

Activity Report 2024.



Who We Are

"Zdrav život - KINEZIS" has been active since 2017. The approach of the Association is interdisciplinary and firmly based on MOVEMENT as an irreplaceable phenomenon and innate human need. That is why the projects run by the Association are based on the promotion of a healthy lifestyle and the importance of physical activity.

Our Mission

In modern living conditions, physical inactivity has become the 4 leading risk factor for mortality in the world (WHO). Through interdisciplinary programs, our mission is to bring the importance of movement to all age groups, both for physical and mental health, as well as for social well-being and quality of life.

Programs

The organization of mass sports events, participation in global sports initiatives, school sports, sports for people with disabilities, are the main topics of our activities.

SKIING SCHOOL JAHORINA 2024.

Our association has been organizing the best ski trips, gatherings, teambuildings and ski schools for many years! 🙌🥳

It was such a pleasure for us to host students and professors of the "Aspira University of Applied Sciences" from Split and Zagreb for the second time on Jahorina, led by Dean Alen Jerkunica. Jahorina welcomed us in the best way with 30 centimeters of new snow, which provided top skiing conditions and a wonderful atmosphere. The arrival at the Olympic beauty was preceded by a visit to the Olympic Museum in Sarajevo, where we received additional motivation and inspiration for skiing.



PROJECT "Sports to Inclusion"

As part of our project "Sports to Inclusion", this time we organized an educational workshop and lecture on accepting people with disabilities through sports activities at the Ivan Gundulić Elementary School in Mostar. The practical activities of the workshop included the participation of children in motor activity polygons in which they had various limitations as a simulation of various types of disabilities, all so that they could experience the everyday life of people with disabilities.

The created activities also required cooperation with other students, and in this way, on the one hand, the component of accepting help, on which the quality of life of people with disabilities largely depends, was ensured, and on the other hand, the component of providing help, where people without disabilities need to develop empathy for those in their environment who need help.

The final part of the workshop was particularly interesting and related to the students' reflection on the experience of participating in practical activities and their previous experiences of meeting people with disabilities in everyday life.

The main goal of the workshop was to develop empathy in children.



DOCUMENTARY FILM

"Sports to Inclusion"

Promotion of the documentary film "Sport to Inclusion" which was created as part of our project of the same name! In the film, we showed the current situation, but also the possibilities of playing sports for children and young people with Down syndrome and other types of disabilities in the area of the city of Mostar.

The film was produced by our association and in cooperation with the Association for Down syndrome Mostar thanks to the project Mostar - Spaces that move, which is financed by the Government of the United Kingdom with the support and implementation of local organizations People in Need Bosnia and Herzegovina, "Nešto više", Local Democracy Agency Mostar, and OKC Abrašević.



School Sports Grounds 2024.

As part of the project "Mostar spaces that move" in cooperation with the association "Nešto više" during 2024, we finalized the creation of polygons for the development of basic motor skills in children in all primary schools in the city of Mostar. In the last two years, our hard-working team has visited all 30 primary schools in the city of Mostar and organized practical workshops for more than 1,000 young schoolchildren. The idea of the training grounds is to encourage schoolchildren to move and be physically active in their free time in a simple and interesting way.

🎯 One of the goals is to create content in the first grades of primary school that teachers can also use, thus raising the quality of physical education teaching.

👍 The impressions from the field are fantastic! The principals of all schools were open to cooperation, the teachers recognized the value of the training grounds, and the children enjoyed their implementation.



Mostar Run Weekend 2024.

The 8th edition of the Mostar Run Weekend once again broke several records.

- 2450 direct participants, half marathon 1150, humanitarian race 1300
- 1140 participants were from Mostar
- Participants from 50 countries of the world were with us
- 51% of the half marathon participants came from abroad

All of the above make us proud, but also oblige us to do additional work and investments in order to achieve even better results in the future!



PROJECT “Pokrenimo Trimušu”

The project "Let's Move Trimuša" is a continuation of the previously implemented project "Sports to Inclusion" implemented with the help of the grant scheme City for All - Civic Actions. The main goal of the project is to promote the importance of movement for all age groups and to promote the Trimuša Forest Park as the most important sports and recreational oasis in the inner city of Mostar. The importance of movement and sports activities is well known to man, both from the aspect of physical and mental health, and from the aspect of socialization and socializing. However, in modern living conditions, a negative trend of hypokinesia is noticeable, primarily related to the lack of time, conditions or financial resources for active leisure time.

The activities are realized thanks to the project Mostar - Spaces that move, which is financed by the Government of the United Kingdom with the support and implementation of local organizations People in Need Bosnia and Herzegovina, “Nešto više”, Agency of local democracy Mostar, and OKC Abrašević.



The following activities were realized as part of the project:

1. Morning fitness trainings for woman,
2. Inclusive sports trainings for children,
3. Campaign to clean Trimuša,
4. Sports Saturday manifestation,
5. Educational lecture on the harmfulness of screens and the importance of exercise,
6. Mindfulness workshop for women in nature

PROJECT "Pokrenimo Trimušu"



As part of the "Let's Start Trimuša" project, the KINEZIS association invites all women to morning fitness training in Trimuša led by fitness trainer Ivana Džidić!

✨ Morning is the perfect time to exercise! How many times have you planned to go to the gym or fitness center after work, but had to postpone it due to other obligations?

😊 A simple solution is to get up earlier in the morning so that you have time for yourself. Early morning physical activity will also wake up your metabolism. Morning training will also release endorphins and other hormones that will provide you with additional energy for a hard working day.

In addition to the above, it is a special feeling to start the day in a motivating and positive environment by training outdoors in the natural surroundings of Trimuša, with the first morning rays of sunlight, birds chirping and the sound of Radobolja. 🌞🌳



PROJECT “Pokrenimo Trimušu”



Inclusive sports training at Trimuša in collaboration with the Down Syndrome Association Mostar!

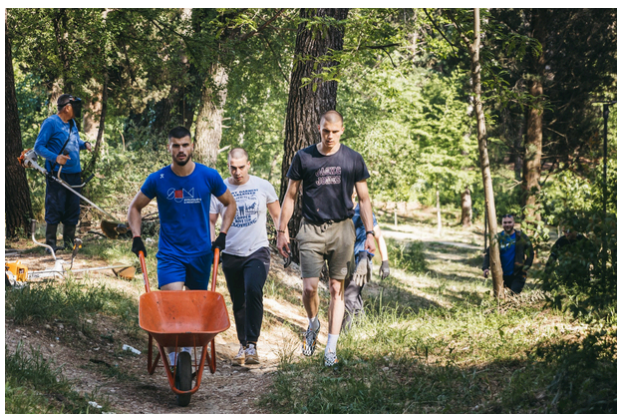


PROJECT "Pokrenimo Trimušu"



Let's celebrate Earth Day together 🌍

- After a successful tree planting campaign 🌱 at the Trimuša location with the help of numerous associations, the civic initiative "Together for Trimuša" with the support of the association KINEZIS and the company Sthill as part of the project "Let's Start Trimuša" Mostar - Spaces that Start and on the occasion of marking "Planet Earth Day" on Monday 22.04. is organizing an ecological cleaning campaign in the Trimuša Forest Park 🌲🌳🍃.
- The idea is to encourage fellow citizens to join this campaign and be an additional force for the people from the "Together for Trimuša" Initiative who have been working tirelessly for the common good of Trimuša in recent years. We would like to take this opportunity to commend the city services of JP Komunalno Mostar, which have also become more actively involved in making the Trimuša area a pleasant place for citizens of all ages to stay. We hope that this campaign will also draw attention to responsible behavior towards nature and the resources that Trimuša offers us ❤️.



PROJECT “Pokrenimo Trimušu”



Relaxation Workshop for Women at Trimuša

As part of the project, our association organized a special relaxation workshop for women, led by psychologists Ivana Granić Galić and Ana Lovrić, well known for their inspiring Instagram profile “Laboratorij sreće”.

The workshop offered a short but impactful educational session on how our thoughts influence our emotions, followed by guided relaxation exercises designed to help participants reconnect with themselves and unwind.

Set in the peaceful natural surroundings of Trimuša, the event also included casual socializing over morning Franck coffee, creating a warm and supportive atmosphere for all who attended.



PROJECT “Pokrenimo Trimušu”



The organizations "Zdrav život – KINEZIS", Laboratorij sreće, Udruga za Down sindrom Mostar, and the institution "Dječji vrtići Mostar" have recognized two growing issues in children's daily lives:

➡ Children and youth are spending more and more of their free time passively, most often in front of screens.

This brings up some important questions:

- ? How does this affect their psychophysical development?
- ? What can parents do?
- ? Are screens truly harmful, or just misunderstood tools?
- ? Why is movement so essential in childhood?

🎯 Through our joint activities and educational efforts, we aim to raise awareness among parents, educators, and the wider community about the challenges of modern-day childhood, and to promote healthy, balanced lifestyles.

Every child deserves a childhood full of play, physical activity, and real-world experiences – not just screen time. ❤️



PROJECT “Pokrenimo Trimušu”

Final Event of the Project



SPORTSKA SUBOTA

Otvoreni treninzi na Trimuši

08:00-09:00h *Atletski klub Sanus Motus i Škola atletike Mostar*
09:00-10:00h *ŽKK Zrinjski*
10:00- 11:00h *Sport talent*
11:00-12:00h *Biciklistički poligon by BK Mostar*

PokreniMO Trimušu **MOVE Week MOSTAR**

People in Need, Britanska ambasada Sarajevo, ISCA International Sport and Culture Association, Otkriveni Mostar, KINEZIS, ŽKK Zrinjski, AK SANUS, BICIKLISTIČKI KLUB MOSTAR, UDRUGA ZA LUDUVAČKU IGRAČU MOSTAR



No Elevators Day 2024.



On Wednesday, April 24, the legendary “Velike mostarske stepenice” on Bijeli Brijeg came alive for the second edition of the Velike Stepenice Run – a unique race up the city's most iconic 112-step staircase.

Organized by KINEZIS, with support from Studentski centar Mostar and the Bijeli Brijeg Citizens' Association, the event was held as part of the international No Elevators Day initiative, aiming to raise awareness about the importance of everyday physical activity. This year's event featured an exciting knockout format with parallel duels in both men's and women's categories – plus a special exhibition race by local firefighters, who impressed the crowd with their strength and endurance.



Mostar Move Week 2024.



MOVE Week
27.05.-01.06.2024

MOSTAR MOVE WEEK



Ponedjeljak 27.05.2024

- ▶ HD herceg Stjepan Kosača u 19:00h
Štetan utjecaj ekrana i važnost kretanja kod djece i mladih

Utorak 28.05.2024

- ▶ Studentski centar Mostar u 14:00h
Turnir u stolnom tenisu za studentice i studente Sveučilišta u Mostaru
- ▶ Fitness Challenge – TC Mepas Mall u 18:00h
Natjecanje u fitnessu by Arena centar, Master fitness i Lets go fitness.

Srijeda 29.05.2024

- ▶ Trimuša (Košarkaško igralište) od 06:00h
Jutarnji fitness trening za žene by Treniraj s Ivanom
- ▶ Španjolski trg Mostar u 17:00h
Biciklistički uspon na Forticu by BK Mostar
- ▶ Park Zrinjevac od 18:00h
Monte utrka za djecu



Petak 31.05.2024

- ▶ Planinarski uspon na Planinicu u 17:00h
HPD Prenj 1933

Subota 01.06.2024

- ▶ Trimuša (Košarkaško igralište) od 08:00-12:00h
Sportska subota na Trimuši
- ▶ Fortica od 09:00h
Trening trail trčanja by Velež ultra trail



Mostar Move Week 2024 took place from 27 May to 1 June 2024, organized by the Zdrav život – Kinezis Association with the City of Mostar and partners, as part of the European MOVE Week initiative. The program featured nine free events promoting physical activity and healthy lifestyles: an educational lecture on screen impact and movement, a student table tennis tournament, fitness challenge at Mepas Mall, women's training on Trimuša, cycling ascent to Fortica, the Monte kids' race at Zrinjevac Park (with 300+ children), a hiking trip to Planinica, trail running on Fortica, and a community sports day at Trimuša.



"Goal for Equality"

New inclusive project for our association!

⚽ "Goal for Equality" – Empowering Balkan Women through Football!

Within a Western Balkan partnership led by TAKT – Together Advancing Common Trust (North Macedonia) and ŽFK Mašinac (Serbia), we are embarking on a football journey to promote equality through sport.

The project is supported by #FIFA, #GIZ, and coordinated by #LaGuilde.

#goal4equality



European School Sports Day 2024.



The European School Sport Day was celebrated on 27 September 2024 in primary and secondary schools across BiH and Europe. Students promoted physical activity and healthy habits through competitions, workshops, and games. The Zdrav život – Kinezis Association, as the national coordinator for BiH, awarded schools and teachers with certificates and T-shirts, while a special contest for the most creative teachers added an inspiring touch to this global initiative.

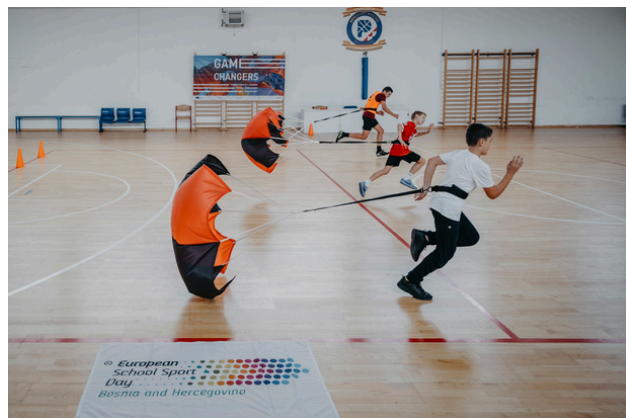
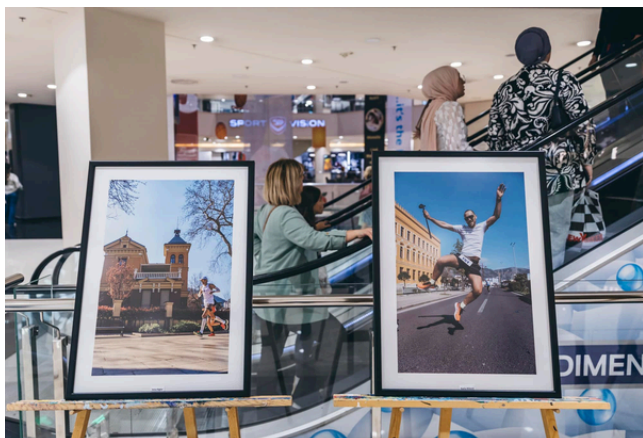
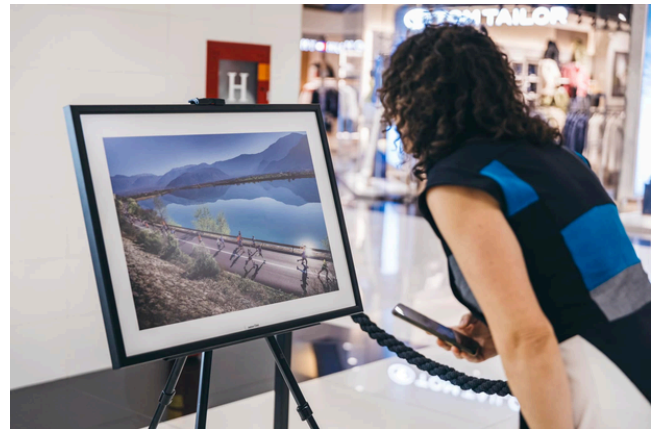


Photo exhibition “MRW 2024”

On 23 September, to mark the European Week of Sport, Foto Klub Mostar and the KINEZIS Association opened the photo exhibition “Mostar Run Weekend 2024” at Mepas Mall. The exhibition features 25 works by 15 photographers capturing highlights of the Rolla Mostar Half Marathon, created through a sports photography workshop. Mayor Marijo Kordić opened the event, while Prof. Franjo Lovrić thanked the photographers and presented certificates.



"Moving People - Moving Europe Conference"

We are proud that, as members of ISCA – International Sport and Culture Association, we were invited to the “MOVING PEOPLE – MOVING EUROPE CONFERENCE” held in Ljubljana from 12–14 November. Together with 250 participants from 48 countries, our small association represented Bosnia and Herzegovina as the national coordinator of the NowWeMOVE campaign. A true privilege to strengthen capacities and highlight the importance of movement for physical and mental health!



Children's Playrooms Opened at Mostar University Clinical Hospital

On the occasion of Universal Children's Day, the Association KINEZIS equipped two playrooms at the Pediatric Clinic of the University Clinical Hospital Mostar, thanks to the humanitarian initiative within Mostar Run Weekend. This action brought together 1,294 runners, who helped raise 24,000 KM, while companies NSoft and Rolla generously contributed an additional 8,300 KM. The renovation was further enriched through the voluntary engagement of architect Rea Rozić Musa and artists Maja Rubinić and Karla Ćosić, whose creativity gave the playrooms a warm and inspiring atmosphere for children. The next Mostar Run Weekend will take place on March 22, 2025, with registrations already open at www.mostar.run



KINEZIS Signs Agreement with the Public Health Institute of FBiH

The KINEZIS Association has signed an agreement with the Public Health Institute of the Federation of BiH, opening the door for joint projects aimed at improving citizens' health and quality of life, especially for vulnerable groups. The goal is to promote physical activity and encourage a more active lifestyle. "This agreement confirms our commitment to creating long-term changes in health and living conditions of our community," said Prof. Lovrić.



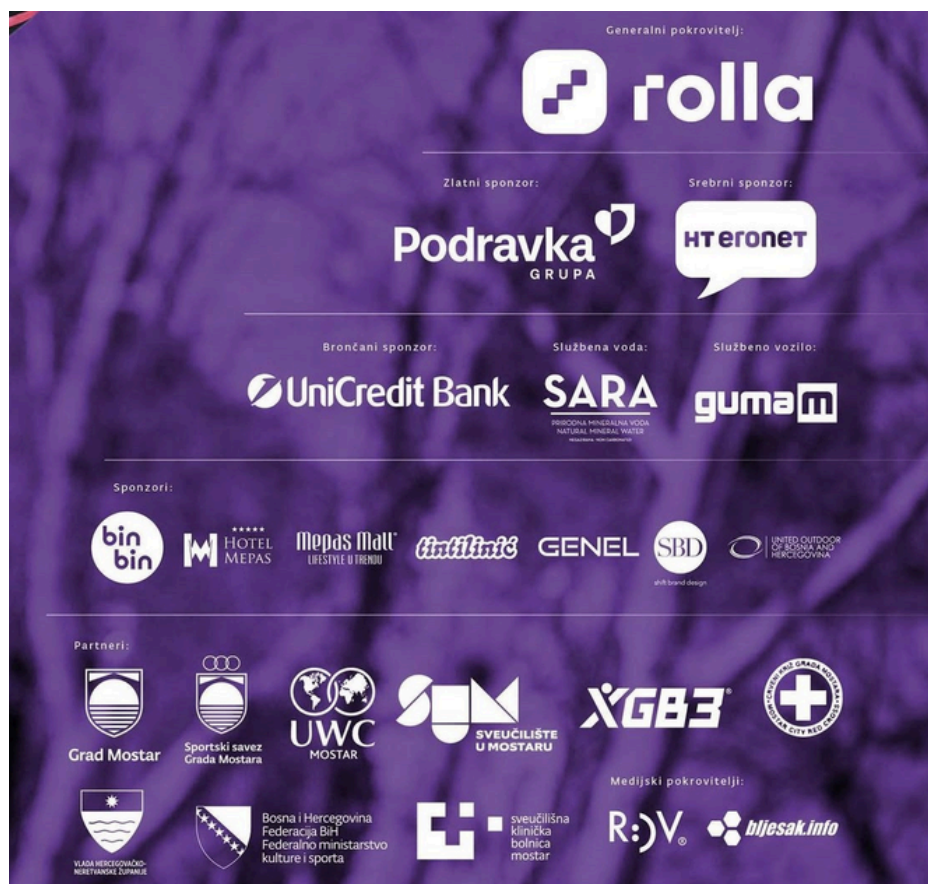
Financial situation in 2024.

The year 2024 marked a significant step forward for the Association, as the continuous growth in organizational and programmatic capacities was strongly reflected in the financial results. Strengthened membership, an expanded network of partners, and increasing support from both the public and private sectors have all contributed to building a more sustainable foundation for our work.

As a result, in 2024 the Association achieved a total income of 228,248.00 BAM, which represents an impressive increase of more than 60% compared to the previous year. This remarkable growth not only confirms the trust and recognition we enjoy but also provides new opportunities to further expand our activities and strengthen our impact within the community.



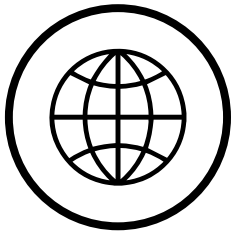
Partners and sponsors in 2024.



We are proud of all our partners and sponsors, without whom we would not have succeeded in realizing our activities.

THANK YOU!

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Udruga Zdrav život - KINEZIS



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„Zdrav život – Kinezis“,
Dubrovačka 132, 88000 Mostar,
tel./faks: +38763 548 958,
E-mail: info@kinezis.ba,
ID: 4227917960002,

Mostar, June 2025.

**President of the Association
Franjo Lovrić**

