

ISCA General Assembly 2017 Minutes

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The 22nd ISCA General Assembly was held in Birmingham, UK on October 7, 2017.

Number of participating ISCA member organisations: 22 + 1 newly adopted member

Number of countries represented: 21

ISCA General Assembly Agenda:

1. Opening and welcome by the President of ISCA, Mogens Kirkeby
2. Election of two chairpersons for the General Assembly
3. Adoption of the Agenda
4. Round of presentation of delegates and guests
5. Adoption of new members
6. Report by President
7. Committee and Network Reports
8. Report of the Secretary General
 - ISCA accounts 2016
 - ISCA Budget 2018 - 2019 (for adoption)
 - ISCA membership fee 2018 (for adoption)
 - ISCA Auditor is proposed to be Buus Jensen (for adoption)
9. Elections
 - Presentations of the nominated candidates are to found at ISCA web site
10. ISCA Strategy 2018 -2021
11. Proposals:
 - Members can forward proposals they would like the General Assembly to deal with to the President prior to the General Assembly.
12. Invitations and messages from members
13. Miscellaneous
14. Closure of the General Assembly 2017

*The General Assembly (hereafter GA) included a special external intervention from Mr Paolo GUIDI, Sport Adviser at the Youth and Sports Department of the City of Paris.

1. Opening and welcome by the President of ISCA, Mogens Kirkeby
Mogens Kirkeby welcomed new and old delegates and reminded to all participants the procedural rules. ISCA 2017 General Assembly delegate file will feature most of them.

2. Election of two chairpersons for the General Assembly
The Executive Committee (hereafter ExCo) nominated two chairpersons for the GA: Laura-Maria Tiidla and Baptiste Colin from ISCA secretariat. The chairpersons were appointed with a round of applause.

3. Adoption of the Agenda

The chairpersons welcomed all the participants from 22 member organisations that were present. Chairpersons explained the rules for voting and proposed the agenda for the General Assembly. Each represented member had one vote.

In addition, chairpersons introduced three additional ISCA secretariat members:

- Triin Ilves who will write 2017 GA minutes;
- Elena Garcia Morales and Judith Solanas Sanchez who will count the votes.

Chairpersons reminded the participants that they have the opportunity for presentations in agenda point number 12. If there are any members who would like to present something, they ought to let the chairpersons know during the break.

The General Assembly agenda was put to vote and was adopted by all member organisations present.

4. Round of presentation of delegates and guests

Chairperson Laura-Maria Tiidla asked all participants to introduce themselves. The list of 2017 GA participants is the following:

1. Jacob Schouenborg, Secretary General of ISCA, Denmark
2. Detlef Mann, DTB "Gymnastics for all" Board Member, Germany,
3. Mogens Kirkeby, President of ISCA, Denmark
4. Jayne Greenberg, US President's Council on Fitness, Sports and Nutrition and Miami-Dade County Public Schools, USA
5. Maria Luiza Souza Diaz, SESC, Vice-President of ISCA, Brazil
6. Tony Llop Padilla, UBAE, Vice-President of ISCA, Spain
7. Jakub Kalinowski, V4SPORT, ExCo member, Poland
8. Liliana Ortiz de la Cruz, Fundación Pro Deporte y Recreación Para Todos, ExCo member, Colombia
9. Siu Yin Cheung, Gymnastics Association of Hong Kong, ISCA Asia Chair, China
10. Ariella Cuk, Lunga Vita Atella, Italy
11. Maria Eugenia Jenkins, Universidad Costa Rica / FECERED, Costa Rica
12. Gerardo Redondo Mora, FECERED, Costa Rica / Denmark
13. Patrik Perosa, SUS, Slovenia
14. Philippe De Witte, EU Sport Link, Belgium
15. Anne Malluret, UFOLEP, France
16. Paolo Guidi, City of Paris, France
17. Barbora Vilímovská, Czech Sokol Organization, Czech Republic
18. Anastasija Marcenko, LTSA, Latvia
19. Lars Høgh, DGI, Denmark
20. Patrick De Poorter, Bond voor Lichamelijke Opvoeding vzw, Belgium
21. Josse Lambrix, Bond voor Lichamelijke Opvoeding vzw, Belgium
22. Eric de Boever, Bond voor Lichamelijke Opvoeding vzw, Belgium
23. Hannah Crane, StreetGames UK, the United Kingdom
24. Daniela Bento Soares, observer, Brazil
25. Kai Troll, ISCA, Belgium

26. Marina Ivanovic, Association Sport for All Serbia, Serbia
27. Mihai Androhovici, Romanian Federation Sport for AI, Romania
28. Carlo Balestri, UISP, Italy
29. Daniela Conti, UISP, Italy
30. Vincenzo Manco, UISP Italy
31. Eugene Minogue, Parkour Earth, UK
32. Laska Nenova, ISCA, Bulgaria
33. Cynthia Debono, MOVE Malta, Malta
34. Bilyana Mileva, BGBE Active, Bulgaria
35. Judith Solanas Sanchez, ISCA, Denmark

5. Adoption of new members

ISCA GA 2017 Delegate File (page 31) lists the member organisations that are proposed for membership for the GA. Since 2015, 32 organisations have applied. The Executive Committee has accepted or rejected the applications. Below are the organisations proposed¹ for ISCA membership:

1. ZZ TKKF–ZACHODNIOPOMORSKI ZWIĄZEK TOWARZYSTW KRZEWIENIA KULTURY FIZYCZNEJ
2. ACD SL – Athletes Combined for Development Sierra Leone
3. GYSEA – GITHUNGURI YOUTH SPORTS & EMPOWERMENT ASSOCIATION
4. DDSA – Danish School Sport Association
5. DPES - Deporte para la Educación y la Salud
6. SJJAF - Sport Jiu-Jitsu African Federation
7. CONIFA - Confederation of Independent Football Associations
8. WSGF – World Student Games Federation Inc.
9. ITF – International Tipcat Federation
10. NCSA – Nepal Climbing Sport Association
11. BCFA – Borussia Comondale Football Association
12. ACSA – Alzahra Cultural & Sport Association
13. Karsiyaka Municipality
14. ASV – Association Sport et Vertus
15. Hekima
16. SFU – Sports Foundation Uganda
17. PCYC NSW – Police Citizens Youth Clubs NSW Pty Ltd
18. US ACLI – Unione Sportiva Acli
19. LIONS – Lanka Lion Sports Club
20. AHS OSO – Artevelde University College Ghent – Bachelor of Secondary Education
21. OWS Club Primorje - Open Water Swimming Club Primorje
22. ASCI - ASSOCIATION OF SPORTS & CULTURE, INDIA
23. A.O.GLOBAL – ASEKE OBARO GLOBAL ORGANISATION
24. AFFT - ASSOCIATION DU FASO DE FOOTBALL DE TABLE
25. TUL - Finnish Workers’ Sports Federation TUL
26. SSE - Skylink sports & education PVT LTD
27. KK Urban Invest - Karate klub Urban Invest

¹ Read more about all organisations: http://www.isca-web.org/files/Delegate_file_2017/Applying_organisations_-_To_be_validated_by_GA_Birmingham_2017.pdf

28. UAC - UNITED ACTION FOR CHILDREN
29. ASORC – ASSOCIATION SPORTIVE D'ORIENTATION DU CAMEROUN
30. IRSIE – The Institute for the Development of Sport and Education
31. PKE – Parkour Earth
32. CEFD/ UFES - Centro de Educação Física e Desportos da Universidade Federal do Espírito Santo

The chairpersons explained that there are two groups indicated in the delegate file: organisations who applied and were confirmed by ExCo on the meeting that took place in June, and organisations who applied between June ExCo meeting and the last one, on 04.10.2017. All applying organisation indicated in the delegate file were endorsed by the Executive Committee.

The chairpersons proposed to adopt all organisations as a full package if there were no comments. All who voted were in favour of adopting the full list of proposed members.

Moreover, since Parkour Earth was present at the GA, their delegate got voting rights for the rest of the GA.

6. Report by president Mogens Kirkeby

ISCA president Mogens Kirkeby started his presentation by explaining that it consists of three parts. First part is an 8-minute-video that was available already before the GA (available here: <https://youtu.be/2Uus2rKyHnE>). Part two of the presentation is the ISCA 2016 Annual Report that was published in the beginning of 2017. As Kirkeby pointed out, the annual report is still very valid document as the GA's are only held every second year. Kirkeby also noted that the new annual report of 2017 activities will be published in the beginning of next year.

The third part of ISCA President's report was presented on the GA and featured recent highlights and a short overview of past activities. Kirkeby elaborated more about the following topics:

1. Growing the MOVEMENT – there is a constant flow of new incoming member applications, namely 36 since 2015.
2. In general, member organisations fall under one of the following groups: constantly active, semi-active, and info-recipients. Since ISCA stands for inclusiveness, it remains a good system that balances itself out.
3. There is a growing external interest in “moving people”. This year, a global action plan for physical activity was published by World Health Organisation. Kirkeby pointed out that it's very good to see that local health and sport ministries are more and more ready to adopt this action plan. For ISCA, it is important to point out two parts:
 - a. WHO goal: 100 million more active citizens
 - b. Physical activity action plan is a human right based approach.
4. Kirkeby stressed that until May 2018, health ministries have the chance for an open dialogue and they should find ways for collaboration.
5. Movement is an idea that we represent:
 - a. Capacity building – why? How? What?

- b. Advocacy – on national and international levels.
6. Sharing knowledge between members – Kirkeby noted that MOVE Congress 2017 was a good example where not only the speakers had to present solutions. It is important to include participants, too.
7. Good examples are MOVE Transfer and MOVE Quality projects where capacity building is the central objective. Both projects targeted hard-to-reach groups. Projects were almost fully funded by Coca-Cola Foundation.
8. Youth on the MOVE programme for young people – train young leaders and have them lead their own MOVE Week campaign in local communities.
9. Moreover, Kirkeby explained the advocacy section that is built on three pillars: capacity building, knowledge and inspiration, and growing the movement. Example: Active Voice project.
10. Explaining the advocacy building, Kirkeby noted that it's important to find the influencers and push them to the right direction.
11. Good example of ISCA activities: using the resources received from the Coca-Cola Foundation to invest in research. Result: the cost of inactivity that is a good reference point and a memorable trigger for politicians (80 billion euros and 500 000 premature deaths)².
12. Finances: ISCA President explained that after project related cutbacks in 2015 the organisation recovered already by the end of 2016.
13. Continental status:
 - a. ISCA Latin America – very good progress in various areas. Read the full ISCA Latin America report [here](#).
 - b. ISCA North America – happy with the chair's work. Discovering possibilities for partnering. Read the full ISCA North America report [here](#).
 - c. ISCA Asia – set back due to financial capacity in 2015-2016. Read the full ISCA Asia report [here](#).
 - d. ISCA Europe – many initiatives, defining scope of work/leadership. Read the full ISCA Europe report [here](#) and find the full list of 2015-2017 projects [here](#).

After an overview, Kirkeby referred back to a question: *how not to overlap activities*. After a survey, the ExCo has decided to define scope of work of different regions, strengthen a clear leadership format and election process.

For ISCA Africa, a new chairperson was proposed. There is currently an active member organisation in Egypt, but Kirkeby proposed to start a new communication process in Africa.

Proposed chairperson for ISCA Africa was Ashraf Mahmoud Ali.

Next, Kirkeby introduced a new ISCA Strategy for the period 2018-2021. The full document is featured in the delegate file. However, as Kirkeby noted, the strategy is a suggestion and a proposal. It was already revised by the ExCo.

Strategy focuses on three following things:

² Read more about the cost of inactivity here: <http://inactivity-time-bomb.nowwemove.com/>

1. Solutions – exchange of knowledge and best practices in PA programmes and hands-on tools);
2. Campaigns – NowWeMOVE and beyond;
3. Advocacy.

Finally, ISCA president gave his regards and welcomed the 235 members and secretariat.

ISCA President's Report was followed by an energizer from Judith Solanas Sanchez.

7. Committee and Network Reports

Next, in addition to the reports presented in the delegate file p50-57, ISCA Latin America activities were presented by Maria Luiza Souza Dias. She elaborated on the following points:

1. Join efforts to support sport-for-all movement.
2. Currently, MOVE Week campaign is the most important part of the activities. In Latin-America the flagship event is MOVE Brazil. ISCA Latin-America plans to keep it as the most important part of the campaign. The plan for the next years is to involve new countries.
3. In 2014, MW events were held in 14 countries with 10 091 planned events in total. 46 organisations in Brazil were involved, 36 of them organised activities. 28 institutions from other Latin American countries were involved.
4. MW Brazil's opening event "Night Cycling 2017" gathered 1300 participants in Sao Paolo.
5. Some examples that were proposed for 2017: bring more legacy to the cities, countries, organisations. Promote capacity building. Practical activities included rebuilding courts during MW; organising teacher trainings in public schools.
6. Souza Dias presented a video that was used to promote the event in Brazil. In other Medias, good coverage was achieved in print media where both campaign materials as well as journalistic coverage from various events were published.
7. In 2017, three more countries joined the campaign, namely Costa Rica, El Salvador, and Honduras.
8. The number of planned activities raised greatly: from 3000 to 10 000 (2016-2017).
9. There were less cities, but more countries with more events involved. Souza Dias also pointed out that local MOVE Agents – MOVERs were more engaged and committed to carry out their actions. MW2017 – participation of 3 more countries (Costa Rica, El Salvador, Honduras). There was also a direct support from Youth on the MOVE participants as they organised various activities during MW.
10. Souza Dias also presented reports from participants.

8. Report of secretary general Jacob Schouenborg

Jacob Schouenborg, ISCA General Secretary gave report to General Assembly about ISCA activities in 2016-2017 and plans for 2018,

Shortly put, he felt confident about current status. Schouenborg presented the current developments in the "what if" format to get a better overview of the alternative outcomes that ISCA could have faced. Main conclusions are the following:

1. If ISCA could have not become project based org and focused rather on the network then it would have resulted in 10 million less income. As an example given by the SG,

ISCA would have not been able to put a member or staff on a flight every weekday of the year.

2. Without the Coca Cola partnership, ISCA could have not invested into the research that came up with the cost of inactivity. Additionally, ISCA would have not been able to develop the capacity building programs.
3. If ISCA would have decided to distribute all resources evenly across all continents, ISCA Latin America would not have the MOVE Week. Instead of, ISCA allowed themselves to focus on clear possibilities.
4. If ISCA wouldn't have taken the chance on long-shot programs, there would not be a grassroots sport diplomacy project – a concept that originates from ISCA.
5. If ISCA would have focused only on good practices, there would not be a MOVE Week, Flash MOVE, School Sports Day and other projects.
6. If ISCA would have remained in their own sector, then there would have not been good capacity building in Colombia.
7. If ISCA would have been politically correct and “friendly” in the advocacy efforts, there would have not been No Elevators Day activation events in European Parliament.
8. If ISCA would have only focused on grassroots sport, there would not be initiatives such as No Elevators Day.

Next, the Secretary General gave an overview of ISCA accounts in 2016. As stated already before, ISCA was able to recover completely from the loss experienced in 2015.

Schouenborg explained that ISCA has two aspects of the income side. First, there's an unrestricted and continuous support from Danish Health Ministry and from DGI. The core funding allows ISCA to participate in various projects and programs. Secondly, ISCA is active in fundraising and generating projects.

At the end of 2016, ISCA's budget was closed with a 140 000 surplus. Budget for 2018-2019 is prepared by the secretariat and is based on quite clear estimates. The budget is planned with a surplus for both years to build equity – this is also suggested by ExCo.

For 2019, the approach for expenditures is currently conservative, but there budget is expected to grow.

After presenting the budget for next two years, the chairpersons proposed to put the ISCA budget for adoption. All who voted were in favour of adopting the full list of proposed members.

Next, ISCA Secretary General Jacob Schouenborg gave an overview of ISCA membership fees. Namely, there is a plan to change the membership fee for the new and incoming members, but leave it unchanged for the current members. To adopt the new fee structure, the Secretary General proposed to give the secretariat a mandate to change the fee structure, once developed.

After presenting the proposal, the Secretary General opened the floor for questions:

- Why is the fee currently in USD, not euros?

Jacob Schouenborg: USD was selected as a currency back when membership fees were introduced. ISCA will not change it before changing the fee structure.

- What has been done for the new fee structure?

Jacob Schouenborg: It's still under development. The main idea is to systematically communicate ISCA membership proposal. Secondly, the added value has to be clear. Using inbound marketing to continuously promote various ISCA platforms would bring in new potential member organisations who are willing to pay and get back more. An option would be to accept new members by default. Those who are interested in more, can enter the fee structure.

- Differentiated fee – would it be considered?

Jacob Schouenborg: Differentiated fee – not one fee for everybody, but a fee that is considered fair for everybody. Alternative: a fee that is connected with the turnover percentage.

After the round of questions, chairpersons put the proposal to vote. All who voted were in favour of adopting the full list of proposed members.

ISCA Secretary General then continued with the proposal of adopting a new auditor, as indicated p30 of the delegate file. In reality, ISCA Secretariat has already used the services of a new audit company that deliver a better solution for the organisation. The proposal was then put to vote. All who voted were in favour of adopting the full list of proposed members.

Before continuing with the next agenda point, the Secretary General organised an energizer.

9. Elections

Presentations of the nominated candidates are found at ISCA [website](#).

In accordance with Articles 5.3 and 7.16 of the statutes, the General Assembly shall elect representatives to the posts of President (1), Vice Presidents (2) and members of the Executive Committee (5).

Chairpersons referred to Article 7.9 of the statutes which stipulates that nominations were to be received by 26 September 2017.

For the ISCA president position only one nomination was submitted – Mogens Kirkeby.

For Vice President positions, Toni Padilla Llop and Maria Luiza Souza Dias were nominated.

For the ExCo, by 26 of August, only three nominations were submitted, namely Liliana Ortiz, Detlef Mann, and Jakub Kalinowski. Since there were two more seats available by the time of General Assembly, and according to the Article 7.15 of the statutes, more nominations were accepted up until the GA. Extra nominations were the following: Phillipe Machu and Carlo Balestri, and were presented as well in the delegate file.

The chairpersons asked the assembly if they were any extra nominations from the floor. None were proposed.

After presenting the candidates, all delegates were asked to vote. While the votes were collected and counted, Paolo Guidi from the city of Paris gave a presentation.

Summary of Paolo Guidi's (Sport Adviser at the Youth and Sports Department of the City of Paris) presentation:

- City of Paris "in the MOVE"
- Advocacy is very important part of the city officials' work. Relevant discussion points:
 - What do we need from the sport organisations in order to make people more physically active?
 - How to give Parisians access to facilities (within 5 minutes 24/7)?
 - How to make Paris one of the best Running City in the World?
- Operational budget for the city of Paris – 7 billion euros. However, sport is not a separate category in the budget and is always hidden in other parts.
- Investment budget – 4% for sports and youth.
- Goal: try to find ways how to include "sport" to other spheres. I.e real estate – sports facilities, movement spaces.
- Human resources- 52000 people employed by the city of Paris.
- What could be a moving city in 2017? How to bring together all the listed parts:
 - COP21 - thinking and being creative (call for prospects;
 - Humans first (ask people, give budget);
 - Urbanism – many squares to be rebuilt – how to include physical activity spaces?
 - Transport – it's about wellbeing.
 - Education – lots of projects done in schools;
 - Art in the city;
 - Youth and Sport.
- Many activities are quite cheap but how to do it?
- How to use existing facilities and open spaces – i.e parks?
- Un-gender the city – the streets are done for male population.
- A new strategy – create urban facilities. What will be their purpose?
- Challenges: minimize the bureaucracy. If many departments are included in the decision-making process, it will be difficult to put ideas to practice. How to make the processes simpler?
- What to work on?
 - 1) reach the people;
 - 2) manage the facilities and the team;
 - 3) keep moving, be creative!

After Guidi's presentation, chairpersons announced the results:

- Mogens Kirkeby was elected for ISCA president with 23 votes.
- Toni Padilla Llop (22 votes) and Maria Luiza Souza Dias (23 votes) were elected as ISCA Vice Presidents.

- Liliana Ortiz (23 votes), Detlef Mann (23 votes), Jakub Kalinowski (22 votes), Phillipe Machu (20 votes), and Carlo Balestri (20 votes) were elected as the Executive Committee members.

10. ISCA Strategy 2018 -2021

Next, ISCA Secretary General Jacob Schouenborg presented the strategy for the upcoming years. The full strategy document can be found [here](#).

Schouenborg reminded that the strategy will be a guide and strategy document, rather than a precise plan. He then gave a short overview of the strategy.

After the presentation, the floor was open to questions.

Q1: Will ISCA move forward towards activations on collaborations and hand-on tools? There are many organisations looking for ways to interact with one another. On EU level it's good to exchange good practices. However in long run this could activate more members to interact with one another more often. How to do it?

Jacob Schouenborg: what we learned today about learning is that they need to work with something that is somewhat difficult. It has to be interesting and the people have to be motivated to explore that. Interacting is important, not just sharing information.

Mogens Kirkeby: MOVE Congress is part of fostering more interactions among the participants because they have the goal and knowledge. In the GA group, the aim is to move towards building collaborations.

After the round of questions, chairpersons put the proposal to vote. 20 delegates were in favour. 3 abstained.

ISCA strategy for 2018-2021 is adopted.

11. Proposals:

Members were asked to send their proposals (they would like the General Assembly to deal with) to the President prior to the General Assembly.

The only proposal was to adopt the continental chairpersons proposed by the Executive Committee, in the regions where election among members have not been possible. With this proposal, the following people are proposed as chairpersons:

- Maria Luiza Souza Dias for ISCA Latin America Chairperson
- Jayne Greenberg for ISCA North America Chairperson
- Siu Yin Cheung for ISCA Asia Chairperson
- Ashraf Mahmoud Ali for ISCA Africa Chairperson.

ISCA President Mogens Kirkeby noted that this proposal is not strictly in line with the statutes, but that until it is possible to organise a real election, the ExCo would like to adopt that the abovementioned people are appointed with this mandate for the next two years or until elections suggested by members take place.

The proposal was then put to vote. All who voted were in favour of adopting the full list of proposed continental chairpersons.

12. Invitations and messages from members

There were three presentations from members:

- Barbora Vilímovská from Czech Sokol Organization invited everyone to join the All Sokol Slet 2018 that will take place in Prague from 1-7 July.
- Maria Louiza Souza Dias from SESC invited all delegates to join the World Leisure Congress 2018.
- Maria Jenkins from FECERED congratulated the organisers of MOVE Congress and pointed out that when talking about the American continent, ISCA should not forget the role of Central America.

13. Miscellaneous

Ariella Cuk from Lunga Vita Attiva invited ISCA to join a conference about healthy aging in 2019.

Finally, ISCA President Mogens Kirkeby thanked all the speakers, chairpersons, and delegates and welcomed new ExCo member Carlo Balestri.

The GA was ended with a surprise video for Mogens Kirkeby to thank him for the good work and celebrate his upcoming anniversary of 10 years as ISCA president.

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