



ISCA Strategy



Illustration of 2014-2017 strategy

A group of young children are running along a paved path outdoors. They are wearing bright orange tracksuits with a white circular logo on the chest. In the background, a large group of adults, mostly women in white lab coats, are standing and watching the children. The scene is set in an urban environment with buildings and parked cars visible in the distance.

The economic cost of physical inactivity in Europe

An ISCA / Cebr report
June 2015

ADVOCACY





ADVOCACY

To ensure that the non-government grassroots sport and physical activity sector is understood and prioritised as part of the solution to the global physical inactivity crisis in public policy agendas and investments.



ADVOCACY

We will

- Develop exemplary and inspiring evidence-based political statements and visions



EXAMPLE

Inactivity Time Bomb

- Report
- Promotion
- Video
- Infographics
- Event

ISCA EU Parliament / No Elevators Day / European Panna Tour / FlashMOVE / NowWeBike / MOVE Week / MOVE Congress / MOVEMENT PILLS / MORE

INACTIVITY TIME BOMB REPORT INFOGRAPHIC ENDORSEMENTS #INACTIVITYTIMEBOMB TAKE ACTION PRESS

Getting Europe Moving

Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year

Total: €80.4bn

Disease	Cost (bn Euros)
Breast cancer	€9.5bn
Colorectal cancer	€11.4bn
Type II diabetes	€13.9bn
Mood & anxiety disorders	€23.1bn
Coronary heart disease	€23.5bn

ISCA NOW WE MOVE

f 371 t in G+ p + 109

DID YOU KNOW THAT

The 80 bn euro cost of physical inactivity in Europe is equivalent to what the entire world spends on cancer drugs each year!

NowWeMOVE Inactivity Time Bomb (Subtitles in 6 languages)

500,000

THE ECONOMIC COST OF PHYSICAL INACTIVITY IN EUROPE

DOWNLOAD FULL REPORT

Follow #InactivityTimeBomb

Uisp @UispNazionale

Tra 20 giorni #MoveWeek anche in Italia grazie a @MoveWeekItalia @UispNazionale twitter.com/isc_a_tweet/status/...

20 hours ago



ADVOCACY

We will

- Create platforms for members and stakeholders to align their messages and statements

EXAMPLE



SUMMARY

The ActiveVoice project aims to develop relevant tools and resources that will help enhance grassroots sport organisations' influence on physical activity policy and make their advocacy efforts more effective overall.

[Read more >](#)

KEY TOPICS

The ActiveVoice project partners have selected topics in which they specialise or wish to initiate or facilitate advocacy. They will work together and with members and partners they choose to support through the project in the following fields ...

[Read more >](#)

OBJECTIVES

To build capacity in civil society organisations to engage in active, cross-sector advocacy for the implementation of the EU Physical Activity Guidelines.

[Read more >](#)



ActiveVoice project Incl. Social Media Campaign

OBJECTIVES

To build capacity in civil society organisations to engage in active, cross-sector advocacy for the implementation of the EU Physical Activity Guidelines.

[Read more >](#)

EUROPEAN PARTNERS



NATIONAL PARTNERS





ADVOCACY

We will

Implement strategic, goals-based advocacy primarily via public presentations, individual meetings and innovative political communications and engagement



EXAMPLE

ADVOACY



ISCA challenges the European Parliament

<https://www.youtube.com/watch?v=5UIFL22d5UE>





EXAMPLE

ADVOCACY

**NOW
WE MOVE**

Movement pills



CAPACITY BUILDING





CAPACITY BUILDING

Goal a

Be the creator and broker of knowledge in our sector

We will

- Analyse the key needs and priorities of ISCA members and collaboratively spot trends and develop new concepts



Membership surveys

Membership Survey 2014

In June 2014, ISCA released a survey for members to gather information on their own membership base, their satisfaction with ISCA membership and what their priority are for the near future.

Summary

The survey was sent to the full membership database consisting of **170 organizations**. **21 (12%) organisations responded versus 25% in 2013.**

This decline may be explained for 2 reasons:

- The timing of the send-out (in June just before summer).
- The very close timing from the last survey (some people believed it was the same questionnaire and actually it was largely unchanged).

A disproportional number of the responses were from Europe (16), potentially reflecting the increased engagements we have through European projects.

Overall, membership satisfaction is strong. 95% reported that they were either very satisfied (62%) or somewhat satisfied (33%) with their overall ISCA membership.

80.5% of respondents reported they considered themselves to be either fully engaged (33%) or partially engaged (47.5%) and yet 50% would welcome more. 30% of those categorising themselves as partially engaged wanted more engagement.

The strong common answers for the organizations' priorities and challenges were:

- Increasing the number of active people.
- Obtaining more support from public institutions.
- Providing suitable trainings for instructors and volunteers.
- Increasing their network partnerships.

Activity which is uniformly important to members is networking opportunities. All respondents answered that it was either very important (80.95%) or somewhat important (14.29%). Closely following this in importance was being able to join ISCA led projects and campaigns. These two topics were already at the head of the ranking last year. Although of the seven options we listed there were none which were rated consistently of little importance.

Regarding the importance of topics for members, Sport and Physical Activity as a tool for health promotion is viewed as the most important just as last year. All respondents thought it was either very important (95.24%) or somewhat important (4.76%). Of the remaining topics listed, all were deemed of relatively significant importance. Even the topic receiving the least support of importance was viewed to be important by over 70% of the respondents.

- and continuous dialogue

EXAMPLE



Project concept building, testing new topics

- Good Governance in Grassroots Sport
- Hard-to-reach populations
- ActiveVoice
- Integration of Refugees through Sport
- Grassroots Sports Diplomacy

EXAMPLE



CAPACITY BUILDING

Goal b

To grow the capacity of ISCA member organisations

We will

- Offer and enable ISCA members to join high quality ISCA campaigns, projects and meetings.



EXAMPLE

MOVE QUALITY

Success stories of organisational improvements





MOVE TRANSFER

It's all about transferring and scaling up

EXAMPLE MOVE TRANSFER

Success stories of
Transferring good practice



2016 Key activities

MOVE Week

European School Sport Day

European Fitness Day

NowWeBike (Cross-Border
Cycling Event)

Flash MOVE

No Elevators Day

EXAMPLE

NowWeMOVE

Towards an all year campaign



EUROPEAN NO ELEVATORS DAY

13.05.2016



TAKE THE STAIRS



NOWWEBIKE

European Cross-Border Biking Tour



#Journey of hope

 **NOW
WE MOVE**

EUROPEAN FLASH MOVE

10.09.2016



EUROPEAN FITNESS DAY

14.09.2016



 **NOW
WE MOVE**

EUROPEAN SCHOOL SPORTS DAY

30.09.2016



Goal c

To build useful tools for ISCA members and the sector

We will

- Develop and promote tools and templates (online and offline) that are accessible for and frequently used by ISCA member organisations and beyond

WELCOME TO SELF ASSESSMENT TOOL IN GOOD GOVERNANCE IN GRASSROOTS SPORTS

This tool has been created by the International Sport and Culture Association - **ISCA** - with the assistance of Good Governance in Grassroots Sport Project partners as a resource for grassroots sport organisations. It provides a range of information and templates across three themes of governance and four Principles.

The purpose of the tool is to provide access to a sport specific governance resource that will improve governance practices, and to assess the governance and leadership level in your organisation.

>> See more

GOOD GOVERNANCE TOOLS

EXAMPLE

With Transparency International





MOVEANDLEARN

METHODOLOGY GUIDE BY, FOR OR THROUGH SPORT? EXERCISES

Can sport contribute to learning experiences?

Would you like more?

**Download the complete
MOVE&Learn manual**

Yes, we believe so! The MOVE & Learn platform is dedicated to explain how sport is a powerful tool that can be used to enhance different learning process.

EXAMPLE

Welcome! We are glad to see you around!

This website is the main access for the MOVE&Learn manual. Here you will find summarised information about

Education through Sport Manual





Knowledge and Network Sharing





Knowledge and Network Sharing

Goal a

Identify and share best practice

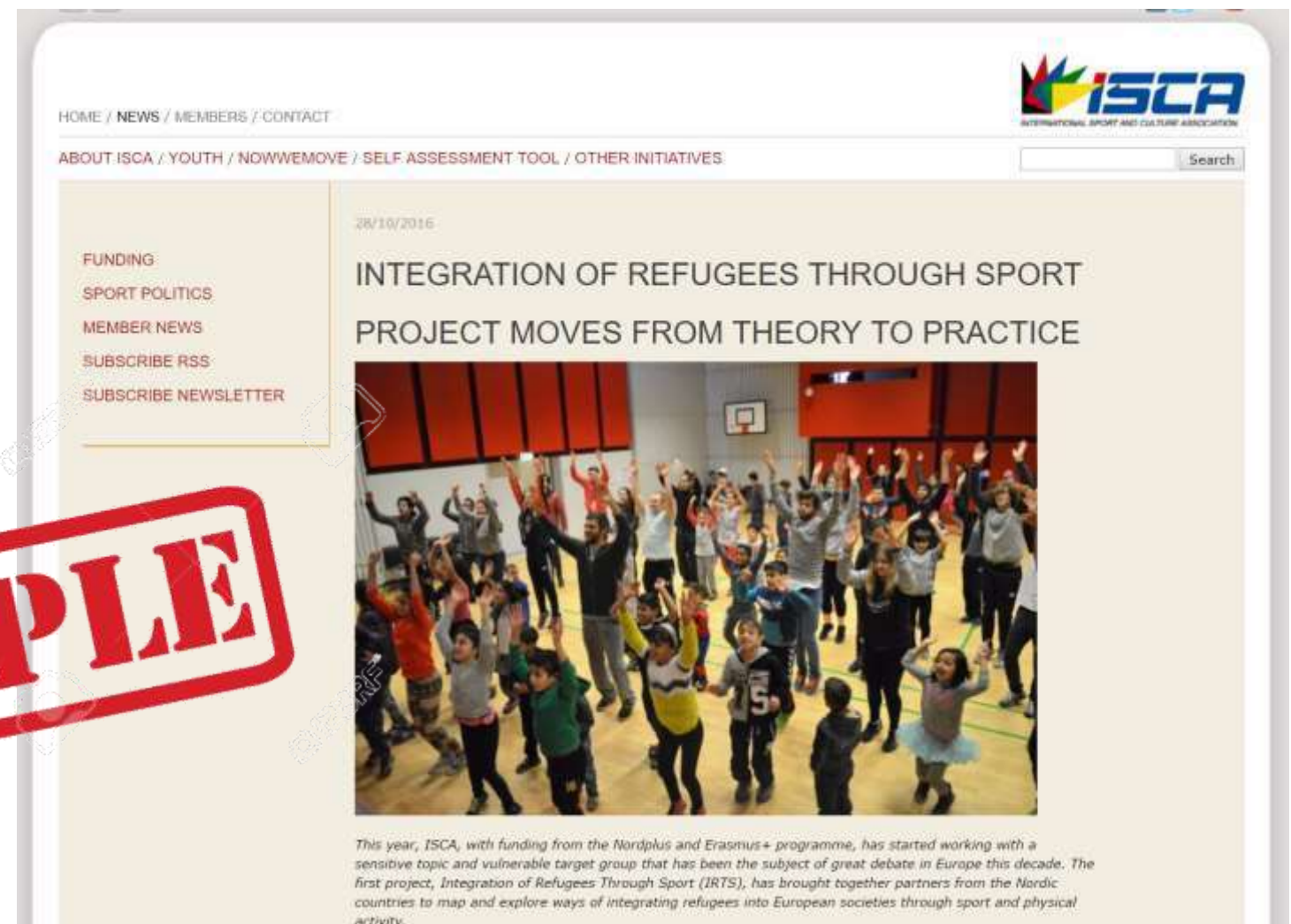
We will

- Annually develop and implement new, externally funded projects based on good practice methodology

Good practises collections in

- MOVEment Spaces project
- Integration of refugees through Sport project
- MOVE project
- FAM project
- ..and more

EXAMPLE





Knowledge and Network Sharing

Goal b

Facilitate networking between ISCA members and beyond
We will

- Enable the establishment of ISCA thematic networks and groups that are active and positively evaluated
- Support bi- or multilateral agreements and mobility between ISCA members

MOVING Age Conference 2016

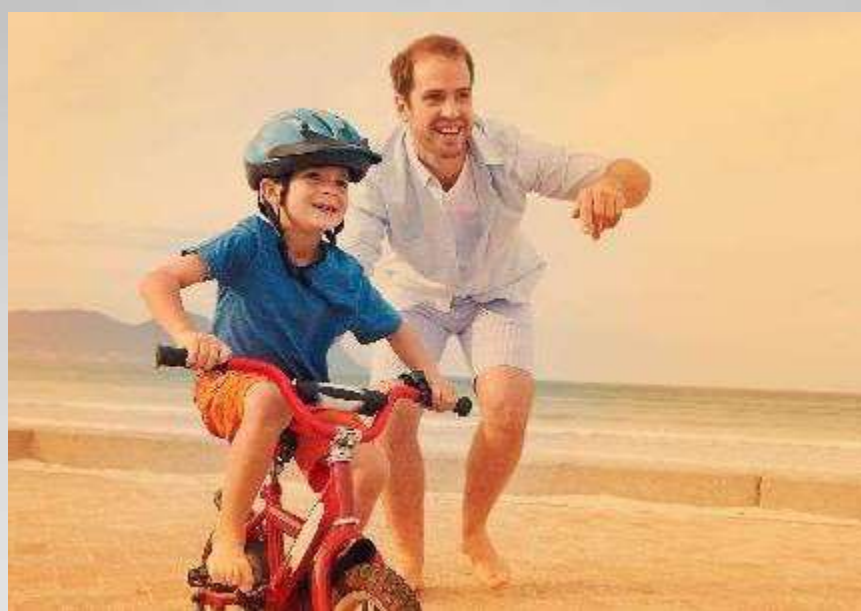
20 – 22 May 2016, Trieste, Italy



The expected impact of demographic changes on society has raised the topic of active ageing high on political agendas all over the world. Despite the overwhelmingly positive evidence of the benefits of physical activity, rates of physical inactivity among elderly people remain unacceptably high (up to 70% of the over 55 age group, according to the Eurobarometer 2013 survey).

Web page
Events
Survey
Good practise

EXAMPLE



COMMUNICATIONS





COMMUNICATIONS

We will

- Implement ISCA's Corporate and Marketing Communications strategy
- Deliver consistent and innovative communications and support for international and substantial national campaigns, in particular NowWeMOVE and MOVE Brasil
- Deliver consistent and innovative communication about ISCA Projects

38

participating countries

1.794

participating cities

2.450

registered MOVE Agents

7.125

reported events

1.804.930

participants

823.677.440

aggregated Google Ads

595.872

visitors to www.moveweek.eu

46.268

liked the Facebook page

1.726

articles, publications, TV
reportages, radio interviews

3.522

mentions (including social
media posts)



EXAMPLE

MOVE WEEK 2015

A European week of sport and physical activity
flagship initiative of the **NowWeMove** campaign
MOVE Agents are coordinators or organisers of
MOVE Week activities in their communities



Television



Online



Mobile



MULTIMEDIA

EXAMPLE



Twitter



Flickr



Facebook



Active in 20 languages

SOCIAL MEDIA

44 000 likes on Facebook
and 1000 followers on Twitter



T-Shirts



Bracelets



Stickers



Posters



Outdoor banner

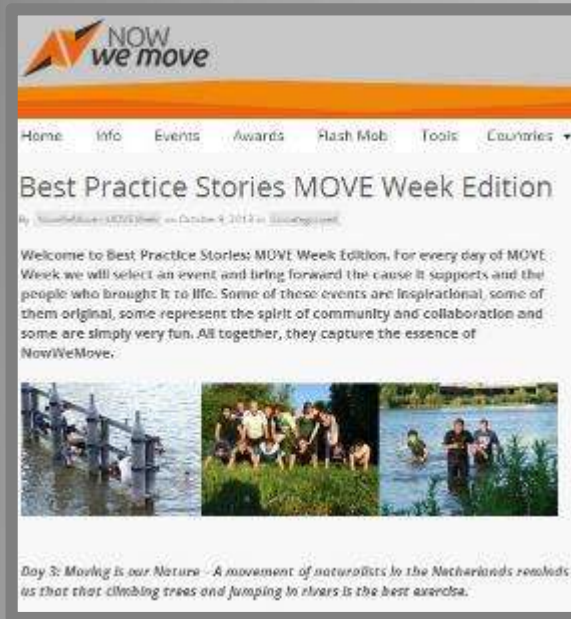


Billboards



ON SITE PROMOTION





Customised PR for:

- Local
- National
- European media



Magazines



EXAMPLE

PUBLIC RELATIONS





GROWING THE MOVEMENT





Growing the Movement

Goal a

Enable continental development

We will as a minimum on each active continent

- Mediate networks and sharing between members
- Organise a meeting/gathering/training seminar every second year



- **MOVE Week** Latin America: 6000 events, 8 countries
- **MOVE Brazil**, large scale participation programme building up to the Olympics
- Youth on the MOVE – capacity building for young people in EU and Latin America.
- Education and exchange programme with Colombia

LATIN AMERICA



Growing the movement

Youth On The MOVE



01/05/2017

Reporting is the perfect time to reflect and decide What's next for your ERASMUS+ project

[read more >](#)



15/12/2016

The challenge of moving people is international

[read more >](#)



12/12/2016

Active Future Programme - Week 8 - The Graduation

[read more >](#)



08/12/2016

ISCA seminar in Brazil tackles "The challenge of moving people in Latin America"

[read more >](#)



07/12/2016

Forget the fear, take a step and find your MOVE

[read more >](#)



05/12/2016

Active Future Programme - Week 7 - Dodgeball, Sexual Health & Step Plans

[read more >](#)



28/11/2016

Active Future Programme - Week 6 - Safe Gym Use, Smoking & Importance of Sleep & Problem Solving.

[read more >](#)



18/11/2016

Charlene's final project to beat Malta's inactivity problem

[read more >](#)

EXAMPLE

[ABOUT ISCA](#) / [YOUTH](#) / [NOWWEMOVE](#) / [SELF ASSESSMENT TOOL](#) / [OTHER INITIATIVES](#)

[FUNDING](#)

[SPORT POLITICS](#)

[MEMBER NEWS](#)

[SUBSCRIBE RSS](#)

[SUBSCRIBE NEWSLETTER](#)

14/12/2016

ISCA AND SENA COOPERATION IN COLOMBIA

DELIVERS NEW TRAINING COURSE:

EUROFITNESS LEADS WORKSHOP FOR
TRAINERS OF PEOPLE WITH DISABILITIES





Growing the Movement

Goal b

Increase ISCA membership

We will

- Systematically recruit new members
- Engage existing members further and analyse and follow up on member satisfaction surveys

231 MEMBER
ORGANISATIONS

80 COUNTRIES

REPRESENTING
40 MILLION
PEOPLE

17 STAFF MEMBERS
FROM

INTERNATIONAL CAMPAIGN
DEPLOYMENT ON

49 EU GRANTS

9 COUNTRIES

2 CONTINENTS

8 INTERNATIONAL
CONGRESSES

€ 1,834,859
INCOME IN 2014

7,225 DAYS WORKED
TOWARDS ONE
GOAL: *MOVING PEOPLE*

ISCA in NUMBERS

Goal c

Enhance ISCA's financial situation

We will (taking the 2013 baseline as a starting point)

- Increase Core (unrestricted) funding by 20% by 2017
- Increase External public funding by 30% by 2017
- Increase External corporate funding by 50% by 2017
- Increase equity to up to 20% of turnover by 2017
- Faciliate members' and stakeholders' financial development via advice and direct collaboration

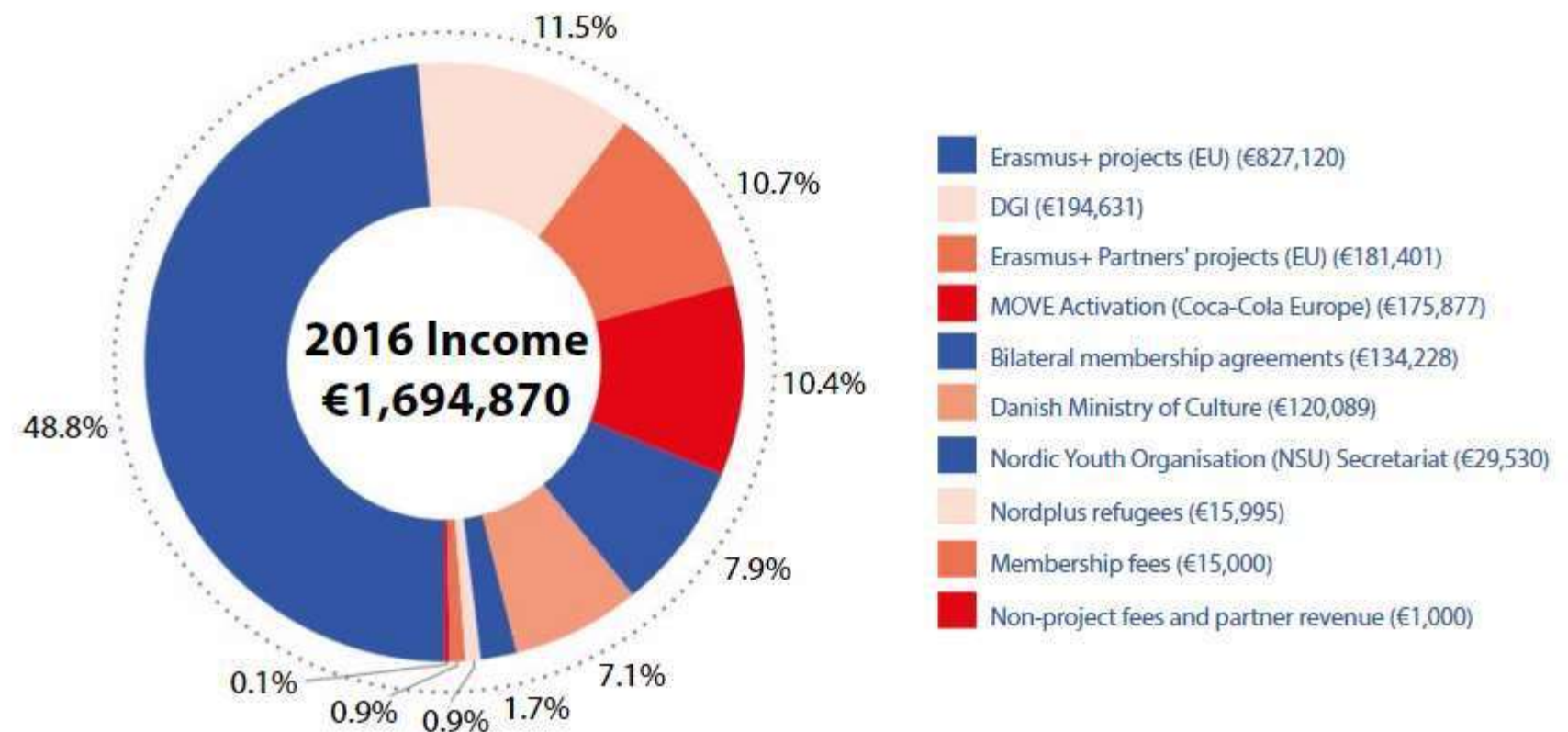
Finances



Crisis and recovery

But goals not met

ISCA INCOME	2016 (€) estimated	2015 (€)	2014 (€)	2013 (€)
General support and payments	494478	491826	493377	496173
Project related support	1200392	1490434	1341481	1615155
Total	1694870	1982260	1834859	2111328
ISCA EXPENDITURES				
General projects and activities	1178468	1870316	1620385	1780517
Youth projects	198215	104974	38041	120535
Assembly, committee meetings	15000	17241	43656	68162
Secretariat	169964	98963	115906	128348
Depreciation	0	3243	3243	3189
Total	1561647	2094738	1821231	2100751
RESULT				
	133223	-112478	13627	10577





Growing the Movement

Goal d

Establish strategic alliances

We will

- Initiate and maintain selective, illustrative cross-sector alliances with ISCA



EXAMPLE MOVE CONGRESS



Bringing sectors together

A group of young people are jumping and cheering in front of a building. The building has a sign that reads "REGIONAL GOVERNOR OF MONTANA REGION". A banner in the background says "ДА РАЗДЕЛИМ БУДУЩЕТО" (Let's share the future). The people are wearing white t-shirts with "FIND YOUR MOVE" printed on them. The scene is set on a paved area with a building in the background.

FIND THE MOVE THAT MOVES YOU