BG BE ACTIVE

Social Good Organisation

ANNUAL REPORT 2025

BG Be Active Association
4000, Flavia Business Park
Plovdiv, Southern Industrial Zone
Str. Tzar Boris III Obedinitel

T: +359 876 723 377
beactive@bgbeactive.org

www.bgbeactive.org

We work for the health of relationships between people, communities and the environment that surrounds us.

Over 15 Years of Building a Healthier Society





“

Laska Nenova,
General manager

2025: A Year of Decisive Action, New Energy, and Shared Responsibility

While 2024 laid a foundation of resistance, meaning, and growth, 2025 became the year of decisive action and clarity in motion. We moved forward with greater focus, strengthened our partnerships, and reaffirmed our belief that lasting change is built through real examples and collective effort for healthier communities and a healthier environment. Under the theme ‘A Year of Decisive Action, New Energy, and Shared Responsibility,’ our organisation demonstrated an unwavering commitment to improving both **human health** and the **environment** through practical, visible initiatives. Our impact was rooted not only in the projects delivered but also in the thoughtful choices guiding them: prioritizing people’s real needs, valuing long-term change over fleeting visibility, and intentionally **connecting health, public space, participation, and care**. By fostering collaborations that brought new knowledge and implementing small yet significant environmental improvements, we built stronger conditions for community health. Above all, 2025 confirmed that **people** are our greatest resource. The trust of our partners, the dedication of our team, and the deep involvement of local communities fueled every step and cemented our conviction that real progress happens when we move forward together with confidence and shared responsibility.

Our Impact

37+
EU and national projects successfully implemented

75+
transformative placemaking initiatives

85+
municipalities actively engaged

15+
years of experience

16+
countries: a thriving network of partners across the EU, Western Balkans, and the USA

Our Goals

01
We promote active lifestyles

02
We integrate One Health and urban development

03
We stimulate citizen engagement

04
We build organizational expertise

05
We shape policies based on knowledge, data and experience

06
We engage stakeholders in the solutions we provide

07
We optimize urban spaces

08
We facilitate cross-sectoral collaboration

09
Leadership with purpose.

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1. Executive Summary

1.1. Brief overview of the organization’s mission and vision
1.2. Summary of key activities and achievements during the reporting period
1.3. Major impacts and outcomes
1.4. Project implementation capacity
1.5. Financial summary

BG Be Active (BGBA) is a dynamic collective dedicated to providing alternative solutions to existing urban challenges with the ultimate goal of improving the health and well-being of urban dwellers.

The organisation function has a network of 55+ municipalities, 900+ schools, 40+ civic organisations across the country and is a lead coordinator of NowWeMOVE Bulgaria and Placemaking Bulgaria network.

BGBA'S MAIN LINES OF ACTION

PUBLIC HEALTH

Collaborating on public health initiatives, focusing on health-enhancing physical activity promotion with local and global partners and creating and implementing educational programs focusing on public health, preventive care, and sustainable lifestyle choices.

CIVIC ENGAGEMENT

Enabling citizens to practice democracy and creating urban places for democracy.

SUSTAINABLE DEVELOPMENT

Creating, implementing and scaling initiatives and projects for sustainable, health-oriented urban development and conservation.

ADVOCACY

Encouraging policies for public health, sustainable development, and civic engagement.

1.1. BRIEF OVERVIEW OF THE ORGANIZATION'S MISSION AND VISION

BG Be Active is a Bulgarian civil society organization driven by the **"One Health" vision**—where the health of people, communities, and the environment are interconnected and mutually reinforcing. The mission is to create healthier, more sustainable urban environments through active citizenship, cross-sector collaboration, and innovative public health and environmental solutions. The organization focuses on placemaking, sustainability, physical activity, and health education, aiming to foster civic engagement, community well-being, and environmental resilience.

1.2. SUMMARY OF KEY ACTIVITIES AND ACHIEVEMENTS IN 2025

In 2025, BG Be Active presented a dynamic and impactful portfolio of initiatives aimed at improving public health, environmental sustainability, and civic engagement, in line with the organization's mission and the European policy framework. Throughout the year, BG Be Active coordinated and participated in numerous major international and national programs, implementing strategic interventions that reached over 4,000,000 people in Bulgaria and the Balkan region. Key achievements include the implementation of large-scale physical activity campaigns, the deepening of environmental and placemaking programs, the expansion of inclusive sports initiatives, and the development of community-led urban renewal projects.

The flagship campaign, **European School Sport Day 2025 (ESSD)**, promoted daily physical activity for students by integrating movement into the school day. More than 200,000 children and adolescents from 835 schools and kindergartens across Bulgaria participated, with over 150 sports clubs involved, contributing to the promotion of school-community partnerships and enhancing the competencies of physical education teachers.

In addition, the **"NowWeMove – Bulgaria"** campaign held national awareness-raising events — No Elevators Day and MOVE Week — which encouraged daily physical activity and addressed sedentary lifestyles. Over 50 institutions and municipalities participated in public events promoting the use of stairs and engagement in sports activities, with new thematic editions focused on "Green Sports" and "Sport for All Ages."

The HEPA-Olympic initiative further contributed to promoting healthy physical activity among teachers and educators across the country. The health and well-being of teachers were put in focus, highlighting their important role in children's development as good role models, both inside and outside the classroom.

The **"Youth Placemaking Balkans"** project enabled young people aged 16–29 to participate in community-led place-building and urban projects in the Balkans through focus groups, capacity-building, and practical interventions, thereby helping integrate the needs of young people into community development processes, identify their needs, and establish youth spaces. At the end of the year, we held the biggest event, "Placemaking Connected Youth Conference", which brought together a large number of young people who shared ideas and visions about how they want to live, learn, move and work in urban environments.

At the national level, the continuation of the Coca-Cola Foundation-funded "I Want to Be Useful… Recycle Me!" - "**Community Events campaign**" aimed to increase civic engagement and responsibility on the topics of pollution, separate waste collection and pollution prevention. It engaged 57 municipalities, collected over 162,010 kg of plastic through "Bottle-Eater" installations and promoted circular economy practices across Bulgaria, with a particular focus on smaller settlements.

In support of this environmental commitment, BG Be Active expanded **"Placemaking for Climate Mitigation"** (CERV), launching a regional cooperation between Bulgaria, Romania and Greece to promote climate engagement and democratic dialogue, and continued "Catalyst for Change – Active Neighborhoods", raising climate awareness through local events, webinars and public discussions on climate mitigation. Numerous events provided a platform for discussions on the topic, from webinars and focus groups, community activations to forums on important topics such as "Promoting Citizen Science for a Sustainable Future" and the final "Maritza" Forum – "National Policies and Local Solutions for Water Resources", from which we drew conclusions for an important strategic report on "Position on the Future of the Maritsa River Riparian Spaces in Plovdiv".

The Movement Pills project, which promotes physical activity as a preventive health measure, successfully conducted 8 multiplayer events across 3 cities, integrated 3 sports clubs and 2 pharmacies into its network, and distributed over 27 000 "Movement Pills" boxes to healthcare partners in Plovdiv, Pazardzhik, and Markovo. Over 1,000 people adopted regular physical activity as a way of life and realized that movement is the best medicine.

Urban regeneration and community transformation around the Mladost Sports Hall in Burgas were further advanced through the **RELAUNCHTOWIN project (Regenerative Local Actions: for Urban Challenges to Wellness and Innovation)** under the European Urban Initiative – Innovative Actions programme, with the Municipality of Burgas as the lead coordinator. BG Be Active led the Communication and Stakeholder Involvement work packages, implementing activities such as the interactive urban game "Burgas, move!", intergenerational events at the Flora Exposition Center, and a Youth Placemaking Workshop in the Slaveykov District. These initiatives engaged hundreds of participants across all age groups—from young children and youth to active adults and seniors.

The "Active Retirees" program, supported by the Lidl Bulgaria Foundation, engaged over 200 seniors from 4 retirement clubs in Plovdiv and the surrounding region. The program integrated them into physical and social community life by providing weekly specialized training sessions along with health and psychological advice, helping participants discover daily movement and a renewed sense of purpose through physical activity.

Throughout the year, several partnership projects were integrated into our activities, further enriching our portfolio of initiatives focused on physical activity and urban improvement. These included **Movement School Challenger, COOPERATION, MOVE GAME, and the Youth Placemaking Beyond Borders** initiative, which was launched at the close of the year.

1.3. MAJOR IMPACTS AND OUTCOMES

PUBLIC HEALTH PROMOTION: collaborating on public health initiatives, focusing on health-enhancing physical activity promotion with local and global partners and creating and implementing educational programs focusing on public health, preventive care, and sustainable lifestyle choices.

SUSTAINABLE DEVELOPMENT: creating, implementing and scaling initiatives and projects for sustainable, health-oriented urban development and conservation. Mainstreamed circular practices and sustainable event management, helping local actors align with EU Green Deal goals.

CIVIC ENGAGEMENT & URBAN DEVELOPMENT: enabling citizens to practice democracy and creating urban places for democracy. Fostered inclusive placemaking and advocacy through youth-led initiatives, public participation, and partnerships with civic organizations.

ADVOCACY: encouraging policies for public health, sustainable development and civic engagement. Facilitating knowledge exchange and best practices through networks in over 10 countries in Europe and the Balkans, engaging public authorities, universities, NGOs and private sector partners.

1.4. PROJECT IMPLEMENTATION CAPACITY

PROJECT MANAGEMENT: BG Be active has been active for 14 years, both as a lead Coordinator of 10 international, over 15 national large-scale projects, and has been a partner in over 30+ Erasmus+ projects. The organisation has clear and transparent processes for administration, reporting, budgeting, quality control, and impact measurement.

RESEARCH AND DEVELOPMENT: BG Be active's staff is experienced in different types of research work and methodology development – data collection (through surveys, focus groups, interviews, etc.) and data analysis (research, white papers, etc.), concepts – such as Placemaking for Active recreation, Placemaking for Democracy, tool and approach development, policy recommendations and guidelines.

MARKETING, DESIGN AND COMMUNICATION: The organisation has long-standing partnerships with national TV and radio outlets with over 4 mln. users reach an exceptional reach in social media (Facebook, Instagram, LinkedIn, Twitter).

ACTIVATION: BG Be active team is experienced in community interventions (placemaking, grassroots events, etc.), advocacy and policymaking conferences (round tables, structured dialogues, etc.), capacity-building activities (workshops, training, etc.).

1.5. FINANCIAL SUMMARY

In 2025, BG Be Active continued to demonstrate financial stability and strategic growth, securing a total income of **€471,803.0** from donor funding and profit-generating activities. This follows the exceptional performance in 2024 (€908,104.0) and maintains the organization's upward trajectory compared to previous years (€601,215.1 in 2023 and €391,929.0 in 2022), reflecting the successful implementation of multi-year European programs and sustained corporate partnerships.

Key contributions in 2025 came from:

- CERV Program (€314,150.0) – representing the largest single source of funding for the year (approximately 66.6% of the 2025 budget).
- Erasmus+ Sport partners' projects (€143,124.0) – accounting for about 30.3% of the annual income and reinforcing the organization's strong international presence.

Other Key Donors:

- National programs Lidl Foundation (€6,429.0) – a new strategic partnership for 2025.
- The Coca-Cola Company, Belgium (€4,600.0) – continuing long-term corporate support.

Additional Support:

- Profit and service-based activities (€3,500.0)
- Ongoing national-level partnerships and community donations.

On the expenditures side, the organization remains focused on responsible resource management to support its core initiatives. While 2025 expenditure data is being finalized, the organizational spending pattern continues to prioritize:

- **Project Implementation:** External services and materials for large-scale programs.
- **Human Resources:** Salaries and taxes for the expert team driving the initiatives.
- **Operational Sustainability:** Insurance, depreciation, and the management of deferred financing for future periods.

The year 2025 reflects a consolidated financial position for BG Be Active, characterized by:

- **Strong European Support:** Dominance of CERV and Erasmus+ funding ensuring high-impact program delivery.
- **Strategic Diversification:** Successful engagement with new corporate donors like the Lidl Foundation.
- **Financial Resilience:** A stable income base that allows the organization to maintain its role as a key player in the sport and social sectors across Bulgaria and Europe.

2. Our history and approach

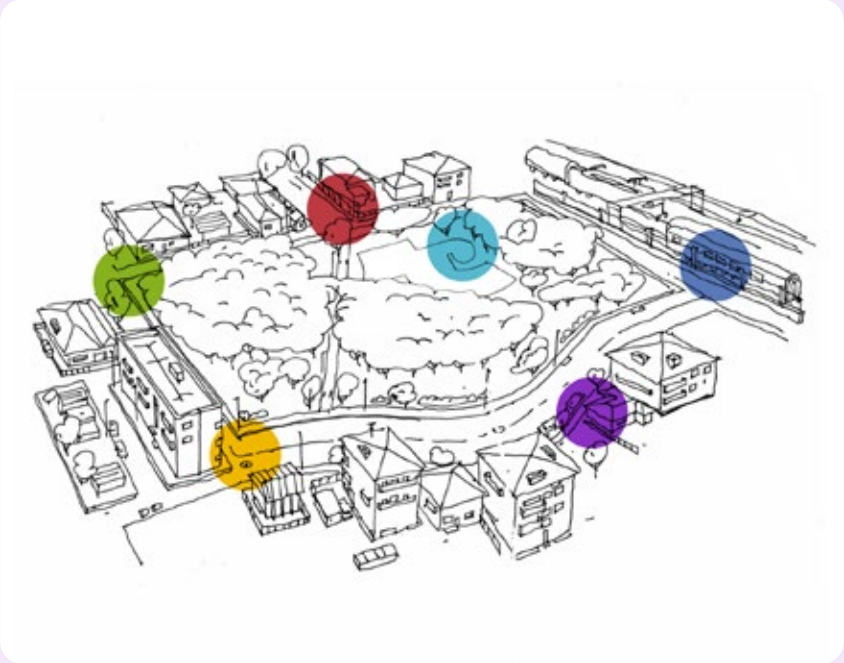
2.1. Our expertise
2.2. Our services
2.3. Our achievements
2.4. Objectives and goals for the reporting period
2.5. Geographical and thematic focus
2.6. Partnerships

ABOUT US

BG Be Active (BGBA) was founded in 2011 under the name of WOW Sport. With the growth of the organization in terms of scope and diversity of projects, the organization was renamed in 2013 to BG Be Active, as a call for all Bulgarians to be more active as citizens, people, and communities. For the years of its operations, the organization keeps growing in capacity, projects, staff, partners and reach. BG Be Active is a nationally renowned social good organization with a positive image, partnering across the following sectors: education, youth, sport, health, culture, and environment. In 2020, BGBA also started expanding its reach on the regional Balkan level, working with partners from Serbia, Turkey, Albania, Romania, and North Macedonia.

OUR APPROACH

We believe healthy places, and people are ACTive. This is why our ACT approach is built on three core pillars that guide every aspect of our work in creating sustainable, active, and vibrant spaces, namely: Spaces as Assets - Points of Connection - Lasting Transformation.



A – Spaces as Assets
C – Points of Connection
T – Lasting Transformation

2.1. OUR EXPERTISE:

We are a dynamic team of proactive individuals for whom physical movement and personal initiative are second nature. Coming from diverse backgrounds, we bring together **rare expertise** to provide you with the most effective and tailored solutions.

- Public Health and Wellbeing - health promotion campaigns, health and social marketing, nutrition, certified group and personal trainers
- Education and Development - experts in education through sport and experts in non-formal education
- Sustainable Development and Environment - development and implementation of sustainable practices that combine social, environmental and economic benefits, initiatives to protect and improve the ecological environment, including waste management, recycling, and raising awareness about climate change.
- International Project and Program Management
- Capacity building events implementation
- Communication - PR, digital marketing and graphic design

2.2. OUR SERVICES

Consulting services:

- Health and social marketing: consultations and development of campaigns for health promotion and social activity.
- Strategic planning and capacity building for civil society organizations, municipalities and businesses.

Educational and training programs:

- Seminars and training for citizens, municipalities and businesses to promote a healthy lifestyle and sustainable development.
- Programs for non-formal education and sports training, including training courses for certified coaches and nutritionists.
- Training for building leadership skills and coordination in civil society organizations.

Community activation:

- Initiatives to promote civic activity and participation in public projects.
- Support and building community networks for joint solving of public problems and development of local projects.

Event organization:

- Conferences: thematic events related to public health, sustainability and urban development.
- Sports festivals and competitions: events to promote an active lifestyle.
- Environmental initiatives: campaigns and actions for cleaning, reforestation and recycling.
- Social integration activities: events for disadvantaged people and communities with limited access to sports and health.

Communication campaigns:

- Planning and implementation of campaigns for health, sustainable behavior, civic activity and placemaking.
- Creation of digital and printed materials to promote various initiatives.

Publishing activities:

- Printed and online publications related to health, sports and sustainable development.
- Publication of guides, research and articles to promote healthy practices and sustainability

2.3. OUR ACHIEVEMENTS

- Successfully implemented more than 15 nationally spread projects;
- Managed 10 large-scale-multi-year European projects; Participated in over 30+ Erasmus+ Partner projects
- Reached more than 11 million people through the dedicated communication around our projects and initiatives;
- Conducted more than 100 capacity building events - workshops, conferences;
- Provided for free extensive educational resources in the form of guides, booklets, articles, toolkit
- Activated more than 1.5 ml people through various events
- Spread the concepts of placemaking and tactical urbanism to Bulgaria and the Balkan region

BGBA is an official partner of the New European Bauhaus, a member of Placemaking Europe and the International Sport and Culture Association; BGBA is also an official partner in the World Urban Campaign and part of the SHARE 2.0 Steering Group of the Health Community of Practice (CoP) for the 2026–2027 period.

2.4. OBJECTIVES AND GOALS FOR THE REPORTING PERIOD:

- Promoting healthy lifestyles and physical activity through initiatives and campaigns related to active and sustainable urban spaces.
- Developing and implementing programs at national and international levels that combine urban development and environmental protection with health care
- Stimulating civic activity to participate in discussions and solve problems to build active communities, through the placemaking method and advocacy.
- Developing capacity in civic organizations and creating programs for public health and sustainability.
- Promoting public health and environmental policies at local and national levels by creating recommendations and opinions.
- Expanding the partner's network

2.5. GEOGRAPHICAL AND THEMATIC FOCUS:

- Geographical: CEE, Balkans
- Thematic: public health, sustainable urban development, civic engagement, and environmental sustainability

2.6.PARTNERSHIPS AND NETWORKS

- BGBA is an official partner of the New European Bauhaus
- Member of Placemaking Europe
- Member of the International Sport and Culture Association
- BGBA is an official partner in the World Urban Campaign
- Part of SHARE 2.0 Steering Group of the Health Community of Practice (CoP)

DONORS AND SUPPORTERS

Our programs are made possible through the generous support of European institutions, national foundations, and corporate partners.

3. Impact

3.1. Overall impact
3.2. KPI’s covered

3.1. OVERALL IMPACT

We nurture a one-health culture that goes beyond the conventional.

In 2025, our initiatives had successfully promoted physical activity, environmental sustainability, and civic engagement across Bulgaria and the Balkan region. By engaging a large number of participants, securing extensive media coverage, and fostering strong partnerships, the organization has created lasting social change and contributed to the well-being of communities. The comprehensive approach to capacity building, innovative use of public spaces, and influence on policy have amplified the impact, ensuring the sustainability and success of BG Be Active's mission.

Our organizational development moves beyond the successful implementation of our core projects to focus on wider societal impact. This involves promoting individual health, environmental protection, and establishing physical activity and sport as a fundamental way of life.

In 2025, we launched several significant initiatives:

Advancing our health-focused agenda, BG Be Active authored a comprehensive 2025 report for the National Network for Children, providing a detailed assessment of the current state of physical activity in Bulgaria.

Our commitment to public health was further solidified through a strategic partnership with the Medical University of Plovdiv. We conducted a series of health-promotion and awareness events, including targeted information sessions for oncology patients and educational outreach programs for students within the school system.

Stronger than Menopause: We initiated this project to break the taboos surrounding the health, well-being, and physical shape of women aged 40-45+. We reached 12,000 women who realized the importance of discussing these topics and joined a community poised for continued growth in 2026.

Our **Active Pensioners** program, designed specifically for adults 55+, made a significant impact on the well-being and physical and mental health of participants in the clubs we worked with.

BG Be Active achieved a key organizational milestone by obtaining a license as a **Professional Training Center with a focus on Sports**. This initiative aims to train new sports specialists and enhance the value of our work in promoting physical activity.

In 2025, BGBA supported the newly established **National Development Network**, with administration and expertise, a capacity network of 15 civil society organizations nationwide, to build a network focused on raising and addressing critical societal issues. Together, we held a major event in Plovdiv, the 'Maritsa Forum,' which functioned as a Creative Bureaucracy Festival. This forum successfully brought together experts, institutions, and civil society organizations to discuss water resource management, specifically focusing on the Maritsa River and leading to a strategic report on its riparian spaces.

As a non-profit legal entity specializing in environment, education, science, and culture, BG Be Active Association holds a key position within the **Regional Development Council of the South Central Region** for Planning under the Ministry of Regional Development and Public Works. As the elected representative holder for the public benefit NPO group, we participate in the Council's meetings with an advisory vote, acting as observers. Crucially, this grants us the right to vote in the selection process for concepts related to Integrated Territorial Investments (ITI), which involve European-funded projects in the respective Level 2 planning region—a right we exercised effectively throughout the programming period.

BG Be Active further solidified its role in national policy as an elected member of the **Public Council to the Commission for Direct Citizen Participation, Complaints, and Interaction with Civil Society within the 51st National Assembly**, specifically focused on physical education and sports. In this capacity, we actively contribute to forming expert opinions and proposing policies aimed at enhancing the environment for Bulgarian sports.

Following its strategy and implementation in 2025, BGBA was appointed as a key advisor to the Municipality of Plovdiv to develop the city's application concept bid book for the title of **European Capital of Sport 2028**.

3.2. KPI'S COVERED

BG Be Active has executed a series of impactful projects and programs in 2025, each contributing significantly to the organization's mission of promoting physical activity, environmental sustainability, and civic engagement. Here is a summative evaluation of the key initiatives:

INDICATOR	2025 ACHIEVEMENT
Total Participant Engagement	Over 290,000 participants across all projects
Media Reach	Combined media reach of over 3.2 million people through mass media, plus over 1.3 million reach on social media platforms
Waste Collection	Over 200,000 kg of plastic waste collected through the "Bottle Eater" initiative
Event Locations	Activities conducted in more than 1,000 locations across Bulgaria (including 835 schools for ESSD)
Municipal and Institutional Support	Support from numerous municipalities (including Godech, Radomir, Svoge, Plovdiv, and Burgas) and educational institutions
Partnerships	Formation of hundreds of local partnerships with grassroots organizations, municipalities, businesses, and over 1,600 sports clubs

4. Key Activities and Programs

3.1. Description of main activities and programs
3.2. Objectives and targets for each program
3.3. Quantitative and qualitative achievements
3.4. Detailed account of activities undertaken
3.5. Projects implemented
3.6. Events organized

YOUTH PLACEMAKING BALKANS – YPB

PROGRAM	Erasmus+ KA220-YOU - Cooperation partnerships in youth 2023-T-8G01-KA220-YOU-000176867
DONOR	Human Resources Development Center (NA) European Solidarity Corp
DURATION	1 April 2024 – 31 Mart 2026
TOTAL GRANT BUDGET	€ 400 000
BUDGET FOR BG BE ACTIVE	€ 107 200
WEBSITE	ypb.placemakingconnected.com
PARTNERS	• Association Sport for All Serbia (Serbia) - www.sportforallserbia.org.rs • AJSPT Suceava (Romania) - www.sport4allsuceava.ro • STIPO Greece (Greece) - www.facebook.com/stipo.gr • Istrian Sport Academy (Croatia) - www.istarskasportskaakademija.org • Sport Social Solutions (North Macedonia) - www.sportsolutions.mk

IMPACT AND OUTCOMES

The main target group of the project is the youth in the community, as the ultimate target group of the project (16-29 years), with little access and fewer opportunities for participation.

The idea of the project is to effectively integrate the needs of the youth in the creation of a place for active recreation and to use it to involve the youth in the process of creating a place for:

(1) Influence civic engagement/active citizenship;
(2) Build new skills in youth and youth workers through place-making training and education; (3) Build a place for a youth network engaging youth for social entrepreneurship and cultural exchange in support of regional identity.

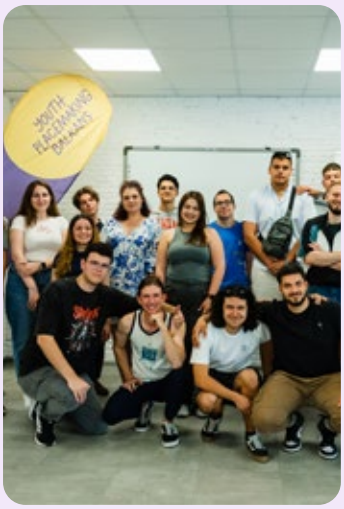
The project aims to create a Balkan youth movement that will support local youth activities for placemaking and especially for young people to be active citizens by creating the places they need. The main goal is related to the active citizenship of young people and engagement through better integration of youth needs and youth voice in community and place-making projects.

Implementation and scale-up target groups:

- Civic organisations: civic organisations operating on local and national levels on the topics of youth engagement, community development, and urban development. The representatives of civic organisations will be engaged in workshops, structured dialogues, and support the project activities in communities.
- Public authorities: public authorities on local/national levels will be engaged to facilitate placemaking interventions and a dialogue on youth engagement and capacity-building to support new solutions of youth advocacy. In the partner countries, the youth input into policy-making is often overlooked, and there are few procedures to engage young people. The project will focus on this target group to create positive examples of youth engagement in public spaces in decision-making.

In 2025, the project successfully implemented a series of capacity-building activities and practical interventions across the partner countries. In Bulgaria, BG Be Active organized the “Academy for Young Placemakers” in multiple cities, including Haskovo, Vratsa and Plovdiv.

These academies equipped young people with the knowledge and tools to assess their local environments and propose improvements. Following the training, practical placemaking interventions and mapping exercises were conducted, such as the youth space mapping in Plovdiv and the specific placemaking intervention in the “Zapaden” district, which engaged local youths in transforming a public space.



Placemaking Connected Youth Conference 2025 A major highlight of the year was the “Placemaking Connected Youth Conference”, held on November 13, 2025, at Sofia Tech Park. This one-day international event brought together 150 young leaders, activists, and students from across the Balkans. The conference combined traditional formats with “unconference” methods, featuring keynote speeches, lightning talks, World Café discussions, and hands-on prototyping labs.

The event focused on four key thematic areas: health and well-being through urban design, sports and movement in public spaces, ecology and climate adaptation, and amplifying the civic voice. The conference successfully fostered cross-sectoral collaboration, allowing participants to exchange ideas, present their local placemaking projects, and build a regional network of young leaders dedicated to sustainable community development.

PLACEMAKING FOR CLIMATE MITIGATION GAP-101146716 — PCM

PROGRAM	Citizens, Equality, Rights, and Values (CERV) CERV-2023-CITIZENS-CIV (Citizens' engagement and participation - 2023)
DONOR	European Education and Culture Executive Agency (EACEA)
DURATION	1 July 2024 – 31 December 2025
TOTAL GRANT BUDGET	€ 216 355
BUDGET FOR BG BE ACTIVE	€ 94 731
WEBSITE	pcm.placemakingconnected.com
PARTNERS	AJSPT Suceava (Romania) - www.sport4allsuceava.ro Among (Greece) - among.gr

IMPACT AND OUTCOMES

The project is inspired by previous initiatives of the lead partner BG Be Active in addressing urban health challenges with the ultimate goal to improve the health, well-being and engagement in urban communities. The organisation has been working for this purpose by applying innovative solutions through placemaking, climate change capacity-building events, and civic participation.

The project's goal is focused on engaging different stakeholders from Bulgaria, Romania and Greece to discuss climate challenges from different perspectives: citizens from local communities, public authorities, national public authorities, civil society organizations, and urban and environmental experts.

The Placemaking for Climate Mitigation (PCM) project leverages placemaking—the art of co-creating public spaces—as a strategic tool for civic participation in tackling local climate issues like extreme weather, waste management, and land degradation. The project promotes democratic values, encourages inclusion, and fosters civic participation by engaging stakeholders at different levels in discussions about our climate and environment, supporting the design of new "green"policies and promoting "green" lifestyles.

In 2025, BG Be Active's activities in Bulgaria focused heavily on social activations, capacity-building events, and high-level structured dialogues:

- **Community Social Activations:** Organized 9 interventions engaging over 450 participants in local environmental action. Key events included the Stara Zagora Re:Bazaar ("Mission Green Footprint" with the "Bottle Eater "art installation), the Plovdiv "Mini Urban Fest", and the National "Relay of the Planet", which promoted environmental awareness and youth engagement by converting kilometres run into planted trees.
- **Capacity Building:** Conducted training sessions focused on democratic and ecological skills, including citizen science. A notable event in Dobrich, "Our Climate, Our City, Our Future", resulted in a municipal funding commitment for a community-generated idea to create colourful inter-block spaces. In Plovdiv, a workshop trained citizens on using the Place Game methodology to evaluate public spaces for climate mitigation, focusing on green infrastructure and community resilience.
- **Policy Dialogue** "Creative Bureaucracy Festival": Hosted high-level structured dialogues, including the "Maritsa Forum" in Plovdiv (September 26, 2025), which functioned as a Creative Bureaucracy Festival. This event focused on managing water resources as a strategic public asset, successfully integrating institutional and civilian perspectives on national policies and local solutions.
- **Regional Collaboration:** The project culminated in the "Placemaking for Environment Balkans Conference", gathering more than 150 participants from across the Balkans to celebrate new connections, networks, and policy recommendations. The project successfully established a shared Balkan understanding of the environmental agenda through knowledge exchange and cross-border networking.



The work reinforced the value of human-and nature-oriented, community-led placemaking for climate action, promoting the core message: "It's more important to start than to wait for the perfect plan". The project also produced comprehensive policy recommendations, advocating for the institutionalization of the "Placemaking for Environment Balkans" network, the promotion of "green nudges" in public space design, and the active inclusion of gender balance in environmental decision-making.

HEPA OLYMPICS (HEPA-O)

PROGRAM	Erasmus+ Sport (ERASMUS-SPORT-2024-SNCESE) - ERASMUS Lump Sum Grants
DONOR	European Education and Culture Executive Agency (EACEA)
DURATION	01.01.2025 – 30.06.2026
TOTAL GRANT BUDGET	€ 200 000
WEBSITE	bgbeactive.org/hepa-olympics
PARTNERS	• BG Be Active (Bulgaria) - Lead Partner • AJSPT Suceava (Romania) • Association Sport for All Serbia (Serbia) • EUPEA (European Physical Education Association)
IMPACT AND OUTCOMES	The HEPA-O project addresses a critical gap in the promotion of health-enhancing physical activity (HEPA) by placing educators at the center of the initiative. The project's core rationale is grounded in the understanding that teachers play a crucial role in shaping students' attitudes, behaviors, and values. By engaging educators from all academic disciplines—not just physical education teachers—the project aims to deepen their understanding of the importance of physical activity for both personal well-being and as a crucial element of their teaching practice. In 2025, BG Be Active led the communication, dissemination, and research activities for the project in Bulgaria. The organization successfully collected more than 350 surveys from teachers to identify their specific needs and barriers regarding physical activity. To foster direct engagement, BG Be Active organized 5 face-to-face meetings and 10 online meetings with educators, publishing both national and local survey results to guide future interventions. A major milestone for the project was the successful organization of the "Active Teachers, Active Schools" kickoff event in Plovdiv, which gathered 50 teachers from various educational subjects. During this event, participants were introduced to the newly developed HEPA Toolkit (Teacher's Manual) and received practical training on conducting standardized physical activity assessments, such as the UKK walk test and Fitness Badge. The project's communication strategy achieved significant reach, with social media campaigns generating over 95,000 impressions. A key achievement in 2025 was securing the official support of the Ministry of Education and Sport of Bulgaria. The Ministry endorsed the project, invited schools to participate, and disseminated information through its official channels, providing crucial institutional legitimacy. Furthermore, a strategic partnership agreement was established with the University of Plovdiv. Through its Department of Pedagogy, the project ensured that the HEPA methodology is science-based and integrated into the education of future teachers, thereby strengthening long-term sustainability and academic credibility. Through these comprehensive efforts, the HEPA-O project has successfully laid the foundation for sustainable change by positioning teachers as active ambassadors of health-enhancing physical activity in Bulgaria and across the partner countries.



ACTIVE RETIREES

PROGRAM	You and LIDL for our tomorrow
DONOR	Lidl Bulgaria, Foundation Workshop for Civic Initiatives (FRGI), and Bulgarian Donors Forum (BDF)
DURATION	01.03.2025 - 31.12.2025
TOTAL GRANT BUDGET	€ 6429
WEBSITE	bgbeactive.org/project/активни-пенсионери
PARTNERS	4 Retirement clubs in Plovdiv(Central, Trakia, Markovo village) Municipal Home for the Elderly St. Basil the Great Medical University - Plovdiv Association of Medical Students Municipality of Burgas Municipal Association of Retirees - Burgas Psychologists and trainers

IMPACT AND OUTCOMES

The “Active Retirees” project is a targeted initiative aimed at one of the most vulnerable groups in our society – people of retirement age (65+). The project’s primary goal is to improve the quality of life for the elderly and decrease the risk of developing chronic diseases through regular physical activity and enhanced health literacy.

In 2025, the project successfully created a community of active adults, reducing the sense of loneliness and supporting mental health through regular engagement. The initiative reached both active seniors who are members of pensioner clubs and inactive seniors who needed social engagement, movement, and communication.

Key achievements and activities in 2025 included:

• Regular Training and Lecture Sessions: During the project, 72 planned training sessions and 20 educational lectures were organized and conducted.

Physical training classes were held once a week in 4 Retirement clubs in the city of Plovdiv and the village of Markovo, and over 213 seniors participated in these classes during the project. The exercises were specifically designed to relieve joint pain and stiffness, improve blood circulation, and enhance overall mobility.

The educational sessions focused on the prevention of chronic diseases and provided information on healthy eating, physical activity and mental health.

Printed training materials were developed and distributed in Retirement clubs and events, covering topics such as healthy eating, the benefits of physical activity and the prevention of chronic diseases (diabetes and cardiovascular diseases).

A Handbook for Active Retirees was prepared in a print run and was provided to project participants to ensure sustainability and knowledge for continuing an active lifestyle.



- **Health Literacy and Education:** Lectures focusing on the prevention of osteoporosis, proper nutrition, and the safe use of dietary supplements were delivered. The sessions emphasized the necessity of medical consultation when using supplements and non-steroidal anti-inflammatory drugs.
- **Health Screenings:** With the support of the Medical Students Association, free blood pressure and blood sugar measurements were provided to participants. Retirees received personalized recommendations for follow-up care with their GPs or cardiologists.
- **Intergenerational Events:** On October 2, 2025, the remarkable event “Meeting of Generations” was held in Burgas. It brought together 48 active seniors, 23 kindergarten children, and 15 parents and teachers. This event successfully stimulated interaction between generations through shared relay races, joint physical warm-ups, and cognitive development games.
- **Community Reach:** During the project, active communication was carried out through social media with the publication of up-to-date information. Through the communication channels: Facebook; Instagram; LinkedIn, 27,159 people were reached.

By addressing the loss of physical activity and health literacy – which are leading factors in the high mortality rate from cardiovascular diseases in Bulgaria – the “Active Retirees” project demonstrates that through movement, communication and joint participation, sustainable connections can be built to share the joy of life between generations.

EUROPEAN SCHOOL SPORT DAY

Power of cooperation: Strengthening links between sport clubs and schools in the field of sport, physical activity and health" - ESSD2025-101184322

PROGRAM	ERASMUS-SPORT-2024-SNCESE – Not-for-profit European Sport Events
DONOR	European Education and Culture Executive Agency (EACEA)
DURATION	January - December 2025
TOTAL GRANT BUDGET	€ 300 000.00
BUDGET FOR BGBA	€ 17 000
WEBSITE	bgbeactive.org/essd-for-teachers
PARTNERS	MAGYAR DIAKSPORT SZOVETSEG, Hungary, LEAD INTERNATIONAL SPORT AND CULTURE ASSOCIATION -ISCA, Denmark, Partner EUROPEAN PHYSICAL EDUCATION ASSOCIATION ASBL EUPEA, Luxemburg, Partner ASSOCIATION BG BE ACTIVE ASSOCIATION, Bulgaria, Partner DEPORTE PARA LA EDUCACIÓN Y LA SALUD, Spain, Partner FUNDACJA V4SPORT, Poland, Partner
IMPACT AND OUTCOMES	In 2025, the European School Sport Day (ESSD) continued to be a massive success, engaging 230,000 children and adolescents from 835 schools and kindergartens across Bulgaria. These students participated in large-scale sports events in their schoolyards or gyms, promoting physical activity and healthy habits. A major opening event took place in Plovdiv on September 26, 2025, gathering 800 participants. More than 1600 sports clubs and organizations took part in the program. With the School Sports Day initiative, BG Be Active encourages educational institutions to create partnerships with local sports clubs to conduct outdoor activities on the grounds of the respective school or kindergarten. Through the campaign, BG Be Active works in several key areas: • **Advocacy:** creating opportunities for a more active daily routine during the school day for young people by engaging institutions and uniting sectors. • **Health Awareness:** increasing knowledge and skills for physical literacy and healthy behavior in adolescents. Enhancing physical activity in children and reducing inactivity. • **Teacher Competence Development:** providing resources to assist teachers in working more easily with students. School Sports Day is supported by regional administrations, district governors, municipalities, the Ministry of Youth and Sports, and the Ministry of Education and Science. The main goal of the campaign is to promote physical activity among students in Bulgaria and help build more active habits in young people. With a large-scale communication campaign, the School Sports Day was covered in over 150 online and print media, pages of public institutions and non-governmental organizations, including 4 television reports and over 10 radio interviews. BGBA used various social media platforms to promote the event: Facebook, LinkedIn, and Instagram. Through social media channels (paid and organic posts), the campaign reached over 500,000+ people. Based on official media monitoring, the campaign reached more than 1,500,000 people.



NOWWEMOVE CAMPAIGN 2025 (No Elevators Day &MOVE Week)

PROGRAM	EU4H-2024-OG (Health-Enhancing Physical Activity by ISCA)
DONOR	European Health and Digital Executive Agency (HADEA), European Commission
DURATION	April – December 2025
TOTAL GRANT BUDGET	€ 2 000 (Coordination budget for BG Be Active)
WEBSITE	www.bgbeactive.org/no_elevators_day / www.bgbeactive.org/move-week
PARTNERS	International Sport and Culture Association (ISCA), Denmark - Lead coordinator BG Be Active, Bulgaria - National Coordinator
IMPACT AND OUTCOMES	The NowWeMOVE campaign, coordinated nationally by BG Be Active, is a dynamic initiative aimed at promoting physical activity and raising awareness about the dangers of sedentary lifestyles in Bulgaria. The campaign consists of two major flagship events: No Elevators Day and MOVE Week. By providing a platform for various sports and physical activities, the campaign helps people discover activities they enjoy and motivates them to integrate these into their daily lives. **No Elevators Day 2025** (April 30, 2025) The primary goal of No Elevators Day is to encourage people to be more active by choosing stairs over elevators, leading to improved health and well-being. This simple change can significantly reduce the risk of chronic health conditions. In 2025, the initiative saw participation from over 70 educational institutions, 6 business companies, and 3 municipalities. Schools organized sports activities and relay games on their stairs and in their yards, while large companies symbolically closed their elevators to conduct communication campaigns among their employees. The event successfully engaged over 10,000 participants across 50 locations, generating an estimated media reach of over 1,000,000 people. **MOVE Week 2025** (May 26 – June 1, 2025) MOVE Week 2025 expanded its impact by introducing two additional themes: “Green Sports” and “Sports for All Ages”. The campaign integrated the concept of intergenerational physical activity, motivating organizers to include both the elderly and youth through adapted activities. The “Green Sports” theme allowed organizers to include activities such as plogging (sport combined with cleaning) and “clean games” to engage children creatively on the topic of recycling. More than 50 educational institutions, two municipalities, and sports event organizers participated in the campaign through events, school programs, and active communication in traditional and social media. Over 800 children and parents took part in the “**Children’s Festival on the River: Living Maritsa**” in Plovdiv, where visitors learned about healthy lifestyles, proper nutrition, and daily physical activity through interactive activities and the “MOVEment Pills” concept. Over 80 schools and kindergartens held various activities ranging from outdoor sports demonstrations and functional training to family games and educational workshops. The atmosphere was vibrant, inclusive, and community-driven, encouraging participants of all ages to embrace movement as a joyful part of daily life. The inclusive approach fostered strong community support, engaging 15,000 participants across 50 locations. Media coverage included 30+ online publications and 4 national radio interviews, reaching over 1,000,000 people.



COCA-COLA COMMUNITY EVENTS

PROGRAM	"I want to be useful, recycle me!" 2025 campaign
DONOR	The Coca Cola Company Belgium
DURATION	2025
TOTAL GRANT BUDGET	€ 4 600
WEBSITE	https://thespot.bgbeactive.org/i-want-to-be-useful-recycle-me
PARTNERS	• EcoPack – recycling hauler • The Association of soft-drink producers in Bulgaria • Bulgarian Recycling and Recovery Association • EKOBULPAK Bulgaria AD • National Association of Municipalities of the Republic of Bulgaria (NAMORB) • Over 85 Partner Municipalities across Bulgaria
IMPACT AND OUTCOMES	In 2025, the "Want to Be Useful... Recycle Me!" campaign continued its highly successful mission to transform recycling from a chore into an engaging, educational, and visible activity for all ages. The core of the campaign remained the "Bottle Eater" installations, which served as both functional infrastructure for separate waste collection and powerful tools for social change. The program's innovative approach was officially recognized in 2025 when it won the prestigious Annual **National Award for Social Innovation** from the Ministry of Labor and Social Policy. This award validated the campaign's working formula, which combines education, urban environment improvement, and active community action. The network of installations expanded significantly throughout the year, reaching over **220 installations** nationwide across more than **85 partner municipalities**. In 2025 alone, 50 new "Bottle Eaters" were sold and installed in municipalities such as Godech, Radomir, and Svoge. Furthermore, more than 55 of these installations are now located in schools and kindergartens, actively contributing to the environmental education of the youngest generation. This infrastructure expansion led to a measurable environmental impact, with the campaign successfully collecting **over 161,000 kg** (161 tons) of plastic, ensuring it entered the recycling system rather than polluting nature. To drive engagement, the campaign organized 11 major community events across the country, activating thousands of citizens. Through these collaborative efforts with local governments and communities, the "Bottle Eater" installations have proven to be an excellent method for creating useful habits. They successfully motivate separate waste collection among citizens of all age groups, improve the aesthetics of the urban environment, and tangibly reduce pollution across Bulgaria.

5. Partnerships and Collaborations

5.1. Description of joint projects and initiatives
5.2. Impact of partnerships on achieving organizational goals

MOVE GAME

The MOVE GAME 101184096

PROGRAM	ERASMUS-SPORT-2024
DONOR	European Education and Culture Executive Agency (EACEA)
DURATION	01.01.2025 – 31.12.2026 (24 months)
TOTAL BUDGET	€ 400 000,00
BUDGET FOR BG BE ACTIVE	€ 60 600,00
WEBSITE	https://movegame.eu/en
OBJECTIVES	The main objective of the project is to promote health-enhancing physical activity (HEPA) and social inclusion through gamification, digital tools, and active mobility. The initiative focuses on creating engaging, game-based physical activities specifically tailored for youth and local communities. The Move Game is a life-sized board game where participants become the pawns, combined with a digital component—an interactive website. This innovative approach uses physical activity and education to encourage healthy lifestyles for all. By playing this giant board game, participants not only internalize public health messages more effectively but also engage in physical activity during the process. To make the concept sustainable and accessible, the Move Game will be painted in public spaces. This initiative will involve a co-design process with our partners, utilizing placemaking tools to ensure community engagement. Furthermore, the current prototype will be enhanced and transformed into a new platform with multiple features designed to include all segments of the population, including individuals with disabilities and older adults. During 2025, the key activities include conducting co-design workshops and local stakeholder meetings to develop the core MOVE GAME methodology. The project will pilot test the MOVE GAME app and its associated activities across three Bulgarian cities. Furthermore, in the next 2026, the team will organize 10 local MOVE GAME events designed to engage over 1,000 participants, while also training 30 local facilitators and sports educators on the principles of gamified physical activity.
PARTNERS	Association AZUR SPORT SANTE (lead), Nice/France https://azursportsante.fr/ MOVE Malta, La Valetta/Malta - https://movemalta.org/ STIPO Greece, Athens/Greece - https://stipo.nl/team/ Association Sport for All Serbia, Belgrade/Serbia - https://www.sportforallserbia.org.rs/ International Sport and Culture Association (ISCA), Copenhagen/Denmark www.isca.org

COOPERATION "Inclusion through Sport for all generations" 101134681



PROGRAM	ERASMUS-SPORT-2023-CB – Capacity-building in sport
DONOR	European Education and Culture Executive Agency (EACEA)
DURATION	1 January 2024 – 31 December 2026
TOTAL BUDGET	€ 191,790.00
BUDGET FOR BG BE ACTIVE	€ 27 990
WEBSITE	https://cooperationproject.com/
OBJECTIVES	The "Inclusion through Sport for all generations" (COOPERATION) project aims to promote social inclusion through sport, using physical activity as a powerful educational tool for children and youth, particularly those with disabilities and from disadvantaged backgrounds. BG Be Active is responsible for managing the research activities on barriers and challenges for children's engagement in physical activity among parents and practitioners. As part of the activities in Bulgaria, the team raises awareness of the inclusion challenges for children among trainers and coaches. The key activities, deliverables, and outcomes of the project in 2025, building upon the foundational work and research conducted in 2024: • Barriers to Participation: The research identified significant physical, social, structural, and personal barriers preventing children with disabilities from participating in physical activity. A major issue highlighted was the lack of adapted equipment and accessible infrastructure, particularly in Bosnia and Herzegovina, Montenegro and Bulgaria. • Impact of Training: The "Training for Trainers" programs were highly effective. Trainers reported substantial gains in knowledge, confidence, and practical skills, particularly in applying active listening, creative adaptation of games, and effective facilitation techniques. • Impact of Mountain Games: The implementation of the Mountain Games demonstrated that inclusive winter sports programs significantly enhance participation, empowerment, and social inclusion for children with disabilities

MOVEMENT Pills

"Movement Pills: Sport as a natural remedy to enhance EUcitizens health" - 101133925



PROGRAM	Erasmus+ Sport – Cooperation partnerships
DONOR	European Education and Culture Executive Agency (EACEA)
DURATION	1 November 2023 – 31 March 2026
TOTAL BUDGET	€ 400 000
BUDGET FOR BG BE ACTIVE	€ 68 083
WEBSITE	www.movement-pills.eu
OBJECTIVES	The project aims to develop and spread a common EU-wide methodology to promote physical activity and active lifestyles, focusing on the link between sport and health, using pharmacies as a chain of engagement for beneficiaries and counteracting risks deriving from inactivity. As part of the activities, the pilot test happened in Bulgaria with the involvement of sports clubs and pharmacies, as the major idea during the interventions was to show the connection between physical activity and the prevention of non-communicable diseases. The main objective of the project is to promote physical activity as a vital preventive health measure. This is achieved by having healthcare professionals and pharmacies prescribe "Movement Pills"—which are essentially vouchers for free exercise sessions—to patients who would benefit from increased physical activity. In 2025, BG Be Active established and expanded partnerships with pharmacies and doctors in Plovdiv, Pazardzhik, and Markovo Village to distribute the"Movement Pills." The organization coordinated weekly free training sessions (for example, at WOW Gym Plovdiv, Aerobic Sport Club 365 Pazardzik and Yoga club Markovo) over two months period for the participants receiving the prescriptions. The 2025 Movement Pills pilot activities in Bulgaria successfully demonstrated the power of community-driven health initiatives. By leveraging strategic partnerships, professional coaching, and high-visibility branding, the project effectively communicated the importance of daily physical activity across diverse populations. • •Participant Engagement: According to the official reports, 53 participants directly benefited from the free sports activities provided during the pilot phase • •Events Execution: A total of 8 events were successfully conducted across 3 different cities, providing a broad geographical reach for the initiative • •Material Production: The project produced and distributed 240,000 "Movement Pills" boxes, 1,200 display stands, and 1,200 posters for all partners and especially in Bulgaria, we distributed 27,453 boxes. Additionally, informational brochures and video tutorials featuring sports activities were created to support the campaign.

Moving Schools Challenger

MSC – 101090063



PROGRAM	Erasmus+ Sport – Cooperation partnerships
DONOR	European Education and Culture Executive Agency (EACEA)
DURATION	1 January 2023 – 31 December 2025
TOTAL BUDGET	€ 400 000
BUDGET FOR BG BE ACTIVE	€ 36 000
WEBSITE	www.movingschools.eu
OBJECTIVES	The Moving Schools Challenger project in Bulgaria has achieved remarkable success in promoting physical activity and healthy lifestyles among school-aged children. Over the project duration, the initiative has been successfully implemented across two comprehensive pilot phases, engaging 28 unique educational institutions throughout the country and over 71,300 children, fostering a widespread culture of physical activity. The core of the project involved monthly thematic challenges, which provided a structured yet flexible framework for schools to increase physical activity. These challenges, ranging from the European School Sport Day to themes like healthy eating, environmentalism, and winter sports, encouraged creative and consistent engagement. The program's effectiveness is demonstrated by the impressive key performance indicators achieved, successfully engaging children, teachers and parents.

RELAUNCHTOWIN



PROGRAM	EUI01-097, Regenerative Local Actions for Urban Challenges to Wellness and Innovation
DONOR	Cohesion Policy for the 2021-2027 - European Urban Initiative- Innovative Actions (EUI-IA)
DURATION	1 March 2024 – 31 August 2027
TOTAL BUDGET	€ 4 500 000
BUDGET FOR BG BE ACTIVE	€ 134 240
WEBSITE	Facebook
OBJECTIVES	Led by the Municipality of Burgas, the project aims to create an aesthetic, functional and sustainable urban environment that inspires creativity, collaboration and lifelong learning. RELAUNCHTOWIN is involved in the renovation of the Mladost Sports Hall with energy efficiency measures and will transform the surrounding areas with nature-based solutions to combat climate change. The project will lead to better physical and mental health of local people by giving them a stronger sense of belonging, while raising awareness about energy efficiency and climate adaptation measures. Sharing its experience in working with communities, BG Be Active joins the project to lead community discussions and ensure the participation of residents in decision-making. The team will also test the placemaking approach in more structured urban projects. The aim is to transform the spaces around the Mladost Hall and stimulate civic engagement through community-led events. In 2025, the project successfully implemented key activities in Burgas, Bulgaria, focusing on environmental awareness, intergenerational cohesion, and youth empowerment in urban planning through the Active Communities campaign and Collaborate and Transform Events. By engaging diverse demographic groups—from young children and students to active pensioners—the project fostered social cohesion, promoted sustainable practices, and empowered citizens to take an active role in shaping their urban environment. The significant media reach and high participant engagement provide a strong foundation for the project's continued success in the coming years.

PARTNER'S PROJECTS

Youth Placemaking Beyond Borders (YPBB)



PROGRAM	ERASMUS-YOUTH-2025-CB-101246516 — YPBB
DONOR	European Education and Culture Executive Agency (EACEA)
DURATION	01.12.2025 -30.11.2026
TOTAL BUDGET	€ 299,356.00
BUDGET FOR BG BE ACTIVE	€ 65 024
WEBSITE	TBD
OBJECTIVES	Youth Placemaking Beyond Borders (YPBB) is a 24-month Erasmus+ project led by STIPO Greece with partners in Bulgaria, Ukraine, Armenia, and Moldova. Building on the earlier Youth Placemaking Balkans initiative, YPBB extends its methodology to the Neighborhood East region using a "phygital placemaking approach," which combines physical public-space transformation with digital participation tools and AI-assisted methods. The project's strategic purpose is to strengthen youth participation, inclusion, and civic engagement by positioning young people as active agents of urban transformation. It responds to persistent barriers faced by youth in Armenia, Ukraine, and Moldova, such as limited structured civic participation and public spaces inadequate for their needs. YPBB enables youth to co-design, activate, and advocate for inclusive public environments and influence local policy through practical placemaking processes. This also modernizes participatory urban practice, making youth involvement more accessible and sustainable across borders by adapting expertise from Greece and Bulgaria to local contexts, including gender-sensitive urban design, rural youth inclusion, and post-conflict resilience.
PARTNERS	STIPO Greece, Greece - https://stipo.nl Insha Osvita, Ukraine - https://insha-osvita.org EcoHub, Armenia - https://ecohub.am EcoVisio, Moldova - www.ecovisio.org

6. Financial Report

The analysis of the financial data from 2023 to 2025 reveals significant growth in funding and a stable expenditure structure.

KEY TAKEAWAYS

- Substantial Revenue Growth: The organization experienced a significant increase in total income, rising from approximately €601,215 in 2023 to €908,104 in 2024. As of the current data for 2025, €471,803 in income has already been recorded.
- Diversified Funding Base: Revenue is driven by several major European and international programs. The CERV program is the largest single donor over the three-year period, contributing over €530,000, followed closely by the HRDC Erasmus+Sport coordinator's project at €400,000.
- Primary Expenditure Drivers: Human resources and operational services represent the bulk of the costs. Salaries and taxes are the highest expenditure category, totalling €220,240, while External services and Recognition of prior period financing also represent significant financial commitments.
- Positive Financial Position: The organization maintained a healthy surplus in both 2023 and 2024, with the net balance increasing year-over-year.

FINANCIAL DETAILS

Top 5 Donors (Total 2023-2025):

- CERV program: €530,505
- HRDC Erasmus+Sport coordinator's project: €400,000
- Erasmus+Sport partner's project: €371,597
- Erasmus+Sport coordinator's project: €210,000
- The Coca Cola Foundation, Atlanta: €140,158

Major Expenditure Categories (Total 2023-2025):

- Salaries and taxes: €220,240
- Recognition of prior period financing: €180,778
- External services: €155,546
- Deferred financing expenditures: €129,357
- Materials: €87,029

SUMMARY OF THE INDEPENDENT AUDITOR'S REPORT – FINANCIAL YEAR 2025

In 2025, we conducted an independent audit of BG Be active's financial statements for the year ending December 31, 2024, which was conducted by certified auditors. The report confirms the organization's financial reliability and transparency, highlighting several key conclusions:

1. The auditor states that the financial statements of BG Be active:

- Fairly and accurately represent the organization's financial position, performance, and cash flows as of December 31, 2025
- Are in full compliance with the Bulgarian National Accounting Standards (BNAS)
- This unqualified opinion is a strong indicator of sound financial governance

2. Adherence to International Audit Standards:

- The audit was conducted in line with International Standards on Auditing (ISAs), ensuring a professional, independent, and ethically sound approach.
- The auditor confirmed their independence and fulfillment of ethical obligations throughout the audit process.

3. Commentary on External Risks (Going Concern): The report includes a standard note regarding global uncertainty, specifically referencing the war in Ukraine and its potential economic impacts (energy prices, inflation, humanitarian risks).

4. Management's Stability Measures: BG Be active has proactively implemented measures to ensure continued operations and financial resilience, including:

- Extraordinary measures to optimize costs
- Diversification of revenues
- Receiving compensation from the state in connection with the energy crisis and inflationary pressures
- Renegotiation of loan terms
- Renegotiation of conditions under supply and sales contracts (regarding terms, quantities, prices, payments)
- Optimizing the structure of the main business segments
- Preservation of human resources
- Seeking financial support from the owners of the capital

5. Managerial and Governance Transparency: The report confirms that BG Be active's management and governance structures fulfill their legal responsibilities for financial oversight and reporting. The information included in the managerial report for the financial year corresponds to the financial statements and has been prepared in accordance with the requirements of Chapter Seven of the Accounting Act.

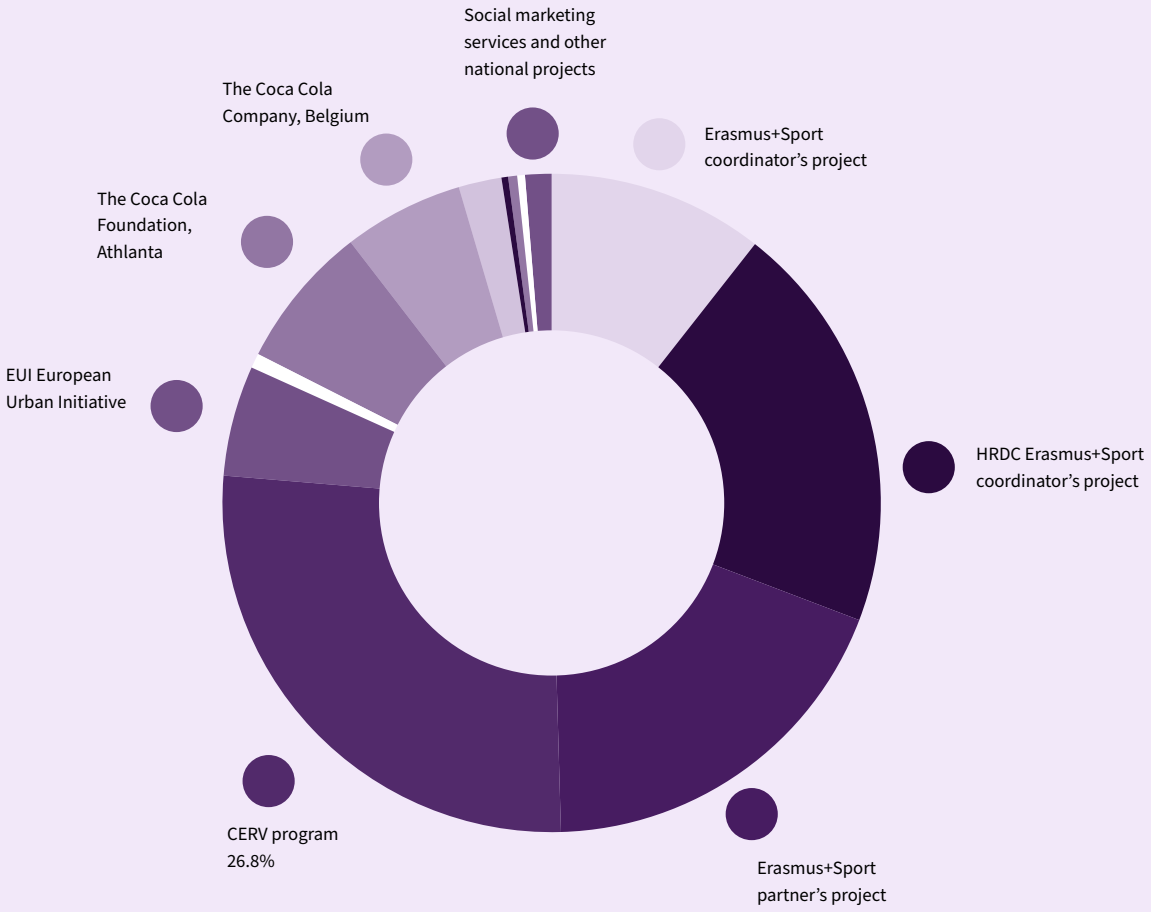
6. Commitment to Transparency and Donor Trust: BG Be active conducts independent financial audits annually, as part of its commitment to:

- Transparency
- Public accountability
- Trust and long-term cooperation with donors

All audited reports are publicly available via the Bulgarian Registry Agency and on the organization's official website. The 2025 independent audit reinforces BG BE ACTIVE's position as a financially stable, transparent, and professionally managed organization, trusted by national and international donors alike. Despite external economic uncertainties, the association demonstrates strong internal controls, strategic planning, and financial discipline.

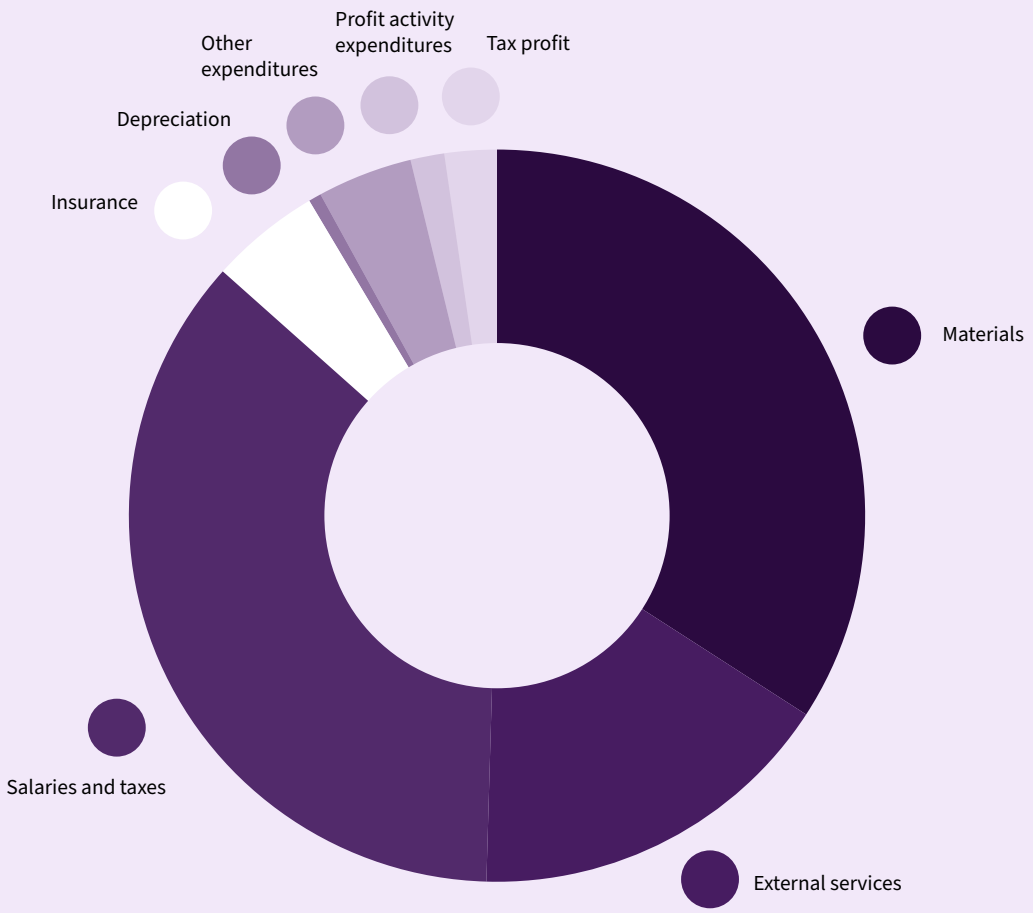
INCOMES FROM DONORS

DONORS	TOTAL EUR	YEAR 2025	YEAR 2024	YEAR 2023
Erasmus+Sport coordinator's project	€210,000.0		€120,000.0	€90,000.0
HRDC Erasmus+Sport coordinator's project	€400,000.0		€400,000.0	
Erasmus+Sport partner's project	€371,597.0	€143,124.0	€89,083.0	€139,390.0
CERV program	€530,505.0	€314,150.0	€216,355.0	
EUI European Urban Initiative	€107,392.0		€107,392.0	
Netherlands Helsinki Commitee	€14,317.0		€7,142.0	€7,175.0
HRDC Erasmus+K2	€0.0		-€40,560.0	€40,560.0
The Coca Cola Foundation, Athlanta	€140,158.2			€140,158.2
The Coca Cola Company, Belgium	€116,976.0	€4,600.0		€112,376.0
EEA Financial Mechanism – Active Citizens Fund Bulgaria	€41,853.3			€41,853.3
National programs Lidl Foundation	€6,429.0	€6,429.0		
Sales of goods- bottle-eaters	€8,743.1			€8,743.1
Bulgarian Association of Soft Drinks Producers - donation	€7,517.7			€7,517.7
Services offered/profit activities/	€25,633.8	€3,500.0	€8,692.0	€13,441.9
Social marketing services and other national projects	€0.0			
		€471,803.0	**€908,104.0**	**€601,215.1**



BG BE ACTIVE expenditures 2025

EXPENDITURES	TOTAL EUR	YEAR 2025	YEAR 2024	YEAR 2023
Materials	€216,386.1	€129,356.8	€31,219.1	€55,810.1
External services	€217,393.6	€61,848.1	€87,291.4	€68,254.1
Salaries and taxes	€357,276.5	€137,036.0	€113,572.3	€106,668.2
Insurance	€48,135.8	€18,406.5	€16,577.3	€13,152.1
Depreciation	€6,018.3	€2,112.1	€2,217.3	€1,688.9
Other expenditures	€65,365.4	€15,850.0	€18,850.7	€30,664.6
Recognition of prior period financing	€180,777.9		€86,700.2	€94,077.7
Deferred financing expenditures for the next period	€129,356.8		€82,318.0	€47,038.9
Profit activity expenditures	€17,383.9	€5,624.2	€5,112.9	€6,646.8
Tax profit	€11,235.7	€8,692.0	€1,009.8	€1,533.9
		€378,925.68	**€444,869.07**	**€424,001.44**



7. Governance and Management

7.1. Overview of the organizational structure
7.2. Board of Directors and key management personnel
7.3. Governance practices and policies
7.4. Capacity building and staff development activities
7.6. Professional Training Centre
7.7. Subsidiary of BG Be Active Association “Urban Nudges” Ltd.

7.1 OVERVIEW OF THE ORGANIZATIONAL STRUCTURE

BG Be Active (BGBA) is structured to ensure effective governance, strategic oversight, and operational management. The supreme governing body of the association is the General Assembly, which includes all members and convenes at least once a year. The General Assembly is responsible for making significant decisions such as amending the charter, electing the Board of Directors, and approving the budget. Decisions are made by a majority vote of the members present.

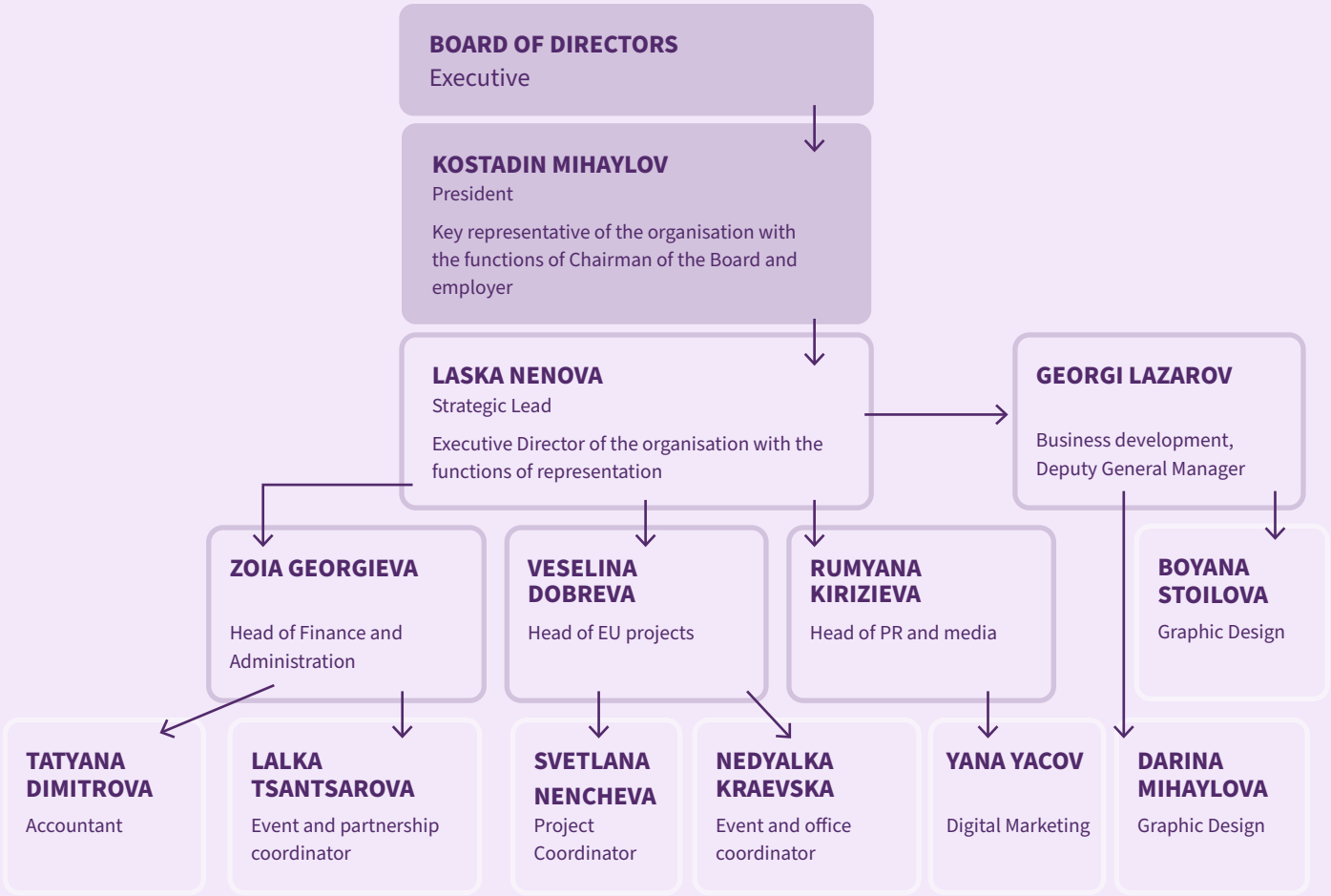
7.2. BOARD OF DIRECTORS AND KEY MANAGEMENT PERSONNEL

The Board of Directors, elected by the General Assembly, oversees the strategic direction and governance of the organization. The Board consists of:

- **Kostadin Georgiev Mihaylov:** Founding board Member
- **Laska Nencheva Nenova:** Founding board Member
- **Boris Todorov Stoilov:** Founding board Member
- **Zoya Kostadinova Georgieva:** Board Member
- **Georgi Kirilov Lazarov:** Board Member

The Board of Directors meets at least once every three months to manage the association's activities, financial management, and ensure compliance with the charter. The Board also prepares and submits an annual report to the General Assembly.

The Chairperson, elected by the Board of Directors for a term of four years, represents BGBA in all legal matters and manages daily operations. The Chairperson is supported by key management personnel, including the Project Manager, Administrative/Financial Manager, Communication Manager, Lead Expert in Placemaking, and Event Coordinator, who together ensure the smooth operation and effective implementation of BGBA's projects and initiatives.



7.3. GOVERNANCE PRACTICES AND POLICIES

BG Be Active is committed to governance practices that promote decentralization, localization, and transparency.

The governance structure and practices include:

- **General Assembly:** The supreme governing body that includes all members and meets at least once a year to make significant decisions such as amendments to the charter, election of the Board of Directors, and approval of the budget. Decisions are made by a majority vote of the members present.
- **Board of Directors:** Elected by the General Assembly, the Board of Directors meets at least once every three months and is responsible for managing the association's activities, financial management, and compliance with the charter. The Board also prepares and submits an annual report to the General Assembly.
- **Chairperson:** Elected by the Board of Directors for a term of four years, the Chairperson represents the association in legal matters and manages daily operations.

GOVERNANCE PRACTICES

- **Decentralization:** Engaging partners and networks in decision-making and project implementation, ensuring diverse inputs and collaborative efforts.
- **Localization:** Adapting projects to local contexts, considering cultural, social, and economic factors to make them more effective and relevant.
- **Transparency:** Maintaining open communication channels and making information accessible through reports, meetings, and feedback mechanisms.

7.4. CAPACITY BUILDING AND STAFF DEVELOPMENT AT BG BE ACTIVE

At BG Be Active, our team's ongoing professional development supports the achievement of our objectives and adaptability. Our capacity building and staff development initiatives are structured to maintain an effective workforce.

INTERNAL POLICIES AND CAREER PATHWAYS

We maintain internal policies that guide and support individual career development. These include opportunities for advancement within the organization and programs that facilitate the development of specialized skills.

Our induction programs assist new team members in adapting to the organizational culture, values, and work processes. We utilize performance appraisal systems to provide feedback and identify areas for development.

STAFF TRAINING

We conduct regular training focused on acquiring new skills and improving existing ones, thereby expanding our team's competencies.

- Specialized training: This includes training related to specific operational areas, such as project management (planning, coordination, monitoring, and reporting), and financial management and budgeting.
- Software and new technology training: We provide training on current platforms, tools, and software solutions relevant to our work.
- Soft skills development: Training in areas such as communication, emotional intelligence, risk management, problem-oriented thinking, and problem-solving supports teamwork and stakeholder engagement.
- Access to online learning: We facilitate self-learning by providing access to online training platforms and specialized courses.
- Advocacy and policy training: To support our objectives in public health and

environmental policies, we offer training to build capacity in advocacy and the formulation of recommendations and opinions.

SUPPORTING CONTINUOUS LEARNING

At BG Be Active, we support the principle of lifelong learning for all team members.

- Individualized development approach: We facilitate individual development through training and career development plans aligned with employee needs and professional goals.
- Financial support for professional growth: We offer financial support for participation in conferences, seminars, professional certifications, and other external training initiatives that contribute to professional growth.
- Mentoring and coaching programs: Our mentoring and coaching programs enable experienced team members to support the development of colleagues by sharing knowledge.
- Encouraging knowledge sharing: We maintain internal mechanisms for the sharing of knowledge and best practices among team members, which contributes to collective capacity.

These activities contribute to BG Be Active maintaining a qualified and continuously developing team. This supports our ability to meet challenges and achieve our social and environmental objectives.

7.5. WHAT IS OUR SOCIAL ENTERPRISE AND WHY IS IT VALUABLE TO YOU?

The social enterprise of BG Be Active is an innovative model that combines social responsibility, sustainable solutions and real impact on the environment. As an officially certified social enterprise (Class A) by the Ministry of Labor and Social Policy, we have the right to use the “Social Enterprise Product” brand, guaranteeing that our products and initiatives bring added social and environmental value.

Our first product – the “Bottle-eater installation”®, is an effective solution for separate collection of plastic bottles, which supports sustainable waste management. In addition, the “Social Enterprise Product” brand can also be used for a number of initiatives and campaigns aimed at improving the living environment. These include events and trainings from the #WithoutWaste network, which increases the capacity of municipalities, organizations and citizens in the field of environmental education and sustainable development.

Companies, institutions and civic organizations that support our mission not only invest in a cleaner and more sustainable environment, but also build their reputation as socially engaged actors in society. Using the “Social Enterprise Product” logo on joint projects, events and communication materials also signals your purposeful efforts to adapt to global trends in corporate social responsibility.

7.6. PROFESSIONAL TRAINING CENTER

In 2025, BG Be Active achieved a key organizational milestone by securing a license as a **Professional Training Center with a focus on Sports**. Licensed by the National Agency for Vocational Education and Training (NAVET), this center operates as CPT B-Active, offering state-recognized training for sports instructors. The program is designed for young, active people aged 18–35 who are passionate about sports and a healthy lifestyle, enabling them to turn their hobby into a profession. Our courses provide comprehensive training in both theory and practice, culminating in the issuance of legitimate, state-recognized diplomas, which enhance the qualifications and professional realization of young specialists.

7.7. SUBSIDIARY OF BG BE ACTIVE ASSOCIATION

The Launch of Urban Nudges Ltd – A New Chapter in Our Mission for Better Public Spaces

At the end of 2023, BG Be Active took a bold and strategic step forward in its mission to transform public spaces by establishing a new subsidiary, “Urban Nudges”. This new venture was born out of our desire to continue shaping better environments, this time from a commercial and entrepreneurial perspective.

While BG Be Active remains committed to civic engagement and public good, Urban Nudges is our way of entering a space where business and social innovation meet. The goal is to offer creative, scalable, and sustainable solutions that influence everyday behaviors in urban areas – not through mandates, but through subtle design choices.

As a strategic commercial offering, Urban Nudges Ltd. holds a license for the production and distribution of Parkly in Bulgaria. Parkly is an innovative, modular system of urban furniture that transforms outdoor spaces into green, pleasant, and functional community hubs—places where people can meet, relax, play, or socialize. Whether the goal is to revitalize a dense urban area, activate a street segment, or enhance a corporate garden, Parkly provides the tools to make public spaces:

- Greener and more ecological
- More social and inclusive
- More active and pedestrian-friendly

Urban Nudges bridges the gap between design, behavioral science, and entrepreneurship. It is our response to the growing need for innovative, business-driven approaches to social and environmental challenges in our cities.

8. Future plans and outlook

8.1. Strategic priorities for the next reporting period
8.2. Planned projects and initiatives
8.3. Long-term goals and objectives
8.4. Anticipated challenges and risk mitigation strategies

8.1. STRATEGIC DIRECTION FOR 2026

As BG Be Active looks toward 2026, our strategic direction remains firmly rooted in our core mission: promoting health-enhancing physical activity (HEPA), fostering sustainable urban environments, and empowering communities through active participation. Building on the successes and lessons learned in 2025, we are expanding our reach and deepening our impact across Bulgaria and the broader European landscape.

Our approach for the upcoming year is characterized by a strong emphasis on cross-sectoral collaboration, integrating physical activity with environmental sustainability, and addressing the specific needs of diverse demographic groups—from youth and active professionals to seniors and marginalized communities. We are committed to leveraging innovative methodologies, such as "phygital placemaking" and digital learning tools, to create scalable and adaptable solutions for grassroots sports organizations and local municipalities.

Furthermore, BG Be Active is actively pursuing a robust portfolio of new projects and strategic resubmissions under the Erasmus+ and CERV programs. These initiatives are designed not only to secure vital funding but also to solidify our position as a leading expert organization in urban health, sustainability, and civic engagement on an international scale.

8.1.1 LONG-TERM GOALS AND OBJECTIVES (2025-2027)

To ensure sustained growth and impact, BG Be Active has established the following long-term objectives:

- Leadership in Urban Health: Establish BG Be Active as a recognized leader in urban health promotion, both nationally and internationally.
- Network Expansion: Build and maintain a robust network of cross-sectoral partnerships to support and enhance the implementation of complex, multinational projects.
- Capacity Building: Continuously expand and develop our internal team to meet the growing demands of our expanding project portfolio.
- Financial Resilience: Ensure long-term financial stability through diversified revenue streams, including European grants, corporate partnerships, and the development of new service offerings.
- Innovation: Continuously develop and deploy innovative services and solutions that meet the evolving needs of our stakeholders, municipalities, and local communities.

8.1.3. ANTICIPATED CHALLENGES AND MITIGATION STRATEGIES

As we expand our operations and take on more complex international projects, we anticipate several challenges. The following table outlines our proactive strategies to mitigate these risks:

CHALLENGE	DESCRIPTION	MITIGATION STRATEGY
Funding Uncertainty	Securing sufficient and consistent funding from grants and tenders in a highly competitive environment.	Diversify funding sources by applying for multiple EU grants, obtaining social enterprise status, and developing new, monetizable service offerings.
Partnership Development	Establishing and maintaining strong, reliable partnerships across different countries and sectors.	Actively engage with potential partners through regular communication, joint pilot projects, and consistently demonstrating the tangible value of collaboration.
Organizational Visibility	Increasing visibility and recognition as a lead expert organization internationally.	Enhance targeted marketing and communication efforts, leverage successful project outcomes as case studies, and obtain relevant ESG certifications to bolster credibility.
Team Capacity	Ensuring the internal team has the necessary skills, bandwidth, and expertise to handle new, large-scale projects.	Invest heavily in continuous training and professional development, and strategically hire new team members to fill specific skill gaps (e.g., in sustainability and digital learning).
Advocacy and Influence	Effectively advocating for urban health, HEPA promotion, and sustainability at the policy level.	Develop a clear, long-term advocacy plan, engage with key stakeholders through strategic events, and strengthen relationships with local policymakers and national influencers.

8.2. STRATEGIC DIVERSIFICATION AND ORGANIZATIONAL AUTONOMY

BG Be Active is committed to enhancing its organizational capacity and financial independence by expanding its portfolio of social enterprise ventures. By leveraging professional expertise and state-recognized certifications, the association aims to achieve greater operational autonomy through the following strategic pillars:

- Development of the licensed Professional Training Center to provide state-recognized vocational education for sports specialists.
- Expansion of the registered Class A social enterprise to drive sustainable revenue and social impact.
- Provision of specialized consultancy services in Urban Health, supporting Plovdiv's European Capital of Sport 2028 initiative.
- To solidify BG Be Active's international standing as a key expert partner, advancing public health, social innovation, and sustainable solutions that increase physical activity and promote healthy lifestyles, particularly in engagement with global bodies like the WHO.

8.3 UPCOMING PROJECTS AND INITIATIVES

In 2026, BG Be Active will lead and partner in a diverse array of ambitious projects. The anticipated total value of all project submissions exceeds €8.5 million, with more than €1.4 million expected to be allocated directly to BG Be Active upon approval. These initiatives reflect our commitment to the European Green Deal, the EU Work Plan for Sport, and the promotion of inclusive, active lifestyles.

The following table outlines the key projects confirmed for submission or resubmission in 2026:

PROJECT NAME	PROGRAM	ROLE OF BG BE ACTIVE	TOTAL BUDGET	BGBA BUDGET	DURATION	STATUS
HEPA Boost	Erasmus+ Sport (Cooperation)	Lead	€400,000	€85,500	24 months	Resubmission
Sport #WithoutWaste - Western Balkans	Erasmus+ Sport (Cooperation)	Lead	€250,000	€63,300	18 months	Resubmission
Stronger than Menopause	Erasmus+ Sport (Cooperation)	Lead	€400,000	€93,550	24 months	Resubmission
Sport for Democratic Participation	CERV	Lead	€314,150	€103,955	24 months	Approved
My Placemaking	Erasmus+ Youth	Lead	€297,350	€70,406	24 months	Pending
Active Healthy Streets	Erasmus+ Sport (Events)	Lead	€300,000	€63,300	12 months	Considering
ESSD 2026	Erasmus+ Sport (Events)	Beneficiary	€300,000	€16,500	12 months	Approved
YPBB: Youth Placemaking Beyond Borders	Erasmus+ Youth	Beneficiary	€299,356	€65,024	24 months	Approved
USAL (Urban Spaces for Active Living)	Erasmus+ Sport (Cooperation)	Beneficiary	€250,000	€94,000	24 months	Resubmission
Your Active Workplace	Erasmus+ Sport (Cooperation)	Beneficiary	€400,000	€52,500	24 months	Resubmission
Senior Active Prevention	Erasmus+ Sport (Cooperation)	Beneficiary	€120,000	€29,000	18 months	Resubmission
Green Clubs	Erasmus+ Sport (Cooperation)	Beneficiary	€400,000	€48,000	24 months	Pending

9. Acknowledgements

9.1. Recognition of partners, donors, and volunteers
9.2. Appreciation for stakeholders' support and contributions

INTERNATIONAL NETWORKS

BG Be Active is an official partner of the New European Bauhaus, a member of Placemaking Europe and the International Sport and Culture Association (ISCA), and an active contributor to the World Urban Campaign, The European Urban Initiative and (SHARE 2.0).

NATIONAL NETWORKS

DONORS AND SUPPORTERS

Our programs are made possible through the generous support of European institutions, national foundations, and corporate partners.

BALKAN PARTNERS

INTERNATIONAL PARTNERS

MEDIA PARTNERS

Legal name: BG Be Active
AKA Name: BGBA
Tax ID: 176236565

Legal address: Belashtitsa Village, 4124, Detelina 7 Str.
Business type: Social enterprise
Correspondent address: “Tsar Boris III” Obedinitel Boulevard-179, Business Park Flavia
Country: Bulgaria
State/Province: Plovdiv
City: Plovdiv, 4000

Phone number: +359 876723 377
Website Address: www.bgbeactive.org

BG BE ACTIVE