



About the company:

DEVIN JSC is an innovative, socially-responsible company, whose main subject of business is bottling and sale of mineral water, spring water, sparkling and soft non-alcoholic beverages. The company has a significant contribution in the drastic decrease of unemployment in the region of Devin town. Over 470 people work in the structures of DEVIN JSC.

DEVIN JSC is the largest bottling company in Bulgaria with a growing presence on the market of bottled water. Since its establishment the company has been showing a dynamic growth of development, due to the quality production, the well developed distributors' network and the adequate and innovative business strategy.



About the socially responsible initiative:

„The Rhodopes in my classroom” is the National socially-responsible campaign, initiated by “Devin” JSC with the support of the Ministry of Science and Education, which objective is to transfer the magic of the Rhodopes in 23 school in 4 different towns on the territory of Bulgaria.

Project objectives: With “The Rhodopes in my classroom” DEVIN JSC aims to make compassionate the students from the elementary classes and their parents in solving one of the most important problems of the XXIst century – the ecology and the preservation of the environment, as it provokes questions and answers of the youngest students how and why they should protect the nature.

Place of execution: The schools on the territory of Sofia, Varna, Kavarna and Bourgas

Beneficiaries: 23 schools on the territory of Bulgaria, students from the elementary classes of the schools and their parents, teachers

Description of the activities: The realization of the campaign consists of the following stages:

The first stage starts with opening the campaign in the schools-participants with planting trees in the yards. In this way they symbolically transfer the magic of the Rhodopes in the city and appeal about a cleaner and more beautiful nature. On the opening are present students, teachers, representatives of the organizers – the company “Devin” and the Ministry of Science and Education, representatives of the respective municipality, as well as journalists from the national and regional media.

All kids receive an educational book, in which the causes for the pollution of the environment are illustrates. On its pages each child could find also an answer to the questions how could personally help for the protection of the nature. For the parents is been prepared a brochure, introducing them with the idea and the message of the campaign.

During the **second stage**, in the classes of the class tutors, the teachers and the students discuss the main issues and topics such as:

How the human through its activity has caused harm to the nature?

Why should the trees be protected?

Types of forests.

What shall we do in order to preserve the Bulgarian forests?

Main facts about the Rhodopes.

Plant and animal world of the Rhodopes.

About the town and the natural water Devin.

Why should we drink more water?

How can we preserve our town clean and beautiful like the Rhodopes and Devin?

All class tutors receive informational-educational package, with the help of which they could conduct their classes on the topic “The Rhodopes in my classroom”.

The campaign “The Rhodopes in my classroom” on the initiative of “Devin” JSC and the Ministry of Science and Education is a long-term project.

Duration of the project: Long-term

Benefits – for the company and from the project - The research conducted by the consumers of the trade mark “Devin” has shown a strong association of the brand with the mountain. Through its educational campaign on the topic “Ecology and preservation of the environment”, Devin JSC transfers the magic and purity of the place where the natural water “Devin” rises, in the city.

Future plans and vision: The project is a long-term one. The purpose is the maximum number of students from first to third grade, as well as their parents, to get the message send by “Devin” JSC for nature protection. With the extension of the campaign in the next years new and current ecological topics will be placed.