERIENCE  
*Opening pathways and facilitating transitions into employment in the grassroots sport sector.*

European Commission – EACEA  
€ 20,000



**UFOLEP**  
SWELL: YOUTH TRAINING FOR HEALTH AND WELLNESS  
*Perspectives on the benefits of physical activity for health as well as mental and social wellbeing.*

Council of Europe – European Youth Foundation  
€ 10,000

## SUPPORTING OUR MEMBERS AND PARTNERS IN FUNDRAISING

*“We don’t have an international fundraising team in our organisation, so we have really benefitted from the feedback ISCA’s staff have given us on our project proposals. With a little extra advice, we have secured funding to host international events and expand on our Street Sport initiatives.”*

**Frederik von Sperling,**  
PROJECT MANAGER, DGI  
UNDERGROUND (DENMARK)

A lot of ISCA’s work is focused on developing projects, raising the funds to get them up and running, and putting them into practice. This relies on close collaboration with a range of partners in and outside of the sport and physical activity sector.

As an umbrella organisation, it is also our priority to assist our members’ efforts to secure international grants for their activities.

Therefore, ISCA aims to:

- Support and develop the capacity of our member organisations to fundraise and implement international projects – both independently and in collaboration with ISCA.
- Take opportunities that arise in our network to partner with our members and other organisations that are leading international projects.

Here are some more examples of ISCA members’ and partners’ fundraising efforts:

APPLICANT	COUNTRY	PROJECT TITLE	DONOR
UISP		SCORE: Sport and Culture Opportunities for Europe	European Commission – DG Justice
ANCI		IMPACT +65 - Improving physical activity communication targeted to citizens +65	European Commission – DG SANCO/EAHC
UISP		IRIS - International Roma Integration through Sport	European Commission – DG Justice
PUMA		SPORTOUR - Programme of development of sport and outdoor event tourism in the Baltic Sea Region	EUSBSR (EU Strategy for the Baltic Sea Region)
UMFI		Operating grants	European Commission – Youth in Action
CYNC		Youth E-Services	UNICEF
HLSA		YESweRUN	European Commission – Youth in Action
UISP		PLAY ROOTS: promotion of traditional sports and games to safeguard the European cultural diversity	European Commission – Sport Unit
Madeira SFA		Youth Training	European Commission – EACEA
Joud		Estonian Sport Association Joud: an efficient sport organization in cooperation with grassroots level	Kodaniku Uhiskonna Sihtkapital

# FINANCIAL POINTERS

To raise income for projects and activities impacting 2013 and beyond, ISCA has asked for **7,6 million €** and to date has received **3 million €**.



The income received allowed ISCA to implement, continue or complete **7 projects in 2013**



ISCA submitted **34 applications.**



**18 have been approved to date.**



ISCA's income impacting **2013** has come from:

European Commission **72%**

Council of Europe **2%**

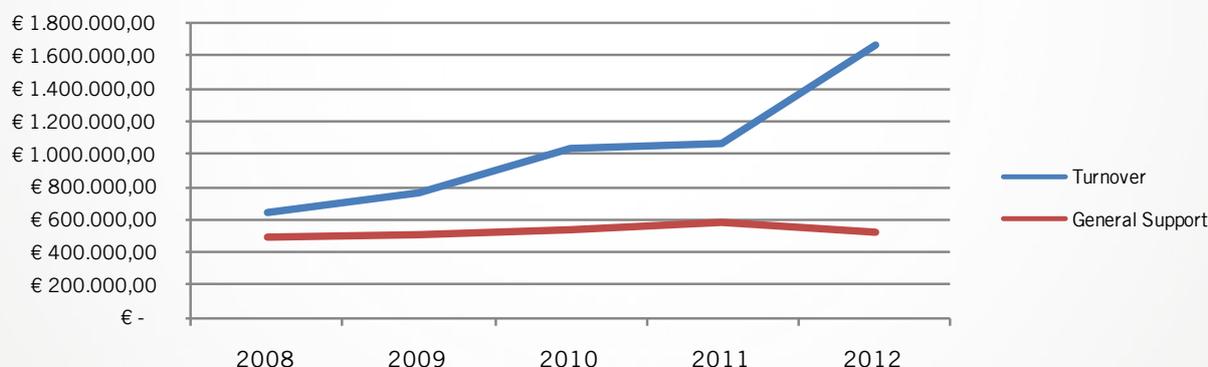
The Coca-Cola Foundation **12%**

DGI **10%**

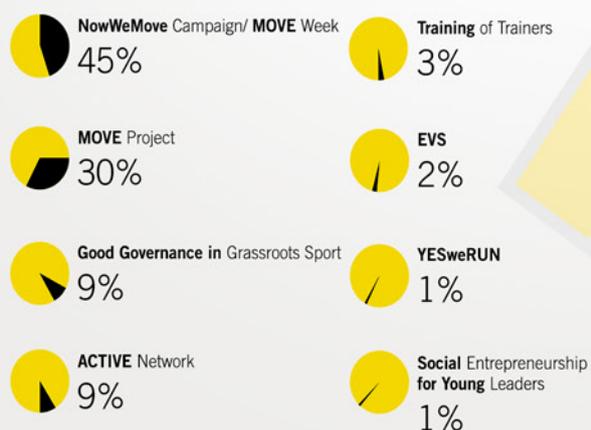
Danish Ministry of Culture **4%**



<b>ISCA INCOME</b>					
	<b>2012 (€)</b>	<b>2011 (€)</b>	<b>2010 (€)</b>	<b>2009 (€)</b>	<b>2008 (€)</b>
General support and payments	<b>519.751,00</b>	577.233,00	532.766,00	500.090,00	488.667,00
Project related support	<b>1.145.610,00</b>	487.574,00	496.212,00	269.927,00	153.204,00
<b>Total</b>	<b>1.665.361,00</b>	1.064.807,00	1.028.978,00	770.017,00	641.871,00
<b>ISCA EXPENDITURES</b>					
General projects and activities	<b>1.166.610,00</b>	584.383,00	560.335,00	278.057,00	165.958,00
Youth projects	<b>216.302,00</b>	134.092,00	85.174,00	58.038,00	62.415,00
Assembly, committee meetings	<b>46.814,00</b>	61.621,00	52.816,00	55.487,00	66.432,00
Secretariat	<b>287.195,00</b>	285.729,00	304.970,00	369.574,00	355.327,00
Depreciation	<b>270,00</b>	0	0	0	0
<b>TOTAL</b>	<b>1.717.191,00</b>	1.065.836,00	1.003.295,00	761.156,00	650.132,00
<b>RESULT</b>	<b>-51.830,00</b>	-1.029,00	25.683,00	8.861,00	-8.261,00



#### ISCA income from **European Union** supported:



## ISCA EXECUTIVE COMMITTEE



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



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**VICE-PRESIDENT**  
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 Deutscher Turner Bund (DTB), Germany



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 Unione Italiana Sport Per tutti (UISP) Italy



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 ParticipACTION Canada



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# BECOME A MEMBER

## BECOME A MEMBER AND JOIN OUR GROWING NETWORK

### Keep your finger on the pulse

- Stay up-to-date with new trends and programmes in grassroots sport
- Use our cross-sector collaborative network to your advantage
- Learn from other organisations at fully-funded capacity building seminars and workshops
- Use our tools and resources to help develop your organisation

### Find your voice in policy making

- Let our staff and executives assist and inspire your advocacy efforts in your own country or region
- Be part of our continuous dialogue with international decision makers
- Be part of visible local, national and international activities that have a political and practical impact

### Raise your organisation's profile

- Use our projects and events as the perfect platform to expand your organisation's reach
- Present your organisation as a dynamic, connected and inspired stakeholder in grassroots sport
- Play an active role in addressing the global inactivity crisis through our internationally promoted NowWeMove campaign

*The INTERNATIONAL SPORT AND CULTURE ASSOCIATION (ISCA) is your opportunity to connect across borders and sectors with likeminded stakeholders in the field of grassroots sport, recreation and physical activity. Our 135 members span across five continents and this network is ever expanding. We work closely with our member organisations, international NGOs, public and private sectors to embark on projects and campaigns that encourage broader participation in grassroots sport and physical activity. All of our initiatives aim at keeping grassroots sport high on the political agenda as well as stimulating an exchange of knowledge and best practices.*

## ISCA IS ITS MEMBERS. ITS MEMBERS ARE ISCA.

COMPLETE OUR ONLINE MEMBERSHIP FORM AND BECOME A CO-OWNER  
OF AN INTERNATIONAL MOVEMENT IN GRASSROOTS SPORT

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## MOVING PEOPLE



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