

# **NAVIGA – Integrated Activity and Strategic Report 2025–2027**

## **1. Executive Summary**

The year 2025 marked a stage of continuity, consolidation, and strategic orientation for NAVIGA – the International Federation of Model Shipbuilding, responsible for standardization, arbitration, and global coordination of model shipbuilding activities. This report integrates the activity of the General Secretariat during 2025 with the strategic directions set for 2025–2027, focusing on modernization, digital transformation, youth engagement, and enhanced global visibility for NAVIGA.

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## **2. 2025 Activity Report – NAVIGA General Secretariat**

### **Introduction**

Throughout 2025, the NAVIGA General Secretariat focused on ensuring administrative efficiency and effective communication between the organization's leadership structures, member countries, and the Presidency. Activities were aimed at maintaining the flow of information, ensuring regulatory compliance, and supporting international model shipbuilding projects.

### **Administrative Activity**

The Secretariat prepared, updated, and managed all official documents of the organization, including internal and external correspondence, reports, decisions, and informational notes distributed to member countries. All materials were drafted in accordance with NAVIGA's regulations, in close cooperation with the President.

### **Relations with Member Countries**

Permanent contact was maintained with representatives of NAVIGA's member federations, providing support and clarifications on organizational, regulatory, and scheduling matters. This continuous dialogue contributed to the smooth operation of international activities and to strengthening cooperation among member countries.

### **Coordination with the President and Section Leaders**

The Secretary General worked closely with the NAVIGA President and section leaders to facilitate the exchange of information and documentation necessary for ongoing operations. Internal communication was streamlined, leading to faster decision-making and more effective coordination within the leadership.

### **Online Activity and Public Information**

In 2025, significant attention was dedicated to maintaining and updating information on NAVIGA's official website. International competition calendars, announcements, decisions, and informational materials were published for all member countries. These actions ensured transparency, accessibility, and effective communication within the NAVIGA community.

## **Conclusions on the 2025 Activity**

The activity of the General Secretariat was carried out in a consistent and efficient manner, contributing to the smooth functioning of the organization and fostering constructive cooperation with all member countries. Through these efforts, the Secretariat ensured the administrative and informational continuity essential to the success of NAVIGA's programs and events.

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## **3. NAVIGA Strategic Plan 2025–2027**

### **Context and General Directions**

For the 2025–2027 period, NAVIGA aims to enter a stage of modernization and digitalization, strengthen its public image, and increase youth involvement in model shipbuilding.

The strategic vision seeks to transform NAVIGA into a globally recognized brand that harmonizes tradition with innovation and nurtures the next generation of modelers.

### **SWOT Analysis (2019–2025)**

#### **Strengths:**

- Recognized international status
- Clear and standardized regulations
- High technical expertise of referees
- Strong document management infrastructure
- Active participation of member federations

#### **Weaknesses:**

- Low visibility in media and digital channels
- Lack of centralized data reporting system
- Dependence on local organizers and volunteers
- Absence of a modern online marketing strategy
- Limited accessibility for youth and lack of digital educational tools

#### **Opportunities:**

- Growing global interest in precision hobbies and sports
- Development of digital and social media content
- Partnerships with sponsors, museums, and universities
- Youth-oriented educational programs
- Geographic expansion into emerging regions

#### **Threats:**

- Declining youth interest in traditional technical hobbies
- Competition from other modeling disciplines and e-sports

- Restrictions on international mobility
- High logistics costs and limited funding
- Risk of relevance loss without modernization

### Key Performance Indicators (KPIs) 2025–2027

| Category           | Indicator                    | 2027 Target                      |
|--------------------|------------------------------|----------------------------------|
| Participation      | Number of member countries   | +25% vs 2025                     |
| Marketing          | Social media followers       | +100% annually                   |
| Education          | Youth (<18) participation    | +30%                             |
| Sponsorship        | Value of active partnerships | +40% external revenue            |
| Communication      | Press releases per year      | ≥ 12                             |
| Digital Innovation | IT / media projects          | Fully integrated online platform |

### Organizational Strategy 2025–2027

#### Strategic Objectives:

- **Full digitalization** – implement an integrated online platform for members, results, and international communication.
- **Strengthen public image** – global branding campaigns and media collaborations.
- **Youth engagement** – educational initiatives and partnerships with schools, clubs, and digital platforms.
- **Sustainable partnerships** – cooperation with sponsors, institutions, and technology companies.
- **Professional internal management** – transparent reporting and modern governance standards.

#### Action Directions:

- Modernize rules and internal systems.
- Organize an annual “**NAVIGA Summit**” for federation coordination.
- Launch an **international recognition program for young modelers**.
- Publish a **digital NAVIGA Annual Report**.

## 4. Conclusions and Outlook

The 2025–2027 period will mark NAVIGA’s transition from a traditional administrative structure to a modern, digitally driven, and youth-oriented organization.

Strengthening partnerships, promoting education, and achieving digital transformation will form the foundation of NAVIGA’s development.

By consistently implementing this strategy, NAVIGA will continue to be a global benchmark in model shipbuilding – promoting excellence, innovation, and community spirit worldwide.

Daniel Ciosu  
General Secretary