

SYNERGY WILL SAVE THE MOUNTAIN

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„Save the rivers
of Stara planina“



INFORM THE PUBLIC ABOUT THE PROBLEMS

- television
- news papers
- internet
- public events



HAVE A STRONG BACKGROUND



MAKE A BIG GROUP

Facebook group „Save the rivers of Stara planina“ has 70.000 members and growing!



BE A GHOST, BUT BE EVERYWHERE

- Don't be an organization, specially not a politic one
- Do not have a leader, specially not only one
- Be a thought
- Be contagious idea
- Travel with a wind
- Be contagious idea



MAKE NO COMPROMISE



ENCOURAGE LOCAL PEOPLE

