

EUPEA Symposium - 10 November 2011
Vrije Universiteit Brussels



“100 million more EU citizens active in sport and physical activity by 2020”.

How can a national association for Physical Education contribute?

Mogens Kirkeby, President
International Sport and Culture Association – ISCA

www.isca-web.org

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MOVING PEOPLE

INTERNATIONAL SPORT AND CULTURE ASSOCIATION

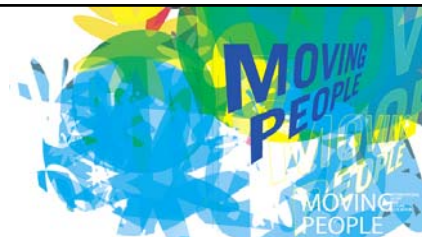
The International Sport and Culture Association (ISCA) is a global platform open to organizations working within the field of Sport for All, recreational sports and physical activity. Created in 1995, ISCA is today a global actor closely cooperating with its 130 member organizations, international NGOs, and public and private sector stakeholders. Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities.



Lobby for grassroots sport and recreational physical activity
European Projects (35 contracts with the Commission since 2000)
Innovation – international knowledge for national development
Education & leadership training (youth, program developers, etc.)
 Providing **documentation** and sharing **knowledge**



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Vision for EU 2020 :



100 million more EU citizens active in sport and physical activity by 2020



PETITION



**100 MILLION MORE EUROPEANS ACTIVE
IN SPORT AND PHYSICAL ACTIVITY BY 2020**



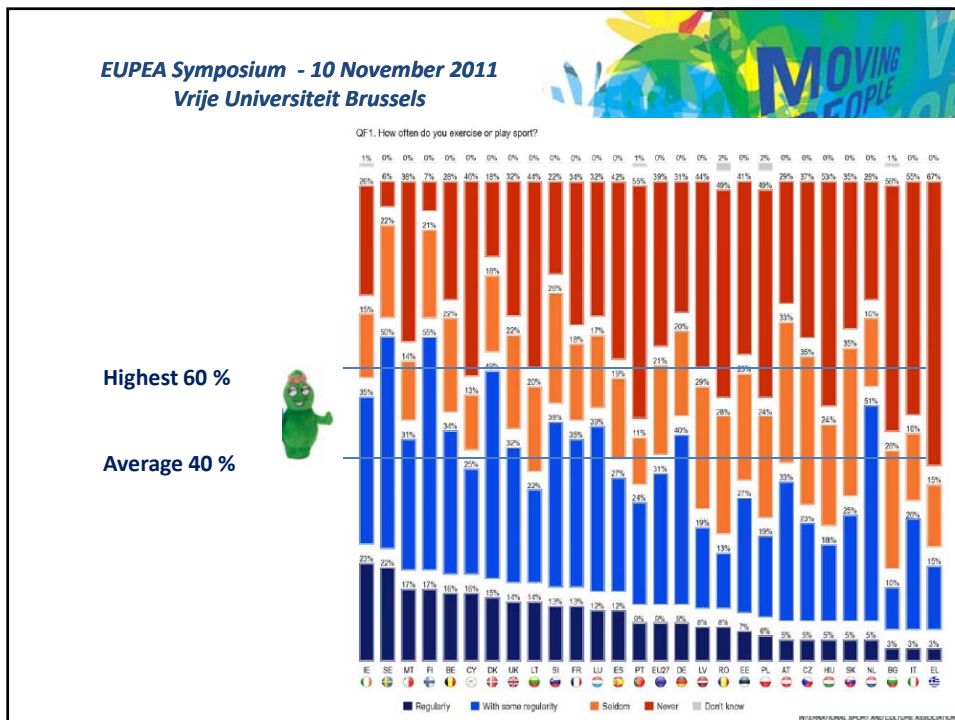
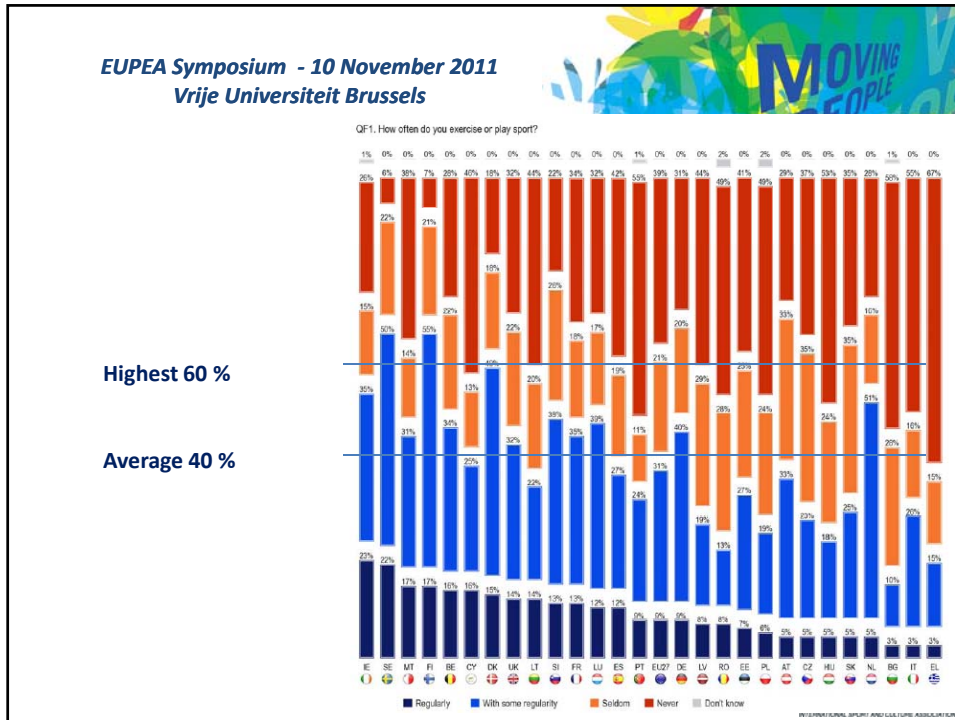
VISION:

**100 MILLION MORE EU CITIZENS ACTIVE IN SPORT AND
PHYSICAL ACTIVITY BY 2020**

Close the physical activity gap and have an impact on Europeans health, quality of life, life-long learning, social inclusion. Create Human Capital in Europe.

www.sportvision2020.eu





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We have the same challenge!

We are facing the same barriers!



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We have the same challenge!

***-physical activity has a very low status and recognition
(internally in the school system, as well in various sectors)***

We are facing the same barriers!

***- we focus too much on own internal matters
(no sector will solve this task by itself)***



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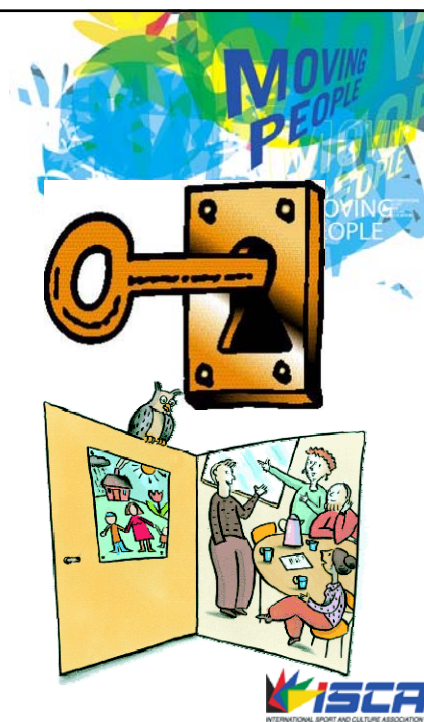
But you have a key!



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But you have a key!

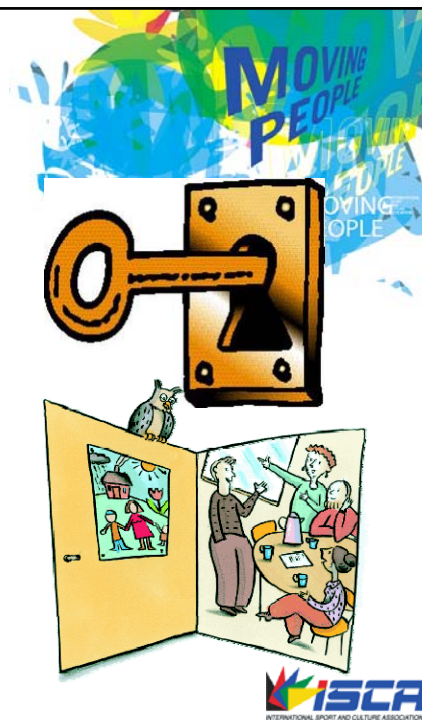
*And you need to
open the doors!*



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But you have a key!

***And you/we all need
to open the doors!***



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Open door examples:



Sport Na School (BE) Sport After School
www.SportNaSchool.be



Sport2Go – (DK)
www.Sport2Go.dk



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Open door examples:



Diamoci una mossa – (IT)
www.diamociunamossa.it



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To many sectors operates “solo”!

We all need to open the doors!



The sectors; physical education, transport, health, sport, urban/outdoor planning should open the doors and invite to join the common space for cooperation!





MOVING PEOPLE
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Thank you !

