



Photo credit: <https://bit.ly/2IUiAci>

Theme(s): Partnership

Type of initiative:
Active Parks and Public Squares

Year: 2014 - 2017

Location:
Various cities in Bulgaria
Bulgaria

Owner: BG Be Active

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DESCRIPTION

Active Saturday was an event that we developed for the “Wake Your Body” campaign, organised by the BG Be Active association and Coca-Cola. The program of activities included various workouts that take place in venues within the town, so that participants in Active Saturday have the opportunity to choose a sport and start practicing it regularly in their locality. Therefore, we tried to present activities that were already available in the given cities. A mandatory condition is that it has to be held outdoors, using urban spaces – squares, parks, beaches, etc.

Our observations show that by using central urban spaces the largest number of citizens are engaged. In 2016 the initiative significantly expanded its scope, we offered more diverse outdoor workouts such as: zumba, Kango jumps, tae bo, different styles of yoga including flying yoga, Pilates, different styles of martial arts, Wing Chun, to Tao, karate, tai chi, climbing on an artificial wall, Latin dance, hip-hop, traditional Bulgarian dances, African dancing, functional fitness, soccer, basketball, volleyball, swimming, cycling, inline skating skateboarding and different sporting challenges for people of all ages, abilities and genders!

SUCSESSES

Thanks to our positive image and experience from NowWeMove BG, we managed to secure a partnership with Coca-Cola HBC to organise the Active Saturday events. In 2016 they joined 5730 people who took part in 25 different forms of physical activity and sport. Moreover, in 2017 Active Saturday was held in; Vratsa, Gabrovo, Gorna Oryahovitsa, Zlatitsa, Kazanlak, Karlovo, Montana, Perushtitca, Pomorie, Provadia, Sandanski, Svilengrad, Sopot, Chepelare, Shabla and Yambol.

These events became veritable feasts of active lifestyles for families. We used the network we developed through the NWM BG campaign to find partners to organise Active Saturdays in their cities. We try to provide continuation and also offer some of the cities that had already organised an Active Saturday to do it next year, but also we give possibilities for new partners to apply to host an event. We learn from our experiences and try to manage the division of responsibilities between the local coordinator and BGBA to have the best results in terms of participation and communication.

CHALLENGES

For this initiative we have had to balance between the requirements of the sponsor and the local situation, e.g. lack of variety amongst the available activities, the schedule of the event not being suitable for the needs of the locals, or the capacity of the local coordinator. Some of the coordinators were not chosen correctly, and in turn we had difficulties during the events in those cities. The division of responsibilities for the organisation of every event was different between BGBA and the local coordinator.