

FINAL REPORT

Roadshow in Bulgaria November 12th – 22nd 2008

Objectives

Bulgaria entered the European Union on January 01st, 2007 after almost 20 years of transition, which completely transformed the country. Both people and authorities were preparing themselves for the big change that was expected to come with the accession. It is hard to say who was ready and to what extent. What is sure is that along with the rising Euro-skepticism throughout the whole Europe, there were plenty of populist voices in the country, screaming that this is the next mistake, Bulgaria makes in its foreign policy. Some were comparing it with the time when the country was an ally of USSR, other – of Germany.

While the above is a bit abstract, one can undoubtedly divide the Bulgarians in two groups – ones that have travelled and worked abroad and other that formed their impression of the Union indirectly. There was an urgent need to reach the grass level and talk to the second group of people. The reason is that their opinion was formed by two main sources:

- the populist voices, described above and;
- news of punishments, stopped subsidies and excuses coming from Brussels.

The initiative of DG JLS to organize a roadshow in all Bulgaria hit the target. The two teams of "Open Youth" animators visited 20 cities for 11 days, spreading the word of Europe to thousands of citizens with the objective of introducing them to their basic rights as citizens, not only of Bulgaria, but of the whole European Union.

Roadshow Itinerary

2 teams organized 20 information days for 11 days (with one break) from November 12th to 22nd 2008, including a press-conference and a pilot stand on 11th:

Northern arch:

Month	Date	City
November	12 th	Vidin
November	13 th	Montana
November	14 st	Vratsa
November	15 nd	Pleven
November	16 th	Gabrovo
November	18 th	Veliko Turnovo
November	19 th	Rousse
November	20 th	Shumen
November	21 st	Dobrich
November	22 nd	Varna

Southern arch:

Month	Date	City
November	12 th	Sofia
November	13 th	Pernik
November	14 st	Blagoevgrad
November	15 nd	Pazardjik
November	16 th	Plovdiv
November	18 th	Haskovo
November	19 th	Stara Zagora
November	20 th	Sliven
November	21 st	Yambol
November	22 nd	Bourgas

Roadshow Itinerary



Organisation of the information campaign

Selection of sites

The choice of the cities was based on several rules:

- they had to be major for the respective region;
- they had to be within a reasonable distance of two other ones, because of the need of dividing the country into two and arranging appropriate routes for the teams;
- they had to have a certain record of being active and being interested to support initiatives like the roadshow.

The cities were discussed and approved by ProPager, France, which introduced several other criteria:

- The capital (by default);
- All cities with more than 80.000 inhabitants;
- All cities should be in different provinces;
- At least one city with a large (principle) population of each of the main minorities (Roma and Turkish). These were Haskovo (Turkish or Bulgarian muslims) and Pazardjik, Vidin and Sliven (Roma).

Selection of places for the stands

After the final list of cities was approved, the coordinator (Mr. Daniel Vankov) took immediate action to contact the cities' authorities in order to obtain their agreement to support the action and to secure best possible locations and the accompanying logistics. This urgency of the issue was partly because of the slow administrative procedures in some of the local municipalities and partly because of the pressing deadlines for launching the campaign. The letter of support from DG JLS was extremely helpful in giving us credibility and shortening the time



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needed. We are also grateful to the Representation of the European Commission in Bulgaria for its readiness to help and their support in the obtaining authorizations from Plovdiv and the Traffic Police.



When the letters were sent, we took the initiative to call all city halls and look for the person responsible. In the letter we asked the municipality to offer the best possible place, given their experience and knowledge of the city. In the cases, where we also had experience in organizing

similar actions, we proposed places which we believed will best suit our objectives.

By the time the Roadshow was about to start, we have secured 19 out of 20 permissions with concrete locations and, in most cases, arranged electricity. This showed the interest and the willingness for cooperation from the local authorities. The last permit was obtained right in time to perform the action. It was in Plovdiv – the second largest city of Bulgaria.

Thanks to our efforts, timely reactions and the support, we were given, we managed to obtain the best possible location in most of the cities. They were situated usually on the main city squares, very close to the city hall or another very popular place for the local citizens. This was one of the main reasons that the campaign achieved great success despite the unfavourable weather conditions.



Information flow

The information campaign for the Roadshow started as early as the final list of cities was approved. The first information, sent out, was the letter to the mayors. However while negotiating the places for the stands, we were also interested in who to contact in the respective city hall in order to obtain support in the dissemination



of information, too. Of course, this was not the only route we used:

- We contacted the Ministry of Education and Science to obtain their support for the campaign and to help us inform as many young people as possible in the target cities.
- We contacted the Regional education inspectorates with information and supporting materials in order to use their relations with local schools;
- We contacted the "Youth in action" National agency in Bulgaria to use their network of information points as well as the Eurodesk network;
- We made a presentation during the yearly meeting of the network of European clubs in the Bulgarian schools.
- We disseminated the posters and the info-cards, specially printed for the events in the different cities, directly to hundreds of Bulgarian schools (we possess a database of almost 1000 Bulgarian schools out of around 3000 in the whole country).
- We send e-mails to the schools that use one – over 300 emails.
- We informed youth clubs, teachers and students that have participated in other our initiatives.



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During the Roadshow itself part of the team was visiting the one day earlier the next city. This was to check the logistics and the place, but the visit was also used to visit municipal education offices, the regional education inspectorate and local schools, where posters and flyers were distributed.

Of great help was also the close cooperation with the PR agency. They were providing on timely bases information to the local media, which was helping to spread the word for the Roadshow beyond our own capabilities.

Finally information materials were distributed directly to citizens on the day of the Roadshow by our animators.

Animators: recruitment and training

Teams recruitment

For the Roadshow we had to recruit 10 people (2 teams, five people each). Respecting the criteria, put in the contract, the coordinator undertook a different approach than the one, he saw in Germany. More importance was put on:

- teamwork skills;
- experience on European level, i.e. European rights seen in action;
- unique skills, complementing those of the other team members;
- ability to communicate effectively;
- ability to work under pressure;
- proven experience in similar activities.

To omit all possibilities for misunderstanding CVs of the team members were sent for approval before any contracts were signed. Afterwards each team member was explained how the coordinator sees his/her role in the campaign and a contract was signed.



Organisation of the training sessions

There were two training sessions. One was devoted on practical issues as building and dismantling a stand and working with the equipment. Another was more theoretically oriented, focusing on the objectives of the campaign and how they can be achieved.

The first training was held next to and inside the storage place. During one day the two teams learned what are the different parts of the stand, how it should be build and dismantled. This part was lead by Mr. Jean Bernard BLATRIER from Primo group. The second part, introducing the high-tech equipment was lead by Mr. Jean MARC SYLVAIN from ProPager.



On the following day a more theoretical training session was held at the European Commission Representation in Sofia. It was led by Mr. Carl- Henrik HAMRIN, representing the Directorate General "Freedom, Security and Justice". The European Commission Representation also took active part in the training. Mrs. Elitza Zlateva was the person, supporting us on behalf of it. Mrs. Milena Damianova, political analyst in the Representation, and Mrs. Marya Benova, professor in Sofia University, also gave presentations to the animators, preparing them for different possible situations during their work. Mrs. Zuzanna Podosek from ProPager introduced previous Roadshows, their achievements and shortfalls and what is generally expected from an animator.

As stated earlier, Mr. Hamrin undertook the main topics, which were the Charter of Fundamental Rights of the European Union, emphasizing on the fundamental rights of over 450 million citizens of the enlarged European Union.



These training sessions ensured that the both teams mastered the equipment perfectly and understood the objectives of the campaign.

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A photo shooting by a professional photographer was organized in Sofia by the PR agent. It captured images of the animators in front of the information stand and during the pilot stand opening for the press-conference.



Teams equipment

In addition to the stands equipment, which was brought to Bulgaria by Primo group, we had to ensure appropriate vehicles to carry it together with the large amount of documents, posters, bags and gadgets. This task proved quite complicated because even the large pan-European car rental companies (Herz, Avis, etc.) did not offer the type of vehicles, we were looking for. Fortunately a Bulgarian company had just a lunched renting of cargo minibuses. They had two Mercedes Sprinters, which exactly fitted our requirements. In addition to them we rented two Renault Cango's to assist with the materials. A Mercedes was carrying primarily the heavy stuff and three of the animators, while a Renault was devoted to two team members and information materials. The two minibuses were nicely dresses with the colours and signs of the campaign and the European Union.



The information sessions

TEAM 1: Northern arch

Team: Vladimir Stanev, Denitsa Lyubenova, Dimitar Petrov, Yana Mateeva, Anna Lilkova



City	
1. VIDIN	Place: in front of "Festivalna" hall, which is the main sport facility and is very close to the city center and city market Official opening: Vice-mayor in education and social affairs Mr. Borislav Vankov Number of participants in the quiz: 346 Media presence: Lidya Kamenova, Bulgarian National Television TV Vidin TV Fanty G TV Evropa Radio Fresh Vidinski most (newspaper) Konkurent (newspaper)

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2. MONTANA	Place: "Jeravitsa" square – central city square Official opening: Secretary of the municipality Mr. Marius Konov Number of participants in the quiz: 170 Media presence: Konkurent (newspaper) Montana news TV Mont7 Radio Montana
3. VRATSA	Place: "Macedonia" square – in the middle of the pedestrian area, in front of Bill and the city mall Official opening: Secretary of the municipality Mr. Plamen Krastev Number of participants in the quiz: 300 Media presence: Monika Peeva, TV Vratsa Chance news Iva Krasteva, Bulgarian Telegraph Agency Radio Silver Fresh
4. PLEVEN	Place: "Vazrajthane" square – central city square Official opening: 17-year-old pupil – the first visitor of the stand Number of participants in the quiz: 187 Media presence: Ivan Petkov, Info-center Europe Evrokom Plevan Bulgarian Telegraph Agency Vania Kiurcheva, Posrednik news Iren Tomova, Posoki news
5. GABROVO	Place: "Vazrajthane" square – central city square Official opening: Youth activities responsible in the municipality, Mr. Venelin Velchev Number of participants in the quiz: 135 Media presence: Gabrovo dnes newspaper Gabrovo cable TV Darik radio
6. VELIKO TURNOVO	Place: "Marno pole" park – main relaxation area in the center Official opening: Vice-mayor Mr. Iordan Grozdanov Number of participants in the quiz: 209 Media presence: Ioana Milanova, Evrokom Tsarevets Daniel Ionkov, Radio Focus Georgi Bachvarov, Borba news Marieta Stoyanova, Darik radio

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	Miroslav Dechev, TV VideoSat Dimitar Varbanov, Nova TV
7. ROUSSE	Place: in front of the city court – central city square Official opening: Denitsa from the animators Number of participants in the quiz: 234 Media presence: Gergana Dimitrova, Utro news Krasimir Stoyanov, Utro news Silva Agonian, Briag news Yaroslava Georgieva, Delta TV Kiril Radulov, Kis 13 TV Damian Tsvetkov, Bulgarian National Television north Olga Vasileva, Nova TV
8. SHUMEN	Place: "Kristal" square – main city square Official opening: Vladimir from the animators Number of participants in the quiz: 317 Media presence: Shumen TV Diana Jeliaskova, Forte radio Radio Shumen Velimira Stefanova, Shumenska zaria Top news Nedka Tuneva, Ekspres news Bojidara Radeva, Shum.bg
9. DOBRICH	Place: "Svoboda" square – central city square Official opening: Secretary of the municipality Mr. Rumen Rusev Number of participants in the quiz: 191 Media presence: TV Dobrudja Nadejda Karapancheva, Darik radio Rasdostina Velikova, Radio Dobrudja
10. VARNA	Place: Entrance of the sea garden Official opening: Dimitar from the animators Number of participants in the quiz: 63 Media presence: Nadejda Sutreva, Regional TV center Varna Milena Radoicheva, Pozvanete news Stefania Mateva, TV Varna Dimitar Kunev, e-news nationality.bg Konstantin Stoyanov, Pozvanete news Simana Dimitrova, MSAT Antov Stoyanov, Trud news

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Roadshow animators comments about the action

Team: Vladimir Stanev, Denitsa Lyubenova, Dimitar Petrov, Yana Mateeva, Anna Lilkova

European Union

- The interest was greater in smaller places. Bigger cities tend to receive more attention and larger numbers of campaigns that is why in smaller towns people were a lot more interested.
- The campaign was well positioned in time, given that in the last months there are mainly negative news from the European Union – stopped subsidies, punishments, economic crisis, etc. It was nice to show to the people that EU is also doing something good for their daily lives and actually cares about them.

People reaction's

- As in every campaign there were positive and negative reactions. However most of the feedback, we got, was positive. Ordinary people, media and local authorities representatives welcomed the idea in general and stated that if more such campaigns are done, EU will have better image in the people's eyes.
- The people were happy that somebody came to speak and to listen to them personally, giving them personal attention which cannot be received from the TV or from the politicians.



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- Of course, some had really strong feeling against the EU with main arguments such as increasing prices, imposed political decisions, etc.

Quiz

- The idea with the quiz worked very well. Even if people put wrong answers, they were still encouraged to learn more and find out more. A great advantage was that it was short and animated. The general feedback was very positive and some people were even laughing at their mistakes.

Personal experience

- "The Roadshow was a great experience in challenging myself. We had to work hard and to prove that we were the right choice for the job."
- "I was learning with the people – from their experience, from their questions, from the information that we were giving them."
- "The project was great. I always wanted to make a trip as the Roadshow and the combination of bringing Europe closer to the ordinary people, was giving me a sense of purpose."
- "10 days of work and fun in the same time. We became better friends than ever. I would love to do something similar again."
- "The hardest thing on the way was the tent. Everything else was well thought of."
- "The challenge was not only to share personal experience with the people in order to convince them what we were talking about, the real challenge was to speak with the people with negative opinion and to prove that not everything they think is right."
- "I hope we managed to help at least to a few of the people that visited us. If this is done, we did our job well."



TEAM 2: Southern Arch

Team: Kostadin Krastev, Teodora Evdokimova, Dimitar Milanov, Kiril Kirilov, Deyana Hristova



City	
1. SOFIA	Place: "Sveta Nedelia" square – right next to the Presidency, the Council of ministers, the oldest store center and the main shopping street Official opening: Mr. Hamrinon the day of the pressconference Number of participants in the quiz: 127 Media presence (from the pressconference): Ventseslav Iuskeseliev, Monitor news Petia Dikova, 24 hours news Rumiana Tsvetkova, Radio Bulgaria Iulian Savchev, Sega news Iurii Soyanov, Duma news

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	Iulian Nikolov, Darik news Apostol Nikolov, TV2 Manuela Manliherova, RFI Dobroliub Ianchev, Bulgarian army news Denitsa Surudjiiska, Nova TV Gergana Dvoretzka, Bulgarian National Radio Ventsislav Vasilev, BGNES news agency Tsveta Nikolova, Bulgarian National Radio Gergana Kostadinova, BGNES news agency
2. PERNIK	Place: Central city square Official opening: Deputy mayor in "Security" Mr. Ivan Djegalski Number of participants in the quiz: 549 Media presence: Elka Radeva, Bulgarian Telegraph Agency Rumi Borisova, Pernik city newspaper Stanislava Boianova, Municipality radio Milena Grozdanova, Viara Eleonora Tasheva, Darik Radio Poli Iordanova, Municipality radio Dimitar Avramov, Krakra TV Valeri Smilenov, Municipality radio
3. BLAGOEVGRAD	Place: in front of GUM – the central store Official opening: Kids, eager to be first on the stand Number of participants in the quiz: 263 Media presence: Asia Kamenova, Pirin TV Svetla Burova, Radio Blagoevgrad TV Darts Emil Mihailov, Bulgarian Telegraph Agency Rumina Alichkova, TV OKO Boriana Gotsova, Verve magazine Vesela Sukolinksa, Viara
4. PAZARDJIK	Place: in front of the youth community house Official opening: Secretary of the municipality Mr. Rumen

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	Kojuharov Number of participants in the quiz: 109 Media presence: Vania Nikolova, Focus agency Stoian Stoianov, Radio Pazardjik Stefan Bojilov, PA Media Nikolai Filipov, Cabelsat Angel Vasilev, Telecabel
5. PLOVDIV	Place: in front of the Tourist Information centre – on the main shopping street Official opening: Vice-mayor in education Mr. Georgi Shopov Number of participants in the quiz: 173 Media presence: Ralitsa Grozeva, TV Evrokom Plovdiv24.com Bulgarian National Television Plovdiv Evelina Zdravkova, Maritsa news www.filibe.com
6. HASKOVO	Place: "Svoboda" square – main city square Official opening: Kostadin from the Animators Number of participants in the quiz: 228 Media presence: TV Recording Georgi Hristov, Bulgarian Telegraph Agency Niki Matanov, Haskovo news Tihomir Petkov, TV7 Haskovo Teodora Todorova, Haskovska Maritsa news Vesela Todorova, Haskovo info Jeliazko Kolev, TV7 Haskovo Ianko Naidenov, Haskovka Maritsa news Kirekin Kirekinian, freelancer
7. STARA ZAGORA	Place: Walking area, close to the city hall Official opening: Secretary of the municipality Mrs. Nikolina Gorova

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	Number of participants in the quiz: 262 Media presence: Darik Radio Ina Taneva, TV7 Silvia Stoianova, TV Stara Zagora Anna Turlakova, Novinata Nina Iovkova, NBI news Gancho Ivanov, Radio Stara Zagora Kristina Ruseva, Starozagorski news Georgi Gerchev, Vestnik OKO Pavlina Gerenova, 7 dni Stara Zagora
8. SLIVEN	Place: in front of municipality Sliven Official opening: Representatives of the municipality Number of participants in the quiz: 345 Media presence: Veselina Sedlarska, Bulgarian Telegraph Agency photo Georgi Iliev, Pressclub Sliven Slaveia Petrova, Slivensko delo Elena Petrova, Bulphoto Stefan Panayotov, Bulgarian Telegraph Agency Petar Siarev, Slivensko delo Mihail Mihailov, Darik radio Zdravka Taneva, KTV Sliven Eva Apolgerova, Agency Sliven Petra Kostadinov, freelancer
9. YAMBOL	Place: in front of Yambol municipality – main square Official opening: Vice-mayor Mrs. Nadia Dankinova Number of participants in the quiz: 220 Media presence: Svetlana Peneva, Radio Yambol Krasimira Harutiunian, TV SV+ Lina Harutiunian, Delnik news Velichko Iakimov, freelancer
10. BURGAS	Place: Central city square, next to the main meeting place "The

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	clock" Official opening: The teacher who brought the first group of students in 9:30 Number of participants in the quiz: 183 Media presence: Miroslav Draganov, TV MIX Vania Stoianova, TV Canal 0 Todor Stoianov, Bulgarian Telegraph Agency Krasimira Danova, Municipality radio Daniela Kostadinova, Bulgarian National Radio Ivan Sotirov, Burgas today and tomorrow
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Roadshow animators' comments about the action

Team: Kostadin Krastev, Teodora Evdokimova, Dimitar Milanov, Kiril Kirilov, Deyana Hristova

European Union



- The Roadshow was a great tool to bring closer the European Union and the people of Bulgaria. Now more than 20 000 Bulgarians that passed the campaign stands have better understanding of it. 4 611 that participated in the quiz are further

motivated to learn more.

- Older people and youngsters were most excited about the opportunity to learn more and to receive information materials about the European Union. The first to look for difference with their past, the last – to look into their future.
- The smaller the place – the bigger the interest – the bigger the support of the local authorities. EU should focus more on such towns because they are “hungry” for information.

▪ **People's reactions**

- In all cities there were positive and negative reactions. Generally the teams were warmly welcomed which made the campaign a pleasure for the animators.
- There were people literally shaking the hand of a team-member, saying nice things about the great job, they were doing.
- Some of the people have seen the stand in another city or on the TV. They were coming again, although they knew what it is all about.

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Quiz

- It is very useful tool for raising awareness. Some teachers demanded a copy to work with it with their students. Another invited us directly to their schools to present it in class.
- Most of the people were comfortable with using it. There were certain problems about following it on the side of elderly people. Youngsters did not have a single issue, because they are used to working with high-tech.
- Maybe it is not a bad idea to make a version for schools to download from the Internet.

Personal experience

- „Seen a smile on a child's face or a glance of hope in the elderly's eyes was the prove I was looking for to know that we move in the right direction.“
- “If it was not the bad weather, we could have doubled the result that we got in the end. Anyway we passed the target. Next time we can pick better season”.
- “Meeting important people in every city as an ambassador of the European Union was a great feeling and a great responsibility. I believed I managed to prove my suitability for the role.”
- “We did something that had to be done long time ago – to bring EU to the people. Brussels is too far away.”

Europe Quiz Report

Presentation of the game

It appears as a game show:

- Seven different series of 8 questions are possible. They are of different type in order to be interesting for people, doing it more than once. The graphical presentation of the Quiz is colourful in order to make the game more attractive to people.

- When a question is asked, 4 possible answers are proposed: A, B, C or D. There is only one correct answer.

- A sound meter counts the time, available for the participants to give an answer.

- After the quiz is finished and all answers are written down, an animator goes again through the questions, gives the correct answer and explains it.

Organisation of the game

The game was organized in two ways. One was if a group has booked a time slot. For allowing that, we built a site where groups can put their data and reserve a concrete time to come and participate in the quiz. The information about this opportunity was sent to schools and youth clubs by all possible means, described earlier in this document. For each city there was a password, so that there is no confusion with the bookings, and each time slot could be booked only once. In some of the cities most of the time went through such organized visits.

The second way to organize a game was to invite people to participate directly without appointment. When enough people were gathered, a game was launched. Of course, if there were fewer people, but they have waited a bit more time, a game was launched too to avoid frustrations on citizens side.

For each game, the participant receive the quiz form and a pen. Then they go nearer the animator, reading the questions. When all the questions are read and answered, the animator goes once again through them, giving the correct answers. Afterwards, the participants were giving the filled-in questionnaires to the other animators and were receiving a bag with gifts. Each bag included their personal

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rights leaflet, a small book with the rights in the European Union, a brochure about the EU rights, balloons, pens, bracelet-wallet and a flag.

Media coverage

Description of media relation activities

Upon our advice, ProPager chose for the media activities related to the Roadshow in Buglaria, the PR Agency "Creative Solutions". Our partner was constantly in contact with the European Representation in Sofia and the main medias in the country. The work of the PR gave a lot greater impact of the Roadshow.

Establishment of media relation (Work done by the PR agency):

- Preparing a media list – nation-wide & local media (Some are mentioned earlier in this document. Full list will be sent directly to ProPager by the PR agent.)
- Preparing a list of PRs in the cities, we were about to visit
- Preparing a press-release in Bulgarian
- Contacting all available national and local media through phone and e-mail. Where possible personal contacts were established.
- Press-clipping
- Preparing a press kit for the media
- Producing radio chronicle and video broadcasting

Organization of the press conference:

- Invitation of journalists and follow-up with them
- Invitation of representatives of the European Parliament representation in Sofia
- Invitation of representatives of the European Commission representation in Sofia
- Engaging a conference moderator
- Preparation of the scenario for the Press Conference
- Working with Bulgarian journalists to arrange maximum media coverage

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- Arranging a professional photographer to take photos of the road show teams, the pressconference and pilot stand on 11th.
- Editing the texts in Buglarian for the press kit
- Regularly and timely sending press releases to Bulgarian media

The press conference took place on November 11th 2008 at 11:30 o'clock in the Info-center of the European Commission Representation in Sofia.

Speakers:

- Mrs. Zinaida Zlatanova, Head of the European Commission Representation - welcome introduction
- Mr. Carl- Henrik Hamrin from DG "Justice, Freedom and Security " of the European Commission - description of the campaign
- Mr. Mihail Hristov, Representative of the Information office of the European Parliament representation in Bulgaria - European citizenship in Bulgarian context
- Mr. Daniel Vankov, Chairman of "Open Youth" and coordinator of the campaign – Practical issues about the campaign (website, route, preparation, teams, expected outcomes, etc.)

After the speeches, the opportunity was given to the journalists to take interviews with animators and speakers. After it all participants in the press conference went to "Sveta Nedelia" square for a pilot opening of a stand. It was done by Mr. Hamrin. Though, unofficially started, the campaign gathered a lot of attention from citizens. At the end a catering service was organised and journalists could make individual interviews with the speakers and animators again as well as with ordinary citizens.

Journalists who took part in the Press Conference are shown in the Sofia part of the actions' description.

Organisation of media presence in each city of the Roadshow

In order to make the Roadshow successful not only at national level but also at regional and local level, the PR agency paid special attention to inform and invite the local journalists to visits the stand. The activity was reinforced by:



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- Personal contacts
- Instructing the team members to give special attention to visiting journalists
- Working closer with local authorities and their PRs
- Participating in 5 towns personally: in Sofia – for the pressconference on 11th and the stand opening on 12th of November, in Plovdiv – November 16th, in Veliko Turnovo – November 18th, in Yambol – November 21st and in Burgas – November 22nd.
- Writing press-releases especially for each city to be visited.
- Sending local press-releases to the local media and to local authorities PRs.

Monitoring

See the PR annex for all press, radio and TV broadcasts and Internet publications.

General appraisal and comments

After visiting Romania and Germany, the European Commission information campaign for European citizenship came to Bulgaria under the motto: "European citizenship: not just words but also concrete rights." The campaign was in the form of a presentation roadshow which visited 20 Bulgarian cities for the period 11th – 22nd of November 2008. It aimed at informing the Bulgarian citizens about their rights as citizens of the European Union - rights defined in the European Union Charter of Fundamental Rights.

"The more European elections nearing, the more important for citizens of member states of the European Union, to realize their rights as European citizens," said Mr Jacques Barrot, Vice-president of the European Commission. "Need to raise awareness of Europeans about their rights, to be given the opportunity to enjoy these rights in any of any Member State and throughout the world." Through this campaign we increased protection, better understanding and respect for the rights of EU citizens.

EU citizens can vote and be elected to local and European elections in the Member State in which they reside, they have right to good administration from the European institutions, access to the Union and petitions to the European Parliament, diplomatic and consular protection by any EU member state in case a problem somewhere where the country, whose nationality the citizen is, has no

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representation. Last, but not least, right to reside and move freely throughout the European Union.

The information campaign will started on 11th November 2008, with a press conference in the building of the European Commission in Sofia and passed through 20 Bulgarian cities. It had to cover a total of 12 000 citizens from all age groups but in fact we believed that it covered much more – around 20 000. It involved and informed people, visiting the travelling stands that beared the symbols of the European Union and the campaign. The stands were located in public places outdoors where their visitors could easily participate in interactive games related to the topic of European citizenship and ask their questions. They had the opportunity to test and deepen their knowledge about their rights as European citizens and received numerous gifts (brochures, mini-books and bads with promotional materials).

The campaign is undoubtedly successful. Three things can be done better in future:

1. The campaign has to be carried out in a more favourable season (e.g. spring or autumn).
2. The tent for the stand has to be of lighter and easier-to-work-with structure.
3. There has to be a back-up plan if the teams overpass the target and need more materials.