



MOVEWeek

21 – 29 SEPTEMBER 2024

JUMP INTO THE MOVEMENT!



FINAL REPORT

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MOVEWeek



A Latin American campaign promoting sports and physical activities, an initiative backed by ISCA (International Sport and Culture Association), which is coordinated in the Americas by Sesc SP with institutional support from UNESCO. The campaign engages a network of countries, cities, institutions, schools, clubs, and individuals



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GOALS

TO PROMOTE

Activities inside and outside partner institutions, activating at least one external space (such as a company, public square, etc.), especially in regions of greater economical vulnerability

TO CREATE

Activities that enable and encourage the continuity of physical activities practice

TO NARROW

Relationships with public and/or private institutions, increasing the number of new partnerships during the campaign



INTERNATIONAL GATHERING

AUGUST 21st 2024

COUNTRIES: 11

Brazil, Guatemala, Cuba,
Venezuela, Mexico, Colombia,
Chile, Dominican Republic,
Botsuana, Eswatini and Kenya.



INSTITUTIONS: 38

133 PARTICIPANTS

BEST PRACTICES

30 de setembro às 00:31 · 🌐

Juegos Deportivos Empresariales 2024 Atrévete al Movimiento #semanamueve24

Tradução



CORPORATE GAMES - NICARAGUA



SEMANA MUEVELA PERÚ
NIVEL PRIMARIA

AEROBIC GYMNASTICS- PERU

CARRERA CAMPO - MEXICO

iridiatkd
Amealco



158 curtidas

iridiatkd Todo un éxito nuestra segunda Carrera Campo Travesía 2024, en El Aserrín, Amealco, en la que participaron más de mil corredores, fue una gran convivencia deportiva y sobre todo familiar.

Gracias a todos los que formaron parte y nos vemos en el Querétaro Maratón!

#SemanaMueve #SemanaMueve24

ANTICO

BEST PRACTICES

AQUATIC ACTIVITIES FESTIVAL - SESC RORAIMA



INDOOR SOCCER - DONA PAULINA DE SOUZA FOUNDATION



VOLLEYBALL DAY - COMPARTILHAR INSTITUTE

CAMPAIGN RESULTS

10 COUNTRIES

Mexico, Peru, Nicaragua,
Colombia, Brazil, Costa Rica,
Chile, El Salvador,
Cuba, Venezuela

15 STATES + FD



2.232 ACTIVITIES

390.845 PARTICIPANTS



SESC RESULTS

14 REGIONAL BRANCHES

Acre, Bahia, Espírito Santo, Goiás, Mato Grosso, Mato Grosso do Sul, Pará, Pernambuco, Rio de Janeiro, Rio Grande do Sul, Rondônia, Roraima, Santa Catarina and São Paulo.

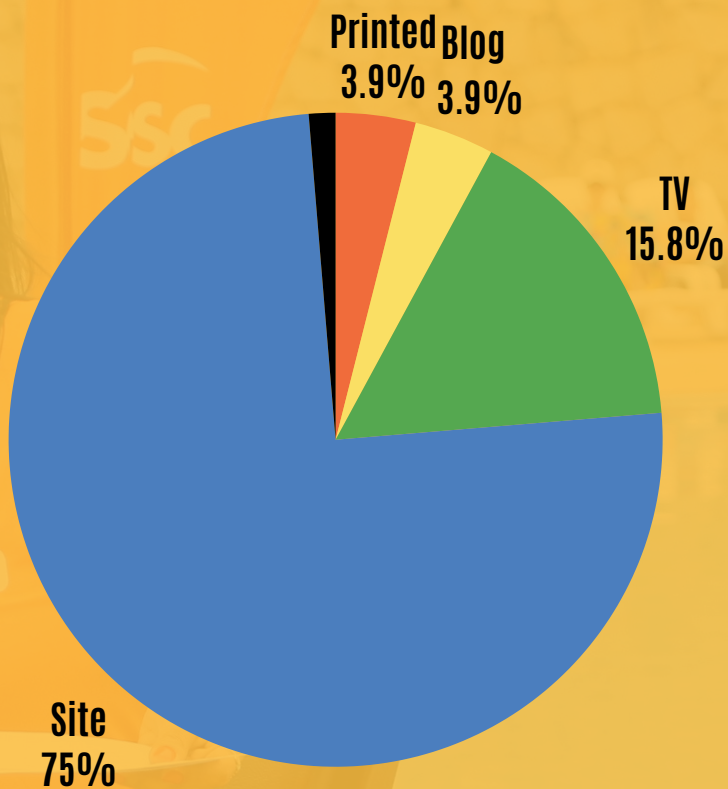
129 BRANCHES

+ 1000 ACTIVITIES

114.684 PARTICIPANTS



TYPES OF MEDIA



MEDIA DATA

RADIO 00:09:00



PRINT 143 CM



WEB 6.439 CM



TV 00:38:59



MEDIA VALUATION

APPROXIMATELY...

RADIO R\$ 45.000,00



PRINT R\$ 82.268,00



WEB R\$ 432.000,00



TV R\$ 1.523.019,35



INSTITUTIONAL



"We invite all individuals and organizations to engage in this inclusive and transformative movement, Move Week. Under the coordination of Sesc São Paulo, it has the support of global institutions, aiming to promote diverse and free sports activities with the goal of strengthening community ties. The campaign reaffirms the importance of social interaction and collective work for maintaining healthy habits throughout life, as well as the purpose of contributing to the well-being and integration of people."

Carol Seixas - Physical Activities Development Manager



"Events and campaigns of this nature are part of an institutional strategy to be shared with a network of public and private partners, as it is through collective effort that we can enhance the quality of life for people in their communities, in alignment with the objectives and values embraced by Sesc. In this perspective, Semana Move extends over time so that new partners can join the movement, and participants from previous editions feel included. The thematic continuity of the proposal will allow for evaluations of its impact and reach, reflecting the organization's commitment to collective well-being. This is how Sesc São Paulo contributes to ensuring that more people can find opportunities to engage in sports activities that promote health and social interaction."

Luiz Deoclecio Galina - Diretor of Sesc São Paulo



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