## SYNERGY WILL SAVE THE MOUNTAIN

Goran Tokić

"Save the rivers of Stara planina"





#### INFORM THE PUBLIC ABOUT THE PROBLEMS

- o television
- o news papers
- o internet
- o public events



## HAVE A STRONG BACKGROUND





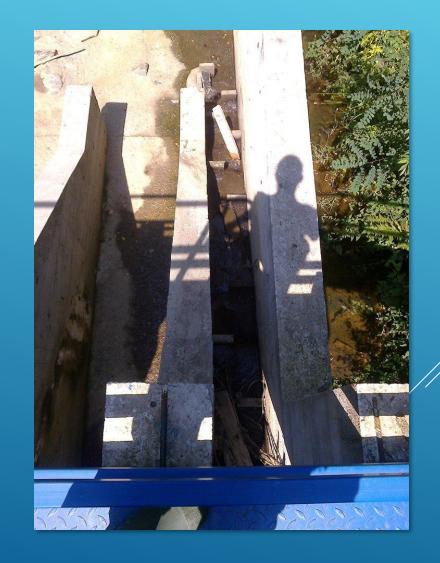
#### MAKE A BIG GROUP

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

