

Top leader Meeting*Copenhagen, 6 March 2010*

Welcome by Filippo Fossati: Isca Europe has the goal to promote sportforall movement as an important one, but we know our strength is not enough considered by the Institutions.

This meeting has the goal to know each other and to define clear priorities, this could be useful to gain strength towards Institution and citizens

Welcome by Mogens Kirkeby: this meeting is part of the programme to give political signals on which is and could be the sportforall at national and European level, giving political advices to the Sport Unity in order to influence the new Sport Programme, ready from 2012.

ROUND PRESENTATION

Philippe Machu and **Jean-Claude Besnard** (*UFOLEP*): the main activities of UFOLEP are in the field of sport and: education, health, nature and pleasure, sustainable development, citizenship. The 50% of members are young people and the 45% ones are women. UFOLEP works both in the metropolitan areas and countryside. Future: working closely in the field of education responsibility, volunteering and professional training, stress the accent in a more professional organisation.

Benny Andreassen (*DGI*): international affairs, member of the board in the sport centre. Activities: education and activities for children, development of the clubs, training course to make people active. The DGI take care of competition and leisure sport.

Dusan Mitic (*Serbian SFA*): professor of education and Volunteer in Sport for all association. SFA has a long tradition in transformation and adapting at the time, umbrella organisation, which makes promotional activities (e.g. walking day, European day, family day) and festival (sky, children festival) Olympic festival for elderly people and sport fair, summer camps for children together with DGI. It has a good connection with local government and Ministry of Sport and Youth. It is the biggest sportforall organisation in Serbia. future: education with old people and permanent education.

Rado Cvetek (*SUS*): Executive director, the biggest sport for all in Slovenia, activities connected with health, campaign for young people. Future: renovation of sport facilities, the real problem is to get enough funds to make it.

Paolo Adami (*FIAF*): promotion of fitness activities for health, contacts with all the national institution, working closely with doctors, physical activities as health prevention and involved in several European projects. Future: Study of norms on safety of practice, especially in the field of qualification of teachers.

Jakob Schouenborg, general secretary of ISCA. Influence in the Sport programme and establishing partnership. Future: project on volunteering in Europe, increase the visibility of ISCA and lobby work

Oldrich Lomecky (*SOKOL*): financing and commercial activities, take care of facilities.

Bledini Dibra (*Albanian IRSH*): main target young people, art and culture, realisation of youth programme. Future: promote sport and culture activities, and increase the sense of participation

Helga Gudjonsdottir (*UMFI*): chairman. Realisation of youth festival, sport for all activities, especially outdoors. Future: working with young and old people, focus on education.

Jim Conn (*SALSC*): realisation of project on health, fitness, partnership with volunteer Scotland organisations. Future: accreditation of clubs, giving a national standard, creation of more community sport house

Herbert Hartmann (DTB): German Gymnastic Federation, the second one bigger. Main task: providing info and services for all the clubs. Future: analysis of the dynamic social changes - especially demographic changes (more old and less young), increasing number of migrants – permit to make changes in the offer of the organisation, Developing ad hoc project for these targets. Moreover another task is recruiting and training volunteers

Toni Llop (*UBAE*): umbrella organisation in Catalonia. Training, sport and health, managing of facilities, control quality in managing facilities. Take care about the improvement in communication skills (technologies, customers). Future: closing alliances in sector like education, health, special programme for members

Carlo Balestri, Filippo Fossati, Daniela Conti, Elisabetta Taschini (*UISP*), international department. Biggest sport for all organisation, 27 sport disciplines, based at national level with 180 local committees. Work on training, environment, citizens, social activities. International work in Europe with connections with ISCA, in Africa and Latin America and Middle East. Main topic environment and health. Future: social inclusion and work with migrants, especially on the topic connected with citizenship and sport citizenship.

SHORT HISTORY OF ISCA EUROPE by Jacob Schouenborg

ISCA Europe is focused on political aspects, trying to help in increasing the national profile and the general idea of sportforall at international level gaining recognition, from activities to politics.

Organisation of ISCA Europe has a very little steering group (3 people, with Fossati as President), elected after the congress in October.

Internal focus:

- building an active network among Top leaders
- creating occasions of meeting

External focus:

- strengthen the European political profile and messages using national data -> increasing the visibility of ISCA Europe, also using the data collected by all the organisations, who shows the picture of ISCA (how strong and large is).
- strengthen the national political profile and messages by using European data and studies -> assisting the organisation in order to increase the national visibility, providing international examples could be useful to give inputs or ideas to present ideas to the national government + materials of lobbying work.

Questionnaire has been used to draw this picture and to understand where are the area of interests or weakness.

RESOURCES AND FINANCES by Filippo Fossati

The recent conference organized by the European Commission in Brussels, about funding models for grassroots sports, gave us all the elements to develop our reflection and proposal.

There is not just one model in Europe. The studies defines three great groups: The Northern, the Eastern and the Southern European model, with other eccentric cases.

A premise: we care about the diffusion of sport practice to all the population because we think that physical activity is a very important part of people's life project to be healthy and to prevent diseases, and we believe in the social role of sportforall, as a factor of good human relationships,

integration, social inclusion, as a tool to promote environmental best practices, as a resource for a sustainable development.

Considering this premise, we think that the spread of sportforall should count on big associative networks, volunteers' engagement and the capacity of people to get self organized.

First: the results of the research tell us that this approach is well received and is developed on important public funding on sport. Public funding on sportforall encourages families' participation and makes increase private investments and the total time of voluntary work.

So, we are not talking about a form of public assistance to "sportforall" but of the growth, by public investments, of all the virtuous indicators.

Second: when public funding becomes scarcer, the flow of funding goes to elite sport. This phenomenon is explained considering that weak policies move the government to pay more attention to the research of "national prestige"; the truth is that weaker social tissues motivate politics to sustain lobbies, even restricted, but more cohesive, that are able to give back organized consensus. This is the situation in several European countries.

Third: in spite of all the efforts of the speakers, solidarity payments into sports world between rich disciplines with high visibility and grassroots sports appears scarce and not relevant. Our criticism to the European model of sport pyramid appears strengthened by this analysis.

- More public investments targeted to specific objectives.
- Calculate the economical safe on the health national system, the safe produced by both environmental and energetic best practices, by the retraining of the cities in the sign of the movement, the safe produced by social sport used as tool of intervention to deal with the social disease.
- We ask for a new phase of selective investments, verifiable in terms of results, available for the Sport for all networks in the framework of a new European Welfare.
- we must try to represent more, at political and social level, our associated clubs and our individual members;
- we must try to represent the reasons of the citizens. There is a right, the possibility to do sport, that must be protected and it can be one of the elements on which the social and political conscience is formed

In my opinion, the issue of the solidarity with Elite Sport is opened. I prefer a specific legislative framework, as it is in France, where the entire world of Sport is forced to deal with the priorities of the State. Instead, a cooperative model, as the English one, asks for the re-establishment of a functional link among Sport for all and the objectives of the federal sport. A model that I do not feel realistic, at the moment.

In this first phase it could be useful to accept the Catalan advise of an award by Governments for quality in sport. The identification of good quality indicators I think could create a positive movement of innovation in the world of sports clubs, that our networks could easily intercept.

Discussion session:

- definition of sportforall and how is important for society: how Government has to support the sportforall? Which is the correct way direct or indirect one? For different target there are different priorities (e.g. health for young is low priority for old is high one). How can we measure the sportforall?
- reflection on policies for sport clubs:
 - how is possible to close alliance with clubs and insurance for reducing the costs? How to encourage beginners, offering policies of discounts? Looking for support by national/regional campaign stressing on the benefit of sport on health for people.
 - How to become competent partners, offering health services? Are we able to do this with the necessary skills? Our facilities are well prepared on this? We need a professionalisation in our structure and in the offering.

- Tax:
 - Which policies is possible to find in term of tax reduction for health? Introducing a tax reduction system for family who practice sport. In the countries legislation on voluntary work is very different, there are country where also the "pocket money" for volunteers is taxed (increasing the black market).
- Sometimes we rely too much in State having one funding area, how to sell our products, offering lots of programme (especially in sportforall)?

KEY ISSUES: To get political attention on grassroots sport, not possible to identify one model only, but some ideas that could be interesting in some country to motivate and get political attention to drain funds for sportforall. -> question is how to communicate it. In the next meeting we need to formulise direct proposals, presenting useful instruments for creating policies.

There is a research on market and port made by German and French organisation, the results could be available for next ISCA congress.

STRUCTURE/VOLUNTARISM by Jean Claude Besnard

Little bit disappointed to present the outcome of a questionnaire with such a small number of replies. Perhaps, the position of a larger number would have given another colour to this outcome?

Outcomes of the questionnaire: there is a big disparity among the organisation in the number of sport clubs associated.

Almost all (12 over 13) are convinced that they have to develop new programs and services. The world is moving, people are moving, the concurrence of private and commercial structures becomes bigger and bigger. Therefore, the associations have always to adapt their offers in order to keep their members and attract new ones.

List of priorities:

- New program or services
- Cooperation, partnership with reg. institutions/municipalities
- Develop new income sources
- Cooperation with schools or other institutions
- Develop or secure more income
- Profile towards governments (nat./reg./municipalities)
- Profile your organisation/Sport for All towards media
- Cooperation with other organisations in your country
- Structural change of the organisation

Despite the fact that, CHILDREN and over 60 could be considered as main targets, generally don't focus on one age group.

An important diversity is situated in the median margin 40% females – 60% males and 70% females – 30% males. It would be interesting to compare this statistic with the kinds of activities proposed by the associations.

Currently, actions seem to be more often leaded by volunteers than by staff members (7 replies over 13). This trend is rising in the expectations of 5 replying organizations while the majority (7 over 13) doesn't expect any change and only one is expecting more staff.

We can certainly imagine that the average can change a lot according to the level considered (national, regional or local)

A results of a European studies demonstrate there is a large variety of model in Europe: countries where there is high level of volunteering in sport (Finland, Ireland, Netherlands, Denmark, Germany, Malta) and low level (Estonia, Greece, Latvia, Romania), in the ten last year participation of volunteers has been increasing in Czech Rep., Denmark, Estonia, France, Malta, Netherlands and Spain, decreasing Austria, Bulgaria, Germany, Romania, Slovak and Slovenia.

In UK there are not volunteering movement.

FACILITIES IN SPORTFORALL by Benny Andreassen

The questionnaire was useful to analyse the situation of our organisations in term of managing of facilities. The picture that we have is that 6 answered that there is a mix of publicly and privately owned facilities; 4 answered that there is mainly public facilities and 4 that there is mainly public facilities, but managed by sport organisations.

What is interesting is that only 2 organisations has the majority of private facilities (the Czech ones). That means that there is a major link between public sector and sport organisation in the area of facilities and therefore probably also good reason for us, to make active political communication to public sector authorities.

5 of 13 organisations told they have their own facilities. However, 3 of these have less than 5 facilities, so there is definitely not evidence to say our organisations are fully independent, in the area of facilities.

It is also interesting to see the different in types of facilities: from the most organised sport facilities to the non sport-related ones (e.g. offices, libraries...).

The organisations that have facilities also have the chance to show how such facilities can be run to the highest benefit of the users.

There is the necessity to identify the demand for facilities in the future. From the Denmark context is possible to observe the trend seems to be towards:

- more flexible facilities (used for several purpose)
- Higher quality facility (the worn-down structure of the 60s are older and not attractive)
- facilities that meet the new activities, such as fitness, pilates, climbing
- facilities need to meet the demands of specific target groups (e.g. women's yoga is not well suited to take place in large sport hall)

Another need is to identify what we as sport organisation can do to meet the demands of sport participants:

- need to build and show the good examples (nationally and internationally)
- need to get firmer knowledge from the sportsmen and women what their real needs are
- need to explore new ways of accommodating the participants, especially thinking to activities don't require traditional facilities (outdoor activities, such as running, walking, swimming, but also ball games as football, volleyball... played in square and beaches)

In conclusion, there is the necessity to define which are the political messages. Saying we want more and better facilities is not enough. Those messages have to be made better and stronger especially doing them together.

INCOME AND FUNDING OF SPORTFORALL ORGANISATION by Jacob Schouenborg

The majority of the organisations takes their income from the fees and the 90% comes from 1 incomes only, this could be a problem if any problem occurs:

- Fee from members
- Direct financial support from national government
- Project support from Ministries or public foundations
- Lotteries
- Payment of services from your organizations
- Private sponsorship
- Income from non sport related services and product (facility rental, hotels, etc)

- Direct financial support from regional governments and/or municipalities
- other

In the division of the total public support (national government/municipalities) in direct support/facilities/projects between Sport for All and Elite Sport there is a clear discrimination: in the majority of the country 5% is dedicated to sport for all and 95% to elite sport

Total national public financial support is very different among the different countries and it is not possible to make a real comparison.

Analysing the development of organizations' budget in 2007-2010, the majority increase it from 2006 to 2009

Discussion session

- Facilities
 - Positive examples from Serbia, where the fees are used for supporting the structure
 - State has to guarantee the participation to sport for the public
 - Necessity of more facilities
 - Facilities in the ownership of the state are in the best position and clubs who use, don't pay because they help in maintaining
 - Built or renew some facilities, the problem is that it is not easy to find funds
- Voluntarism
 - The voluntarism in the board could be dangerous in some situation especially if there is no insurance, because there is a legal responsibility to manage an organisation (the president could respond with his own goods)
 - Volunteering: problems in getting a common definition of word, normally is defined as people not paid at all or who has got some money pocket (not as main income) who work for the benefit of the others. Regulations and laws are really different, in some country who has some reimbursement is free of tax in other they have to pay tax on it.
 - There is a lack of voluntarism especially when we need practical work.

Presentation of future meetings, leading to identifying the key priorities of top leader

ISCA Role in future (M. Kirkeby)

Relationship ISCA Europe and external political relations:

- European Union (27 countries + relations), with all the boards (Eu Parliament, EC, Committee of the Region)
- Council of Europe (44 countries) + EPAS (voluntary sport cooperation among 33 countries)
- World Health Organisation in Copenhagen and Rome

White Paper on Sport has 2 main focus: the social tool of sport and moving towards evidence based on sport policies

The European Union is preparing next actions: research on volunteering and funds; Eurobarometer data, interviews in all the countries, preparation of first Eu Sport Program 2010; consultation process for sport program (starting from 4th March); call for project on preparatory sport actions (volunteering, social inclusion and anti-doping) June 2010; Eu sport forum in Madrid 19-20 April.

Presentation of next meeting (F. Fossati)

After a first discussion in the steering group and we decided to propose you Bruxelles as location for next top leaders seminar, at the end of June we are trying to find 2 days during the weeks where the MEP should be in Bruxelles. The meaning of the choice is linked to the opportunities for making lobbying and it is urgent we start working as a lobby.

In this way we will have also the possibilities to make some meetings with MEP and Institutions (also bilateral).

The contents of the seminar:

- funding of sportforall
- structures of the organisations and their volunteering
- future of the facilities

Today it was the first step to establish a network and the main part of the work is to establish knowledge and exchange experience.

In preparation of Brussels, we have to try to build up a European platform on these topics.

Even if we are not able to define in a very strict way the proposal, but we can identify some clear proposals to gain attention from institutions mentioned.

Concerning these topics in Brussels we can have a second step, to enrich the proposals.

In Brussels, it is important to focus the attention also on a discussion on the priorities of the activities of our organisations, coming out from today's discussions.

3 topics:

- sportforall and health
- sportforall and sustainable development
- sportforall and social inclusion and combat social disease

And it will be very important to invite some friends of the world of University and Culture.

In order to prepare the platform it is necessary to have a networking work

Open discussion

- the sustainable development is a key issue, because of the economic situation and because many governments put funds on this
- the 3 topics are the main orientation for the next 4 years' activities for UFOLEP
- what does it mean sustainable development? It seems not concrete ->
 - use the facilities in a sustainable way
 - the use of the renewable energy for facilities, organising event where the impact is controlled and reduced
- is there a general feeling of losing members. In this case, which are the things to do to improve their participation: maybe to do something in professionalization of the sector to make the organisation attractive. So it could be interesting to add this topic, reflecting on communications, marketing, programme...
- management between members and clubs -> improve communication
- future sector of sportforall are women, work on age, more commercial and private. Which is the future for us like organisation? We observe a decreasing in some specific group (for example age), we have to explore the reasons why.
- how sport organisation has to answer to this topic, maybe think about a sort of "third system" -> organisational model
- need to create a new demand (as for example for new sport like pilate), who can intercept the needs of the people
- for fitness industry the problem is to gain institutional recognition, and it depends on the fact that is not able to demonstrate the value of the service and evaluate the quality of the service.
- Introduce the term social responsibilities, also presenting the social activities of the organisation
- There's a difference on being customers and being a member, the second one is more on the social sense.
- The real difference is between organisation being non profit or profit one -> develop a third system, also changing the programme and the offers, innovating if necessary also the traditional games.
- We have to save social objectives: solidarity, inclusion and to look for a new system between the old system who doesn't answer to the actual needs and the profit organisation who doesn't cover the social aspect

- Human resource management, they are trained sometimes by sportforall organisation but then they work for profit sport
- How can make easier the access to sport,
- There's a tendencies of specialisation of different activities

The steering board will made a proposals on all the topics, adding the last suggestions

Steen Bille – ISCA Europe Communication and Strategy

In Paris very intensive day of discussion focused on the communication of sport for all and how to communicate.

Problem: media, they are not listening especially at a national level, so it is important to create a European lobbying to gain visibility and reach the press

Important to find common message and theme to be communicated though a campaign:

- How would an international joint campaign look if it would be inked with a national one?
- which themes do you think would be work as themes for such a campaign?
- When do you think this campaign should happen?

Link international between priorities and national ones

- Is it relevant to create a newsletter besides ISCA's – built new stories from your organisations and how often should it be published?
- How do your organisation secure the manpower and time for contributing to this international newsletter writing short stories
- Who should organize and publish this newsletter? ISCA's office or?
- Which themes do you want to give as input to ISCA for its political lobby work
- What kind of assistance do you need from ISCA to strengthen your own political lobby towards your national politicians and towards relevant European politicians and political forum?

Discussion session:

- There's a lack of communication in our country with our members. Also the perspective of being European is not well communicate in own countries.
- How do we manage communication and receive feedbacks with the members?
- The way to communicate with people is becoming cheaper thanks to the technology

Suggestion: Communication group should find partners and own structures and proposals they have the support of all the top leaders group

The bigger step we can achieve is to create a European news of Sportforall. We know our numbers and we know how to read them. The first news should be on showing and understand the numbers of sportforall

Defining the next steps and ways to stay in contacts

- producing a list of participant, with a CV to maintain contacts
- improving the communication group and wait for their suggestions
- need feedback about the seminar in Brussels, for a good organisation
- feedback on the agenda
- feedback on proposals on politic recommendations on the topics discussed

The European policy is not enough growing, a European identity is founded on civil society. If it still exists a healthy political class, it should be a happy the movement of sportforall is organising itself and shows proposals.