

Key Info



COUNTRY: Bulgaria | **YEAR(S) ACTIVE:** Ongoing

ORGANISER(S): Ministry of Youth and Sports | European Union (EU)

COLLABORATORS: National Governing Bodies | Local Sports Associations | Ministry of Education and Science | National Board for Tourism | Bulgarian Tourist Union

TARGET AUDIENCE: Young and Elderly People

Summary

The promotion of youth participation in sports in Bulgaria is government priority, seeking to provide all young people an opportunity to participate and benefit from sport. Through a string of national programmes and European collaboration, Bulgaria seeks to combat unhealthy lifestyles and make movement an inclusive and beneficial part of life. Programmes and projects aim to share the joy of movement between young and old, students and teachers, and professionals and amateurs. .

Objectives

1. **Increase physical activity levels** in young and elderly people to improve physical and mental wellbeing
2. **Create spaces** for intergenerational collaboration
3. **Provide best practice guidance** in collaboration with federations, clubs, and local communities
4. **Promote sport tourism** and immersion in nature across Bulgaria



Best Practices

- ♦ Sport tourism:
 - Bulgarian tourism associations seek to **promote tourism** in Bulgarian nature through the organisation of activities such as cycling and hiking
- ♦ Bulgarian Football Union and ministries:
 - Initiative to leverage the **power of football** to foster health, education, and social values within schools

Insights

- ♦ New National Strategy for the Development of Physical Activity, Physical Education, Sports, and Sports Tourism by the Ministry 2025