



## Ambassador for a Day 2020 – Bulgaria on the World Stage

The Ambassador for a Day campaign is a flagship initiative of the British Embassy Sofia. Launched in 2018 to celebrate International Women's Day with a positive act, it has now become one of our most recognised and widely supported initiatives.

The concept has evolved over the last two years. In essence, Ambassador for a Day is a national essay competition for girls between 14-18 years old (8<sup>th</sup> to 11<sup>th</sup> grade). The core objectives behind the initiative are:

1. To encourage young girls from across Bulgaria into diplomacy by giving them the opportunity to experience what it is like to be an Ambassador.
2. To empower them to add their voices and perspectives to issues that affect us all.

The nine winners from the first competition had the chance to work with a female Ambassador for the day and together participated in a high-level round table. In 2019, the thirteen successful entrants not only partnered with a female Ambassador but were also paired with a civil society organisation. They collaborated on causes ranging from digital education to environmental issues over a longer period and developed sustainable relationships that continued to flourish after the initiative. The concluding event focused solely on the winners, who spoke directly to decision makers, media, and the [public](#).

### 2019 theme

This year, we want to develop the initiative further and add an international element to it. The theme for the 2019-2020 campaign is *Bulgaria on the world stage*. Multilateral diplomacy has an important role in the world today as it allows states to pursue common goals and address challenges effectively. Our aim is to encourage a confident Bulgaria on the world stage by highlighting the potential of Bulgaria and of the country's youth in particular.

For this reason, apart from working with a female Ambassador in Sofia for the day, the winners will get to experience the world of multilateral diplomacy as well. They will participate in a two-day programme in Vienna. We have chosen Vienna for that purpose as it is one of the hubs of international diplomacy in Europe.

The Vice President has supported the event since its inception and in addition to the participating female Ambassadors, the Vice President will also host young winners in the presidency.

### **Competition format**

The competition will be advertised via the [British Embassy Facebook page](#). The candidates, girls between 14-18 years old (8<sup>th</sup> to 11<sup>th</sup> grade), will have to answer the following question in 200-250 words:

*If you were Ambassador for a day, how would you promote Bulgaria on the world stage?*

There will be a resource pack with useful sources that the candidates can refer to during the application process. As with previous years, the entries can be in Bulgarian and English.

We encourage girls from all backgrounds to apply – we will organise visits to schools across Bulgaria in order to encourage applications from diverse backgrounds and regions as well as to reassure applicants that the competition is easily accessible for all candidates. Once all entries are received, a panel will consider the applications and select the winners.

### **Winners' prize**

Following the selection of winners, the British Embassy Sofia will organise a visit to Vienna in February 2020. We will collaborate with both the UK and the Bulgarian Embassies in Austria for the programme there. The winners will be offered to travel with chaperones (e.g. parent, teacher or relative) and the British Embassy will cover all travel expenses.

### **Collaboration between the winners and the female Ambassadors**

Judging by our experience from previous years, the collaboration between female Ambassadors and the respective winner is unique. It is tailored to the interests of the pair and what they want to accomplish through their involvement in the initiative. Once the winners confirm their participation, the British Embassy will facilitate contact between the Ambassador and the successful candidate.

As general guidance, Ambassadors are encouraged to host their young Ambassadors for one day of shadowing. Ambassadors have in the past also included their wider Embassy team in demonstrating the breadth of activity that a diplomat engages in. One option is to spend the day of the high-level event (5 March 2020) with their winners. Our partnering Ambassadors are also invited to support the visit to Vienna in February 2020. For instance, by putting the British Embassy in touch with their Ambassador in Vienna or by accompanying the delegation if they wished.

## High-level event – 5 March 2020

The campaign will draw to a close with a high-level event from 6-8pm on 5 March 2020 which will report back on the activity. The focus will be on the winners and their achievements throughout the initiative. We aim to bring together leading Bulgarians from spheres such as the diplomatic service, civil society, and business who successfully represent Bulgaria on the world stage in different forms.

One of the reasons why the Ambassador for a Day campaign has proven to be a truly inspirational initiative is because of its core objective – to empower girls in the pursuit of fulfilling their aspirations. The British Embassy Sofia is keen to continue in that spirit and support girls from a diverse set of backgrounds.

### Indicative timetable

Please note that the dates are indicative and may be subject to change.

<b>Date</b>	<b>Event</b>
Mid-December 2019	Launch the Ambassador for a Day competition
Mid-December 2019 – Mid-January 2020	Advertise the competition; visits to target regions in Bulgaria for the promotion of the initiative
Mid-December 2019	Press conference – launch of the initiative
Mid-January 2020	Selection of winners
February 2020	Visit to Vienna
5 March 2020	Concluding high-level event