



## What was your best CEPA activity in this triennium?

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<b>Your Position/Role and Country:</b>	Aylin HASAN, Senior Expert, National Nature Protection Service Neli ARABADZHIEVA, Public Relations expert, Green Balkans NGO
<b>Title of your CEPA activity/product</b>	Environmental education in theory and practice with teachers and students from the professional high schools for tourism and other schools situated near wetlands in Bulgaria
<b>Other collaborators – please identify other organizations that assisted you or were your partners</b>	The Professional High School for Tourism in the town of Plovdiv; the Regional Inspectorate for Education in the region of Burgas; the Ministry of Environment and Waters through the Governmental Focal Point Ms Aylin Hasan.
<b>Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, journalists)</b>	Teachers and students
<b>What was your key message?</b>	Tourism in wetlands may be great fun, wonderful business and environmental friendly activity. Even more – it may help protect nature.
<b>When did this event take place/ when was your product launched?</b>	This is a long term activity which started on 2 February 2012
<b>Brief description of your product/ activity / material you used</b>	On February 2, 2012 in the town of Plovdiv, the WWD was celebrated by Green Balkans NGO together with students from the Professional High School for Tourism. The students had a field lecture about the ecological importance of wetlands and the biodiversity of the closest and biggest wetlands – Maritsa River. Through the provided spotting scope, the students could observe in detail the wintering birds in Maritsa River. With the support of the Ministry of Environment and Waters and mainly the Governmental Focal Point, the students were provided with a Bulgarian translations of the Ramsar materials for WWD 2012. The school and the NGO agreed on working together in the longer term by writing and implementing mutual projects. One of them, called ECOSCHOOL has already started. At the same time in the town of Burgas – the local expert on tourism in Green Balkans wetlands – Stoyan Yordanov – presented the opportunities for ecological tourism and environmental education in the region of the Ramsar Site Pomorie Wetlands Complex. The presentation was made before a large group of teachers from Burgas. The teachers were enthusiastic about the opportunities presented and were motivated to be more active in initiating environmental education activities with their students in 2012.
<b>What was your intended outcome from this product/activity? (e.g. change in behaviour of target group; volunteer help with a wetland project; fund-raising etc)</b>	The intended outcome was to attract the attention of teachers and students in order to work together for long term environmental education activities focused on wetlands protection.
<b>What kind of impact did this activity/product have on the target audience?</b>	It had very strong impact. The target groups were strongly interested in implementing: environmental projects, volunteer work in wetlands, raising awareness on how tourism can be environmental friendly. It had great information impact on the students in the tourism high school who heard for the first time many important facts about wetlands and the good and bad sides of tourism in wetlands.
<b>Is there a follow-up activity/product planned, if yes briefly describe</b>	An environmental project is already being implemented with the Tourism High School in Plovdiv. Lectures and field work regarding wetlands, biodiversity and nature protection are being done.
<b>Why do you identify this as your best CEPA intervention?</b>	Informing students and teachers about the importance of wetlands and sustainable tourism is a great investment in the future. Through children we put the fundamentals of the future today.
<b>What was the source of your funding?</b>	The information materials in Bulgarian were provided by the Ministry of environment and waters. The activities in Plovdiv were implemented with own resource of Green Balkans NGO. The activities in Burgas were implemented within a project of Green Balkans NGO financed by OPE Environment 2007-2013