



Communication campaign to promote EDEN destinations in Bulgaria
(BG EDEN Campaign III)

**ONLINE BULLETIN
FOR BULGARIAN EDEN DESTINATIONS CREATED FOR THE PROJECT
“COMMUNICATION CAMPAIGN TO PROMOTE EDEN DESTINATIONS IN BULGARIA –
THIRD EDITION”, IMPLEMENTED BY MINISTRY OF TOURISM UNDER THE GRANT
AGREEMENT № GRO/SME/17/C/095 EUROPEAN DESTINATIONS OF EXCELLENCE
(EDEN) – PROMOTION 2017 – BG EDEN CAMPAIGN III (BULGARIA), FINANCED BY EU
COSME PROGRAMME
(ISSUE 3, JANUARY 2019)**

The on line bulletin is developed under the Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III) project will introduce to you related project news, interesting events in EDEN destinations as well as presenting the selected in various edition Bulgarian EDEN destinations.

EDEN is the acronym for European Destinations of Excellence - an initiative promoting sustainable tourism development models across the EU.

For more information about EDEN initiative visit <http://www.edenbulgaria.eu/>, as well as the DG GROW website https://ec.europa.eu/growth/tools-databases/eden/about_en

The project aims to further develop the previous two projects on the same topic, implemented during the 2016-2017 and 2011 – 2012. Its main objectives are to promote the Bulgarian EDEN destinations on national and foreign tourist markets. Up to now Bulgaria has selected the total of 17 destination of excellence during 4 competitions for selection of destination held in 2017, 2010, 2009, 2008 and, namely Yambol, Mezdra, Dragoman, Ardino, Chavdar, Silistra, Lukovit, Sandanski, Kyustendil, Belogradchik, Belitsa, Sapareva Banya, Kavarna, Vratsa, Strandzha, Kazanlak and Kardzhali.

For more information visit: <http://www.edenbulgaria.eu/>



NEWS

SECOND COMPETITION FOR CHILDREN'S PAINTINGS ENTITLED "MY EDEN DESTINATION IN BULGARIA"

On 27 September 2018 Ministry of Tourism launched a competition for children's paintings entitled "My EDEN destination in Bulgaria" within the project Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III). The deadline for submission of the paintings was 27 November 2018. Approximately 250 paintings have been received within this period reflecting the children's view to the EDEN destinations in Bulgaria. The final results have been announced on 11 January 2019. The competition was opened for children between 7 and 14 years old. The condition to participate in the completion was that the paintings should reflect the children's view to the sightseeing remarks and attractions located on the areas of the respective EDEN destination. In Bulgaria up to now are selected 17 EDEN destinations, namely Yambol, Mezdra, Dragoman, Ardino, Chavdar, Silistra, Lukovit, Sandanski, Kyustendil, Belogradchik, Belitsa, Sapareva Banya, Kavarna, Vratsa, Strandzha, Kazanlak and Kardzhali. For more information about competition visit <http://www.edenbulgaria.eu/bg/node/83>

According to the drafted by project team rules for participation in the competition "Concept for selection and ranking of the participants in the competition for children's paintings entitled "My EDEN destination in Bulgaria", the selection of the paintings included the following three stages of evaluation:

Stage I – Evaluation of the administrative compliance and admission of the candidates

Stage II – Technical evaluation

The participants who passed the first stage have been listed for second stage – technical evaluation of the paintings.

At this stage the paintings have been evaluated by a jury composed by the team members and representatives of EDEN destinations.

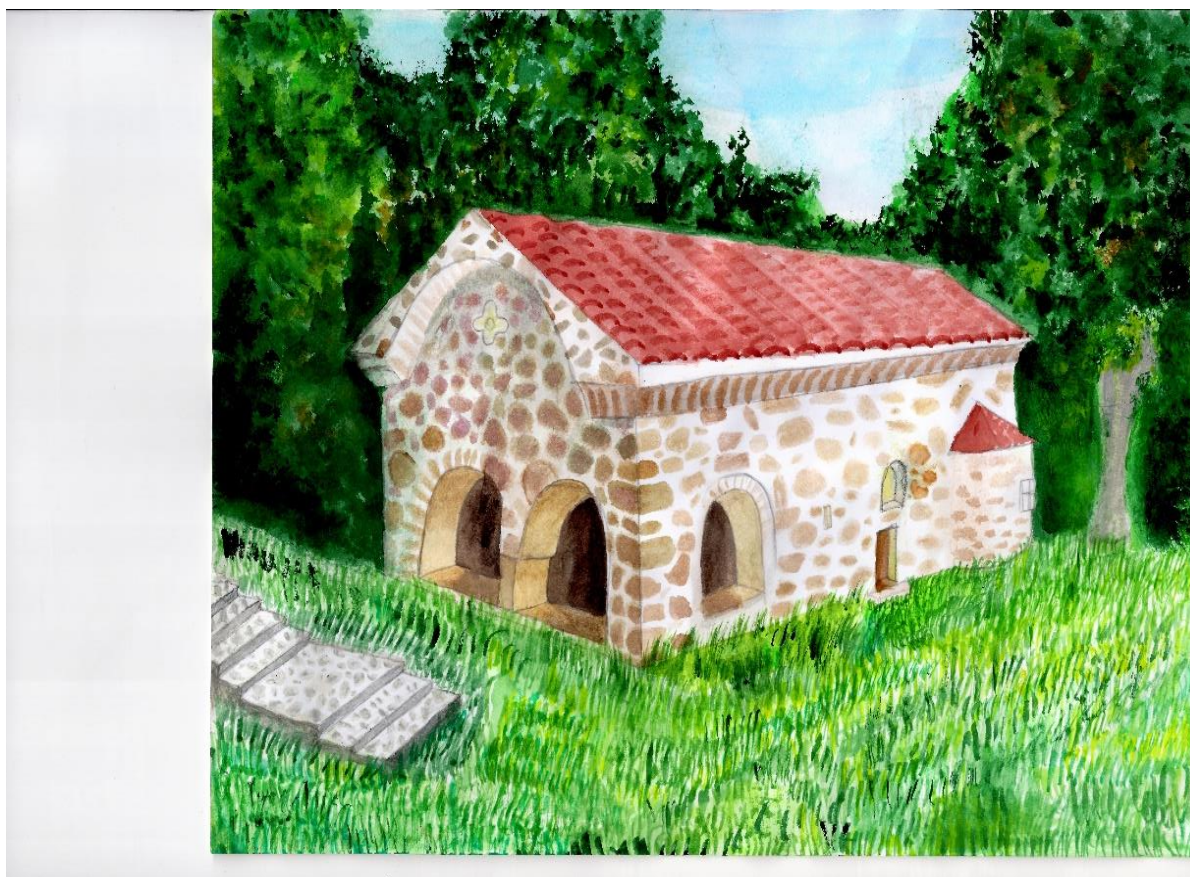


Stage III – voting (number of likes) by the viewers of the facebook page of Ministry of Tourism: [www.facebook.com/ Ministry of Tourism](http://www.facebook.com/MinistryofTourism), with a deadline until 17:00 on 21.12.2018.

After summing up the results received by the jury members and those from the facebook likes, the ranking is the following:

I. Ranking of the children’s paintings from the jury:

First place – Nancy Yordanova, 13 years old from Dragoman. Title of the painting „Chapel St Atanasij Veliki – Nedelishki Monastery”, 129 points from ranking from the jury.



„Chapel St Atanasij Veliki – Nedelishki Monastery”, destination Dragoman



Two children ranked at second place:

– Nikoleta Marinova, 13 years old from Kavarna, painting from destination Kavarna, 128 points



Destination Kavarna





- Ralitzha Ganeva, 12 years old from Popovo, painting “With Bulgaria in the heart – Kavarna”, destination Kavarna, 128 points



“With Bulgaria in the heart – Kavarna”, destination Kavarna



- **Two children ranked at third place:**

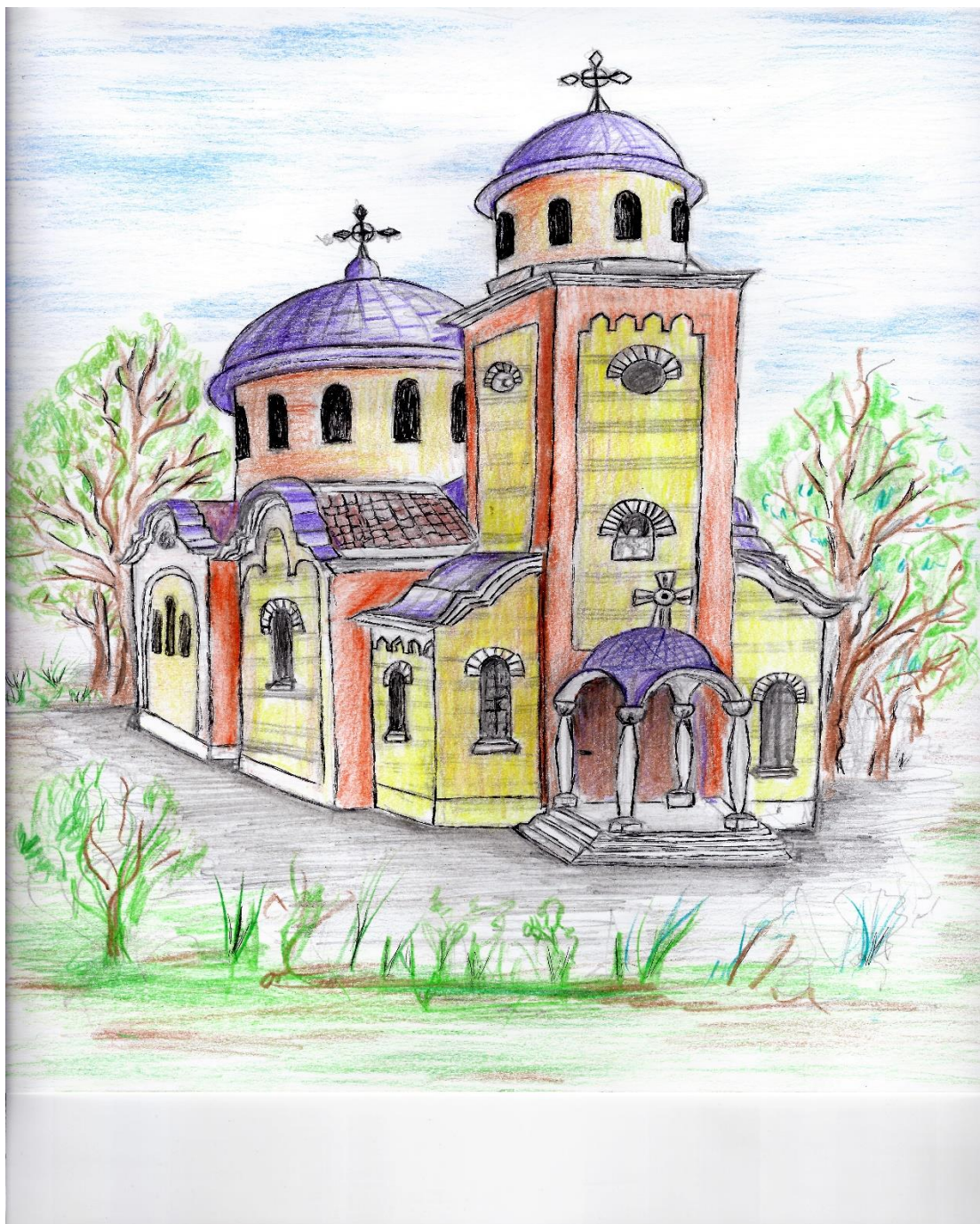
Ivana Kuneva, 12 years old from Lukovit, painting „Prohodna cave – The God’s eyes“, 124 point from the jury



„Prohodna cave – The God’s eyes“, Destination Lukovit



Stela Petrova, 12 years old from Mezdra, painting Church „St George”, Mezdra 124 points from the jury



Church „St George”Mezdra destination



Fourth ranked – encouragement prize for Dilyara Redzhebova, 11 years old from Ardino, painting for destination Ardino, 121 points

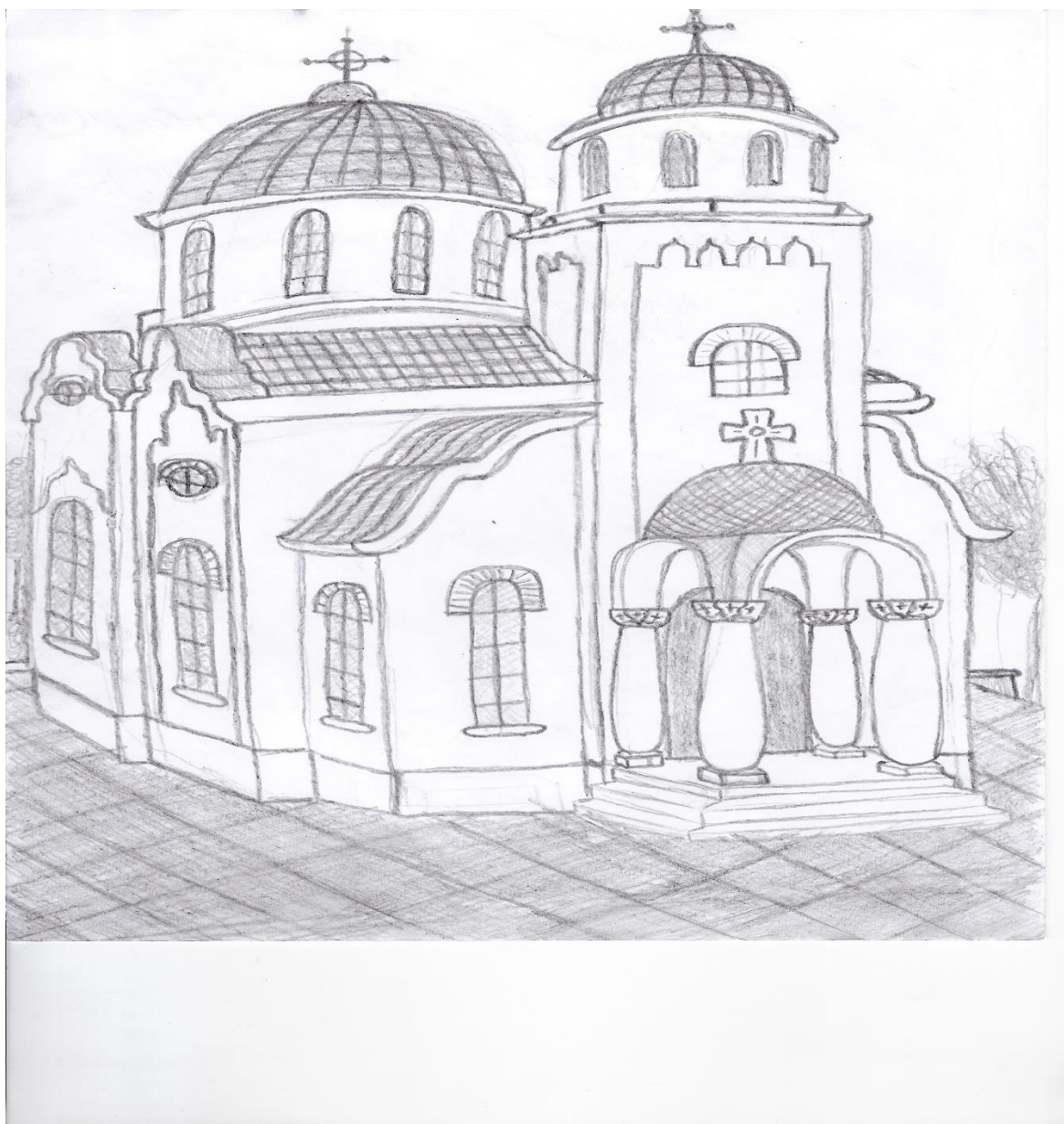


Destination Ardino



II. Rakning from facebook likes:

First place for Katerina Getova, 11 years old from Mezdra, painting “St George Church in our town” with 912 likes;



“St George Church in our town”, Destination Mezdra



Second place for Elena Stiliyanova, 11 years old from Lukovit, painting “Provartenika – natural rock formation” with 812 likes



“Provartenika – natural rock formation”, Destination Lukovit





Third place for Emine Drangova, 14 years old from Belitza for a painting of a girl from Belitza



Girl from Belitza, Destination Belitza