



International Sport and Culture Association (ISCA)

UK - NowWeMove and MOVE Week




Aims:

- Know more about ISCA
- Know more about ISCA campaign NowWeMove and MOVE Week
- Understand how you can get involved
- Start to develop ideas for delivery and promotion
- Ideas for cross sector collaboration




Background:

- Est. 1995
- 130 member organisations
- 40 million individual members
- Across 65 countries worldwide
- Active in 5 continents




Our Staff & Committees

ISCA Secretariat – 17 staff from 14 countries

Executive Committee – 13 members

Regional Committees

- ISCA Europe
- ISCA Latin America
- ISCA Asian Continental




International Sport and Culture Association (ISCA)

ISCA's philosophy:
 sport is not just about competition and exercise, but also involves having a good time. Moreover, sport regulates social behaviour and creates a feeling of belonging – which in turn leads to a strengthening of democracy.

ISCA was created with the purpose of:

- supporting cross-border understanding through sport and culture
- promoting sport as a bearer of cultural identity
- encouraging the broadest possible participation in sports and cultural activities for affiliated members




ISCA In The Past

Projects:

- Good Governance in Grass Roots Sport
 - A transnational project that increases organizational capacity for good governance by focusing on transparency and accountability, particularly at the grassroots sport association level.
- EuroVolNet
 - A project fostering the exchange of best practices regarding legal, organizational and funding related aspects of voluntary activity in sport. The project partners form a network of activators involved in the management and running of sport associations.
- Sport Vision
 - A conference held in March 2012 covering a wide range of challenges facing Sport For All including novel initiatives in the fight against fitness doping, state-of-the-art examples of promotion of volunteering in sport for all and creative examples on financing for sport for all.



ISCA Today

- Continue to deliver projects
 - Active Networks
 - YesWeRun
- NowWeMove
 - MOVE Congress – Barcelona
 - MOVE Week



The Future: NowWeMove

Vision: 100 Million more European physically active by 2020

- Campaign
 - **4 elements:** +100M Awards, +100M Advocacy
 - +100M Capacity Building, MOVE Week
 - nowwemove.com



MOVE Week

- **What:** An annual Europe-wide week promoting sport and physical activity and the positive impact on society they bring
- **Why:** To promote a wider participation in sport and physical activity and to raise awareness of the benefits
- **Where:** Across Europe
- **When:**
- **Who:** Sports Organisations, Clubs, Communities, Individuals
- **How:** Through community events that further the participation of individuals



MOVE Week 2012

- First ever MOVE Week
- 1-7th October 2012
- 120 events, 23 European Countries, over 140,000 participants
- 280 TV spot broadcasts running through Eurosport Channels
- ISCA and partner websites (online, newsletters)
- <http://www.youtube.com/watch?v=mMbv9fwE1mk&list=UUxnl1YoO652lQytF5Ei2iPw>



Discussion:

In what way can ISCA and the NowWeMove campaign support you and your organisation?

How can the general concept be tailored to suit the UK (England) Market?

Who are the key partners we need to engage to ensure growth and visibility?

Cross sector engagement is important. What ways have worked in previous projects or campaigns?



[Designed to Move](#)

