



Integrated Action Plan

THE APPLE PARK WHERE SPORT MEETS NATURE AND PROVIDES YOUNGSTERS WITH OPPORTUNITIES City of Dobrich (BULGARIA)

Credits

The Municipality of Dobrich expresses its gratitude to all the entities and individuals who contributed to the success of the RE-GEN – Regeneration through Youth project, developed within the scope of the URBACT IV Program.

Over the course of two years, this project has benefited from the active collaboration of municipal technical teams, European partners, local organizations, and the community involved, particularly the schools of Leonardo da Vinci and St Klement d'Ohrid .

Special thanks go to the young participants, whose energy, creativity, and sense of social responsibility were crucial to the implementation of the actions developed and the definition of "Dobrich 's Integrated Action Plan.

The Municipality also acknowledges the support and knowledge sharing provided by the URBACT network of cities, which enabled the exchange of best practices, the strengthening of international cooperation, and the deepening of the participatory approach to urban regeneration.

Re-Gen Project Brief

Re-Gen for the Apple Place: From a Young Girl's Dream to a Community-Led Urban Transformation

In the heart of a school neighborhood, within a once-neglected green space, a young girl envisioned a place where adolescents and young people could gather, play, and create. Her idea—simple yet powerful—laid the foundation for what would become The Apple Park, a vibrant hub fostering sports, culture, and community engagement.

The "ALLPE" place" has been a favorite place for generations of residents of the "Druzhba" neighborhood since the 1970s, when the green areas were much more extensive. Gradually, they are decreasing, but this place with a grove and a spring, in close proximity to educational institutions, naturally becomes a favorite of young and old. So, about ten years ago, students gave the name "Apple" to the free spaces around the schools, which, like a cuted apple, are composed of two parts - a green space and a sports field. Over the years, this has provided an opportunity to organize various outdoor activities, implemented under various projects of non-governmental organizations and turned it in a favorite community place, which maintains the life and activity of the neighborhood.

Dobrich is the administrative and economic center of the Dobrich Region, located in Northeastern Bulgaria, around 30 kilometers from the Black Sea and 50 kilometers from the city of Varna. With a population of approximately **80,000 inhabitants**, Dobrich serves as a regional hub for education, commerce, and culture, while maintaining the character of a compact and livable medium-sized European city.

Historically known as the “granary of Bulgaria” due to its strong agricultural heritage, Dobrich has evolved into a modern urban center integrating **sustainable development, digital innovation, and community well-being**. The city’s economy is anchored in food production, services, light manufacturing, and growing investments in green and creative industries. Over the past decade, Dobrich has focused on diversifying its local economy and improving its urban environment through smart governance and citizen participation.

The city benefits from a **strategic location** — close to major transport corridors and coastal areas — making it an attractive destination for investment and tourism. Its compact size allows efficient service delivery, short commuting distances, and a strong sense of community. Dobrich also boasts a **vibrant educational ecosystem**, including multiple primary and secondary schools, vocational centers, and youth clubs, which play a key role in shaping civic responsibility and local identity among younger generations.

In recent years, the Municipality has implemented several initiatives aimed at **improving public spaces, promoting cultural life, and strengthening youth engagement**. New playgrounds, sports zones, and green corridors have been developed, enhancing the quality of life and accessibility for all citizens. Cultural events such as the “Dobrich Fair” and youth volunteering programs have strengthened civic participation and intergenerational dialogue.

Environmentally, Dobrich has made steady progress in sustainable urban planning. Projects related to **energy efficiency in public buildings, waste reduction, and green mobility** contribute to the city’s environmental resilience. The integration of green zones, cycling infrastructure, and educational campaigns reflects the Municipality’s dedication to sustainability and well-being.

The population of Dobrich is characterized by a high degree of social cohesion, with a mix of traditional values and modern aspirations. The city faces challenges typical for mid-sized regional centers in Eastern Europe—such as youth migration and limited job diversification—but it also demonstrates a growing capacity for innovation and adaptation. Through participation in

European programs such as **URBACT IV**, the Municipality has strengthened its institutional know-how, participatory governance, and inter-municipal cooperation.

The **RE-GEN project** fits naturally within this development path. It connects with the city's strategic goals by empowering youth as key actors in urban regeneration, fostering collaboration between schools, NGOs, and municipal structures, and improving the functionality and attractiveness of public spaces. The success of the pilot transformation of **"The Apple Park"** exemplifies Dobrich's ability to transform local ideas into tangible outcomes that serve the entire community.

Ultimately, Dobrich's Integrated Action Plan envisions a city that is **inclusive, creative, and future-oriented**—a place where young people are not only beneficiaries but co-creators of sustainable urban change. By building on strong community values, education, and innovation, Dobrich is positioning itself as a leading regional model for citizen-led urban development in Bulgaria.

Executive Summary

RE-GEN – Regeneration through Youth is a European network developed under the URBACT IV Program, which brought together 7 partner cities to develop Integrated Action Plans focused on urban regeneration through the active involvement of youth and the promotion of urban sport as a catalyst for social transformation.

Over the two-year period (2023–2025), the project promoted a series of experimental activities and transnational meetings aimed at sharing knowledge, transferring best practices, and building technical capacity for local teams.

Each partner city developed its own participatory process, adapted to the local context, testing co-creation and collaborative governance methodologies.

In Dobrich, RE-GEN resulted in the Apple place renovation, focusing on youth empowerment and revitalizing public spaces through sports. This approach strengthened a sense of belonging, promoted intergenerational coexistence, and consolidated active citizenship practices.

The project demonstrated that urban regeneration, when combined with citizen participation and youth creativity, constitutes a strategic instrument for social cohesion, sustainability, and urban innovation. RE-GEN thus leaves a methodological and operational legacy that can be replicated by other European cities committed to an inclusive and participatory vision of urban development.

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The Action Planning Process

The Dobrich IAP was developed through a structured participatory process led by the URBACT Local Group (ULG), consisting of municipal departments, schools, NGOs, sports clubs, and youth representatives. The process unfolded in four phases:

1. Diagnosis and Mapping (2023) – Assessing needs, identifying underused spaces, and mapping stakeholders.
2. Co-Creation (2024) – Engaging young people through design thinking workshops and school-based consultations.
3. Testing Actions (2024) – Implementing the Apple Park renovation as a pilot model for youth-driven urban transformation.
4. Integration and Planning (2025) – Synthesizing lessons into the Integrated Action Plan for 2025–2030 implementation.

PART 1 – Background

1.1 Challenges Addressed and Anticipated Solution

Dobrich faces typical mid-sized city challenges: outmigration of young people, limited access to modern recreational areas, and a lack of participatory culture in decision-making. The anticipated solutions include revitalizing public spaces, creating digital participation tools, empowering youth initiatives, and integrating sustainable practices in urban planning.

1.2 Context Analysis

The city's strategic location and compact structure allow for efficient community engagement. Public green spaces exist but often lack maintenance and multifunctionality. Dobrich's youth demonstrate growing interest in volunteering, digital communication, and sustainability – assets that this plan capitalizes on.

1.3 Mapping Stakeholders

Key stakeholders include: Municipality of Dobrich, educational institutions, youth NGOs, sports clubs, private businesses, and citizens. These groups collectively form a strong foundation for collaborative action.

1.4 Target Groups and Needs

Primary target groups: adolescents (10–18 years) and young adults (18–30 years). They seek safe spaces, civic opportunities, and leadership roles. Secondary target groups: teachers, parents, civic organizations supporting youth initiatives.

1.5 Relevant Policy Framework

EU: URBACT IV, EU Youth Strategy, Green Deal.

National: Bulgarian Youth Strategy 2021–2030.

Regional: Dobrich Regional Development Plan 2021–2027.

Local: Dobrich Municipal Development Plan and Youth Policy 2024–2030.

PART 2 – Vision, Objectives, Expected Changes

Introduction

2.1 Vision

What began as an individual dream soon grew into a community-driven initiative. Local schools actively listened to youth voices and engaged the broader community in shaping and maintaining the space. Cultural, sports, and social activities flourished, turning The Apple Park into a dynamic center for youth interaction and creativity.

2.2 Objective/s

The primary objective of the Integrated Action Plan (IAP) is to revitalize the abandoned sports playground in Dobrich, transforming it into a safe, inclusive, and dynamic public space. The plan aims to engage youth and the wider community in the regeneration of neglected urban areas, using sports and sustainable recreational activities as key tools for fostering social interaction, active lifestyles, and a strong sense of belonging.

Strategic Objective (SO)

Strategic Objectives for Urban Regeneration and Youth Engagement

■ SO 1: Transformation of Public Spaces

To revitalize "The APPLE" playground, located between three schools in a densely populated neighborhood, by actively engaging young people in every phase of the project—from ideation to implementation, ensuring an inclusive and sustainable transformation.

■ SO 2: Youth Empowerment and Participation

To empower young people by involving them in the decision-making process for the renovation of abandoned sports spaces, fostering social interaction, civic responsibility, and active lifestyles through collaborative initiatives.

■ SO 3: Volunteer Engagement and Community Involvement

To encourage youth participation in volunteer activities and community projects, while establishing a structured system for collecting and implementing ideas from informal stakeholders, ensuring a sustainable approach to revitalizing similar urban spaces.

■ SO4: Strengthening Communication and Outreach

To leverage social media and digital platforms for effective dissemination of events and opportunities, ensuring wider community engagement and accessibility of information related to urban regeneration initiatives.

(Specific) Objectives (O)

O1: Transformation of Public Spaces

Indicator: Number of improved public outdoor areas

- Measurement Unit: Number of areas
- Baseline: 0
- Target: At least 2 public spaces improved
- Verification Sources: Short videos, images, site inspections, project reports

Indicator: Number of new sports facilities installed

- Measurement Unit: Number of facilities
- Baseline: 0
- Target: At least 3 new sports facilities installed
- Verification Sources: Short videos, images, site inspections, project reports

Indicator: Implementation of a public participatory budgeting tool

- Measurement Unit: Public participatory budgeting tool introduced
- Baseline: 0
- Target: Funds allocated in the annual municipal budget
- Verification Sources: Annual municipal budget documents

Indicator: Regular co-creation workshops to improve public areas

- Measurement Unit: Number of workshops per year
- Baseline: 0
- Target: At least 2 workshops annually
- Verification Sources: Short videos, images, reports, attendance lists

SO2: Youth Empowerment and Participation

Indicator: Establishment of a Youth Initiative Support Fund

- Measurement Unit: Number of youth initiatives supported
- Baseline: 0
- Target: At least 2 youth initiatives per year
- Verification Sources: Annual municipal budget, municipal regulations

Indicator: Public participation events (youth meetings, forums, hackathons, surveys, etc.)

- Measurement Unit: Number of events organized annually
- Baseline: 0
- Target: At least 2 public participation events per year
- Verification Sources: Short videos, images, reports, attendance lists

Indicator: Youth engagement through digital platforms

- Measurement Unit: Number of active platform users
- Baseline: 0
- Target: At least 100 users engaged
- Verification Sources: Platform analytics, engagement reports

S03: Volunteer Engagement and Community Involvement

Indicator: Number of adolescents engaged in volunteer activities

- Measurement Unit: Number of registered volunteers
- Baseline: 10
- Target: 50 active volunteers
- Verification Sources: Reports

Indicator: Community activities in neighborhood parks, led by sports and youth associations

- Measurement Unit: Number of public events organized in different neighborhoods
- Baseline: 0
- Target: At least 3 events per year
- Verification Sources: Short videos, images, reports

Indicator: Development of a digital platform for volunteer engagement

- Measurement Unit: Digital platform developed
- Baseline: 0
- Target: 1 operational platform
- Verification Sources: Reports

Indicator: Volunteer engagement via the digital platform

- Measurement Unit: Number of active platform users
- Baseline: 0
- Target: 100 active users
- Verification Sources: Reports

SO4: Strengthening Communication and Outreach

Indicator: Youth Information Platform updates on participation opportunities

- Measurement Unit: Number of publications
- Baseline: 0
- Target: At least 1 publication per month
- Verification Sources: Platform analytics, engagement reports

Indicator: Info-kiosk providing information on recreational and sports facilities

- Measurement Unit: Digitized map created
- Baseline: 0
- Target: At least 1 interactive map
- Verification Sources: Reports

Indicator: Development and implementation of a Public Participation Action Plan

- Measurement Unit: Action plan document developed
- Baseline: 0
- Target: 1 comprehensive plan implemented
- Verification Sources: Reports

2.3. Key Actions

This Integrated Action Plan (IAP) outlines concrete actions aimed at engaging youth and the broader community in the revitalization of abandoned and underutilized public spaces. By fostering sports and sustainable recreational activities, the initiative enhances community well-being and strengthens social ties.

Strategic Objective 1: Transformation of Public Spaces

To achieve SO1: Transformation of Public Spaces, the following actions are outlined:

■ A1.1 – Enhancing Public Outdoor Spaces in Neighborhoods

The Municipality will strengthen public-private partnerships to improve urban outdoor spaces, creating inclusive, accessible, and diverse environments for youth and families to engage in meaningful activities across all neighborhoods.

■ A1.2 – Expanding Sports and Healthy Lifestyle Opportunities

The Municipality will promote youth participation in sports, cultural, and active lifestyle activities, leveraging existing public infrastructure and developing new urban sports hubs. This will encourage regular outdoor physical activities and enhance socialization opportunities.

■ A1.3 – Co-Creation in Urban Development

A series of workshops and co-creation events will actively involve young people, particularly adolescents aged 10-18, in designing sports activities and public events, fostering ownership and civic engagement.

■ A1.4 – Establishing Sports, Cultural, and Social Hubs

New sports, cultural, and social hubs will be developed within public spaces, serving as centers for information exchange, informal education, and community-building initiatives.

Strategic Objective 2: Youth Empowerment and Participation

To achieve SO2: Youth Empowerment and Participation, the following actions are outlined:

■ A2.1 – Supporting Youth-Led Projects

The Municipality will support local and international youth initiatives related to sports and cultural development, encouraging active youth participation in city planning and increasing adolescent engagement in urban development.

■ A2.2 – Encouraging Civic Engagement in Neighborhood Development

Various community-driven events will be organized to empower citizens to contribute ideas for improving neighborhoods and enhancing urban spaces.

■ A2.3 – Digital Solutions for Youth Civic Participation

Modern digital platforms and communication tools will be leveraged to inform and engage youth, providing interactive opportunities to participate in city development projects and share ideas for improving public spaces.

Strategic Objective 3: Volunteer Engagement and Community Involvement

To achieve SO3: Volunteer Engagement and Community Involvement, the following actions are outlined:

■ A3.1 – Promoting Volunteering Opportunities

Volunteer opportunities will be promoted through public events, sports festivals, cultural activities, and environmental initiatives, strengthening youth involvement and fostering a sense of community belonging.

■ A3.2 – Developing a Digital Platform for Volunteer Management

A dedicated online platform will be created to connect volunteers with institutions and businesses offering volunteer opportunities, enhancing coordination and engagement in event planning and execution.

■ A3.3 – Encouraging Youth-Led Social Activities in Public Spaces

Regular sports and cultural activities will be organized in neighborhood parks and squares, led by sports clubs and youth associations, engaging adolescents in active community participation.

Strategic Objective 4: Strengthening Communication and Outreach

To achieve SO4: Strengthening Communication and Outreach, the following actions are outlined:

■ A4.1 – Promoting Active Lifestyles and Public Space Utilization

Regular updates on sports, social events, and community activities will be published across social media channels (Facebook, Instagram, etc.), increasing citizen awareness and engagement.

■ A4.2 – Digital Mapping of Public Sports and Recreational Facilities

Interactive digital maps showcasing sports hubs and recreational areas will be developed to enhance accessibility and awareness of available public spaces.

■ A4.3 – Enhancing Public Participation in Decision-Making

A public participation action plan will be introduced, incorporating surveys and interactive consultation methods to involve various social groups in shaping urban development strategies.

■ A4.4 – Modernizing and Updating the Municipality's Digital Presence

A comprehensive assessment and modernization of municipal websites will ensure regular content updates, leading to higher citizen engagement and accessibility of information.

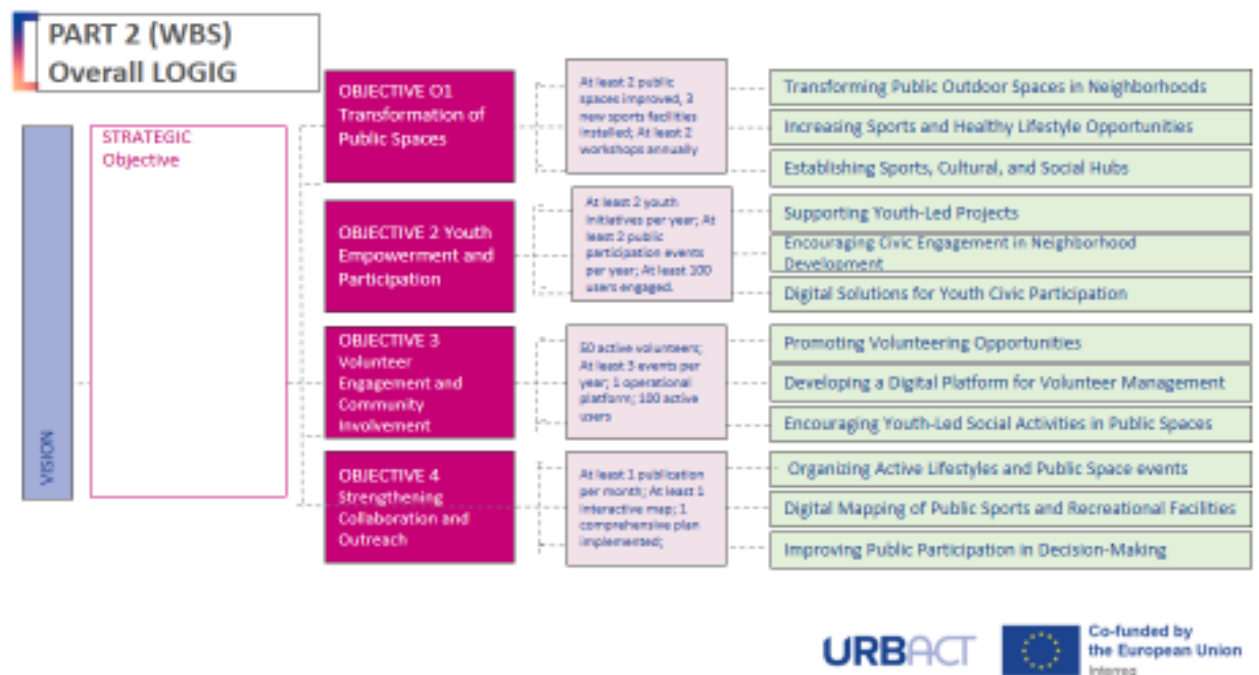
■ A4.5 – Youth Mentorship for Civic Engagement

A mentorship program will be introduced, connecting adolescents with experienced mentors who will guide them in actively participating in urban development projects and community initiatives.

Conclusion

This comprehensive, participatory approach ensures that urban regeneration efforts are inclusive, community-driven, and sustainable. By integrating youth engagement, volunteer mobilization, and effective communication strategies, the IAP creates a long-term impact, transforming underutilized public spaces into dynamic hubs for sports, culture, and community interaction.

The Work Break Down Structure



2.4 PRIORITIZATION OF ACTIONS

Criteria applied

- **Impact on community wellbeing:** Actions that deliver visible and measurable benefits to the local population, especially young people and families.
- **Feasibility and resources:** Actions that can be realistically implemented with the available financial, human, and technical capacity of the Municipality.
- **Sustainability and long-term effects:** Actions that ensure durable improvements and can be maintained beyond the project duration.
- **Youth participation and inclusiveness:** Actions that actively engage young citizens, schools, and local organizations in design, implementation, and evaluation.

Evaluation process and outcomes

The prioritization process was carried out jointly by the **URBACT Local Group (ULG)** and municipal departments. Each proposed action was assessed using a **weighted scoring matrix** based on the criteria above. Workshops and consultations with youth representatives and NGOs ensured a transparent and participatory evaluation.

The process identified those actions that combine **high social impact, strong community support, and feasible implementation within municipal capacity.**

Priority actions are:

1. **A1.1 – Enhancing Public Outdoor Spaces in Neighborhoods**
Renovation and modernization of “The Apple Park” and similar small green areas, turning them into multifunctional, inclusive spaces.
 2. **A2.1 – Supporting Youth-Led Projects**
Establishment of a **Youth Initiative Support Fund** to finance small civic projects proposed and managed by young residents.
 3. **A3.2 – Developing a Digital Platform for Volunteer Management**
Creation of an online platform connecting volunteers, schools, NGOs, and events to facilitate engagement and recognition.
 4. **A4.3 – Enhancing Public Participation in Decision-Making**
Introduction of a **Public Participation Action Plan** and participatory budgeting mechanism for youth-related urban initiatives.
 5. **A1.4 – Establishing Sports, Cultural, and Social Hubs**
Development of integrated spaces promoting sport, art, and civic collaboration.
-

Implementation horizon:

These **five priority actions** are planned for implementation within the **first three to four years (2025–2028)**, forming the **core phase** of the Integrated Action Plan. Follow-up actions and scaling initiatives will continue during **2029–2030**, ensuring consolidation and replication of successful models in other parts of Dobrich.

2.5 Policies Areas/Sectors involved in the realization of the Action (Sectoral integration)

| PRIORITY ACTIONS | | | | | | |
|------------------|-------|-------|-----------------------------|-------|------------------|-------------------|
| | Youth | Sport | Public spaces participation | Green | Spatial planning | Healthy Lifestyle |
| Act 1.1 | | | ✓ | ✓ | | ✓ |
| Act 1.2 | | ✓ | | | | ✓ |
| Act 1.3 | ✓ | | | | ✓ | |
| Act 1.4 | | ✓ | ✓ | | | |
| Act 2.1 | ✓ | | | | | |
| Act 2.2 | | | ✓ | | | |
| Act 2.3 | | | ✓ | | | |
| Act 3.1 | ✓ | | | | | |
| Act 3.2 | ✓ | | | | | |
| Act 3.3 | ✓ | | ✓ | | | |
| Act 4.1 | | | | | ✓ | ✓ |
| Act 4.2 | | ✓ | | | ✓ | |
| Act 4.3 | | | ✓ | | | |
| Act 4.4 | | | ✓ | | | |
| Act 4.5 | ✓ | | | | | |

2.6 SCHEDULE

Introduction

The implementation of the Integrated Action Plan (IAP) for Dobrich spans **five years (2025–2030)** and is structured into **three major phases**.

Each phase integrates specific activities—planning, implementation, and evaluation—ensuring continuity, efficiency, and sustainable results.

The timeline is coordinated with the Municipal Development Plan and synchronized with the URBACT RE-GEN outcomes and funding cycles.

Overall Duration – Phases Description

Phase 1 – Preparation (January–December 2025)

- Establishment of coordination teams and project governance structure.
- Final design and technical documentation for the renovation of “The Apple Park.”
- Identification of additional urban spaces suitable for replication.
- Launch of communication and awareness campaigns.
- Initial fundraising and partnerships with local and European stakeholders.

Phase 2 – Implementation (2026–2028)

- Execution of priority actions (A1.1, A2.1, A3.2, A4.3, A1.4).
- Continuous monitoring of results, youth engagement, and volunteer programs.
- Public participation events, youth-led initiatives, and digital platform development.
- Organization of local festivals and co-creation workshops.
- Mid-term evaluation and adaptation of actions.

Phase 3 – Consolidation and Evaluation (2029–2030)

- Replication of successful models in other neighborhoods.
 - Finalization of sustainability agreements for maintenance.
 - External evaluation and preparation of follow-up funding proposals.
 - Knowledge sharing within national and European networks.
-

Indicative Gantt Diagram

| Action / Year | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|--|------|------|------|------|------|------|
| Phase 1 – Preparation | ●●● | | | | | |
| A1.1 – Enhancing Public Outdoor Spaces | | ●●● | ●●● | ● | | |
| A2.1 – Supporting Youth-Led Projects | | ●●● | ●●● | ● | ● | |
| A3.2 – Volunteer Management Platform | | ●●● | ●●● | ● | | |
| A4.3 – Public Participation Action Plan | ● | ●●● | ● | | | |
| A1.4 – Sports, Cultural & Social Hubs | | ●●● | ●●● | ●●● | ● | ● |
| Phase 3 – Evaluation & Scaling | | | | ● | ●●● | ●●● |

Gantt Diagram (Priority Actions Only)

| Priority Action | Start | End | Responsible Entity | Implementation Period |
|--|----------|----------|---------------------------------|-----------------------|
| A1.1 – Enhancing Public Outdoor Spaces | Jan 2025 | Dec 2027 | Municipality of Dobrich | 3 years |
| A2.1 – Youth-Led Projects Fund | Jan 2026 | Dec 2028 | Youth Department | 3 years |
| A3.2 – Volunteer Digital Platform | Jan 2026 | Dec 2027 | NGO Consortium / IT Partners | 2 years |
| A4.3 – Public Participation Plan | Jan 2025 | Jun 2027 | Communication & Planning Dept. | 2.5 years |
| A1.4 – Sports, Cultural, and Social Hubs | Jan 2026 | Dec 2030 | Municipality / Private Partners | 5 years |

2.7 NECESSARY RESOURCES

Introduction

The successful realization of the IAP requires coordinated mobilization of **financial, human, and technical resources**.

Resource planning is designed to ensure efficiency, transparency, and long-term sustainability, leveraging both local and EU-level instruments.

Necessary Resources (for All and Priority Actions)

| Type of Resource | Description | Responsible Entity | Estimated Value / Source |
|--|--|---------------------------------------|---|
| Financial Resources | Municipal annual allocations; external EU funds (URBACT, Erasmus+, Interreg, European Urban Initiative); local sponsorships and donations. | Municipality of Dobrich | €400,000 (2025–2030 total budget) |
| Human Resources | Municipal project managers, youth officers, technical engineers, communication specialists, volunteers, and local NGOs. | Municipality & Partners | Staff allocation within municipal structure |
| Technical Resources | Equipment for sports areas, digital tools for volunteer platforms, design and visualization software, IT infrastructure. | Technical Department / IT Division | €100,000 (within project budget) |
| Institutional Resources | Partnerships with schools, NGOs, sports clubs, and cultural centers to co-deliver activities and maintain spaces. | Municipal Council & Local Partners | In-kind contributions |
| Knowledge and Capacity-Building | Training workshops, transnational exchange meetings, seminars with URBACT partners, and study visits. | URBACT Local Group & Project Partners | Covered under RE-GEN and EU co-funding |
| Monitoring and Evaluation Tools | Development of participatory dashboards, regular reports, and stakeholder feedback mechanisms. | Project Management Unit | €25,000 |

Resource Allocation for Priority Actions (2025–2028)

| Priority Action | Estimated Budget (€) | Funding Source | Key Human Resources |
|--|----------------------|---|--|
| A1.1 – Enhancing Public Outdoor Spaces | 300,000 | Municipal Budget, Community Funds, Sponsorships | Urban planners, landscape architects, youth volunteers |
| A2.1 – Youth Initiative Fund | 20,000 | Municipal Budget, NGOs, Erasmus+ | Youth Office, School Representatives |

| Priority Action | Estimated Budget (€) | Funding Source | Key Human Resources |
|-----------------------------------|----------------------|-----------------------------|---|
| A3.2 – Volunteer Digital Platform | 30,000 | URBACT, Private IT Partners | IT experts, NGO facilitators |
| A4.3 – Public Participation Plan | 15,000 | Municipal Budget | Communication experts, community moderators |
| A1.4 – Sports & Cultural Hubs | 35,000 | Public-Private Partnerships | Project managers, cultural operators |

Summary

The Municipality of Dobrich will coordinate all financial and administrative processes through a dedicated **Project Management Unit (PMU)** within the Youth and Urban Planning Departments. Annual progress reviews will ensure that funds are efficiently allocated, co-funding opportunities are pursued, and resources are aligned with the city's development strategy.

PART 3 – Cooperation Framework for Implementation: Multilevel Governance – Multi-Actor Approach

3.1 The Role of the URBACT Local Group (ULG) in the Implementation Phase

Introduction

During the implementation of the IAP, the URBACT Local Group (ULG) will remain the key coordination and monitoring body ensuring continuity from the planning to the execution stage. The ULG represents a micro-model of multilevel governance—combining public administration, educational institutions, NGOs, and civil society actors.

The group will:

- Supervise the integration of RE-GEN activities into municipal policy frameworks.
- Monitor the progress of priority actions and evaluate quarterly performance.
- Facilitate cooperation between departments and external partners.
- Promote youth participation in decision-making and ensure transparency in communication.
- Provide feedback for adapting actions based on ongoing results and stakeholder needs.

The ULG will meet **quarterly** and prepare short progress notes shared through the municipal website and youth communication channels.

3.2 City Departments (DPTs) to be Involved in the Implementation

Introduction

Successful implementation of the IAP requires coordinated work among several municipal departments. A cross-sectoral structure will ensure that youth engagement, infrastructure, culture, communication, and financial management are harmonized under a single shared framework.

| ACTION | Urban Planning DPT | Youth & Sports DPT | Culture & Education DPT | Environment DPT | Finance DPT | Communication DPT | European Projects DPT |
|--|--------------------|--------------------|-------------------------|-----------------|-------------|-------------------|-----------------------|
| Act 1.1 – Enhancing Public Outdoor Spaces | X | X | | X | X | | X |
| Act 1.2 – Expanding Sports and Healthy Lifestyle Opportunities | | X | X | | X | | |
| Act 1.3 – Co-Creation in Urban Development | X | X | X | | | X | X |
| Act 1.4 – Establishing Sports, Cultural, and Social Hubs | X | X | X | | X | X | X |
| Act 2.1 – Supporting Youth-Led Projects | | X | X | | X | | X |
| Act 2.2 – Encouraging Civic Engagement in | | X | X | | | X | |

| ACTION | Urban Planning DPT | Youth & Sports DPT | Culture & Education DPT | Environment DPT | Finance DPT | Communication DPT | European Projects DPT |
|---|---------------------------|-------------------------------|------------------------------------|------------------------|--------------------|--------------------------|------------------------------|
| Neighborhood Development | | | | | | | |
| Act 2.3 – Digital Solutions for Youth Civic Participation | | X | | | | X | X |
| Act 3.1 – Promoting Volunteering Opportunities | | X | | | | X | X |
| Act 3.2 – Developing a Digital Platform for Volunteer Management | | X | | | | X | X |
| Act 3.3 – Encouraging Youth-Led Social Activities in Public Spaces | | X | X | | | X | |
| Act 4.1 – Promoting Active Lifestyles and Public Space Utilization | | X | X | | | X | |
| Act 4.2 – Digital Mapping of Public Sports and Recreational Facilities | X | X | | | | X | X |

| ACTION | Urban Planning DPT | Youth & Sports DPT | Culture & Education DPT | Environment DPT | Finance DPT | Communication DPT | European Projects DPT |
|---|--------------------|--------------------|-------------------------|-----------------|-------------|-------------------|-----------------------|
| Act 4.3 – Enhancing Public Participation in Decision-Making | | | | | | X | X |
| Act 4.4 – Modernizing the Municipality's Digital Presence | | | | | | X | X |
| Act 4.5 – Youth Mentorship for Civic Engagement | | X | X | | | X | |

3.3 External Partners to be Involved in the Implementation

Introduction

The involvement of external partners is essential for the success and long-term sustainability of the IAP. Cooperation with NGOs, schools, associations, and private partners will strengthen the local ecosystem of urban regeneration and youth engagement.

| ACTION | Schools / Educational Institutions | NGOs / Youth Associations | Sports Clubs | Private Sponsors / CSR Partners | Media Partners | Red Cross / Volunteer Organizations |
|--|------------------------------------|---------------------------|--------------|---------------------------------|----------------|-------------------------------------|
| Act 1.1 – Enhancing Public Outdoor Spaces | X | X | X | X | | |
| Act 1.2 – Expanding Sports and Healthy Lifestyle Opportunities | | X | X | X | X | |

| ACTION | Schools / Educational Institutions | NGOs / Youth Associations | Sports Clubs | Private Sponsors / CSR Partners | Media Partners | Red Cross / Volunteer Organizations |
|--|--|------------------------------|-----------------|--|-------------------|---|
| Act 1.3 – Co- Creation in Urban Development | X | X | | | X | |
| Act 1.4 – Establishing Sports, Cultural, and Social Hubs | X | X | X | X | X | |
| Act 2.1 – Supporting Youth- Led Projects | X | X | | | | |
| Act 3.1 – Promoting Volunteering Opportunities | X | X | X | | X | X |
| Act 3.2 – Developing a Digital Platform for Volunteer Management | | X | | X | | X |
| Act 4.3 – Enhancing Public Participation in Decision-Making | | X | | | X | |

3.4 Other Stakeholders to Keep Informed

Introduction

In addition to active partners, a number of stakeholders will be regularly informed and consulted to ensure transparency and broad public awareness.

These include:

- **Residents and families** living in the vicinity of intervention areas.
- **Local business associations** interested in corporate involvement.
- **Educational communities** (teachers, parent councils).
- **Regional and national youth networks.**

- **Tourism and cultural operators** potentially affected by new public space uses. Regular updates will be shared via newsletters, municipal website announcements, and social media.

3.5 Methods, Tools, and Channels to Engage and Inform Stakeholders and Citizens

Introduction

Effective communication and engagement are critical for ensuring inclusive participation and transparency throughout implementation.

The Municipality of Dobrich will apply a mix of **digital and face-to-face tools** including:

- Public consultation meetings and co-creation workshops.
- Annual “Open Days” presenting IAP results.
- Online participation forms, surveys, and idea contests.
- Dedicated sections on the municipal website and youth platform.
- Social media campaigns and newsletters.
- Visual information panels in public spaces under renovation.
- Collaboration with local radio and TV for dissemination.

These tools will help maintain citizen trust, attract volunteers, and ensure broad ownership of the IAP process.

3.6 Governance, Cooperation, and Management Methodology

Introduction

The governance model for implementation follows a **multi-actor and multilevel approach**, ensuring that all relevant municipal and community stakeholders work together effectively.

Key elements include:

- **Central Coordination:** The Municipality of Dobrich (Youth and Urban Planning Departments) will oversee implementation through a **Project Management Unit (PMU)**.
- **Participatory Oversight:** The URBACT Local Group (ULG) will act as a monitoring and advisory body.
- **Decentralized Execution:** Each department will lead the actions under its competence, reporting quarterly to the PMU.
- **Collaborative Decision-Making:** Coordination meetings every three months will evaluate progress and address emerging challenges.
- **Transparency and Accountability:** Public reporting, accessible dashboards, and annual summaries will ensure full visibility of project progress and budget use.
- **European Networking:** Continuous collaboration with URBACT partner cities will provide exchange of knowledge, technical expertise, and policy feedback.

This structure ensures efficient management, timely implementation, and alignment with Dobrich's wider strategic objectives for sustainable urban development.

PART 4 – Impacts, Innovation and Sustainability

4.1 Introduction

An overview explaining how the Integrated Action Plan (IAP) for Dobrich aligns with the RE-GEN objectives and contributes to long-term urban transformation through youth engagement, innovation, and sustainability.

4.2 Expected Impacts

Detailed expected results across **four key dimensions**:

- **Social and community impact** – inclusiveness, youth participation, volunteerism, social cohesion.
- **Urban and environmental impact** – improved quality of public spaces, sustainable mobility, greening of urban environments.
- **Economic and innovation impact** – local job creation, social entrepreneurship, and creative economy.
- **Governance and policy impact** – stronger participatory governance and multilevel cooperation.

4.3 Key Innovations Introduced

Concrete examples of innovation within the IAP:

- Participatory design methodologies.
- Digital platforms for youth engagement and volunteering.
- Cross-sector governance model integrating public, private, and civic stakeholders.
- Smart and green urban design in public areas.

4.4 Sustainability Mechanisms

How the results will be maintained beyond 2030:

- Integration into municipal budgets.
- Public-private partnerships for maintenance.
- Youth boards and volunteering programs ensuring continuity.
- Use of sustainable materials and green infrastructure.

4.5 Monitoring and Evaluation Framework

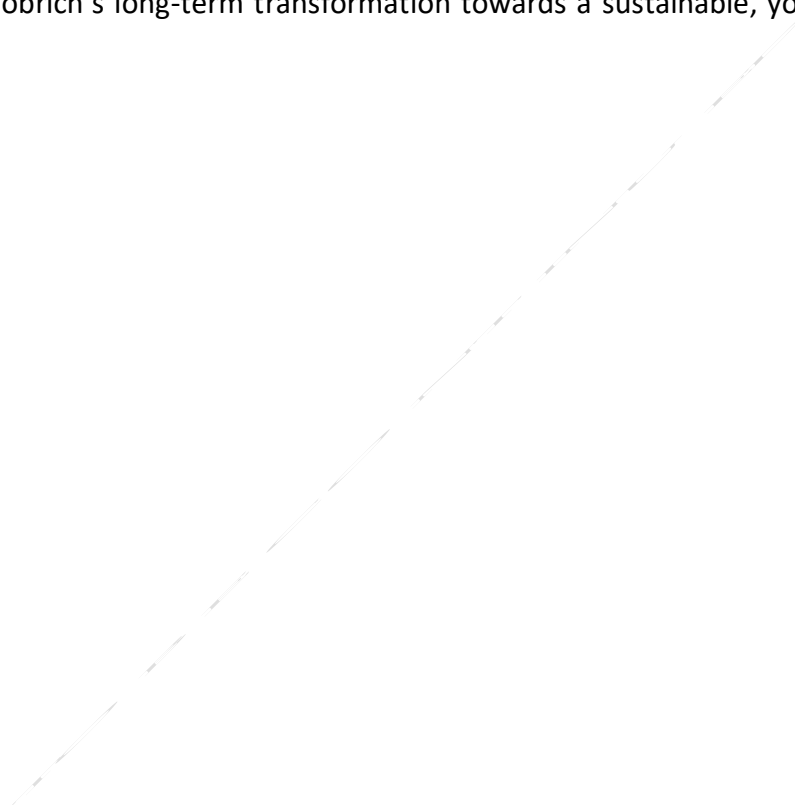
Indicators and performance metrics aligned with URBACT methodology, including measurable targets for participation, space renovation, and policy innovation.

4.6 Replication and Knowledge Transfer

How Dobrich will share its model through URBACT, national networks, and cross-border cooperation.

4.7 Long-term Vision

A summary of Dobrich's long-term transformation towards a sustainable, youth-driven city by 2030.



PART 5 Implementation framework

| OBJECTIVE N 1 | | TRANSFORMATION OF PUBLIC SPACES | | | | | | | | |
|--|--|---------------------------------|---------|--------------------------------------|--|---|--|------------------|---|-------------------|
| ACTION | TASKS | WHEN | WHERE | WHO /RESP IN BOLD | PARTICIPANTS | OUTPUTS | RESULT | RESOURCES | BUDGET | FUNDING SCHEME |
| N.1 ENHANCING PUBLIC OUTDOOR SPACES IN NEIGHBORHOODS | IDENTIFY THE SUITABLE PLACES | 2026/ 7 | DOBRICH | MUNICIPALITY STAKEHOLDERS | YOUTH CENTER, SCHOOLS , SPORTS CLUBS | SHORT VIDEOS, IMAGES, SITE INSPECTIONS , PROJECT REPORTS | AT LEAST 2 PUBLIC SPACES IMPROVED; AT LEAST 3 NEW SPORTS FACILITIES INSTALLED; | 300 000, 00 € | MUNICIPAL BUDGET AND COMMUNITY FUNDS; SPONSORS | |
| | CONTACT THE ACTIVE LOCAL GROUPS | | | | | | | | | |
| | LOOKING FOR FUNDING POSSIBILITIES | | | | | | | | | |
| N.2 INCREASING SPORTS AND HEALTHY LIFESTYLE OPPORTUNITIES | ORGANIZING LOCAL FESTIVALS TO EVOLVE THE COMMUNITY | | DOBRICH | | | | FUNDS ALLOCATED IN THE ANNUAL MUNICIPAL BUDGET; | | | |
| | EVOLVE THE LOCAL SPORT AND HEALTHY | | | | | | AT LEAST 2 WORKSHOPS ANNUALLY | | | |

| | | | | | | | | | | |
|--|---|--|-------------|---------------------|-------------------------------------|---|--|--|--|--|
| | LIFESTYLE BUSINESS | | | | | | | | | |
| | SURVEY OF LOCAL COMMUNITY ATTITUDES REGARDING THE USE OF SELECTED SITES | | | | | | | | | |
| N.3 ESTABLISHING SPORTS, CULTURAL, AND SOCIAL HUBS | IDENTIFY LOCAL NON FORMAL LEADERS | | DOBRIC H | | | | | | | |
| | COLLABORATE WITH THEM FOR THE MAINTENANCE | | | | | | | | | |
| | ESTABLISH SPORTS, CULTURAL AND SOCIAL HUB IN THE LOCAL | | | | | | | | | |
| RISKS | | | | LIKELIHOOD | EFFECT | MITIGATION MEASURES | | | | |
| LACK OF FUNDS DUE TO LENGTHY PROCEDURES UNDER EUROPEAN PROGRAMS AND PROJECTS | | | | ATTRACTING SPONSORS | UNCERTAINTY IN PLANNING AND RESULTS | PROVIDING A WIDE RANGE OF FINANCING OPTIONS | | | | |

| OBJECTIVE N 2 | | YOUTH EMPOWERMENT AND PARTICIPATION | | | | | | | | |
|--|--|-------------------------------------|-------------|---|---|---|---|----------------|---|-------------------|
| ACTION | TASKS | WHEN | WHERE | WHO /RESP IN BOLD | PARTICIPANTS | OUTPUTS | RESULT | RESOURCES | BUDGET | FUNDING SCHEME |
| N.1 SUPPORTING YOUTH-LED PROJECTS | IDENTIFY YOUTH NON FORMAL LEADERS | 2026/ 7 | DOBRIC H | YOUTH CENTER, SCHOOLS STAKEHOLDERS | URBAN LOCAL GROUPS NGOS SPORTS CLUBS | YOUTH MEETINGS, FORUMS, HACKATHONS , SURVEYS; REALISED SMALL LOCAL PROJECTS | AT LEAST 2 YOUTH INITIATIVES PER YEAR ; AT LEAST 2 PUBLIC PARTICIPATION EVENTS PER YEAR; AT LEAST 100 USERS ENGAGED; | 5 000, 00 € | MUNICIPAL BUDGET AND COMMUNITY FUNDS; SPONSORS | |
| | IDENTIFY THEIR PROJECTS | | | | | | | | | |
| | SUPPORTING THEIR PARTICIPATION IN SMALL CIVIC PROJECTS, FINANCED BY THE MUNICIPALITY | | | | | | | | | |
| N.2 | IDENTIFY LOCAL GROUPS | | DOBRIC H | | | | | | | |

| | | | | | | | | | | | | |
|--|--|--|------------|--------|-------------------------|--|--|--|--|--|---------|--|
| ENCOURAGING CIVIC ENGAGEMENT IN NEIGHBORHOOD DEVELOPMENT | IDENTIFY THEIR PROBLEMS | | | | | | | | | | | |
| | SUPPORTING THEIR PARTICIPATION IN SMALL PROJECTS, FINANCED BY THE MUNICIPALITY | | | | | | | | | | | |
| N.3 DIGITAL SOLUTIONS FOR YOUTH CIVIC PARTICIPATION | SOCIAL MEDIAS | | | | | | | | | | DOBRICH | |
| | DIGITAL TOOLS | | | | | | | | | | | |
| | | | | | | | | | | | | |
| RISKS | | | LIKELIHOOD | EFFECT | MITIGATION MEASURES | | | | | | | |
| DIFFICULT TO REACH THE NEIGHBORHOOD | | | | | DIFFERENT INFO CHANNELS | | | | | | | |

| | | | | | | | | | | |
|----------------------|--|-------------|--------------|--------------------------|---------------------|----------------|---------------|------------------|---------------|-----------------------|
| OBJECTIVE N 3 | VOLUNTEER ENGAGEMENT AND COMMUNITY INVOLVEMENT | | | | | | | | | |
| ACTION | TASKS | WHEN | WHERE | WHO /RESP IN BOLD | PARTICIPANTS | OUTPUTS | RESULT | RESOURCES | BUDGET | FUNDING SCHEME |

| | | | | | | | | | | |
|---|---|------------|-------------|--|--|---|--|----------------|--|--|
| N.1 PROMOTING VOLUNTEERING OPPORTUNITIES | INITIATE PROJECTS WITH VOLUNTEER OPPORTUNITIES | 2026/ 7 | DOBRIC H | YOUTH CENTER, SCHOOLS; STAKEHOLDER S | URBAN LOCAL GROUPS NGO S SPORTS CLUBS | 50 ACTIVE VOLUNTEERS ; AT LEAST 3 EVENTS PER YEAR; 1 OPERATIONA L PLATFORM; 100 ACTIVE USERS. | AT LEAST 2 YOUTH INITIATIVES PER YEAR ; AT LEAST 2 PUBLIC PARTICIPATIO N EVENTS PER YEAR; AT LEAST 100 USERS ENGAGED; | 5 000, 00 € | MUNICIPAL BUDGET AND COMMUNIT Y FUNDS; SPONSORS BULGARIAN RED CROSS | |
| | PROMOTING VOLUNTEER PARTICIPATION IN ALL ASPECTS OF SOCIAL LIFE | | DOBRIC H | | | | | | | |
| N.2 DEVELOPING A DIGITAL PLATFORM FOR VOLUNTEER MANAGEMENT | CREATING A PLATFORM TO HELP THE VOLUNTEER | | DOBRIC H | | | | | | | |
| | INVOLVING THE YOUTH COUNCIL TO MANAGE IT | | DOBRIC H | | | | | | | |
| N.3 ENCOURAGING YOUTH-LED SOCIAL ACTIVITIES IN PUBLIC SPACES | ATTRACTING NON FORMAL YOUNG LEADERS | | DOBRIC H | | | | | | | |
| | EMPOWERING THEM TO SMALL SCALE ACTIONS | | | | | | | | | |
| | FOSTERING THEIR ACTIVITIES IN | | | | | | | | | |

| | | | | | | | | | | |
|--|--------------|--|--|-------------------|---------------|----------------------------|--|--|--|--|
| | NEIGHBORHOOD | | | | | | | | | |
| RISKS | | | | LIKELIHOOD | EFFECT | MITIGATION MEASURES | | | | |
| LACK OF COORDINATION BETWEEN THE PARTNER'S ORGANIZATIONS | | | | GOOD PREPARAION | | EMPOWER NON FORMAL LEADERS | | | | |
| | | | | | | | | | | |

| | | | | | | | | | | |
|----------------------|--|-------------|--------------|-------------------------------------|---|--|--|------------------|--|-----------------------|
| OBJECTIVE N 4 | | | | | | | | | | |
| ACTION | TASKS | WHEN | WHERE | WHO /RESP IN BOLD | PARTICIPANTS | OUTPUTS | RESULT | RESOURCES | BUDGET | FUNDING SCHEME |
| N.1 | INITIATE PROJECTS WITH VOLUNTEER OPPORTUNITIES | 2026/7 | DOBRIC H | YOUTH CENTER, SCHOOLS; STAKEHOLDERS | URBAN LOCAL GROUPS NGO S SPORTS CLUBS | AT LEAST 1 PUBLICATION PER MONTH; AT LEAST 1 INTERACTIVE MAP; 1 COMPREHENSIVE PLAN IMPLEMENTED | AT LEAST 2 YOUTH INITIATIVES PER YEAR ; AT LEAST 2 PUBLIC PARTICIPATION EVENTS PER YEAR; AT LEAST 100 USERS ENGAGED; | 5 000, 00 € | MUNICIPAL BUDGET AND COMMUNITY FUNDS; SPONSORS BULGARIAN RED CROSS | |
| N.2 | CREATING A PLATFORM TO HELP THE VOLUNTEER | | DOBRIC H | | | | | | | |

| | | | | | | | | | | |
|-------------------------------------|---|--|-------------|------------|--------|-------------------------|--|--|--|--|
| | INVOLVING THE YOUTH COUNCIL TO MANAGE IT | | | | | | | | | |
| N.3 | ATTRACTING NON FORMAL YOUNG LEADERS | | DOBRIC H | | | | | | | |
| | EMPOWERING THEM TO SMALL SCALE ACTIONS | | | | | | | | | |
| | FOSTERING THEIR ACTIVITIES IN NEIGHBORHOO D | | | | | | | | | |
| RISKS | | | | LIKELIHOOD | EFFECT | MITIGATION MEASURES | | | | |
| DIFFICULT TO REACH THE NEIGHBORHOOD | | | | | | DIFFERENT INFO CHANNELS | | | | |

