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ACTION PLAN

FOR THE PROMOTION OF

OUTDOOR ACTIVITIES WITH

SPECIAL EMPHASIS ON TRAIL

RUNNING, ECOLOGY AND

ENVIRONMENTAL PROTECTION





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INTRODUCTION

THE PROJECT BACKGROUND

The project GREEN TRAILS OF FUTURE addresses to encourage involvement of adolescents in outdoor sport and environmental education with focus on trail running.

The problem of modern days is the alienation of adolescents, and children in general, from activities in nature and sports in general especially outdoor sports, and thus alienation from nature itself. The consequences of this are reflected in an unhealthy - sedentary lifestyle and improper attitude towards nature and environmental issues.

The goal of the project is to increase a number of adolescents in sports through trail running, because we have analyzed the current situation in the project countries and concluded that the middle-aged population is mostly involved in this sport. According to available data, the participation of the population under 18 is currently at a low level – in North Macedonia cca 2%, in Serbia cca 7%, in Slovenia cca 18%.

Trail running is located in nature and in the most cases in protected areas so it is ideal place for environmental education.

ABOUT TRAIL RUNNING

Some call it trail running, others mountain running, even running in the mountains or skyrunning, or fellrunning. Whatever you call the action of running in an outdoor space in a natural surface it's not a single discipline but a complete and complex sport. For simplification we will use the term "trail running". Trail running is not a discipline of running but a sport in its hole.





Trail running is a sport that involves running or walking in an outdoor environment on a natural terrain, taking advantage of the landscape features offered by each region (usually mountains, deserts, forests...) and following a logical path that allows us to discover the region.

That said, as an old sport who was not very popular profitable until the early 2000's, the structure of the competitions has been changing constantly. New federations or private institutions have entered to be part of it and the disciplines has been blurry because of it. We often get confused because in a single year they're several world champions and sometimes in the same distance but under different umbrellas.

ANALYSIS OF THE CURRENT SITUATION IN TRAIL RUNNING

ANALYSIS OF THE SITUATION IN TRAIL RUNNING IN SERBIA

Trail races are an increasingly popular form of sports activities all over the world, including in Serbia. This type of competition, which takes place outside stadiums and paved roads, attracts an increasing number of participants and spectators. In the Republic of Serbia, competitions in trail races are organized by national branch sports associations, the Serbian Athletic Association and the Mountaineering Association of Serbia. However, in addition to the officially registered competitions, the organization of races by various associations of citizens outside the registers of sports activities, and without appropriate work permits, is increasingly present.

Trail running as a competition format has a perspective and potential for attracting a larger number of young people than the current one. On the other hand, the lack of systemic solutions in this area, unclear responsibilities between organizations and lack of control by the state.

Recommendations for improving the participation of young people in trail competitions could be in the direction of:

- o Development of programs and events aimed at supporting young people in trail racing (workshops, camps, free trainings).

- o Increasing the financial availability of competitions for young participants (reduction of registration, travel and accommodation costs).

- o Increasing the visibility of the competition and promoting a healthy lifestyle through social networks and campaigns.

- o Education of participants about healthy nutrition and preparation for the competition.



ANALYSIS OF THE SITUATION IN TRAIL RUNNING IN NORTH MACEDONIA

Trail running is a relatively new sport in the Republic of N. Macedonia with its beginnings dating in 2005. As with (almost) every other sport, on one side it is practiced recreationally by the runners themselves or on some organized events and on the other side it is practiced in the sports clubs which are part of Athletics Federation of N. Macedonia.

The main body of runners in our country consists mainly of recreational runners, and very little (or none) are practicing the sport on a professional level. The reasons behind this are multilayered and sit mainly in the way in which it is organized and regulated on a national level, the low interest for practicing outdoor sports and the lack of overall awareness of the people about the benefits of being active on the mountains. Also, one of the fundamental reasons why there are no professional runners is because there is a lack of organized youth system within the Mountain Running section of the governing body of the sport - Athletics Federation of Macedonia.

The Republic of N. Macedonia is lacking an official, organized and structured youth development programs especially in the trail/cross running section of the athletics. The activities on this level from other local associations that are working on trail running are present but it is small and inconsistent since these are annual events and those organizations need to pay more attention to developing youth races and drawing this kind of participants besides the adult ones.

ANALYSIS OF THE SITUATION IN TRAIL RUNNING IN SLOVENIA

In Slovenia, there are various running competitions for the youngest, specifically we can talk about competitions for children aged from kindergarten to junior categories. Usually these are some programs at the state level in terms of healthy and active use of free time. In general, there is a strong trend of spending time actively in nature in Slovenia.

In primary and secondary school, running is a mandatory part of physical education in different forms:

- running on the track,
- cross country,
- orientation
- mountain running.

Usually, participation in running is voluntary or is part of the training and plan of a sports club whose specialization is not necessarily running (football, cycling...).

All forms of running as a sport are under the auspices of the Athletic Association of Slovenia.



Although the participation of young people in trail running is relatively widespread in Slovenia, the small number of young people in official competitions under the auspices of the Slovenian Athletics Association is obvious. There are many reasons, but the fact is that the Athletic Association itself shows no interest in the affirmation of this sport. Also, a large number of popular races are not structurally linked to any organization or young people are primarily linked to some other sports.



ACTION PLAN

This action plan aims to increase the attractiveness and visibility of trail running, especially among young people, by overcoming challenges, fostering partnerships and implementing strategic initiatives.

GLOBAL OBJECTIVES

1. Promote youth engagement and increase the participation of young individuals in trail running events.
2. Enhance visibility and promotion, increase the visibility of trail running through effective marketing, social media campaigns, and community engagement.
3. Encourage environmental awareness, implement measures to minimize the environmental impact of trail running events and promote sustainable practices.
4. Educate trail running coaches and engage local coaches in sports disciplines related to long-distance running and endurance activities.

ACTION STEPS

1. PROMOTE YOUTH ENGAGEMENT

Develop and implement youth-focused trail running programs, including workshops, camps, and free training sessions.

Developing and implementing youth-focused trail running programs is essential for fostering interest, skills, and a sense of community among young participants. This comprehensive strategy includes workshops, camps, and free training sessions, aiming to provide educational, recreational, and inclusive opportunities for youth engagement in trail running.

1. Workshops

- a. Objective:
 - Educate young individuals about trail running fundamentals, including techniques, safety measures, and environmental awareness.
- b. Implementation:
 - Content Design: Develop workshop content in collaboration with experienced trail runners, coaches, and environmental experts.
 - Interactive Sessions: Include hands-on activities, demonstrations, and Q&A sessions to enhance engagement.
 - Guest Speakers: Invite experienced trail runners, nutritionists, and environmentalists for informative talks.
 - Practical Demonstrations: Conduct practical sessions on running techniques, gear selection, and trail etiquette.



2. Camps

a. Objective:

- Provide immersive trail running experiences, encouraging camaraderie, skill-building, and a connection with nature.

b. Implementation:

- Location Selection: Choose natural settings with varying terrains to simulate trail running conditions.

- Duration: Organize multi-day camps to allow participants to immerse themselves fully.

- Curriculum: Include a mix of trail running sessions, team-building activities, environmental education, and evening reflections.

- Trained Instructors: Employ certified trail running coaches and environmental educators to lead the camps.

- Safety Measures: Implement comprehensive safety protocols, including medical support and emergency plans.



3. Free Training Sessions

a. Objective:

- Make trail running accessible to all youth by offering regular, cost-free training sessions.

b. Implementation:

- Regular Schedule: Establish a consistent schedule for free training sessions, accommodating different age groups and skill levels.

- Location Accessibility: Choose easily accessible trailheads or parks to encourage participation.

- Inclusive Atmosphere: Promote a supportive environment that welcomes beginners and focuses on individual improvement.

- Expert Guidance: Engage experienced trail running coaches or mentors to provide guidance during sessions.



- Variety in Training: Introduce a mix of trail running techniques, strength training, and injury prevention exercises.

4. Registration and Outreach

- Objective:
 - Ensure widespread awareness and participation in the youth-focused programs.
- Implementation:
 - Online Registration: Create user-friendly online registration platforms to streamline the sign-up process.
 - Community Partnerships: Collaborate with schools, community centers, and youth organizations to reach a diverse audience.
 - Promotional Events: Host launch events, info sessions, and promotional booths at schools or community gatherings.
 - Social Media Campaigns: Leverage social media platforms to create engaging content and share success stories.

5. Monitoring and Evaluation

- Objective:
 - Continuously assess the effectiveness and impact of the programs.
- Implementation:
 - Participant Feedback: Collect feedback through surveys, testimonials, and focus group discussions.
 - Performance Metrics: Track the number of participants, retention rates, and skill improvement over time.
 - Instructor Assessments: Regularly evaluate instructors and adjust training content based on participant needs.
 - Adaptation: Be flexible in adapting the programs based on feedback and changing circumstances.

6. Partnerships and Sponsorships

- Objective:
 - Establish collaborations to enhance program reach and sustainability.
- Implementation:
 - Local Partnerships: Collaborate with local businesses, sports clubs, and environmental organizations to enhance program offerings.
 - Sponsorship Outreach: Seek sponsorships from companies aligned with the program's goals for financial and in-kind support.
 - Community Engagement: Involve local communities in program planning and implementation to ensure relevance.

This detailed plan for youth-focused trail running programs integrates education, recreation, and community building. By providing diverse opportunities for engagement, participants can develop a lasting connection with trail running, contributing to a healthier and more environmentally conscious youth population. Regular monitoring, adaptation, and strategic partnerships will be key to the program's success and sustainability.



Collaborate with schools to integrate trail running into physical education programs

Collaborating with schools is crucial for integrating trail running into physical education programs successfully. Leveraging existing programs like the "Mountaineering and outdoor activities" initiative by the Mountaineering Association of Serbia can provide a structured framework for introducing trail running to students. This comprehensive plan outlines the steps for seamless collaboration and program integration.

1. Needs Assessment

a. Objective:

- Understand the needs, interests, and resources available within schools and youth organizations.

b. Implementation:

- Surveys and Meetings: Conduct surveys among students, teachers, and school administrators to gauge interest.

- Meetings with Educators: Engage in discussions with physical education teachers and school administrators to identify potential challenges and opportunities.

- Resource Evaluation: Assess available facilities, equipment, and resources within schools.

2. Alignment with Existing Programs

a. Objective:

- Seamlessly integrate trail running into existing programs, such as the "Mountaineering and outdoor activities" initiative.

b. Implementation:

- Collaboration with MAS: Work closely with the Mountaineering Association of Serbia to align trail running modules with the "Mountaineering and outdoor activities" program.

- Curriculum Integration: Develop trail running modules that can be incorporated into the existing physical education curriculum.

3. Program Design

a. Objective:

- Create a structured and progressive trail running program suitable for different age groups.

b. Implementation:

- Age-Appropriate Modules: Design modules that cater to various age groups, ensuring activities are challenging yet achievable.

- Skill Progression: Develop a curriculum that progressively builds trail running skills, starting with basics and advancing to more complex techniques.

- Incorporate Fun Elements: Infuse elements of enjoyment and team activities to keep students engaged.

4. Educator Training

a. Objective:

- Empower physical education teachers with the knowledge and skills required to conduct trail running sessions.

b. Implementation:



- Workshops and Seminars: Conduct training workshops on trail running techniques, safety protocols, and teaching methodologies.
- Certification: Provide certifications to educators upon completion of training, ensuring standardized knowledge across participating schools.

5. Resource Allocation

- a. Objective:
 - Ensure schools have the necessary resources for successful trail running integration.
- b. Implementation:
 - Equipment Provision: Coordinate with the National Mountain Running Associations to provide necessary trail running equipment to schools lacking resources.
 - Access to Trails: Identify local trails suitable for trail running and ensure schools have access to these locations.

6. Communication and Promotion

- a. Objective:
 - Raise awareness and promote the trail running integration initiative within schools and other youth organizations.
- b. Implementation:
 - Information Sessions: Conduct informative sessions for students, parents, and school staff to explain the benefits of trail running.
 - Promotional Material: Develop promotional materials, such as brochures and posters, showcasing the benefits and fun aspects of trail running.

7. Monitoring and Evaluation

- a. Objective:
 - Regularly assess the effectiveness and impact of trail running integration in physical education programs.
- b. Implementation:
 - Surveys and Feedback: Gather feedback from students, educators, and parents through regular surveys.
 - Observation: Conduct periodic observations of trail running sessions to ensure program adherence and quality.
 - Performance Metrics: Track improvements in physical fitness, engagement levels, and overall well-being of participating students.

8. Expansion and Sustainability

- a. Objective:
 - Expand the reach of the trail running program and ensure long-term sustainability.
- b. Implementation:
 - Scale-Up: Identify opportunities to introduce trail running to additional schools and sports organizations.
 - Community Involvement: Encourage local communities to support and participate in trail running initiatives, fostering a sense of community engagement.
 - Documentation: Create documentation outlining the success and impact of the program to secure support for long-term sustainability.



By following this detailed plan, the integration of trail running into physical education programs can become a seamless and impactful part of the educational experience for students. Collaboration with the Mountaineering association of Serbia's existing program ensures a standardized and structured approach, creating a foundation for lifelong appreciation for trail running and outdoor activities.

Offer financial support to young participants, such as reduced registration fees and travel assistance

Providing financial support is crucial to make trail running accessible to young participants, removing barriers related to registration fees and travel costs. This detailed plan outlines strategies for offering financial assistance, ensuring that youth from diverse backgrounds can actively engage in trail running.

1. Needs Assessment

a. Objective:

- Understand the financial constraints young participants may face.

b. Implementation:

- Survey and Outreach: Conduct surveys or interviews with potential participants to identify financial challenges.
- Collaboration with Schools: Engage with schools and youth sports organizations to understand the economic backgrounds of their students.

2. Establish a Fund or Sponsorship Program

a. Objective:

- Create a dedicated fund to support young participants.

b. Implementation:

- Fund Creation: Establish a financial support fund specifically for young trail runners.
- Partnerships: Seek partnerships with local businesses, sponsors, and community organizations willing to contribute to the fund.
- Sponsorship Packages: Develop sponsorship packages with various tiers of support, allowing businesses to contribute at different levels.

3. Reduced Registration Fees

a. Objective:

- Lower the financial barrier to entry by offering reduced registration fees.

b. Implementation:

- Tiered Fee Structure: Implement a tiered fee structure, offering reduced rates for youth participants.
- Early Bird Discounts: Introduce early bird discounts to incentivize early registration.
- Transparent Communication: Clearly communicate the reduced fee options and eligibility criteria to participants.



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GTOF Leko Trail 10K - Juniors

9Km / 250D+

REGISTRATIONS WILL BE OPEN SOON

On Ohrid Ultra-Trail 2024, the first edition of the GTOF Leko Trail 10K race will be held, in which young people from 13 to 18 years will be able to participate.

Read more on the website - gtof.net
Read and take action through these directions:

start: 25.05.2024, 10:30 Velgoshti
length: 9 km
ascent: 250 m D+
descent: 250 m D-
Time limit: none
Aid stations: 1
Max. no. runners: 100

PRICE
FREE

4. Travel Assistance Program

- a. Objective:
 - Alleviate the burden of travel costs for young participants.
- b. Implementation:
 - Needs-Based Assistance: Establish a needs-based travel assistance program, considering distance and financial need.
 - Application Process: Develop a straightforward application process for participants to request travel assistance.
 - Collaboration with Transport Providers: Seek partnerships with local transport providers to secure discounted rates for participants.

5. Application and Eligibility Criteria

- a. Objective:
 - Ensure fair distribution of financial support based on genuine need.
- b. Implementation:



- Transparent Criteria: Clearly outline the eligibility criteria for financial support.
- Application Form: Create a user-friendly application form to collect necessary information.
- Review Committee: Establish a review committee to assess applications and allocate support based on demonstrated need.

6. Communication and Promotion

- a. Objective:
 - Raise awareness about the financial support options available.
- b. Implementation:
 - Promotional Materials: Develop materials explaining the financial assistance programs, distributed through schools, community centres, and online platforms.
 - Information Sessions: Conduct information sessions for potential participants and parents to explain the support mechanisms available.

7. Monitoring and Evaluation

- a. Objective:
 - Evaluate the impact and effectiveness of the financial support programs.
- b. Implementation:
 - Feedback Surveys: Regularly collect feedback from supported participants to understand the impact on their participation.
 - Data Analysis: Analyze the success rates of reduced registration fees and travel assistance programs.
 - Adjustment as Needed: Modify the support programs based on feedback and evolving needs.

8. Sustainability and Growth

- a. Objective:
 - Ensure the long-term sustainability and potential expansion of financial support initiatives.
- b. Implementation:
 - Regular Fundraising Events: Organize periodic fundraising events to replenish the financial support fund.
 - Community Involvement: Encourage local communities and businesses to actively contribute to the financial assistance programs.
 - Documentation: Maintain clear documentation of the impact and success stories to attract ongoing support.

By implementing this plan, the aim is to break down financial barriers, enabling young individuals from all backgrounds to engage in trail running, fostering inclusivity and broadening participation in the sport. Regular evaluation and adaptation are crucial to the success and sustainability of these financial support initiatives.



2. ENHANCE VISIBILITY AND PROMOTION

Develop a marketing strategy to increase the visibility of trail running events across traditional and digital media

Developing a robust marketing strategy is essential to increase the visibility of trail running events. This detailed plan focuses on combining traditional and digital media to reach a wider audience, attract participants, and create a strong community presence for trail running at national level.

1. Objective Setting

a. Objective:

- Increase awareness and participation in trail running events.

b. Implementation:

- Define Clear Objectives: Set specific, measurable, achievable, relevant, and time-bound (SMART) objectives for the marketing strategy.

- Identify Target Audience: Clearly define the target audience to tailor marketing efforts effectively.

2. Branding and Messaging

a. Objective:

- Create a strong and consistent brand image for trail running events.

b. Implementation:

- Logo and Visual Identity: Design an attractive and recognizable logo and visual identity for trail running events.

- Consistent Messaging: Develop clear and consistent messaging that communicates the essence and benefits of trail running.

3. Multi-Channel Marketing

a. Objective:

- Utilize both traditional and digital channels to reach a diverse audience.

b. Implementation:

- Traditional Media: Invest in print ads, posters, and local newspapers to reach audiences who may not be active on digital platforms.

- Digital Platforms: Leverage social media, websites, and online forums to connect with tech-savvy individuals and the younger demographic.

- Collaboration with Influencers: Partner with local influencers or ambassadors passionate about trail running to extend the reach.

4. Social Media Engagement

a. Objective:

- Build an active and engaged community on social media platforms.

b. Implementation:

- Content Calendar: Develop a content calendar with regular posts highlighting event details, success stories, and engaging content.

- Interactive Campaigns: Run interactive campaigns, such as contests or challenges, to encourage participation and user-generated content.

- Use of Hashtags: Create and promote event-specific hashtags to increase online visibility and community engagement.



5. Website Optimization

a. Objective:

- Ensure that the event website is a central hub for information and registration.

b. Implementation:

- User-Friendly Design: Create an intuitive and easy-to-navigate website with clear information on event details, registration process, and FAQs.
- SEO Optimization: Implement search engine optimization (SEO) strategies to enhance the website's visibility on search engines.
- Mobile Responsiveness: Ensure the website is optimized for mobile devices to cater to a broader audience.

6. Collaboration with Local Media

a. Objective:

- Secure coverage and features in local media outlets.

b. Implementation:

- Press Releases: Develop compelling press releases and distribute them to local newspapers, radio stations, and TV channels.
- Interviews and Features: Reach out to journalists for interviews and feature articles about trail running events.
- Event Calendars: Ensure trail running events are listed in local event calendars to maximize visibility.



7. Email Marketing Campaigns

a. Objective:

- Utilize email marketing to directly communicate with potential participants.

b. Implementation:

- Segmented Email Lists: Segment email lists based on demographics, previous participants, and interests for targeted communication.
- Engaging Newsletters: Send regular newsletters with event updates, training tips, and participant success stories.
- Early Access Offers: Offer exclusive early access or discounts to subscribers to incentivize sign-ups.

8. Collateral and Merchandise

a. Objective:

- Create visually appealing collateral and merchandise to enhance brand visibility.

b. Implementation:

- Posters and Flyers: Design eye-catching posters and flyers to display in local businesses, community centers, and event locations.
- Event T-Shirts and Merchandise: Create event-specific merchandise that participants can purchase, serving as both memorabilia and a marketing tool.
- Collaboration with Local Artists: Partner with local artists for unique and memorable designs that capture the spirit of trail running.

9. Community Engagement Events

a. Objective:

- Organize pre-event and post-event engagement activities.

b. Implementation:

- Trail Running Workshops: Host workshops and informational sessions about trail running in the community.
- Launch Events: Organize launch events, including press conferences and community gatherings, to generate excitement.
- Award Ceremonies: Host post-event award ceremonies or celebrations to recognize participants and build a sense of community.

10. Monitoring and Analysis

a. Objective:

- Continuously monitor the effectiveness of the marketing strategy.

b. Implementation:

- Analytics Tools: Utilize analytics tools to track website traffic, social media engagement, and email campaign performance.
- Participant Surveys: Collect feedback from participants to gauge the impact of marketing efforts.
- Adjustment and Optimization: Analyze data regularly and adjust the marketing strategy based on performance metrics and participant feedback.

11. Budget Allocation

a. Objective:

- Allocate budget strategically for maximum impact.



b. Implementation:

- Prioritize Channels: Prioritize marketing channels based on the target audience and expected reach.
- Negotiate Partnerships: Negotiate partnerships and sponsorships to secure cost-effective promotional opportunities.
- Monitoring Expenses: Keep track of expenses and adjust the budget as needed based on the effectiveness of different channels.

By implementing this detailed marketing strategy, the goal is to create a strong presence for trail running events, attract a diverse participant base, and foster a vibrant and engaged trail running community. Regular analysis and adjustments will be crucial for the ongoing success of the strategy.

Utilize social media platforms to create engaging campaigns promoting the health benefits and community aspects of trail running

Leveraging social media platforms is key to creating engaging campaigns that promote the health benefits and community aspects of trail running. This detailed plan outlines strategies to effectively utilize platforms like Facebook, Instagram, and Twitter to reach a wide audience, foster community engagement, and highlight the positive impact of trail running on health and well-being.

1. Objective Setting

a. Objective:

- Increase awareness of the health benefits and community aspects of trail running through social media.

b. Implementation:

- Define Clear Objectives: Set specific and measurable goals for social media campaigns.
- Identify Key Messages: Determine key messages highlighting health benefits and community aspects.

2. Platform Selection and Audience Analysis

a. Objective:

- Tailor content for specific platforms and target audiences.

b. Implementation:

- Platform Analysis: Identify which platforms (e.g., Instagram, Facebook, Twitter) are most popular among the target audience.
- Audience Segmentation: Understand the demographics of the target audience to create tailored content for each segment.

3. Content Calendar and Planning

a. Objective:

- Ensure a consistent and engaging presence on social media.

b. Implementation:

- Content Calendar: Develop a content calendar outlining the schedule for posts, campaigns, and engagement activities.



- Strategic Planning: Plan content that focuses on health benefits, community stories, trail information, and upcoming events.

4. Visual Content Creation

- a. Objective:
 - Capture and share visually appealing content that resonates with the audience.
- b. Implementation:
 - Professional Imagery: Use high-quality, professional images and videos showcasing trail running in diverse landscapes.
 - User-Generated Content: Encourage participants to share their trail running experiences through photos and videos.
 - Infographics: Create visually engaging infographics highlighting health benefits and community statistics.

5. Engagement Campaigns

- a. Objective:
 - Encourage active participation and dialogue among the community.
- b. Implementation:
 - Contests and Challenges: Run photo contests, challenges, or virtual races to encourage user participation.
 - Q&A Sessions: Host live Q&A sessions with experienced trail runners, coaches, or health professionals to answer audience questions.
 - Community Spotlights: Feature community members and their trail running journeys.

6. Educational Content

- a. Objective:
 - Provide informative content on the health benefits of trail running.
- b. Implementation:
 - Health Tips: Share health tips related to trail running, covering physical and mental well-being.
 - Trail Education: Inform the audience about different trails, their difficulty levels, and scenic aspects.
 - Training Plans: Offer beginner-friendly trail running training plans and advice.





7. Community Building

a. Objective:

- Foster a sense of community among trail runners.

b. Implementation:

- Create Groups and Hashtags: Establish social media groups or pages dedicated to trail running. Create and promote event-specific hashtags.
- Interactive Polls: Conduct polls to gather opinions on favorite trails, running gear, or community events.
- Virtual Meetups: Host virtual meetups where community members can share experiences and connect.

8. Collaboration with Influencers

a. Objective:

- Extend reach through collaboration with trail running influencers.

b. Implementation:

- Identify Influencers: Identify and reach out to influencers who align with the values of trail running.
- Collaborative Campaigns: Plan joint campaigns or Instagram takeovers with influencers to expose the community to a wider audience.
- User Testimonials: Share testimonials from influencers and community members about the positive impact of trail running.

9. Promoting Events

a. Objective:

- Use social media to drive participation in trail running events.

b. Implementation:

- Event Teasers: Create teaser posts leading up to events, highlighting unique aspects and benefits.
- Live Event Coverage: Use live videos and real-time updates during events to create excitement.
- Post-Event Highlights: Share highlights, participant stories, and achievements after events.

10. Analytics and Measurement

a. Objective:

- Monitor and evaluate the success of social media efforts.

b. Implementation:

- Analytics Tools: Use platform analytics to measure engagement, reach, and audience demographics.
- Track Hashtag Performance: Monitor the performance of event-specific hashtags.
- User Feedback: Gather feedback through comments, surveys, and direct messages.

11. Budget Allocation

a. Objective:

- Allocate budget strategically for paid promotions and influencer collaborations.

b. Implementation:

- Boosted Posts: Allocate budget for boosting key posts to reach a larger audience.



- Influencer Compensation: If applicable, allocate budget for compensating influencers for collaborations.

12. Adaptation and Improvement

a. Objective:

- Adapt strategies based on analytics and community feedback.

b. Implementation:

- Regular Assessments: Conduct regular assessments of campaign performance.

- Feedback Analysis: Analyze feedback from the community and adjust strategies accordingly.

- Continuous Improvement: Continuously evolve content and engagement strategies based on evolving trends and audience preferences.

By implementing this detailed social media strategy, the goal is to not only promote the health benefits and community aspects of trail running but also to build a vibrant and engaged trail running community. Regular analysis and adaptation are crucial for the ongoing success of the social media efforts.

Encourage race organizers to collaborate on cross-promotional efforts to increase overall visibility

Collaborative efforts among race organizers can significantly enhance the overall visibility of trail running events. This detailed plan aims to encourage cross-promotional activities, fostering a sense of unity within the trail running community. By leveraging shared resources, networks, and audiences, race organizers can collectively elevate the profile of trail running events and create a more impactful presence.

1. Establish a Collaborative Network

a. Objective:

- Build a network of race organizers for effective communication and collaboration.

b. Implementation:

- Organize Networking Events: Host events or webinars where race organizers can meet, share ideas, and discuss collaboration opportunities.

- Create Online Forums: Establish a dedicated online forum or group where organizers can exchange information, seek advice, and plan collaborative efforts.

2. Shared Calendar of Events

a. Objective:

- Provide a unified platform for promoting various trail running events.

b. Implementation:

- Shared Calendar: Develop a central calendar showcasing all upcoming trail running events, accessible to both organizers and the public.

- Regular Updates: Ensure timely updates on the shared calendar to reflect any changes or additions to the event schedule.



3. Cross-Promotional Marketing Campaigns

a. Objective:

- Leverage collective promotional power for mutual benefit.

b. Implementation:

- Joint Marketing Materials: Collaborate on the creation of marketing materials, such as posters and digital content, featuring multiple events.
- Social Media Takeovers: Organize social media takeovers where each organizer promotes the other's event on their platforms.
- Joint Ad Campaigns: Pool resources for paid advertising campaigns that promote all participating events simultaneously.

4. Shared Resources and Sponsorships

a. Objective:

- Optimize resources by sharing sponsors and facilities.

b. Implementation:

- Common Sponsors: Approach sponsors collectively, offering bundled sponsorship packages that cover multiple events.
- Shared Facilities: Explore the possibility of sharing facilities, such as registration systems or event equipment, to reduce costs for all organizers.

5. Collaborative Event Themes

a. Objective:

- Develop collaborative event themes to attract a broader audience.

b. Implementation:

- Themed Series: Create themed series of events that encourage participants to engage in multiple races organized by different entities.
- Points System: Introduce a points system that rewards participants for attending multiple events within the collaborative series.

6. Community Challenges

a. Objective:

- Engage the trail running community through collective challenges.

b. Implementation:

- Cross-Event Challenges: Organize challenges that span multiple events, encouraging participants to set and achieve collective goals.
- Virtual Challenges: Introduce virtual challenges that can be completed independently but contribute to a shared community achievement.

7. Joint Sponsorship Opportunities

a. Objective:

- Create opportunities for sponsors to benefit from cross-event exposure.

b. Implementation:

- Sponsor Packages Across Events: Develop sponsorship packages that offer exposure across multiple events, providing added value for sponsors.
- Sponsor Recognition: Ensure sponsors receive recognition not only at individual events but also in cross-promotional materials.



8. Information Sharing and Best Practices

a. Objective:

- Foster a culture of collaboration through the sharing of insights and best practices.

b. Implementation:

- Regular Meetings: Host regular meetings where organizers can share experiences, discuss challenges, and offer advice.
- Best Practices Handbook: Create a digital handbook that compiles best practices, including insights into event planning, marketing, and participant engagement.

9. Unified Registration Platforms

a. Objective:

- Simplify the registration process by offering a unified platform.

b. Implementation:

- Common Registration System: Explore the possibility of using a shared registration platform that allows participants to sign up for multiple events seamlessly.
- Discount Bundles: Offer discounted registration bundles for participants registering for multiple events through the unified platform.

10. Cross-Promotion at Events

a. Objective:

- Reinforce collaboration during individual events.

b. Implementation:

- Event Signage and Promotion: Ensure that each event includes signage and promotional materials highlighting other upcoming events in the collaborative series.
- Announcements and Acknowledgments: Make announcements or acknowledgments during events, encouraging participants to explore other races within the collaboration.

11. Feedback and Continuous Improvement

a. Objective:

- Gather feedback and continuously enhance collaborative efforts.

b. Implementation:

- Post-Event Surveys: Conduct surveys to collect feedback from participants and organizers after each event.
- Review Meetings: Schedule periodic review meetings to assess the success of collaborative initiatives and identify areas for improvement.
- Adaptive Strategies: Be open to adjusting strategies based on feedback and changing dynamics within the trail running community.

12. Budget Allocation for Collaborative Initiatives

a. Objective:

- Allocate budget strategically to support joint initiatives.

b. Implementation:

- Shared Budget Pool: Establish a shared budget pool for collaborative marketing efforts, events, and promotional materials.
- Equitable Contribution: Encourage fair and equitable financial contributions from all participating organizers.



By implementing this comprehensive plan, the aim is to create a unified and supportive community among trail running organizers. Through collaborative efforts, the visibility of trail running events can be amplified, attracting a broader participant base and fostering a stronger sense of camaraderie within the trail running community. Regular communication, shared resources, and a commitment to mutual success will be key to the ongoing success of cross-promotional efforts.

3. PROMOTION OF TRAIL RUNNING EDUCATION, AND INVOLVEMENT OF COACHES IN RUNNING AND ENDURANCE SPORTS

By fostering collaboration with local coaches and sports clubs, the objective is to amplify the reach of trail running initiatives, enhance participant education, and establish a network of knowledgeable mentors to support the growth of the discipline.

1. Education Initiatives

a. Objective:

- Enhance coaches knowledge about trail running, its techniques, and associated health benefits.

b. Implementation:

- Workshops and Seminars: Conduct regular workshops on trail running techniques, gear, and safety.

- Educational Materials: Develop informative materials distributed through digital platforms and events.

- School Programs: Collaborate with schools to integrate trail running education into physical education curricula.





2. Involvement of Coaches in Running and Endurance Sports

a. Objective:

- Engage local coaches in sports disciplines related to long-distance running and endurance activities.

b. Implementation:

- Coach Training Programs: Develop specialized training programs for coaches focusing on trail running and endurance sports.

- Workshops for Coaches: Conduct workshops to educate coaches on the nuances of trail running and its benefits.

- Certification Programs: Establish a certification system for coaches interested in specializing in trail running.

3. Local Club Involvement

a. Objective:

- Encourage local sports and mountaineering clubs to actively support and integrate trail running into their programs.

b. Implementation:

- Club Workshops: Conduct workshops for local clubs on the benefits of trail running and how to integrate it into their offerings.

- Partnership Agreements: Establish partnerships with clubs to promote and organize trail running events.

- Youth Engagement: Encourage local clubs to involve youth members in trail running initiatives.

4. Coordinated Training Sessions

a. Objective:

- Facilitate coordinated training sessions led by certified coaches to improve participants' trail running skills.

b. Implementation:

- Regular Training Calendar: Develop a calendar of coordinated training sessions accessible to all participants.

- Online Platforms: Utilize online platforms for virtual training sessions and guidance.

- Performance Assessments: Conduct periodic assessments to track participants' progress and adjust training plans accordingly.

5. Recognition and Awards for Coaches

a. Objective:

- Recognize and reward coaches contributing to the development and promotion of trail running.

b. Implementation:

- Coach of the Year Award: Introduce an annual award to recognize the coach making significant contributions to trail running.

- Public Acknowledgment: Feature coaches in promotional materials and events to showcase their dedication.

- Professional Development Opportunities: Provide avenues for coaches to attend workshops and conferences to enhance their skills.



6. Feedback Mechanism

a. Objective:

- Establish a robust feedback mechanism to continuously assess the impact and effectiveness of the enhanced Action Plan.

b. Implementation:

- Feedback Surveys: Regularly administer surveys to participants, coaches, and collaborating clubs.

- Feedback Sessions: Conduct open forums and virtual sessions to gather qualitative feedback.

- Adaptive Strategies: Be responsive to feedback, making necessary adaptations to enhance the overall impact of the Action Plan.

7. Budget Allocation for Promotion and Education

a. Objective:

- Allocate budget strategically to support promotion, education, and coach involvement initiatives.

b. Implementation:

- Budget Planning: Allocate funds for marketing campaigns, educational materials, and coach training programs.

- Cost-Benefit Analysis: Conduct regular analyses to ensure optimal resource utilization.

- Sustainable Funding Sources: Explore and establish sustainable funding sources for long-term program viability.

8. Collaboration with National and International Bodies

a. Objective:

- Strengthen collaboration with national and international sports organizations to garner support for trail running initiatives.

b. Implementation:

- Partnership Agreements: Establish partnerships with relevant sports bodies to promote trail running.

- Event Participation: Encourage athletes and coaches to participate in national and international trail running events.

- Joint Campaigns: Collaborate on joint awareness campaigns to elevate the profile of trail running in the broader sports landscape.

4. ENCOURAGE ENVIRONMENTAL AWARENESS

Introduce environmental protection measures during trail running events, including waste management and eco-friendly practices and educate participants on the importance of environmental conservation through pre-race workshops and information campaigns

Promoting environmental awareness in trail running events involves incorporating eco-friendly practices, waste management, and educational initiatives. This detailed plan aims to instill a sense of environmental responsibility among participants, organizers, and the community, fostering a sustainable approach to trail running events.



1. Pre-Event Environmental Assessment

a. Objective:

- Identify potential environmental impacts and plan mitigation strategies.

b. Implementation:

- Environmental Audit: Conduct an environmental audit of the event location to identify potential ecological sensitivities.

- Collaboration with Environmental Experts: Seek input from environmental experts to assess and address potential impacts.

2. Waste Management Plan

a. Objective:

- Minimize waste generation and implement effective waste disposal methods.

b. Implementation:

- Zero-Waste Goal: Set a zero-waste goal, aiming to minimize single-use plastics and non-recyclable materials.

- Recycling Stations: Establish clearly marked recycling and composting stations throughout the event area.

- Collaboration with Waste Management Companies: Partner with waste management companies for responsible disposal and recycling of event waste.

3. Eco-Friendly Practices

a. Objective:

- Implement practices that reduce the ecological footprint of the event.

b. Implementation:

- Biodegradable Products: Opt for biodegradable cups, plates, and utensils in food and beverage areas.

- Water Refill Stations: Install water refill stations to reduce the use of single-use plastic bottles.

- Green Transportation Options: Encourage participants to use eco-friendly transportation options, such as carpooling or public transit.

4. Environmental Workshops and Campaigns

a. Objective:

- Educate participants on the importance of environmental conservation.

b. Implementation:

- Pre-Race Workshops: Host workshops before the event to educate participants on environmental issues, Leave No Trace principles, and sustainable trail practices.

- Information Campaigns: Utilize social media, event websites, and email newsletters to disseminate information on environmental conservation leading up to the event.

5. Leave No Trace Principles

a. Objective:

- Instill Leave No Trace principles as a fundamental aspect of trail running.

b. Implementation:

- Educational Signage: Place educational signage along the trail, emphasizing Leave No Trace principles and responsible outdoor behaviour.



- Participant Pledges: Encourage participants to take a pledge committing to Leave No Trace practices during and after the event.

6. Habitat Protection

a. Objective:

- Protect local flora and fauna during the event.

b. Implementation:

- Trail Marking Techniques: Use eco-friendly trail marking techniques that minimize impact on local vegetation.

- Protected Zones: Identify and protect areas with sensitive plant life by restricting participant access.



7. Post-Event Cleanup Initiatives

a. Objective:

- Ensure thorough cleanup and restoration after the event.

b. Implementation:

- Volunteer Cleanup Crews: Organize volunteer cleanup crews to thoroughly clean the event area after the race.

- Ecosystem Restoration: Implement ecosystem restoration plans for any areas that may have been impacted during the event.

8. Environmental Stewardship Awards

a. Objective:

- Recognize and reward environmentally responsible practices.

b. Implementation:

- Award Categories: Introduce award categories that recognize participants, organizers, or sponsors demonstrating outstanding environmental stewardship.

- Public Recognition: Publicly acknowledge and celebrate the winners through press releases, social media, and event ceremonies.



9. Community Engagement Programs

a. Objective:

- Extend environmental awareness initiatives to the local community.

b. Implementation:

- Community Workshops: Organize workshops for local residents on environmental conservation, tying it to the impact of trail running events.
- Tree Planting Events: Collaborate with local organizations to organize tree planting events as a community engagement initiative.

10. Continuous Improvement and Evaluation

a. Objective:

- Continuously assess and enhance environmental initiatives.

b. Implementation:

- Post-Event Surveys: Collect feedback from participants and volunteers on environmental initiatives.
- Review Meetings: Conduct post-event review meetings to identify successes and areas for improvement.
- Adaptive Strategies: Be open to adapting strategies based on feedback and advancements in sustainable practices.

11. Budget Allocation for Environmental Initiatives

a. Objective:

- Allocate budget strategically to support environmental initiatives.

b. Implementation:

- Sustainable Product Investment: Allocate funds to invest in sustainable products, such as biodegradable materials and eco-friendly signage.
- Educational Materials: Set aside budget for the creation and distribution of educational materials during pre-race workshops.

12. Partnerships with Environmental Organizations

a. Objective:

- Strengthen environmental initiatives through partnerships with specialized organizations.

b. Implementation:

- Collaboration with NGOs: Partner with environmental non-profit organizations to gain insights and support for environmental initiatives.
- Joint Awareness Campaigns: Collaborate on joint awareness campaigns that extend beyond individual events.

By implementing this comprehensive plan, trail running events can contribute to environmental conservation while fostering a community of environmentally conscious participants. The combination of educational initiatives, eco-friendly practices, and continuous improvement will help build a sustainable model for future trail running events.

MONITORING AND EVALUATION

Objectives for Monitoring and Evaluation of Trail Running Promotion and Environmental Initiatives

1. Effectiveness of Trail Running Promotion

a. Objective:

- To assess the impact and effectiveness of the trail running promotion strategies outlined in the Action Plan.

b. Key Performance Indicators (KPIs):

- Number of new participants in trail running events.
- Increased engagement on social media platforms.
- Growth in the overall trail running community at national level.

c. Evaluation Methods:

- Surveys and feedback from new participants.
- Social media analytics and engagement metrics.
- Membership data from the National Mountain Running Associations.



2. Youth Engagement in Trail Running Programs

a. Objective:

- Measure the participation and engagement levels of youth in trail running programs, workshops, and camps.

b. Key Performance Indicators (KPIs):

- Number of youth participants in workshops and camps.
- Retention rates of youth participants in trail running programs.
- Participant feedback on the relevance and impact of youth-focused initiatives.

c. Evaluation Methods:

- Attendance records for workshops and camps.
- Participant surveys assessing program satisfaction and impact.



- Retention analysis based on subsequent participation in trail running events.

3. Integration of Trail Running in schools and sports organizations

a. Objective:

- Evaluate the success of integrating trail running into physical education programs and extracurricular activities through partnerships with schools and sports organizations.

b. Key Performance Indicators (KPIs):

- Number of schools and youth organizations participating in the "Mountaineering and outdoor activities" program.
- Student participation rates in trail running activities.
- Feedback from educators on the integration process.

c. Evaluation Methods:

- Partnership agreements and participation records.
- Surveys or interviews with educators and students.
- Observations during integrated trail running sessions.

4. Financial Support for Young Participants

a. Objective:

- Evaluate the impact of financial support initiatives, such as reduced registration fees and travel assistance, on youth participation in trail running events.

b. Key Performance Indicators (KPIs):

- Number of young participants benefiting from financial support.
- Increase in youth participation in trail running events.
- Financial sustainability of support initiatives.

c. Evaluation Methods:

- Financial records and accounting for support initiatives.
- Participant registration data indicating age groups.
- Post-event surveys on the influence of financial support on participation.

5. Visibility and Promotion of Trail Running Events

a. Objective:

- Assess the success of marketing strategies in increasing the visibility and promotion of trail running events.

b. Key Performance Indicators (KPIs):

- Growth in attendance at trail running events.
- Reach and engagement on social media platforms.
- Media coverage and mentions in traditional and digital media.

c. Evaluation Methods:

- Event attendance records and post-event surveys.
- Social media analytics and audience demographics.
- Media monitoring and analysis of press coverage.

6. Collaborative Cross-Promotional Efforts Among Race Organizers

a. Objective:

- Assess the success of cross-promotional collaborations in increasing overall visibility and attendance at trail running events.

b. Key Performance Indicators (KPIs):



- Cross-participation rates among events.
- Increase in overall attendance across collaborated events.
- Success of joint marketing initiatives.

c. Evaluation Methods:

- Attendance data and cross-participation statistics.
- Surveys to gauge the impact of cross-promotional efforts on participant decisions.
- Analysis of marketing reach and effectiveness.

7. Promoting Coach Improvement In Trail Running

a. Objective:

- Engage local coaches and enhance their competencies and knowledge in trail running and related health benefits.

b. Key Performance Indicators (KPIs):

- Participation rates in educational workshops and seminars.
- Improvement in participants' understanding of trail running principles.
- Number of coaches participating in training programs and workshops.
- Integration of trail running into curriculum and programs.
- Establishment of a network of certified trail running coaches.

c. Evaluation methods:

- Participant surveys and evaluations.
- Reports on participation in educational workshops and seminars.
- Analysis of the number of coaches successfully completing training and obtaining certification.
- Reports from schools that have integrated trail running into their curricula and programs.

8. Involvement Of Local Clubs

a. Objective:

- Encourage local sports and mountaineering clubs to actively support and integrate trail running into their programs.

b. Key Performance Indicators (KPIs):

- Number of local clubs adopting trail running programs.
- Participation rates of club members in trail events.
- Integration of trail running into club events and activities.

c. Evaluation methods:

- Analysis of the number of clubs adopting trail running programs.
- Statistics on club members' participation in trail events.
- Tracking the number of registered runners and race attendance by clubs.

9. Collaboration With National And International Bodies

a. Objective:

- Strengthen collaboration with national and international sports organizations to garner support for trail running initiatives.

b. Key Performance Indicators (KPIs):

- Number of collaboration agreements with sports organizations.
- Participation in national and international trail events and training.

c. Evaluation methods:



- Monitoring and analysis of collaboration agreements with national and international sports organizations.
- Tracking participation in national and international competitions, congresses, and training sessions.

10. Environmental Awareness in Trail Running Events

- Objective:
 - Evaluate the level of environmental awareness and the success of environmental protection measures implemented during trail running events.
- Key Performance Indicators (KPIs):
 - Reduction in environmental impact indicators (waste generated, carbon footprint).
 - Participant adherence to Leave No Trace principles.
 - Effectiveness of waste management and eco-friendly practices.
- Evaluation Methods:
 - Waste audit reports and measurements.
 - Participant surveys on environmental awareness and practices.
 - Post-event assessments of the ecological impact of the event.

11. Post-Event Cleanup and Restoration Initiatives

- Objective:
 - Assess the success of post-event cleanup initiatives and ecosystem restoration plans.
- Key Performance Indicators (KPIs):
 - Speed and thoroughness of post-event cleanup.
 - Ecological recovery indicators in restoration areas.
 - Volunteer participation and satisfaction rates.
- Evaluation Methods:
 - Post-event cleanup reports and observations.
 - Ecological assessments in restoration areas.
 - Volunteer feedback and participation records.

12. Continuous Improvement and Adaptation

- Objective:
 - Evaluate the effectiveness of the ongoing assessment and adaptation processes.
- Key Performance Indicators (KPIs):
 - Regularity and thoroughness of post-event assessments.
 - Number of adaptations made based on feedback and evaluations.
 - Continuous improvement in event outcomes and participant satisfaction.
- Evaluation Methods:
 - Records of post-event review meetings and adaptations.
 - Participant feedback on the impact of improvements.
 - Analysis of changes in key performance indicators over time.

13. Budget Allocation and Resource Utilization

- Objective:
 - Evaluate the effectiveness of budget allocation for various initiatives.
- Key Performance Indicators (KPIs):
 - Alignment of budget allocation with strategic priorities.



- Cost-effectiveness of promotional, youth engagement, and environmental initiatives.
- Financial sustainability of ongoing programs.

c. Evaluation Methods:

- Financial reports and audits.
- Analysis of the cost per outcome for key initiatives.
- Review of budget adherence and adjustments.

14. Overall Project Impact and Legacy

a. Objective:

- Assess the overall impact of the Action Plan on trail running promotion, environmental awareness, and community engagement.

b. Key Performance Indicators (KPIs):

- Long-term growth in trail running participation.
- Sustainable adoption of eco-friendly practices.
- Establishment of a vibrant and engaged trail running community.

c. Evaluation Methods:

- Longitudinal data on trail running participation and community growth.
- Surveys and feedback



TIMELINE

Implement the action plan over a 5-year period, with regular assessments and adjustments made every six months.

BUDGET

Allocate funds for marketing campaigns, youth programs, environmental initiatives, and regulatory compliance efforts. Seek sponsorship and grant opportunities to supplement financial resources.

By implementing this action plan, we aim to create a sustainable and thriving trail-running community, emphasizing youth engagement, environmental stewardship, and collaboration among key stakeholders.



CONCLUSION

In the following period, it is necessary to focus on the development of regional centers in cities that have a strong trail community, which requires the development of sports experts - trainers who should work with young people.

It is necessary to standardize the competition and connect the organizers with the competent national associations. Also, the cooperation of various sports associations, which deal with trail running, is necessary at the national level. In the end, regional cooperation is necessary not only at the level of Slovenia, Serbia and North Macedonia, but also of other countries from the region in order to transfer experiences and examples of good practice, develop sports experts - coaches and form regional competitions and promote trail running in general.

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