



EU STORK ROUTE PROJECT

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1. Vision

The white stork (*Ciconia ciconia*) symbolizes:

1 Living nature

It reflects the richness of our ecosystems.

2 Sustainable agriculture

Represents the harmony between farming practices and environmental health.

3 Strong connection between humans and the environment

Showcases our responsibility towards nature.

4 Cultural identity

Embodies traditions and values linked to the stork.

EU STORK ROUTE connects breeding, migratory, and wintering territories in a common European cultural-ecological route. Belozem (LAG "Bakovski") is proposed as a Balkan center of the route



2. Why Now?

European context:

Climate change and shifts in migration patterns

Addressing impacts on wildlife.

European Green Deal and bioeconomy

Promoting sustainable practices.

Sustainable rural development

Enhancing rural livelihoods and opportunities.

Environmental education for children and youth

Cultivating awareness and stewardship.

3. Main Objective

Creating a sustainable European network of local action group and rural communities united around:

1

Conservation of the white stork

Ensuring its survival and habitat protection.

2

Development of ecotourism

Attracting visitors to rural areas through nature-based tourism.

3

Transnational exchange

Fostering cooperation across borders.

4

Climate awareness

Educating communities about environmental challenges.





4. Key Activities

STORK FEST – Europe

- Annual festival on a rotational basis: Bringing communities together.
- First edition: Belozem, Bulgaria.
- Folklore, ecology, children's workshops: Connecting culture and environment.

Stork Guardians – student exchange

- Summer eco-camps: Engaging students with nature.
- "Adopt a nest": Involving youth in conservation efforts.
- Joint online classes: Facilitating cross-border education.

European database for nests

- Multilingual digital map: Offering accessible information.
- Volunteer observations: Encouraging community participation.



5. Innovations and Digitalization

1

AR route

An interactive experience with augmented reality: Enhancing visitor engagement.

2

Mobile application

Providing information and resources on-the-go.

3

Documentary series and digital archive

Showcasing stories of the stork and conservation.

4

Educational line "The Stork and Climate"

Teaching about critical environmental issues.



6. Expected Results

European tourist map
"Stork Route Europe"

A guide for travelers.

Online platform and open
database

Centralizing information and
resources.

Educational modules for
schools

Supporting teaching on ecology.

Documentary film series

Raising awareness about stork
conservation.

Marketing package for ecotourism

Promoting sustainable tourism initiatives.

Expected impact:

Increased sustainable tourism

Active youth participation

Active youth participation

Contribution to EU climate priorities

7. Desired Partners

1

LAG and LEADER territories

Collaborating with local development initiatives like:

2

Municipalities with significant stork populations
Focusing on conservation hotspots.

3

Educational institutions

Partnering for outreach and education efforts.

4

Environmental NGOs

Working on sustainability and conservation.

5

Partners with digital and AR capacity
Enhancing technological outreach.



8. Final Message

"The stork knows no borders. Let us create a route that unites Europe."

We invite you to become part of the EU STORK ROUTE.





Thank You!

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