



Final Transfer Reports

BANSKO December 2022

BeePathNet-Reloaded



1.1. A city level transfer story

The main economic sector for the Municipality of Bansko is tourism and the ski center is well known destination for winter tourism – not only in Bulgaria but also and in Eastern Europe. The city of Bansko offers more than 16 000 tourists' beds, which are occupied mainly in the winter months. For the Municipal government is very important to expand the tourist season and to find different opportunity to get more tourists in our region. Nowadays, more tourists are interested in different experience, they want to experience local activities. Our mountain region can offer such programs and products, but connecting beekeeping and tourism would introduce a new topic and would diversify the tourism offer. We believed that this process could represent an important opportunity further sustainable development based on new beekeeping linked products – not only for our municipality but for Bulgaria too.

That's how everything starts...

From the begging of BeePathNet project Municipality of Bansko planned to develop first in Bulgaria tourist walking route called Bansko Bee Path. We thought it might include various key points of interest, visit of beehives hosted in the city and surround area, bee related information and educational boards for the visitors, local kiosk for bee products, etc.

But than during the implementation of the BeePathNet project Municipality of Bansko together with ULG group created educational programs for the pupils and the kids in kindergartens. We aim to continue increasing the level of knowledge about the bees and raising awareness about their importance. The project also aimed to raise the awareness of the role of bees in nature by improving the biological knowledge. The implementation started with kids from the kindergarten, primary school classes 5-7 years old and continued to 8-14 years and then the focus was be on the Preliminary schools.

Furthermore, we were focused to the improvement quality of living for citizens of Bansko, to ensure the urban revival of the City of Bansko and address modern urban cross-sector challenges such as climate change, sustainable development, etc.

So far, all these tasks are achieved and Bansko has transferred some of the obligatory and voluntary topics from the BEE PATH good practice transfer progress.

Active partnership establishment and management has been settled with good cooperation between ULG group, stakeholders and Municipality of Bansko.

Big number of good activities have been realized:

- Roundtable on the topic “Key challenges of urban beekeeping”,
- Seed donation campaign for melliferous plants for everyone who wants to support urban beekeeping,
- Melliferous flowers have been given to the citizens, in front of the municipality dedicated to the international flower day
- Art Workshop Save the Bees
- Wide celebration of World Bee Day

During the implementation of the BeePathNet project there was strengthening political support of Municipality of Bansko. Furthermore, one of the main policies of the Municipality of Bansko is to continue to expand the urban beekeeping therefore the Government is looking for a regulation of urban beekeeping and integrating it into the strategic urban context. Bansko expanded the green areas, planting different types of shrubs and trees suitable for pollinators, after a successful

campaign in August, Municipality of Bansko and Beekeeping Society ROI for donation of 200 melliferous plants were distributed - lavender, gaillardia and echinacea.

Organization and implementation of yearly awareness rising of Municipality of Bansko included promotional events, lectures, round table. Shared links in our official web site, all events of the partners of BeePathNet, all newsletter of BEE PATH, preparing local news for publishing in a social media.

The promotion activities of Bansko BEE Path map of has been started. Online version of Bansko Bee path has been sent to all institutions and organizations. There is official printing version of Bee path map.

Finally, the educational polygon has been completed and 3 beehives, designed and painted on the Art workshop, were also settled there. Near the Polygon there is board for Bee's children's pictures.

And that's how it ends...

Many risks and challenges appear during our everyday work and communication. Having good will and dreaming ideal life, makes us more motivated. Some of good practices transferred in the City of Bansko we are proud with are:

- ✓ Bansko is the first town in Bulgaria creating a Bee Path but it will encourage many more cities to focus on urban bee keeping and get part of such projects.
- ✓ We have established a hard-working local group and together we have successfully adapted the good practice and achieved even more than planned;
- ✓ Higher municipality administration involvement – The Economic development department, European project department, the Educational and the Ecology and Landscaping departments have been involved in the BeePathNet Reloaded project;
- ✓ An educational program has been developed and implemented at the schools and kindergartens, aiming to acquaint the pupils with the role of bees in nature and their importance for the planet; the students made information boards, drawings and projects; developed a poster and a flyer on the topic “Save the Bees! Six ways to protect the bees on Earth”;
- ✓ Awareness rising campaigns for citizens – regular publications of news and content for events, roundtables, etc.; promotion including communication tools as a Facebook page BeePathNet ULG group Bansko and publications on the official web site and Facebook page of Bansko Municipality;
- ✓ Biodiversity campaigns and promotions for citizens – 1)we have organized free distribution of over 200 melliferous saplings; 2) a campaign for seed donation – 200 bags of melliferous plants were distributed to stakeholders; 3) a round table “Key challenges for urban beekeeping” and a lot of activities have been realized for World Bee Day in the schools and kindergartens; 4) Art Workshop Save the Bees; 5) Wide celebration of World Bee day.
- ✓ Development of Educational Bee Path in Bansko “Where heritage meets the education” with 8 stops.
- ✓ Produced a short movie with points of Bansko Bee Path and interview of a famous and active members from Bansko ULG group.
- ✓ The ambition of Municipal Government was to diversify the tourism through the transfer of the good practice and make Bansko a popular destination for bees and biodiversity.



1.2. Progress within Bansko ULGs

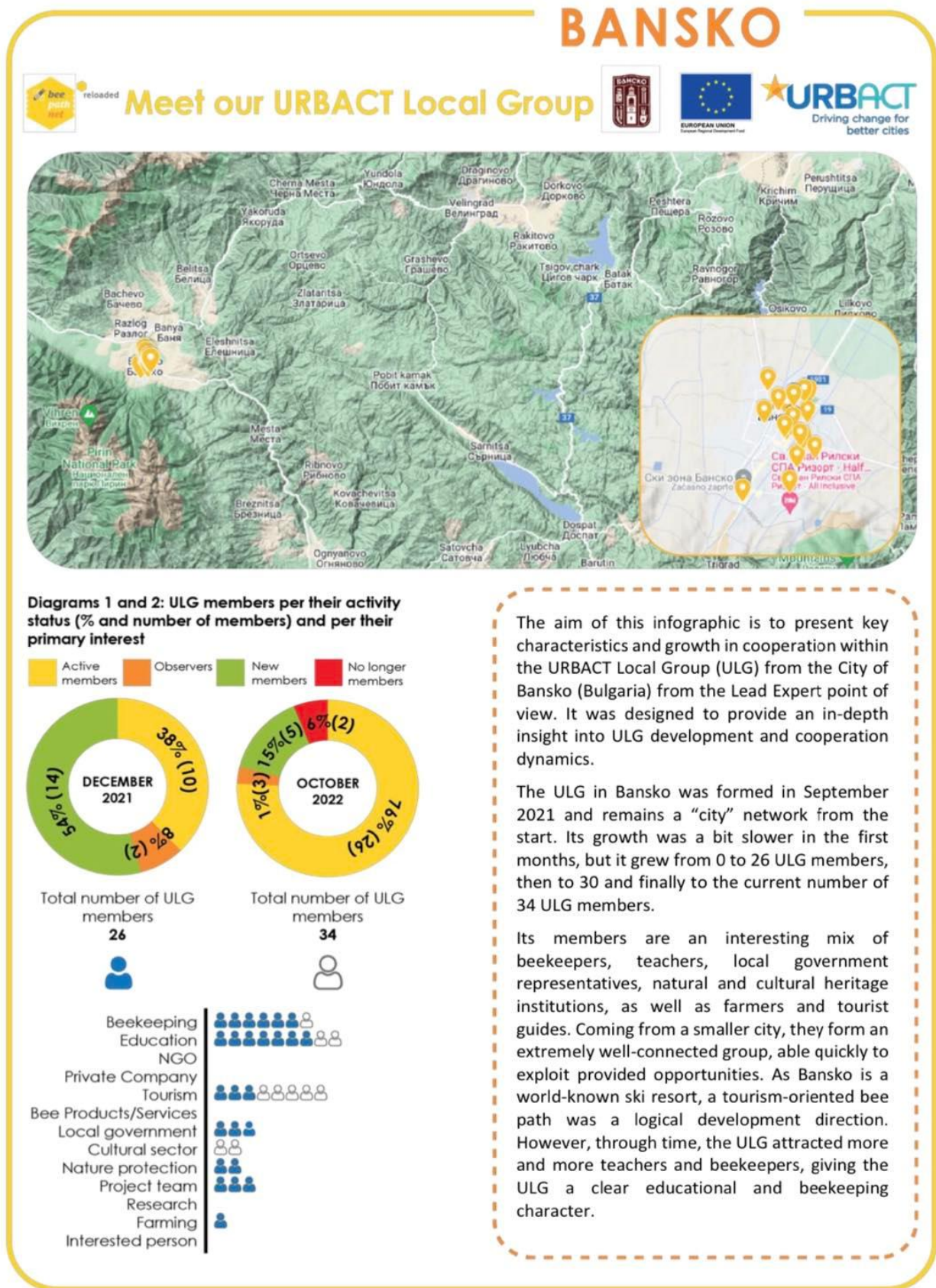
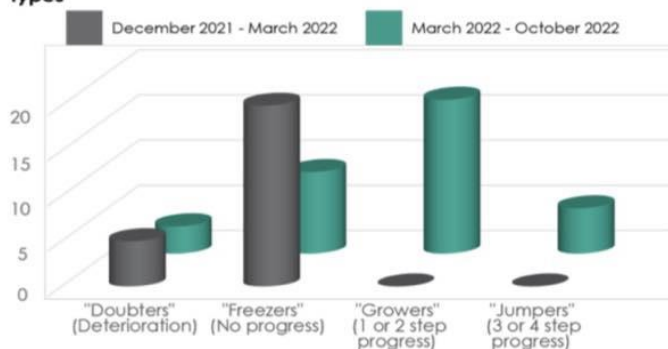


Diagram 3: BeePathNet-Reloaded project impact on improved cooperation between ULG members in Bansko



Diagram 4: ULG members from Bansko by cooperation progress types



As you can see, not everyone is sitting around the table – leaving room for further growth and diversification of the ULG.

However, those present are extremely active, with over 75% of ULG members *“active members”*. Exceptionally strong representation of beekeepers can be contributed to the fact that initial ULG members (also visiting Ljubljana on the Boot camp) were predominantly beekeepers. Later, due to overall project focus on Education and Tourism, they were joined by teachers and tourist guides. 5 *“new members”* and only 2 *“drop-outs”* is a sign of a significant interest and *“buy-in”* of the group. Compared to other cities with larger ULGs, ULG in Bansko is a clear proof that *“less is more”*!

As indicated by the Diagram 3, the ULG managed to improve the level of stakeholder’s *“buy-in”* and the level of cooperation between ULG members by less than 0,4 level. This is considerably lower, compared to other cities. Actually, if we look at data for the first half of the project, the growth would be negative. Sounds shocking, right!

However, this is a result of a very interesting situation, deeply rooted in the original composition of the ULG in Bansko at the very start of the project. Namely, ULG in Bansko was originally composed out of a small but very tightly knit group of beekeepers, teachers and local government representatives with extremely high initial level of cooperation. Since Bansko is only a small city, this is not surprising.

As the initial level of cooperation was extremely high (compared to other ULGs), adding new members in large numbers automatically meant that the level of cooperation (measured statistically) would get lower. And this is exactly what happened. Despite this statistically negative trend, the level of cooperation between ULG members in Bansko is roughly 0,5 of a level higher than in any other transfer city.

Due to described specifics of the group, often mentioned “*fluctuation*” and “*polarization*” – two processes that can be expected in such voluntary working environments where ULG members are driven by their own ambitions, as well as actual capacities for active cooperation – are not present within this ULG. Of course, the question is, if this will remain so in the months and years to come.

Diagram 4 breaks the ULG members into four “*cooperation progress types*” – their distribution further confirming above conclusions linked to “*polarization*” within the ULG in Bergamo:

- “*Jumpers*” – most active ULG members, reaching a high level of cooperation progress per year.
- “*Growers*” – active ULG members with less turbulent, but constant 1-2 level progress per year.
- “*Freezers*” – ULG members who have already reached the desired level of cooperation within the ULG. If it is high (levels 3 to 5) they should be understood as active members, if it is low (levels 1 and 2) they should be understood as observers.
- “*Doubters*” – a group of ULG members whose level of cooperation within the ULG has deteriorated – they are less active.

It further signals that ULG coordinator in Bansko, Tanya Stancheva, successfully motivated and activated almost all ULG members – making it hard to identify the “*core team*”. Nonetheless, Diagram 5 provides more clarity on this issue, as 5 ULG members clearly stand out – proving that even tightly-knit groups have a core of enthusiastic and devoted long-term ULG members. On the other hand, attracting “*new members*”, especially from not-represented stakeholder groups, will be an important on-going activity in Bansko.

Based on all presented evidence, we can conclude that we have a well-connected and very active ULG in Bansko. It is well equipped with its own Long-term Bee Path Development Plan, many great ideas and lots of willpower to implement them in the years to come.





To further increase the understanding of the ULGs, we carried out an on-line survey where ULG members were asked to indicate the level of cooperation on the individual level. In the case of Bansko 24 out of 34 ULG members responded to the survey, allowing us to draw the social network on Diagram 5 (using [Gephi](#)).

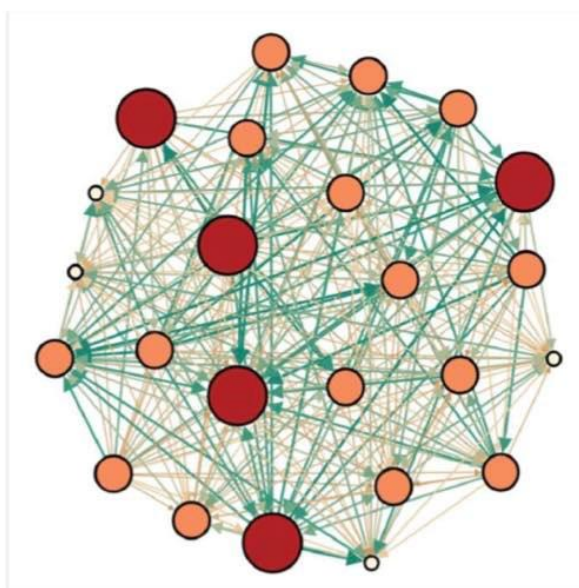
Similarly, to already presented conclusions, it shows a well-recognized, influential and well-connected core of 5 ULG members. Unlike other cities, they are further supported by a large group of less influential, but still relatively well connected, and most importantly very active ULG members, while there is only few poorly connected ULG members.

ULG coordinators are going to receive this graph in an active format – allowing them to investigate individual connections. The aim being to make the process of the "core team" identification and creation easier. It will also provoke them to work on further strengthening of the cooperation, slowly adding now missing but most needed types of stakeholders to the "core team".

Diagram 5: Social network model of our most active ULG members

Circles represent our ULG members and show how well they are connected to other ULG members.

WEAKLY connected **STRONGLY connected**
 Lines represent strength of connections between individual ULG members.
WEAK link **STRONG link**

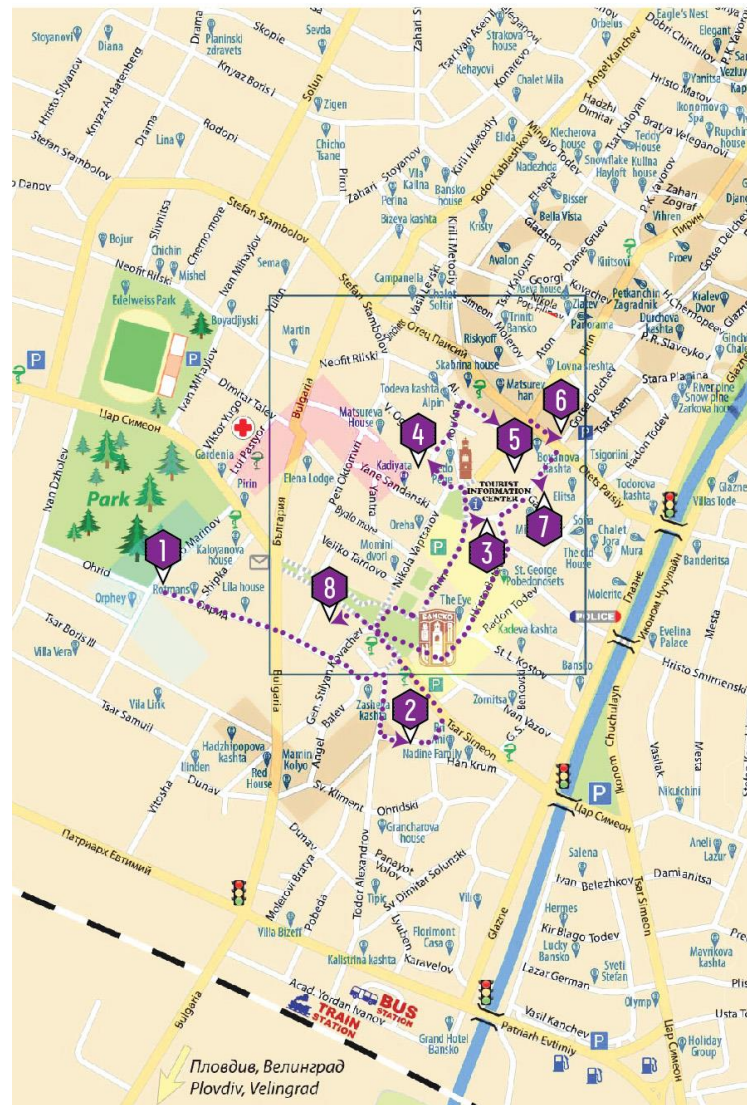


1.3. Bansko Bee Path

Bansko Municipality has successfully adapted the good practice and achieved even more than planned. Since the first meeting all members (whether beekeepers, producers, restaurants and hotel owners, searchers and educators) have generated ideas and themes to debate. That leads to realization of many of them and the project will have to extend well beyond, mainly in the area of education, tourism and new products.

Through our participation in the process of transfer of good practices, we developed and implemented awareness raising campaigns and educational programs on the importance of pollinators and bees.

We have created the Educational Bansko Bee Path “Where heritage meets education”, with 8 points.



FREE BROCHURE/БЕЗПЛАТНА БРОШУРА Facebook: Beepathnet Reloaded - Bansko ULGroup

Bansko Bee path
Where heritage meets education



Пътят на пчелите
Образователна пътека с включени културни забележителности



EUROPEAN UNION URBACT Driving change for better cities



1. Градски парк ул. „Цар Симеон“ №77

Градският парк предлага за най-малките образователна детска площадка. Дидактичните средства използвани на площадката, разчитат на сензориката и скритите послания за предаване на идеите на проекта.



2. Средно училище „Неофит Рилски“ ул. „Тодор Александров“ №13 www.srbansko.com

В СУ „Неофит Рилски“ е разработена и внедрена пилотна програма, която има за цел да запознае учениците от втори, шести и седми клас с ролята на пчелите в природата и значението им за планетата. Пилотната програма е разработена от клубовете по интереси в училището.



3. Туристически информационен център пл. „Възраждане“ №4, тел.: +359 88 8251095 www.visit-bansko.bg

Изложба на проекти на тема живота на пчелата, изработени от деца и информационни материали „Спаси пчелите!“

вторник – събота: 10 ч – 18 ч



4. Музей „Велянова къща“ ул. „Велян Огнев“ №7, тел.: +359 74 983132 www.facebook.com/muzeen.kompleks

Структура на пчелен кошер и изложба на печатни издания свързани с развитието на пчеларството в Банско.

вторник – събота: 10.00 ч – 17.30 ч



5. Начално училище „Пайсий Хилендарски“ ул. „Пирин“ №16, тел.: +359 74 988316 www.nu-bansko.bg

Проекция на образователни филми за живота на пчелата и правила за държане около пчелен кошер в откритата стая за уроци в двора на училището.



6. Духовно-исторически център „Пайсий Хилендарски“ ул. „Отец Пайсий“ №21, тел.: +359 74 983132 www.facebook.com/muzeen.kompleks

Пчеларството в миналото като начин на прехрана, производство на мед и здравословен начин на живот

вторник – събота: 9.00 – 17.30 ч



7. Заведение „Марушка“ ул. „Гоце Делчев“ №8

В заведение за чай и кафе Марушка непременно трябва да опитате прясно изцедена лимонада или чай с билки, сервирани с пирински мед.

Всеки ден от 10.00 до 20.00 ч



8. Неделен пазар ул. „Тома Вишанов“ №14

На градския пазар в неделя може да си купите лично от производителя - пчелен прашец, мед, клей и восък.



1. City Park 77, Tsar Simeon str., Main entrance

The green corner of Bansko, the City Park offers an educational polygon for the little ones. The didactic tools used on the site rely on sensory and hidden messages to convey project ideas.

2. Secondary school "Neofit Rilski" 13, Todor Aleksandrov str. www.srbansko.com

A pilot program has been developed and implemented at Secondary School Neofit Rilski, which aims to introduce second, sixth and seventh grade students to the role of bees in nature and their importance to the planet. The pilot program was developed by the school's interest clubs.

3. Tourist information center 4, Vazrazhdane sq., tel.: +359 88 8251095 www.visit-bansko.bg

Exhibition of painting, drawing and different projects related to the bees, made by primary, secondary, high schools and information materials Save the bees!

Tuesday – Saturday: 10 am – 6 pm

4. Velyanova house museum 7, Velyanova Ognev str.; tel.: +359 74 983132 www.facebook.com/muzeen.kompleks

Structure of a beehive and an exhibition of printed publications related to the development of beekeeping in Bansko.

Tuesday – Saturday: 10 am – 5.30 pm

5. Secondary school "Paisii Hilendarski" 16, Pirin str.; tel.: +359 74 988316 www.nu-bansko.bg

Screening of educational films about the life of the bee and rules for keeping around a beehive in the open room for lessons in the school yard.

6. Spiritual and Historical Center Paisii Hilendarski 21, Otets Paisii, str.; tel.: +35974983132 www.facebook.com/muzeen.kompleks

Beekeeping in the past was a way of subsistence, honey production and a healthy lifestyle in the Monastery of Sveta Gora-Aton.

Tuesday – Saturday: 9 am – 5.30 pm

7. Coffee and tea shop Marushka 8, Gotse Delchev str.

In a tea and coffee shop Marushka you can try freshly squeezed juices and tea with herbs served with honey from Pirin Mountain.

Every day from 10 am – 20 pm

8. Sunday Market 14, Toma Vishanov str.

On grocery market you can buy from the local producers - bee pollen, honey, glue and wax.

Пътя на пчелите в Банско

Инициативата породена от сътрудничеството с останалите градове партньори по проект Пътя на пчелите, има за цел да защити пчелите и да увеличи присъствието им на територията на Община Банско. По този начин Община Банско се стреми към справяне с предизвикателствата, свързани с околна среда, биоразнообразието и с градското пчеларство. С помощта на интегрирани подходи с участие на всички културни и образователни институции, организации и граждани ще съумее да въздейства сред обществеността за ползата от пчелите в екосистемата и да внедри ефективни решения.

6 начина да опазим пчелите на Земята

1. ЗАСАДЕТЕ ПЧЕЛНА ГРАДИНА

Притеснявате се, че нямате достатъчно място в двора? Не се безпокойте! Засадете местни цветя (като лавандула, гергина, маргаритки и слънчогледи) в градината, парка и дори на балкона ви.

2. ЕДНО ПОСАДЕНО ДЪРВО = ХИЛЯДИ СПАСЕНИ ПЧЕЛИ

Участвайте и организирайте залесявания редовно, включете своето семейство и приятели в това занимание.

3. ИЗБЯГВАЙТЕ ДА ПОЛЗВАТЕ ХИМИЧЕСКИ ПЕСТИЦИДИ

Вместо това изберете органични продукти за справяне с вредителите и създавайте сами биотор, чрез компостиране.

4. СЪЗДАЙТЕ ПЧЕЛНА БАНЯ

Поставете на равна повърхност високата саксия с дъното нагоре, върху нея сложете подложка пълна с вода и наредете малки камъчета. Сложете на място, което сте забелязали, че се харесва от пчелите.

5. ПОДКРЕПЕТЕ МЕСТНИТЕ ПЧЕЛАРИ И ОРГАНИЗАЦИИ

Поинтересувайте се кои са пчеларите във вашия регион и закупете от тях мед, пчелен восък, прашец, свещ или друг продукт. Така те ще продължат своята дейност и ще се грижат за популацията на насекомите.

6. БЪДЕТЕ ГЛАСА НА ПЧЕЛИТЕ И РАЗКАЖЕТЕ ТЯХНАТА ИСТОРИЯ

Вдъхновете другите с уроци и дейности, за да знаят и разкажат за пчелите! Колкото повече разговаряме за техния живот и проблеми, толкова по-информирано ще бъде обществото за тях.

The Bee Path in Bansko

The initiative, sparked by the cooperation with the other partner cities of the BeePathNet Reloaded project, aims to protect bees and increase their presence in the Municipality of Bansko. In this way, the Municipality of Bansko strives to address the challenges associated with environment, biodiversity and urban beekeeping. Using integrated approaches with participation of all cultural and educational institutions, organizations and citizens will be able to influence the public for the benefit of bees in the ecosystem and implement effective solutions.

6 ways to protect the bees on Earth

1. PLANT A BEE GARDEN

Worried that you don't have enough space in the yard? Do not worry! Plant local flowers (such as lavender, dahlias, daisies and sunflowers) in the garden, park and even on your balcony.

2. ONE PLANT TREED = THOUSANDS OF BEES SAVED

Participate and organize afforestation regularly, involve your family and friends in this activity.

3. AVOID CHEMICAL PESTICIDES

Instead, choose organic pest control products and create your own biofertilizer by composting.

4. CREATE A BEE BATH

Place the tall pot on a flat surface with the bottom up, place a pad full of water on it and arrange small stones. Put in a place you have noticed that bees like.

5. SUPPORT LOCAL BEEKEEPERS AND ORGANIZATIONS

Find out who the beekeepers are in your area and buy honey, beeswax, pollen, candles or other products from them. In this way, they will continue their activities and take care of the insect population.

6. BE THE VOICE OF THE BEES AND EXPLAIN THEIR STORY

Inspire others with lessons and activities to know and tell about bees! The more we talk about their lives and problems, the more informed society will be about them.



ОБЩИНА БАНСКО

1.4. Photo Library



1.5. The “secret ingredient”





Bansko – what we have done through our transfer process

Shining stars

Eureka moments

Invisible victories

Impressions from our City visits



Preparation period
(Jun. – Oct. 2021)

Transferring good practice from Ljubljana and development of URBACT local group in our city
(November 2022 – May 2022)

Development of the bee path in our city and dissemination
(June – December 2022)



More about BeePathNet-Reloaded project on: <https://urbact.eu/networks/bee-path-net-reloaded>

1.6. Final remarks and desired results in the future

- ✓ Banskó has become well-known for organization of regular public events promoting urban beekeeping that attract tourists.
- ✓ To protect all pollinators and biodiversity is a priority in the near future of awareness raising campaigns and full implementation of educational programs at kindergarten and schools improved the general level of public understanding of the importance of bees and other types of pollinators.
- ✓ To make Banskó a welcoming place for bees, where farmers, beekeepers and citizens can cooperate and protect nature and become a place where bees and other wild pollinators find a safe home, where biodiversity is valued and protected, where urban beekeeping is preferred occupancy.
- ✓ To continue the expansion of the green areas by planting different types of shrubs and trees suitable for pollinators and to increase biodiversity in public green spaces.
- ✓ To ensure the priority place of beekeeping in future municipal agricultural policy, in terms of support and simplification, research and innovation, and beekeeping education programs.
- ✓ Beekeepers take part in Banskó an active dialogue with the competent authorities with a view to more effective implementation of the national programs in the field of beekeeping.
- ✓ To set up herbal gardens – Gardening in the city in the courtyards of public buildings, schools and kindergartens by encouraging employees and students to take care of them.
- ✓ To encourage the tourist business – managers of the hotels, guest houses to make their own gardens with plants suitable for pollinators and have beehives around their hotels so they can produce honey for their own needs.
- ✓ To develop an automated beehive with heating and video surveillance and to be able to observe it on the screen located on the central square in our city, schools, accommodation places, in the tourist information centers and on the phones.
- ✓ To support local beekeepers by providing them with free information desk to advertise and sell their honey harvest during the festivals.
- ✓ To equip an apiary that citizens can also take care of and set up information boards.
- ✓ To expand the implemented educational program in all schools and all kindergartens in the Municipality of Banskó, including the homes with the status of protected stilt (social group with disabilities).
- ✓ To encourage touristic businesses to offer bee products produced by local consumers and development of health packages by hotel managers.
- ✓ To implement new technologies for people’s awareness of the benefits of bees, their preservation as a population and the harm of pesticides.
- ✓ To begin composting- to collect separately the plant waste. Using compost in the soil increases the nutrient content and reduces the need to use artificial fertilizers and pesticides.



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- ✓ To give the key role of mind changers where it belongs in our society- to the young people so we must encourage them to be active participants in improving the quality of life and increasing the well-being of society.
 - ✓ To transform the local policy towards bees, other pollinators and biodiversity in our urban areas.
 - ✓ The World Bee Day is celebrated as a Notational Festival for one week- concerts, workshops, cultural events, activities.
 - ✓ To expand the physical Bee Path in Bansko and to create the Tourist Biodiversity Path in Bansko as tourist attractions.



