

ISCA Latin America Report

"WE KEEP LATIN AMERICA MOVING"

Introduction

ISCA Latin America keeps on developing its strategy and possibilities in the continent. As something new, ISCA decided to put an effective focus on the development of the committee to harness the potential of new members and partnerships and to structure the approach to make ISCA visible in more countries in Latin America. We believe that now is a key time to create visibility and to strengthen the network on the continent.

Our vision:

- ISCA Latin America as a hub for knowledge sharing and dissemination of the ideas of a broader understanding of sport in this part of the world.
- A place where projects can be developed, with a focus on enhancing partnerships internally in Latin America and creating bridges with European projects.
- Engage new members and make the organization grow in number and scope in Latin America).
- Harness the power of our network in multiple levels (grassroot, political, organizational, educational and practitioners)
- Create specific approaches for different partners.
- Connect existing projects in ISCA's portfolio with stakeholders in Latin America.

Taking in to account the strengths, weaknesses, threats and mainly opportunities and trends, we design some strategic axes focusing on civil society, partnerships, training and knowledge transfer, capacity building, advocacy, visibility as well as economical sustainability.

Since June 2023, Cristiane Fiorin-Fuglsang has been part of the ISCA Team as Latin America Consultant. She is focusing on enhancing the synergy between the actions of the committee and ISCA as an organization, also working as a facilitator to build bridges between Europe and Latin America organizations, for further development of ISCA in Latin America.

Furthermore, there is a well-functioning working group designed to assist with the strategic decisions of the committee. The group is composed by Maria Luiza Souza Dias, Cristiane Fiorin-Fuglsang, Toni Llop, and Liliana Ortiz de la Cruz.

Another platform that was created was an online group for exchange of experiences, events and projects with the goal of creating a dynamic network across the continent. In this group we have participants from 8 different Latin American countries, all very active and playing an important role in the world of sport and physical activity.

Actions from ISCA Latin America Members:

INTERNATIONAL FORUM OF GENERAL GYMNASTICS 2022



October 06th to 09th 2022 | Sesc Campinas

Consisting of conferences, thematic tables, courses and festivals, it was a space for professionals, researchers, students in the field of physical sports, institutions and groups of practitioners, as well as various institutions, to meet and to promote reflection, dialogue, training and education, and thus spread the values of Gymnastics for All (GFA).



Commemorative edition (20 years - would be in 2020)

Theme "Reframing Paths: Collectives on the Move" highlighting the individual and collective stories and trajectories of professionals, groups and institutions over the last few years, starting from the challenges and approaches in search of the development of the sport.

The event has been held since 2001 in partnership with Unicamp and with institutional support from ISCA - International Sport and Culture Association.

Number of registrants: 350 people and spontaneous participants to watch the festivals.

International representation: invited group from Chile

International speakers: Udo Merkel and Flávio Bessi (Germany), Ximena Rodriguez (Chile) and Martin Chlumský (Czech Republic).

Congressmen from Spain, Peru, Uruguay and Argentina

Program:

- 2 conferences

Opening conference 'Gymnastics for All is for All?'

Closing lecture "Major sporting events"

- 2 thematic tables:

"The paths taken by GPT in the Americas and Brazil"

"International perspectives on training in GPT"

- 2 conversation circles

"Pedagogical experiences in working with GPT in socio-educational institutions"

"GPT management experiences in socio-educational organizations"

- 105 academic papers and experience reports

- 4 Festivals

With the participation of 40 Brazilian groups (Sesc, Universities, Schools, national social and autonomous projects) and 1 international group from Chile - Estadio Italiano

- Recomeçar Festival: 550 people at the opening;

- Reviver Festival: 807 people;

- Ressoar Festival: 807 people;

- Festival Reencontrar (3 sessions): 2421 people

Total audience for the festivals: 4,585

- 26 courses and mini courses

MOVE WEEK

- Semana Move 2022



The 10th edition of Move 2022 Week promoted actions organized into different interest groups so that each person could have a different experience with the events and the campaign as a whole. The program was divided into five categories: MOVE Zen, MOVE Gym, MOVE Sports, MOVE Water and MOVE Child. These divisions aim to highlight respect for individuality, promote socialization and the resumption and maintenance of physical activity and sports.

341 Organizations



Participating countries in 2022: Brasil, Argentina, Colômbia, Costa Rica, Cuba, México, Peru, República Dominicana, Uruguai e Venezuela.

Re-branding the official website



This edition marked a significant restructuring of the campaign's website, which had a considerable impact on the way it is used by partners. Firstly, it was decided that the site would be a link between Sesc and the other partner organizations, so it would not be positioned as a platform for publicizing activities or any other information pertinent to participants in the activities.

In addition, with the new site, a new journey was developed for organizations to demonstrate their interest in participating and register their results. Finally, the strategy for collecting good practices was expanded. To this end, we encouraged key institutions to participate in the campaign and simplified the way in which these reports were sent.

- Semana Move 2023



The 11th edition of Move 2023 Week was developed based on the creation of highly attractive programs for the public and the strengthening of the division of interest groups within the program. In this way, reflections were stimulated in 6 categories or axes: MOVE Zen, MOVE Gym, MOVE Sports, MOVE Water, MOVE Company and MOVE Child.

Participating countries in 2023: Brazil, Argentina, Colômbia, Costa Rica, Cuba, México, Peru, República Dominicana e Uruguai.

350 organizations



This year, in addition to expanding the number of partner organizations, Sesc SP organized a caravan with basketball coach and former NBA athlete Mahmoud Abdoul Raul. The caravan consisted of 9 activities, offered in 6 cities in the state, serving a total of approximately 3000 young people and adults.



Mahmoud Abdoul Raulf is an activist, former NBA player (Denver Nuggets and Sacramento Kings) and European basketball player (Fenerbahce), and speaker who promotes basketball clinics around the world telling his life story. His personal and professional career was "rediscovered" by basketball fans after the publication of his autobiography "In the Blink of an Eye", which gave rise to a documentary about his life, entitled "Stand", produced by ShowBiz.

CHALLENGE DAY

2022 Edition

#Challenge Day

Community movement to encourage the practice of sport and physical activity that historically encourages competition and cooperation as mobilizing elements, the exchange of experiences and the creation of mutual knowledge.

INITIATIVE:



COORDINATION:



SUPPORT:

PREFEITURA MUNICIPAL

ACCOMPLISHMENT:



Cooperação Representação no Brasil

Organização das Nações Unidas para a Educação, a Ciência e a Cultura

In this edition, Sesc SP has abolished the competition between cities, and the requirement for the mayor's signature to join, also including other public and private organizations in this movement.



Qualifying the partnerships and the data achieved was also one of the main focuses of this edition, and to this end we sought closer contact with key partners. As expected, the project generated a lot of attention from the traditional media and social networks, mainly due to the reduction in pandemic restrictions.



2023 Edition



Challenge Day 2023 sought to encourage institutions, public authorities, and individuals to create their own challenge for the day. Based on objectives defined for the campaign's three-year period (2023 to 2025) which are:

1. Give new meaning to sports venues.
2. To train the agents involved in the process, especially institutions with the potential to provide large-scale services and sports secretaries.
3. Promote contact between the partner institutions promoting the event.
4. Establish a process for evaluating the impact of the project.
5. Establish partners' commitment to the campaign's objectives.

Give visibility to projects that demonstrate conceptual alignment with the campaign.



PARTICIPATING COUNTRIES

Brasil, Argentina, Bolívia, Chile, Costa Rica, Cuba, México, Guatemala, Peru, Venezuela, República Dominicana, Uruguai, Colômbia



Regional and International launches



COLOMBIA POTENCIA DE LA VIDA

Deporte

DÍA DEL DESAFÍO

¡Mucho más que un día!

Este 31 de mayo transforma tu entorno y celebra junto al Ministerio del Deporte el #DíadelDesafío

Entérate cómo @MindeporteCol

f i t d

Día del Desafío

31 DE MAYO DE 2023

¡MUCHO MÁS QUE UN DÍA!

ACTIVIDADES	Fundación (Salón de Disciplinas)	Plaza de Deportes Tobosi de El Guarco
7:30 a.m. Zumba Fitness	4:30 p.m. Zumba Fitness	11:00 a.m. Zumba grupo de segundo ciclo de la escuela de Tobosi de El Guarco
		4:30 p.m. Zumba grupo de primer ciclo de la escuela de Tobosi de El Guarco
		5:30 p.m. Actividad de Zumba para la comunidad
		6:30 p.m. Actividad deportiva categorías escuelas de fútbol de Tobosi
		7:30 p.m. Partido de fútbol femenino

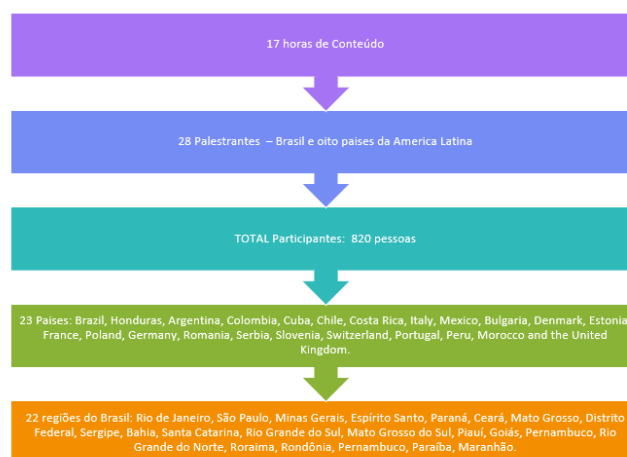
INICIATIVA: COORDINACIÓN EN EL CONTINENTE AMERICANO: REALIZACIÓN: APOYO: PAÍS:

ISCA LATIN AMERICA MOVE CONGRESS – RIO 2022



Congresso Move
America Latina

Setembro /2022 –
Sesc Rio de
Janeiro



With a proposal to address the relationship between sport and society after the pandemic, as well as the impact of this society on the sporting field, the organizing committee brought the essence of the main trends in the world about the political, social, technological, and environmental spheres. In this way, they presented possibilities for professionals and institutions in the area to acquire new skills and abilities for a sport connected to the transformations in the world. Therefore, seeking that the theme of **Sport 4.0** could meet the perspectives of an exponential world, the lecture cycles were aligned with our daily practice to bring ideas to meet the goals stipulated by the UN (United Nations) and demonstrate total consonance with SESC Rio's Strategic Planning.

During the three days of event, 2,299 professionals received additional training through 17 hours of content from 28 speakers, who composed four thematic panels. In this event, Brazil was the protagonist of the Move Congress Latin America 2022, with the participation of 8 countries from Latin

America, all of whom had the opportunity to experience practical activities in the Copacabana neighbourhood. These activities reflected evidence-based practice, encouraging exchange among collaborators, students, and external professionals. Additionally, the Sesc Rio collaborators presented nine digital posters, divided into the three thematic sessions defined in the congress. This milestone left behind is the publication of a digital magazine, in which 85 Fecomércio collaborators contributed by documenting their knowledge aligned to best practices through 38 abstracts and experience reports supporting the institution's technical and scientific development.





WELL-BEING EVENT SESC RIO and ISCA – 4th NOVEMBER 2023



The event aims to discuss practical actions directly associated with the development of Well-Being in its broad concept through the meeting of professionals from different institutions that provide well-being on various fronts for the community.

The event program will feature lectures, experiences, and presentations of innovative projects that will contribute to reflection on practical lifestyle actions that improve the individual's perception of well-being in different contexts of society.

No Elevators Day/ No Car Day – Colombia

During this year we have been working to fortify our alliances, we have kept a permanent contact with those organizations and, to this date, we have managed to agree on the following activities:

The different public and private entities in Colombia have participated in scheduled activities such as No Elevator Day, a day without a car, that promote the use of alternative means of transportation and the modality of walking and taking streets, platforms and stairs to be more active.

We are also working to consolidate ISCA Latin America with the conviction that we will be able to generate cohesion in our countries that will allow us to further disseminate our policies, practices and lessons learned in the promotion of physical activity and sports.

Colpensiones

¡Da un paso adelante por la causa del movimiento!

Recomendaciones en el Día Mundial sin Ascensor
27 de abril de 2022

El primer Colpensionado lo invitamos a que en el día mundial sin ascensor, se convierta en un día de actividad física y contribuya a los planes múltiples de actividad física recomendados.

Es accesible
Hay muchas maneras de subir y bajar en el edificio de la oficina sin usar ascensor.
Subir y bajar las escaleras.

Es efectivo
Subir y bajar las escaleras es un ejercicio que consume energía y ayuda a quemar calorías.
- Portar cosas livianas.
- Subir y bajar las escaleras con el peso del cuerpo y no con el de las cosas.
- Evitar usar zapatos pesados o con talones altos.
- Evitar usar ropa pesada o voluminosa.
- Usar zapatos cómodos y adecuados para caminar.
- Usar ropa adecuada para el clima y usar protección solar.
- Usar ropa adecuada para el clima y usar protección solar.
- Usar ropa adecuada para el clima y usar protección solar.

Es sostenible
- Evitar usar cosas pesadas.
- Evitar usar zapatos pesados o con talones altos.

Es fácil
Se puede hacer en la mayoría de los edificios de las personas pueden subir y bajar.

Juntos hacemos de Colpensiones el mejor lugar para trabajar

TALENTO

Día SIN CARRO & SIN MOTO en Bogotá

DÍA SIN CARRO Y SIN MOTO EN BOGOTÁ

El próximo 21 de septiembre escoge tu medio alternativo de transporte favorito una sorpresa en OXO 69 y Calle 73.

¡TE ESPERAMOS!



Recomendaciones para el uso de la bicicleta:

- Usa el casco.
- Revisa los frenos antes de salir de tu casa.
- Realiza mantenimiento a la bicicleta.
- Utiliza los reflectores de luz en la noche.
- Porta los documentos de la bicicleta.
- Busca el biciparqueadero más cercano a tu oficina.
- Asegúrala con guaya de seguridad o candado en el sitio de parqueo.
- Utiliza el vestuario de la jornada laboral y cumple con el horario habitual.



ISCA LATIN AMERICA WEBINAR SERIES

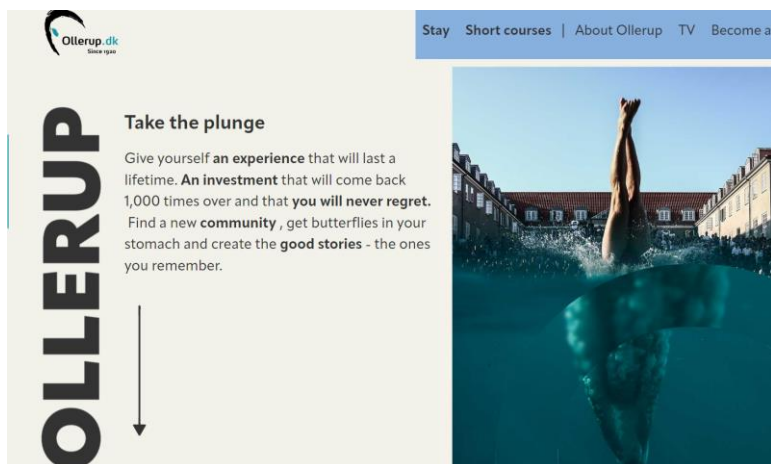
Aiming at giving the network the possibility to engage in an interesting topic and get updated knowledge from relevant stakeholders.

Plan for 2023:

- 7th November 2023 – Good practices Move Week 2023 – “Faca deste movimento um habito/ Make a habit out of this movement” - with the participation of stakeholders from Argentina, Colombia, Costa Rica, Peru, Cuba and Brasil.
- December 2023 – Planned webinar date /topic is under development. The topic and the partner will soon be announced.

International Youth Leader Education 2022-2023

Since 1996, more than 300 participants from Latin America have already taken part in the exchange program in Ollerup and Viborg folk high schools. In 2022 and 2023 there were **21 young people** from Latin America participating in the program, getting an education to empower them to become leaders and first movers in projects and actions throughout the Latin American continent.



ISCA Latin America Members in action

- World Leisure Day



World Leisure Day (WLD) was prepared based on the WLCE units' collaboration to celebrate this date on April 16 of 2022 and 2023, aimed at reinforcing leisure as a social right and its importance in daily life, to expand the possibilities of this manifestation and promote reflection about the accesses and barriers that still exist.

WLD is a partnership among the WLCE at the USP with the Social Service of Commerce (Sesc) and the Laboratory of Leisure Experiences Management (LAGEL)

#DiaMundialdoLazer, #LazerParaUmaVidaMelhor, #DíaMundialDelOcio, #OcioParaUnaVidaMejor, #WLDay, #WLO, #WorldLeisureDay

2023 Leisure for social transformation

Sesc São Paulo



- 17 facilities
- 44 activities
- 6857 people

Sesc in Brazil



- 17 Regional Departamentos
- 65940 people

Social Networks

More than 2000 hashtags #semanamove

More than 1500 hashtags #worldleisureday



#diamundialdolazer

1834

publicações

Seguir

Publicações principais



Correr sem se preocupar com o tempo, passear descom...

Nicky Youre, dazy · Sunroof

14 de abril · Duração de 0:34

13491

295

15

12

6

Alcance ⓘ

12.092

Contas alcançadas

Reproduções

13.491

Sesc Summer Project

1. São Paulo

January 16 – February 14 (26th edition)



Theme: Taking Leisure Seriously?

Right to Leisure / Educate for and through Leisure / Personal and social benefits for all people.

Results:

Participation: 36 Sesc centers in São Paulo state

Activities promoted: 700

Total Views: 119.032

2023

January 04 – February 13 (27th edition)



Theme: "Practice Wherever You Are! As you wish!".

Reoccupy, appropriate and recognize spaces that enable practice, keeping a careful eye on diversity, accessibility and welcoming of different audiences.

Results:

Participation: 38 Sesc centers in São Paulo state

Activities promoted: 1.200

Total Views: 530.000

2.Sesc Rio de Janeiro

Summer SESC

The Sesc Verão project brings the concept that the summer unites us, promoting activities of Leisure and Education across many Sesc areas in the state of Rio de Janeiro. With the natural demand for more people in our units and a desire for outdoor activities, we saw an excellent opportunity to present the activities offered throughout the year and providing highly differentiated programs that the public may not have access to, except through Sesc with the theme of "Summer. "Therefore, besides our Units, we look for public places and partners to offer this project. Thus, the concept of "Temporary Units" arises, and it is possible to bring excellent programming to those who do not commonly have access to our actions and feel like "Living Sesc"! Results: 28 cities served and 2.9 million participants.

- **AFIDE 2023** – Ciencia para vencer – X Convención Internacional de Actividad Fisica y deporte 27th-30th Noviembre, La Habana, **Cuba**



AFIDE 2023
CIENCIA PARA VENCER
X Convención Internacional de Actividad Fisica y Deporte
27-30 noviembre, La Habana, Cuba
#Afide2023 / #CienciaParaVencer

Cuota de inscripción
Registration fee

El pago de la cuota de inscripción incluye / Payment of the registration fee includes:

- ▶ Acceso a las conferencias y certificado de participación. / Access to conferences and certificate of participation.
- ▶ Acceso a los trabajos aceptados los que contarán con el ISBN como publicación. / Access to accepted papers that will have the ISBN as a publication.
- ▶ Certificado de participación y certificado de autor de trabajo, los que se les hará llegar a través de su correo electrónico. / Certificate of participation and certificate of author of work, which will be sent to you through your email.

Cuota de inscripción
Registration fee
200 USD

Para evaluar los temas de reservas de hoteles y pagos de inscripciones contactar a: / To evaluate the issues of hotel reservations and registration payments, contact:

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- **INDER** – Instituto Nacional de Deportes, Educación Física y Recreación - Cuba

La experiencia cubana de más de 35 años desarrollando programas de actividad física comunitaria se sintetiza en el Proyecto "Por la Vida", caracterizado por su integración multisectorial e interdisciplinaria, el empleo mínimo de recursos y el logro de un elevado impacto social, medido a través de indicadores de calidad establecidos. El Proyecto beneficia a la población de todas las edades, con énfasis en niños, niñas, adolescentes, mujeres y adultos mayores, por ser los segmentos de mayor vulnerabilidad, estimulando y promoviendo la participación de las familias y las comunidades, de forma inclusiva. Consiste en un paquete de programas y actividades físico-deportivasrecreativas, respondiendo a las necesidades,

interese y aspiraciones de la población, todo ello con un enfoque pedagógico e inclusivo, el cual comprende el ámbito escolar y comunitario. Los resultados han contribuido a obtener avances significativos en los ejes e indicadores relacionados con la salud y el bienestar; la calidad en la educación; y la labor de prevención social; cuidado del medio ambiente; entre otros.



**Proyecto Comunitario de
Actividad Física
"Por la Vida"**

**Community Physical
Activity Project
"For Life"**



- **Move for Fun** – Valores y Deporte - Argentina

The Move for Fun pilot in Argentina is being delivered with support from Valores y Deporte Asociación Civil. Valores y Deporte is an Argentine civil society organization with a strong technical and operational profile, targeted at planning, implementing and evaluating development programmes and projects holding movement, physical activity, play and sport as key components. Most of its initiatives are targeted at vulnerable children and youth and comprise different strategies such as sports academies, large scale events and training for trainers. Valores y Deporte will deliver Move for Fun in Argentina together with local partners.

For further information – valoresydeporte.org

Future Actions – 2024

- ISCA Latin America Move Congress Manaus – November 2024
- International Forum of General Gymnastics – Campinas – October 2024
- Online Courses UBAE- EUNCET Business School – Barcelona - to be launched in February 2024
- Webinar Series June and September 2024
- With Compensar- Colombia, ISCA is working on a proposal to support Venezuela's refugees project that will be financed by the European Union. (2024-2025)