

# European Crime Prevention Award (ECPA)

## Annex I

Approved by the EUCPN Management Board in 2018

Please complete the template in English in compliance with the ECPA criteria contained in the Rules and procedures for awarding and presenting the European Crime Prevention Award (Par.2 §3).

### General information

1. Please specify your country.

Republic of Bulgaria

2. Is this your country's ECPA entry or an additional project?

This is an official ECPA entry of the project "Sport Is the Better Way Children to Grow up" performed by the National Police General Directorate – NPGD, Ministry of Interior and the Union of Brewers in Bulgaria – UBB.

3. What is the title of the project?

"Sport Is the Better Way Children to Grow up"

4. Who is responsible for the project? Contact details.

Union of Brewers in Bulgaria (UBB) and the National Police General Directorate (NPGD) at the Ministry of interior

For the National Police General Directorate – Zornitsa Asenova Shumanova, police inspector at "Contingent and prevention" unit; tel: +359 2 9828940, [gdnp\\_prevencia@mvr.bg](mailto:gdnp_prevencia@mvr.bg);

For the Union of Brewers in Bulgaria – Ivana Georgieva Radomirova, CEO of the UBB and Managing Board member: + 359 2 9894024, office@pivovari.com.

5. Start date of the project (dd/mm/yyyy)? Is the project still running (Yes/No)? If not, please provide the end date of the project.

The project started on 22/04/2014 and is still running

6. Where can we find more information about the project? Please provide links to the project's website or online reports or publications (preferably in English).



[https://www.mvr.bg/press/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/%D0%BE%D0%B4%D0%BC%D0%B2%D1%80-%D1%80%D1%83%D1%81%D0%B5-%D0%B4%D0%BD%D0%B5%D1%81-%D0%B1%D0%B5-%D0%B4%D0%BE%D0%BC%D0%B0%D0%BA%D0%B8%D0%BD-%D0%BD%D0%B0-%D1%83%D1%87%D0%B5%D0%BD%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE-%D1%81%D1%8A%D1%81%D1%82%D0%B5%D0%B7%D0%B0%D0%BD%D0%B8%D0%B5-%D0%BF%D0%BE%D0%B4-%D0%BC%D0%BE%D1%82%D0%BE%D1%82%D0%BE-%D1%81%D0%BF%D0%BE%D1%80%D1%82%D1%8A%D1%82-%D0%B5-%D0%BF%D0%BE-%D0%B4%D0%BE%D0%B1%D1%80%D0%B8%D1%8F-%D0%BD%D0%B0%D1%87%D0%B8%D0%BD-%D0%B4%D0%B5%D1%86%D0%B0%D1%82%D0%B0-%D0%B4%D0%B0-%D0%BF%D0%BE%D1%80%D0%B0%D1%81%D0%BD%D0%B0%D1%82](https://www.mvr.bg/press/%D0%BD%D0%B0%D1%87%D0%B8%D0%BD-%D0%B4%D0%B5%D1%86%D0%B0%D1%82%D0%B0-%D0%B4%D0%B0-%D0%BF%D0%BE%D1%80%D0%B0%D1%81%D0%BD%D0%B0%D1%82)

<https://www.mvr.bg/gdnp/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/%D1%83%D1%87%D0%B5%D0%BD%D0%B8%D1%86%D0%B8-%D0%BE%D1%82-%D0%BF%D0%B0%D0%B7%D0%B0%D1%80%D0%B4%D0%B6%D0%B8%D1%88%D0%BA%D0%B8-%D1%83%D1%87%D0%B8%D0%BB%D0%B8%D1%89%D0%B0-%D1%81%D0%B5-%D1%81%D1%8A%D1%80%D0%B5%D0%B2%D0%BD%D0%BE%D0%B2%D0%B0%D0%B2%D0%B0%D1%85%D0%B0-%D0%BF%D0%BE%D0%B4-%D0%BC%D0%BE%D1%82%D0%BE%D1%82%D0%BE-%D1%81%D0%BF%D0%BE%D1%80%D1%82%D1%8A%D1%82-%D0%B5-%D0%BF%D0%BE-%D0%B4%D0%BE%D0%B1%D1%80%D0%B8%D1%8F-%D0%BD%D0%B0%D1%87%D0%B8%D0%BD-%D0%B4%D0%B5%D1%86%D0%B0%D1%82%D0%B0-%D0%B4%D0%B0-%D0%BF%D0%BE%D1%80%D0%B0%D1%81%D0%BD%D0%B0%D1%82>

[https://www.mvr.bg/press/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/news141126\\_01](https://www.mvr.bg/press/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/news141126_01)

[https://www.mvr.bg/press/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/news150406\\_01](https://www.mvr.bg/press/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/news150406_01)

<https://www.mvr.bg/plovdiv/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/%D1%81%D1%8A%D1%81%D1%82%D0%B5%D0%B7%D0%B0%D0%BD%D0%B8%D0%B5-%D1%81%D0%BF%D0%BE%D1%80%D1%82%D1%8A%D1%82-%D0%B5-%D0%BF%D0%BE-%D0%B4%D0%BE%D0%B1%D1%80%D0%B8%D1%8F%D1%82-%D0%BD%D0%B0%D1%87%D0%B8%D0%BD-%D0%B4%D0%B5%D1%86%D0%B0%D1%82%D0%B0-%D0%B4%D0%B0-%D0%BF%D0%BE%D1%80%D0%B0%D1%81%D0%BD%D0%B0%D1%82-%D1%81%D0%B5-%D0%BF%D1%80%D0%BE%D0%B2%D0%B5%D0%B4%D0%B5-%D0%B2-%D0%BF%D0%BB%D0%BE%D0%B2%D0%B4%D0%B8%D0%B2>

<https://www.mvr.bg/plovdiv/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/%D0%BE%D0%B4%D0%BC%D0%B2%D1%80-%D0%BF%D0%BB%D0%BE%D0%B2%D0%B4%D0%B8%D0%B2-%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B8%D1%80%D0%B0-%D1%83%D1%87%D0%B5%D0%BD%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE-%D1%81%D1%8A%D1%81%D1%82%D0%B5%D0%B7%D0%B0%D0%BD%D0%B8%D0%B5-%D0%BD%D0%B0-31-%D0%BC%D0%B0%D0%B9>

<https://www.mvr.bg/pernik/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/%D1%81%D1%8A%D1%81%D1%82%D0%B5%D0%B7%D0%B0%D0%BD%D0%B8%D0%B5-%D0%BF%D0%BE%D0%B4-%D0%BC%D0%BE%D1%82%D0%BE%D1%82%D0%BE-%D1%81%D0%BF%D0%BE%D1%80%D1%82%D1%8A%D1%82-%D0%B5-%D0%BF%D0%BE-%D0%B4%D0%BE%D0%B1%D1%80%D0%B8%D1%8F%D1%82-%D0%BD%D0%B0%D1%87%D0%B8%D0%BD-%D0%B4%D0%B5%D1%86%D0%B0%D1%82%D0%B0-%D0%B4%D0%B0-%D0%BF%D0%BE%D1%80%D0%B0%D1%81%D0%BD%D0%B0%D1%82-%D1%81%D0%B5-%D0%BF%D1%80%D0%BE%D0%B2%D0%B5%D0%B4%D0%B5-%D0%B2-%D0%BF%D0%B5%D1%80%D0%BD%D0%B8%D0%BA>

[https://www.mvr.bg/vidin/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/novina\\_11-20-2019](https://www.mvr.bg/vidin/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/novina_11-20-2019)

<https://www.mvr.bg/pazardjik/%D0%B8%D0%BD%D1%84%D0%BE%D1%80%D0%BC%D0%B0%D1%86%D0%B8%D0%BE%D0%BD%D0%B5%D0%BD-%D1%86%D0%B5%D0%BD%D1%82%D1%8A%D1%80/%D0%BF%D1%80>

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[https://www.mvr.bg/montana/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/news\\_20141126](https://www.mvr.bg/montana/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/news_20141126)

[https://www.mvr.bg/bugas/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/141127\\_01](https://www.mvr.bg/bugas/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/141127_01)

<https://www.mvr.bg/smolyan/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/%D1%81%D0%BF%D0%BE%D1%80%D1%82%D1%8A%D1%82-%D0%B5-%D0%BF%D0%BE-%D0%B4%D0%BE%D0%B1%D1%80%D0%B8%D1%8F-%D0%BD%D0%B0%D1%87%D0%B8%D0%BD-%D0%B4%D0%B5%D1%86%D0%B0%D1%82%D0%B0-%D0%B4%D0%B0-%D0%BF%D0%BE%D1%80%D0%B0%D1%81%D0%BD%D0%B0%D1%82>

<https://www.mvr.bg/veliko-tarnovo/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D1%80%D0%B5%D0%B7%D1%83%D0%BB%D1%82%D0%B0%D1%82%D0%B8-%D0%BE%D1%82-%D1%82%D1%8A%D1%80%D1%81%D0%B5%D0%BD%D0%B5?indexCatalogue=od-veliko-tarnovo-search&searchQuery=%D1%81%D0%BF%D0%BE%D1%80%D1%82%D1%8A%D1%82%20%D0%B5%20%D0%BF%D0%BE-%D0%B4%D0%BE%D0%B1%D1%80%D0%B8%D1%8F%D1%82%20%D0%BD%D0%B0%D1%87%D0%B8%D0%BD&wordsMode=AllWord>

<https://www.mvr.bg/veliko-tarnovo/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/new20160916>

<https://mvr.bg/ruse/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/%D0%BE%D0%B4%D0%BC%D0%B2%D1%80-%D1%80%D1%83%D1%81%D0%B5-%D0%B4%D0%BD%D0%B5%D1%81-%D0%B1%D0%B5-%D0%B4%D0%BE%D0%BC%D0%B0%D0%BA%D0%B8%D0%BD-%D0%BD%D0%B0-%D1%83%D1%87%D0%B5%D0%BD%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE-%D1%81%D1%8A%D1%81%D1%82%D0%B5%D0%B7%D0%B0%D0%BD%D0%B8%D0%B5-%D0%BF%D0%BE%D0%B4->

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<https://www.mvr.bg/targovishte/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D1%80%D0%B5%D0%B7%D1%83%D0%BB%D1%82%D0%B0%D1%82%D0%B8-%D0%BE%D1%82-%D1%82%D1%8A%D1%80%D1%81%D0%B5%D0%BD%D0%B5?indexCatalogue=od-targovishte-search&searchQuery=%D0%A1%D0%BF%D0%BE%D1%80%D1%82%D1%8A%D1%82%20%D0%B5%20%D0%BF%D0%BE-%D0%B4%D0%BE%D0%B1%D1%80%D0%B8%D1%8F%D1%82%20%D0%BD%D0%B0%D1%87%D0%B8%D0%BD%20%D0%B4%D0%B5%D1%86%D0%B0%D1%82%D0%B0%20%D0%B4%D0%B0&wordsMode=AllWords>

[https://www.mvr.bg/targovishte/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/20160603\\_02](https://www.mvr.bg/targovishte/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/20160603_02)

[https://www.mvr.bg/targovishte/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/dpa\\_qstrebin0](https://www.mvr.bg/targovishte/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/dpa_qstrebin0)

[https://www.mvr.bg/targovishte/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/obuchlager\\_qstrebin0](https://www.mvr.bg/targovishte/%D0%BD%D0%B0%D1%87%D0%B0%D0%BB%D0%BE/%D0%BF%D1%80%D0%B5%D0%B3%D0%BB%D0%B5%D0%B4/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/obuchlager_qstrebin0)

<https://pivovari.com/beer-and-society/prevention-campaigns/>

<https://www.kauzi.org/bg/news.html?start=30>

[https://brewersofeurope.org/site/lifestyle/index.php?doc\\_id=884](https://brewersofeurope.org/site/lifestyle/index.php?doc_id=884)

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7. Please give a **one page** description of the project (**Max. 600 words**)

"Sport Is the Better Way Children to Grow Up" is a prevention project which has been developed and is implemented based on an agreement signed between the National Police General Directorate (NPGD) and the Union of Brewers in Bulgaria (UBB). The aim of the project is to conduct various activities that will promote collective sports, physical education and creativity as best practice for prevention of bullying and violence among minors (both online and offline). The initiative has been upgraded in partnership with the Ministry of Youth and Sports, the Ministry of Labour and Social Policy, Sofia Municipality and its Directorate "Prevention, Integration, Sports and Tourism", "Prevention Consultancy Centre on Addictions – PIC, Sofia" together with NGOs, Centres for work with children and youth, dozens of regional municipal structures, media, sport club, trade unions, etc.

Since 2014 up till now as a result of the cooperation with the National Police General Directorate and of the sustainable practice of social responsibility supported by the UBB various activities for prevention, sports competitions and initiatives with school students, employees of the Ministry of Interior and parents have been organized in almost all district cities of Bulgaria.

The main target groups are parents/families of adolescents, teachers/experts.

The overall concept of the project of NPGD and UBB is through its implementation and communication with parents, families, experts and media to create an environment of tolerance and prevention of child aggression, building responsibility and developing prevention and social skills in the adolescents. The main approach is to organize through the partnership organizations sports events in combination with educational interactive drills for prevention. Thus, a maximum number of children and parents/families can have free opportunities to participate in physical activities, cultural events, consultations and trainings as a model for prevention of violence and an alternative to aggression and bullying (both online and offline).

Over the last years the prevention project is strongly focused on underdeveloped districts, schools with Roma children, sheltered housing and families at risk. Thus the initiatives and messages can reach very important but often neglected audience. The pandemic situation with COVID-19 and the intensive online relations b/n minors put new challenges for their safety. Tolerance and importance of prevention of bullying and violence among minors became a priority. In 2020/21 in strict compliance with the anti-epidemic measures, dozens of project events countrywide took place involving more than 4,500 participants. These recent initiatives are another proof for the flexibility and sustainability of the project and its significance for all participants and stakeholders.

As confirmation of its achievements, the project is reported in the following official national strategic papers: Action Plan of the National Youth Strategy, Implementation Plan of the Strategy for Crime Prevention, National Child Protection Program. The preventive measures and policies laid out in these plans are applied continuously, consistently and purposefully which contributes to achieving lasting positive changes relating to civil activity and increased legal culture for prevention of violations of the laws of the country.



**The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.)**

**I.**

8. Which **crime prevention/ reduction mechanisms** were used in this project to contribute to crime prevention and/or the reduction of crime or the fear of crime? Multiple answers are possible. Explain how this/these crime prevention mechanisms were used (**Max. 300 words**)

**Establishing and maintaining normative barriers to committing criminal acts**

e.g. 'Offenders, we are watching you' campaigns

**Reducing recruitment** to criminal social environments and activities by eliminating or reducing the social and individual causes and processes that lead to criminality.

Organization and conduct of prevention activities related to the promotion of mass/collective sports, physical education and creative initiatives as an alternative to the bullying and violence among minors. Sustainable and well communicated prevention practices that are implemented in the project "Sport Is the Better Way Children to Grow Up" support reduction of the criminogenic factors that create preconditions for aggressive behaviour, bullying and violence among minors, offenses and juvenile delinquency.

**Deterring** potential perpetrators from committing crimes through the threat of punishment

e.g. decreasing the time between arrest and punishment

**Disrupting** criminal acts by stopping them before they are carried out. The implemented crime prevention policies targeting the general public or groups thereof, in this case minors and parents/families, aims to protect them against the risk of aggression and violence. The focus is on building social commitment and the conduct of alternative activities for the whole family, such as sports, games and fruitful communication.

The latter will enhance the skills for dealing with conflicts and for avoiding risky environment that may create conditions for adverse influences and prerequisites for offenses. It may result in exposure to high degree of danger and consequently to the risk of engaging in criminal behavior.

The project "Sport Is the Better Way Children to Grow Up" creates conditions for a safer and more positive climate in schools. The sustainable expansion of the activities and partnerships has upgraded the initiative into a national prevention project and a cause in the name of the better life of the Bulgarian children.

- Protecting vulnerable targets** by reducing opportunities and make it more demanding to carry out criminal acts  
e.g. placing locks and cameras
- Reducing the harmful consequences** of criminal acts  
e.g. initiatives to recover stolen goods
- Reducing the rewards** from criminal acts  
e.g. restorative justice programmes
- Incapacitating** (or neutralising) perpetrators by denying them the ability (capacity) to carry out new criminal acts  
e.g. imprisonment of key gang members
- Encouraging** desistance from crime and rehabilitating former offenders so they are able to settle back into a normal life  
e.g. prison rehabilitation programs.

**II. The project shall have been evaluated and have achieved most or all of its objectives.** For more information on evaluation, click [here](#)

9. What were the reasons for setting up the project? Was this context analysed before the project was initiated and in what way (How, and by whom? Which data were used)? In what way did this analysis inform the set-up of the project? (**Max. 150 words**)

The reason behind the project is associated with the social need for general prevention for minors and against the consequences of bullying and violence among minors (both online and offline). In view of public expectations in this regard, several studies with parents' focus groups have been conducted in 2011-2019. Analyses and findings of surveys, based on parents' and experts' opinions, show that often the juvenile aggressive behavior is provoked by alcohol use.

In the same time the expectations for prevention practices that would influence minors are linked with sports and creative activities for the whole family. In this context "Sport Is the Better Way Children to Grow Up" is initiated as a sustainable project for prevention of aggression and violence of minors. The upgrade of partnerships, sports initiatives, consultative and educational activities, done under the leadership of NPGD and UBB, grew the initiative into a national campaign.

Every year Omnibus researches measure the awareness of the campaign.

10. What were the objective(s) of the project? Please, if applicable, distinguish between main and secondary objectives. (**Max. 150 words**)

The main objectives of the project are education, fulfilment and popularization of prevention practices addressing bullying and violence among minors (both

online and offline). Raising the awareness and social sensitivity about those juvenile offenses and overcoming violence and underage aggression through:

- sports, preventive and educational events, consultations and donation initiatives;
- promotion of physical and creative education of children as a working model for general prevention.

The secondary objectives of the project are:

- encouraging parents to exercise control over their children in order to prevent the aggression and violence;
- promotion of positive culture of communication and responsibility within the family;
- developing of safe and supportive family environment;
- detection of the symptoms and causes for any manifestation of aggressive behavior;
- educating and motivating children to communicate their problems and feelings with their families, to control their anger and look for alternative solutions - without conflicts and aggression;
- incentivizing and motivating children with tangible and intangible rewards for their participation in the project.

11. Has there been a process evaluation?<sup>1</sup> Who conducted the evaluation (internally or externally?) and what were the main results? Which indicators were used to measure the process? Did you make changes accordingly? **(max. 300 words)**

Tools for tracking, prioritization, coordination and management, accountability, efficiency, sustainability and multiplication of the project are used to ensure the quality of the project implementation. From the very beginning of the project by NPGD and UBB there have been documents in place for monitoring, transparency, evaluation and efficiency of the joined initiatives for general prevention/bullying among minors. These documents include: agreements between the parties, reports with data and evidence, protocols, organizational plans, letters, photos, assessment of the project impact on the target groups, etc. In order to achieve transparency and multiplication of the project, more than 25 public presentations and nearly 50 press releases and interviews depicting the initiatives and the project results have been held.

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<sup>1</sup> **Process evaluation:** Also called *implementation evaluation*, or *monitoring*, this process documents **how the activities were implemented** in order to determine any deviations from the original planning. It facilitates finding explanations for when the results of the intervention are not as expected.

Every year the project strategy is updated and approved by the management of NPGD and of UBB. The clear-cut and approved by the partners Action Plan containing a communication strategy, initiatives timing and preliminary set key performance indicators (KPIs) enables the tracking and transparency of the ongoing activities. Results from surveys for awareness among the target groups are used as indicators for the external appraisal of the project. The quality of implementation could be assessed also via the expert support and the partnership network development with more than 30 municipal and state institutions, 40 NGOs and sports clubs, 56 schools, 10 sheltered housing and crisis centers.

As a nationally recognized campaign the project is monitored and evaluated by independent CSR experts and has been included in two academic books: "The DNA of the corporate citizen – the social responsibility of business" by V.M. Nikolova, С:Болид инс,2017 and "Corporate sustainability and responsibility–CSR" by M.Stefanova, С:Св. Гр.Богослов, 2018, 2020.

In 2015 UBB participation in "Sport Is the Better Way Children to Grow up" was audited by KPMG, Sustainable Development, The Netherlands.

12. Has there been an outcome<sup>2</sup> or impact<sup>3</sup> evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method were used and what were the main results? Which indicators were used to measure the impact? (**Max. 300 words**)

The annual internal and external monitoring and assessment of the prevention project of NPGD and UBB show that with the sustainable expansion of the project there is a high public impact, multiplication of the best practice for social responsibility and change in the attitude and behavior of the target groups. The proactive approach of the partners in the course of implementation of the project, public accountability and transparency of the results have led to sustainability and efficiency of the general prevention policies with a specific focus on minors' aggression and violence.

Due to experts' opinion the bullying and violence among minors often is related with the influence of underage drinking and other harmful behavior patterns. In this regard the effect of the "Sport Is the Better Way Children to Grow Up" could

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<sup>2</sup> **Outcome evaluation:** Measures the **direct effect** (i.e., extent of the changes) **of the intervention on the target group, population, or geographic area**. The information produced by the outcome evaluation determines at what level the **objectives were achieved**.

<sup>3</sup> **Impact evaluation:** Measures **long-term effects** of the intervention on the target group, as well as **indirect effects** on the broader community. The information produced by the impact evaluation determines at what level the **ultimate goals** of the intervention were achieved.

be related with the findings of 2020 Annual Report of European School Survey Project on Alcohol and Other Drugs (ESPAD). According to its data the hazardous juvenile practices in 2019 has gone down compared to 2015 – 2018.

[https://ncpha.government.bg/uploads/blog/news/files/ESPAD-Report-2019\\_2020\\_BG.pdf](https://ncpha.government.bg/uploads/blog/news/files/ESPAD-Report-2019_2020_BG.pdf) ???

In this context, the NPGD project, as one of the leading in the field of prevention of bullying and violence among minors (both online and offline), has a positive impact on the change of their behavior pattern.

The preliminary set KPIs and the listed below outcomes of the project "Sport Is the Better Way Children to Grow Up" show that it meets the prevention needs of the target groups and has a significant social contribution for the stakeholders and the society as a whole.

#### Results 2014 – 2020

Total number of participants – 65 000 people;  
Total number of consultative, sports and other events - over 360;  
Geographical scope – 20 districts across Bulgaria, 56 settlements;  
Educational materials on prevention – 55,000 copies;  
Informative leaflets about the campaign – 100,000;  
Communications: 48 press releases, 4 radio and TV clips, 700 online/print media coverage, internet banners, video materials on YouTube, regular posts on Facebook, 4 press conferences and over 15 briefings.  
Presentation of the project at 25 national/international fora.  
Campaign awareness – 1.2 million people, age 15 – 68 y.  
4 awards at national CSR contests, incl. one by the State Agency for Child Protection

### **III. The project shall, as far as possible, be innovative, involving new methods or new approaches.**

13. How is the project innovative in its methods and/or approaches? (**Max. 150 words**)

The conceptual platform of the project "Sport Is the Better Way Children to Grow Up" includes innovative practices and approaches, especially in the field of partnerships, creativity of initiatives, communication mix and participation of influencers as ambassadors of the campaign. The unique feature about the project is that for the first time an entire business sector acts in solidarity with NPGD and dozens of other partner organizations and institutions in the name of a cause dedicated to bullying and violence prevention among minors and better life of Bulgarian children.

The main approach in the implementation of the project is under the leadership of NPGD and according to the profile and competencies of the partners' organisations to be held attractive prevention initiatives, combined with sports,

educational and creative activities carried out in line with a methodology specially developed by the NPGD and its institutional and NGO partners.

The age of the participants in the project varies from 7 to 80 years. Thus practices of prevention, communication and interaction are built on shared responsibilities, solidarity and trust between the different generations in the families and the society.

**IV. The project shall be based on cooperation between partners, where possible.**

14. Which partners or stakeholders were involved in the project and what was their involvement? (**Max. 200 words**)

High level of interest among the target groups, public support and a better environment for the development of adolescents have been achieved thanks to the strategic public-private partnerships that NPGD and UBB established under the project with Sofia Municipality, the Ministry of Youth and Sports, Veliko Tarnovo Municipality, the regional directorates of the Ministry of Interior in 17 district cities of the country, the Prevention and Information Center – PIC, Sofia, the NGOs “St. Ivan Rilski”, Balvan and “Yantra 2001”, the Confederation of Independent Trade Unions in Bulgaria, “Parents” association, dozens of schools, sports clubs, famous athletes and influencers.

Thanks to the partnership with the regional structures of the Ministry of Interior numerous events for sports, creativity and life without bullying and violence among minors have been organized in dozens of cities countrywide involving students from all schools. All events are attended in person by leaders and representatives of NPGD and the Ministry of Interior, the district administration, the mayor/municipal leaders, school principals, journalists, celebrities, influencers and parents. The expertise of the partners and their high reputation ensure sustainability, positive perception, visibility, media interest, trust in the organizers and initiatives and thus expand the social footprint of the project.

**V. The project shall be capable of replication in other Member States.**

15. How and by whom is the project funded? (**Max. 150 words**)

The project is fully funded by an annual special budget of the UBB members. All other project partners do not have any financial obligations related to its implementation and

The governing bodies of UBB adopt annually the budget together with a Project Action Plan. The revenues and expenditures of this budget are managed by the Secretariat of UBB and reported to the Board.

All project initiatives are free of charge for the participants because UBB finances them pro bono. No funding is provided to NPGD or any other partner. The

payment of all project-related goods and services is made by UBB to the respective supplier/s. All project-related revenues and expenses are recorded in the financial statements of the Union of Brewers in Bulgaria. They are publicly available on the website of the Commercial Register of Non-Profit Legal Entities. In this way, transparency and accountability of project funding are achieved.

16. What were the costs of the project in terms of finances, material and human resources? (**Max. 150 words**)

According to the data of UBB partners the social investments in the project come from the funds provided by the brewing companies and the evaluation of the volunteer work carried out by UBB, NPGD and the other partners.

On an annual basis during the active seasons of the campaign, the project organizers have invested in its implementation about 30% of their working time and about 300 man-hours of volunteer work.

Annually about 30% of the project costs go for investments in improving the environment for sports and prevention, 40% - for materials and publishing, 30% - for events and communication activities. Fees or other remuneration to the project management & partners are not paid.

The project costs are managed by UBB Secretariat. Together with the conducted activities and the KPIs fulfilment, the costs are reported to the members of the Management Board of UBB at every meeting of theirs.

17. Has a cost-benefit analysis<sup>4</sup> been carried out? If so, describe the analysis, including how and by whom it was carried out and list the main findings of the analysis. (**Max. 150 words**)

According to UBB data the cost-benefit analysis on annual basis shows 400 % return of investment (ROI). In the last year due to the pandemic situation there has been a drop in ROI which recently is 100%. The analysis has been performed by financial experts from brewing companies.

The value added of the communication and media coverage of the project (AVE) exceeds 200,000 Euro. The analysis was carried out by an independent media agency on the basis of content analysis and evaluation of the project-related media publications.

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<sup>4</sup> **Cost-benefit analysis:** A type of economic evaluation that compares the direct and indirect cost of the resources employed in the intervention, with the equivalent economic value of the benefits.

18. Are there adjustments to be made to the project to ensure a successful replication in another Member State?

No, there are no adjustments to be made

19. How is the project relevant for other Member States? Please explain the European dimension of your project.

The project can be rolled out in every EU country where a sustainable network for social responsibility is established, uniting state institutions, the responsible businesses, NGOs and media. The key to the successful implementation of the project is not so much in the financial resources, but rather in the partners' network. Thanks mainly to its inspiring partnerships "Sport is a better way for children to grow" is officially recognized as the best CSR practice in Bulgaria and is considered as a benchmark for prevention campaigns.

In the same vein, under the leadership of the police structures for prevention this project of NPGD can be implemented in the EU countries and can contribute to the sustainable development of prevention practices for minimizing the risk of adolescent aggression. The NPGD project offers visible flexibility and is open to thematic, practical and communication upgrades. Thus, it generates value added both for the target groups and the local communities as well as for the partners involved by enhancing their reputation, social contribution, public trust and recognizability.

For UBB the project is a commitment to the pan-European pledge of the brewing industry in support to its social responsibility and contribution. In this connection, through the European organization of the industry- *Brewers of Europe, Brussels*, 'Sport Is the Better Way Children to Grow Up' is publicly reported before the European institutions and as a best practice for prevention.

Please provide a short general description of the project (abstract for inclusion in the conference booklet – **max. 150 words**).

"Sport is the Better Way Children to Grow Up" is a partnership project of National Police General Directorate - NPGD, Bulgaria and the business association Union of Brewers in Bulgaria – UBB, since 2014. The initiative is a best practice for implementation of sustainable policies against bullying and violence among minors (both online and offline). The partnerships synergy, sports and educational activities create an environment of tolerance, responsibility, preventive and social skills for minors. Over 65 000 attendees from 20 districts



of Bulgaria participated in plenty free sport and creative initiatives as a prevention practice and alternative to underage violence.

The partnerships of NPGD & UBB with Sofia Municipality, V. Tarnovo Municipality, Ministry of sport and youth, Prevention and Information Center- PIC, Sofia, over 40 NGOs & sport clubs, 56 schools and 30 municipal structures countrywide achieve a high level of public support and trust in the project. All initiatives are 100% funded by UBB. By GDNP the project is reported on 3 National programs for children's protection and crime prevention. Lately the project received 4 awards from national contests.