



# MaiMultVerde 2024 Annual Report ●

# MaiMultVerde ●

## 2024 Annual Report



# Contents

MISSION AND VALUES	04
2024 IN NUMBERS	06
KEY MOMENTS	08
OUR FORESTS IN 2024	09
Romania Plants for Tomorrow	11
Give a Tree as a Gift	13
CLEAN WATERS IN 2024	15
VIA DANUBIANA	21
AQUAKIT	23
VISIBILITY	25
PRESS	26
AWARDS	27
THE TEAM	28
FUNDING SOURCES	31



# Mission

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

# Vision

Quality of 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 organizations to identify and implement solutions for improving the quality of life in their communities, in a clean and healthy environment. Since its establishment in 2008, MaiMultVerde has been active in 100 communities around the country, has worked with over **39.000 volunteers**, has planted over **1.685.000 tree saplings**, has collected over **670 tons of waste**, has implemented the first bike-sharing system in Romania 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.



# 2024 IN NUMBERS & KEY MOMENTS



- forestations
- clean waters
- via danubiana
- urban mobility

# *2024 in numbers*

**COMMUNITIES 68**

**VOLUNTEERS 4.518**

**PLANTED TREE SAPLINGS 97.500**

**PLASTIC WASTE COLLECTED 96**

**ATTRACTED FUNDS 2.254,24 THOUSAND EUROS**



#maimultverde  
#mmvprojects  
#mmv

# Key moments 2024

- January** – promoting the Resolution on the protection of the Danube against plastic pollution among the Danube local authorities
- February** – launch of the open letter calling for the clean-up of the banks and the implementation of a national program for the monitoring and protection of the Danube
- March** – the first ever #MaiMultVerde green pocket, in Popești-Leordeni
- April** – inauguration of the first thematic trail for environmental education along the Danube and its tributaries at the Iron Gates Nature Park
- May** – inauguration of new #CleanWaters thematic trails in Comana and Agighiol (Dobrogea)
- June** – start of the 'AquaKit' project
- July** – a new floating barrier installed on the waters of the Bahlui River, Jijia's tributary
- August** – #CleanWaters international camp in Mahmudia
- September** – the second edition of the #CleanWaters Danube Festival  
– the launch of the "Via Danubiana" project
- October** – launch of the Via Danubiana collection with personalized products
- November** – completion of planting campaign 2024
- December** – completion of 'AquaKit' project



**OUR FORESTS  
IN 2024**



# 2024 *in numbers*

**97.500** tree saplings  
**1300** volunteers involved  
**510** individual donors  
**13** partner companies  
**3** locations: Videle, Giurgiu,  
Popești-Leordeni



**T**he first green pocket was created in the spring of 2024, as part of the “Romania Plants For Tomorrow” initiative, in Popești-Leordeni, consisting of 3500 plants of 50 species, planted in all the foundation layers of a future forest: a layer of perennials (flowering and herbaceous), shrubs, small trees with high adaptability, and a layer of medium-sized trees, specific to young forests.



In Popești-Leordeni, in April, together with OMV Petrom, we also planted a line of 1500 poplar trees that will reduce the increased levels of air pollution over time.

In 2024, we continued planting in Videle, Teleorman county, where we enriched the city park with 500 lilac and jasmine saplings.

In the fall, we planted 35.000 trees on a 7 hectare area that will help restore the centuries-old woods which had been replaced by agricultural land during the communist era and which had reached an advanced stage of degradation in the last 30 years.

In 2024 we also returned to the Cama Community Forest, where we planted other 30.000 saplings: 25.000 as part of the “Romania Plants For Tomorrow” initiative and 5000 saplings donated in the “Give a Tree as a Gift” program.

*The “Romania Plants for Tomorrow” campaign is the largest private afforestation initiative, initiated by OMV Petrom, within which, together with other 5 non-governmental organizations, known for their contributions to environmental protection - Act for Tomorrow, Plantăm fapte bune in Romania, Pădurea Copiilor, Viitor Plus and the Văcărești Natural Park Association - more than 2 million saplings were planted by the end of 2024.*

## 2024 in numbers

450 volunteers & 5.500 ornamental plants, trees & shrubs

75.000 tree saplings & 30 hectares

1 green pocket

1 street alignment



# The green pocket = the amount of greenery our cities need

Popești-Leordeni's green pocket sets a new precedent for our country, being a project easily replicable in any urban space, which will lead to the creation of new good practice models in the introduction of green spaces dedicated to biodiversity in urban environments. With minimal maintenance and with environmental, educational, social, economic and health benefits, such a landscape can be established in any area of minimum 16 square meters in our cities.





**GIVE A TREE  
AS A GIFT**

**I**n 2024, with the help of partner companies as well as individual donors, more than 17.500 trees were gifted to loved ones, employees, collaborators or corporate partners. The saplings were planted by #MaiMultVerde volunteers in Videle, Teleorman County, and in the Cama Community Forest - Giurgiu.

Many thanks to more than 510 individual donors who chose to make a green gift to their loved ones, many thanks to the associations and companies that supported our reforestation efforts this year: HP, Turbomecanica, SIAD Romania, HCL Tech, P-Plus 2002, IO Parterns, Swing Trade, SC ISTA Romania SRL, HCL Technologies Romania, ENPG - Energy Policy Group Romania, STRABAG, Tourist Association "In the upstream".

**"Give a Tree as a Gift"** is the longest-running # MaiMultVerde campaign: we have planted a total of more than 165,000 trees of various species on degraded former agricultural land. The total surface area of forested land currently exceeds 32 hectares.

## HP Forest

In April, together with HP Romania, we planted 5000 acacia saplings in Videle, Teleorman county, in our campaign to restore the "crazy forest" around the city - a large-scale action aimed at restoring the old groves, replaced during the communist era by agricultural land that has reached an advanced stage of degradation over the last 30 years due to unsustainable exploitation.

## 2024 in numbers

17.500 trees gifted in 2024

850 volunteers

500+ individual donors

12 partnerships with companies



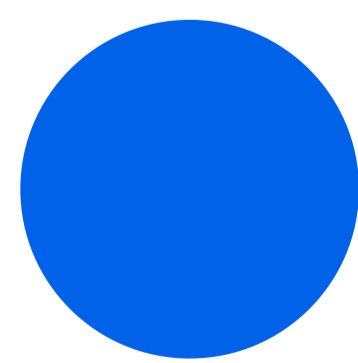
Planting is easy, but maintaining and managing woodland is the real challenge. Due to increasingly unfavourable weather conditions in recent years, characterized by very dry summers and low rainfall, the rate of establishment of planted trees continues to decline, despite the prior soil surveys and maintenance measures we carry out every year. As part of these actions, standard procedure for all MaiMultVerde plantings includes supplemental planting work for five years after the initial planting. We do not aim to plant new areas every year, we in fact want to ensure that forests will survive us.

**Andreea Hofer, MaiMultVerde Program Director**





**CLEAN WATERS  
IN 2024**



**I**n 2024, we marked five years since the implementation of the **Clean Waters program, a best practice model for preventing and combatting aquatic pollution.** It supports Sustainable Development Objectives 12.3 and 14.1 which aim to manage marine litter, particularly the one caused by plastic waste.

Through environmental education activities and sustainable solutions to decrease the amount of plastic in the waters, through prevention actions carried out in 40 communities along the Danube and its tributaries, The initiative helps protect natural ecosystems and encourages responsible environmental behavior.

Launched in 2019, the program is a call for active mobilization of Danubian communities and local authorities to prevent and combat plastic pollution of waters.



## 2024 in numbers

51 waste collection actions on shorelines

24 waste collection actions on water surface

93 tons of plastic waste collected

3218 volunteers

4460 pupils involved & 240 teachers mentored

50 community events, 2305 participants

4 new floating barriers

4 thematic trails

4 new street art works

2 international eco camps

1 festival





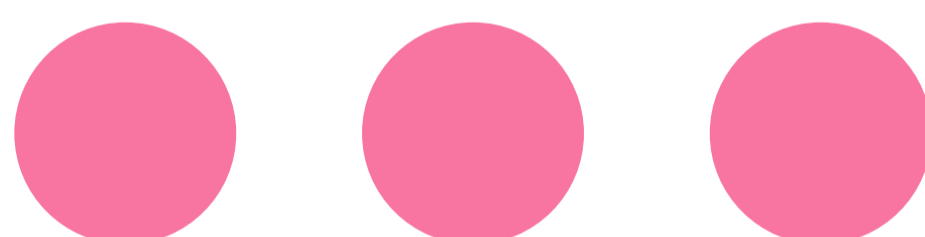
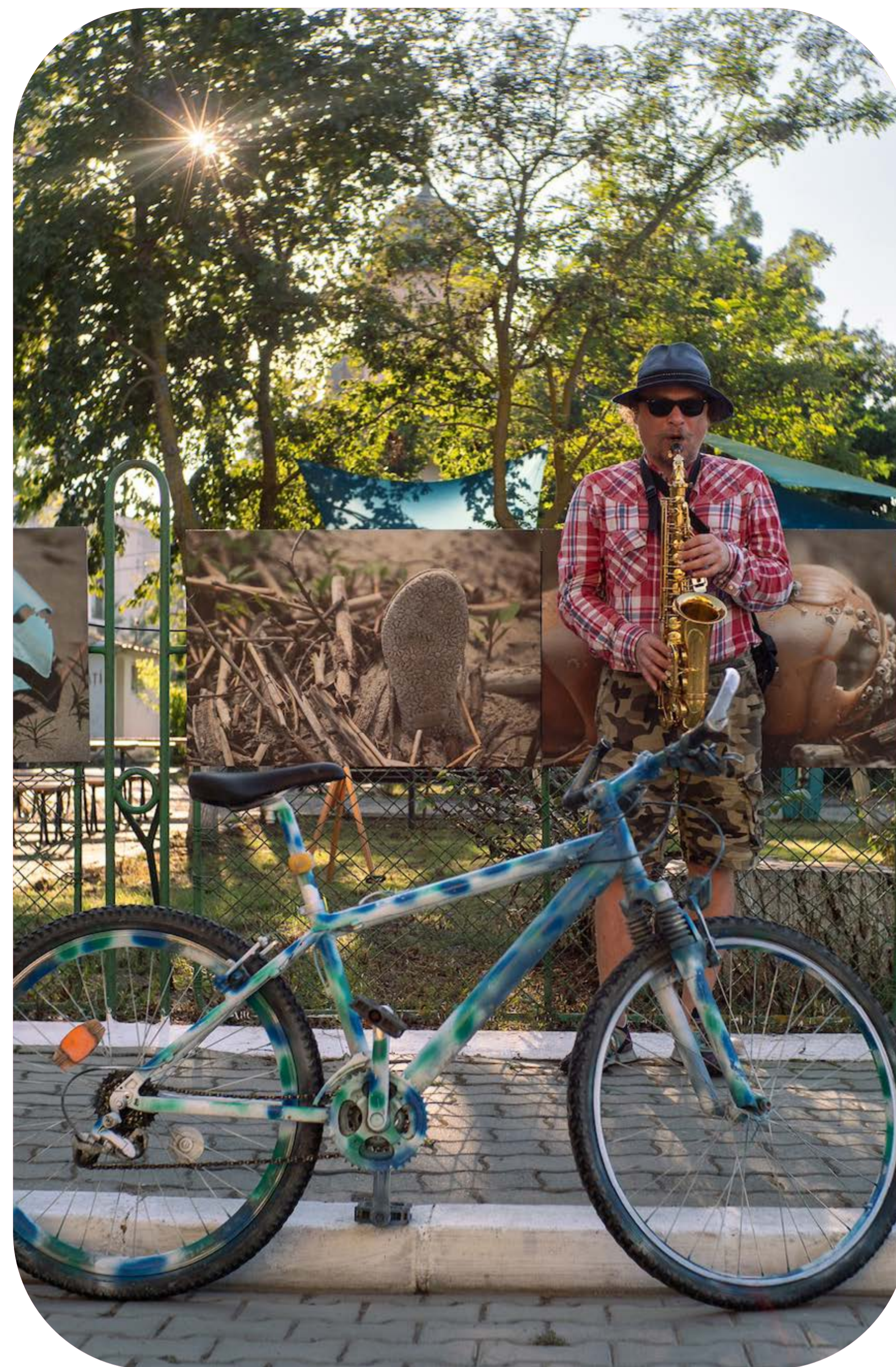
# SPECIAL PROJECTS

## #CleanWaters Danube Festival, 2nd Edition - Sulina, September 12-14, 2024

On September 12-14, the second edition of the #CleanWaters Danube Festival brought together in Sulina more than 2000 people from the Danube communities and from five other countries bordering the river, representatives of environmental NGOs and local and central public authorities. The event saw the launch of the Danube Delta Waste Management Study.

Under the slogan “The Danube concerns us all, with love from Sulina!”, the Danube Festival kept the overall theme of the importance of reducing plastic pollution of the river’s waters. This year, the focus was on the large amounts of waste flowing from the Danube into the Black Sea, but also on the need for cross-border and cross-sectoral cooperation in times of international crisis, especially with neighbouring Danube countries - Ukraine and the Republic of Moldova.

The Danube Festival reminded us that every action for the protection of ecosystems and biodiversity is important. We brainstormed on simple ways we can reduce plastic pollution - from avoiding single-use plastics, to separate waste collection and getting involved in local initiatives. The values discussed and practised here can take root in every community, becoming part of education, daily habits and the way we look at our responsibility towards nature.



## Artistic Residency #CleanWaters

On September 12-26, the Artistic Residency #CleanWaters took place in Sulina. The first days of the residency were dedicated to the Danube Festival, where participants met with local artisans and learned more about the history of the city. For two weeks, 11 artists from 7 Danube countries (Romania, Ukraine, Serbia, Croatia, Germany, Austria, Hungary) had the opportunity to discover both the vibrant city on the border between the Danube and the Black Sea, the unique Romanian village of Letea and to participate in kayaking trips on the Danube canals.

Works created in various artistic media, ranging from photography, video and digital art to performance, text and poetry, were presented to the public in November in an exhibition at Casa Avramide in Tulcea. The exhibition **Water Tells Our Story** sets off on a journey along the Danube in 2025. The works will travel to Bucharest and several cities along the river.

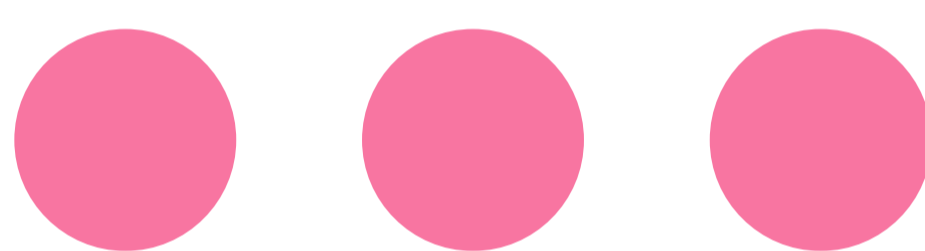


## 4 thematic trails inaugurated

From the Iron Gates almost to the Danube Delta, four thematic #CleanWaters trails inaugurated in 2024 invite us to travel, explore and connect with nature and remind us of our responsibility to protect it. Located near urban areas, these trails provide ideal spaces for educational nature lessons and can turn a simple walk into an engaging and interactive experience.

- Between nature and history, the Iron Gates Nature Park in Orșova
- The reserve of thorns, nature and historical legends, Comana Nature Park, 40 km from Bucharest
- The treasures of Agighiol, Dobrogea Chimerica Geopark, 20 minutes from Tulcea
- History and community, Cama Community Forest in Giurgiu

Each trail tells a unique story about places steeped in historical significance and natural treasures, each step becomes a spur to better understand the world around us and to contribute to its preservation. The path to knowledge begins with the first step.



## The Great Kayak Cleanup, second year

An effective initiative to combat waste pollution of the Danube's waters is the organization of kayak cleanup actions, among the most popular and loved by volunteers. They enjoy an outing in nature, learn how to handle a kayak and help protect the environment by collecting waste from the surface of the water.

In 2024, we organized 24 such actions with the support of our Kayak Champions partners and the involvement of 346 volunteers, who collected 1.3 tons of waste, floating or trapped in aquatic vegetation.



# Surface water quality test kits

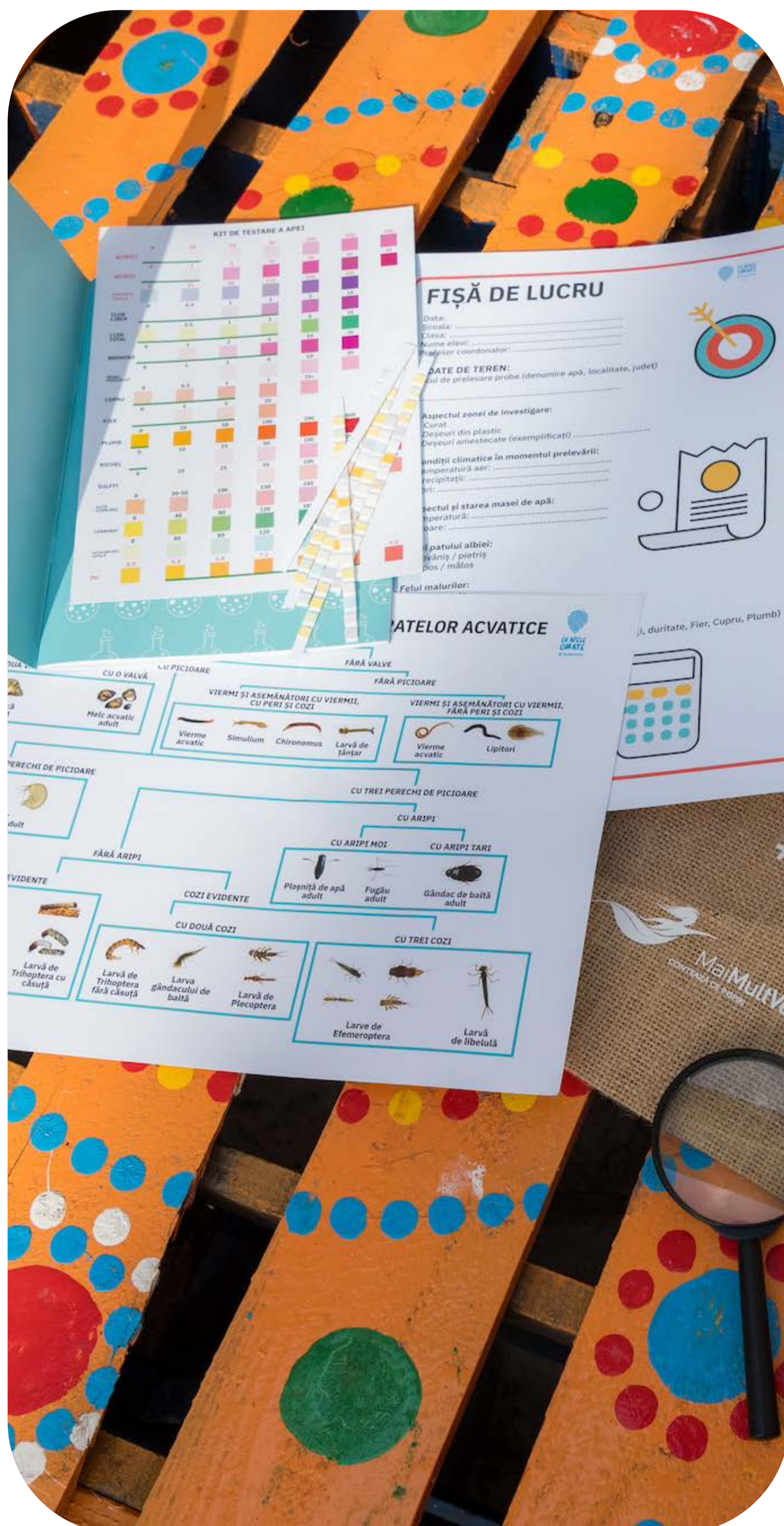
800 kits were developed and distributed to schools in 2024, providing the necessary tools to monitor and assess water quality. 3000 students were actively involved in participatory science lessons, acquiring knowledge and practical skills related to environmental protection. Young people learned that water is important not only for our health, but also for the balance of ecosystems and the survival of aquatic species, and that protecting it becomes a shared responsibility.

The results have been integrated into an interactive map, contributing to the development of a publicly accessible scientific database: <https://maimultverde.ro/proiect-aquakit/harta-interactiva/>



Since 2019, the Clean Waters program aims to reduce plastic pollution by implementing various projects: cleanup, community events, theoretical and practical workshops, installation of floating barriers, information boards and trash art containers, murals, studies, eco-educational camps, festivals, artistic residencies etc. Although the results after the first 5 years are impressive - 492.7 tons of waste collected and 10,000 volunteers involved - we are far from turning the name of the program into reality, therefore we will continue and develop specific activities, while renewing our call for involvement addressed to members of the communities along the Danube and its tributaries, as well as to local and central authorities.

Marta Popescu, Clean Waters program coordinator





**VIA  
DANUBIANA**

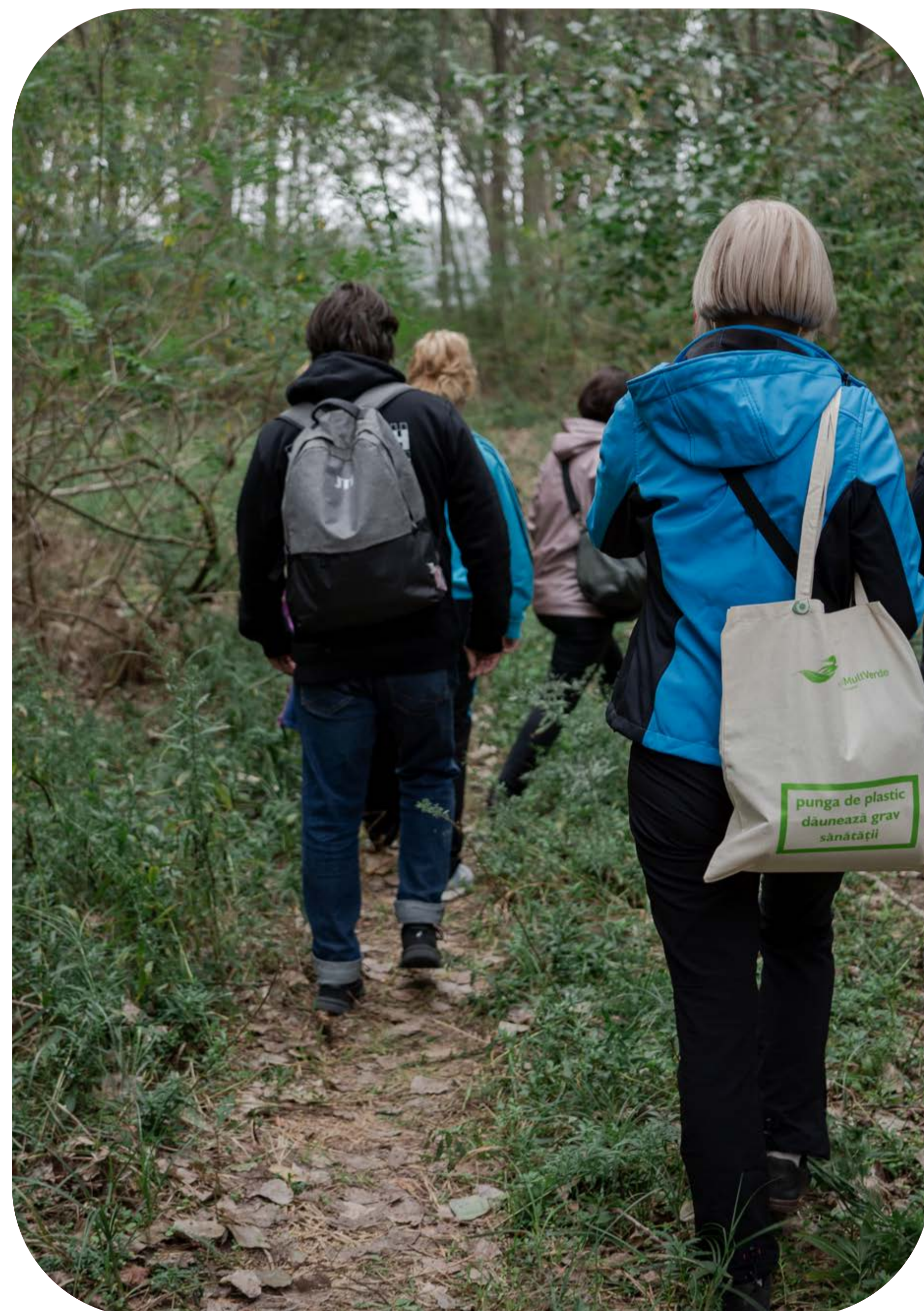
**T**he Via Danubiana story officially began in September 2024. Together with journalists, members of the Giurgiu Civic Initiative Group and locals, we traveled the Vedeia-Malu route by water, discovered two wild beaches with soft sand, installed the first Via Danubiana landmark and visited the Community Cultural Center in Găujani, where the first information board of the route is located.

On this occasion, we also released the Giurgiu County Traveller's Guide, which can be downloaded here: <https://bit.ly/ghid-via-danubiana>

In the fall we also carried out the first two cleanup actions on the route: Together with 65 volunteers from Novartis Romania we collected more than 300 bags of waste in the area of Friendship Bridge - Ostrovu Mocanu. The Old Beach in Giurgiu was cleared of 182 bags of waste with the support of 40 volunteers from the European Commission Representation in Romania and students from the Faculty of Geography in Bucharest, as part of the international campaign #EUBeachCleanup.

The year ended with a bang with the erection of the Via Danubiana landmark #2, at the Giurgiu Fortress, in the Cama Community Forest. Together with more than 100 volunteers present at the event, we planted in the first part of the day 5,000 saplings to complete the forest created by the MaiMultVerde Association 3 years ago and then we traveled part of the Via Danubiana route, along the banks of the Cama canal that connects the city of Giurgiu to the Danube.

**Via Danubiana won the Environmental Projects category at the Clean Environment Awards.**



## 2024 in numbers

200+ volunteers

2 landmarks

2 information boards

1 Traveler's Guide

2 cleanup actions

1 launch event

1 planting action

1 award



On a global scale, the Danube is seen as a state border, a waterway, a fish resource, an energy source, a coolant or a spillway. From Via Danubiana we suggest a closer look. Because the Danube, with its people and its entire natural and cultural ecosystem, is spectacular for every one of the more than a thousand kilometers it offers us, not just in the gorge or the delta. The Via Danubiana is both a travel companion for those eager to discover new places and a welcome invitation from locals happy to welcome guests.

Teodor Mitrana, President of MaiMultVerde

## Via Danubiana

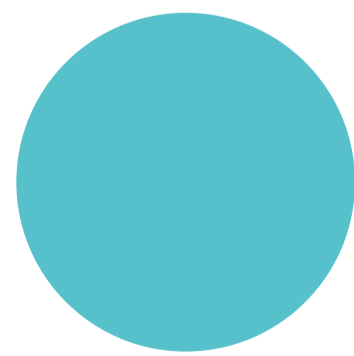
All those interested in the development of the Via Danubiana route are encouraged to support the initiative of the MaiMultVerde Association, which aims to document new sections in the field, to map and develop them through minimally invasive interventions and by creating a "Traveler's Guide" for each Danube county: <https://viadanubiana.ro/implica-te/>

*VIA DANUBIANA project has been selected within #RaiffeisenCommunities, the NGO accelerator in sustainability, an initiative of Raiffeisen Bank Romania, with the support of the Association for Community Relations.*

Raiffeisen  
Comunități

 Raiffeisen  
Bank

 ARC



AQUAKIT

**T**he #AquaKit project, launched in 2024 by the MaiMultVerde Association in partnership with BCR aimed to bring to the forefront the issue of surface water pollution in Romania. The students enrolled in the project identified 19 areas with plastic or mixed waste, and most of the waters tested revealed high values of nitrates and heavy metals. Only in 7 sites were macroinvertebrates highly sensitive to pollution found, indicating that the water quality is very good.

**Organized in small teams of researchers, the students analysed the surface waters in their vicinity both chemically and microbiologically throughout the year.** The test kit contains water test strips and analysis sheets focusing on pH level, water hardness, nitrate, nitrite and heavy metals (Copper, Lead, Iron). The kit also consists of several tools for analyzing aquatic macroinvertebrates (spoon net, petri dish, pipette, magnifying glass), with which students can detect which species are resistant to pollution and thus determine the quality of the water.

After testing the waters, the coordinating teachers upload the results to the project's interactive map: <https://maimultverde.ro/proiect-aquakit/harta-interactiva/>



## 2024 in numbers

900 test kits distributed in the country

5000 pupils

50 schools

42 lakes and rivers tested + Danube in 6 localities



For over 5 years, MaiMultVerde has been implementing projects dedicated to the protection of Romania's banks and waters and is working on various levels against pollution, especially plastic pollution. Unfortunately, the situation has become very serious and we see illegal landfills on all waterways and especially on the Danube. Through this project we aimed to bring students closer to the waters in their localities, so that they can interact with nature and become aware of the impact of human actions on water. The kits can be used during Green Week, but also when the classroom teacher wants to organise an outdoor lesson.

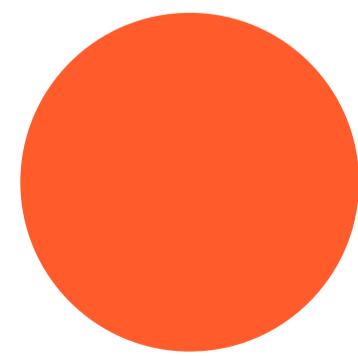
Loredana Pană, AquaKit project manager



BCR



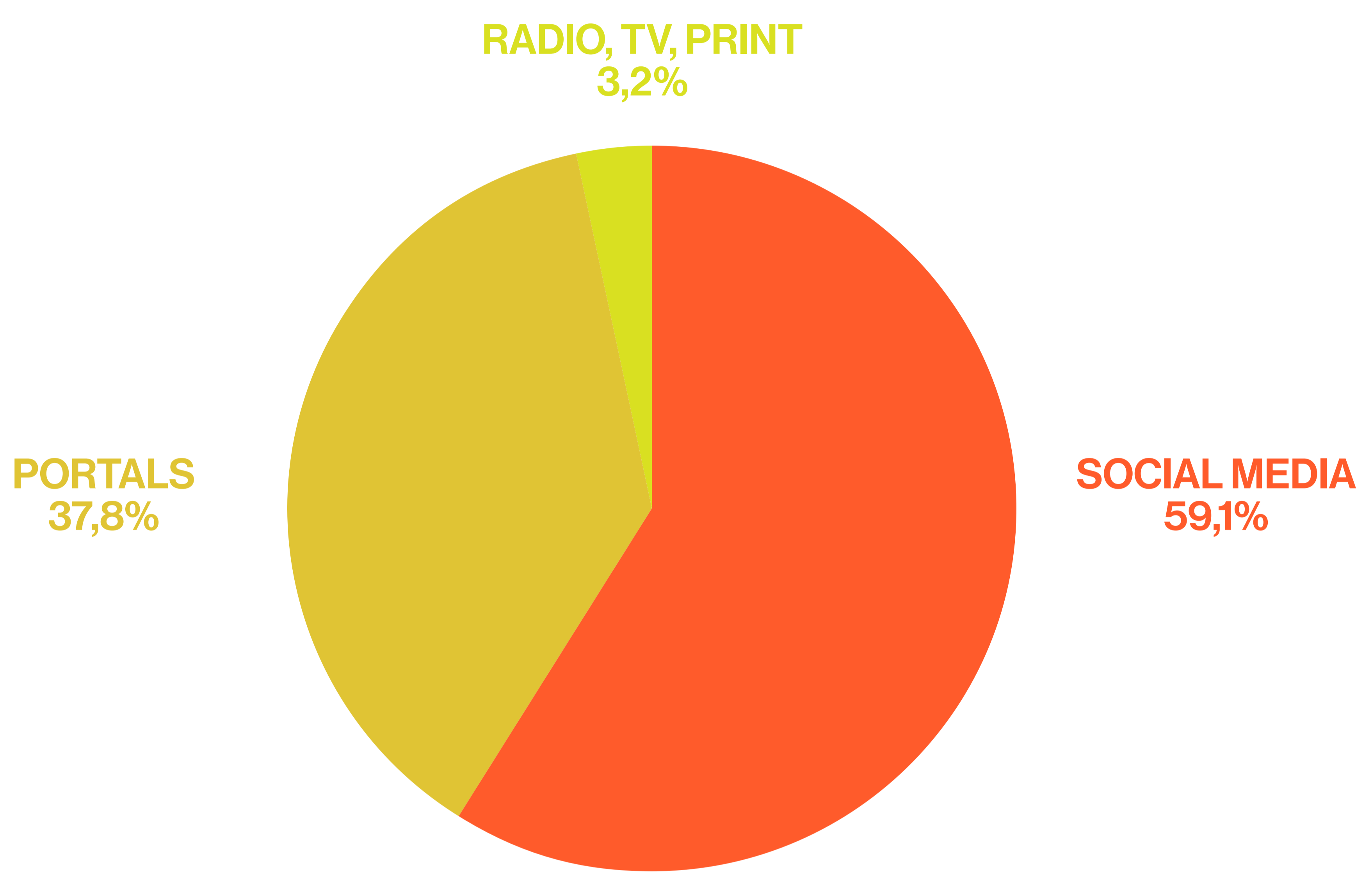
# VISIBILITY & AWARDS



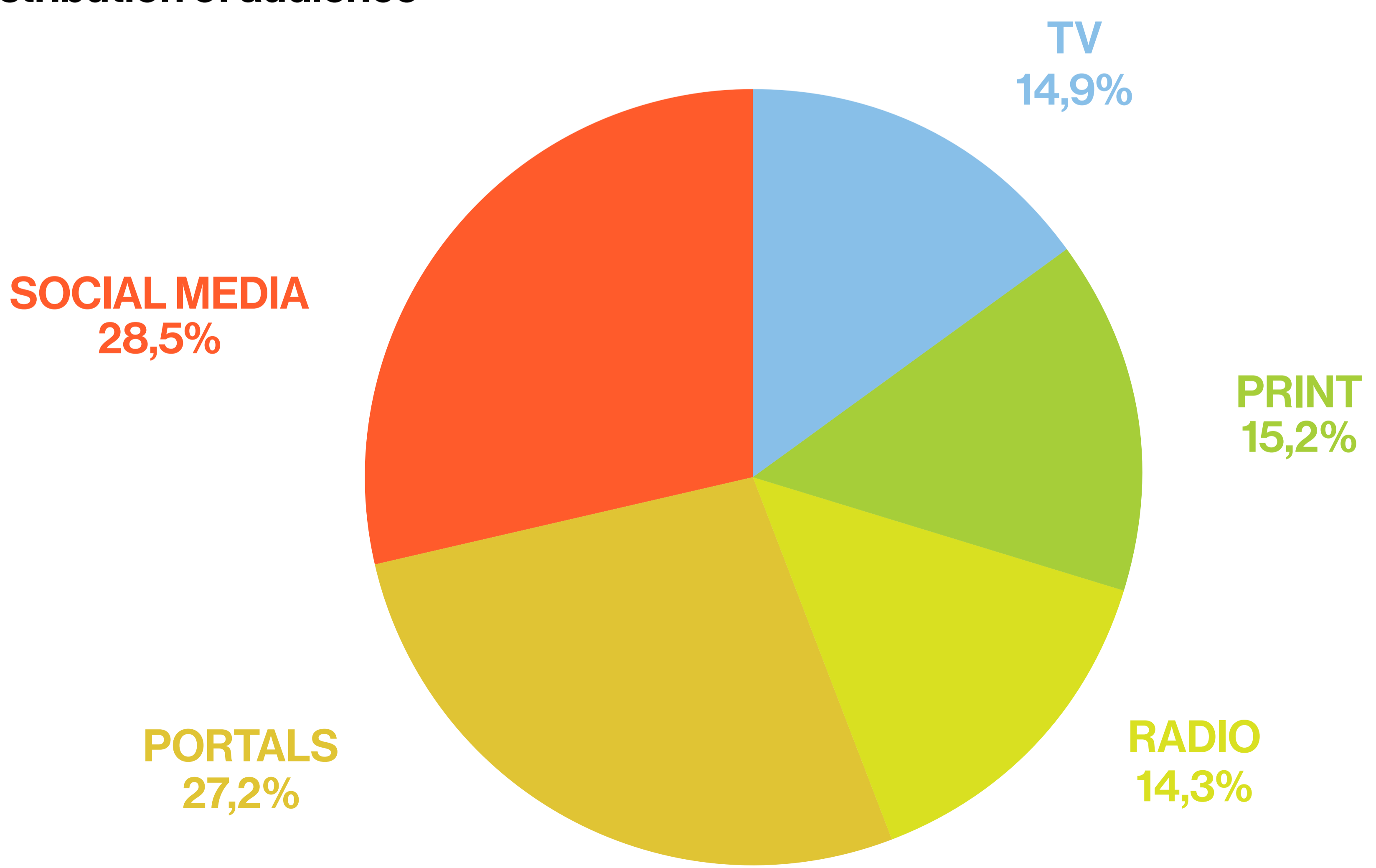
# Press Appearances: Quantitative Analysis

Total materials: 2029 + Estimated audience: 5.600.000

Distribution of appearances



Distribution of audience



# AWARDS



CIVIL SOCIETY GALA  
first prize  
Environmental Protection  
category: Danube Ecotrail

A CLEAN ENVIRONMENT  
GALA  
first prize  
Environmental Protection  
category: Via Danubiana



# THE TEAM

Teodor Mitrana  
President



Andreea Höfer  
Program Director



Marta Popescu  
Project Coordinator



Loredana Pană  
Project Coordinator



Alice Csizmadi  
Project Coordinator



Alexandra Damian  
Marketing & Communication



Andreea Zelincu  
Communication Assistant



Carmen Oprea  
Communication Coordinator



Iuliana Mitrana  
Administrative Affairs



Constantin Atanasiu  
Administrative Affairs



# LONG-TERM COLLABORATORS

Alex Gheorghe  
(Poteca Studio)



Simona Constantinescu



Otilia Mănoiu  
(Videle County)



Cati Vişinescu



Lucian Stan aka  
DJ. Vasile



Ionuț Crăciun, Anita  
& Mircea



Ana Dripal



Daniel Vlad



Hanno Hofer



Cristian Gheorghe



Bianca Georgescu



Mihai Solovăstru



Eugen Gălăţeanu (Piţi)



Adrian Mitiş



Aurel Jalea



Dezdemonă Chincişan  
(Dez)



Marius Tufan



Dan Enache



Dana & Cătălin Bugeac



Iri & Clari dogs

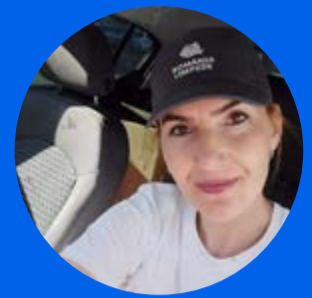


# CLEAN WATERS COMMUNITY ORGANIZERS

Corina Lupu (Galați)



Otilia Ionașcu (Cernavodă)



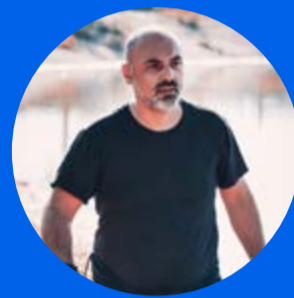
Andreea Stan (Brăila)



Mihaela Tănăsescu  
(Zimnicea)



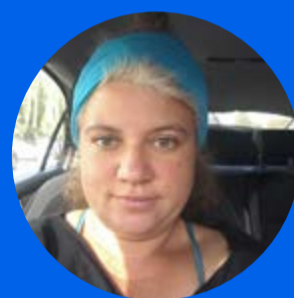
Cătălin Mihăilescu  
(Drobeta-Turnu Severin)



Ileana Niță (Oltenița)



Alex Tomescu (Giurgiu)



Adelina Els  
(Turnu Măgurele)



# CLEAN WATERS COMMUNITY NETWORK MEMBERS

Daniela Oprea (Târgu Jiu)  
Ionuț Diaconeasa (Curtea de Argeș)  
Adelina Florescu (Râmnicu Vâlcea)  
Lucia Mihai (Galați)  
Cristina Drobotă (Giurgiu)  
Adrian Dohotaru (Cluj)  
Răzvan Mihăilescu (Craiova)  
Alexandra Silvaș (Bicaz)

Roxana Saraev (Sulina)  
Vasile-Dan Dicu (Chilia Veche)  
Bogdan Popa (Petroșani)  
Sorina Bunescu (Merișani)  
Dan Mitruș (Cristești)  
Cristian Țetcu (Bistrița)  
Tudor Grosu (Iași)  
Domnița Matfei (Mahmudia)

# FUNDING SOURCES

	THOUSAND LEI	THOUSAND EUR*
<b>I. REVENUES</b>	11.220,01	2.254,24
Revenues from sponsorships	11.037,60	2.217,59
Revenues from donations	74,15	14,90
Revenues from economic activities/exchange rate differences, interest	108,26	21,75

	THOUSAND LEI	THOUSAND EUR
<b>II. EXPENSES</b>	7.267,98	1.460,23
Combating plastic pollution	2.848,27	572,25
Reforestation	1.486,54	298,66
Education	881,97	177,20
Communication	1.377,00	276,66
Operational	674,21	135,46

## III. FUNDING SOURCES

	THOUSAND LEI	THOUSAND EUR
Lidl Discount SRL	6.013,02	1.208,09
OMV Petrom SA	3.047,16	612,21
Banca Comercială Română SA	497,65	99,98
SII IT C Services	250,00	50,23
Asociația pentru Relații Comunitare	249,30	50,09
Premium Aerotec SRL	199,05	39,99
H2ORG GMBH	139,34	28,00
Bayer Cares Foundation	136,93	27,51
HP INC Romania	108,11	21,72
Apa Nova București SA	95,00	19,09
Turbomecanica	60,00	12,05
The Public Advisors	57,00	11,45
S.C HCL Technologies Romania	50,00	10,05
SC ista Romania SRL	50,00	10,05
LG prin intermediul Interactions Marketing SRL	29,82	5,99
SA GOPA Partners in Action for Change and Engagement	25,20	5,06
Kruk Romania	12,00	2,41
Asociația Turistică În Amonte	10,00	2,01
UK Online Giving Foundation	4,01	0,81
Oxygen Public Relations	3,00	0,60
Asociația Energy Policy Group	1,00	0,20
Individual donations	74,15	14,90
Economic activities**	6,96	1,40
Exchange rate differences/interest	101,30	20,35

\*Average exchange rate for 2023: 1 euro = 4,9773 lei

\*\*Economic activities include:

(1) Revenues from merchandise sales / MMV Shop;

(2) Revenues from services provided / environmental protection event organization;

# Program Partners



# Sponsors



# Support MMV for a #MaiMultVerde Romania

Together we inspire future generations!

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

“Give a tree as a Gift” campaign:

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

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

Monthly recurrent donation:

<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:

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

Redirect 20% of your company profit tax:

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

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

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

