



MOVE CONGRESS 2012

REPORT

FEW WORDS ABOUT THE CONGRESS

Held for the first time outside Europe, the MOVE Congress 2012 was a joint initiative of ISCA, SESC National Department and SESC São Paulo.

It brought together countries of all continents to analyse and discuss one of today's major subjects: Cultural and Social Development of people and communities through Sport for All (SFA).

Innovative, energetic and inspiring keynote sessions, debate panels and parallel sessions as well as open fair shall allowed us to make alive the motto of this event: **"Present Actions, Platforms for the Future."**

THE CONGRESS IN FIGURES

- Over **580 participants** from **44 countries**
- Speakers from the **5 continents**
- **88 poster** presentations
- **Over 100 organisations** represented
- **3 official languages**
- **Over 250 references to the official hashtag**
#MOVECongress2012
- **Over 500 tweets** related to the Congress

KEY OUTCOMES OF THE MOVE CONGRESS 2012

- [A common vision](#) for unlocking the potential of sport and physical activities.
- The launch of a Brazilian wide campaign to promote sport for all and ensure the legacy of a decade of sport: "MOVE Brasil"





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TRENDS AND COMMON POINTS IN ALL THE SESSIONS

Key words

- Window of opportunities and impact/momentum
- Innovative, appealing and targeted offers
- Inter sectorial + cross-sector collaboration
- Commitment
- Networking and Cross fertilisation of knowledge
- Challenges vs opportunities
- Sport for all / participative sport
- Community mobilisation and engagement
- Positive early experience / family experience
- Democratising the practice of PA
- Joint effort & cross sector collaboration
- Sustainability
- Impact assessment
- Sport as a social currency
- Empower & Provide Tools
- EMOTION: Inspire & connect with people

Issues

- Effective coordinated government approach and public policy to have social legacy.
- Assessing, measuring and demonstrating the impact of sport for all/participation sport projects.
- Volunteers vs professional and the development of the third sector as well as the status of these committed citizens.
- Make family time active time.
- DIAGNOSTIC: Map your "market", take time to discover people needs and barriers, set objectives and define clearly partners responsibilities.
- Understand each other, take the best of each organisation and do not be scared of sharing.
- COMMUNICATION: Find the good format to tell the participative sport stories.

Quotes:

- Renato Janine Ribeiro: *"Life is but Motion (Thomas Hobbes, 1651) – so life is movement. End of movement then means death."*
- Deborah Machado *"Our first task is to raise awareness regarding leisure sport as a potent part of society and convince public authorities and companies."*
- Andres Tompson: *"Sport for All is a shared responsibility. Many public policies and key players have to be involved."*
- Ana Moser: *"Through our work we want to create a legacy that transcends the big events."*
- Mogens Kirkeby: *"We are all responsible for Sport for All: citizens as Claim holder, states as Duty bearer & NGO's as Moral duty bearer."*
- Lisa MacCallum: *"If we actors working in the field -therefore already convinced that leisure sport is a potent part of society- do not manage to find a way to work together...how can we engaged other sectors as well and be more efficient!"*
- Maria Louiza Souza Dias: *"Building efficient campaign requires to commit to a long process including a clear action plan with major milestones."*
- Jacob Schouenborg: *"Explore collaboration. Expect differences"*
- Kelly Murmets: *"Everything we do is all about partnership. Jump every day out of your bed and get inspiration from one another."*
- Patrick Maitrot: *"While telling the world about the story of participative sport, think about emotion and passion".*



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OPENING SESSION Wednesday 24 October 2012



In an action packed opening ceremony delegates were inspired by promises, entertainment and a binding signing act.

With an amazing window of opportunities being within a hand reach thanks to momentums such as the World Cup and the Olympics, active lifestyle is at the heart of the new Brazilian campaign, *MOVE Brasil* launched on the occasion of the MOVE Congress 2012 opening ceremony. Bringing together key stakeholders and a wide variety of sectors, this campaign promises to give a new impulse to develop wellbeing while fostering a cultural change through the long term process.

Key words and statements

Danilo Santos de Miranda, Regional Director, SESC São Paulo:

- *"A window of opportunities"*
- *"A long lasting reflexion on legacy"*
- *"Fostering a cultural change through long term process"*

Mogens Kirkeby, President, ISCA:

- *"Our obligation to innovate and to develop access to sport for all".*
- *"We ask you to share your ideas. It's time to move today".*

Ana Moser, Former volleyball star, President of Atletas pela Cidadania (*Athletes for Citizenship*):

- *"We partnered with the Move initiative because we believe it is necessary to bring together various sectors and people especially in this sport decade for Brazil".*
- *"72 percent of Brazilians are not doing sport, and 62 percent of people over 16 years are physically inactive... we are calling for collaborative action!"*

Magic Paula, Former basketball player, holds the record for caps with 45 games, being in two Olympic Games and six World Championships:

- *"To give back to sport what it gave me, I had to think wider than elite sport. Sport should be made accessible to everyone."*
- *"You cannot say the team is playing bad because of a lack of money, it is because of bad management."*

Daniel Dias, Paralympic swimmer:

- *"The quality of life that sport brings you is something we need to further promote. This is exactly what I foresee in the campaign launched today by SESC and I shall congratulate you for this initiative and this forum!"*





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Presentation: Actions in the present, platforms for the future Thursday 25 October 2012

Name of the speaker:

Renato Janine Ribeiro, Professor of Ethics and Philosophy at the University of São Paulo - USP, Brazil

Moderator: Olegario Machado Neto, Technical advisor, SESC, Brazil

Key words

- Competition vs cooperation
- Ubuntu
- Values
- Democracy
- Equal opportunities
- Respect for each other
- Ethics
- Commitment

Quotes & statements

- *"The problem in the nowadays societies is that the individualism is killing the links with the society."*
- *"Life is but Motion (Thomas Hobbes, 1651) – so life is movement. End of movement means then death".*
- *"The 3 values from Move 2012 are"*
 - o *Democracy*
 - o *Equal opportunities*
 - o *Respect for each other"*
- *"We have to consider that bad performance is also good."*



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Parallel session1: Values of sport and social changes Thursday 25 October 2012

Name of the speakers:

- **Tom Pinchon**, Laureus Sport for Good Foundation, UK
- **Gianna Perin**, National Secretariat of Sport, Education, Leisure and Social Inclusion, Ministry of Sport, Brazil
- **Vladimir Borkovic**, Streetfootballworld, Serbia
- **Luis Fernando Nascimento**, Instituto Compartilhar/ Unilever, Brazil

Moderator: **Marvin Radford**, ISCA, USA

Key words/words combination

- Sport for good
- Social innovation
- Cross fertilisation of knowledge
- Social inclusion
- Budget management / Opportunities
- Together we are stronger
- Social project take a while to get impact
- The sport effect: life values + magnetic power + social unity+ physical and mental health

Quotes & statements

- Marvin Radford: *"It's not enough to say that sport is good. We need a core set of shared values."*
- Tom Pinchon: *"Leveraging the sport effect is about collaboration and knowledge sharing. The MOVE Congress 2012 is a huge forum providing the room needed."*
- Gianna Perin: *"Our wish is to mobilise society as a whole to develop a constructive sustainable legacy."*
- Luis Fernando Nascimento: *"Engaging with private companies is an ethical decision of each organisation. Criteria need to be clearly laid down but I don't see any problem to work with companies as long as partnership is based on shared values. Yet roles and prerogatives shall be clearly set at the very early stage for experiences have proven it would then otherwise end up in really difficult and tricky relationship."*

Hard fact

- In Brazil, the program developed by the government towards young people has reached:
 - o 1,8 million participants...
 - o which is only 4% of the target group...
 - o still far below the potential

Main issues/questions raised

- We need evidence of sport's impact
- Need for a coordinated government approach to have social legacy
- How to have sustainability for projects if sponsors are looking for immediate one (one shot) with strong visibility (ie mega event)?



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Parallel session2: Results of Sport for All projects: Education and Citizenship through sport Thursday 25 October 2012

Name of the speakers:

- **Luis Claudio Marques**, Social Service of Industry - SESI, Program Athlete of Future, Brazil
- **Paula Korsakas**, Program for Human Development by Sport - Center of Sportive Practices - USP, Brazil
- **Eduardo Marcolin**, Icaro Institute, Brazil

Moderator: **Fernando Dyzarz**, SESC SP, Brazil

Key words/words combination

- Company support
- Multisport
- Involve parents
- Family sport activities
- Renovate sport facilities

Quotes & statements

- Sport as a factor for human happiness
- Access to sport is a human right

Hard fact

- 92% of children participating in our sport activities have improved other competencies/skills within a year.

Main issues/questions raised

- Is it possible to think about an index for the development of sport for all?
- How to develop family's activities?



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Parallel session3: Promotion of sport for all Thursday 25 October 2012

Name of the speakers:

- **Jacob Schouenborg**, ISCA, Denmark
- **Ana Moser**, Instituto Esporte Educação, Brazil
- **Alexandre Machado**, Ministry of health, Brazil
- **Daniela Conti**, UISP, Italy

Moderator: **Simone Digenaro**, University of cassino, Italy

Key words/words combination

- Targeted activities: needs and wishes
- Inter-sectorial collaboration
- Inclusion
- Social network
- Empowerment
- Involvement

Quotes & statements

- Daniela Conti: *"To integrate people does not mean to force them to renounce to their roots and peculiarities"*.
- Jacob Schouenborg: *"There is enough inactivity for all the organisations that want to work on it!"*

Hard facts:

- The non-communicable diseases are the health problem of greater magnitude and correspond to 72% of causes of deaths. In 2007, the death rate do NCDs in Brazil was 540 deaths per 100 000 inhabitants (Schmidt, 2011).
- The Brazilian governments launched a strategic plan to tackle NCds in 2011. The plan aims at decreasing the urden of NCds by 2% per year.
- Risk factors in Brazil: level of leisure time physical activity in adult population is low – 15%.

Main issues/questions raised

- Build efficient and relevant projects based on strong evidence.
- Create a legacy that transcends the big events.



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Parallel session4: Good example in SFA projects: participation of disabled people Thursday 25 October 2012

Name of the speakers:

- **Luis Claudio Pereira**, Brazilian Paralympic Committee, Brazil
- **Francisco Petta**, Asociación Civil CEDE, Argentina
- **Simon Koh**, Special Olympics Asia/Pacific, Malaysia
- **Peter Downs**, The inclusion club, Australia

Moderator: **Saska Benedicic Tomat**, ISCA, Slovenia

Key words/words combination

- Challenges vs opportunities
- Action plan
- Partnership
- Vision

Quotes or statements

- *"The power of knowing how many people are disabled can shape funders' perception of investment."*
- *"We shall work towards changing the sport paradigm and moving away from competitive sport towards more sport for enjoyment and personal development."*

Main issues/questions raised

- How to deal with volunteers and bringing + empowering them for specific role
- What is inclusion?
- Providing opportunities within mainstream vs creating tailor made exclusive opportunities?



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Colloquium: Sport for All: Is everyone gaining? Thursday 25 October 2012

Name of the speakers:

- Abel Ardigo, Instituto Esporte Educação, Brazil
- Andres Thompson, Streetfootballworld, Argentina
- Debora Machado, Nucleo, Brazil

Key words/words combination

- Legacy
- Civil society
- Commitment
- Awareness
- Role of the media

Quotes or statements

- Deborah Machado *"Our first task is to raise awareness regarding leisure sport as a potent part of society and convince public authorities and companies."*
- Andres Thompson *"Heat up the debate about legacy go further in the reflection and make sure it goes beyond sport and aims at general increase in wellbeing"*
- Deborah Machado *"Participation sport rather than sport for all. We believe sport is about getting part to something."*

Main issues/questions raised

- What does "gain" mean (economical, societal, sportive, media dimensions)?
- What is the role of civil society in the framework of the legacy?
- How to be relevant and showcase the impact/result of the sport for all work?
- Volunteers/professional and development of the third sector and the status of these committed citizens
- Civil society may have come late in the debate for the legacy and it might be too late for a positive fingerprint



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Round Table: Values of sport for all and the sport for all as a value Friday 26 October 2012

Name of the speakers:

- **Mogens Kirkeby**, ISCA, Denmark
- **Lisa MacCallum**, Access to Sport, Nike Inc., Australia

Moderator: **Jens Sejer Anderson**, Play The Game, Denmark

Key words

- Sustainability
- Collaboration
- Window for impact
- Positive early experience
- Play
- Join strength, Unite the field
- Leverage Nike's brand and assets
- Focus on impact
- Appealing and targeted activities

Quotes or statements

- Lisa MacCallum: *"If we actors working in the field -therefore already convinced that leisure sport is a potent part of society- do not manage to find a way to work together...how can we engaged other sectors as well and be more efficient!"*
- Jens: *"This strategy is not a 100 meter sprint but a marathon and the final line will in fact even be moved."*
- Mogens Kirkeby: *"We are all responsible for SFA: citizens as Claim holder, states as Duty bearer & NGO's as Moral duty bearer."*
- Lisa MacCallum: *"It is challenging to work together and could be difficult to communicate because we all come from various background and diff culture (both in terms of organisations and as individuals as well). But the opportunity here is that we have a simple framework than can speak to all organisations and citizens."*

Hard facts

- Lisa MacCallum: *"A deadly cycle, kids who have inactive parents are at least 6 times more likely to be inactive."*
- Lisa MacCallum: *"In Europe, between of 9 and 15, boys and girls are dropping sport at an alarming rate. 15% less physically active at 15 than they were at 9!"*

Main issues/questions raised

- Involve parents and family
- Rebrand sport so that all children connect sport with play
- Connect all together to the big picture and work towards a common objective/vision though not loosing ones own goal and identity.



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Parallel session 5: Mobilisation strategies- campaigns that aims for greater levels of participation Friday 26 October 2012

Name of the speakers:

- **Jacob Schouenborg**, ISCA, Denmark
- **Patrick Maitrot**, Eurosport, France
- **Kelly Murumets**, ParticipACTION, Canada
- **Maria Louiza Souza Dias**, SESC, Brazil

Moderator: **Daniela Castro**, Athletes for Citizenship, Brazil

Key words

- Democratise the practice of Physical Activity
- Joint effort & cross sector collaboration
- Sustainability
- Impact assessment
- Sport as a social currency
- Empower & Provide Tools
- EMOTION: Inspire & connect with people
- Community mobilisation and engagement

Quotes or statements

- Maria Louiza Souza Dias: *"Building efficient campaign requires to commit to a long process including a clear action plan with major milestones."*
- Jacob Schouenborg: *"Explore collaboration. Expect differences."*
- Kelly Murmets: *"Everything we do is all about partnership. Jump every day out of your bed and get inspiration from one another."*
- Patrick Maitrot: *"While telling the world about the story of participative sport, think about emotion and passion."*

Hard facts

- People who are the biggest consumer of sport on TV are the most active one (Source: TGI Europa 2012).
- 71% of Eurosport viewers are likely to regard sport as a mean of remaining fit and healthy.
- Sports day campaign reaches 47% of awareness among Canadians

Main issues/questions/challenges raised

- Diagnostic: Map your "market", take time to discover people needs and barriers, set objectives and define clearly partners' responsibilities.
- Understand each other, take the best of each organisation and not be scared of sharing.
- How to engage communities?
- Find the good format to tell the participative sport stories.
- How to measure the direct impact of a campaign?



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Parallel session 6: Results – Strategies for Evaluation/gathering of results in sports project Friday 26 October 2012

Name of the speakers:

- **Nilcéa Lopes**, Sport Education program, Airtton Senna Institute (AIS), Brazil
- **Rejane Penna Rodrigues**, Olympic Public Authority, Brazil
- **Damian Hatten**, Aquamen Social Technologies, UK

Moderator: **Anna Christina Azevedo Nascimento**, UNESCO Sao Paulo, Brazil

Key words

- Monitoring and evaluation
- Efficiency.
- Data collection
- Analysis
- Dissemination
- Management and assessment
- Non-cognitive competencies
- Education through sport
- Empowering organisation

Quotes or statements

- Nilcéa Lopes: *"How much sport can be a privilege path to develop human competencies?"*
- Nilcéa Lopes: *"If we do not invest in non-cognitive competences, we will not fulfil the society needs."*
- Rejane Penna Rodrigues: *"We need data collection to identify the barriers that stop people from being active if we want to increase participation."*
- Damian Hatten: *"Working around measurement and result is crucial for progression in Sport development sector."*

Main issues / questions raised

- How programmes can be sustainable in the future when sponsors will leave Brazil for the next hosting countries?
- There are a tremendous amount of data created every day, how to best use them in order to improve the efficiency of Sport development programmes?



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Parallel session 7: RESULTS – Successful projects: building public policies Friday 26 October 2012

Name of the speakers:

- **Filippo Fossati**, UISP, Italy,
- **Oscar O. Ruiz Brochero**, Instituto Departamental de Recreacao e Esporte, Colombia
- **Claudio Eduardu Bacci Martins**, Secretary of Sport/Sorocaba Municipality, SP, Brazil

Moderator: **Ana Elenara**, Ministério Esporte, Brazil

10 key words

- Think global, act local
- Inspiration
- Adaptation
- Collaboration
- Involvement
- Engage

Quotes or statements

- Filippo Fossati: *"A good project can produce a political value inside and among partners, if an only if it focused on the overall situation and not only on the peculiar one. The project leader and the partners shall think globally though they will act locally."*
- Claudio Eduardu Bacci Martins: *"To have a long lasting impact, projects shall primarily focus on improving the citizens' quality of life while developing coherent strategy and partnership. For example, we shall rethink cities through the sport and physical activity perspectives."*
- Oscar O. Ruiz Brochero: *"We can learn a lot from successful projects overseas. Still we have to keep it mind that we will need to adapt them. There is no ready-made project but a lot of inspiration abroad."*
- Filippo Fossati: *"Cuts into welfare expenses result in worst economical debt. We shall make sure to raise awareness about the fact that society is the solution and not the problem!"*

Main issues/questions/challenges raised

- How to effectively fight sedentary life habits?
- Who are the most promising and efficient partners?
- How to face welfare budget cuts?



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Parallel session 8: Developping the voluntary sector by, in and through Sport for All Friday 26 October 2012

Name of the speakers and moderators:

- **Simone Digennaro**, University of Cassino, Italy
- **Marco Antonio Olivatto**, YMCA (Mauricio), Brazil
- **Karen Keohane**, Streetgames;UK
- **Allan Williams**, Sport for Social Change Nerwork, South Africa,

Moderator: **Elizabeth Paoliello**, UNICAS, Brazil

10 key words

- Giving back to society
- Adaptation / surviving
- Creativity
- Strategy
- Skills / Learning by doing
- Recognise skills
- Empowering youth and not being to formalise

Quotes or statements

- Karen Keohane: *"We support doorstep sport – we bring sport to the heart. Doorstep sport is sport brought to youth in disadvantaged communities in the right style, place & price"*
- Allen Williams: *"The NGOs needs to become really creative on how they could do their work in the future due to the limited funds"*
- Allen Williams: *"A volunteer in South Africa is different than one in Europe, because the first has to think first of survival"*
- Marco Antonio Olivatto: *"We have to adapt ourselves to be able to survive this competitive market"*
- Simone Digenaro: *"Human being involved competition and cooperation. That's the reason why we connect so much to sport"*

Main issues/questions/challenges raised

- Creating win-win approach
- Assessing and addressing the factors motivating individuals to volunteers
- Which system/framework to define a clear process for the validation of non-formal and informal learnings?



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TO CONCLUDE

MOVE Congress 2012 VISION FOR THE SPORT FOR ALL SECTOR STRONG COMMITMENT AND OPENNESS TOWARDS CROSS- SECTOR COLLABORATION

Let us spread the words of the MOVE Congress 2012: legacy is not only for mega events and shall transcend them. Each of our actions should be meant to develop a long lasting legacy that go beyond the sport sector itself. **Every step we will reach, any milestones we will build will be through partnership!** We shall further explore inter- and cross-sector collaboration. It is our mission – it is our commitment – it is our duty.

[Read more here>>>](#)



BEHIND THE SCENES OF THE CONGRESS STATEMENTS BY MOVE 2012 IMPACT PLAYERS

Participants, speakers, moderators, poster presenters and volunteers shared with us their visions and experiences of the event.

[Read more here>>>](#)

WHAT'S NEXT?

SAVE THE DATE FOR THE FOURTH EDITION OF THE MOVE CONGRESS! 16-19 OCTOBER 2013

Yes the MOVE Congress 2012 has just come to an end and yes we want to already invite you on the next journey. Why? We strongly believe **we need to build upon the foundations that have just been laid out.** The **MOVE Congress 2013, to be held in Barcelona, 16-19 October**, will explore key areas such as social inclusion and health through sport as well as facilities management and communication and cross-sector collaboration. Till then let's try all together to turn our vision into action.

