

Name of the organization	Information and Nature Conservation Foundation
Project title	Decreasing the threats for the Brown Bear and its habitats through applying measures, part of the specie's Action plan, with the participation of local communities and support by the national audience.
Geographical area of implementation	The project has a national range with a practical cluster (development of a model for informing and training of local communities, applicable for the whole country) in a particular region – the corridor connecting Bears` populations in Pirin, Rila, Western Rhodopes mountains at the territory of Blagoevgrad district, the Municipalities of Razlog, Belitsa and Yakoruda.
Total project cost (in euro)	48 073,86
Approved EEA funding (in euro)	43 266,48
Project duration	13 months
Partner(s), if any	

Project objectives	<p><i>Common goal:</i></p> <p>Decreasing the threats for the Brown Bear (<i>Ursus arctos</i>) and its habitats and creating conditions for increasing of its population, simultaneously with the sustainable development of our country.</p> <p><i>Specific goal (goals):</i></p> <ul style="list-style-type: none"> ➤ To create conditions for informing the stakeholders about the Brown Bear and basic measures part of the Action plan for the specie; ➤ To apply an integrated plan for the conservation of the Brown Bear and its natural habitats with the support of the public; ➤ To increase the knowledge and skills of local communities, necessary for decreasing of the conflict man – bear; ➤ To provide conditions for exchange of genetic material between the populations in the region of one of the most important corridors for the Bear population in the country – the one among Pirin, Rila and Rhodopes mountains; ➤ To improve the coordination between non– governmental organizations, public administration and business representatives at conserving of the specie and its habitats.
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<p>Main activities</p>	<ol style="list-style-type: none"> 1. Project organization and management; 2. Collecting information, creating of a data base about the Brown Bear and its habitats and development of popular messages for each target group; 3. Organizing and implementing a national campaign for popularizing the values of the Bear`s populations and their natural habitats and attracting support for their conservation; 4. Development and applying of interactive training programs for the local community in the region of the Project`s practical cluster; 5. Implementing campaign for attracting support for the Brown Bear conservation in the Project`s region - organizing a “Celebration of the Bears” and a regional media campaign; 6. Monitoring and accountancy; 7. Information sharing and publicity of the Project.
<p>Project results</p>	<ul style="list-style-type: none"> ➤ Better awareness of the national public about the significance of the Brown Bear and its natural habitats for the conservation of the biodiversity of Bulgaria and Europe ➤ Improved coordination among the non – governmental organizations, public administration and business’ representatives for the specie conservation; ➤ Increased public support for the specie conservation; ➤ Informed and attracted by the cause minimum 60 parliamentarians, politicians and media leaders; ➤ Developed popular messages for the specie significance and the benefits they bear for the sustainable development of the regions with vital populations and our country as a whole; ➤ Developed and distributed information and education materials (posters, leaflets and multimedia presentation) for the Project`s goals; ➤ Provided access to information for all stakeholders; ➤ Provided materials in electronic format, prepared within the Project, to all responsible institutions for future use at following activities and projects; ➤ Established and popularized national internet portal about the Brown Bear and its habitats; ➤ Created conditions for interactive communication and work in a social network in the internet society; ➤ Developed and realized training programs and materials for local communities, applied in all

	<p>regions with vital populations of the Brown Bear in the country;</p> <ul style="list-style-type: none">➤ Trained 75 representatives of the local community from the region of the Project's practical cluster;➤ Developed and realized model for organizing "Celebration of the Bears" presenting the benefits which the specie can bring to the local communities and to the sustainable development of the country;➤ At least 25 publications and transmissions in the local media and 20 in the national media;➤ Decreasing the threats for the Brown Bear; conservation of its populations in the country and creating conditions for its increase in a long- term period.
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