

PROJECT

ORMANJ RUN 2024



Project owner



Mountaineering Society
FASTO

Project partner



Mountaineering Society
Skakavac

Project partner



Youth Association STARt

Sarajevo May 2024

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Summary

The "Ormanj Run 2024" project represents a comprehensive organization of two trail races on Ormanj Mountain, on the Vilodor 6.5 km and Gradac 13.6 km trails. Planned for October 19, 2024, this event will gather 200 participants, providing them with a unique sports experience that promotes a healthy lifestyle, activity, and connection with nature. The race rules include equipment such as a race number, a liquid container, a whistle, and a mobile phone, with a special emphasis on safety and respect for the ecological balance of the trail.

The goal of the project is not only to allow participants to enjoy the challenge and beauty of the trail that passes through historically significant locations but also to mobilize volunteers, encourage the local population to engage in more physical activity, highlight cultural heritage, and build cooperation with local organizations, businesses, and institutions. The project aims to create lasting connections between participants and the local community, acting as a catalyst for promoting a healthy lifestyle and nature conservation.

Project activities include event promotion, participant registration, race day execution, and a closing ceremony with medal awards and entertainment. Post-event, an evaluation and reporting to sponsors are planned to ensure transparency and learnings for future projects.

The target group of "Ormanj Run 2024" includes sports enthusiasts and recreational athletes of all age groups, local residents, volunteers, environmental activists, cultural and historical enthusiasts, as well as local organizations, businesses, educational institutions, and health organizations.

The "Ormanj Run 2024" project aims to become a recognizable event that promotes physical activity, healthy living, cultural richness, and ecological responsibility, creating a platform for annual gatherings and joint goals of participants, the local community, and partners.

Organizer and project partners

Project organizer – Mountaineering Society FASTO

The Mountaineering Society "FASTO" was established in June 2010 on the premises of the Faculty of Sports and Physical Education at the University of Sarajevo. The purpose of the society is to organize and promote mountain excursions, as well as to conduct professional training for mountaineers and educate members in preserving, protecting, and enhancing nature in mountain areas that have special and broader ecological significance for mountaineers.

Additionally, the society aims to develop specialized activities: alpinism, speleology, mountaineering guide service, mountain rescue service, expeditionism, mountain orientation, mountain ski touring, as well as marking and signposting mountain trails.

Project partner – Mountaineering Society Skakavac

The Mountaineering Society Skakavac was founded on January 22, 2018, based on the initiative of enthusiastic mountaineers, nature lovers, sports, and tourism workers who work on environmental protection and promoting a healthy lifestyle, all with the aim of protecting and preserving the

natural environment and creating a favorable and sustainable living environment. From its inception, it started working to support tourism and development activities related to mountaineering, developing the material working basis and safety in the mountains. Organizer of trail races with the tradition of "Skakavac trail," "Valter trail," the first edition of "Ormanj trail," and others.

Project partner – Youth Association Start

The Youth Association "Start" from Hadžići is the first association for youth in the municipality of Hadžići, established on July 5, 2023. Since then, the association has achieved significant success in implementing various projects aimed at improving the local community.

Among the most notable projects they have realized are "Youth for Clean Air," aimed at preserving the environment and promoting ecological values among the youth, and "Gift Packages for All," a humanitarian initiative that provides support to socially vulnerable groups in the community.

Through its work, the Youth Association "Start" actively contributes to social development, promoting solidarity, environmental awareness, and humanitarian values among the youth and the wider local community.

Problem description addressed by the project

The project is conceived as an initiative that relies on the need to promote a healthy lifestyle and active recreation in nature, as well as strengthening ecological awareness and valuing the cultural and historical heritage of the local community. The problem this project aims to address is multi-dimensional, encompassing socio-economic, health, and environmental aspects.

Lack of physical activity

A fast-paced lifestyle, increasingly more time spent in front of screens, and a lack of motivation for physical activity have contributed to reduced levels of physical activity among people of all ages. This trend leads to increased health risks, including heart disease, type 2 diabetes, obesity, and anxiety. The "Ormanj Run 2024" project offers an opportunity to encourage local residents and visitors to actively participate in outdoor recreation, promoting physical activity as a key element for maintaining health and well-being.

Environmental awareness

The fear of negative impacts of human activities on nature is more pronounced than ever. Pollution, improper waste disposal, and unsustainable use of natural resources are problems that require urgent measures. The "Ormanj Run 2024" project highlights ecological sustainability as one of its fundamental goals by using the event as a platform to educate participants and the wider community about the importance of environmental preservation and promoting environmentally friendly practices.

Cultural and historical heritage

Historical and cultural heritage often remains neglected due to modern development and globalization. The "Ormanj Run 2024" trail race passes through historically significant sites on Ormanj Mountain, offering a unique opportunity to highlight the local rich cultural heritage. The project aims to inspire interest and understanding of cultural heritage among participants and visitors, promoting the concept of "living history" through sports and recreational activities.

Lack of local cooperation

Designing and implementing events that involve local communities, organizations, businesses, and institutions require a high level of cooperation and coordination. The problem of insufficient connections and cooperation within the community poses an obstacle to the realization of projects that could bring widespread social, economic, and environmental benefits. The "Ormanj Run 2024" project serves as a bridge for building lasting partnerships and joint efforts to promote the local community, its values, and potential.

Through this project, by running the trails of Ormanj Mountain, we aim to address these problems, providing a model for how sports events can be a driving force for positive social changes, encouraging healthy lifestyles, environmental awareness, and cultural connectivity.

Project goals

Main project goal:

The main goal of the project is to organize and conduct a trail run for 200 participants, ensuring a safe and satisfying experience for all participants, promoting a healthy lifestyle, sports activity, and connection with nature, while preserving the ecological balance of the trails and the environment.

Specific goals of the project include:

1. Mobilizing volunteers who will support the organization and execution of the race, providing assistance with logistics, ensuring participant safety, and promoting the event.
2. Promoting sports activities through the trail run to encourage activity and healthy living among the local population and raise awareness about the importance of regular exercise.
3. Highlighting medieval heritage by choosing a trail that passes through historical sites or landscapes relevant to that era, thus promoting cultural heritage and sparking interest in history.
4. Building cooperation within the local community through partnerships with local organizations, businesses, and authorities to support the organization of the event, promote the race, and create lasting connections between participants and the local community.

Target group

1. Sports enthusiasts and recreational athletes: This includes people of all ages who already participate in sports activities or are interested in starting to engage in sports. Special targets are runners, hikers, and those who already enjoy nature and adventurous activities.
2. Local residents: People living near the race trail locations, especially those interested in improving their healthy lifestyle through physical activity. Additionally, those interested in the historical and cultural aspects of the trail are also targeted.
3. Volunteers and environmental activists: Individuals interested in volunteering in activities that promote environmental preservation, participant safety, and well-organized sports events. This also includes those dedicated to promoting ecological balance.
4. Cultural and historical enthusiasts: Individuals and groups interested in exploring and promoting the cultural and historical heritage of the region through sports events. This can include tourists looking for unique activities related to local culture and history.
5. Local organizations and businesses: This includes local shops, restaurants, sports stores, travel agencies, and other commercial entities that could benefit from partnering with the project and want to contribute to the local community and attract visitors.
6. Educational institutions: Schools and universities as potential sources of volunteers, but also as institutions that could benefit from the participation of their students and staff in such an event, promoting healthy lifestyles and physical activity among the youth.
7. Health-promoting institutions: Health institutions and NGOs focused on health promotion and wellness that might be interested in supporting a project that promotes physical activity and healthy living.

Activities

Phase 1: Preparation

- The beginning of the event promotion on social networks is crucial for increasing awareness and interest among potential participants and volunteers. This includes creating and sharing attractive posts, video materials, and animations showcasing the challenges and beauty of the race on Ormanj Mountain. The early phase involves drafting the promotional plan for activities and events throughout the project duration.
- Opening an online platform for registrations provides an easy way for participants and volunteers to register, easing administrative tasks and access to information.
- The start of negotiations with potential sponsors and partners is crucial for securing financial and logistical support for the event, including acquiring prizes, safety equipment, and materials.

Phase 2: Planning and logistics

- Selecting and training volunteers prepares them for various tasks on the day of the race, including providing first aid, guiding, and properly positioning signals on the trails.
- The first and second phases of trail marking and setup ensure safe participant movement and helps prevent potential incidents or confusion. In addition, a detailed safety and equipment assessment for the race ensures all necessary conditions for a safe event.
- Intensifying promotional activities further increases the event's visibility, encouraging potential participants to complete their registrations.

Phase 3: Final preparations

- Enhanced promotions and finalizing details related to the trails, safety plans, and logistics ensure smooth execution of all planned activities
- Organizing and packing starter packs, as well as their distribution, are key for participant satisfaction and ensuring they have everything needed for the race.

Phase 4: Event day

- Efficient installation of the race route and logistical support ensures everything is ready for the race start.
- Managing the event during the day requires constant communication between the organizational team, volunteers, and participants, ensuring the race goes smoothly and safely.
- The medal ceremony and final celebration provide an opportunity to celebrate successes and show gratitude to participants, volunteers, and sponsors.

Phase 5: Post-event activities

- Cleaning and dismantling the trail is important for preserving the natural beauty of Ormanj Mountain and demonstrates the organizers' responsibility.
- Evaluation and financial reporting provide insights into the success of the event and areas for improvement, while planning for future projects uses experiences and feedback to enhance future races.

Activity timeline

Phase 1: Preparation (May 2024)

- May:
- Beginning of event promotion on social networks.
- Opening of the online registration platform for participants.

- Opening volunteer applications.
- Start of negotiations with potential sponsors and partners.

Phase 2: Planning and logistics (June-August 2024)

- June:
 - Selection of volunteers and beginning of training for race day tasks.
 - Start planning the setup and marking of trails (Vilodor and Gradac) in the first phase.
- July:
 - Completion of the first phase of trail marking.
 - Detailed safety and equipment assessment for the race.
 - Intensity up promotional activities.
- August:
 - Second phase of trail setup and marking, with risk assessment and adequacy of marking.
 - Finalize preparations for starter packs and logistics for race day (food, water, safety).

Phase 3: Final preparations (September-Mid October 2024)

- September:
 - Enhance the promotion of the event and verify participant registrations.
 - Begin the third phase of trail setup, including detailed cleaning and final marking.
- First two weeks of October:
 - Completion of all phases of trail setup.
 - Preparation of safety plans and finalizing details with suppliers.
 - Organizing and packing starter packs, as well as distribution at pickup locations.

Phase 4: Event day (October 19, 2024)

- Early morning:
 - Installation of the trail, control, and start points.
 - Registration and reception of participants.
- 11:00 AM:
 - Start of the race.
- Throughout the day:
 - Manage the race, volunteer presence at strategic points, and ensure communication and logistics.

- Afternoon:
- Race finish, medal ceremony, and final celebration.

Phase 5: Post-event activities (October-November 2024)

- The week after the event:
- Trail cleaning, dismantling, and evaluation meetings with the team and volunteers.
- November:
- Event analysis, financial reporting, and preparation of reports for sponsors.
- Planning for future projects based on this year's learnings and feedback.

Expected results

1. Increased awareness of a healthy lifestyle

The race is expected to encourage participants and local residents to recognize the importance of regular physical activity and a healthy lifestyle, potentially leading to improvements in the overall health status of the community.

2. Promotion of sports and recreation

The "Ormanj Run 2024" serves as a platform to promote running and hiking as accessible and beneficial forms of recreation among a wide range of people, including children, youth, and adults.

3. Strengthening the community

Organizing the race provides an opportunity to strengthen bonds within the local community through volunteering, partnerships, and collective time-spending, as well as creating new friendships and professional connections.

4. Promotion of local tourist offerings

The race is expected to attract visitors from outside the local community, potentially contributing to the promotion of local tourist and cultural attractions, and increasing tourist traffic and local economy.

5. Environmental conservation and awareness

By emphasizing ecological responsibility and preserving the race trails, the project can raise awareness about the importance of conserving natural resources and encourage actions that protect the environment.

6. Cultural and historical heritage education

Given that the race trails pass through historically significant locations, the race can serve as an educational tool promoting local cultural and historical heritage among participants and visitors.

7. Personal achievements and development

The race offers participants the opportunity to set personal goals and challenges, such as improving physical condition, completing the race within a certain time, or simply participating and finishing the race, which can lead to increased confidence and satisfaction.

8. Positive media and digital content

Given the event promotion via social networks and media coverage, the "Ormanj Run 2024" can generate positive stories and images that depict an active, healthy, and environmentally responsible lifestyle.

In the long term, the expected outcomes of the "Ormanj Run 2024" project will contribute to a culture of physical activity, ecological responsibility, and community pride, which can be nurtured and developed over the years.

Risk management for the "Ormanj Run 2024" project

Risk management is a crucial aspect of planning and executing the "Ormanj Run 2024" project on Ormanj Mountain. Identifying, analyzing, and mitigating potential risks is necessary to ensure the safety of participants, volunteers, and all involved parties, as well as the successful realization of the event. Below is an overview of the main categories of risks associated with this project, along with strategies for managing them.

1. Safety and health risks

- Risk of injuries: Participants or volunteers may suffer injuries during the race. This risk can be mitigated through clear safety instructions, training volunteers, providing medical equipment and first aid teams along the trail, and ensuring an efficient evacuation system.
- Risk of adverse weather conditions: Extreme weather conditions can pose a significant risk. The mitigation plan includes monitoring weather forecasts, developing a plan for postponing the race, and communication channels to inform participants of any changes.

2. Logistical and technical risks

- Lack of volunteers or equipment: An insufficient number of volunteers or lack of key equipment can hinder the organization of the event. This risk is managed through early recruitment and training of volunteers, as well as early procurement and checking of equipment.
- Challenges with the race trail: Unpredictable changes on the race trail can present problems. Managing this risk requires preliminary inspection of the trail, clear marking, and securing the trail.

3. Environmental risks

- Environmental damage: The race can potentially harm sensitive ecosystems. The mitigation plan includes selecting an environmentally-friendly trail, promoting environmental awareness among participants, and organizing trail cleanup after the event.

4. Regulatory and legal risks

- Non-compliance with laws and regulations: There is a risk of non-compliance with local laws, including permits and insurance. This risk is managed by early submission of applications for necessary permits and securing adequate insurance for the event.

Risk management strategies and plans

For each identified category of risk, it is necessary to develop and implement specific risk management strategies. This includes:

- Developing a detailed safety and emergency plan.
- Conducting training and informative sessions for volunteers and participants.
- Regular updates and communication with all involved parties.
- Establishing clear procedures and protocols to follow.

Successful risk management requires continuous monitoring and adaptation of plans and strategies as the project progresses. The goal is to ensure that the "Ormanj Run 2024" trail race is safe.

Project organizational team

1. Project Manager

- Responsibilities: Overall project management, including strategic planning, decision-making, project execution oversight, and budget management. The project manager serves as the main link between all project participants and key stakeholders.

Miroslav Mandić

contact email: miroslav.mandic@ormanjtrail.com

2. Logistics Coordinator

- Responsibilities: Planning and managing event logistics, ensuring all needs for the location, transportation, equipment, and supplies are met. Coordinates work with local authorities for necessary permits and compliance.

Dino Hasanović

contact email: dino.hasanovic@ormanjtrail.com

3. Safety Coordinator

- Responsibilities: Developing and implementing a comprehensive safety plan, including first aid, evacuation, and emergency communication plans. Oversees the deployment of first aid teams and safety personnel at the event.

Emir Rahmanović

contact email: emir.rahmanovic@ormanjtrail.com

4. Volunteer Coordinators

- Responsibilities: Recruiting, training, and assigning volunteers to various tasks necessary for the successful execution of the race. Ensures volunteers have all necessary information and oversees their work during the event.

Bakir Neradin and Irvin Korjenić

contact emails: bakir.neradin@ormanjtrail.com and irvin.korjenic@ormanjtrail.com

5. Community and Stakeholder Relations Coordinator

- Responsibilities: Establishing and maintaining relationships with the local community, partners, sponsors, and the media. Includes communicating with key stakeholders and media promotion of the event.

Dželil Bandić

contact email: dzelil.bandic@ormanjtrail.com

6. Trail Coordinator

- Responsibilities: Ensuring the race trail is clearly marked, safe, and compliant with environmental standards. Responsible for setting and maintaining control points and coordinating activities on-site.

Mirza Kazić

contact email: mirza.kazic@ormanjtrail.com

7. Financial Manager

- Responsibilities: Monitoring and managing project finances, including budgeting, accounting, and financial reporting. Works on ensuring financial transparency and efficiency.

Elvir Kazazović

contact email: elvir.kazazovic@ormanjtrail.com

8. Marketing and Communications Manager

- Responsibilities: Developing and implementing marketing and communication strategies, including managing the event website, social media, and other promotional materials. Responsible for attracting participants and generating public awareness about the event.

Faris Bajrić

contact email: faris.bajric@ormanjtrail.com

The organizational team may also include additional members and consultants depending on the specific needs and challenges of the project. The successful execution of the "Ormanj Run 2024" race depends on the coordinated work and continuous communication of all team members, with ongoing monitoring and adjustment of plans as needed.

Budget overview for "Ormanj Run 2024"

Description of budget items in convertible marks (KM)

1.1

Starter pack for runners

5900,00

The starter pack for runners includes a race number, a T-shirt (optional), a finisher's medal, and lunch for the race participants. Participation is planned for 200 runners.

1.2

Lunch and sandwiches

2500,00

This item refers to a hot meal with a drink for runners after the race and a daily meal for organizers, volunteers, GSS, and partners on the race day. Meals are planned for 200 runners and 50 volunteers.

1.3

Fruits and drinks for runner refreshment

600,00

At the passing stations and the finish line, fruits and drinks will be served for runner refreshment.

1.4

Utensils

200,00

Plates, spoons, cups

1.5

Time measurement and result processing

400,00

The service of measuring runners' passage times includes registration and participation administration, on-site measurement, and processing and publishing results.

1.6

Banner for sponsor and donor presentation

300,00

To represent sponsors and donors of the race, a banner with a stand will be made and placed behind the winner's podium, as well as flags and banners placed in the start and finish zones. This ensures part of the visibility of sponsors and donors through photos and video footage of the event.

1.7

Race safety and insurance

900,00

This item covers costs for mountain rescue service logistics, civil protection, ambulance, firefighters, and other actors foreseen in the project safety plan.

1.8

Placement prizes

2400,00

Placement prizes for the first three places in male and female categories are provided by the sponsor in the form of sports equipment or other appropriate gifts. The budget plan includes cash prizes for the first three places in the women's and men's categories of 300KM, 200KM, and 100KM for both races. The running community will be notified when the cash prize fund is secured.

1.9

Transportation of materials

500,00

For the delivery of materials, food, drinks, and equipment to the event location, if the service provider's transportation is not secured, it covers transportation costs for those engaged for these needs. Costs will be adjusted according to the current fuel prices and traveled mileage.

1.10

Website hosting and domain for 1 year

150,00

Publication of information for participants, event presentation, and promotion throughout the year. The budget is planned for domain and hosting rental of the website.

1.11

Promotion, social media advertisements

500,00

For the race promotion, it includes sponsored posts on social media Facebook and Instagram. This item includes creating photos, video clips, and other promotional materials.

1.12

Trail maintenance tools and marking material

100,00

For trail maintenance and marking volunteer actions are planned. Materials required are work gloves, paint, brushes, and temporary marking tape. Existing resources of the organizer and event partners, trimmers, and chainsaws will also be used. Fuel for machine work is also necessary.

1.13

Food and transportation for volunteers

800,00

Costs for volunteer activities for trail maintenance are transportation and food for volunteers. At least 4 actions with 10 volunteers each are planned. The planned cost for food and transportation is 20.00KM per volunteer.

1.14

T-shirts for volunteers

750,00

Uniformity and recognizability of organizers and volunteers on the track are provided by making T-shirts for volunteers. The price of a T-shirt is 15KM per piece. A total of 50 pieces.

1.15

Photography, engagement of a photographer

1000,00

To promote the event, sponsors, and donors, as well as a valuable souvenir for runners through photos branded with the event logo, a budget for engaging a photographer is planned.

1.16

Accounting

200,00

Planned costs for accounting services.

1.17

Document printing and phones

100,00

Costs planned for document printing and telephone communication services.

1.18

Unforeseen expenses

200,00

All expenses that arise and are not covered in other budget items.

TOTAL

17500,00 KM

This budget serves as a framework for planning the financial aspects of organizing the "Ormanj Run 2024" trail race. It is important to note that actual costs may vary depending on various factors such as the number of registered participants. Effective budget management requires continuous cost monitoring and flexibility in their adjustment as needed. It is also essential to actively seek sponsors and partners who could help cover part of the costs or provide services and materials required for the event.

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