

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE  
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Eco Youth Camp in Ochin Dol village**

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Source: <http://www.vr-balkan.net/bg/mladezhki-eko-lager-s-ochin-dol>

**Country/region of operation: Ochin Dol village, Bulgaria**

**Sustainability dimension: environmental, social, economic**

**Description of the enterprise/initiative:** Eco Youth Camp in Ochin Dol is located in the former school building in the village of Ochin dol (Mezdra Municipality) and was built under the project "Implementation of activities for the organization and management of Vratsa Balkan Nature Park".

The base has 32 sleeping places as follows: 1 room with 2 beds, 1 room with 4 beds, 3 rooms with 6 beds and 1 room with 8 beds. There is a kitchen area and a well-equipped meeting room (screen, multimedia and laptop).

The building can be rented throughout the year to host green schools, open lessons, camps, seminars and other initiatives for young people and students. The Vratsa Balkan Nature Park Directorate offers 2 and 5 day educational programs related to ecology and biodiversity.

**Social/ community impact sought:** Raising youth and child awareness on ecology and biodiversity as at the same time providing opportunities for pleasant holiday.

**Stakeholders:** child and youth

**Approach applied:** Child and Youth services, environment responsibility

**Innovation applied:** Conduction of educational programs for youth supplementing the school curricula /Chemistry and Environmental Protection, Biology and Health Education, Geography and Economics, Physical Education/ with practical training.

**Social impact and business results achieved:** By conducting the educational programs on sustainable development, biodiversity and history and culture, the young people get new knowledge about ecosystems and biodiversity, the country's life and historical heritage, the relationship between man and nature. They improve and develop their communication and teamwork skills, debating and augmenting, analysing, evaluating, planning and solving case studies, reflecting and sharing experiences. All this happens among the magic and majestic nature of the mountain through the fun and exciting methods of informal learning.

**Financial situation / sustainability of the business model:** The sustainability is ensured by the environment protection measures, the low carbon footprint of the camp and the contribution to the local economy and protection of the natural and cultural heritage. The educational programs conducted for the youth are very important, as young people's awareness on sustainability issues is being raised and hopefully as future generation they will strive to protect the environment, too.

**Key success factors:** low prices, accessibility, constant development

**Challenges and problems:** lack of volunteers to work in the camp, lack of interests in the schools to organize the students' visits.

**Year when the enterprise was created:** n/a

**References (web-site, intent links, video, etc.):**

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