

# **ISCA LATIN AMERICA REPORT**

## **SEPTEMBER 2018 – 2019**

### **ISCA LATIN AMERICA – ACTIONS / PARTNERSHIPS**

#### **MOVE WEEK 2018**

**September 22 - 30, 2018**

**Latin America**



#### **RESULTS:**

- **15 COUNTRIES**
- **87 MOVE WEEK PARTNERS**
- **1.295 CITIES**
- **MORE THAN 59.000 ACTIVITIES**
- **OVER 12,5 MILLION OF PEOPLE**

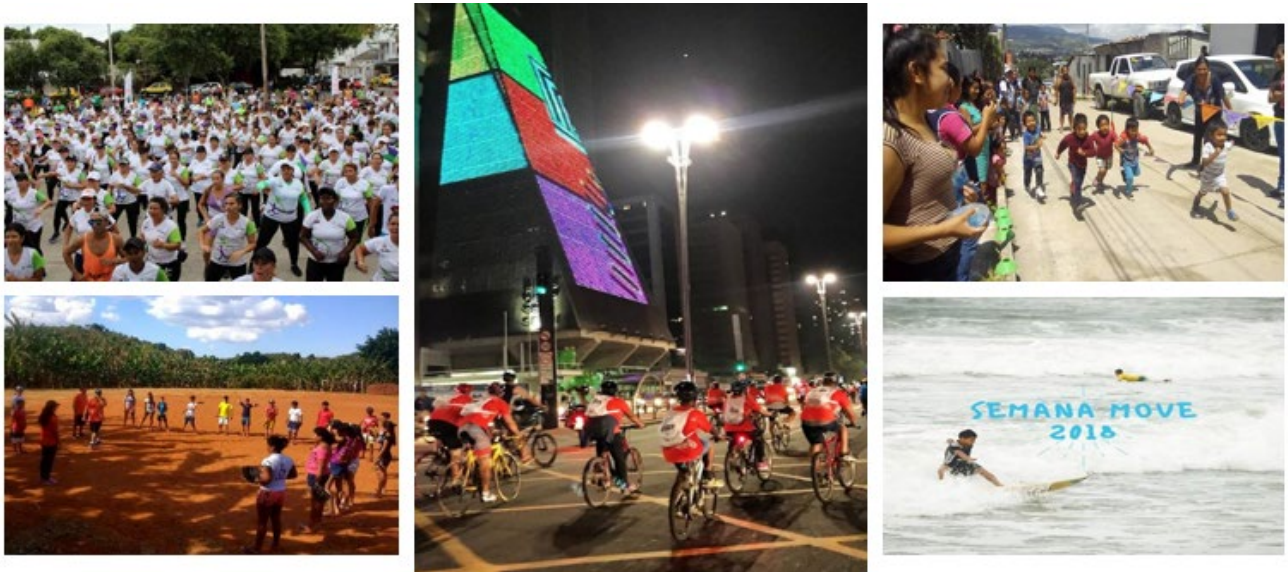
Move Week is organized in Brazil since 2013 and in 2015 other Latin American countries have joined us in this initiative.

In 2018, the number of participants increased significantly in comparison to the previous years.

#### **RESULTS (2013 - 2018)**

<b>MOVE WEEK LA</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>COUNTRIES</b>	Brazil	Brazil	5	10	14	15
<b>ORGANIZATIONS</b>	7	27	50	42	74	87
<b>PARTICIPANTS</b>	+100.000	+350.000	4,1 milhões	4,6 milhões	3 milhões	12,5 milhões

**Participating countries in 2018:** Argentina, Brazil, Colombia, Costa Rica, Cuba, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, Uruguay, Venezuela.



**MOVE Week 2019 in Latin America - September, 21-29.**



## NOW WE MOVE

### Coordinators Meeting

June 27 - 29, 2019

Brussels – Belgium

Ana Paula from Sesc São Paulo joined the Now We Move coordinators held in Brussels to share the experience of MOVE Week in Latin America and at the same time to know more about actions carried out in Europe. It was also an opportunity to establish new contacts.



## NO ELEVATORS DAY

April 24<sup>th</sup>, 2019

Brazil and Colombia

In Brazil, São Paulo took part of the **No Elevators Day** with the engagement of Sesc Centers and other organizations.

A collage of images showing various activities and promotional materials for No Elevators Day. It includes a group of people standing on a staircase, a person walking up stairs, a group photo of participants, and several promotional posters and banners with the event's logo and text.

**PEOPLE REACHED**  
+ 9.300 participants  
17 Sesc Centres  
25 Partners undertook activities

**COMMUNICATION**  
More than 250 posts with:  
#diasemelevador and #diamundialsemelevador  
Promoted in National and Locals  
TV programs and Radio

**PARTNERS**  
Highlighted partnerships with Red Bull, São Paulo F.C, DX Sports and Sports Department of the City of Embu Guacu.

In Colombia, The **No Elevators Day** has taken place for 3 consecutive years and is generating a phenomenon of great impact to inspire more entities to join this initiative. Companies that are not necessarily linked to the promotion of sport and physical activity.

Through the DAY WITHOUT ELEVATOR campaign, we are supporting those responsible for managing the human talent of several companies to inspire their employees to internalize the importance of taking short, medium and long-term measures to have healthy lifestyles; for the prevention of occupational risks, self-care and health so affected by the associated occupational risks. (Stress and other psychological risks caused by tension, pressure, sedentary lifestyle and the need to implement active breaks, etc.). That is, achieve healthy work environments through sports and physical activity.

For example, on April 24, 2019, the **No Elevators Day** was celebrated at all Colpensiones offices throughout the country. This activity was a success. Novel, easy to implement, complete transfer of an international campaign and at a very low cost!



## CHALLENGE DAY

25<sup>th</sup> edition

May 29<sup>th</sup>, 2019



[www.diadodesafio.org.br](http://www.diadodesafio.org.br)

It's a global action with the main goal of pushing the adoption of healthy habits and the regular practice of physical activities, as well as the integration and cooperation between communities.

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



## RESULTS:

- 13 COUNTRIES
- 3.681 CITIES
- OVER 42,6 MILLION OF PARTICIPANTS

### DOMINICAN REPUBLIC



### MEXICO



### CUBA



### PERU



### BRAZIL



### BRAZIL

Initiative:



Coordination:



Support:



Representação  
no Brasil

Accomplishment:

**CITY HALL**



## IYLE 2019

Latin America participants in 2019

VIBORG school: 5 youth

OLLERUP school: 13 youth

**TOTAL: 18 students**

Since 1996, more than 300 participants has already took part in the program.

## IX INTERNATIONAL FORUM **OF GYMNASTICS FOR ALL**

October 18 – 21, 2018

Campinas / SP / Brazil



On October 18-21, 2018 was held in Campinas (SP – Brazil) the 9<sup>th</sup> edition of the International Forum of Gymnastics for All, under the theme: “Gymnastics in a network, possibilities for all”. The event was promoted by Sesc São Paulo – Serviço Social do Comércio in the State of São Paulo – and UNICAMP – University of Campinas – with the institutional support of ISCA.

It was highlighted the importance of the links which consolidated themselves into collaboration networks, among people and institutions, in benefit of the diffusion and promotion of gymnastics as a physical activity.

### RESULTS:

- **12 international speakers**
- **370 participants**
- **11 countries represented** (Argentina, Brazil, Denmark, Slovakia, Greece, Japan, Mexico, Wales, Portugal, Czech Republic and Switzerland)

The program included, conferences, round tables, papers presentations, courses and festivals.

### Organizers and Partners:

REALIZAÇÃO



CORREALIZAÇÃO



APOIO INSTITUCIONAL

APOIO



COLABORAÇÃO





*IX International Forum of General Gymnastics*

## **GRASSROOTS SPORT DIPLOMACY**

### **Pilot Action Sesc São Paulo**

**2018 – 2019**

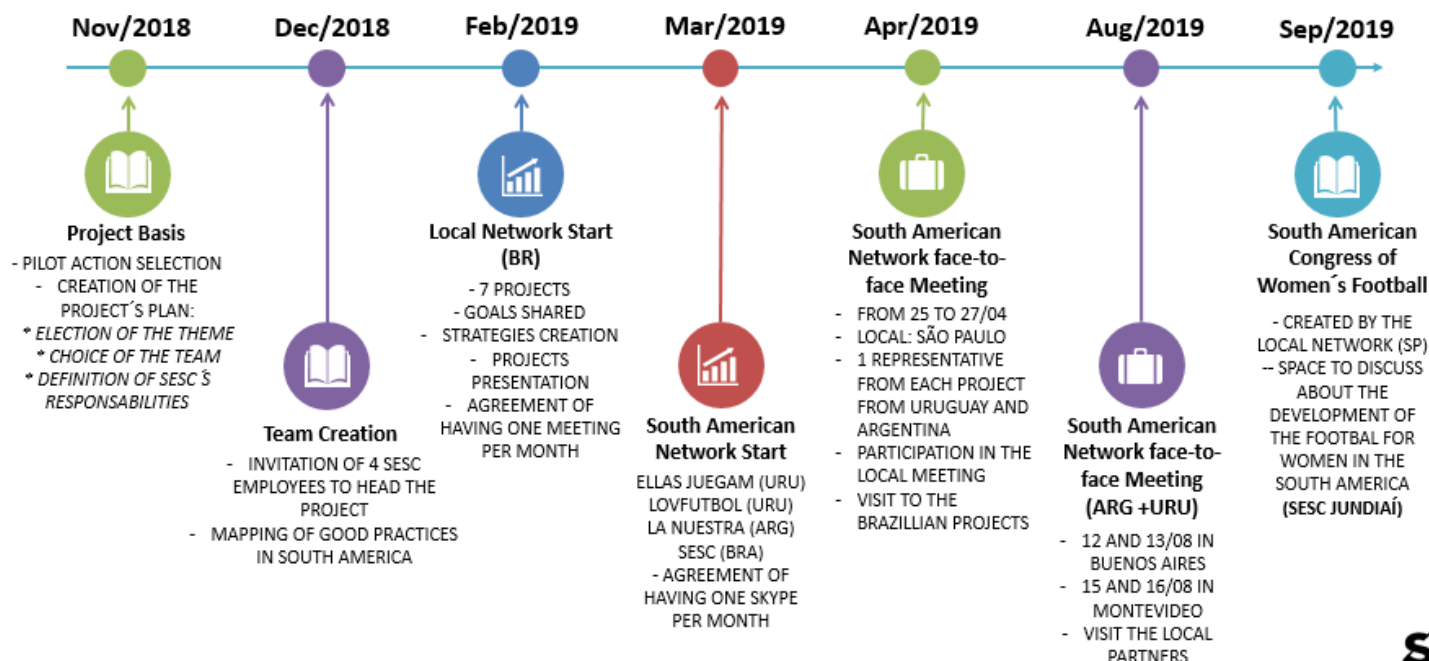
The “Grassroots Sport Diplomacy” (GSD) actions carried out in Latin America has been led by Sesc São Paulo. In the first stage of the project, SESC SP mapped female football initiatives aligned with the Sport for All assumptions and potential for the creation of a local network. Afterwards, Sesc undertook a local network of female football in São Paulo, La Nuestra a local network in Buenos Aires and Lov.Futbol, side by side with Ellas Juegan, a network in Montevideo. Each local network main activity were the “local meetings” monthly organized by the country’s leader, furthermore, the leaders joint in a monthly Skype Call called “South American Meeting” to change experiences.

The final planned action was the Female Football Forum host by Sesc Jundiai in September. The event was an opportunity to make public the goals of the project, those are the development of the female football in the South America, the share of good practices among the partners and the incentive in football practices for women of all ages.

The South American football Network is the unique project of GSD undertaken by an institution outside Europe.

# GRASSROOTS SPORT DIPLOMACY PROJECT

## PILOT ACTION: "JOGANDO EM REDE"



## HIGHLIGHTS IN BRASIL

**SESC SÃO PAULO (ISCA member)**

**SESC Verão 2019 (Institutional Action)**

**January 05<sup>th</sup> – March 05<sup>th</sup>**

**24<sup>th</sup> edition**



The 39 Sesc centers in the State of São Paulo carry out annually during January and February leisure and physical-sports activities to give to people to these practices as well as to raise people awareness of the importance in maintain an active lifestyle for the 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



## RESULTS:

➤ + 2.000 PHYSICAL AND SPORTIVE ACTIVITIES

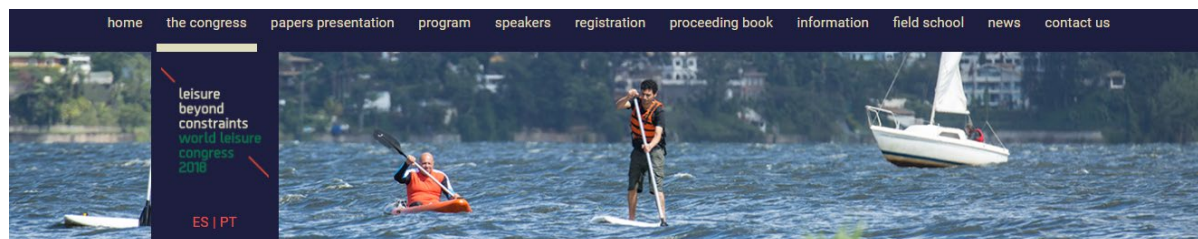
➤ 898.747 participants



## World Leisure Congress

August 28<sup>th</sup> - September 1<sup>st</sup>, 2018

São Paulo – Brazil



Sesc São Paulo – Serviço Social do Comércio in the State of São Paulo – organized the World Leisure Congress from August 28<sup>th</sup> to September 1<sup>st</sup>, 2018 at Sesc Pinheiros, in São Paulo city, with the support of ISCA.

The 15<sup>th</sup> edition of the World Leisure Congress addressed the theme of the main barriers – physical, socioeconomic and symbolic – that still exist and constrain the access of people to Leisure, as well as the need to overcome and the methodical confrontation of these obstacles.

The program included plenary sessions, lectures, workshops, debates and presentations.

An event organized in partnership with the World Leisure Organization – WLO – , supported by USP the School of Arts, Sciences and Humanities of the University of São Paulo – and other institutions. It was an opportunity for integration and exchange of successful experiences in the field of Leisure among people and institutions from different nationalities.

The Congress was a success and gathered 1.000 participants from 31 countries and 5 continents.





## **VIII Brazilian Congress of Gymnastics for All**

**November 07 - 09, 2019**

**Caldas Novas / GO / Brazil**

This event is being organized by the ISCA member **CIGNUS**, among other partners.

The Congress aim is to understand Gymnastics for All as a research and knowledge area, expanding its actions in the social sphere, in order to qualify this cultural manifestation in contemporary society through the movement. Socialize and expand the academic and cultural scientific productions of this area.

Besides lectures, workshops, scientific works and festivals), there will be the following events:

- The **II Edition of the Meeting among groups of Gymnastics for All**, coordinated by prof. Dr. Eliana de Toledo - Unicamp.
- The **Kids Congress**: a especial program for children with activities related to Gymnastics for All parallel to the adult's program.
- **GYMBRASIL**: Official Festival of the Brazilian Gymnastics Confederation (CBG) of Gymnastics for All.

<https://www.grupocignus.com/>

## **HIGHLIGHTS IN CENTRAL AMERICA**

**Actions in Costa Rica and other in countries from Central America**

**Held by ISCA members and its partners**

It is also important to highlight the actions organized or supported by institutions of **FECERED – Fundación Centroamericana de Recreación, Educación Física y Deporte para Todos** – and its partners in Central America.

Organization of Seminars, Congresses, Conversation Panels, Workshops, permanent projects and activities related to physical activity, leisure/recreation and sport for all people. One of the main goals of FECERED and its Central American partners is to increase the number of active people, through the practice of sports and physical activity, aiming healthier communities.

In addition, these organizations has joined different national and international events and initiatives in the field of Sport for All, which has contributed to acquire and exchange knowledges, experiences, good practices, as well as to strengthen the institutional relationship among the partners involved, as well as to the network of contacts.

Furthermore, the organizations from FECERED, the Costa Rica University and other partners has always promoted ISCA and its values through the participation in panels of conversation, workshops, among other events.

Examples of actions:

	ACTIVITY	DETAILS	ORGANIZATIONS
2018	<b>Participation in Conversation Pannels</b>	The goal of attending these activities is to exchange knowledge and good practices, besides to promote ISCA among the participants	Participation of representatives from Panama University / INDES (Instituto Nacional de los Deportes de El Salvador) / Pedagogical University of Honduras / IND (Instituto Nicaragüense de Deportes)
	<b>15th World Leisure Congress (held in Brazil)</b>	Participation for cognitive and social enrichment	Participants from Costa Rica and other Central American countries presented their papers in the Congress
	<b>"Muévete por tu Salud"</b>	Organization of leisure and sports activities all over Costa Rica and in other regions of Central America	Organized by FECERED and CCDR Tibás (Comités Cantonales de Deporte y Recreación - CR)
	<b>Course of Capacity Building</b>	Planning and Development of Workshop of Recreational Gymnastic for monitors/instructors of Programs for disable people	Organized by FECERED and CCDR Tibás / UNA (Universidad Nacional - CR) / University of Viena (Austria)
2019	<b>Miscellaneous Celebrations</b>	Organization of physical, social, spiritual and sports activities during some annual celebrations, such us Mother and Father's Day / Children's Day/ No Car's Day, among others.	CLAR (Consejo Latinoamericano de Recreación) / La Salle University / CCDR Tibás / RECAFIS (Red Costarricense de Actividad Física y Salud) / ADEP (Asociación de Educadores Pensionados - CR)
	<b>Actions in collaboration with the Guatemalan Olympic Committee</b>	Lectures about Recreation and Quality of Life // Promotion of MOVE Congress 2019	CLAR / COG (Comité Olímpico Guatemalteco) / ISCA Secretariat (Maja Thorman)

\*Recently, **FECERED** has closed and from now on, its activities are carry out by **CLAR: Consejo Latinoamericano de Recreación**.



## **HIGHLIGHTS IN COLOMBIA**

**Healthy Work Environment. Program for human talent departments of national level entities in Colombia.**

**Held by ISCA members and its partners**

During the celebration of the World Day for Safety and Health at Work of the ILO (International Labor Organization), we encourage companies to join the global ISCA NowWeMOVE initiative.

We are also working on the international promotion of Cyclovía with the IDR D and the national government, which wish to transfer the knowledge and technology associated with this program to five (5) countries in Africa. Cyclovía is an emblematic program that promotes the good use of free time through recreational activities, sports and physical activity in the main streets of the cities on Sundays and holidays.