



Bulgaria-Serbia IPA Cross-Border Programme
CCI Number 2007CB16IPO006

Project number: 2007CB16IPO006-2009-1-41
Project name: GREEN AMBASSADORS FOR CLIMATE CHANGE: RAISING THE AWARENESS OF YOUNG PEOPLE ON CLIMATE CHANGE AND RESPONSIBLE ENVIRONMENTAL AND CIVIC BEHAVIOUR

Project partners:

- **Lead partner:** “No Frontiers 21 Century” Association, Kyustendil, Bulgaria
- **Project partner 2:** Resource Centre Leskovac, Serbia

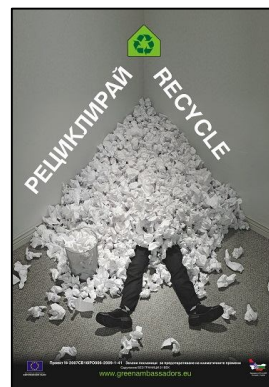
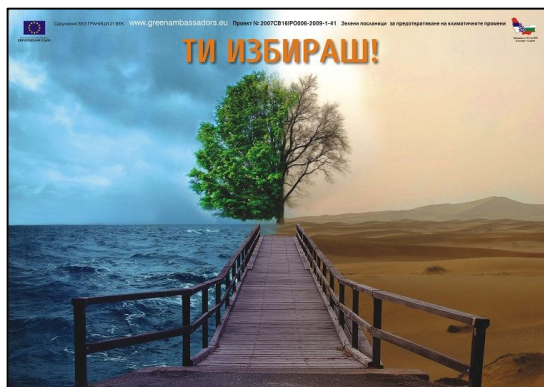
Budget: 96 600,45 Euro
Project duration: 12 months

Project description:

The main project objective was to raise the awareness of young people on climate change issues and on responsible environmental and civic behaviour through a cooperative practical approach promoting common problem solving for improving the quality of life in the border region. The project achieved its goal through implementation of the following activities:

- 219 students were trained as “green ambassadors” in the districts of Kyustendil and Jablanica;
- A “Green Camp” was organized in the District of Jablanica for 20 regional green ambassadors and teachers from the Bulgarian and Serbian border regions for 4 days. It included a highly interactive advance level workshop on climate change and environmental issues;
- The total 22 climate change and civic behaviour awareness campaigns were organized at schools in the border region: 16 on school and interschool level and 6 joint Serbian and Bulgarian ones. 10 campaigns were involved a parallel green action (participation in the "Let Us Clean Bulgaria in One Day" and "Clean Serbia" campaigns). Over 2000 students, teachers and educators from the border region participated in them;
- The joint Bulgarian-Serbian Round Table “Climate Change and Responsible Environmental and Civic Behaviour” was held in the town of Kyustendil. The round table was focused on the results of the pilot project of raising the awareness of secondary school students on climate change and related environmental, economic and health issues;
- A web-based e-learning platform was developed and released in 3 languages: English, Bulgarian and Serbian. The platform is available on the project web site: www.greenambassadors.eu
- A documentary about the joint Bulgarian and Serbian activities under the project was created;
- A comprehensive promotional campaign was implemented for promotion of the programme, including organization of four press conferences;

The project was successfully completed in July 2012.



Project posters used in the promotional campaign



The Programme is co-funded by the
European Union.



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Photos from the awareness raising campaign



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