



MaiMultVerde

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“The first ten years are the more difficult ones, but that’s only until you get into the third year of study”, was a joke back when being a university student meant studying for 4-5 years before graduating. This is pretty much my characterisation of MaiMultVerde: a lot of work for small progress when it comes to the quality of the environment in Romania.

Most definitely, back when we started in 2008, we would have liked for there to be more pieces of land covered by forests, more greeneries, more bicycle lanes around the cities, a better separate waste collection infrastructure and less waste in nature, less food waste, cleaner waters and, generally, more responsibility taken and applied individually, at corporate, educational, organisational and institutional levels when it comes to everything that is environment protection-related.

15 years later, we are still far from “graduating”, but there sure is something that we got right: what we succeeded in achieving was that in time, through coherent projects and programs, we put all these topics on the public agenda, we generated good practice examples and were happy to see they were embraced, adapted, developed and implemented in communities throughout the country, proof that MaiMultVerde’s slogan – “What you inspire matters” was more than mere words. And this is what gives us the energy and optimism we need for the years and challenges to come: fighting with and against climate change, preserving biodiversity, combating pollution, energy transformation and the transition to a circular economy.

This report is a summary of where we are at now, a milestone and the foundation to the future actions of MaiMultVerde.

Enjoy the reading!



Mission

We empower people and organisations to identify and implement solutions for a higher quality life in their communities, in a clean and healthy environment.

Vision

Quality life in a clean and healthy environment in Romania.

Values

balance & responsibility

fairness & trust

creativity & innovation

development

MaiMultVerde Association is a non-governmental environment protection association whose mission is to empower people and organisations to identify and implement solutions for a quality life in their communities, in a clean and healthy environment. Since its establishment in 2008, MaiMultVerde has been active in 50 communities around the country, has worked with over 20,000 volunteers, has planted over 1,800,000 tree saplings, has collected over 340 tons of waste, has implemented the first bike-sharing system in Romania – Cicloteque – and has run tens of national environmental information and education campaigns. The following action areas are our priorities: **planting trees, combatting plastic pollution and environmental education.**

15 PROJECTS FOR 15 YEARS

1. Fă cadou un copac / Give a Tree as a Gift – the longest program of the MaiMultVerde Association

Time span: 2008-2022

With the help of partner companies, of sponsors and individual donors, so far we have planted over 165,000 trees from various species on degraded formerly farming land. The total area of forested land currently exceeds 20 hectares.

2. Cicloteque: the first bike-sharing system in Bucharest, Oradea and Timișoara

Time span: 2008-2013

Designed as a solution to the issue of transportation in Bucharest, then expanded to the cities of Oradea and Timișoara, Cicloteque created a velo park of 330 bicycles. Over 75,000 residents of the three cities have rented the bicycles provided as part of the project.

3. Recycle, Raft & Race – a race with rafts made from the PET bottles collected in the project

Time span: 2009

The aim of the project was to motivate as many people as possible to contribute to the spreading of the volunteer work virus. At the end of the RRR camp, the collected PET recipients were used to build rafts for a water race.

4. Viața de după colectare / Life after collection – the first project to encourage separate collection in Romania

Time span: 2009-2010

Romanians have been encouraged to collect packaging waste separately and to request public authorities to place the separate waste containers for plastic, paper and glass closer to their homes.

5. The tree sapling planting training – 60,000 trees planted in the Ploiești industrial area

Time span: 2009-2010

The tree sapling planting training meant more than just a good deed for the environment: for many of our current volunteers, it was the place where they made new acquaintances and forged still lasting friendships.

6. Grătar curat / Clean Grill - project aimed at raising the awareness and accountability level of picnic goers

Time span: 2010-2011

Picnic goers were sensitised about the importance of cleanliness in natural recreational areas. Volunteers distributed bags for collecting waste and collected over 20 tons of waste.

7. Mega Copacul / The Mega Tree – a tree planted for each 10 MWh of Renewable Energy consumed

Time span: 2012-2015

Companies in Romania had the opportunity to purchase electricity resulting solely from renewable sources. For each 10 MWh of renewable energy consumed, we planted an oak, birch or Turkey oak sapling in Comana Nature Park.

8. The Natura 2000 Deniz Tepe site – a project meant to protect biodiversity

Time span: 2012-2015

One of the most important projects we carried out throughout the years in the field of biodiversity protection happened on the Natura 2000 Deniz Tepe site, a protected natural area located in the southern Dobrogea Plateau, inside the Nalbant Depression.

9. Eco-volunteer work in penitentiaries – environmental volunteer work for community service

Time span: 2014-2015

A novel program carried out in two penitentiaries in Craiova, meant to encourage environmental volunteer work for community service. We offered convicts actual opportunities to do volunteer work inside and outside the penitentiary.

10. Green Tips – the first app dedicated to a responsible lifestyle

Time span: 2015-2016

Green Tips was a guidebook including 365 tips grouped in categories, for 365 days, for the purpose of promoting a sustainable lifestyle and of creating a community of individuals interested in doing so.

11. România împotriva risipei de hrană / Romania against Food Waste – raising awareness on the negative effects of food waste

Time span: 2015-2018

We supported the adoption of a Draft Decision for the approval of methodological norms for the application of Law no. 217/2016, detailing prevention measures which can be taken by economic operators to mitigate food waste.

12. Cu Apele Curate / Clean Waters – combating the plastic pollution of the Danube and its tributaries

Time span: 2019-present

During the first 4 years of the project, 334 tons of plastic waste were collected with the help of 4,300 volunteers. 5 floating barriers were installed on rivers Jiu, Cerna, Buzău, Olt, and Siret, for the purpose of stopping waterborne waste from moving forward.

13. România plantează pentru mâine / Romania Plants for Tomorrow – the biggest forestation initiative

Time span: 2019- present

Together with 5 other non-governmental organisations known for their contributions to the protection of the environment, by the end of 2023, 1.5 million tree saplings will be planted on 300 hectares.

14. Înființarea Pădurii Comunitare Cama / Establishment of Cama Community Forest – the first community forest in Romania

Time span: 2021- present

At the centre of the Cama Forest lies the dynamic of competition between plants, achieved through the Miyawaki method, which implies high planting density and a wide range of species, which generates a fast growth pace.

15. În Aer Liber/Outdoor Time – an urban community preoccupied by the environmental issues, in Bucharest

Time span: 2022

In only 6 months of the project, over 2,500 Bucharest residents joined the events organised in various capital city areas: Lacul Morii, Văcărești Nature Park, Plumbuita Park, Cișmigiul Gardens, Grozăvești Park and others.



AFFORESTATION



URBAN
MOBILITY



CLEAN
WATERS

planted tree samplings 215.440
collected plastic waste 127 tons
attracted funds 1.980.000 EUR



In 2022, we continued our planting activities within "Romania Plants for Tomorrow" program, by planting 5,000 tree saplings of different species in the Cama Community Forest. Further 5,000 trees were planted at Mârşa, Giurgiu county, on a 1-hectare area, and 75,000 tree saplings were planted on 15 hectares at Talpa, in Teleorman county.

With the assistance of the mayors of Mârşa and Videle and with the support of OMV Petrom, in the autumn of 2022, we planted trees along a 12-km distance on the sides of the road between the two spots. 15,000 poplars will provide protection, will improve climate and air quality in this area.



Romania Plants for Tomorrow

"Romania Plants for Tomorrow" campaign is the largest private forestation initiative launched by OMV Petrom; as part of this initiative, together with 5 other non-governmental organisations known for their contributions to environmental protection – Act for Tomorrow, Plantăm fapte bune în România, Pădurea Copiilor, Viitor Plus and Văcăreşti Natural Park Association – by the end of 2023, 1.5 million tree saplings will be planted on 300 hectares.



Fă cadou un copac / Give a tree as a gift

„Give a Tree as a Gift is the longest-lasting MaiMultVerde campaign. During our 15 years of activity, we have planted a total of 165,000 tree saplings from various species on degraded formerly farming land. The total surface area of forested land currently exceeds 20 hectares.

**40.440 trees
were planted
in 2022
as part of
„Give a Tree
as a Gift”
campaign.**

40,440 trees were planted in 2022 as part of „Give a Tree as a Gift” program in Mârșă (Giurgiu County) and in Giurgiu, in the Cama Community Forest. 580 individual donors and 35 companies chose to give a green gift to someone they love, to coworkers or collaborators.

As part of ”Give a Tree as a Gift” program,

together with Metropolitan Life SAFRAP, we planted 50,000 trees and shrubs in the Cama Community Forest, in the name of the first 50,000 clients of the company who requested that annual information on private pension funds be made by e-mail and who thus gave up printing documents.



Pădurea de Miere / The Honey Forest means 20,000 acacia and mulberry trees which Nestle planted in 2022 in Mârșă (Giurgiu County) as part of „Give a Tree as a Gift” program. 4 hectares of degraded land were planted with acacia trees, a species known for being the most resilient to draught in addition to its high pollen content.



Also in 2022, together with Telekom România we planted **O pădure așa cum vrei / A Forest As You Like**. We planted 5,000 tree saplings on the banks of the Cama canal in Giurgiu, including various species adaptable to the area: maple, hackberry, hazel, midwinter fire, wild privet, tamarisk, Russian elm, sour cherry, bird cherry.





**Planting
numbers
2008-2022**

**1.600.000 tree samplings
320 ha
15.000+ volunteers**



Ape curate în 2022 / Clean waters in 2022

14

The Clean Waters program was launched by Mai Mult Verde in 2019, in partnership with Lidl Romania as a call for involvement in reducing the plastic pollution of waters, aimed at community members and public authorities of riparian cities. The program addresses both historical pollution through actions aimed at collecting plastic already present in the riverbed, as well as measures aimed at preventing and combating future spills.

With the aim of rallying local communities around the common issue of plastic pollution, we identify and implement a series of good practice models such as: organising clean-up actions, informational campaigns, practical workshops, eco educational camps and thematic film screenings, the installation of floating barriers to collect water waste, equipping banks with leisure time and separate collection infrastructures, creating murals etc.

In 2022, we organised 32 clean-up actions resulting in the collection of 52 tons of waste (37 tons of which were plastic) with the help of over 2,000 volunteers. 30 tons of

plastic waste were deterred by the floating barriers installed on the rivers Jiu, Cerna, Olt, and Buzău. 60 tons of plastic waste were collected in the spaces organised on Danube's banks, thus preventing them from subsequently flowing into the Black Sea.

Also in 2022, we crossed national borders for #cuapelecurate international collaborations. On Danube Day, together with organisations from Bulgaria and Serbia, we co-organised concomitant events

In 2022, we organised 32 clean- up actions resulting in the collection of 52 tons of waste

on both riverbanks, with approximately 130 people involved. Also, the German association H2Org has become a partner through the Clean Danube project, as part of which we co-organised 6 local events, with approximately 200 people involved.



Special projects

Danube Caravan: Clean Waters sailing ship sailed along the Danube for 10 days, from the Jiu - (Danube) River confluence to Galați. The caravan sailed 531 km for the purpose of mapping areas covered in waste along the river Danube.

Water quality testing campaign: 29 springs tested in order to detect potential pollution sources and to check water quality. Values exceeding the normal range were notified to competent bodies for the purpose of more thorough testing.

Development of a good practice guide for local authorities, summing up the steps needed to be taken to implement/improve the waste management system, highlighting separate plastic collection, in order to prevent it from reaching the waters.

Organisation of the first edition of the Danube Congress, at the Palace of the Parliament, dedicated solely to the local administrations of the riparian localities which are still dealing with difficulties organising integrated waste management systems.

Launching the study concerning the amounts of microplastic pthe Danube takes over from across the country and flows into the Black Sea. The study responds to a need to estimate such amounts, as no such analysis has been carried out so far on the Romanian part of the Danube.





2022 in numbers

142 tons of collected waste
2,120 volunteers
40 thematic film screenings
3,000 pupils & teachers involved
One floating barrier installed (Siret)
10 community events
4 eco camps
PARTNER: Lidl Romania



În Aer Liber / Outdoor time

În Aer Liber / Outdoor Time is a program supported by Metropolitan Life, and it aims at establishing an urban community that is passionate about outdoor activities and which at the same time cares about environmental protection.

"Outdoor Time" program actions had three major components: green spaces, urban mobility, and urban waste; the launching mission consisted of promoting natural areas as alternative recreational spaces for Bucharest inhabitants, examples and solutions to achieve the coexistence of people and nature and the sustainable capitalisation of green areas.

In 2022, the Bucharest "Outdoor Time" community has gathered 2,500 people.

"Outdoor Time" program was launched on the World Environment Day on June 5, 2022, when over 70 Bucharest inhabitants participated in a guided bicycle tour in Lacul Morii - Capital City District 6.

Several community events organised with the help of initiative groups in areas such as Grozăvești, Tineretului, Cotroceni, Cișmigiu and Floreasca, took place in Bucharest all summer long. Also, 6 routes that one can access by bicycle or by foot were mapped in different Bucharest areas.

Starting the month of September, 5 schools in Bucharest were involved in educational actions concerning the environment; pupils had the opportunity to attend gardening workshops, creative upcycling workshops, as well as to watch environmental documentaries.





2022 in numbers

3 guided bicycle tours
5 community events
6 mapped routes
5 schools involved
2 pedestrian tours
10,000 planted tree saplings
One sanitation action
2,660 participants
PARTNER: Metropolitan Life

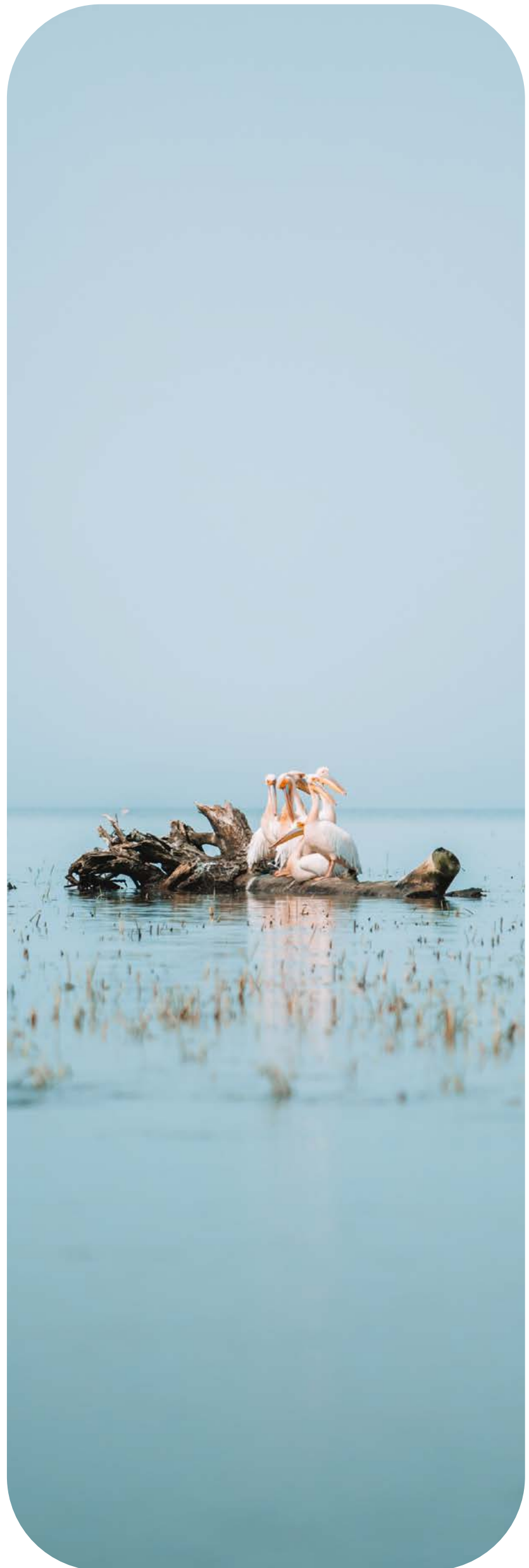


On April 15th, 2022, MaiMultVerde and Împreună pentru Chilia Association launched the „Chilia Verde” / “Green Chilia” project, aimed at solving environmental issues by involving the local community. The aim of the project is to get the youth from Chilia Veche in the Danube Delta involved in dealing with the environmental issues the community is confronted with and in the public local decision-making processes.

Danube Delta

The Danube Delta is dealing with environmental issues that impact the quality of its inhabitants' lives and endangered natural ecosystems. The involvement of the local community and particularly of youth in the local decision-making process is crucial but, before they can look for solutions, inhabitants need to have the theoretical and practical knowledge in the field of environment and activism.

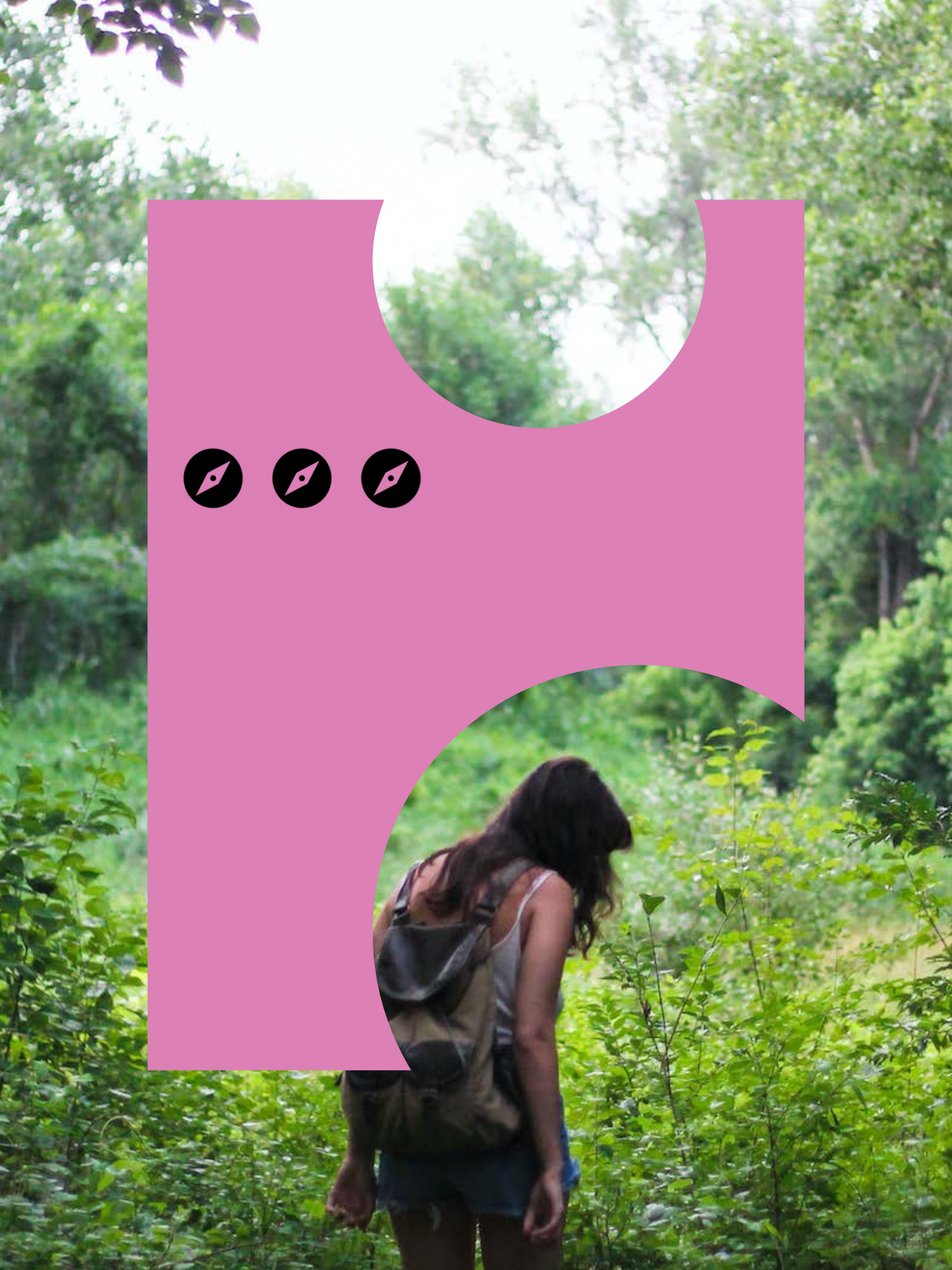
A project run by MaiMultVerde Association in partnership with the Împreună pentru Chilia Association, with the financial support of the Active Citizens Fund Romania, a program funded by Iceland, Liechtenstein and Norway through the EEA 2014-2021 Grants. Locally, the project is run with assistance from the Chilia Veche Mayorship.





2022 in numbers

**5 film screenings
200 participants
One ecologisation action
One community
organisation training
One training on fundraising**



Documentare pentru schimbare / Documentaries for a change

The Documentaries for a Change project encourages the wide use of documentaries as educational tools, thus introducing themes such as ecology, activism, and human rights in the schools of Hunedoara.

**60 environment films
were screened in
2022 in the 11 schools
registered in the
project, and 1,300
pupils participated.**

In April 2022, we organised an advocacy and environmental protection training which 27 pupils of schools in Deva, Călan and Șoimuș commune attended. With the help of the trainers, they set up six advocacy campaigns which we implemented by the end of 2022. Some of the campaigns that they worked on are: promoting alternative transportation, separate waste and batteries collection, combating food waste and the organisation of a clean-up campaign on River Mureș.

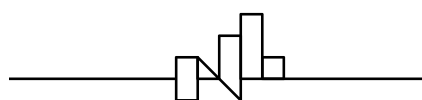
The project came to an end at the end of 2022.



A project carried out by the MaiMultVerde Association in partnership with the Bloc Zero Association, with the financial support of Active Citizens Fund Romania, a program funded by Iceland, Liechtenstein, and Norway through the EEA 2014-2021 Grants.

The content of this material does not necessarily represent the official position of the EEA and Norway Grants 2014-2021; for further information, please access:

www.eeagrants.org.





Documentaries for a change June 2021 – December 2022

11 schools in Hunedoara County involved in the project.
30 teachers trained on how to use environmental documentaries in the classroom as an alternative educational tool.
285 film screenings organised in the classroom.
6,900 pupils participated.
6 advocacy campaigns carried out by pupils.

Verde-n față / Straightforward Green

In 2022, MaiMultVerde Association, partnering with the Bloc Zero Association and with support from HeidelbergCement Romania carried out the “Straightforward Green” project, a pilot which we set out to use to build a solid and sustainable framework for environmental education through documentaries.

On May 12, 2022, the POC! documentary comic strip was launched, aiming at presenting the history of environmental movements in Romania as well as speak about how environmental issues influence our lives and our future.

Also, we drew up a report on the youth’s perception of the biggest environmental issues at global, national and local levels and of the root causes of such issues, as well how they relate to environmental protection measures. The report is available here: <https://maimultverde.ro/proiecte/verde-n-fata/>

The project came to an end at the end of May 2022.



Sustenabilitatea de zi cu zi /

Day-to-day Sustainability

"Day-to-day Sustainability" project was carried out throughout the year 2022, with the support of Bayer România. We set out to educate and involve high schoolers and students agricultural educational institutions on the topic of the impact of farming on the environment, considering that agricultural production in Europe is responsible for 10% of greenhouse gas emissions.

27 Environmental documentaries screenings were organised in 5 educational institutions, with debates involving 150 pupils from the Traian Săvulescu Agricultural College in Tg. Mureș, Technology High School Jaques M. Elias in Sascut (Bacău), Ovid Densusianu Technology High School in Călan, Faculty of Agriculture in Cluj-Napoca and Ion Ionescu de la Brad University Iași students.

At the end of the project, we planted 2.000 trees.



Funding Sources

INCOME	LEI	EUR	*IN THOUSANDS OF LEI / EURO
Lidl Discount SRL	3.876,50	786,07	
OMV Petrom SA	3.438,24	697,20	
Metropolitan Life Asigurari MetLife	483,44	98,03	
Active Citizens Fund România	446,62	90,57	
Banca Comercială Română SA	323,98	65,70	
Dante International SA	287,43	58,28	
Nestle Romania SRL	265,64	53,87	
Telekom Romania Mobile Communications SA	73,47	14,90	
Holcim (Romania) SA	73,23	14,85	
Homplex SA	60,22	12,21	
Turbomecanica SA	50,00	10,14	
Rhein Vision SRL	50,00	10,14	
Olmix Eco SRL	50,00	10,14	
Pragmatic Play SRL	35,00	7,10	
Ernst & Young Support Services SRL	30,00	6,08	
SC Slot Arena SRL	30,00	6,08	
The Public Advisors SRL	26,00	5,27	
Charities Aid Foundations America	22,52	4,57	
P Plus 2002 SRL	20,00	4,06	
SC Adinish Trading SRL	18,00	3,65	
Enviro Pack Consult SRL	10,00	2,03	
Transfer Pricing Services SRL	9,00	1,83	
R B Com SRL	9,00	1,83	
CM Cameron McKenna	3,40	0,69	
Farmaceutica Remedia Distribution & Logistics SRL	3,50	0,71	
Holcim (Romania) SA	2,55	0,52	
Asociația Club Nautic Fun Sailing	2,50	0,51	
123Formbuilder SRL	2,07	0,42	
Skyes Enterprises Eastern Europe SRL	2,00	0,41	
Flori Sauvage SRL	2,00	0,41	
Wise Payments LTD	1,50	0,30	
Direct Client Services SRL	1,21	0,25	
Alliantz Țiriac Pensii Private	1,00	0,20	
Loop Yoga	1,00	0,20	
Turnul Artelor Mici și Mari SRL	0,60	0,12	
SC HUGMYNDIR SRL	0,43	0,09	
SC Ergo Activ Desk SRL	0,20	0,04	
Donații individuale	50,62	10,26	
3,5%	4,49	0,91	
TOTAL	9.767,35	1.980,60	
COSTS	LEI	EUR	
Fighting plastic pollution	3.541,91	718,22	
Afforestation	3.295,24	668,20	
Comunication	1.953,47	396,12	
Operational	976,74	198,06	
TOTAL	9.767,35	1.980,60	Average exchange rate for 2022 1 eur = 4,93150 lei

MaiMultVerde Friends



Lucian Mîndruță

Known for his love of environmental projects, as well as for his outings by bike, Lucian Mîndruță joined us in the spring of 2022 to plant trees in the Cama Community Forest.

“Proof that good things happen: in Giurgiu, my friends from Bicicliștii de la Videle (Videle bikers) and I planted (trees) along the banks of a Danube canal. Everything started last year, and when the story ends, what we will have here will be the Cama Community Forest, some sort of nature park benefitting the inhabitants of the city. This time, they were organised by MaiMultVerde, whom I give credit to because I think it is worth saying things are well when they truly are. Well done everyone, I am sorry I couldn’t stay longer.”

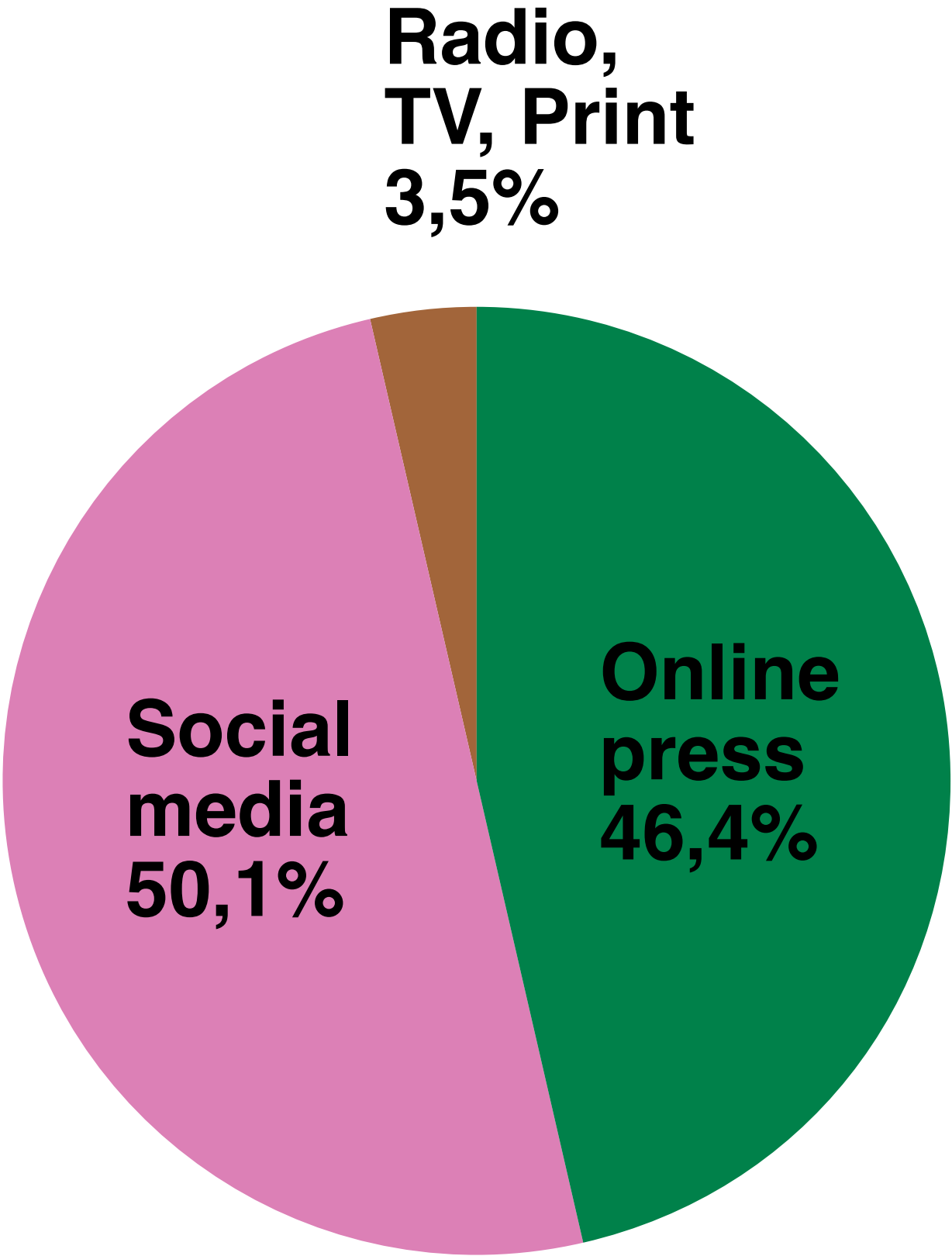
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Gianina Corondan

Gianina Corondan has been a MaiMultVerde friend since 2008. In 2022, she joined us in Galați, as part of the Danube Caravan, and helped us sound the alarm on waste floating on the River Danube.

“What’s up, people, what on Earth are we doing? We treat this as our trash can... We like it abroad when we see the perfect cleanliness everywhere and we have a different conduct there, but why can’t we do it here? I know a lot of people who are very involved, who are trying to change mentalities, who take initiative. Cu Apele Curate is one of such programs seeking a solution to this problem. We are all in the same boat, and we want to remove the plastic and waste from the beautifully natural areas. Let’s do something about it, folks!”



Visibility - Media coverage

Quantitative review

Total materials: 2318

Estimated rating: 14.253.007

Awards



Secțiune
susținută de:



CIVIL SOCIETY GALA AWARD
– 2nd place – Environmental
Protection category: Cama
Community Forest



CSR AWARDS - 1st place –
Environment category: România
Limpede / Clean Romania



SUSTAINABLE DEVELOPMENT
GALA AWARD – the NGO category:
Clean Waters program



CSR AWARDS – 3rd place - the
Cause Related Marketing category:
Forest of Honey

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Adrian Mitiș



Dana & Cătălin Bugeac



Alex Tomescu



Simona Constantinescu



Dezdemonă Chincișan



Cati Vișinescu



Bicicliștii de la Videle



Cristian Gheorghe



Daniel Vlad



Mihai Solovăstru



Dan Enache



FUNDING SOURCES

PROGRAM PARTNERS



SPONSORS



Support MaiMultVerde

Together we inspire future generations!

An individual donation for the “Fă cadou un copac!”/

Give a tree as a gift campaign, here:

<https://maimultverde.ro/planteaza-un-copac/>

**For every 20 lei donated,
a tree will bear the name of your loved one.**

Monthly recurrent donation, here:

<https://maimultverde.ro/donatie-recurenta/>

**You can choose to support our activity
on a monthly basis in the long run (6 months or a year).**

Redirect 3.5% of your income tax here:

<https://redirectioneaza.ro/asociatia-mai-mult-verde>

Redirect 20% of your company profit tax here:

<https://maimultverde.ro/companii/redirectioneaza-20/>

**Subscribe to the newsletter,
to keep in touch with our future events and actions:**

<https://maimultverde.ro/newsletter/>

