

Ormanj trail 2025

Project holder



Mountaineering Society FASTO

Project partner



Mountain rescue service Hadžići

Project partner



Mountaineering Society Skakavac

Sarajevo June 2025

Summary of the project

The project "Ormanj trail 2025" represents the comprehensive organization of two trail races on Mount Ormanj, on the Vilodor 6.5 km and Gradac 13.6 km tracks. Scheduled for October 18, 2025, this event will gather a maximum of 200 participants, providing them with a unique sporting experience that promotes a healthy lifestyle, activity and connection with nature. The rules of the race include equipment such as starting number, fluid container, whistle and mobile phone, with special emphasis on safety and respecting the ecological balance of the course. The goal of the project is not only to enable participants to enjoy the challenge and beauty of the path 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 goal of the project is to create lasting connections between the 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 execution and closing ceremony with medal awarding and entertainment. After the event, an evaluation and reporting to sponsors is planned to ensure transparency and lessons learned for future projects. The target group of "Ormanj Trail 2025" includes sports enthusiasts and recreational athletes of all age groups, local residents, volunteers, environmental activists, culture and history enthusiasts, as well as local organizations, businesses, educational institutions and health organizations. The "Ormanj Trail 2025" project aims to become a recognizable event that promotes physical activity, a healthy lifestyle, cultural richness and environmental responsibility, creating a platform for annual gatherings and common goals of participants, local communities and partners.

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Project Organizer and Partners

Project Organizer – Mountaineering Society FASTO

The Mountaineering Society "FASTO" was founded in June 2010 in the premises of the Faculty of Sports and Physical Education of the University of Sarajevo. The aim of the association is to organize and promote mountaineering, as well as to provide professional training for mountaineers, and to educate its members in the preservation, protection and improvement of nature in mountainous areas, which have a special and broader ecological significance for mountaineers themselves.

The association also aims to develop specialist activities: mountaineering, speleology, mountain guide services, mountain rescue services, expeditions, mountain orientation, mountain ski touring, as well as marking and marking of mountain trails.

Project partner – Mountain Rescue Service Hadžići

The Mountain Rescue Service Hadžići was founded in 2014, after the catastrophic floods that hit Bosnia and Herzegovina, when it became clear how important the support of well-trained rescue teams is in crisis situations. Since its establishment, GSS Hadžići has become an indispensable part of the community, and its team consists of volunteers from different professions and backgrounds – all driven by a common mission of helping people in need.

Over the years, they have conducted more than 1000 interventions, saving lives and providing first aid in the most difficult conditions, often in inaccessible terrain. Their members hold dozens of certificates, licenses and completed courses in the field of first aid, mountain navigation, avalanche safety and other key skills, and currently have four licensed members with special badges of the Mountain Rescue Service. Through cooperation with nearby rescue teams, they have participated in dozens of joint interventions, providing support to their colleagues and jointly building a safety net for everyone who enjoys nature.

With dedication, courage and countless hours invested in education and practice, GSS Hadžići not only provides safety in emergency situations, but also represents the common pride of the local community.

Project partner – Mountaineering Society Skakavac

Mountaineering Society Skakavac was founded on 22.01.2018. 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 suitable and sustainable environment for living. Since its inception, work has been underway to support tourism and development activities related to mountaineering, developing the working material base 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.

Introduction

Description of the problem to be solved by this 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 to strengthen environmental awareness and valorize the cultural and historical heritage of the local community. The problem that this project aims to address is multidimensional and encompasses socio-economic, health and environmental aspects.

Lack of physical activity

A fast-paced lifestyle, increasing screen time and lack of motivation for physical activity have contributed to a decrease in physical activity levels among people of all ages. This trend is leading to an increase in health risks, including heart disease, type 2 diabetes, obesity and anxiety. The "Ormanj Trail 2025" project offers an opportunity to encourage local residents and visitors to actively participate in outdoor recreation, thereby promoting physical activity as a key element for maintaining health and well-being.

Cultural and historical heritage

Historical and cultural heritage is often neglected due to modern development and globalization. The "Gradac" trail race runs through the historic area of Gradac, offering a unique opportunity to highlight this locally rich cultural heritage. The project aims to stimulate interest and understanding of cultural heritage among participants and visitors, promoting the concept of "living history" through sports and recreational activities.

Erosion of environmental awareness and threats to biodiversity

Modern generations, especially in urban areas, are increasingly coming into contact with nature, which leads to a reduced sense of responsibility for environmental conservation. At the same time, many wild animal species are facing habitat loss, and mountain ecosystems are under increasing pressure from human activities. The "Ormanj trail 2025" project includes educational and promotional activities aimed at raising environmental awareness, as well as cooperation with local associations to promote coexistence with nature and the protection of indigenous species.

Insufficient tourist valorization of local potential

Ormanj Mountain, although rich in natural beauty and favorable for recreational activities, is still not recognized as a tourist destination of wider importance. The lack of infrastructure and promotion leads to low interest from both domestic and foreign visitors. Through the organization of the trail race and accompanying content, the project aims to contribute to the tourist affirmation of this area, creating new value and opportunities for the sustainable development of the local community.

Lack of common spaces and activities to strengthen community

Modern social trends often contribute to individualization and a decrease in the sense of belonging to the community. Many rural and semi-urbanized environments suffer from a lack of content that brings together people of all generations and profiles. The "Ormanj Trail 2025" project functions as a platform for meeting, cooperation and exchange of experiences among local residents, visitors, volunteers and recreationalists, strengthening the sense of community and belonging through healthy and positive activity.

Project objectives

The main objective of the project:

The general objective of the project is to organize and implement a trail race for 200 participants, providing 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.

The specific objectives of the project include:

1. Mobilizing volunteers to support the organization and implementation of the race, providing support in logistics, ensuring the safety of participants and promoting the event.

2. Promoting sports content through the trail race in order to encourage activity and a healthy lifestyle among the local population, and raise awareness of the importance of regular exercise.
3. Highlighting the medieval legacy by selecting a route that passes through historical sites or landscapes relevant to that era, thus promoting cultural heritage and stimulating interest in history.
4. Building cooperation in 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.
5. Developing awareness of the importance of preserving the flora and fauna of the mountain through preventive measures, education and cooperation with relevant stakeholders in nature protection.

Target group

1. Sports enthusiasts and recreationalists: This includes people of all ages who are already participating in sports activities or are interested in starting to do sports. Runners, hikers and those who already enjoy nature and adventure activities are particularly targeted.
2. Locals: People who live near the race route locations, especially those interested in improving their healthy lifestyle through physical activity. Also targeted are those who might be interested in the historical and cultural aspects of the route.
3. Volunteers and conservation activists: People interested in volunteering in activities that promote environmental conservation, participant safety and a well-organized sports event. This includes those who are 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 sporting events. They may also be tourists looking for unique activities related to local culture and history.
5. Local organizations and businesses: These include local shops, restaurants, sports shops, 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, thereby promoting a healthy lifestyle and the pursuit of physical activity among young people.

7. Health-promoting institutions: Health institutions and non-governmental organizations engaged in the promotion of health and wellness may be interested in supporting a project that promotes physical activity and healthy living.

Activity Plan

Phase 1: Preparation

- Starting to promote the event on social media is key to increasing awareness and interest among potential participants and volunteers. This includes creating and sharing engaging posts, videos, and animations that highlight the challenges and beauty of the Ormanj Mountain Race. The early phase includes developing a framework plan for promoting the activities and events throughout the project.
- Starting to talk to potential sponsors and partners is key to securing financial and logistical support for the event, including purchasing prizes, safety equipment, and materials.

Phase 2: Volunteer Promotion and Training

- Selecting and training volunteers prepares them for various tasks, including promoting and organizing the event.
- Intensifying promotional activities further increases the visibility of the event, leading potential participants to complete registrations.

Phase 3: Final Preparations

- Intensifying promotions and finalizing details related to providing information on arrival, picking up starting packets, and other race-related information.
- Organizing and packing the start packets, as well as their distribution, are key to keeping participants happy and ensuring they have everything they need for the race.

Phase 4: Event Day

- Managing the event throughout the day requires constant communication between the organizing team, volunteers and participants, ensuring that the race runs smoothly and safely.
- The medal ceremony and closing party provide an opportunity to celebrate success and thank participants, volunteers and sponsors.

Phase 5: Post-event activities

- The evaluation and financial report provide insight into the success of the event and areas for improvement, while planning for future projects uses the lessons learned and feedback to improve future races.

Expected results

1. Successful realization of the race with a maximum of 200 participants, with logistical, technical and security support provided, creating a positive sporting event and experience for all parties involved.
2. Raising awareness of the importance of physical activity and a healthy lifestyle among local residents and visitors, through direct participation or attendance at the race.
3. Active involvement of volunteers and the local community, which strengthens the sense of belonging, social cohesion and develops a spirit of togetherness.
4. Promotion and valorization of cultural and historical heritage through the passage of the race route past significant sites, which contributes to the preservation of local identity and the strengthening of cultural tourism.
5. Raising awareness of the importance of nature conservation, through the promotion of environmental responsibility, education and the implementation of preventive measures on the trail.
6. Building and strengthening partnerships with local organizations and institutions, which creates a sustainable support network for future projects and initiatives.
7. Positive media visibility and promotion of the region, thanks to an effective communication campaign and the presence of sponsors, media and promotional content.

Conclusion

The "Ormanj Trail 2025" project is more than a sports event - it is a tool for initiating positive changes within the community, a platform for connecting people, promoting healthy habits and protecting natural and cultural heritage. Through carefully planned activities and the involvement of various stakeholders, the project contributes to the long-term goals of sustainable development of the local environment. The achievement of the set goals and expected results will confirm the importance of such initiatives and open up space for their continuity and growth. The successful implementation of the "Ormanj Trail 2025" will contribute to the strengthening of the sports and recreational scene, the affirmation of common values and the promotion of the Ormanj mountain as a meeting place for health, sports, culture and nature.

Event sponsorship offer

For sponsor visibility, we offer:

- Brand name, link and logo on the project website
- Customized posts on social media, hashtag in posts
- Logo position on the sponsor wall at the event
- Free entry fees for the race
- Sponsor banners at the event (gift from the organizer)
- Mention in the race radio jingle and in media partners' posts
- Promotion space at the finish line
- Blog text on the official website

Why be part of our Ormanj race project

Promotion of a healthy lifestyle and physical activity

Our project inspires and motivates all generations to engage in physical activity, raising awareness of the importance of a healthy lifestyle.

Strengthening the community

We provide an opportunity to strengthen relationships within the local community, support volunteerism and create a network of new professional and personal connections.

Environmental conservation

We emphasize ecological responsibility and raise awareness of the preservation of natural resources through our activities and promotion.

Education and promotion of heritage

Our race routes lead through culturally and historically significant places, offering an educational experience and at the same time promoting the wealth of our region.

Media exposure

Strong promotion of the event through social networks and local media guarantees exceptional visibility of your brand in the field of health, sports and ecology.

Project Budget

Item	Amount (KM)	Percentage (%)
Starting packs for runners	5200	60,12
Lunch and refreshment for volunteers	600	6,94
Banner for presenting sponsors and donors	300	3,47
Accounting, supplies, printing, telephone	100	1,16
Sponsored posts	100	1,16
Placement prizes	800	9,25
T-shirts for volunteers	750	8,67
Security	300	3,47
Contingencies	500	5,78
TOTAL	8650	100,0