



GREENMASCOT: STRENGTHENING BSB LOCAL CAPACITIES FOR ENVIRONMENTAL AWARENESS IN AND THROUGH SPORT

3P – PLOGGING, PLALKING, PLIKING

Name of the organisation: Association BIONETWORK

Location: Varna, Bulgaria

When: Implemented 2023–2025

KEY ACTIONS

- Organised plogging, walking and hiking clean-up events
- Assigned clear roles (route leader, safety, waste coordination)
- Collected and weighed waste (kg tracking)
- Engaged volunteers and sport clubs

RESULTS/IMPACT

- Measurable waste collected (kg).
- Cleaner public spaces.
- Increased environmental awareness.
- Strong community engagement.

WHY/OBJECTIVE

The practice aims to reduce litter in public and natural areas by combining sport with clean-up actions. It also promotes a healthy lifestyle and raises awareness about responsible waste behaviour through community participation.

OVERVIEW

3P is a sport-based clean-up initiative implemented in Varna, Bulgaria. It combines jogging, walking and hiking with litter collection, turning physical activity into practical environmental action.

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NEXT STEP

The next step is to expand the initiative through regular events and stronger cooperation with schools, municipalities and waste services, including improved monitoring and waste separation.



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LESS PLASTICS

Name of the organisation: Bulgarian Paralympic Federation

Location: Sofia, Bulgaria

When: September 2025

KEY ACTIONS

- Event rule: reusable bottles only
- Communication before and during tournaments
- Water refill encouraged

RESULTS/IMPACT

- At least 100 plastic bottles avoided
- 40 participants engaged from 8 clubs
- Increased awareness of plastic reduction in sport events
- Easy-to-replicate model with immediate results

WHY/OBJECTIVE

To reduce single-use plastic waste during sport competitions by promoting reusable bottles and responsible behaviour among participants.

OVERVIEW

A pilot initiative introduced at national para sport tournaments in Sofia, encouraging athletes and coaches to replace disposable plastic bottles with reusable ones.

NEXT STEP

Expand the practice to all future competitions and include other plastic waste items (cups, packaging), supported by clear signage and separate collection.



GREENMASCOT: STRENGTHENING BSB LOCAL CAPACITIES FOR ENVIRONMENTAL AWARENESS IN AND THROUGH SPORT CLIMATE / SUSTAINABLE EDUCATION

Name of the organisation: Eco Cluster Bulgaria

Location: Varna, Bulgaria

When: Ongoing (last 4 years)

KEY ACTIONS

- Interactive school workshops
- En-ROADS simulator sessions
- Role-play and teamwork exercises
- Discussions linking climate change to daily lifestyle choices

RESULTS/IMPACT

- 400+ students reached
- 10 teachers involved
- Increased climate and sustainability awareness
- Strong student engagement through practical learning methods

WHY/OBJECTIVE

To increase climate awareness among students and promote sustainable habits through interactive learning.

OVERVIEW

An education initiative in Varna using interactive workshops and the En-ROADS simulator to teach students about climate change and sustainability.

NEXT STEP

Scale up to more schools and improve monitoring with structured feedback and evaluation tools.





GREENMASCOT: STRENGTHENING BSB LOCAL CAPACITIES FOR ENVIRONMENTAL AWARENESS IN AND THROUGH SPORT OLYMPIC HIKE

Name of the organisation: Technical University of Varna

Location: Varna, Bulgaria

When: Ongoing (pilot during academic year)

KEY ACTIONS

- Organised hiking events for students
- Integrated environmental messages during activities
- Promoted the initiative through social media and university channels

RESULTS/IMPACT

- Students engaged in outdoor physical activity
- Increased environmental awareness
- Strengthened student community spirit
- Easy-to-replicate low-cost model

WHY/OBJECTIVE

To encourage students to be physically active while raising environmental awareness and promoting responsible behaviour in nature.

OVERVIEW

“Olympic Hike” is a pilot hiking initiative for university students that combines outdoor sport activities with environmental awareness messages.

NEXT STEP

Continue as an annual activity and expand participation through partnerships with local sport and environmental organisations.



GREENMASCOT: STRENGTHENING BSB LOCAL CAPACITIES FOR ENVIRONMENTAL AWARENESS IN AND THROUGH SPORT NORDIC WALKING WITH AN ENVIRONMENTAL FOCUS

Name of the organisation: University of Economics – Varna

Location: Varna, Bulgaria

When: Academic year 2025/2026 (pilot)

KEY ACTIONS

- Nordic walking sessions on established tourist routes
- Outdoor learning linked to tourism resources and sustainability
- Environmental awareness messages during activities

OVERVIEW

A pilot initiative integrated into the Physical Education curriculum, combining Nordic walking with environmental awareness and sustainable tourism education.

RESULTS/IMPACT

- Up to 50 students engaged
- Increased awareness of sustainable behaviour in nature
- Improved sport-tourism culture and practical skills
- Strengthened link between sport and sustainability education

NEXT STEP

Expand the number of routes and strengthen partnerships with local authorities and tourism organisations.

WHY/OBJECTIVE

To combine physical education with outdoor learning and promote sustainable attitudes among Tourism students through real hiking routes and environmental responsibility.





GREENMASCOT: STRENGTHENING BSB LOCAL CAPACITIES FOR ENVIRONMENTAL AWARENESS IN AND THROUGH SPORT RIGHTS (“TAEKWON-DO FOR THE RIGHTS”)

Name of the organisation: Central Police Taekwon-do Klub

Location: International project (coordinated from Sofia, Bulgaria)

When: 2024

KEY ACTIONS

- “Our cause” presentations by each delegation
- Promotion of waste reduction and reuse practices
- Encouragement of volunteering and climate-friendly habits

OVERVIEW

An international initiative where taekwon-do clubs presented simple environmental actions, promoting sustainability through youth participation.

RESULTS/IMPACT

- Around 160 youth and 40 adults engaged
- 10 international delegations involved
- Increased awareness of sustainability in sport clubs
- Shared practical examples for greener sport routines

NEXT STEP

Introduce simple monitoring tools and make the sustainability component a regular part of future tournaments and club activities.

WHY/OBJECTIVE

To integrate environmental responsibility into sport club culture by encouraging young athletes to adopt simple sustainable habits linked to training and sport events.





GREENMASCOT: STRENGTHENING BSB LOCAL CAPACITIES FOR ENVIRONMENTAL AWARENESS IN AND THROUGH SPORT GAMES OF SEASONS

Name of the organisation: Youth Sports Club VARNA

Location: Varna and Dolni Chiflik, Bulgaria

When: Ongoing seasonal implementation

KEY ACTIONS

- Seasonal one-day sport camps
- Documentation of 60 traditional games
- Active participation of children (7–12)
- Use of natural and reused materials
- Environmental awareness integrated in activities

RESULTS/IMPACT

- 60 traditional games documented and delivered
- Increased youth physical activity and eco-awareness
- Stronger cooperation between clubs and schools

WHY/OBJECTIVE

To promote physical activity among children while preserving traditional games and encouraging sustainable habits through sport.

OVERVIEW

A community sport initiative that revives traditional seasonal games while integrating environmental education and sustainable practices for children aged 7–12.

NEXT STEP

Expand the model to more municipalities and integrate the games into regular school sport programmes.



GREENMASCOT: STRENGTHENING BSB LOCAL CAPACITIES FOR ENVIRONMENTAL AWARENESS IN AND THROUGH SPORT YACHT AND MARINA REGISTRATION SUPPORT

Name of the organisation: Sea Club Sozopol

Location: Sozopol, Bulgaria

When: Ongoing (since 2015)

KEY ACTIONS

- Assistance with yacht and boat registration
- Coordination of mooring and berthing options
- Support for local maritime sport activities

RESULTS/IMPACT

- Ongoing support to local boat owners
- Improved organisation of marina access
- Strengthened local maritime sport community

WHY/OBJECTIVE

To support yacht and boat owners with registration procedures and provide organised berthing options, strengthening access to maritime sport and recreational activities.

OVERVIEW

A community-based service initiative providing guidance for yacht registration and coordination of safe berthing for boats in Sozopol.

NEXT STEP

Secure additional funding and expand partnerships, including adding environmental measures such as marina waste management and awareness activities.