



Central and East European Working Group for the Enhancement of Biodiversity

Workshop on NGO participation in decision making on tourism development: Advocacy and campaigning

Dobarsko and Govedartzi, Rila Mountains, Bulgaria
October 22 – 25, 2007

Preliminary Agenda

Arrival Day
October 21, Sunday

Afternoon Arrival of the participants to Dobarsko
20.00 Welcome Dinner

Day 1
October 22, Monday

Introductory session

Goals and proceedings of the workshop
Introductory round of participants
Short presentation of CEEWEB Sustainable Tourism Working Group

Advocacy and campaigning: theory and examples

Planning and implementing successful campaigns. *Maciej Muskat, Greenpeace Poland (tbc)*

Case study. Sustainable tourism development as alternative to mining – the campaign against mining in Rosia Montana, Romania. *Sorana Olaru Zainescu, Alburnus Maior*

Case study: Preventing Dracula Theme Park development in a nature reserve next to Sighisoara, Romania. *Alexandru Gota, Eco-Breite NGO*

Case study: Street protests and meetings in the ministries: recent successful campaigns in Bulgaria. *Jordanka Dineva, Bulgarian Biodiversity Foundation, Pavel Antonov and Cveta Hristova.*

Day 2
October 23, Tuesday

Advocacy and campaigning: skills training

Effective mass media outreach; how to write press releases and give interviews that will make a real impact. *Pavel Antonov*

Good practice examples: Sustainable tourism development

Results of the GEF project Biodiversity protection and sustainable local development through ecotourism in the area of Razlog, Bulgaria. Interviews with local stakeholders, site visits.

Day 3
October 24, Wednesday

Finding the right people to campaign with

Departure from Dobarsko for the stakeholder meetings (meetings tbc)

Visit to horse riding farm, Bachevo village *(not yet confirmed)*

Meeting with the Rila National Park in Blagoevgrad

Meeting the investor (Rila Sport)

Meeting the major of Sapareva Bania

Meetings with local people

Arrival to Govedartzi

Discussion on results of the meetings and conclusions (plenary)

Day 4
October 25, Thursday

Learning by doing

Planning a campaign for sustainable tourism in Rila National Park (workgroups and plenary)

Meals will be provided (breakfast, coffee breaks, lunch and dinner)

Departure of participants is possible on Thursday evening or on Friday morning