



THE MOST IMPORTANT PARTNERSHIP IN GRASSROOTS SPORTS

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

FOCUS ON COLLABORATION 2: **CAMPAIGN DEVELOPMENT**

***Bulgarian Sports ● Lozenetz Municipality - Sofia
Development
Association***

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

DEVELOPING CAMPAIGNS TOGETHER

The Bulgarian sports development association and Lozenetz municipality have clear goals for our mutual cooperation. For each event or campaign we create an excellent communication strategy that we follow strictly to ensure that all of our events run smoothly and achieve concrete goals. In the eight schools in the territory of the municipality we are running sport and physical activity events to encourage young people to move and to

love being active. All of these events are made possible through the common efforts of a sport NGO and a municipality, as equals, focused on the goal to make people move and love sport and physical activity. This example can be multiplied in other communities if more municipalities believe that working with non-governmental organisations on various topics can provide them with better opportunities to achieve their goals.

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OBJECTIVES

- Sport development within the Lozenetz Municipality area in Sofia,
- motivation for sport,
- sport area building and reconstruction.

As this municipality is run by the youngest mayor in the Sofia district, his vision for youth and sport development in the area is very clear, based on a strategy to create an active society.

REACHING THE OBJECTIVES

The main actions that help us achieve our common goals are the great understanding and shared support of our ideas and campaigns. We feel more like a group of friends than a municipality office and that gives us the freedom to express our dreams and find ways to make them real. Apart from our collaboration on MOVE Week we also established a great cooperation in the field of volunteering and we organised effective campaigns to stimulate volunteering culture in the municipality area.

COORDINATING THE PARTNERSHIP

One of the main partnership criteria is the friendships we built with the municipality staff and we are certain that they are supporting us. During the campaign or before the event we are in constant contact through e-mailing, Facebook or phone calls. We have organisational meetings at every opportunity. Our cooperation is focused on human relations and we have always had their help, even in other projects, thorough their recommendations or letters of support. For us it is a great challenge to find out how to work together day and night on a campaign and lead the way in stamping out the prejudices that may come between the NGO sector and the municipality field. In this particular municipality we feel that we can do this by completing the

project successfully and helping to address the problems of the people living in the area.

IMPACT ON THE LOCAL COMMUNITY

One of the last projects that we worked on together was "Volunteering – the good in us", led by Monika Panayotova – MEP. In this project we partnered with Lozenetz municipality and we created an online platform to give ideas to the community members on how to become a volunteer even if they only have a few free hours and limited resources.

This campaign has been developed also by the mayor of Lozenetz municipality – Mr. Drekov. He conducted motivational meetings in all schools in the area, speaking with the students and giving them reasons to become volunteers. This project has been really successful and at the end of the project the best volunteering project created by the young school pupils was awarded with a trip to Brussels. Now the school children and also their parents and friends are highly motivated to become volunteers and get new knowledge and skills.

WORKING TOGETHER TO UNDERSTAND AND IDENTIFY LOCAL DEMAND FOR SPORT AND PHYSICAL ACTIVITY PROVISION. SHARING INFORMATION AND DATA.

In the meetings on our current projects we are always discussing what more we can do and what we can plan. In these meetings we work out the next goal that we should focus on. When we have decided that there is a problem that we can help solve, we try to find way to do it, make a campaign and promote

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the solution. All of our past projects have been well covered due to the good relationships the Lozenetz municipality have with local media. In one of the last projects even one of the most famous Bulgarian pop singers, Deo, was part of the event and promoted the idea of being a volunteer.

BUILDING RELATIONSHIPS WITH ADDITIONAL STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTOR

The mayor of Lozenetz municipality has been supportive every time we have decided to fundraise or build new partnerships. Of course for any NGO we are much stronger if we are working in partnership with a municipality as it makes it much easier to carry out bigger projects this way. We have presented our partnership to other municipalities and NGOs many times and we have always said to them to ask to work with each other, because the worst thing that can happen is for the other party to decline. Many times they will say yes because while they can always realise their idea on their own, they know that by entering into a partnership it will be much easier.

ENSURING FUNDING AND SUSTAINABILITY OF ACTIVITIES WITHIN THE LOCAL AREA AS A PART OF A COMMON STRATEGY

Sustainability is achieved by being open, finding a way to work as a team, and not as different type of organisations, and being creative. The funding is important, but with good and creative idea – you will find funding for sure.

WORKING TOGETHER IN ORDER TO PROVIDE TRAINING AND EDUCATION FOR STAFF AND VOLUNTEERS

We are working on campaigns together with other NGOs that are providing specific tools for volunteers, such as the National volunteers' alliance. In all projects we are working on together with the Lozenetz municipality we are trying to bring more and more partners together from different fields to help make every project at the best it can possibly be.

WORKING TOGETHER TO PROMOTE PHYSICAL ACTIVITY AND SPORT

To promote sport and physical activity we have made several campaigns; the last one was promoting youth volunteering in sports. We created a youth volunteering academy and we conducted training sessions for 50 young people on the process of volunteering in sport – including theory, formal and non-formal education exercises and a practice stage where they had the opportunity to organise a championship event for 50 children.

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