



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

Theme(s): Stakeholder involvement

Type of initiative:
Active Parks and Urban spaces

Year: 2017

Location:
Various cities in Bulgaria
Bulgaria

Owner: BG Be Active

Contact: bilyana@bgbeactive.org

Source: <https://bit.ly/2IWRmBy>

DESCRIPTION

The "The Spot" project from BG Be Active will actively enable 10 municipalities within Bulgaria to create a social space which is attractive to young people. Therefore bringing together opportunities for outdoor sports (certified street gym equipment), a place for social contacts and giving an opportunity for cultural scenery of both the formal and informal type.

The project aims to help local organisations to create social spaces that will benefit their community for years to come. This includes improving the urban environment, and also investing in new and different places that respond to the needs of local communities; building and maintaining partnerships between the municipality, the NGO sector and young people; capacity building for the involved groups (participation in training); actively involving young people within the idea of the realisation of "The Spot"; giving opportunities and the scope for people to express their talents, abilities and strengths; self-participation of citizens in the construction of the social space - with the aim of sustainability and responsibility for its preservation; positive media and public attention on the activities of the municipality and the NGO sector. The direct target groups of the project are civic organisations and young people who will be involved in the project.

SUCCESSES

After the creation of the Spot in Samokov, it has been used more and more by the local young people. Young people are using the Spot five to seven times more than previously, playing different activities and also using the street fitness equipment. To achieve the objectives of the project the approach of community planning and design, "Placemaking", will be used. This underlying ethos of this area is the idea of motivating people to collectively re-understand and re-create public spaces which will be the center of each community. "Placemaking" is more than just promoting a better urban design; it facilitates the use of creative interventions in spaces, paying particular attention to the physical, cultural and social realities of the territory and promoting its development on the basis of each places potential.

CHALLENGES

The main challenges have been the management of the processes and communication with the local partners. In order to overcome these challenges, changes in the partnership agreement, better communication and a focus on the most important elements of the project were jointly agreed upon.

With this project we aim to unite local community representatives - NGOs, local communities, young people and their parents, and to show them that if we work together we can change things that people do not like about the local area. In turn these negative aspects of the area can be rectified, and then made into places where outdoor activities for young people are both available and attractive.