

Run Croatia

Sanjajte svoje snove,
u pokretu

Envision your dreams,
set them in motion

Piše/By_ [Berislav Sokač](#)

Kad letimo, približimo se našim snovima, kad letimo, odmaknemo se od svakodnevnih izazova, gledamo kroz prozor, na pola smo puta od Zemlje i granice svemira, nitko nas ne može nazvati telefonski, poslati e-poruku, prekinuti u sanjarenju. Kad smo u pokretu, stvaramo nova iskustva, iz novih iskustava učimo. Zbog tih je impulsa i nastala *Run Croatia*.

When we fly, we come closer to our dreams and step back from the daily challenges of life; looking through the window, we're halfway between the Earth and the border of the Universe, and no one can call us on the phone, send an e-mail, or interrupt our daydreams. When we are on the move, we create new experiences; we learn from your new experiences. Run Croatia was created based on such an impulse!



01 Iva Hafner i Berislav Sokač na treningu u Makarskoj.
Iva Hafner and Berislav Sokač during a training session in Makarska.

02 Jutarnji trening od Times Squarea do Central Parka
A morning training session from the Times Square to the Central Park.



Moja je priča zapravo počela u zraku. Dok letim iz New Yorka u Zagreb, pišem ove riječi. Zacijelo i vi sad sjedite u avionu i čekate uzlet ili ste već u zraku. Dugi niz godina radio sam za međunarodnu korporaciju kao regionalni direktor. Obavljajući tu funkciju, bio sam zadužen za 17 zemalja. Ili sam bio u zraku, ili na sastanku, ili sam u tenisicima trčao pripremajući se za World Marathon Major ligu. Sve to vrijeme stjecanja dragocjenih životnih iskustava preko intenzivnih putovanja nisam prestajao sanjati san - jednog dana moći ću dati pokretački impuls Hrvatskoj i pretočiti to što me obilježilo u pozitivnu energiju stvaranja.

Trkači su ljudi koji se kreću. Gotovo svi trkači imaju pozitivnu energiju; na treningu, dok se znojite, dok pomičete svoje granice, čistite energiju od negativnih stvari te se vraćate *napunjenih baterija* natrag u svakodnevnicu. Često se tijekom trčanja postiže meditativno stanje u kojemu se rađaju najbolje ideje i rješenja. Trkači su idealni kao pojedinci i kao zajednica da pomognu društvenom razvoju, da inspiriraju druge, da puste najpozitivniji virus današnjice među svoju okolinu. I tako sam letio iz tjedna u tjedan nekoliko godina i negdje sreo školskog prijatelja Svena, koji mi kaže:

- *Idemo pokrenuti sportski event i kreirati pozitivu!* I tada sam rekao zašto ne. Kako sam stalno u pokretu i kako moja neposredna okolina pozitivno reagira na moj aktivni stil života, pomislio sam da ćemo pokušati pokrenuti još veću zajednicu. Bude li se što više ljudi kretalo, početak će i kvalitetniji tok misli koje će se preko pozitivne energije trčanja prenositi na svakodnevne obveze, a i jedni na druge u međuljudskim odnosima. Tako ćemo kao Run Croatia utjecati na aktivnost i opće zdrav-

lje društva. Kretanje je evolucija. Ako smo statični, napretka nema ni u kojem smislu. Kad smo u pokretu, stvaramo nova iskustva, iz novih iskustava učimo i tako stječemo jače samopouzdanje za nova djelovanja. Zbog tih je impulsa i nastala *Run Croatia*. Našim projektom želimo unijeti novi polet, obogatiti i produžiti turističku sezonu aktivnim sadržajima. Analize trendova govore da sve više turista želi godišnji odmor sa što više aktivnosti.



01

02



Primjerice, one povezane uz biciklizam, jogu, planinarenje i trčanje. Run Croatia je identificirala taj trend. Hrvatska obalna regija sa svojim blagim zimama nudi savršene uvjete za trčanje i vježbanje tijekom cijele godine. Suradnjom s drugim tvrtkama uspijevamo pružiti zaista jedinstvene *evente* i podići ih na još višu održivu samostalnu razinu. Naši partneri profitiraju od povećane vidljivosti na međunarodnoj razini, uz veće korištenje postojeće infrastrukture i povećanih prihoda u sporednoj sezoni. Ako smo uspjeli napraviti uspješnu karijeru u globalnoj korporaciji, zašto ne bismo mogli napraviti i nacionalni projekt? Zašto ne bismo svojim znanjem i iskustvom barem pokušali pokrenuti kotačić koji će pokrenuti neki drugi kotačić. Run Croatia je pretrčala svojih prvih godinu dana postojanja. Članovi tima Iva, Sven i ja počeli smo organizirati *evente* kao bruceši. U 2016.g. priredili smo 14 utrka, privukli ljude iz više od dvadesetak zemalja u Hrvatsku i naučili mnogo toga iz interakcije s trkačima, sponzorima i partnerima. Mladi smo, entuzijastični, s vizijom i snom da, pokrećući sebe, stvaramo i bolje društvo oko sebe. Naše dosadašnje profesionalno i sportsko iskustvo želimo upravo pretočiti u pokret pozitivne.

Dok letite avionom, sanjajte svoje snove, ali i iskoristite vrijeme u kojemu ste izolirani od telefonskih poziva da biste razmislili kako ćete ih i realizirati. Vjerujem da ćete i vi uskoro letjeti po asfaltu ili *trailu* pod sloganom: *Fly to Run Croatia with Croatia Airlines.* ▶

My story actually began in the air. I'm writing these words while flying from New York to Zagreb. Surely, you are now also sitting on the plane and waiting for take-off, or you are already in the air. For many years, I worked for an international corporation as the Regional Director. While performing this job, I was responsible for 17 countries. I was either in the air or at a meeting, or I would put on my sneakers and go running to prepare for the World Marathon Major League. All that time of gaining valuable life experience through intense travelling, I never stopped dreaming that one day, I would be able to create momentum in Croatia and transform my experiences into a positive energy of creation. Runners are people who are always on the move. Almost all runners exude positive energy; while training, when you sweat and push your limits, you rid yourself of negative energy and return to your everyday life recharged. During a run, one often achieves a meditative state, which leads to the best ideas and solutions. Runners are ideally-suited as individuals and as members of a community where they can help social development, inspire others and infect the day and the environment around them with positivity. So I flew one week after the other for several years; once during a flight, I met a former friend from school named Sven who told me: *Let's launch a sports event and create positive thinking!* I said, why not. Since I'm constantly on the move and my immediate environment is a positive reflection of my active lifestyle, I thought we should try to influence the community at large. More people on the move creates a higher vibration of thought, which could be transferred to our everyday duties and to human relationships through the positive energy of running. Thus, via Run Croatia, we can affect the activity and general health of society. Movement is an evolution - if we are static, there is no progress in any sense. When you're on the move, you create new experiences; you learn from your new experiences and, thus, have more confidence for new actions. Run Croatia was created based on such an impulse!

Our project seeks to create a new impetus, and enrich and extend the tourist season with more activity at the heart of it. Trend analyses show that an increasingly large number of tourists seeks for a holiday with numerous activities. For example, those associated with cycling, yoga, hiking and running. Run Croatia has identified this trend. Due to its mild winters, Croatia's coastal region offers up

perfect conditions for running and exercising throughout the year. In cooperation with other companies, we are able to organize truly unique events and raise them to an even higher, more sustainable level. Our partners benefit from increased visibility at the international level, with greater use of the existing infrastructure and increased income in the secondary season. If we were able to succeed career-wise within a global corporation, why wouldn't we be able to launch a national project? Why wouldn't we use our knowledge and experience and at least try to get the wheels moving. Run Croatia has completed its first year of existence. Team members Iva, Sven and I started to organize events while we were still freshmen. In 2016, we organized 14 races and attracted people from over twenty countries to Croatia. We learned a lot from interactions with the runners, sponsors and partners. We are young, enthusiastic and have a vision and a dream that if we keep active ourselves, we will create a better society. We seek to transfer our previous professional and sports experience into a positive movement. While flying on a plane, you can dream your dreams, but also make the most of your time in isolation, away from telephone calls, to consider how to realize them. I believe that you will soon be flying on asphalt or on a trail under the slogan: *Fly to Run Croatia with Croatia Airlines.* ■



RUN CROATIA