

ISCA LATIN AMERICA

MOVE WEEK 2019 (Latin America)

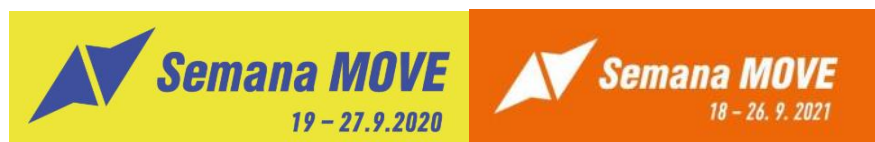


13 countries

122 partners

+7.000 activities

Millions of participants



2020 and 2021

In 2020 and 2021, due to the global Covid-19 pandemic, the partners engaged in this campaign promoted initiatives in the digital environment through different social media. **Participating countries in 2020:** Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Honduras, Mexico, Peru, Uruguay.

Guadalajara City Hall - Mexico



SENA - Colombia



Univ. Pedagógica Nacional
Francisco Morazan - Honduras



Participating countries in 2021: Argentina, Brazil, Colombia, Costa Rica, Cuba, Dominican Republic, Peru, Uruguay, Venezuela.

The digital environment brought us many benefits. It boosts the connectivity among people and organizations, allowing us to reach different audiences through efficient communication mechanisms, attractive languages, and formats.

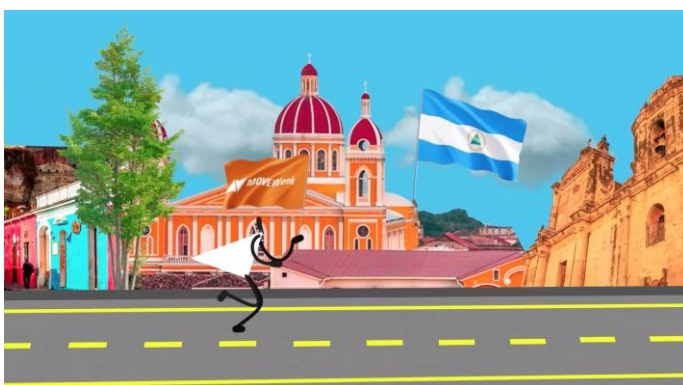
Considering Move Week as a global event, taking place in the 5 continents, in 2021 we put into practice an strategy of connecting Move Week held in May/June in Europe and other continents, with Move Week held in September in Latin America.

For that, we carried out several initiatives that marked the connection between the events. As an example of it, Sesc Interlagos (from São Paulo/Brazil) joined the “European Digital Mile” in June, promoting the “Meus 20 Minutos” (My20minutes). Through an online athletics class, 2 (two) physical educators talked about the importance of being physically active and that 20 minutes of physical activity can be a valuable opportunity to start, whether running, walking, cycling, or taking an online fitness class. Broadcasted on Sesc São Paulo Youtube and Facebook of Sesc Interlagos, the event was a success.



Here, we also highlight the production of a vignette with the "character" of Move Week going from Denmark to Brazil and the videos promoted by MOVE Week partners in Latin America.

Move Week Vignette – from Europe to Latin America



Videos from Sesc São Paulo and ISCA representatives, and Latin American partners organizations



NO ELEVATORS DAY 2020



Since 2018 Sesc São Paulo has organized the *No Elevators Day* in Brazil with the engagement of Sesc Centers and partner organizations.

In 2020 we counted with the engagement of 22 Sesc centers in the State of São Paulo and 8 (eight) external partners from Brazil that promoted actions in the digital environment to encourage people to exercise at home during the social isolation moment caused by the Covid-19 pandemic.



Sesc SP developed a video of “No elevators Day” to promote the awareness of the importance of physical activity on a daily basis.

On social networks, **the posts using the #DiaSemElevador and #UseAsEscadas reached 2,853 likes and 3004 interactions.** Furthermore, **20.393 people were reached** by these 2 hashtags.

#Challenge Day

2020 and 2021

ISCA supports the Challenge Day in the American Continent.

- Coordinated worldwide by TAFISA – The Association For International Sport for All – and Sesc São Paulo coordinates the event in the American Continent.
- Accomplished by the local governments.
- Supported by The United Nations Educational, Scientific and Cultural Organization (UNESCO).

INITIATIVE:



COORDINATION:



SUPPORT:

**PREFEITURA
MUNICIPAL**

ACCOMPLISHMENT:



Cooperação
**Representação
no Brasil**
Organização
das Nações Unidas
para a Educação,
a Ciência e a Cultura

May 27, 2020 (26th edition)



In 2020, in a context of the pandemic, the event was promoted through the digital environment, as a new way to raise awareness and encourage a more active life. In front of this challenge, regional coordinators, cities and institutions representatives of Brazil and the American Continent reinvented and innovated in their actions.

Thousands of people exercised in their homes, following lives, online classes or simply carrying out their exercise routine. Athletes and former athletes of various sports were able to share their knowledge. The event resulted in thousands of interactions through social networks, consolidating the physical and sports manifestations as an important platform for dialogue and community action among territories. We could realize that encouraging the continuity of actions in the digital environment is essential even with 100% of face-to-face actions resumed.

12 PARTICIPATING COUNTRIES

BRAZIL (21 STATES)

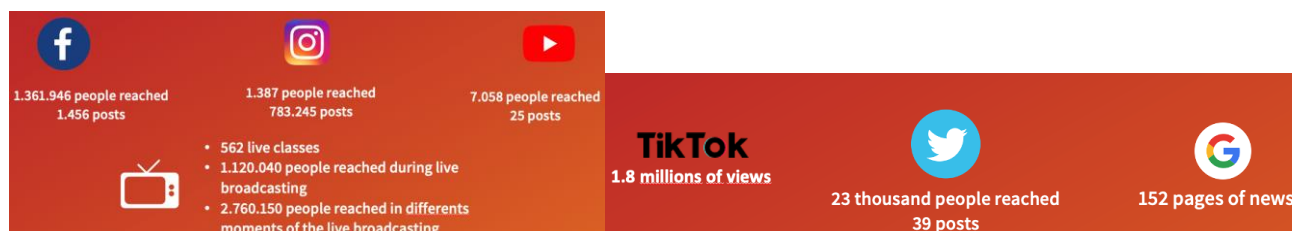
BOLIVIA
CHILE
COLOMBIA
COSTA RICA
CUBA



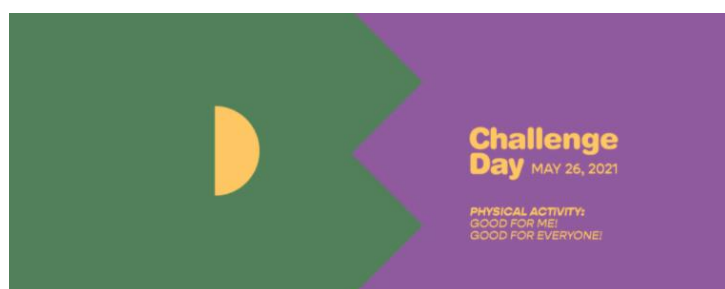
DOMINICAN REPUBLIC

GUATEMALA
MEXICO
NICARAGUA
URUGUAY
VENEZUELA

REACH ON SOCIAL NETWORKS



May 26, 2021 (27th edition)



Based, above all, on the humanitarian principle of the Common Good, **Challenge Day in 2021 proposes the concept “Physical activity: Good for me! Good for everyone!”**, highlighting the importance of regular physical activity, primarily, as an essential lifestyle for health and harmony in social life.

In 2021, we continue with the model that encourages the promotion of actions in the digital environment, highlighting the importance of the regular practice of physical activities, primarily, as an essential lifestyle for health and harmony in social life.

12 PARTICIPATING COUNTRIES



Dia do Desafio/ Challenge Day/ Día del Desafío
26 de maio - 📍



E que tal fazer um desafio parecido aí na sua casa? Se fizer, conta pra gente o resultado nos comentários. Mas esta não é a única atividade física que você pode fazer hoje. No Dia do Desafio todas as unidades do Sesc promovem atividades físicas e esportivas para motivar todo mundo a se mexer bastante e sair do sedentarismo. Este ano todas as atividades são online para você fazer em casa.

Além das cestas de basquete, você também pode participar da Ação Urgente Contra a Fome, com a doação de alimentos não perecíveis para o programa Mesa Brasil. Se puder, doe um alimento não perecível na unidade mais próxima da sua casa! Veja o horário de funcionamento de todas as unidades em: sesc.org.br/diemesabrazil

Siga as redes sociais das unidades do Sesc e a hashtag #DiaDoDesafio
Atividade física: bom para mim! Bom para todos!

#ProgramaçãoSescSP #vídeo #Esporte

21 mai

lulzjr 🍌🍌🍌

Dia do Desafio/ Challenge Day/ Día del Desafío
26 de maio - 📍



ONLINE MEETINGS WITH LATIN AMERICAN PARTNERS

We organized 3 online meetings in 2020 (May, June, and July) with government representatives from Latin American countries to promote the exchange of experiences and knowledge among the participants related to the promotion of sports and physical activity practices facing the pandemic period in were facing, especially at that moment.

Andreu Demidoff, representing the ONG Deporte para la Educación y la Salud of Spain also took part of the 2nd encounter, held on June 3rd.

Then, the participants could share the scenario of their countries regarding actions they were carrying out and plans in the sports sector (strategies and perspectives) concerning public policies at that time they were dealing with to adapt to this "new reality". In addition, they brought experiences related to international cooperation. These encounters were very productive and allowed the exchange of different good practices in a challenging moment we all were living.

Participating countries: Argentina, Brazil, Chile, Costa Rica, Ecuador, Dominican Republic, Mexico, and Uruguay.

Jacob, the General Secretary of ISCA, also had joined us in the first meeting, held on May 14th.



IYLE 2020

Latin America participants in 2020

OLLERUP school: 05 youth



Since 1996, **more than 300 participants from Latin America** have already **taken part in the exchange program** in Ollerup and Viborg schools.

Due to the restrictions of travel caused by the Covid-19 global pandemic in the last 2 years, unfortunately, Viborg doesn't open course for international students.

HIGHLIGHTS ISCA MEMBERS IN BRAZIL

SESC SÃO PAULO

SESC Verão 2020 and 2021 (institutional action)

The Sesc centers in the State of São Paulo carry out annually during January and February leisure and physical-sports activities for free for all people to raise their awareness of the importance of having an active lifestyle for social well-being. People can enjoy different experiences as well as to develop body abilities, through the activities offered, such as:

- *Workshops*
- *Chats with important names of Nacional Sport*
- *Sports Presentations*
- *Exhibitions*
- *Sports Tournaments*
- *Recreational activities*

2020

January 04 – March 01 (25th edition)



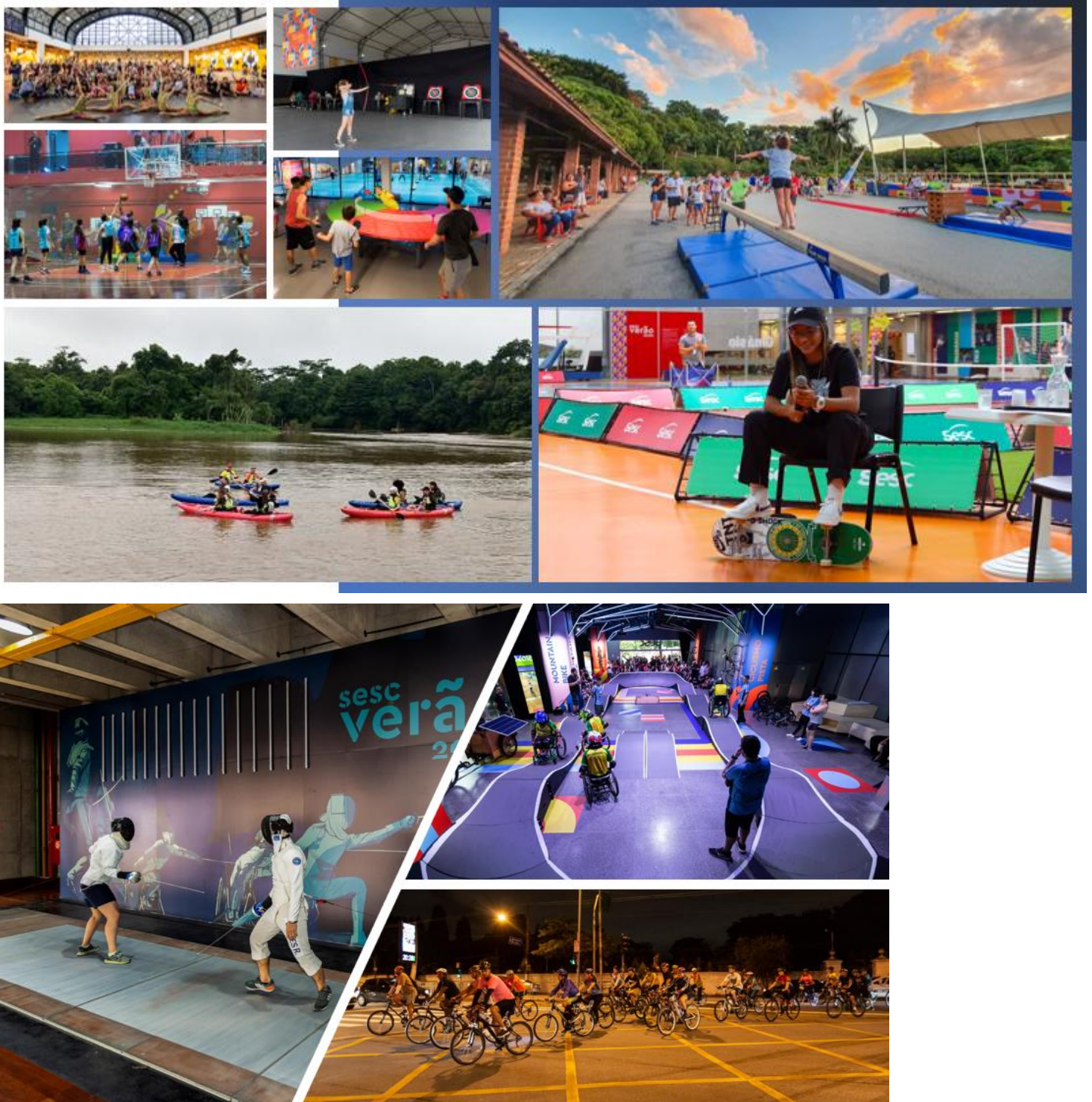
Sesc Verão 2020 took place before the pandemic period, and all physical and sports activities were face-to-face. With the slogan inspired by the Tokyo Olympic and Paralympic Games, all activities and facilities promoted were related to the games.

Results:

Participation: 39 Sesc centers in São Paulo state

Activities promoted: 10.307

Audience attended: 877.823



2021

January 16 – February 14 (26th edition)



Due to the covid-19 pandemic, the Sesc centers promoted all physical and sports activities in the digital environment.

Results:

Participation: 34 Sesc centers in São Paulo state

Activities promoted: 605

Total Views: 90.743



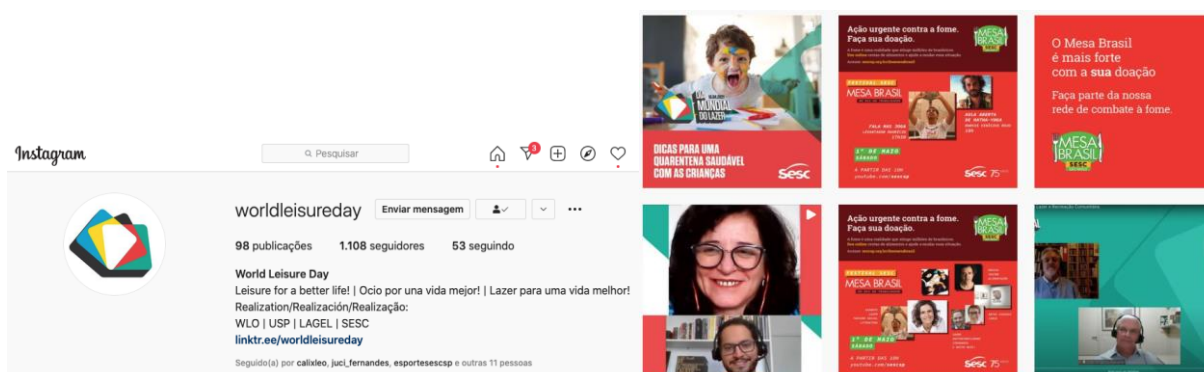
To celebrate and highlight the importance of Leisure, the **World Leisure Day** was held on the **16th of April of 2021**, aimed at **reinforcing leisure as a social right and its importance in daily life**, to **expand the possibilities of this manifestation and promote reflection about the accesses and barriers** that still exist. An **initiative of the World Leisure Organization (WLO)**, the **first edition was coordinated by WLCE/USP (World Leisure Center of Excellence/University of São Paulo) with LAGEL (Laboratory of Management of Leisure experiences), and Sesc (Serviço Social do Comércio)**. Currently, the World Leisure Organization has seven World Leisure Centers of Excellence located in 6 different countries in the American, European and Asian continents. Every year, one of them is responsible for organizing the celebration of this date. **In 2022, the event will be coordinated by the WLCE/Canada linked to the Vancouver Island University.**

PARTICIPATING COUNTRIES AND ORGANIZATIONS



@WORLDLEISUREDAY INSTAGRAM

The event's Instagram account was created on March 8th, 2021 to be the main communication channel for the event through which reliable, relevant information about Leisure would be shared.

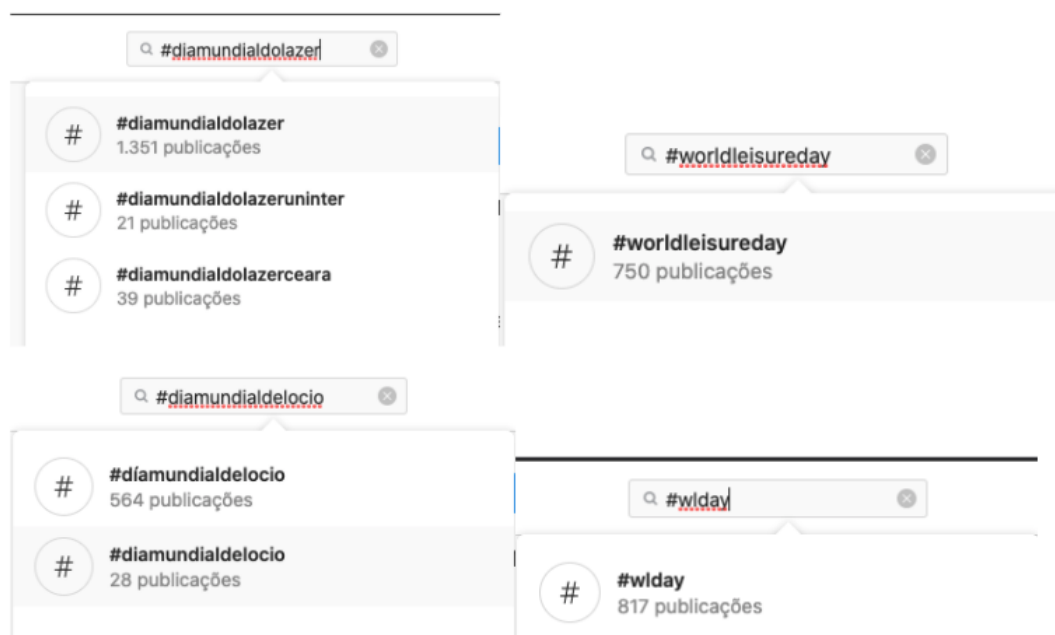


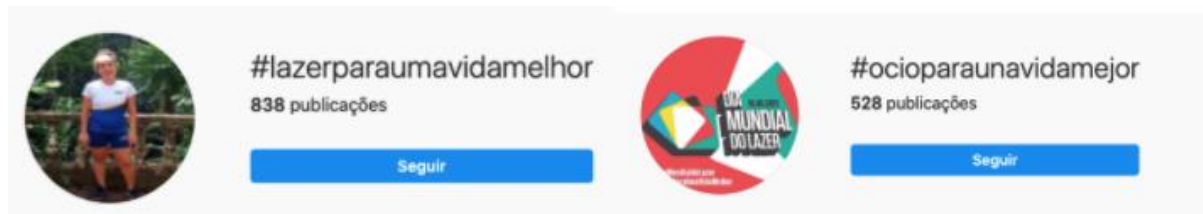
SOCIAL NETWORKS

Tracking of hashtags:

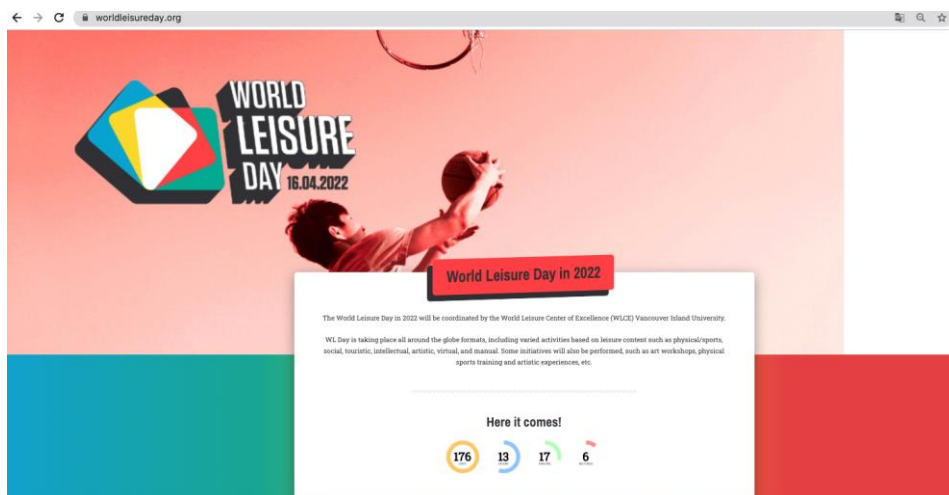
#DiaMundialdoLazer, #LazerParaUmaVidaMelhor, #DíaMundialDelOcio, #OcioParaUnaVidaMejor, #WLDday, #WLO, #WorldLeisureDay, #LeisureForABetterLife

The number of posts on Instagram:





WORLDLEISUREDAY.ORG WEBSITE



Sesc São Paulo in the digital environment

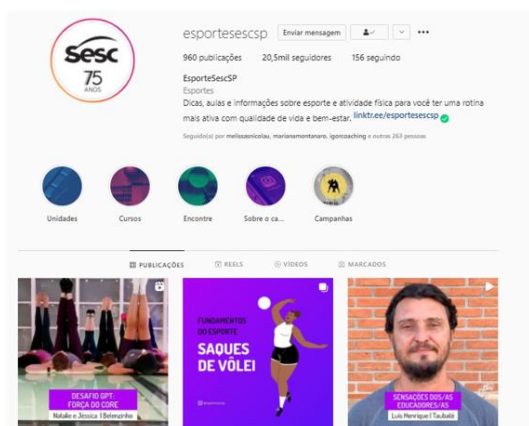
It's important to highlight that when the Covid-19 pandemic arrived in Brazil (March 2020), all Sesc centers closed, and all institutional actions in the field of culture, sports, leisure, health, culture, food, and areas needed to move on to the virtual world.

Over the months, we have worked hard to find the best paths and followed the trends seeking to meet as much as possible people's needs during the social isolation period.

In the sports area, we started with an Instagram page “@esportesescsp”, and we have explored all tools offered by this platform, besides acting in other social networks. Although Sesc has its institutional page on the social networks, each Sesc center have their institutional pages.



- Free, popular platform.
- 1 billion active users worldwide;
- 5th most used social network in the world;
- Brazil is the 3rd country in number of users - 99 million.



The Sesc's channel on Youtube has been an important to promote the institutional initiatives in all areas Sesc acts.



23 "Em Pauta"
Interviews



22 Live streams
with professional
athletes



Our more recent “virtual breakthrough” is the EsporteSescSP YouTube channel, a new way of engaging our audience in the practice of PA, promoting, instead of classes, courses with a limited time.



UFES – Universidade Federal do Espírito Santo

9o Congresso Nacional de Ginástica para Todos (9th National Congress of Gymnastics for All)

November – 4th and 6th, 2021

The CONGPT (Congresso Nacional de Ginástica para Todos), is an event that encourages discussions on Gymnastics for All as an area of research and knowledge, expanding the dissemination of its scientific and cultural productions and giving visibility to its actions in the social sphere, aiming to qualify this cultural manifestation in contemporary society.

In the beginning, it was a Festival, but since 2011 it has been consolidating as a Congress, organized by the universities in the Midwest of Brazil. Every edition has been gaining more strength and expanding its

institutional reach.

In 2021, the CONGPT will be held virtually to continue scientific dissemination within the scope of the GPT (Gymnastics for All). Although in this edition people can't participate in person, the program will aim to provide a meeting between professionals, researchers, and students of Gymnastics for All throughout the country.

Because of the current challenges of approaching GPT in different social spaces, it was thought about a theme to address the demands experienced in recent months due to social isolation and the economic crisis.

The GPT and its virtual approach in times of struggle and resistance is the theme chosen for the IX CONGPT and seeks to debate the needs that teachers, students, and practitioners of GPT have been facing with remote teaching and education budget cuts.

For further information, please access the virtual pages: <https://www.even3.com.br/congpt>

<https://www.facebook.com/IX-CONGPT-183828480396743/>

Official website (congpt.com.br)