

Our vision:

A world of people building better societies through cultures of movement.

Our mission:

We build international relations between people, cultures, organizations and sectors. Seeing sport as a culture of movement, we develop opportunities for learning, inspiration and action to induce social change.

Staying Active in later life

Mission paper for Staying Active in later life

The challenge

The social political background:

The population in modern society is gradually growing older. The age pyramid has changed due to higher life expectancy and lower birth rates. These positive progresses in personal human life creates on the other hand societal challenges. Higher expenditures for pensions, explosively rising costs for health care, poverty and social isolation of parts of the “growing grey generation” are some characteristics, which mark socio-political challenges regarding the living situation of senior citizens.

The demographic changes and the expected societal consequences have pushed the topic of aging higher on the political agendas all over the world. Numerous national governments and international institutions like the United Nations or the European Union have launched particular political statements, programs and projects. The European Union has declared 2012 as the “European Year of Active Ageing and intergenerational Solidarity”.

ISCA Position

To meet the challenge of aging populations multiple sectors, such as prevention, health, labor, culture, physical activity needs to address this target group.

We will raise the awareness, motivate and offer practical support for ISCA members, to develop and improve their national strategies towards senior citizens groups with the focus on: physical training and prevention, social inclusion and network, and utilization of the human resource within the group of senior citizens.

ISCA actions and services

Knowledge, data and information sharing

We will compile, document and share practices. Compile and share national and international political documents on strategies on active and healthy aging.

Networking and consultancy

Inspiration and support is needed to develop and implement national strategies towards senior citizens groups.

We will in open networks provide inspiration and support to our members. If required we will offer specialised and individual consultancy services to members.

Planning guidelines, tools and education

We will provide topical exercise programs for various target groups of older people and guidelines for strategy on active healthy aging for member organisations. We will provide guidelines on utilization of the human resource within the group of senior citizens

Political lobby and fundraising

We will promote our position and mission and share our knowledge and experience to international institutions and organisations, such as the World Health Organisation (WHO) and the European Union. We will when possible initiate external funded projects in the field of active seniors and upon request support members in national lobby and fundraising processes.