



MaiMultVerde  
INSPIRATION DOES MATTER

# ANNUAL REPORT 2009





*Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.*

*Margaret Mead*



**ANNUAL  
REPORT  
2009**

## What Matters Most



The nicest compliment that I am paid in connection to my work at MaiMultVerde is whenever friends or partners ask if we have job openings. They come visit us and they seem to never want to leave again. There is something in the air at our office, in the atmosphere of teamwork, that makes them want to stay. "It doesn't even look like you're working, it looks like you're on holiday!", someone once told me. I smiled, because they were right.

We experienced an extremely difficult year and felt more than once that we had reached the end of our rope. We worked thrice as hard for every single euro from our sponsors. We saw potential funds disappear overnight and we created new projects in a single day. Yet nothing of all this was in vain. At the end of the year, we found ourselves again, we had crossed on the other side of the financial crisis and we had grown stronger. We managed to achieve everything we had planned to and we stepped proudly into the new year.

There is a reason why all this effort remained little noticed by others. When you know exactly why you come to work every day, when you work for something that you truly believe in, then the stress of everyday efforts loosens its clench. And, no matter how difficult the next step may be, one can go on with a smile.

This smile is what keeps reminding me that I work together with the best possible team.

A handwritten signature in black ink, reading "Dragoș Bucurenci". The signature is stylized and written in a cursive-like font.

Dragoș Bucurenci  
President

## Swimming Against the Tide



The financial crisis affected us as well in 2009, yet we have compensated for the decrease in our budgets through the perseverance, cohesion, creativity and hard work of our team.

Perhaps many of you do not know this, but we are a handful of people or, better said, two handfuls of people who have researched, written and implemented projects which, through their impact, have convinced companies to invest, authorities to become our partners, public personalities to join us.

We are little more than ten people, yet we have managed to gather around us thousands of volunteers, we have changed attitudes and behaviour patterns, we have endured even though it has not always been easy.

I wish that our results inspire many others, as many as possible, and show them that things can be done and that personal involvement contributes to change.

It is a privilege to work alongside these people every day and, by their side, I enter 2010 with confidence.

A handwritten signature in black ink, which appears to read "D. Mitran". The signature is fluid and cursive.

*Doru Mitran*  
Executive Director



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## *Board Members*

**Cătălin Ștefănescu**

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**Cosmin Alexandru**

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**Dr. Dan Hulea**

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**Gabriela Massaci**

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**Laura Tampa**

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**Sandra Pralong**

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**Dr. Vintilă Mihăilescu**

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## *Founding Members*

**Andreea Höfer**

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**Doru Mitrana**

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**Dragoș Bucurenci**

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**Hanno Höfer**



## *Mission*

To build a new culture of volunteer work for the environment in Romania.

## *Strategic Goal*

To create an active community of volunteers that will make sustainable changes for the environment in Romania.

## *Vision*

In five years' time we will develop an online community with 10,000 members, of whom 1,500 will get involved in volunteer activities for the environment.

## *Values*

Respect for nature

Volunteer work

Cooperation

Independence

Communication

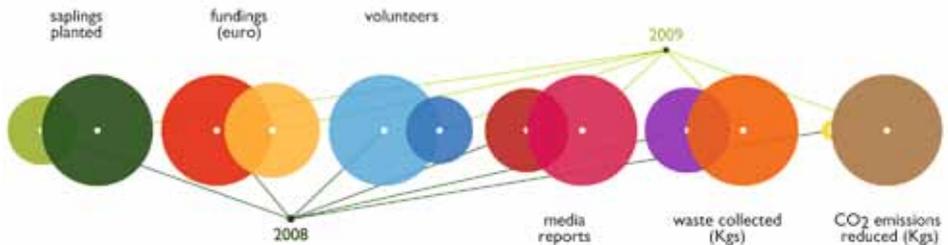
## *MaiMultVerde in 2009*

In two years' time, we managed to achieve the goals we set when the association was founded. In 2009, with the help of sponsors and partners, we carried out environmental projects in which we involved volunteers, the wider public and authorities. Thus, together we planted more than 250,000 trees and collected about 170 tons of waste.



## Survey of Results for 2008 and 2009

	2008	2009
fundings (eur)	1,084,430	790,082
saplings planted	107,000	276,700
waste collected	94,000	159,000
volunteers	8,340	3,045
quantity of CO <sub>2</sub> emissions reduced	14 tons	45 tons
media reports	755	1,323
awareness	2 national campaigns	2,000 letters sent to authorities



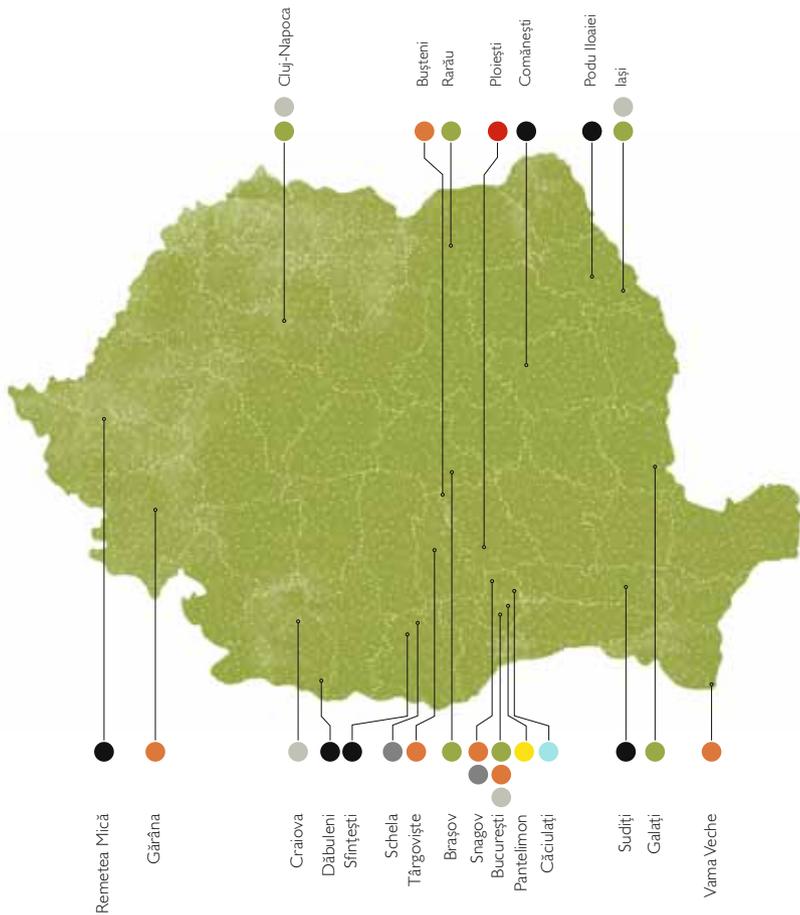


# PROJECTS

## *Projects map in 2009*

- **VERDIS**
- **RECYCLE, RAFT & RACE**
- **WASTE COLLECTION: THE AFTERLIFE**
- **ROMANIA TAKES ROOTS**
- **BCR ORCHARD**
- **ADOPT A FOREST**
- **PLANTING COURSE**
- **GREEN GALA**







## > VERDIS

BUCHAREST, IAȘI,  
GALAȚI, BRAȘOV,  
CLUJ-NAPOCA

Financed by:  
The ECO TIC Association

Developed by MaiMultVerde under the slogan "Collect and you will gain a healthy environment" and supported by the ECO TIC Association, Verdis started at the beginning of 2009 in twenty schools from Bucharest, Brașov, Cluj, Iași and Galați as an educational programme aimed at secondary school and high school students. During the first stage of the project, the schools entered a selective collection competition (paper, plastic and WEEE – electronic and

electrical equipment waste) and also competed in informing the local community about the benefits of selective collection and those of environmentally-friendly behavior.

In each of the cities, one of the schools which collected the highest amounts of waste entered the second stage of the competition and received EUR 1,000 each. The five finalist schools continued to collect electronic and electrical equipment waste, promoted the project locally and team-designed



## IN NUMBERS

- > 20 schools involved in the project
- > 110 tons of recyclable waste collected and sent to recycling centres

and created a school's "Green Notebook" – a set of instructions and advice for their school to become an environmentally-friendly place.

During the project, the amount of waste collected by the students reached significant levels : over 66 tons of paper, 12 tons of plastic (bottles) and 32 tons of WEEE. The electronic and electrical equipment waste were taken and sent for recycling by the ECO TIC Association, which offered

each participating school special containers for the collection of this kind of waste. The paper and plastic were taken by local companies in order to be recycled.

On June 25th 2009, the winners of the school competition were awarded prizes by Malvina Cservenschi, the newsreader from TVR1, Florin Grozea from HI-Q, Valentin Negoită, the president of the ECO TIC Association and Dragoş Bucurenci, the president of MaiMultVerde.

The winners of the VERDIS competition were:

- I. School "Carmen Sylva" from Iaşi
  - II. School "Nicolae Titulescu" from Cluj-Napoca
  - III. School no. 149 Bucharest
- Honorable mention: School no. 22 "Dimitrie Cantemir" from Galaţi

The first three places benefitted from sponsorship for purchase of school equipment reaching a total amount of EUR 3,000.



## > THE GREEN GALA FOLLOW UP

In 2008, MaiMultVerde organized the first edition of the Green Gala, the largest fund raising event for environmental projects. The event was supported by Cosmopolis and presented by Mihaela Rădulescu. Through an auction which invited all event guests to bid for samples of fresh air, pure water and clean

soil, we raised money for planting activities involving the organization's volunteers in several regions in Romania. The total amount that was donated reached 123,500 eur.

The money obtained at the Green Gala was used for planting activities in the fall of 2008 and the spring of 2009. In 2008,

32,000 saplings were planted during the "Our Forest" and "The Great Planting" projects, in areas in need of reforestation. In 2009, near the Schela village in Gorj County, MaiMultVerde volunteers planted 10,000 saplings on 4 hectares of land, in a planting camp named "Pearl Hărăbör" that lasted six days. In Snagov forest, 15,000 saplings were planted the same year.



## Green Gala Donors

- > UniCredit Țiriac Bank
- > ING Life Insurance
- > Camelia Șucu, Class Living
- > Coca-Cola HBC Romania
- > Cosmote Romania
- > Carrefour Romania
- > Unilever South Central Europe
- > ECO TIC Association
- > Valerian Mareș, Știrbey Domain
- > Intesa Sanpaolo Bank
- > KVB Economic
- > Cosmopolis
- > The Association of Turkish Business People
- > Drakoopoulos Law
- > Virgil Ianțu

## IN NUMBERS

- > **123,500** euros donated during the Green Gala
- > **345** volunteers involved
- > **57,000** saplings planted



## > RECYCLE, RAFT & RACE

BUȘTENI, SNAGOV, GĂRÂNA, VAMA  
VECHE, TÂRGOVIȘTE, BUCHAREST,  
RARĂU (PART OF THE MOUNTAIN)

Financed by: Heineken România

"Recycle, Raft & Race!" was a project developed by MaiMultVerde in March – June 2009, with the support of Heineken Romania. The aim of this project was to form a group of 100 young leaders, from the volunteers of MaiMultVerde, who would later mobilise other volunteers in their communities and would carry out their own environment protection actions.



The project had two components, the training camp of young leaders and the final event at the beginning of June. The training camp took place between May 4th and 31st 2009, in four weekly sessions. There were 25 participants in each of the weekly sessions, young people who attended workshops on leadership, orientation and survival in nature, first aid training, communication and organizational development.

Each series of the camp ended with an ecological event, which involved waste collection from the area of Bușteni. At the end of these events, the overall amount collected by volunteers was over 30 tons of waste. The plastic bottles collected were used for the construction of rafts which took part in the competition and the other waste, later on separated, were taken to recycling companies.

In the future, the 100 young volunteer leaders trained within

## IN NUMBERS

- > 100 volunteer leaders trained in the camp
- > 30 tons of waste collected in the area of the Prahova Valley



the camp will mobilise other people and will carry out, in their local communities, their own ecological actions, will plant trees, inform and educate others, already having the experience of the "Recycle, Raft & Race!" project.

**Iulia Vântur, Răzvan Fodor, Amalia Enache and Cabral won the plastic bottles rafting race organized by MaiMultVerde**

On June 7th 2009, the end of the project "Recycle, Raft & Race!" was marked by an event during which all the plastic bottles collected in the Prahova Valley were made into rafts which were then used for a competition on the Băneasa Lake. The aim of the event was to raise public awareness of the dif-

ferent, sometimes unconventional ways to use waste.

VIPs rowed in this unusual race, together with the volunteers:

- I. Iulia Vântur (Pro Tv), Răzvan Fodor (Acasă TV) and the volunteers from series 1
- II. Amalia Enache (Pro Tv), Cabral Ibacka (Acasă TV) and the volunteers from series 2
- III. Malvina Cservenschi (TVR 1), Nicolae Nemirschi and the volunteers from series 3
- IV. Virgil Ianțu, Andreea Răducan and the volunteers from series 4

The winners of the first place in the rafting competition were, at a draw, the teams led by Iulia Vântur – Răzvan Fodor and Amalia Enache – Cabral Ibacka, respectively, Malvina Cervenschi and the Minister of Environment, Nicolae Nemirschi, came on the second place and the third place was occupied by the team led by Virgil Ianțu and Andreea Răducan.





## > FOLLOW UP RECYCLE, RAFT & RACE

After a series of training sessions on leadership, communication, organizational development and orientation in nature, after many hours and days of cleaning the woods full of plastic bottles disposed of everywhere by the dominant species of the picnic cad, the young leaders from the "Recycle, Raft & Race" (RRR) camp were ready to initiate ecological projects in their communities and on the [www.maimultverde.ro](http://www.maimultverde.ro) platform.

In Târgoviște, the RRR volunteers collected 118 bags of garbage, mobilized 50 other volunteers and 200 people from the local community in a powerful campaign to clean the Priseca Woods. Their effort was acknowledged – at the beginning of September 2009, the campaign was awarded a prize in the volunteering category of a gala of excellence organized by the Town Hall of Târgoviște.

The volunteers from Banat showed everyone that jazz can be better played in a clean environment at the Gârâna Jazz Festival. The organizers, volunteers from the third series of the camp in Bușteni, together with their peers from other series and their friends' friends, helped collect 21 tons of garbage from the area where the event took place. Money donated in the Green Gala were used in this activity.

For three days, the volunteers cleaned the area, taught the 10,000 people gathered for the festival eco discipline, played and delighted their camping neighbors.

The "Recycle, Raft & Race!" leaders came to the Stuf-

stock beach at the beginning of September 2009. 27 volunteers, coordinated by Florin Sârghie and Dana Benta gathered 500 bags of garbage from the concert area of the festival, as well as from the beach in Vama Veche, amounting to a total of 5 tons of waste.

Other two volunteers, Delia Mihalache and Diana Ciocârlan, organized their own ecological campaign on Ghencea Street extension from District 6 in Bucharest, together with ten other volunteers from MaiMultVerde: 41 bags of garbage were collected in a few hours' work.

At the initiative of Ioan Cojocaru from series 3 of the Recycle Raft Race camp, 11 volunteers cleaned the steep area of Rarău in September 2009. The volunteers gathered 40 120-liter bags of garbage from a garbage pit of 5,000 square meters.

The "Waste Collection: the Afterlife" project benefitted from the support of Iulian Fira, a volunteer from MaiMultVerde, trained in the camp and eager for great deeds. Iulian was actively involved in a campaign to collect letters

and managed to gather, alone, 100 letters to authorities for the implementation of selective waste collection in Craiova. The same amount of letters was collected and sent to the local city hall by RRR volunteer Florin Sârghie from Iași.

## IN NUMBERS

- > 28 tons of waste collected during ecological campaigns
- > 122 volunteers
- > 200 letters sent to the Town Hall of Craiova and Iași for the implementation of selective waste collection in neighborhoods



## > WASTE COLLECTION: THE AFTERLIFE

BUCHAREST,  
CLUJ-NAPOCA,  
IAȘI, CRAIOVA AND  
NATIONWIDE

Financed by:  
Coca-Cola HBC Romania

"Waste Collection: the Afterlife" is a project started by MaiMultVerde and Coca-Cola HBC Romania, with the support of Eco-Rom Ambalaje. It took place during the entire year and enjoyed support from numerous public personalities from various fields of activity. Through this project, Romanians are encouraged to collect waste selectively and to ask the public authorities to put containers for the collection of plastic, paper and glass closer to neighborhoods.

On [www.viatadupacolectare.ro](http://www.viatadupacolectare.ro), all those interested in selective waste collection in Romania can find information, Romanian and European laws, as well as samples of letters to the city hall that may be submitted directly from the website or downloaded and mailed. Here they can also sign an online petition on the same subject.

There are many public figures who declared their support in this project. Andreea Marin Bănică sent a letter to Neculai Onțanu, the Mayor of District 2, asking him to put waste collection bins near her home, and this letter may be used as model by anyone. Cristian Mungiu, film director, made a video testimonial about his personal selective collection and how he coped with difficulties. Malvina Cservenschi, Korodi Attila, former Minister of Environment, journalist Simona Tache, Daciana Sârbu, MEP, Gianina Corondan, Zoli Toth from Sistem, Sulfina Barbu, former Minister of Environment, Interzis band and Csibi Magor, former MEP, and top bloggers like Cabral, Zoso, Manafu or Bucurenci, joined the list of "Waste Collection: the Afterlife" project supporters.

MaiMultVerde volunteers participated in various public events, where they provided information on selective collection and "Waste Collection: the Afterlife" project, gathering petition subscribers and letters. Over 2,000 letters had been sent to the city halls all over the country by the end of 2009, and the online petition gathered 2,100 subscribers.

*Partners: Eco-Rom Ambalaje, Neogen*

## IN NUMBERS

**> over 2,000 letters sent to city halls all over the country**  
**> 2,100 subscribers to the online petition**



[www.viatadupacolectare.ro](http://www.viatadupacolectare.ro)



## > ROMANIA TAKES ROOTS

SFINȚEȘTI, TELEORMAN  
REMETEA MICĂ, TIMIȘ  
SUDIȚI, IALOMIȚA  
PODU ILOAIEI, IAȘI  
COMĂNEȘTI, BACĂU  
DĂBULENI, DOLJ

.....  
Financed by: Petrom SA  
.....

"Romania Takes Roots" is a campaign initiated by Realitatea TV in partnership with MaiMultVerde, RNP Romsilva, and supported by Petrom and the local and county councils of the regions involved in this action. The outcomes of the second campaign year exceeded our expectations, with approx. 196,000 saplings planted and almost 1,900 volunteers involved in planting.

Started after the disastrous floods in 2008, the "Romania Takes



"Roots" campaign was developed in 2009 in six regions that require immediate reforestation: 35,000 saplings planted in Sudiți, Ialomița County, 26,000 saplings planted in Comănești, Bacău County, 35,000 saplings planted in Dăbuleni, Dolj County, 40,000 saplings planted in Podu Iloaiei, near Iași, 25,000 saplings planted in Remetea Mică, Timiș County, and 35,000 in Sfințești, Teleorman County. The total planted area in all six counties was approx. 35 hectares.



1,850 MaiMultVerde volunteers answered our call and planted together with the other volunteers from the "Romania Takes Roots" campaign.

*Partners: Realitatea TV, Romsilva, Ialomița County Council, Dolj County Council, Timiș County Council, Teleorman County Council*

## IN NUMBERS

- > 196,000 saplings planted
- > 1,850 volunteers involved



## > BCR ORCHARD

PANTELIMON

Financed by:  
Banca Comercială Română

On November 20th, 2009, Banca Comercială Română (BCR) and MaiMultVerde planted the BCR Orchard. 200 bank employees volunteered and provided their support to "Prietenia" Association, the beneficiary of this certified ecological orchard.

700 apple, cherry, peach trees and fruit shrubs were planted in Pantelimon town, on a land owned by "Prietenia" Association. BCR Orchard will be ecologically certified by an institution licensed by the Ministry



of Agriculture, Forests and Rural Development, and the feasibility study made by Forest Grup and the procurement of saplings were made in order to support the ecological certification of the orchard after three years, at its first fruit production. In the future, the orchard shall also represent an income source for the young people with special needs who are members assisted by "Prietenia" Association.

*Partners: "Prietenia" Association,  
[www.StopCO2.ro](http://www.StopCO2.ro)*

## IN NUMBERS

- > 700 fruit tree saplings planted
- > 200 BCR employees involved in planting



## > ADOPT A FOREST

CĂCIULAȚI (NEAR BUCHAREST)

Financed by: COSMOTE Romania

The employees of COSMOTE Romania & Germanos Telecom Romania planted 5,000 trees in Căciulați forest.

In November, we gathered over 100 employees of COSMOTE Romania and Germanos Telecom Romania for the planting of 5,000 oak and ash tree saplings on a 1-hectare area in Căciulați forest.

Located near Bucharest, Căciulați is an adult forest requiring replanting actions. Each volunteer



from COSMOTE Romania and Germanos Telecom Romania planted under our supervision an average number of 50 saplings, thus renewing this forest.

The project is part of the "Adopt a Forest" action, aiming to put together all the company actions dedicated to the communities where it operates. Beside reforestation, the program includes cleaning operations in certain areas.

## IN NUMBERS

**> 5,000 saplings planted**  
**> 100 employees of**  
**COSMOTE Romania**  
**and Germanos Telecom**  
**Romania involved in**  
**planting**



## > PLANTING COURSE

PLOIEȘTI

Financed by: Ernst & Young

For one week in November, the MaiMultVerde volunteers and Ernst & Young employees planted oak, ash, and maple saplings on 10 hectares in Ploiești. The 50,000 saplings will contribute to the improvement of air and soil quality in the area, acting as a protection shield against pollution.

Corina Caragea, Pro Tv sports news presenter and Daniel Nițoiu, presenter of Pro Tv 1 o'clock news, Laura Belecciu, co-host of "Bună ca viața" show on TVRI,



and Dragoș Bucurenci, joined the volunteers in the planting activity, thus contributing to the renewal of this forest in Ploiești.

*Partners: Public and Private Domain  
Administration of Ploiești*

## IN NUMBERS

- > 50,000 saplings planted
- > 300 volunteers recruited from [www.maimultverde.ro](http://www.maimultverde.ro) platform
- > 100 employees of Ernst & Young involved in planting



## > CICLOTEQUE

[www.cicloteque.ro](http://www.cicloteque.ro)

Financed by: UniCredit Țiriac Bank

On April 1st, 2009, Cicloteque, the bike rental center reopened its gates. During the year, Cicloteque recorded 8,000 users, placed bike racks in 20 locations in Bucharest, and supported many cycling events, to encourage bike riding. The center was closed on December 1st, 2009, but the spring of 2010 comes with new offers and bikes.

Cicloteque, financially supported by UniCredit Țiriac Bank, proposed an environment friendly



clotour; Cicloteque Photo Contest, and we provided the public free bikes for the Museum Night and the Night of Cultural Institutions. We also placed bike supports in 20 important locations of Bucharest, among which the National Contemporary Art Museum, the Museum of the Romanian Peasant, the Technical University – School of Electronics, Actors' Cafe – University, Ark Building, UniCredit Pavilion in Victoria Plaza, as well as in Herăstrău, Cișmigiu, Tineretului, Carol and Circului Parks..

*Partner: University of Bucharest*

alternative to the transportation in Bucharest. At each 10 kilometres, a bike saves 1,500 g of carbon dioxide emissions, produced by a car on the same distance. The use of bikes as alternative transportation means in the city is already an efficient solution implemented in many European capitals, and Bucharest has just adopted this trend.

The 150 Cicloteque bikes were rented by approx. 8,000 users, of whom 1,200 subscribers and

6,800 occasional users (who rent bikes for several hours). The bikes were rented for approx. 30,000 hours, resulting in 45 tons of CO<sub>2</sub> less in the air; at an average distance of 10 km per hour. Compared with 2008 – the opening year, the number of users and rent hours increased three times.

We organized and supported several events dedicated to bike riders, such as night Ciclopromenade 3, Bike Walk #4, the Day without Cars in My City, Fall Cy-

## IN NUMBERS

- > 150 bikes and accessories provided to users
- > 20 bike racks in Bucharest
- > 8,000 users
- > 45 tons of CO<sub>2</sub> cut off
- > 5 cycling events organized or supported by Cicloteque





**VOLUNTEERS**

# Volunteers

3,045 volunteers participated in the actions run by MaiMultVerde Association in 2009, and the number of volunteers who subscribed to the online platform on [www.maimultverde.ro](http://www.maimultverde.ro) reached almost 7,000. The online platform is the place where MaiMultVerde volunteers meet to get information on the projects they can get involved in or information on the environment, they can propose their own projects and ask for the support of other volunteers, in order to make them happen. The target of MaiMultVerde for the next five years is to achieve 10,000 volunteer subscribers on its platform. This target can

definitely be reached earlier if the projects are as interesting and the registrations as many as in 2010.

The volunteers' contribution was extremely important for the good run of the our projects. Translated in money, the project work of our volunteers amounts to RON 97,440\*, representing the contribution of volunteers to the organization budget in 2009.

*\* Calculated as follows: 3,045 volunteers involved in projects x 4 hours (average working hours per volunteer) x RON 8 per hour (the average net salary in 2009 was RON 1,300) = RON 97,440.*

**Delia Mihalache**  
**38 years old**  
**Housewife, mother**

Delia is a mother and an environment volunteer who wants to bring a positive and green change to everything that bothers her in herself and the others.

*"I discovered MaiMultVerde about 2 years ago, when I had just given up an amazing job with no regrets, because it forced me to spend 3 hours daily in traffic, in my car.*

*With more free time, I started to see and pick up the garbage in the street, in front of my house, and to send letters to the city hall and the waste collection company, asking them to bring some bins in my neighborhood, for selective waste collection – eventually they brought them. I thought I was the only one insisting on doing such "useless stuff, since the garbage is back in place next day" and "who's gonna use these bins anyway?".*

*Then I read about MaiMultVerde Association in a magazine, and*

*I joined their platform where I discovered I was not the only one. I was extremely happy to meet Ionuț, Mirel, Ioana, Dragoș, Miruna and all the other altruistic and enthusiastic people who participate in plantings, cleaning, leadership camps, petitions and others. That's how I discovered veg food, the bio apple juice from Mălâncrav and ecology as lifestyle. I found that each gesture or human being counts and that we make the changes.*

*So, my Facebook profile picture was taken during a street cleaning action, together with my friends and family, and on the back of my car you can find the sticker "If you throw the garbage out of your car, why are you still in it?".*

*Thank you, my friends from MaiMultVerde, for inspiring me."*



## Malvina Cservenschi

TVR | morning news presenter

*"The time spent with MaiMultVerde in various projects is a life experience that changes you, your vision on certain things and helps you discover how important it is to get involved in everything that happens around you. It helps you acknowledge the actions you make to the benefit of your fellows, of the world, environment, and of yourself, as a being, after all. You should have initiatives, power to work, continuity, diligence, professionalism, and you should bring your contribution to the world you live in, try to be a model for others, and to leave something behind you, to change preconceived ideas, even if they are as tough as a wall. This is what MaiMultVerde knows to do, and this is what MaiMultVerde does best. To me, it's simply a lesson of life."*



## Dantes Ilieș

BCR

*"I felt a relief with every tree planted with my hands, in BCR Orchard. Like my sins were being erased one by one. I worked frantically and gratefully the entire day. And I still feel the need to plant."*

## Florin Sârghie

28 years old

Florin, resident in Iași, and volunteer of MaiMultVerde since 2009, has participated in many projects, among which "Recycle, Raft & Race!".

*"MaiMultVerde changed my thinking and lifestyle, making me more careful about nature and more active in the attempt of drawing the attention of those who mistreat the environment and its resources, insufficient anyway. I pay more attention to what I buy, from food to equipment, meaning that they should be natural, biodegradable and last but not least, "made in Romania". MaiMultVerde also helped me make new friends, and to stay in touch with them, by visiting each other or even travelling together. MaiMultVerde gave me the opportunity to show my environmental volunteering skills."*



## Ana Toader

Senior Advisor, Ernst&Young

*"I wish I could say I woke up one morning as a true ecologist, but it was nothing like this. As everybody else, I saw at least one documentary that made me more sensitive, but it still remained outside my noisy life. I wanted to do something, but I didn't know exactly what. I felt like it was useless – or not? I heard about MaiMultVerde, where I found my former school mates. When they e-mailed to my company their call for volunteers, telling us they could pick up us from anywhere and bring us to wherever needed, providing training and the necessary tools to get the job done, I said to myself "now or never", leaving behind my coffee and customer reports. Sometimes life knocks at your door and all you have to do is open it. I promise you it's a lot of fun and you have nothing to lose. Take my word for it!"*



# LIFESTYLE

Who Works Green, Lives More and Green!

# Lifestyle

## Attention!

*This is not just a team test within or outside the working hours for the nature. The green lifestyle and your attention to the needs of the environment and of your fellows may improve your life quality!*

## Extremely Useful Tips

### Pure air for a two wheel rental!

Riding the Cicloteque bikes takes us out of traffic jams and helps us get on time at meetings. It makes us respect the other participants and be respected as a two wheeler driver. Drive safe and you shall be rewarded!

After two years of intense riding, the 'MaiMultVerde' bikers' team smiles more often and refreshingly in the traffic. The scooter and roller skates were the funny summer motion alternatives on the same city routes.

### Hybrid and horse powered

We think alternatively even when we cannot use our bikes. Our first love for long distances and at first sight is Toyota Prius, donated with generosity by Toyota Romania, our partners. We love Prius because it was the first hybrid car in the world combining low CO<sub>2</sub> emissions with fuel economy. Best deal: 104g CO<sub>2</sub> released per km, calculated at the officially stated mixed



consumption of 4.3 l / 100 km, with compact electric engine and always with a safe and green destination.

### More volunteers than CO<sub>2</sub> emissions

The MaiMultVerde volunteers gathered in a very short time and effectively for planting, cleaning or nature trips outside Bucharest. We supported their quality work with a Volkswagen T5 Kombi, made available to the environmental volunteers by Cardinal Motors, our partners.

The vehicle was provided to the organization in 2008 and has the following technical specifica-

tions: 9 seats, a total weight of 2,700 kg, cc: 1,896, engine: 102 HP/ 75 kW, manual gearbox, D type fuel and 199g/km CO2 emissions.

MaiMultVerde undertakes to use this vehicle with maximum responsibility and efficiency, and to "burn" the fuel usefully, to the benefit of the environment. Petrom provided the fuel necessary for the environment protection trips planned for 2010.

### Selective graveyards for waste

There is life after work. What about after waste collection? We believe in the separation of plastic, paper, pressed paper, glass and metals disposed for recycling. We collect them daily in the specially designed green/yellow/blue bins from our office. Costel helps us to transport the waste to the recycling centers. Most of us collect objects 100% made from recyclable materials and enjoy the miracle of material life after waste collection.

The secret is to know that waste is not trash. Together with

Coca-Cola HBC Romania we proposed to extend the life of the office waste under the national campaign entitled 'Waste Collection.: the Afterlife'

### Tell me where you work and I'll tell you who you are!

The MaiMultVerde office is located in the old center of the capital, on Domnița Anastasia street, at the sixth floor of a building erected between the wars, near Cișmigiu Park.

The public customized area greens our work by providing us motivation, relaxing moments and a good mood. We feel more fresh and dynamic due to the details of the ornamental plants carefully painted on the walls, and the living plants surrounding us.

The pleasant atmosphere is dressed with the best tea with honey or brown sugar, healthy and rich food, and a lot of good thoughts that we share in a naturally creative ritual. We like to smile and to feel the commitment to well done things, just like at home.





The background is a solid dark green color with several large, overlapping, organic shapes in a lighter shade of green. These shapes flow across the page, creating a sense of movement and depth. The shapes are reminiscent of stylized leaves or waves.

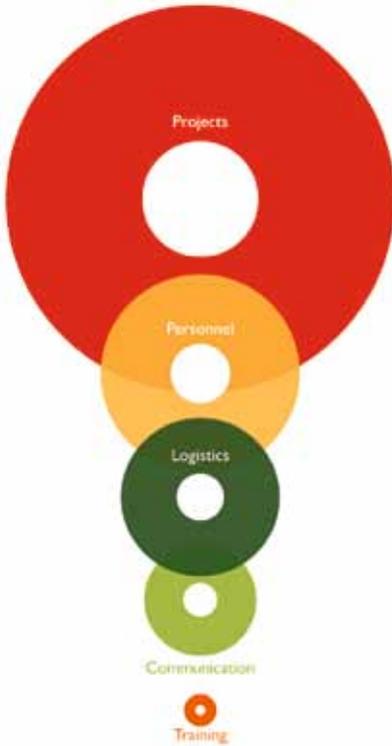
# **THE ORGANIZATION**

# Budget

	<b>IN RON</b>	<b>EUR*</b>
Income	3,342,046	790,082
Expenses	2,793,188	660,328
<b>Balance 2009</b>	<b>548,858</b>	<b>129,754</b>

\* calculated at an annual average rate of 4.23 RON / EUR

## Types of Expenses in 2009

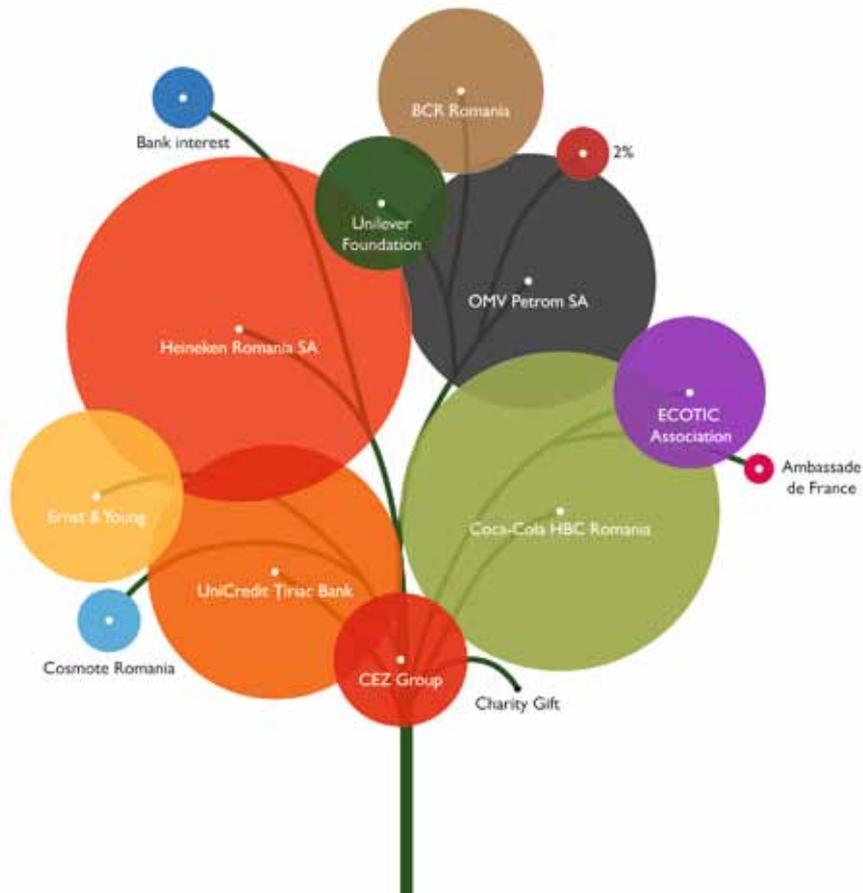


<b>BUDGET</b>	<b>EXPENSES IN RON</b>
Projects	1,841,244
Communication	153,398
Personnel	480,021
Logistics	305,525
Training	13,000
	<b>2,793,188</b>

## Funding Sources in 2009

<b>FUNDING SOURCES</b>	<b>FUND VALUE IN RON</b>
Heineken Romania SA	831,863
Coca-Cola HBC Romania	710,952
OMV Petrom SA	455,019
UniCredit Tîriac Bank	451,862
Ernst & Young	208,431
BCR Romania	191,500
ECOTIC Association	161,444
Unilever Foundation	125,208
CEZ Group	125,017
Cosmote România	27,968
Other*	52,782
<b>Total</b>	<b>3,342,046</b>

\* represents income from bank interest, Charity Gift, 2% income tax



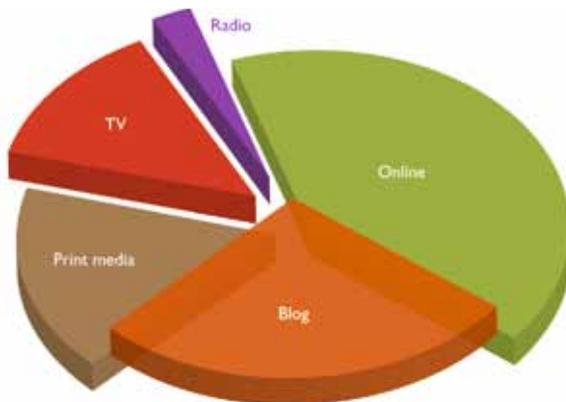
## Media

After the volunteers, the media are the best friend of MaiMultVerde Association.

All our projects include important communication related activities, from the events involving celebrities to innovative actions with the volunteers. In 2009, MaiMultVerde registered 1,323 reports.

### MEDIA REPORTS

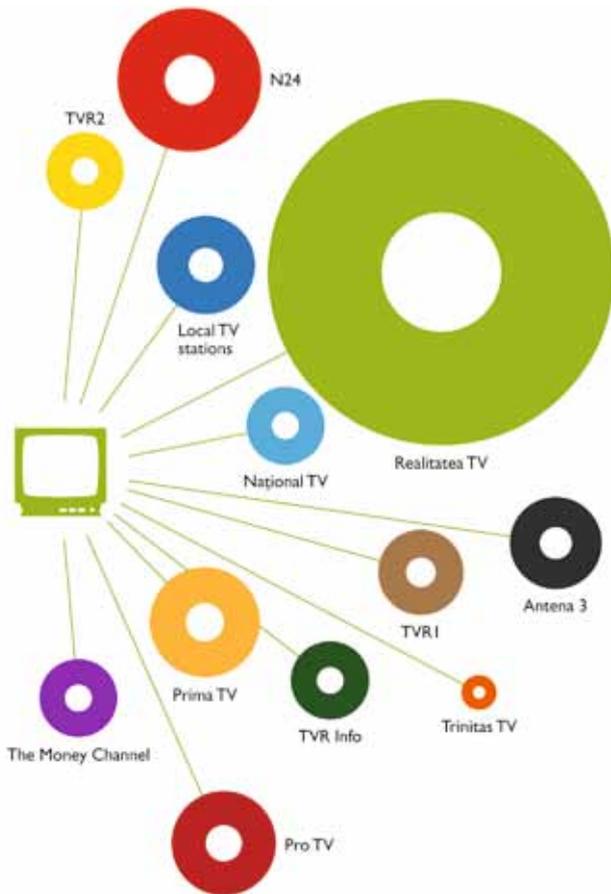
Online	538
Blog	357
Print media	223
TV	177
Radio	33
<b>TOTAL</b>	<b>1,328</b>



## TV

Realitatea TV	99
N24	17
Prima TV	10
Pro TV	9
Local TV stations	8
Antena 3	7
TVR1	6
TVR2	5
The Money Channel	5
Național TV	5
TVR Info	5
Trinitas TV	1
<b>TOTAL</b>	<b>177</b>

In 2008 we recorded 126 TV reports, the expectations of MaiMultVerde for 2009 were exceeded again. The presence of MaiMultVerde on national and local TV channels reached 177 reports.



## Online & Blogs

### MAIMULTVERDE.RO WEBSITE TRAFFIC

Visits 168,744

Unique visitors 92,859

Page views 806,859



January 1<sup>st</sup> 2009 – December 31<sup>st</sup> 2009

MaiMultVerde has successfully used the online media, with 538 media news about the organization actions published on websites and blogs in Romania.



[www.manafu.ro](http://www.manafu.ro)



[www.cabral.ro](http://www.cabral.ro)



[www.hotnews.ro](http://www.hotnews.ro)



[www.adevarul.ro](http://www.adevarul.ro)



[www.responsabilitatesociala.ro](http://www.responsabilitatesociala.ro)



[bloguri.biciclete.net](http://bloguri.biciclete.net)



[www.realitatea.net](http://www.realitatea.net)



[www.crocodilu.ro](http://www.crocodilu.ro)



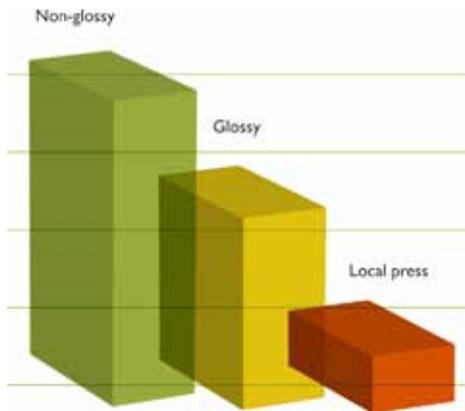
[www.greenreport.ro](http://www.greenreport.ro)

## Print

The projects run by MaiMultVerde in 2009 were also supported by the print media journalists. 223 articles presented the projects developed by MaiMultVerde, and Capital magazine awarded four prizes for the following projects: "Recycle, Raft & Race", Cicloteque, Verdis and the planting in Däbuleni.

### PRINT

<b>Non-glossy</b>	<b>123</b>
<b>Glossy</b>	<b>77</b>
<b>Local press</b>	<b>23</b>
<b>TOTAL</b>	<b>223</b>



Business

## „Avem nevoie de acțiune, exemplul personal și implicare individuală“

„Aveți nevoie de acțiune, de un exemplu personal și de implicare individuală“, a declarat în cadrul conferinței de presă organizată în cadrul evenimentului „Viețile noastre“...



**LAURENȚIU ȘTEFĂN**  
Președinte al Asociației de Dezvoltare Durabilă a Municipality de Iași

## viata mondena

## PE TRECE REA VERDE



## În primăvara asta, România prinde rădăcini!

**Reportaj**  
**Trădătorii**  
CAMPANIE  
În România, prima dată în istorie, un milion de tineri au plecat în străinătate în căutarea unei noi oportunități...



**DEȘAN**  
Un tânăr român, în vârstă de 22 de ani, a fost găsit în condiții deosebit de dure în zona de conflict dintre Siria și Turcia...

## Începe proiectul „Viețile noastre colectare“ „Deșeurile nu sunt gunoarie!“

Proiectul „Viețile noastre colectare“ este un program de educație ambientală care vizează reducerea, reutilizarea și reciclarea deșeurilor...



### Ciclopromenada nocturnă

Un grup de bicicliști a organizat o ciclopromenadă nocturnă în centrul orașului Iași, pentru a sensibiliza cetățenii asupra problemelor de mediu...



## De la mult gri la MaiMultVerde

Un grup de voluntari s-a angajat în curățarea și plantarea de copaci în parcurile din Iași, contribuind astfel la îmbunătățirea mediului urban...



## La plimbare cu bicicleta



Un grup de bicicliști a organizat o plimbare cu bicicleta în centrul orașului Iași, pentru a sensibiliza cetățenii asupra problemelor de mediu...



## Recycle Raft&Race

Celebrități din România și un întreg concurs Peșce & Raft Race în ambarcațiuni construite din pet-uri aruncate de MaiMultVerde

Un grup de voluntari s-a angajat în curățarea și plantarea de copaci în parcurile din Iași, contribuind astfel la îmbunătățirea mediului urban...



Un grup de voluntari s-a angajat în curățarea și plantarea de copaci în parcurile din Iași, contribuind astfel la îmbunătățirea mediului urban...

## Awards



### **Webstock Awards 2009 1st Prize, Blogging Campaigns Category**

"Waste Collection: the Afterlife" project was awarded the 1st prize at Webstock Awards 2009 at Blogging campaigns section for the online support campaign for selective collection. MaiMultVerde encouraged the Webstock Awards audience to send an e-mail or to subscribe to the letter sent to the authorities requesting them to implement selective waste collection systems near the homes of online professionals.

### **Dragoș Bucurenci "Green Man" Award at the Infomediul Europa Magazine Awards**

Dragoș Bucurenci was awarded the "Green Man" title at the Infomediul Europa Magazine Awards. The results he achieved as President of MaiMultVerde, his involvement in many environmental projects and promotional activities and his concern for the environment are the reasons for which Dragoș was awarded this distinction.

### **Civil Society Awards Mention, "Civic Conduct and Public Contribution"**

The online volunteer platform [www.maimultverde.ro](http://www.maimultverde.ro), financed by Unilever Foundation, won the Civil Society Awards mention at the category "Civic Conduct and Public Contribution". We thank the volunteers who subscribed to this platform, over 6,500 in two years, who made possible this award and the good results of MaiMultVerde.

### **Civil Society Awards 2nd Prize, "Environment Protection" Category**

Cicloteque was rewarded within the 2nd Edition of the Civil Society Awards, 2009, with the 2nd Prize at "Environment Protection". Thus, the contribution of Cicloteque bike rental center to the encouragement of bike riding in Romania was once again acknowledged.

### **Târgoviște Awards of Excellence Prize for Volunteering**

The volunteer leaders trained in Recycle Raft Race camp who participated in the action run in Priseaca Forest near Târgoviște, were rewarded with a prize for their volunteer attitude, within the Awards of Excellence organized by Târgoviște City Hall. They established a group of volunteers in the city, and the Mayor, Gabriel Boriga, promised to support the ecological initiatives of MaiMultVerde by all means.

## The Team



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**Ioana Traistă**  
Communication Intern  
(up to September 1st, 2009)



**Ioana Enache**  
Communication Intern  
(up to December 31st, 2009)



**Alexander Kuch**  
Projects Intern  
(up to December 31st, 2009)

## People Talk



**Nicolae Nemirschi**  
Minister of Environment and  
Sustainable Development, 2009

"MaiMultVerde has just ended a campaign through which they planted 100 seeds of the best quality, genetically unmodified, which will produce more fresh air, clearer waters and a better life for our children and grandchildren".

(Public speech at the final event celebrating the end of the "Recycle, Raft&Race" camp, where 100 volunteer leaders were trained).



**Ramona Ioana Chirilă**  
Head of Community Affairs,  
Banca Comercială Română

"Thank you, this was great, you are a reliable partner!"



**Elena Badea**  
Coordinator ABD & Market  
Enablement, Ernst & Young

"Thank you very much. You are the best!"

# Sponsors and Partners

## Sponsors



Partners



REALITATEA CATAVENCU

greenbizforum

Neogen

We drive

Toyota **PRIUS**

Volunteers' mobility is provided by

**Cardinal Motors**



Legal assistance is provided by

**Sorescu & Mateescu**  
ATTORNEYS AT LAW

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Alexandra Gătej  
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Alina Birman  
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Andrei Țoneş  
Andreia Ispas  
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Alexandra Olaru  
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Attila Hitter  
Aura Marinescu  
Aura State  
Aurel Jalea  
Aurelia Grigore  
Bogdan Tiron Anton  
Brum Conspiracy  
Cabral Ibacka  
Camelia Horlaci  
Camelia Şucu  
Carla Bancu  
Carmen Albişteanu  
Carmen Gociu  
Carmen Marcu  
Carmen Oprea  
Carmen Ştefancu  
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Cătălin Preoteasa

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Cerasela Marin  
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Ciprian Furtună  
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Claudia Catană  
Claudia Cosma  
Claudiu Câmpan  
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Constantin Vica  
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Cristian Boureanu  
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Cristian Manafu  
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Cristiana Copos  
Cristina Bazavan  
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Cristina Oroș  
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Cristina Simion  
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Daciana Sârbu  
Dan Bărbulescu  
Dan Dumitrescu  
Dan Hulea  
Dan Ioniță  
Dan Miron  
Dana Badea  
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Dana Deac  
Daniela Duca  
Daniela Teodorescu  
Denis Codiță  
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Diana Dumitriu  
Diana Klusch  
Diana Tușa  
Dilmana Iordanova  
Dominic Bruynseels  
Dora Tancu

Dorel Oros  
Doru Bușcu  
Doru Persinaru  
Dragoș Barbălată  
Dragoș Chișcoci  
Dragoș Dehelean  
Dragoș Tuță  
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Liana Buzea  
Little J  
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Livia Cimpoeru  
Livia Olteanu  
Liviu David  
Liviu Mihaiu

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Liviu Sfrija  
Loredana Caradimu  
Loredana Pană  
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Răzvan Fodor  
Răzvan Spiridon  
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Titi Girescu  
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Tudor Ciortea  
Tudor Liberiu Breazu  
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Victor Cristea  
Victor Ponta  
Victor Vajdea

Victoria Bidea  
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Ionuţ Ruscea (pages 17, 24)  
Ionuţ Staicu (page 4)  
Raluca Bradea (cover 3)

**Annual report design** David Stroe

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MaiMultVerde is a non-governmental and nonprofit organization that aims to protect the environment and to promote volunteer work in Romania. MaiMultVerde is a non-political organization; its statute has clear provisions that make the member status in the association incompatible with any political activity.

If you want to support MaiMultVerde you can grant the association 2% of your tax on income. Depending on your type of income, you can do this either by filling in Art. II, point 2 of the 230 Declaration form – Incomes from wage or Art. III, point 2 of the 200 Declaration form – Incomes from other sources (author rights).

Our data is:  
MaiMultVerde Association,  
C.U.I. 23078742,  
Account no.: RO27RZBR0000060010061717

Both declarations must be submitted to the Financial Administration you belong to or sent by post until May 15, 2010 for the incomes made in the previous year.

### III. DESTINAȚIA SUMEI REPREZENTÂND 2% DIN IMPOZITUL DATORAT PEVENITUL NET ANUAL IMPOZABIL/ CÂȘTIGUL NET ANUAL

1. Bursă privată

Contract nr./ data

Suma plătită (lei)

Documente de plată nr./data

2. Susținerea unei entități nonprofit/ unități de cult

Suma (lei)

Denumire entitate nonprofit/ unitate de cult

ASOCIAȚIA MaiMultVerde

Cod de identificare fiscală  
al entității nonprofit/unității de cult

23078742

Cont bancar (IBAN)

Raiffeisen Bank – sucursala Moșilor  
RO27 RZBR 0000 0600 1006 1717

### II. DESTINAȚIA SUMEI REPREZENTÂND PÂNĂ LA 2% DIN IMPOZITUL ANUAL, POTRIVIT ART 57 ALIN. (4) DIN LEGEA NR. 571/ 2003

1. Bursă privată

Contract nr./ data

Suma plătită (lei)

Suma plătită (lei)

Documente de plată nr./data

2. Susținerea unei entități nonprofit/ unități de cult

Suma (lei)

Denumire entitate nonprofit/ unitate de cult

Denumire entitate nonprofit/ unitate de cult

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