

PUBLIC CAMPAIGN FOR EXPLANATION, PUBLIC DIALOG AND DEBATE ON SOFIAS' DEVELOPMENT MASTER PLAN AND AN EIA REPORT

Short project description

The main reason for the proposal ASDE is the recognition of society role as a business corrective and partner in the policy for "sustainable urban development".

The preparation and carry out of a public campaign for explaining and adoption by the society of the new Sofia's General Master Plan (GMP) is proposed – in parallel with the process Local Agenda 21 "Sustainable Sofia".

The proposed steps for achieving the set goals in the project, include:

- Identification of 5 target groups and society involvement in project discussions, information about the ways of achieving sustainable development and the possibilities/citizens rights for influencing the decision of the responsible bodies;
- Reducing to understandable by the general public language of the "World Banks' strategy for Sofia" of the formulation of the Sofia's GMP and its EIA report;
- General conclusions and presentation of the implemented during the last 5 years town planning solutions (weak and strong sides), including current projects and intentions that have strong social, economical and environmental effect;
- Leading and moderation of a series of public debates on the GMP, final project, combining it with the results from the EIA report ("independent moderator" as a process facilitator);
- Arrangement of a permanent exhibition during project implementation, an open telephone and provision of a place for a public media dialog, other facilitating materials and brochures;
- Round tables and establishment of Project Civil Forum and for the future (as for example Local Agenda 21);
- The final results after the project completion will be the attainment of a more active participation in the discussion on the approval of the GMP law;

Project sub-products

- Achieving a better understanding of the GMP provisions and a better public acceptance of resolutions (dialog);
- Public appraisal and determining the degree of acceptance from the civil society of the concept "sustainable

urban development" and its practical enforcement in the GMP and in investment projects;

- An easy understandable package of materials for the public materials about the Sofia City Master Plan;
- Summary of the planning materials and summary and analysis of the current legislation concerning the project problems, rights on the planning Law and EPA procedures;
- Suitable brochures and leaflets, cycle of explanation meetings;
- Establishing a target groups Public Forum with understanding and attitude towards the problems of sustainable urban development and in particular– environmental problems ;
- Creation of conditions for a dialog/ meetings and discussion between citizens, experts and municipal administration;
- General proceedings from the public debates – expression of the public's prevailing, presented as arguments for decision on:
 - the EIA
 - Sofia's development strategy
 - participation in the discussion the GMP, final project
 - preparation for the GMP adoption by the Sofia Municipal Council and the Council of Ministers
 - Preparation of the GMP law

Problem description

In 2002, for the first time in the history of the city planning of Sofia, an EIA to the GMP was made and its discussion is forth coming. The preparation, discussion and final approval of Sofia's GMP, as well as a law to it lies ahead.

- Up till now, it was constructed and build "by the job" and the environmental impact assessment could not explicitly proof the negative impact of the activities.
- The legislation enables the plan to be a powerful instrument for management of the city and its sustainable development. Though it is well illustrated and grounded, the plan is still incomprehensible for the citizens, /an example is the debates during September 2002 /.
- Its presentation and lead of discussions only by urban-planning specialists comes into a blind alley of **miss understanding and hence to unacceptability of the approach and resolutions** from the general

public and the individual target groups.

- The specialized public debates as a trial for a public dialog frequently converts in insurmountable **conflict** with designers, municipals management, politicians, business interest, restitution processes, etc..
- There is discrepancy and contradiction between the good town planning, environmental friendly solutions and conformity with the needs of dwellers, maximum conservation of the environment and creation of functionally developed zones for work, rest and living on one hand and on the other the different implementations of private daily interests as well as the juncture solutions and compromises.
- Unfamiliarity on the part of the citizens about the way of information receipt on the plan, participation in discussion on the decision making process as well as their power of rights (by Law, Aarhus convention, and others.) exist.

These lead to **difficulties in the formulation and pursue of adequate policy for sustainable urban development.**

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The new ASDE approach for sustainable development and Eurointegration on local level have found its application in the "Structural Scheme for Functional Zoning of Ecozone Sofia-East" approved by the Department of Urban Planning and Architecture at Sofia Municipality.

The environmental management plan is backed up with more than 20 pilot projects, part of which have finished or are successfully carried out (Goroubliane sewerage, assistance in establishing the NGO "Goroubliane 21", Energy efficiency and heat accountancy for Sofia, GIS and Public Centre Mladost, archeological studies for Sofia Airport, E-government on local level, Rehabilitation of Iskar river valley and others.)

On this bases the ASHDE is main co-ordinator of the Local Agenda "Sofia 21" and represents the stand of the civil society in the Local Agenda 21 Bureau at Sofia Municipality.

ASDE works in close co-operation with Bavaria (Local Agenda, Iskar river and others.), the city of Berlin and the European Academy on Urban Environment as well as with Denmark.

Activities:

- Review of the available information at (Department Architecture and Urban Planning (DAUP) and Municipal company – Sofproject, EIA workgroup, Responsible

Departments at Sofia Municipality (SM) and others) – 1st month;

- Synthesis of the multiple information and legal requirements in groups of work directions (environment, economics, social activities) and technical infrastructure – 1st and 2nd month;
- Grouping and assessment of the positive and negative effects of the carried out projects and investment intentions during the last five years – 1st and 2nd month;
- Set up of the 5 target groups responsible for decision making (SM и Local Administration), NGO, Council of house residents, interested residents and business circles и– I and II month;
- Arrangement of a permanent exhibition in the ASDE information centre in the building of Mladost District and carry out of an introductory seminar– 3rd month;
- Preparation, publishing and distribution of an easy to understand brochure. Provision of a permanent link (open line telephone, E-network of Blue Link) –3rd and 4th month;
- Preparation and start of a specialized inquiry about the attitude of the target groups towards the project management, EIA report and the role of an individual in the processes of achieving sustainable town development – 4th and 5th month;
- Preparation and carry out of media campaign– cable TV-network (with AGARTA partner and others.), addendum of the daily newspapers "TRUD, 24 hours" and the daily newspaper "Building and the city ", National Radio Hristo Botev– the programme "Sustainable development" – month 5 through 9;
- Campaign for explanation of the planning levels of the GMP through lectures in the 5 peripheral districts and within the 4-5 groups from the central districts month 4 through 8;
- First round table with representatives from the Local Administration and the other target groups at SM – DUAP -month 9;
- Preparation and distribution of a second brochure with results from the inquiry and the held 10 lectures– month 9 through 10;
- Closing roundtable for expressing the public opinion about the GMP and eventual opinion on the draft law for adoption and enforcement of the GMP. Proposals for set up of a public forum with a special purpose – month 9;

During the 11th months of the project together with experts from ASDE will work experts from NOEMA, from nation-

al and private media, prominent specialists in this field as external consultants and moderators.

Expected results

- Level of understanding and public acceptance of the GMP – good, satisfactory, poor ? What is the public engagement at present?
- Overcome of conflicts in planning, management and construction – dialog and discussion between citizens, experts and municipal administration;
- Ballance of interests between environmental quality, private proprietor, business interests – according to the level of public acceptance;
- Working public forum with representatives from the target groups – direct and contrariwise contacts of interaction;
- Achievement of a higher level of integrated management;
- Synergetic and duplication effect for other small and medium towns ;

Budget

<i>Budget items</i>	<i>EURO</i>
Payment of the members of the organization	1000
Equipment	-
Travelling expenses – For travelling, daily allowance and accommodation (see reference)	100
Transport services (see reference)	100
Consumatives (Paper for copying, flipchart , ink refill and other writing materials)	250
External consultants (fees for moderators, lectors and other external experts)	250
Computer services	-
Printing expenditures (brochures, inquiries, others)	450
Translation expenditures	-
Communication expenditures (Postal expenditures, fax, subscription for e-mail for 5 months)	150
Other expenditures (see reference)	2700
Total	5000

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