BG BE ACTIVE

ANNUAL REPORT 2024

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





“

Laska Nenova,
General manager

2024: A year of meaning, resistance, and growth

2024 wasn’t easy. For anyone.

The world outside our office became louder, more divided, and less predictable. Inside, it wasn’t always calm either. But in those moments, we reminded ourselves why we exist.

BG Be Active went through a year marked by resistance, not just against physical inactivity and poor health, but against apathy, neglected public spaces, and the shrinking civic space.

Still, we didn’t stop asking the hard questions.

How do we create change that matters months later, not just for the photo? How do we build a culture of movement, care, and participation that survives beyond a project cycle? How do we stay honest while working around words like “health,” “sustainability,” and “civic engagement”?

The success of 2024 isn’t just in the projects delivered. It’s in the partnerships that started as coincidences and turned into shared missions. It’s in the topics we dared to raise, about life quality in the city, the right to move, the care for older adults, the role of young people in shaping public space.

And 2025 started the same way- even more clearly, as an organization that doesn’t just run projects, but asks questions, finds answers, and builds bridges between people, places, and hope.

Our Impact

15+
national projects successfully implemented

60+
transformative placemaking initiatives

67+
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

Table of Contents

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

2. Introduction
    - 2.1. Objectives and goals for the reporting period
    - 2.2. Geographical and thematic focus

3. 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

4. Impact
    - 4.1. Metrics and indicators used to measure impact
    - 4.2. Comparative analysis with previous years

5. Partnerships and Collaborations
    - 5.1. Description of joint projects and initiatives
    - 5.2. Impact of partnerships on achieving organizational goals

6. Financial Report

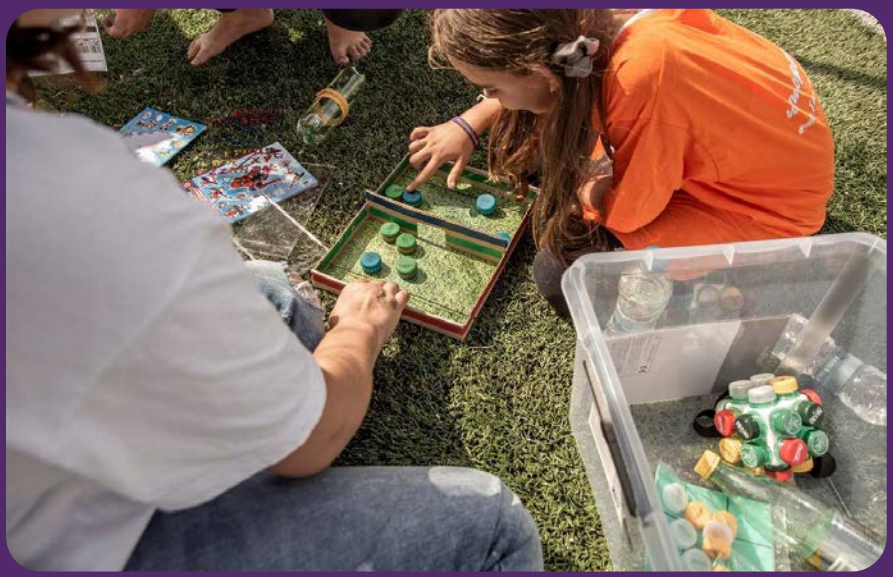
7. Governance and Management
    - 7.1. Overview of the organizational structure
    - 7.2. Board of Directors and key management personnel
    - 7.3. Governance practices and policies
    - 7.4. Capacity building and staff development activities
    - 7.5. What is our social enterprise and why is it valuable to you?
    - 7.6. Subsidiary of BG be active Association”Urban Nudges” Ltd.

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

9. Acknowledgements
    - 9.1. Recognition of partners, donors, and volunteers
    - 9.2. Appreciation for stakeholders’ support and contributions

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
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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.

PROJECT IMPLEMENTATION CAPACITY

PROJECT MANAGEMENT

BGBA has been active for around 10 years both as a lead coordinator 5 international, 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

BGBA 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 2 mln. users reach and exceptional reach in social media (Facebook, Instagram, LinkedIn, Twitter)

ACTIVATION

BGBA team is experienced in community interventions (placemaking, grassroots events etc.), advocacy and policymaking conferences (round tables, structured dialogues etc.), capacity-building activities (workshops, trainings etc.).

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 2024, 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 eight major international and national programs, implementing strategic interventions reaching over 700,000 people in Bulgaria and the Balkan region. Key achievements included the implementation of large-scale physical activity campaigns, such as the European School Sport Day, MOVE Week and the Day Without Elevators, which collectively engaged thousands of students, teachers, municipalities and civil society partners. The regional project Sport #WithoutWaste continued to increase its impact by introducing environmentally responsible practices into local sports events in six countries, while the Youth Placemaking Balkans initiative enabled young people (aged 16–29) to engage in co-creation of public spaces and civic dialogue in support of more inclusive and active communities. At a national level, the Coca-Cola-funded "I Want to Be Useful… Recycle Me!" campaign has activated dozens of municipalities and communities to adopt sustainable waste management habits, with a particular focus on improving infrastructure and education on plastic recycling in smaller settlements. In support of this environmental commitment, BG Be Active launched "Placemaking for Climate Mitigation" and "Catalyst for Change – Active Neighborhoods", two strategic projects designed to build public understanding and cooperation among stakeholders on climate challenges and mitigation actions. The main highlight of the year was the first-ever international conference "Sport for Planetary Health", organized by BG Be Active on April 26, 2024 at the Boris Hristov House of Culture in Plovdiv. The event brought together leading national and international experts in the field of sport, sustainability and governance, including representatives of the EU Sport Department, the International Union for Conservation of Nature (IUCN), TAFISA, the Circular Economy Institute and municipal and academic institutions. Supported by various partners (institutional, business and media), the conference presented the innovative "Sport #WithoutWaste" model and highlighted the critical role of the sports sector in achieving the goals of the European Green Deal and the Sustainable Development Agenda. The event laid the foundations for continued cross-sectoral cooperation, reinforcing the position of BG Be Active as a national and regional leader in integrating health, environmental and civic strategies for community transformation.

- **Sport #WithoutWaste (Erasmus+):** a movement that inspires waste-free grassroots sports events, promoting sustainable practices across the leisure and grassroots sport sectors. Implemented eco-friendly practices in grassroots sports across six countries, with 260,000 participants and events supporting recycling and sustainability.

- **Youth Placemaking Balkans (Erasmus+):** empowered youth (16–29) to participate in placemaking and community-led urban projects across the Balkans.

- **I Want to Be Useful...Recycle Me! (Coca-Cola Foundation):** a campaign that aims to increase the level of civic activity and civic responsibility on the topics of pollution, separate waste collection and littering-prevention. Promoted circular economy practices and community waste separation across Bulgaria, particularly in smaller municipalities.

- **Placemaking for Climate Mitigation (CERV):** launched regional cooperation between Bulgaria, Romania, and Greece to promote climate engagement and democratic dialogue.

- **European School Sports Day 2024 ESSD (Erasmus+):** a large-scale campaign promoting daily physical activity for students by integrating movement into the school day. More than 200,000 children and 150+ sports clubs participated in events across Bulgaria, fostering school-community partnerships and enhancing teachers' competencies in physical education.

- **NowWeMove – Bulgaria:** national-level awareness campaigns like No Elevators Day and MOVE Week promoted daily physical activity and addressed sedentary behavior. Over 50 institutions and municipalities participated in community events that encouraged the use of stairs and engagement in sports activities.

- **Catalyst for Change – Active Neighborhoods:** increased climate awareness and engagement through local events, webinars, and discussions on climate mitigation in Bulgaria.

- **Placemaking for democracy:** a concept that aims to enhance civic space in urban communities through democratic participation in the development of public spaces and promotion of local policies in public administrations

- **Placemaking for active recreation:** an approach that pertains to the design and planning of public spaces to encourage physical activity and social interaction.

- **THE SPOT Bulgaria/Placemaking:** a long-term program for behavior change and public spaces development through placemaking.

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 5 international, 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 2 mln. users reach and 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 2024, BG Be Active continued its positive financial trajectory, achieving a record income of €908,104.0 from donor funding and profit-generating activities. This marks a substantial increase from €601,215.1 in 2023 and €391,929.0 in 2022, reflecting the organization's strengthened fundraising capacity and strategic partnerships.

Key contributions came from:

- HRDC Erasmus+Sport coordinator's project (€400,000.0)-the budget representing 21% of the total incomes
- CERV Program (€216,355.0)-representing 11.4% of the total incomes
- Erasmus+Sport coordinator's project (€120,000.0)-Sport#WithoutWaste project final payment after project completion
- Erasmus+ partner's projects totaling €89,083 - accounting for about 13.4% of the budget.

Other Key Donors:

- The Coca Cola Company, Belgium contributed €112,376
- EUI European Urban Initiative' provided €107,392

Smaller yet consistent support was provided by:

- Netherlands Helsinki Committee (€14 350)
- Profit and service-based activities (€8,692.0)
- Ongoing national-level partnerships and donations

On the expenditures side, the organization managed its finances responsibly, with total spending reaching €444,869.07 in 2024. Major expenditures categories included:

- Salaries and taxes (€113,572.3)
- External services (€87,291.4)
- Materials (€31,219.1)
- Insurance (€16,577.3)
- Profit activities expenditures(€5112.9)
- Recognition of prior period financing (€86,700.2)

In addition, deferred financing costs for future periods were recorded at €82,318.0, indicating continued investment in multi-year projects. Other operational costs, including depreciation, tax, and profit-related expenses, remained stable and within forecasted levels.

The year 2024 reflects a strong financial position for BG Be Active, characterized by:

- Diverse donor support
- Improved financial planning and execution, and,
- A healthy operational surplus, enabling the organization to maintain and expand its impact across programs and initiatives

2. Introduction

2.1. Background of the organization
2.2 Objectives and goals for the reporting period
2.3. Geographical and thematic focus
2.4. Partnerships

BACKGROUND OF BGBA

Legal Name: BG Be Active
Tax ID: 176236565
AKA Name: BGBA
Address: “Tsar Boris III” Boulevard #179
Country: Bulgaria
State / Province: Plovdiv
City: Plovdiv
Website Address: www.bgbeactive.org

VISION:

‘’One Health” – comprehensive improvement of the health of the individual, society and the environment, in the context of the urban environment and the planet.

MISSION STATEMENT:

BG Be Active is a national organization working within the fields of social development, learning, health, and voluntarism through the tools and methodologies of community development, circularity education, placemaking, physical activity promotion, and capacity building.

OUR MISSION:

We create a world where the health of people, society and the environment are interconnected and supported through sustainable, innovative solutions. We believe in cities where every space is a place for activity, collaboration and well-being, and our actions lead to a better future for all levels of the ecosystem – from the individual to the planet.

ORGANIZATION HISTORY:

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 organization, with a positive image, partnering across the following sectors - education, youth, sport, health, culture, environment. In 2020 BGBA has also started expanding its reach on the regional Balkan level working with partners from Serbia, Turkey, Albania, Romania, North Macedonia.

BGBA’S EXPERTISE

- 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

SOME OF THE ACHIEVEMENTS OF THE ORGANIZATION ARE:

In 2013 we became the national coordinator for the NowWeMOVE (NWM) campaign (initiated by ISCA in 2012). Under the NWM campaign, BG Be Active has coordinated over a thousand events supported by more than 640 move agents, and has 'moved' 2 million people across more than 200 locations. Through partnerships across sectors, targeted communication, and coordination of mass leisure activities, we believe to have played a significant role in 10% reduction of physical inactivity in Bulgaria, reported by Eurobarometer, from 78% in 2013 to 68% in 2018.

In 2017 BGBA launched the first national placemaking project aimed at redesigning and improving the conditions of public spaces across urban areas with a population under 75 000, making them better suited for sports activities, urban sport, and physical exercise. Since the implementation of the first _Spot project, as part of the long term placemaking programme, BGBA has to date realized several large scale projects based on placemaking, each embracing a different social topic:

- 'Engagement of young people in community improvement' (10 locations)
- 'Volunteering with an impact' (10 locations)
- 'Plovdiv Zero Waste Capital of Culture' (Plovdiv)
- 'Partnering for Waste Free and Beautiful Bulgaria' (national reach) 2020-2022
- Active Citizens - Placemaking for Democracy - 2021-2023
- Placemaking for active recreation (International) - 2021 - 2023
- Park(ing)Day For Fitness (2022-2023)
- I want to be useful…Recycle me! (National) - 2023 - 2024
- Sport#WithoutWase (International) - 2022 - 2024

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.

MULTIMEDIA 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

WITH OTHER INITIATIVES BG BE ACTIVE:

- Successfully implemented more than 22 nationally spread projects;
- Managed t of 7 large scale multi year European 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 widely the concepts of placemaking and tactical urbanism to Bulgaria

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.

2.1. 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 of 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 in order 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.

2.2. GEOGRAPHICAL AND THEMATIC FOCUS:

BGBA activities in 2024 continued the focus from 2023 on:

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

PARTNERSHIPS

- BGBA is an official partner of the New European Bauhaus
- Member of Placemaking Europe
- Member at the International Sport and Culture Association
- BGBA is an official partner in the World Urban Campaign

3. 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
3.7. Workshops and trainings conducted

YOUTH PLACEMAKING BALKANS YPB

Program	Erasmus+ KA220-YOU - Cooperation partnerships in youth | 2023-T-8G01-KA220-YOU-000176867
Duration	1 April 2024 – 31 May 2026
Donor	Human Resources Development Center (NA), European Solidarity Corp
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 with 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, 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, 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 on public spaces in decision-making. In 2024, the BG Be Active association conducted 4 focus groups, the aim of which was to collect qualitative information about youth inclusion in public spaces - parks, squares, community centers, city streets, cultural sites, recreation areas and other suitable public spaces where young people can actively participate. The total number of people who participated in the focus groups was 50 young people.



SPORT #WITHOUTWASTE SWW -101050588

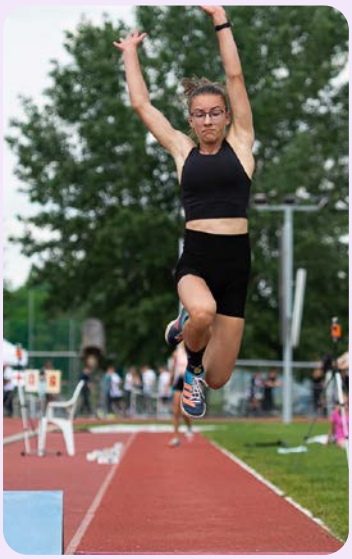
Program	Erasmus+ Sport – Cooperation partnerships
Donor	European Commission
Duration	1 June 2022 – 31 May 2024
Total grant budget	€ 400 000
Budget for BG Be active	€ 148 000
Website	www.sportwithoutwaste.org
Partners	• BG Be Active Association (lead), Plovdiv/Bulgaria – www.bgbeactive.org • International Sport and Culture Association (ISCA), Copenhagen/Denmark - www.isca.org • Nabolagshager, Oslo/Norway – www.nabolagshager.no • Association Sport for All Suceava (AJSPT Suceava), Suceava/Romania – www.sport4allsuceava.ro • Association Sport for All Serbia, Belgrade/Serbia - www.sportforallserbia.org.rs • Hungarian School Sport Federation, Budapest/Hungary – www.mdsz.hu • Enverçevko, Mugla/Turkey – http://www.envercevko.org • Federata Shqiptare e Sportit Shkollor (FSHSSH), Tirana/Albania - www.fshssh.al

Impact and outcomes

Having as its overarching objective to start the #WithoutWaste movement for the grassroots sport sector to coordinate waste-free grassroots events, the project transferred the experience of BG Be Active (Bulgaria) to the other Balkan countries – Romania, Serbia, Turkey, Albania, and Hungary with the help of the expert partners from Denmark and Norway. Through data collection and surveys to the national stakeholders in the countries, the consortium developed a sustainable concept for the grassroots sport events in the Balkan region with tailored guides and recommendations.

The resources eventually were tested during the pilot activities in 6 countries at 180 events involving 260 000 participants in cooperation with national stakeholders – public authorities, schools, civic organisations, sport federations, and ministries. In the context of Bulgaria, several of note events were organised in a more sustainable way:

- 2023 World Rowing U23 Championships Plovdiv: During the event, a network of art installations was built for the separate collection of bottles, separate waste containers and office containers. The participants were also instructed on the sustainable practices during the event with the help of the volunteers.
- European Volleyball Championship 2023: The Bulgarian Volleyball Federation contacted BG Be Active to support the event by placing separate waste collection bins and providing the informational materials. The volunteers were instructed on explaining to visitors how to recycle.
- Rotarun Bulgaria - 5 km run with a cause: The separate waste collection bins, as well as creative art installation for plastic bottle collections (bottle eater) were placed at the event with clear instructions on how to separate and recycle waste.
- Dissemination symposium in Brussels: The activity was organised in two parts: (1) Following on the internal discussion, instead of MOVE Congress, with the aim to promote the resources and present the concept of Sport #WithoutWaste, BG Be active combined the event with the New European Bauhaus Festival of the European Commission. (2) Additionally, the BG Be active and ISCA organised “Sport as a Tool for Healthy and Green Planet” symposium to ensure a better reach to grassroots organisations, policy-makers and EU stakeholders.
- Sport #WithoutWaste Sustainability Conference: The conference presented an innovative concept of Sport #WithoutWaste as a means to integrate the environmental sustainability component into the sport events organized by a diverse set of actors – schools, sport clubs, community organizations, and sport federations. The event linked sport and health as a means to promote environmental sustainability.



The project has effectively expanded the environmental agenda in the Balkan countries in a simple and accessible language. Instead of developing a brand new approach, the concept dwells on the practice of the grassroots sport and education sectors by offering guidelines and solutions to ongoing activities to make them more environmentally friendly. Consistent with the European Green Deal, New European Bauhaus and HEPA recommendations of the European Commission, the project positioned more soundly the efforts of the grassroot sport organisations to support behavior change for sustainability and engage diverse stakeholders from various sectors (health, education, environment, policy etc.).

EUROPEAN SCHOOL SPORT DAY

Program	Erasmus+ Sport – Not-for-profit European Sport Events
Donor	European Education and Culture Executive Agency (EACEA)
Duration	January – December 2024
Total grant budget	€ 300 000
Budget for BG Be active	€ 17 000
Website	bgbeactive.org/campaigns/essd
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	200,000 children and adolescents from nearly 800 schools and kindergartens in Bulgaria participated in large-scale sports events in their schoolyards or gyms as part of School Sports Day 2024. More than 150 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 300 online media and websites, including 10 television reports and over 15 radio interviews. Based on official media monitoring, the campaign reached nearly 2,000,000 people.



I WANT TO BE USEFUL... RECYCLE ME! 2024 – IWTUR

Program	"I want to be useful, recycle me! " 2024 campaign | Serv.units 901842070/C638889
Donor	Coca Cola Company, Belgium
Duration	01.12.2023 - 30.11.2024
Budget	€ 112 376
Website	thespot.bgbeactive.org/i-want-to-be-useful-recycle-me
Partners	• EcoPack – recycling hauler • The Association of soft-drinks producers in Bulgaria • Bulgarian Recycling and Recovery Association • EKOBULPAK Bulgaria AD • National Association of Municipalities of the Republic of Bulgaria (NAMORB) • Plovdiv University "Paisii Hilendarski"
Impact and outcomes	"I Want to Be Useful...Recycle Me" was a multifaceted program tailored for Bulgaria's specific context. The program was based on BGBA's national representative research and analysis of barriers and reasons why the country was behind recycling targets for municipal and packaging waste and was missing the targets on recycling plastic. Further informed by EC recommendations laid out in document 52023DC0304, the program focused on the set objectives: **PROGRAM OBJECTIVES ACHIEVED** • Collaborated with municipalities to enhance waste collection infrastructure, especially in smaller settlements under 10,000 people. • Partnered with recycling haulers to measure campaign effectiveness and ensure regular clean-up of new installations. • Advised large event organizers (culture and sport sectors) on hosting #withoutwaste events. • Activated communities through innovative events. • Utilized digital communication to encourage consistent waste separation. • Amplified our impact through advocacy and PR. **ACHIEVED OUTCOMES** As the program had at its core the principles of circularity, it ensured the extension of the lifecycle of materials, in this case plastic, through our Bottle-Eater installations. It also promoted sustainable practices across communities, thereby supporting the transition towards a regenerative and resilient industrial model. Our collaborative efforts with local governments activated year-round community involvement, ensuring the program's enduring impact.

I WANT TO BE USEFUL... RECYCLE ME
RESULTS 2024

170 265 PARTICIPANTS

30+ EVENTS

213 250+ kg WASTE REMOVED FROM NATURE

63 318 kg SEPARATELY COLLECTED PACKAGING

46 NEW BOTTLE EATERS IN MUNICIPALITIES AND SCHOOLS



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 September 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, urban and environmental experts. The project promotes democratic values, encourages inclusion and 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. Each partner was tasked to conduct an online focus group with key stakeholders in communities – active citizens, municipalities, civic organizations working in the sphere of environment, civic engagement, and climate resilience. During the focus groups, 36 participants discussed the challenges on the local/regional level regarding climate change: increase in temperatures over a long period of time, drought and lack of precipitation, deforestation and illegal dumping, uncontrollable traffic and air pollution. • A focus group in Bulgaria was conducted with representatives of community groups and civic organisations on 26 November. While the participants highlighted a key role of citizens as advocates for environmental causes (through direct participation, signals, public hearings etc.), among the key challenges they mentioned lack of commitment among citizens to engage in a consistent way and failure to fulfil their responsibilities on the side of municipalities. • The webinar "Climate Mitigation in the Balkans: exploring solutions together" was held on 31 October was organised together by the partnership consortium and gathered participants to present common climate urgencies in the Balkan region and discuss the role communities play in dealing with climate change. The event brought together 131 representatives of public institutions, schools, civic organizations, experts, and active citizens to discuss climate resilience across communities in the region.



NO ELEVATORS DAY HEALTH-ENHANCING PHYSICAL ACTIVITY BY ISCA – HEPA 2024-101176320

Program	EU4H-2024-OG
Donor	European Health and Digital Executive Agency (HADEA), European Commission
Duration	February - December 2024
Budget for BG Be active	€ 4000
Website	no-elevators-day.nowwemove.com
Partners	Lead coordinator: International Sport and Culture Association (ISCA), Copenhagen/Denmark - www.isca.org Partner: BG Be Active, Plovdiv/Bulgaria, www.bgbeactive.org
Impact and outcomes	No Elevators Day is one of the most engaging initiatives by BG Be Active, promoting daily physical activity, raising awareness about sedentary lifestyles, and encouraging community collaboration for better health and well-being. 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. The initiative effectively raises awareness about the dangers of sedentary lifestyles, educating the public on the link between inactivity and health issues such as obesity, heart disease, and type 2 diabetes. In 2024, over 50 educational institutions, 3 business companies and 5 municipalities participated, demonstrating strong community involvement. This broad participation highlights the importance of collective action to promote physical activity.



MOVE WEEK 2024 HEALTH- ENHANCING PHYSICAL ACTIVITY BY ISCA 2024- HEPA 2024-101176320

Program	EU4H-2024-OG
Donor	European Health and Digital Executive Agency (HADEA), European Commission
Duration	February - December 2024
Budget for BG Be active	€ 4000
Website	moveweek.eu
Partners	Lead coordinator: International Sport and Culture Association (ISCA), Copenhagen/Denmark - www.isca.org Partner: BG Be Active, Plovdiv/Bulgaria, www.bgbeactive.org
Impact and outcomes	MOVE Week, coordinated by BG Be Active, is a dynamic initiative aimed at promoting physical activity and raising awareness about sedentary lifestyles in Bulgaria. By providing a platform for various sports and physical activities, MOVE Week helps people discover activities they enjoy and motivates them to integrate these into their daily lives. In 2024, over 50 educational institutions, municipalities, and sports event organizers participated in the campaign. BG Be Active worked towards building a more active society by including local sports clubs, schools, and organizations in organizing events and open training sessions. This collaboration significantly raised public awareness about the importance of physical activity and sports. The campaign's inclusive approach fostered strong community support for physical activity and sports, leading to the creation of sustainable programs and initiatives. These efforts ensure ongoing opportunities for community members to stay active long after the event has concluded. MOVE Week's success is reflected in its extensive community involvement and media coverage, highlighting its impact on promoting a healthier, more active lifestyle in Bulgaria.



CATALYST FOR CHANGE ACTIVE NEIGHBOURHOOD

Program	HRD-23-01-Catalyst for change/Active neighborhoods for climate mitigation
Donor	The Netherlands Helsinki Committee (NHC)
Duration	1 January 2024 – 31 October 2024
Budget	€ 14 350
Impact and outcomes	Climate emergencies were placed among the key issues for the EU citizens; however, in Bulgaria, the attitudes were vastly different owing to a lack of informational campaigns on the EU policy instruments, limited (physical and digital) spaces for discussion between different stakeholders, and a lack of understanding among community residents of how the climate issues affected them. The project generally aimed to create a more environmentally conscious and engaged society in Bulgaria. Within the project timeline (January-November 2024), the team focused on three key objectives of the project:

PROJECT OBJECTIVES ACHIEVED

- Built a better understanding of the environmental agenda in Bulgaria.
- Explored how community residents were affected specifically by climate change.
- Raised awareness of the climate mitigation actions to tackle the environmental challenges.

ACTIVITIES AND KEY EVENTS

Essentially, due to a lack of spaces (physical and digital) for discussions and the dominating view in Bulgaria of the elitist nature of environmental issues (that they concerned only rich people), the team arranged several types of activities to raise awareness of the topic among different groups of stakeholders.

THE PROJECT FEATURED SEVERAL KEY EVENTS:

- 3 focus groups with 162 participants
- Sport for Planetary Health conference with 118 participants
- Climate Mitigation in the Balkans webinar with 131 participants.



SPORT FOR A PLANETARY HEALTH ANNUAL INTERNATIONAL CONFERENCE

Date	26 April 2024
Location	House of Culture “Boris Hristov” / Plovdiv
Partners	“Sport for a Planetary Health” conference was supported by several key partners, which included:

Institutional partners:

- Plovdiv Municipality
- Association of Producers of Soft Drinks in Bulgaria
- Institute of Circular Economy
- Bulgarian Volleyball Federation -represented by Ivaylo Tsvetkov
- Bulgarian Rowing Committee -represented by Daniel Hristov

International partners

- EU Sport Unit at the European Commission- represented by Peter Fisher
- Champions Factory - represented by Shrin Emin
- TAFISA (Germany) - represented by Gaetan Garsia

Business partners:

- Mebex
- Decathlon
- Maina Town Plovdiv
- Vasil Levski Sports School Plovdiv
- Football Club Botev Plovdiv
- Mihalkovo water
- BNT (Bulgarian National Television)

Projects partners:

- Sport for All Serbia, Serbia
- Hungarian School Sport Federation, Hungary
- Federata Shqiptare e Sportit Shkollor, Albania
- ENVERÇEVKO, Turkey
- Asociatia Judeteana Sportul pentru Toti Suceava, Romania
- International Sport and Culture Association, Denmark
- Natural State, Norway

Impact and outcomes

BG Be Active organized the first-ever “Sport for a Planetary Health” conference, which managed to bring together national and international experts from various fields in Plovdiv - sport, sustainability, education and local government. During the program, innovative ideas and strategies for incorporating sustainable practices into sports events and organizations were shared. The conference laid the foundations for dialogue and cooperation between various stakeholders striving for the implementation of the European Green Deal and the Sustainable Development Goals. The participants in the panel discussions united behind the thesis that sports clubs and organizers of mass sports events, as part of the community, can contribute to environmental protection by reducing their footprint on the planet.



The conference presented an innovative concept of Sport #WithoutWaste as a means to integrate the environmental sustainability component into the sport events organized by a diverse set of actors – schools, sport clubs, community organizations, and sport federations. The event linked sport and health as a means to promote environmental sustainability.

The conference included international participants and speakers from the Municipality of Plovdiv, EU Sport Unit at the European Commission, as well as Bulgarian Olympic athletes and academics from the National Research Center. In the panel discussions, there were speakers from International Union for Conservation of Nature (IUCN from Switzerland Association of Producers of Soft Drinks in Bulgaria, Institute of Circular Economy, Vice chancellor of the Plovdiv Local Council, Association Sport for All Serbia, AJSPT Suceava (Romania), Bulgarian Rowing Committee, Sport and Sustainability (Switzerland), Football Club Botev Plovdiv, Champions Factory, TAFISA (Germany).

4. Impact

4.1. Metrics and indicators used to measure impact – media report
4.2. Comparative analysis with previous years

BG Be Active has executed a series of impactful projects and programs in 2024, 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:

SPORT #WITHOUTWASTE (SWW)

- Achievements: Conducted six capacity-building activities involving 300 organizations. Implemented 15 tactical urbanism interventions across six countries. Organized 180 events with 260,000 participants and 5,300 volunteers.
- Impact: Advanced the environmental agenda in the Balkan region, promoted waste-free sports events, engaged diverse stakeholders, and influenced policy changes to support sustainability in sports.

YOUTH PLACEMAKING BALKANS (YPB)

- Achievements: The project featured in 2024 a national survey of good practices in youth participation in various initiatives and programs and Conducted 4 focus groups with nearly 50 young people aged 16 to 29.
- Impact: The project aims to create a Balkan youth movement that will support local youth activities for place-making 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, placemaking projects.

PLACEMAKING FOR CLIMATE MITIGATIONS (PCM)

- Achievements: The project featured several key events: 3 focus groups with 162 participants; Sport for Planetary Health conference with 118 participants and Climate Mitigation in the Balkans webinar with 131 participants.
- Impact: Building understanding of the environmental agenda, engaging communities, empowering cooperation for environmental actions and fostering regional collaboration.

CATALYST FOR CHANGE (HDR)

- Achievements: The project featured several key events: 3 focus groups with 162 participants; Sport for Planetary Health conference with 118 participants and Climate Mitigation in the Balkans webinar with 131 participants.
- Impact: Building a better understanding of the environmental agenda in Bulgaria, exploring how community residents are affected specifically by climate change and raising awareness of the climate mitigation actions to tackle the environmental challenges.

EUROPEAN SCHOOL SPORTS DAY (ESSD)

- Achievements: Engaged 200,000 students and 20,000 teachers and parents from 796 schools. Extensive media coverage reached over 2,000,000 people through 300 media publications, 15 radio channels and 10 televisions.
- Impact: Fostered physical activity among students, enhanced community involvement, and increased awareness of environmental actions within schools.

MOVE WEEK

- Achievements: Engaged over 10,000 participants through more than 50 events in 70+ locations. Achieved a media reach of 700,000+ through various media channels.
- Impact: Promoted healthier lifestyles, encouraged community participation in physical activities, and raised awareness about the importance of staying active.

NO ELEVATORS DAY

- Achievements: Conducted 50 events, engaging over 10,000 participants across 50+ schools, 3 corporate settings, 4 universities and 5 public administration institutions. Reached over 1,000,000 people through extensive media coverage.
- Impact: Encouraged active lifestyles, reduced reliance on elevators, and highlighted the benefits of physical activity in daily life.

I WANT TO BE USEFUL... RECYCLE ME

- Achievements: Collected over 162,010 kg of plastic through Bottle-Eater installations and engaged 57 municipalities. Involved 33 municipalities in a waste promotion challenge, collecting 533,500 kg of waste and engaging over 844,885 citizens. Extensive media coverage reached 23,751,000 people.
- Impact: Promoted recycling practices, increased community engagement in environmental actions, and raised public awareness about waste management.

QUANTITATIVE IMPACT INDICATORS

- Total Participant Engagement: Over 1,000,000 participants across all projects.
- Media Reach: Combined media reach of over 10 million people through various platforms.
- Waste Collection: Over 291 259 kg of waste collected through various initiatives.
- Event Locations: Activities conducted in more than 1000 locations across Bulgaria.
- Municipal and Institutional Support: Support from over 35 municipalities and numerous educational institutions.
- Partnerships: Formation of 72 local partnerships with grassroots organizations, municipalities, and businesses.

OVERALL IMPACT

BG Be Active's initiatives in 2024 have 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.

5. Partnerships and collaborations

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

Generations United Through Movement (GUM 101089952)



Program	Erasmus+ Sport – Cooperation partnerships
Donor	European Education and Culture Executive Agency (EACEA)
Duration	1 January 2023 – 31 December 2024
Total budget	€ 400 000
Budget for BG Be active	€ 34 400
Website	www.generationsmove.org
Objectives	The project identified, recruited, trained, and supported a cohort of experienced practitioners who facilitated local-scale activities that connected young people with seniors to help increase their participation in physical activity and sport. With the idea to support initiatives that keep people active across ages, GUM created a specific methodology for facilitating more inclusive activities. As the pilot test occurred in Bulgaria, BG Be Active tested new interactions between youngsters and elderly as part of a grassroots sport mass event and connected them during the specialized set of trainings with a focus on health issues prevalent in both groups.

COOPERATION "Inclusion through Sport for all generations" 101134681



Program	Erasmus+ Sport – 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	Facebook
Objectives	This project promotes social inclusion through sports activities and raises awareness of the important role of sports in everyday life. It distinguishes between using sports as an educational tool for working with children and youth and as a mechanism to promote positive values and the education of sports workers and coaches. By promoting social inclusion and positive values through sports, the project creates a more all-embracing society in partner countries. 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.

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 will happen in Bulgaria with the involvement of sport clubs and pharmacies as the major idea during the interventions would be to show the connection between physical activity and prevention of non-communicable diseases.

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	By setting different cooperative monthly challenges (to achieve higher results for the school score together) during the whole school year, students got more committed to be active and behaved in a healthy way and learned healthy lifestyles in a positive way based on their experience of going to school every day. The pilot test by BG Be Active in Bulgaria engaged 10 schools with 46,000 participating students, as the school coordinators received specialized monthly guidelines on adding new forms of physical activity in school settings during the whole study.

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 which inspires creativity, collaboration, and life-long learning. RELAUNCHTOWIN will renovate a sports hall with energy efficiency measures and 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, giving them a stronger sense of belonging while raising awareness about energy efficiency and climate adaptation measures. Sharing its experience of working with communities, BG Be Active joins the project to lead the community discussions and to ensure the input of the local residents into decision-making. The team will also test the placemaking approach in more structured urban projects.

Placemaking and Sport



Program	Erasmus+ Sport - Pilot Projects & Preparation Actions (PPPA)
Donor	European Commission, Innovative European solutions
Duration	1 August 2023 – 31 January 2025
Total budget	€ 400 000
Budget for BG Be active	€ 20 000
Website	placemaking.isca.org
Objectives	The project enabled sport organisations to rethink their sport and physical activity offers through placemaking. Five sports organisations paired up with five European cities to pilot their ideas for active placemaking initiatives in public spaces. BG Be Active joined the project, alongside urban practitioners from Gehl Institute, in the role of expert to share the insights and learnings of how physical activity and sport could be integrated into the urban design based on the Placemaking for Active Recreation methodology. www.placemakingforactiverecreation.org

6. Financial Report

Over the past three years, BG Be Active has continued to demonstrate resilience and strategic growth in its financial management. In 2022, income totaled €391,929.0, rising substantially to €601,215.1 in 2023, and reaching a new peak of €908,104.0 in 2024, reflecting the organization's successful fundraising and partnership-building efforts.

Major contributors such as the HRDC Erasmus+Sport coordinator's project, CERV program, and EUI European Urban Initiative played a pivotal role in supporting key initiatives, alongside sustained partnerships like The Coca Cola Foundation and The Coca Cola Company.

Expenditures were carefully managed, amounting to €444,869.1 in 2024, with targeted investments in critical areas such as materials, external services, and salaries. This disciplined financial stewardship has enabled BG Be Active to maintain a strong surplus and ensure the continued growth and effectiveness of its programs and activities.

SUMMARY OF THE INDEPENDENT AUDITOR'S REPORT – FINANCIAL YEAR 2023

In 2024, we conducted an independent audit of BG Be active's financial statements for the year ending December 31, 2023, 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, 2023
- 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:

- Cost optimization
- Revenue diversification
- Renegotiation of contracts and financial terms
- Preservation of human resources
- Accessing compensation and support mechanisms

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.

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

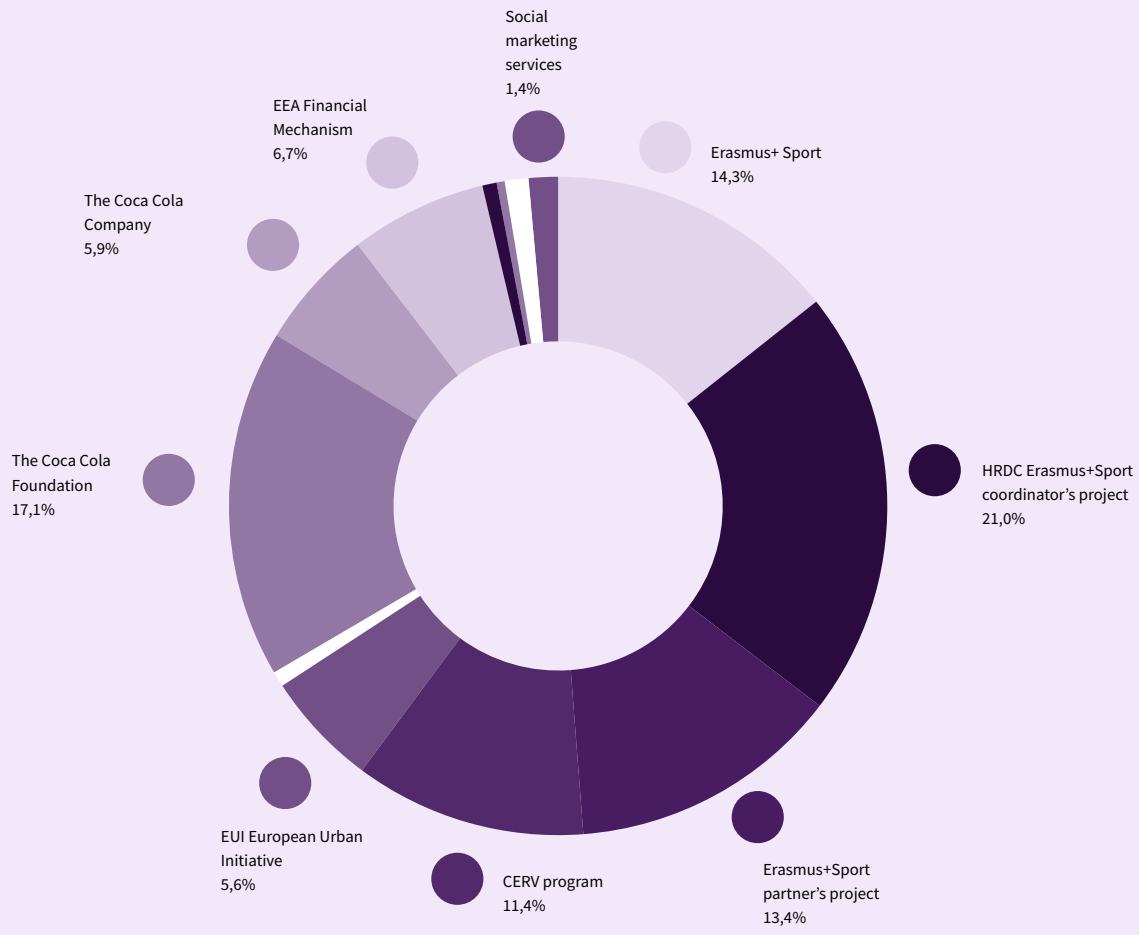
- Transparency
- Public accountability
- Trust and long-term cooperation with donors

All audited reports are publicly available via the Bulgarian Registry Agency and on the organization's official website.

The 2023 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. We will perform the same procedure with the 2024 financial statements.

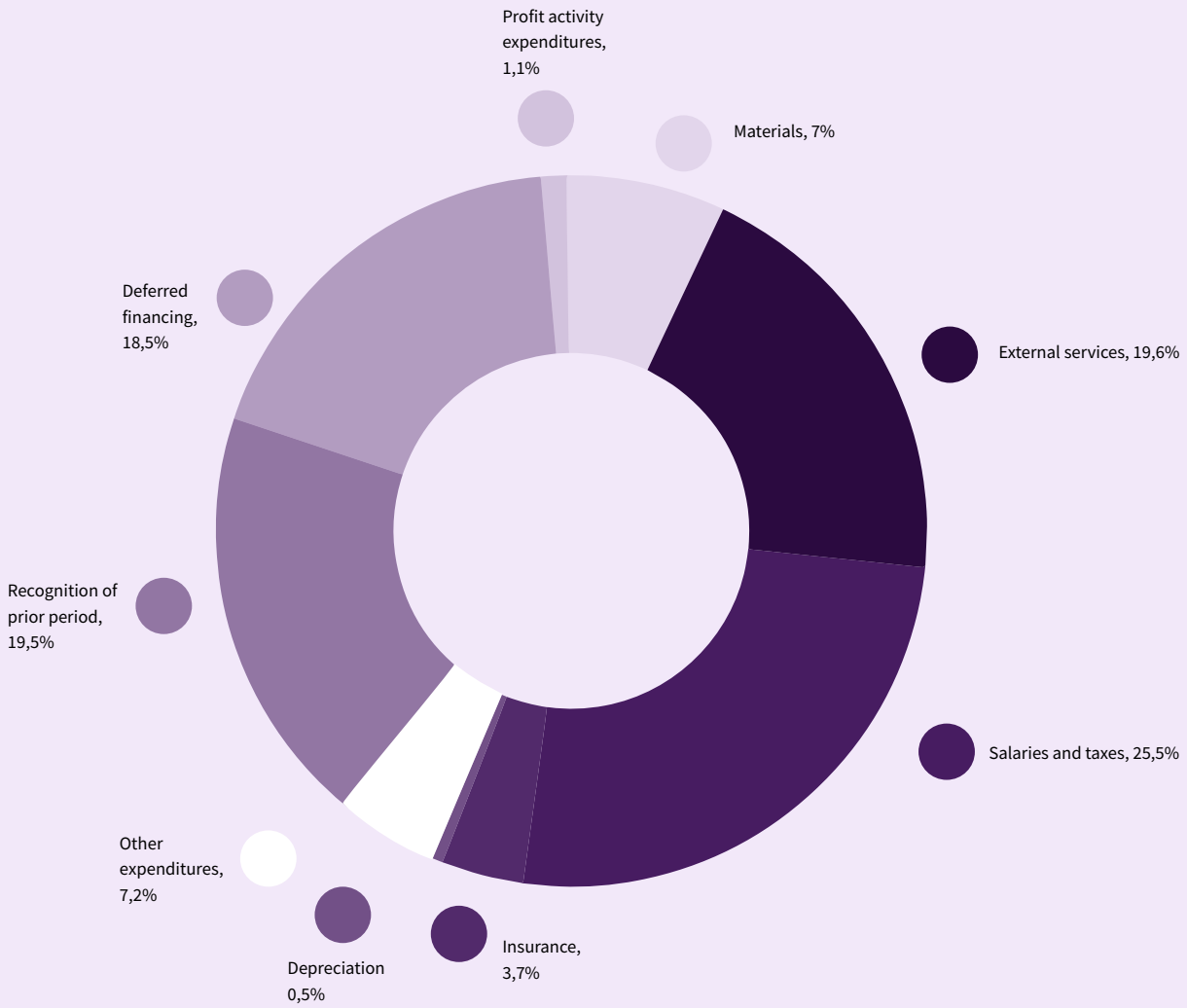
INCOMES FROM DONORS

DONORS	TOTAL EUR	YEAR 2024	YEAR 2023	YEAR 2022
Erasmus+Sport coordinator's project	€272,709.8	€120,000.0	€90,000.0	€62,709.8
HRDC Erasmus+Sport coordinator's project	€400,000.0	€400,000.0		
Erasmus+Sport partner's project	€254,659.0	€89,083.0	€139,390.0	€26,186.0
CERV program	€216,355.0	€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	€325,291.4		€140,158.2	€185,133.2
The Coca Cola Company, Belgium	€112,376.0		€112,376.0	
EEA Financial Mechanism – Active Citizens Fund Bulgaria	€127,803.3		€41,853.3	€85,950.0
Sales of goods- bottle-eaters	€13,343.1		€8743.09	€4,600.0
Bulgarian Association of Soft Drinks Producers - donation	€7,517.7		€7,517.7	
Services offered/profit activities/	€22,133.8	€8,692.0	€13,441.9	
Social marketing services and other national projects	€27,350.0			€27,350.0
		€908,104.0	**€601,215.1**	**€391,929.0**



BG BE ACTIVE expenditures 2024

EXPENDITURES	TOTAL EUR	YEAR 2024	YEAR 2023	YEAR 2022
Materials	€163,723.1	€31,219.1	€55,810.1	€76,693.8
External services	€539,014.4	€87,291.4	€68,254.1	€383,468.9
Salaries and taxes	€329,670.8	€113,572.3	€106,668.2	€109,430.3
Insurance	€42,511.6	€16,577.3	€13,152.1	€12,782.3
Depreciation	€5,951.4	€2,217.3	€1,688.9	€2,045.2
Other expenditures	€61,786.4	€18,850.7	€30,664.6	€12,271.0
Recognition of prior period financing	€237,531.3	€86,700.2	€94,077.7	€56,753.4
Deferred financing expenditures for the next period	€20,963.0	€82,318.0	€47,038.9	-€108,393.9
Profit activity expenditures	€16,361.3	€5,112.9	€6,646.8	€4,601.6
Tax profit	€2,543.7	€1,009.8	€1,533.9	
		€444,869.07	**€425,535.31**	**€549,652.59**



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
7.5. The social enterprise of BG Be Active
7.6. 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

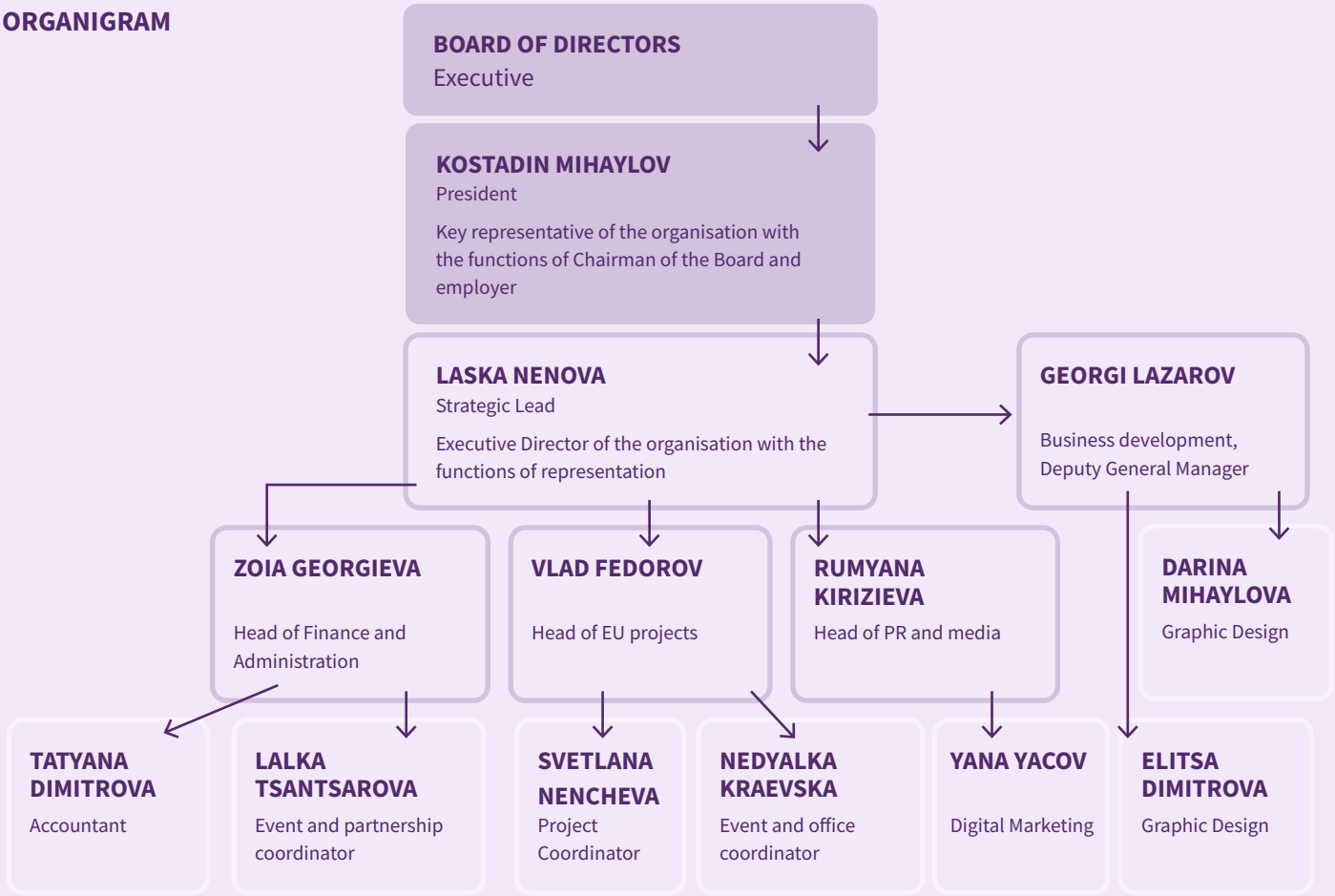
The Board of Directors, elected by the General Assembly, oversees the strategic direction and governance of the organization. The Board consists of:

- **Kostadin Georgiev Mihaylov:** Founding board Member
- **Laska Nencheva Nenova:** Founding board Member
- **Boris Todorov Stoilov:** Founding board Member
- **Zoia 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.

ORGANIGRAM



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. 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.

The name Urban Nudges reflects our philosophy. A "nudge" is "a light push to attract attention." In behavioral science, a nudge is a gentle intervention that guides people towards better decisions without restricting their freedom of choice.

An urban nudge, therefore, is a way of subtly modifying the urban environment to influence how people behave—encouraging positive habits like recycling, walking, or respecting public space. By embedding these nudges into the fabric of cities, we aim to create conditions that naturally foster more responsible, healthier, and more active lifestyles.

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 PRIORITIES FOR THE NEXT REPORTING PERIOD (2025)

- Position BG Be Active as a recognized expert in urban health
- Research and apply for programs out of the Erasmus+ program of EU
- Apply for municipal tenders to secure additional funding
- Establish partnerships with Plovdiv Medical University and the Ministry of Health
- Develop and describe new services such as placemaking training for organizations and municipalities;
- Improve visibility as an organization dedicated to sustainable and eco-friendly practices
- Enhance communication by producing and distributing high-quality, verified educational content
- Increase team capacity by adding new members - ESG expert

8.2. PLANNED PROJECTS AND INITIATIVES

In 2025, BG Be Active will continue to expand its strategic efforts by preparing and submitting a diverse portfolio of project proposals under key EU programs such as Erasmus+ Sport, Erasmus+ Youth, CERV – Citizens' Engagement and Participation, and EUKI. The organization plans to submit more than 25 new project proposals, with a strong focus on promoting physical activity, environmental sustainability, civic engagement, youth empowerment, and social inclusion.

BG Be Active intends to take the lead on several high-impact proposals, including:

A/ BG Be Active-led projects:

1. **HEPA Olympics - Erasmus+ Sport - Not-for-profit European sport events:** The HEPA-O seeks to address this gap by placing educators from Bulgaria, Romania, and Serbia at the center of the initiative. By engaging educators (all of them not only PE teachers) in HEPA, the HEPA-O aims to deepen their understanding of the importance of physical activity, not only for their personal health and well-being but also as a crucial element of their teaching practice.

2. **Active Seniors project - funded by LIDL under the program "You and LIDL for our tomorrow":** The "Active Seniors" project is aimed at one of the most vulnerable groups in our society – people of retirement age (65+). The project aims to improve the quality of life of the elderly and increase the risk of developing chronic diseases through regular physical activity and health literacy. Regular training and lectures will address the loss of physical activity and health culture, which are a leading factor in the high mortality rate from cardiovascular diseases (CVD) in Bulgaria. The project will create a community of sporty adults, reducing the sense of loneliness and supporting mental health.

3. **HEPA Boost:** The project aims to empower sports, leisure, and fitness organizations in the Balkan region to design and sustain inclusive and impactful health-enhancing physical activity programs. The project will achieve this through a large-scale capacity-building program that focuses on addressing public health challenges and facilitating cross-sectoral collaboration to ensure equitable access to physical activity for all

4. **Sport #WithoutWaste - Western Balkan:** The Sport Without Waste - Western Balkans project aims to scale up and transfer the Sport #WithoutWaste model across the Western Balkans. The project has a dual impact: using sports as a

platform for environmental education and integrating sustainability into the operations of grassroots sports organizations. The initiative will focus on waste reduction strategies and eco-friendly practices at sports events and aims to influence the behavior of citizens to prevent littering.

5. **Active Healthy Streets:** The Active Healthy Streets (AHS) project aims to increase citizens' awareness of opportunities for physical activity in urban spaces by transforming streets and parking areas into temporary sport zones. The project will use tactical urbanism interventions like "Park(ing) Day for Fitness" and "Open Streets" to engage communities and promote active lifestyles, particularly in the Balkan region. The initiative will also involve local sport organizations, municipalities, and urban planners to advocate for long-term policy changes that support health-enhancing urban environments.

6. **Stronger than Menopause:** The project aims to empower perimenopausal and menopausal women by reducing stigma and increasing their participation in health-enhancing physical activity (HEPA), particularly strength training. The project will achieve this through a multi-level approach that includes awareness campaigns, community-led activations like "Stronger Than Menopause Boot Camps," capacity-building for local leaders, and policy advocacy. The overall goal is to promote sustainable behavioral changes and ensure women are supported to stay active, healthy, and engaged during midlife and beyond.

7. **My placemaking:** The project is a transnational initiative that aims to empower 160 youth and 40 youth workers in Kosovo, Albania, the Netherlands, and Bulgaria to reshape urban spaces. The project focuses on using feminist placemaking, participatory design, and policy engagement to address gendered barriers in public spaces, urban inequalities, and the lack of youth participation in city-making. The initiative will achieve its goals through a large-scale capacity-building program, community workshops, and policy advocacy, with the overall aim of fostering youth-driven, gender-equitable urban transformation.

8. **Sport for Democratic Participation:** The project aims to use grassroots sports to strengthen democratic engagement and active citizenship in Bulgaria, Serbia, Montenegro, and Romania by training coaches and trainers to be civic educators. The project seeks to engage underrepresented groups like youth and women by using non-formal and inclusive educational approaches rooted in sports.

B/ BG Be Active partners projects:

With a belief in a power of cooperation, not only does BG Be Active initiate projects, but it continuously partners in projects initiated by fellow organisations from across Europe. While the specific role is determined by the scope of a project, BG Be Active team traditionally joins multi-faceted partnerships to share its expertise by leading research/opinion gathering activities, developing new tools and instruments, and piloting the concepts in the context of Bulgaria.

1. **"Movement Pills: Sport as a natural remedy to enhance EU citizens' health":** The main objective is to develop and disseminate a common methodology across the EU to promote physical activity and active lifestyles. The project foresees the widespread distribution in the partner countries of a large number of movement pill boxes - real boxes resembling those of medicines, but containing a trial subscription for 2 free months of physical activity in gyms and swimming pools that adhere to the project, login credentials to access interactive online sports lessons and/or video lessons and a brochure providing information on the benefits of physical activity and the risks of a sedentary lifestyle.

2. **MoveGame - Erasmus+ Sport - Cooperation Partnerships:** The project fosters strategic green urban planning, increasing competencies of practitioners and decision-makers, awareness raising, encouraging participation in health-enhancing physical activity with a special focus on strengthening cooperation between sport organisations, municipalities, urban planning institutions, and other stakeholders. It also envisages education of practitioners and a common understanding of the topic for integrating green spaces and natural elements into urban planning and municipal development.

3. **European School Sports Day - Erasmus+ Sport - Not-for-profit European sport events:** The European School Sport Day (ESSD) is a continent-wide movement aimed at promoting physical activity and healthy lifestyles among children and young people. Its primary goal is to encourage as many schools and organizations as possible to participate in programs that promote physical activity and sports. For the 10th edition, the project will promote physical activity at schools by creating links between sport clubs and schools.

4. **Fly Fit:** The Fly Fit project is a 24-month initiative with the goal of addressing physical inactivity by transforming airports into hubs for well-being. It aims to create dedicated physical activity zones within airports to promote health and active lifestyles for travelers. The project will deliver a replicable model through a partnership between airports, health and sport organizations, and private stakeholders.

5. **Act Green:** The project aims to use strategic green space planning to promote physical activity and healthy living in cities. The initiative will focus on building the capacity of professionals from various sectors, such as sport, urban planning, and education, to foster cross-sectoral cooperation and raise awareness about the benefits of green spaces for public health.

6. **Green Cities:** The Green Cities project is a 24-month initiative focused on promoting environmentally sustainable, active cities in Europe. The project aims to help urban areas become healthier and more active by providing city representatives with learning opportunities and best practices on sustainable cities and physical activity. The project will also include a “Green Cities Congress” and a “Green Strategy Award” to encourage the implementation of successful measures.

7. **Rethinking Environments for ACTive students and young professionals:** The project aims to tackle the decline in physical activity among young adults transitioning into higher education and the professional world. The project will use active design, nudge techniques, and placemaking strategies to transform study and work environments into dynamic, activity-friendly spaces, with a goal of enhancing physical health, mental well-being, and performance. Two pilot tests, one at a French company (Bank of France) and one at a Portuguese university (Coimbra University), will be conducted to evaluate the impact of these interventions.

8. **GUM in Action:** The project aimed at promoting intergenerational relations and increasing physical activity through games, movement, and digital solutions. The project expands on a previous initiative and seeks to engage a broader range of participants, including young adults (15-30 years), the elderly (with a focus on men over 65), and socially vulnerable communities. It will use gamified digital solutions and an e-learning platform to enhance digital literacy and encourage active participation.

9. **Active Sister Schools:** The “Active Sister Schools” project aims to improve the mental health and well-being of children across Europe by using Physically Active Learning (PAL) and cross-border collaboration. The project will involve 60 primary school classes from Bulgaria, Denmark, Poland, and Ukraine, who will participate in monthly PAL challenges to promote physical activity, cultural exchange, and teamwork. A key innovative aspect of the project is the exploration of AI-driven solutions to assess their potential for scaling and adapting the PAL materials to diverse cultural and linguistic contexts.

10. **European Alliance of Active Communities:** The project aims to create a transnational network of active communities to increase physical activity, social inclusion, and quality of life. The project will develop an “Active Community Model” and an “Innovative Active Community Index” to help municipalities make effective policy decisions and assess the level of citizens’ involvement in physical activity. The initiative, implemented by an international consortium of NGOs, research institutes, and professional networks, will also contribute to sustainable citizen engagement, improved local physical activity policies, and the promotion of a healthy and socially cohesive society.

11. **Inspiration Database for Joy of Movement - Urban Edition:** The INDA-URB project aims to combat physical inactivity by shifting the focus from traditional sports to the “Joy of Movement.” The project will create a database of “great practice solutions” from previous projects and networks to help policymakers and implementers find effective, motivation-based interventions for urban environments. The goal is to provide a tool for professionals to design inclusive and sustainable health-enhancing physical activity programs that reach people who are not traditionally interested in sports.

12. **The City, Green, Go, Impact:** The project aims to transform grassroots sports events in Bulgaria, France, Germany, and Hungary into eco-friendly and inclusive gatherings. The project will provide a practical toolkit and training to at least 7,500 sports organizations to help them reduce their environmental footprint and promote sustainable practices to over 25,000 participants.

13. **Looking at future:** empowering youth through physical activity and knowledge: The LEAP project aims to empower young people by fostering an active lifestyle, education, and personal development to prevent non-communicable diseases (NCDs) like diabetes and obesity. The project will create and implement an innovative web-gym program for children and adolescents in both school and home settings to increase daily physical activity. It will also focus on combating weight stigma and reaching at-risk populations, including children from low-income families, rural areas, and Ukrainian refugees.

14. **Urban Spaces for Active Living:** The USAL project aims to create sustainable urban futures by transforming everyday spaces into environments that promote health and well-being. The initiative will co-design and implement six low-cost prototypes in public spaces across Malta, France (Nice), and Bulgaria, measuring their impact on physical activity and social engagement before and after the interventions. The project’s findings will be translated into data-driven policy recommendations for policymakers and stakeholders.

15. **Senior Active Prevention:** The Senior Active Prevention project aims to prevent the loss of autonomy in physically inactive elderly people (60+) through adapted physical activity programs based on WHO recommendations. The project will create a framework to identify barriers and opportunities, train coaches, and organize pilot activities to test the approach.

16. **Your Active Workplace:** The project aims to support professional organizations in creating a dynamic and health-conscious work culture by integrating physical activity into daily routines. The project will use a comprehensive and customizable approach, including needs analysis and co-design workshops, to create a physical activity program tailored to the needs and wishes of both employers and employees. The goal is to improve the health, productivity, and overall well-being of employees, especially those who are not sufficiently physically active.

17. **Youth Placemaking Beyond Borders:** The project aims to empower young people in the Neighbourhood East region to transform public spaces using a hybrid approach called “phygital placemaking”. It addresses low youth participation and a lack of advocacy platforms by equipping youth with skills to reclaim their urban environments and engage in civic engagement

18. **Green Clubs:** The “Green Clubs” project is a 24-month initiative focused on promoting environmental sustainability in sports. The project aims to educate sports managers on sustainable practices, create an educational e-learning tool and a web-based platform for sharing best practices, and establish a “Green Club” quality standard to certify clubs that champion sustainability.

19. **Citizens Reimagining Climate Policies:** The project aims to restore trust in democratic institutions and the EU in Southeast Europe by empowering citizens, especially those typically disengaged, to co-create local climate policies. It seeks to bridge the gap between citizens and EU policymaking at the municipal level by fostering citizen-driven policy design, active civic engagement, and community-centered solutions in Greece and Bulgaria.

The anticipated total value of all project submissions will exceed €8.5 million, with more than €1.4 million expected to be allocated to BG Be Active, should the proposals be approved. Most projects will have a 24-month implementation period, and will be developed in close partnership with municipalities, sports federations, youth organizations, research institutions, and other civil society stakeholders across Europe.

These planned proposals reflect BG Be Active’s ambition to solidify its role as a regional and European leader in the integration of sport, sustainability, civic space, and inclusive community development. The organization will continue to align its work with the priorities of the European Green Deal, EU Youth Strategy, HealthyLifeStyle4All, and the Sustainable Development Goals (SDGs).

8.3. LONG-TERM GOALS AND OBJECTIVES (2025-2027)

- Achieve certification as an expert in sustainability and ESG (Environmental, Social, and Governance) practices
- Establish BG Be Active as a leader in urban health both nationally and internationally
- Build a robust network of partnerships across various sectors to support and enhance project implementation
- Continuously expand and develop the team to meet growing project demands.
- Ensure financial stability through diversified revenue streams, including grants, partnerships, and service offerings
- Continuously develop innovative services and solutions to meet the evolving needs of stakeholders and communities

8.4. ANTICIPATED CHALLENGES AND MITIGATION STRATEGIES

Challenge	Description	Mitigation
Funding uncertainty	Securing sufficient funding from grants and tenders.	Diversify funding sources by applying for multiple grants, obtaining social enterprise status, developing new service offerings to create additional revenue streams.
Partnership development	Establishing and maintaining strong partnerships.	Actively engage with potential partners through regular communication, joint projects, and demonstrating the value of collaboration.
Organizational visibility and recognition	Increasing visibility and recognition in a competitive environment.	Enhance marketing and communication efforts, leverage successful project outcomes, and obtain relevant certifications to bolster credibility.
Team capacity and skill development	Ensuring the team has the necessary skills and capacity to handle new projects.	Invest in continuous training and professional development, and strategically hire new team members to fill skill gaps.
Advocacy and Influence	Effectively advocating for urban health, Health enhancing physical activity promotion and sustainability issues.	Develop a clear advocacy plan, engage with stakeholders through strategic events, and strengthen relationships with policymakers and influencers.

9. Acknowledgements

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

BG Be Active extends its heartfelt gratitude to all our partners, donors, and volunteers whose unwavering support and contributions have been instrumental in the success of our initiatives throughout 2024.

We are deeply thankful for the collaboration with various national and international institutions, municipalities, and local sports clubs, among which the Ministry of Youth and Sports, Ministry of Education,+70 Municipalities, over 800 schools and numerous other institutions that have partnered with us in our efforts to promote physical activity, environmental sustainability, and community engagement.

Our programs would not have been possible without the generous financial support from our donors. Their commitment has enabled us to implement and expand projects like the European School Sports Day (ESSD), MOVE Week, No Elevators Day, and the Sport #WithoutWaste initiative. Their contributions have directly impacted the health and well-being of communities across Bulgaria.

VOLUNTEER ACKNOWLEDGEMENT

The dedication and hard work of our volunteers have been the backbone of our activities. From organizing sporting events to participating in clean-up events and educational sessions, their involvement has been crucial. We especially thank the 1,500 volunteers who participated in the “I want to be useful…recycle me” initiative.

STAKEHOLDER SUPPORT

We appreciate the continued support and engagement of all our stakeholders, including local and national media outlets that have helped amplify our message. The extensive media coverage of our initiatives, reaching millions of people, has been vital in raising awareness and encouraging community participation.

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