
Simona Samuilova*

**THE ACTIVITY OF THE NATIONAL ENDOWMENT FOR
DEMOCRACY IN BULGARIA IN THE EARLY 1990s: GOALS AND
IMPLEMENTATION**

(Summary)

The article provides an in-depth examination of the goals and implementation of the third major component of American public diplomacy, known as “political action”, in Bulgaria during the immediate post-Cold War period. It focuses on the institutionalization of this component through the establishment of the National Endowment for Democracy (NED) in 1983. In the early 1990s, the projects initiated by NED played a crucial role in complementing U.S. informational and cultural exchange programs. These endeavors aimed to contribute to the consolidation of emerging democratic institutions, including political parties, civic associations, and labor unions in Bulgaria.

The publication argues that NED’s projects went beyond mere support and became a strategic tool for U.S. monitoring and active participation in the early phases of Bulgaria’s democratization process. The overarching goal was to ensure the irreversibility of the transition to democracy. Additionally, the projects sought to influence public opinion favorably towards privatization, aligning with the broader objectives of American public diplomacy in the region.

* Assist. Prof. Simona Samuilova, PhD - Institute for Historical Studies, Bulgarian Academy of Sciences; ORCID ID: 0000-0002-1460-7503; Web of Science Researcher ID: AAU-6600-2020; e-mail: samuilova@ihist.bas.bg

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