



Increase awareness of youth about the importance of environmental protection



Bulgaria-Serbia  
IPA Cross-border Programme

## THE PROMOTION PROJECT WORK

As young educators achieved knowledge in the field of ecology and developed communication skills during the period between September and October in Surdulica and Tran, 24 workshops were organized in the primary and secondary schools under the surveillance of tutors and assistants. The aim of the workshops was to give a chance to young people to keep in touch with nature, to understand the importance of natural protection and to identify the problems of nature pollution in local area. The young educators promoted the Learning Management System of distant learning after finishing the project. The information on ecology and environment would be at their disposal during the use of this method. The educators showed to their colleagues the negative consequences of polluted nature and benefits of healthy natural surroundings.



Workshop

The 6 activities were organized in Surdulica and Tran - one of them had the aim of promoting the importance of protected natural area and involving the people in active protection of natural surroundings by undertaking a survey among the local people.



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### Project promotion

During the project the three open discussions, among which one was an international discussion had the aim of gathering the representatives and local activists who are involved in the protection of natural surroundings and planning the other mutual actions. There were present people who work in different educational agencies, utility service departments, youth offices, media, municipalities etc.

There was a media campaign which consisted of the radio and TV video, but also the distribution of printed materials. The video was broadcast on the local channel which also promoted the project and message about the importance of natural area protection. The printed materials were spread by distribution of leaflets, sticking the posters around the local area etc.



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