

THINK ABOUT IT

european blogging competition
3rd edition

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Global cooperation in international development.

What is it really? The first thing that comes to mind is globalization. Is it good or bad? Is it all about a global effort and unification at all? Well, I think I can tell that story. I did win the „quality blogger award“ at the first THINK round and helped spread the word at the second one. I did win the two biggest blogger awards in Bulgaria in 2009, but it's not that either.

Telling a story to a blog reader is something unique. He or she does not read, because of a design, awards, references or letters of motivation. They read because the words matter. They read because they feel connected to the person that writes and want to see and experience his/her thoughts and point of view.

Sustainable development doesn't mean a thing out there. It's an abstract term that lingers in the outskirts of a citizens mind. It's a standard phrase that we hear in the news and invest little or no interest in its meaning. Bloggers won't change the public opinion and we all know it. Bloggers may change the mind of their friends and readers. That may however be just enough. I believe that it will be enough. I believe that my efforts could make a difference.

I guess that's what makes us bloggers different – almost religious belief and dedication in what we do. Not because we earn from it or we expect any results, but because we feel the need to do it.

That is why I can't promise any results. Or could any other blogger for that matter. I can however offer dedication and I have the track record to prove it. I am interested in the topic and I will write about it. It would simply be much more effective if I were in the loop. Will you help me with that?

Boyan Yurukov.