

Copenhagen, 30 September 2019

Expression of Interest to the Active Healthy Kids Global Alliance to host the Global Matrix 4.0 release

Dear Mark Tremblay, dear Active Healthy Kids Global Alliance

In continuation of our very positive conversations, we are very pleased to send you our expression of interest to host the Global Matrix 4.0 release in conjunction with the MOVE Congress 2021, answering below the specific questions as required.

We would stress that we see this opportunity as a partnership more than a service agreement: We suggest a model of shared ownership and responsibility, as well as a financial model that works for all sides and with continuous incentives to deliver the best and biggest event possible.

With also the political leadership of ISCA and Active Healthy Kids Global Alliance having overlaps, we feel there is a great shared understanding of our aligned goals, and while avoiding conflicts of interest, we want to build on these close ties and our prior meetings as well as the upcoming ones, in particular the MOVE Congress 2021 in Budapest, where we look forward to welcoming you.

Should there be any questions, we are naturally happy to answering them, and we look forward to the dialogue on this exciting partnership possibility!

Best regards



Jacob Schouenborg
Secretary General
ISCA

1. Institution name, address and description

International Sport and Culture Association (ISCA).
Vester Voldgade 100, 2; 1552 Copenhagen V; Denmark.

2. Proposed dates (must be September – December 2021)

ISCA proposes to deliver the MOVE Congress and the Active Healthy Kids Global Matrix 4.0 release in October 2021.

3. Location and description (country, city, venue)

ISCA is currently in the open process of identifying the venue and partners of the MOVE Congress 2021.

4. Description of the bidding institution/organization

ISCA is a democratic, non-governmental and not-for-profit umbrella association with 240 member organisations worldwide. It was established in 1995 and has experienced sustained growth in membership and in turnover to a level of 1,5 million euro annually.

ISCA has 17 staff members from 13 countries. ISCA is Moving People! Our mission is to empower organisations world-wide to enable citizens to enjoy their Human Right to MOVE.

With a vision of “A world of physically active citizens in vibrant civil societies”, ISCA has been at the forefront of development and implementation of activities of specific relevance to our members and our sector. Our primary target group is the organisations that are focusing on delivering physical activities for citizens, and it is primarily with these organisations we have direct collaboration and impact. We appreciate that we need to work with other stakeholders (governmental, private, media and other NGOs) to achieve our goals, scale solutions and to create the best conditions for physical activity. And we remember at all times that citizens are our ultimate target group. We call this our Conceptual Framework, which stems from our Theory of Change.

ISCAs strategy 2018-2021 is therefore based on three pillars

- Solutions and capacity building (exchange of knowledge and best practices in physical activity)
- Campaigns: The NowWeMOVE Campaign is clearly citizens-focused, but it is delivered via ISCA members and MOVE Agents on national and local level
- Advocacy: ISCA delivers international advocacy by addressing relevant international and intergovernmental bodies with key messages, built on evidence and membership input.

The MOVE Congress has been organized 9 times before, is being delivered every second year (uneven years), and is fully integrated in the ISCA strategy.

5. Rationale for hosting the event

The MOVE Congress is delivered in order to:

- Deliver a world class experience of knowledge sharing, networking, innovation and partnership development, so that the participants and their organisations can better promote and develop grassroots sport and physical activities across the world
- Create a meaningful and relevant legacy for the host city, country and event partners, e.g. in terms of profiling and branding, new and enhanced cross-sector partnerships and programmes, and economic impact/additional financial opportunities and partnerships
- Raise global political and public awareness and give priority to physical activity and grassroots sport on political agendas

The potential partnership between ISCAs MOVE Congress 2021 and the Active Healthy Kids Global Matrix 4.0 release is ideal to deliver on these objectives.

6. Previous experience with similar events, if any

The MOVE Congress was developed by ISCA in 2009 to create an international platform providing knowledge, inspiration and networking opportunities to stakeholders who influence and support increased participation in grassroots sport and recreational physical activity. It is the aim of the MOVE Congress to create an open, innovative space for sharing successes and challenges to foster successful future actions promoting a physically active lifestyles. The MOVE Congress is all about Moving People!

This biennial event is the flagship event of ISCA, and it gathers stakeholders including people working in grassroots sport associations, sports federations, NGOs, governmental bodies and municipalities, the corporate sector, universities and communications.

The innovative sessions and methodologies and an extra focus on being physically active during the Congress ensure a unique experience and a great level of interaction among the participants.

In the MOVE Congress 2019 in Budapest, we expect a total of approx. 500 delegates of which approx. 250 are international delegates.

The MOVE Congress features 3 days of inspiring sessions. Knowledge sharing, networking and finding ways to create change are the focus of the event.

MOVE Congresses have previously been held in Copenhagen 2009, Frankfurt 2010, Paris 2011, Sao Paulo 2012, Barcelona 2013, Rome 2014, Copenhagen 2015 and Birmingham in 2017.

More: <https://www.movecongress.com/>

7. Program proposal (e.g., separate event, along with other conference, duration, anticipated number of participants, anticipated registration fees, etc.)

We propose one joint event, in which both ISCA, the Active Healthy Kids Global Alliance, and the hosting partners assume responsibility for event delivery, and where both the MOVE Congress and the Active Healthy Kids Global Matrix brands are given due prominence.

Timeframe:	October 2021
Duration:	2-3 days conference, 3-4 nights' accommodation, typically Wednesday through Saturday Day 1: Arrivals and Project Meetings, Official Opening Day 2: Congress Day and Global Matrix Launch Day 3: Congress Day Day 4: Extended study tours ISCA General Assembly (100+ delegates)
Number of delegates:	Minimum 500 (hereof half as international delegates).
Budget and fees:	Minimum €180.000 in direct costs. Full Congress Fee: €350
Congress Format:	Opening Reception, Closing Reception, Plenary Sessions, Parallel Sessions and Workshops, Roundtable Discussions, other interactive formats to engage in short-term physical activity exercises, Side events such as Symposia, ISCA Board Meeting, ISCA General Assembly, Excursions, Social Events.
Additional Congress components:	Media and PR, outdoor activities and workshops, school promotion programme, Honoured Guest programme, dinners, accommodation and

	catering for all constituents, medical services and risk management, accreditation centre, transportation, logistics, IT.
Event Organisation:	Host city and – partners join ISCA and AHKGA in an organising committee responsible for event delivery. Supported by an ISCA team of 10 people.

8. Support, including the source of the support (e.g., space, financial support, travel scholarships, support to publish proceedings, etc.)

The MOVE Congress relies on host partner/city support for event delivery, including a sanctioning fee, lower prices for congress venue, local recruitment, event delivery etc. Typically the host partners obtain external financial support from local and national government, foundations and sponsors. AHKGA would be an integrated part of the Organising Committee, and would as a minimum receive a share of congress fees from delegates recruited in the AHKGA network. If interested, AHKGA can also assume co-responsibility for event budget and thus total event profit or loss sharing.

9. How would you promote the event nationally and internationally?

The MOVE Congress is promoted through inbound marketing to specific audiences and customer profiles, depending on congress venue and themes. This is combined with strong network marketing, addressing the networks of ISCA, host partners, previous participants etc. MOVE Congress is the flagship capacity building event in the ISCA portfolio, and is fully integrated in our rolling communications and marketing plan to ensure event visibility, positioning, reach and sales.

10. Bidding statement (i.e., explain why AHKGA should select you!)

ISCA proposes a partnership between ISCA's MOVE Congress 2021 and the Active Healthy Kids Global Matrix 4.0 release because

- ISCA and AHKGA values and visions are closely aligned, and there is a trustful relationship built.
- The target groups ISCA and AHKGA can each recruit (practitioners and researchers) would be complimenting each other in a very fruitful way, unseen to date.
- The objectives of the two events are similar can be better met in a partnership
- The combined experience of ISCA and AHKGA ensures an organisationally and financially effective event delivery

11. Lead contact person (name, phone, email)

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