

## Jacob Schouenborg

As the Secretary General of the International Sport and Culture Association (ISCA), Jacob Schouenborg has been overall responsible for more than 20 major international grassroots sport and health projects in ISCA and is presently driving the development of the global campaign for physical activity NowWeMove. Experience prior to working at ISCA includes working in the Danish Ministry of Culture as well as in the Nordic Youth Associations. He is experienced in the field of development, capacity building, advocacy and leadership development.