

ECOVISIA - Public cable television for encouragement of public participation, business circles and local authorities in the eurointegration process

The project together with the global theme on Sustainable development has a **concrete tasks on Eurointegration:**

- Creation of a place for a public dialog between representatives of the main target groups in the municipalities – citizens and NGO, business circles, municipality and State administration.
- To acquaint with the main directions, priorities, programs and appraisals of the European Union, related to the accession of Bulgaria.
- To discuss and comment the critically presented information and questions arising.
- To demonstrate the successful projects and practices in the accession process, to make it more transparent and public orientated, which are assuming and personal responsibility.
- To follow and lead impartially and transparently the process of acquaint with the European Union, to provide the possibility for constructive partnerships a between the target groups and to discuss the weaknesses along the accession process.

All this is in the context of the country sustainability and Europe.

The project restores and broadens the activities of the experimental partner cable television DEMO (1996-99 г.), as a completely renewed Public TV-Media “**ECOVISION**” of the civil organizations and local selfmanagement through duplication effect of application of modern digital Information and communications technologies information, with of the European values and unity in the continent diversity.

DIGITAL TELEVISION STUDIO Will be orientated towards the residence of the capital and the country. The equipment will allow poly-functionality and participation in the exchange of TV products with

products for integrating the civil sector activities, the state and local self government in the process of eurointegration.

The adaptation of the eurointegration process on local level and that information about the process reaches the peoples home is a priority.

The main goal is:

Encouraging the civil process and consolidation of the nongovernmental organizations, the business and local administration for specification, support and implementation of the eurointegration requirements on each chapter of negotiation of the country with the EU, as well as for active public participation in the formation and realization of regional and national policy for sustainable development and eurointegration.

Means:

A target instrument is foundation of a public media “**ECOVISION**” – free field for public debate on the principles of eurointegration, sustainable development of the continent, “Local Agenda 21” and the platform of the PUBLIC FORUM from non-governmental organizations, as a partner and corrective in the accession consultative process.

The goals are:

- Provision of conditions for TV programme production on professional level, creation of possibilities for public discussions of artists, politicians and experts on the issues of Eurointegration sustainability, creation of possibilities for citizens public appearance and of registration of their vote on issues and problems of society.
- Broad public debate on the national principles on Eurointegration and their entry in the diversity of united Europe and its political, economical and cultural character (national identity).
- To show and increase the national consciousness and European belonging of the Bulgarian in the context of globalization.

The planned activities

In general include the frame of:

- Proposal for an open memorandum for common actions for the establishment of a public television on the basis of wider circle of non-governmental organizations and their incorporation to the project.
- Mobilization of the team that have prepared the registration of the ECOVISION association (expecting a license) and elaboration of a strategic tactical and operational action.
- Involvement of the public forum along the line of LOCAL AGENDA 21 Sofia and its participation in the programme council for elaboration of the media work regulation and its programme policy.
- Purchase and installation of digital television technique for the new programme and productional activity.
- Production of TV programs and films for agreed broadcasting in the programmes of the partners cable operators.
- Establishment of an independent channel and start of a Public television ECOVISION.

The detailed actions on the project include the following steps:

- Preparation of premises - /finished repairs/
- Gather and study of tender proposals for digital equipment
- Selection of supplier
- Purchase and equipment supply
- Installation, experimental launch and certification of the guarantee cards
- Compatibility with the available equipment and improvement of the studio potentialities
- Formation and good teamwork of artist and intellectuals
- Expansion of contacts with distributors of television programmes
- Transmission of Pilot programs
- Contracts with distributors of television programmes – update and new
- Production and carry out a 30 min monthly programme, disseminated by cable operators, contracted on the project and voluntary



- Production and dissemination of an additional 30 min. weekly programme
- Production and dissemination of of two 30 min. programmes weekly and one monthly
- Production and dissemination of three programmes weekly and one monthly
- Start of an own chanel /cable type/ with one-hour own programmes daily
- Programme expansion, emphasis on the programmes with viewers participation
- Broadcast of a daily four-hour programme.

Partners:

- ASDE "Ecoreions" – project leader with logistics and subordination activiiteis with the Regional Public information Centre in "Mladost" district
- Foundation "Demovision" – partner with responsibilites of the programme scheme
- Foundation "Bulgaria – treasure land - partner with responsibilites on the digital Photo-Treasure and data bases
- Bureau "Sofi 21" - partner with responsibilites of the policy of Sofia Municipality /SM/ for sustainable development and eurointegration
- "Mladost" District - partner with responsibilites of the own cable TV-network
- Association "XEKOZ" - partner with responsibilites in distribution of cable networks

Target groups:

The major target group comprises of tens of thousands families in the Capital and the region, subscribers of the cable television operators, partners in the project, and through the contracts with EUROCOM and other national operators– in fact with all subscribers of cable television in the country. This is the audience of the public debate on actual public problems and processes and permanent participator in it through the programme's open telephone lines and other feedback channels. The audience is the **target group** to which constitutional right for information

the media serves. And the information-educational news and programs for the history and problems of the European union, for bring up of environmental culture and behavior and peoples activity in defending the public interest are mainly addressed to it.

The second target group are some tens of NGO partners, residence and experts from the region and the country, which, through the media, independently or in co-operation with the PUBLIC FORUM will participate in the dialog with the local authorities and in the selfmanagement on local level (and in this way with national institutions), as well as in setting up the programme policy and activities of ECOVISION, as an actual public media.

The third target group are the business circles and employers in the private and state economic sector.

Expected results

- Achieving changes in the public expectations, perceptions and viewers activity from all target groups in decision taking on all important national and local problems and projects for real introduction of the principles of European belonging and sustainable development on local level.
- Integration of the Eurointegration actions, for mature civil society and adequate sustainable development within the general media focus of democracy, acting right of information and participation in the decision making – platform of a non-commercial public ECOVISION.
- Well equipped and active public media, serving not only the interests and problems of the present day but also the permanent values of the Bulgarian society, the national identity and European belonging;
- Fix public society's eyes on itself. The Public debate and resolution of problems of the day accelerates the process of formation of civil awareness and behavior;
- The information-educational television programme, as well as the distribution of educational,

programmes on carries (Videos, DVDs, etc.) for users ousted the TV networks – NGOs, schools, children gardens and other institutions.

Budget – 55 000 Bbp

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