

# *How to build partnership to explore ways of encouraging and facilitating physical activity?*



**IIOM**   
**Barcelona**  
**16 -19 October**

# Guide Line



*Who we are*



*Our Values*



*Institutional Areas*



*Action of Physical and  
Sportive Development*



*Our Stakeholders*



*Building Partnership*





# Who we are?



1946 a 1958



1959



2000

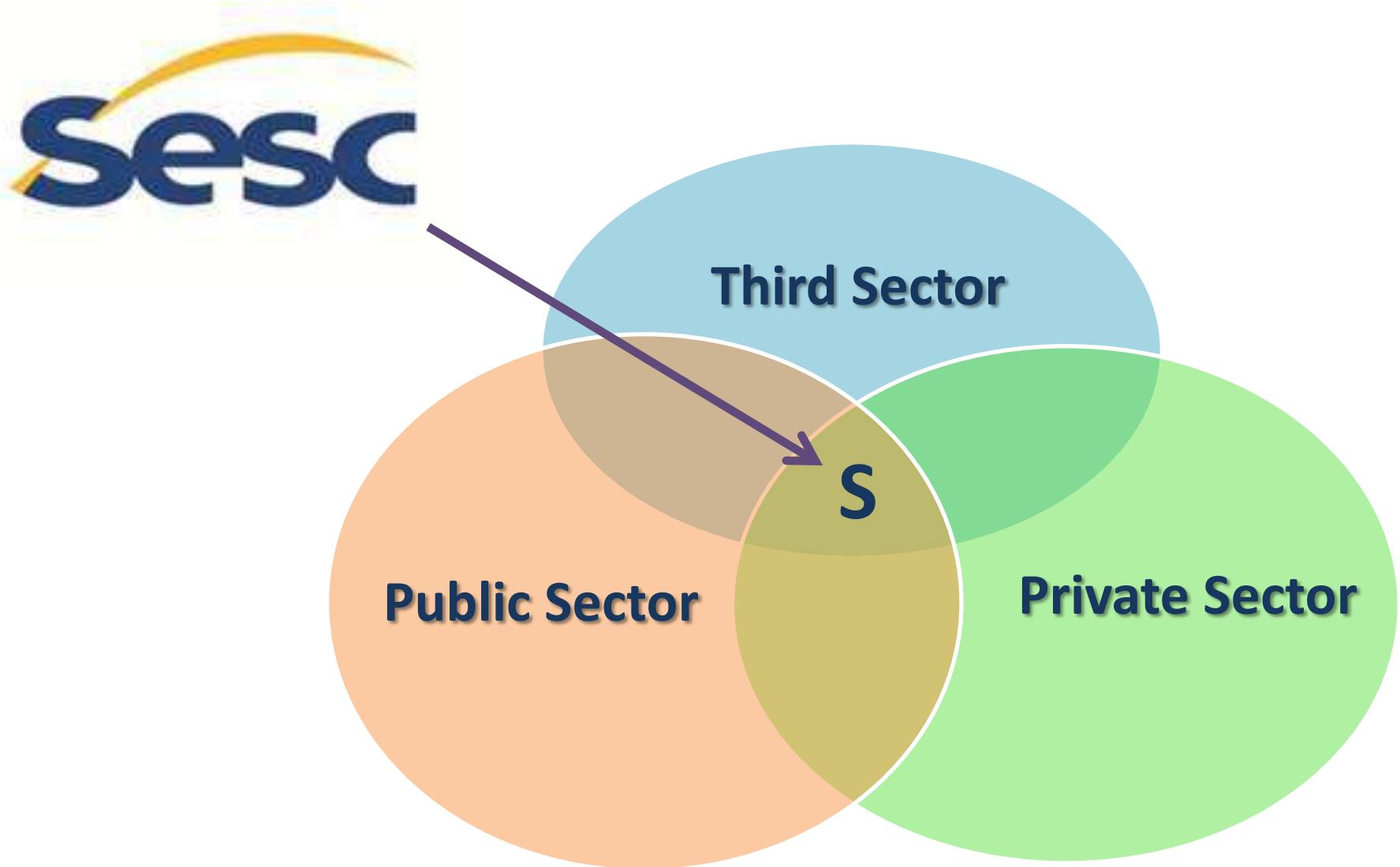
**SESC**



# SÃO PAULO - BR



# Boundaries among Public, Private and Third Sectors





# Main Sesc's "stakeholders"





# Our Values



*solid cultural and educational project*



*innovative actions*



*permanent and non-formal education as a project for social transformation*



*destined to all audiences, of diverse age groups and social strata*



*stimulate the development of people by encouraging autonomy*



*contact and interaction with diverse expressions and ways of thinking, acting and feeling*

**FOCUS**



**EDUCATION**



**AUTONOMY**





# *Main Areas of Institutional Action*





# *Promotion and Stimulation of Physical Activity and Sport*





# *Physical and Sportive Development*





# Partners

FE

GOVERN  
**BR**  
PAÍS RICO É



# Partners

*Local:*





# *Partners*

*Universities:*



# Partners

## International Latin America:



ALIANZA  
LATINOAMERICANA  
DE DEPORTES  
PARA TODOS





# Partners

*Institutions  
Associations  
And Programs:*



# Media Partners



**ESPN**  
BRASIL

**RÁDIO  
ELDORADO**  
AM 700 • FM 92,9

**RÁDIO  
GLOBO**





# *The Meaning of Partnership*

## Millennium Development Goals



**5**

# *key elements for an effective practice partnership*

**1**

***INCLUSION***

**2**

***CLEAR DEFINITION OF  
PURPOSE AND ROLES***

**3**

***POWER-SHARING  
PARTICIPATION***

**4**

***ACCOUNTABILITY***

**5**

***STRATEGIC INFLUENCE***







**PEDALADA NOTURNAL**

*Move Brasil na Virada*

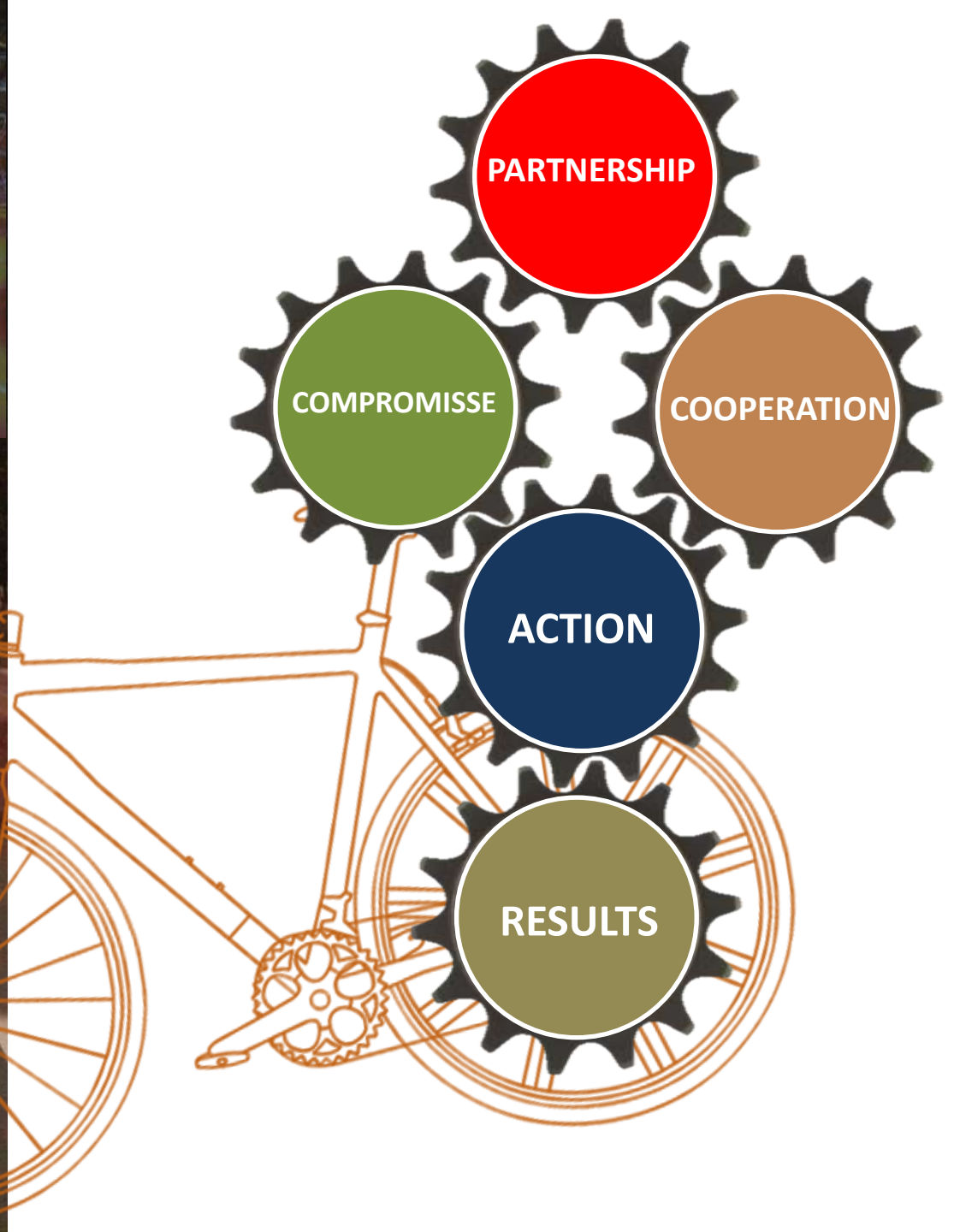
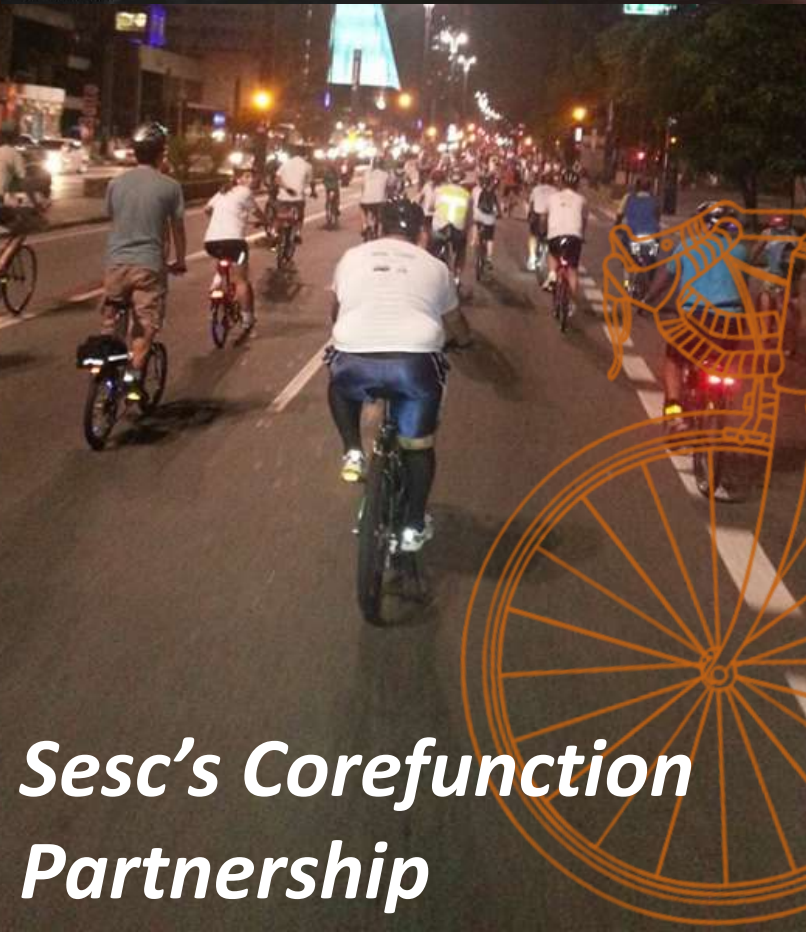
**Dia 21/09/2013 - 21h**  
Largada no  
Parque das Bicicletas  
Al. Iraé, nº 35

Inscrições gratuitas pelo site:  
[www.webventure.com.br](http://www.webventure.com.br)

Retirada de kits dia 21/09 das  
11h às 17h no Sesc Pinheiros

Realização:    

Sesc Pinheiros  
Rua Paes Leme, 195 | CEP: 05424-150  
Tel: (11) 3095.9400  
[email@pinheiros.sescsp.org.br](mailto:email@pinheiros.sescsp.org.br)  
Estação Faria Lima  
[sescsp.org.br](http://sescsp.org.br)

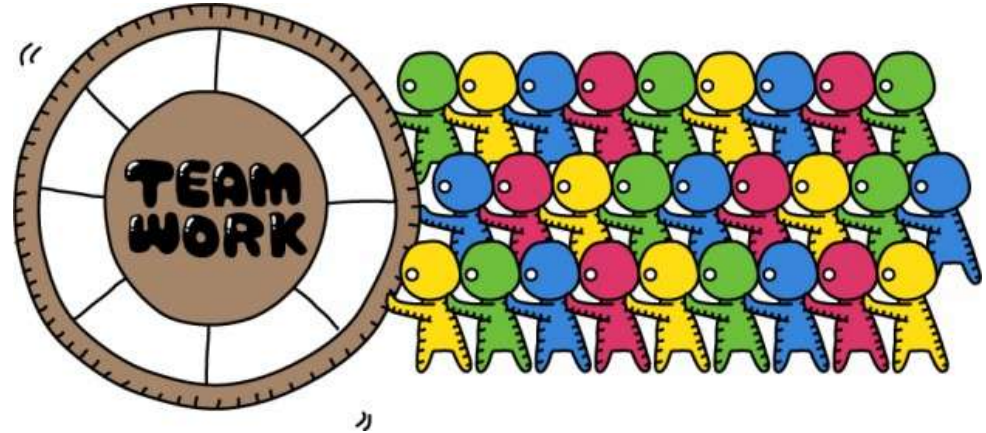


***Sesc's Corefunction  
Partnership***

# Cooperation

*“Make together” means dividing:*

- powers
- autonomies
- responsibilities
- tasks
- resources







LEADER  
ACTIONS

Ministério da Saúde    Ministério do Esporte



PUBLIC  
POLICIES AND  
CAPILARITY



INSPIRING  
CAPACITY AND  
MOVING PEOPLE  
EXPERTISE



ACTIONS

APO  
Autoridade Pública Olímpica

LEGACY



ADVOCACY AND  
SHARE VALUES







**Leader**



1. Supervise and coordinate the process
2. Ensure the procedures relating to governance (ethical and legal values and sustainability)
3. Monitoring the Communication Process
4. Motivation and performance of partners / maintenance of synergy
5. Stimulate the innovative actions
6. Evaluate the results









*Partnership that  
brings benefit for  
everyone*



