



MaiMultVerde2025 Annual Report

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Intro

Beginning amid the frenzy of the election campaign and ending against the backdrop of the artificial intelligence boom, the year 2025 left little to no room in the public sphere for debate and action related to the environment. Globally, nationally and locally, we got caught in politics, a dog-eat-dog argument, who's right and who's wrong, online and everywhere else, and we witnessed the tidal wave of AI rise, with no one yet knowing for certain whether it will take us towards a better future or come crashing down upon us. In this context of many unknowns, at MaiMultVerde we have continued our projects for air, water, people and nature, alongside our partners, friends, sponsors and volunteers, confident that, although the challenges related to climate change, water resources, pollution and biodiversity have deepened over the past year, our vision of “a good life in a clean and healthy environment in Romania”

Doru Mitrana

President of MaiMultVerde



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

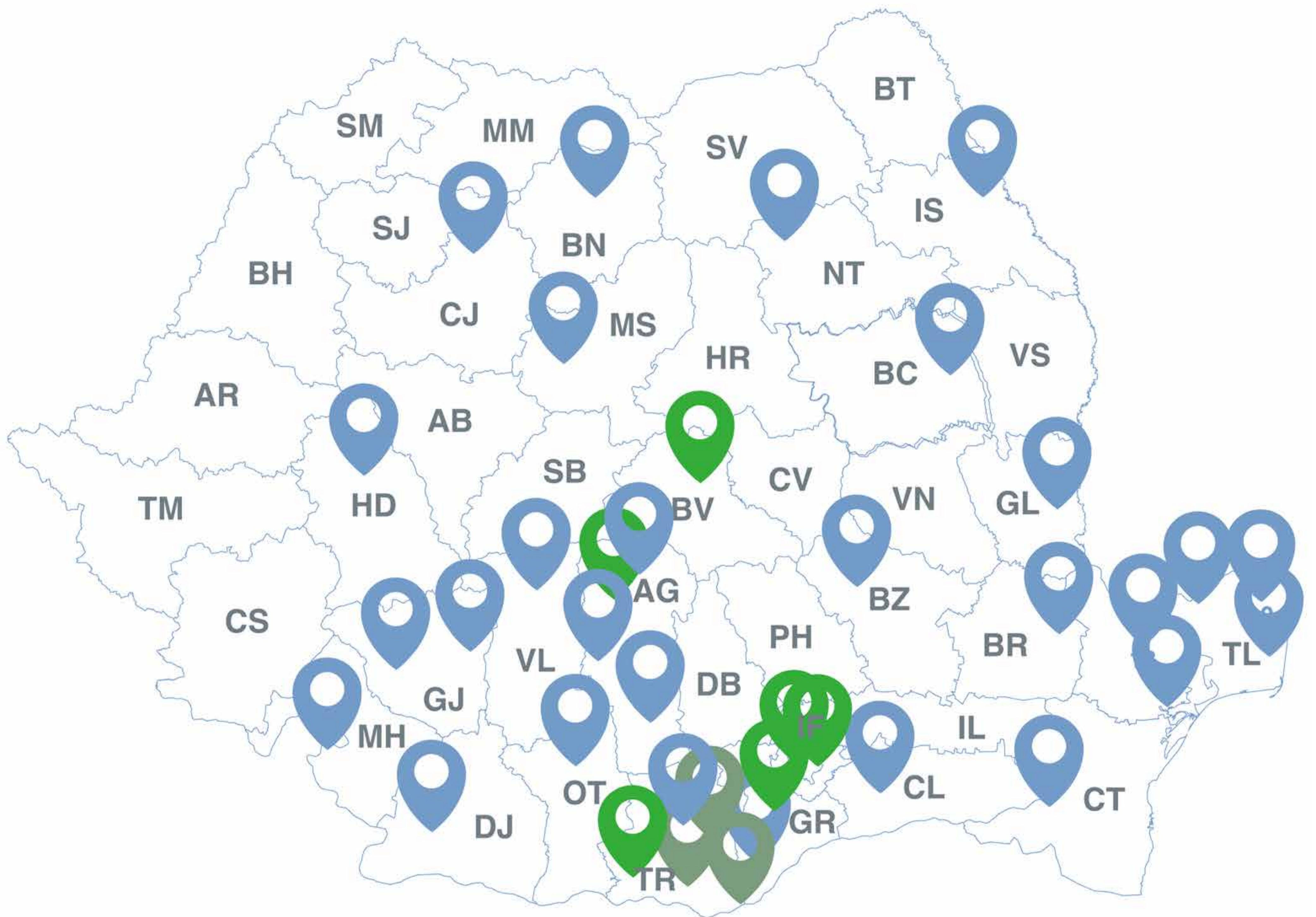
Quality of life in a clean and healthy environment in Romania.

Values

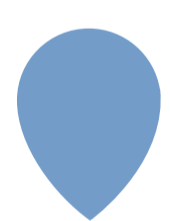
balance & responsibility | creativity & innovation | fairness & trust | development

About us

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 more than 120 communities around the country, has worked with 43.840 volunteers, has planted 1.947.167 saplings, has collected over 800 tons of waste, has implemented the first bike-sharing system in Romania and has run tens of national environmental awareness and education campaigns. The priority areas of action are forest and urban planting, combating plastic pollution, biodiversity conservation, sustainable development of communities through the promotion of natural heritage and environmental education.



forestations



clean waters



via danubiana

2025 in numbers

120 communities
43.840 volunteers
118.850 planted saplings
50 tons of plastic waste collected
1.138.727 euros in funds raised

2025 calendar

JAN

The Water Tells Our Story exhibition arrives at the Călărași Municipal Museum

FEB

Advocacy at the national level – *The Danube Congress*, 3rd edition

MAR

Development of educational spaces as part of the *Nature in the Schoolyard* project

APR

Planting campaigns

MAI

Eco-training sessions
#cuapelecurate

JUN

Cleanup camp in Sfântu Gheorghe, Tulcea County & reconnecting with nature at *Play Giurgiu*

JUL

Launch of two national campaigns: *Awareness campaign on alternatives to single-use plastic* & *The Blue Kilometer*

AUG

The 10th #cuapelecurate international eco-camp with students from Romania and Bulgaria

SEPT

miniFest for the Danube, manifesto for clean waters, a day dedicated to protecting the Danube from plastic pollution.

OCT

Inauguration of the first *Via Danubiana* landmark in Teleorman, the fourth along the route.

NOV

Conclusion of the 2025 *planting campaign*

DEC

Educational workshops hosted by the organizers from the Cu Apele Curate Community Network



Planting in 2025



2025 in numbers

118.850 saplings

1.310 volunteers involved

270 individual donors

22.7 hectares planted

11 partner companies

7 locations: Bucharest, Popești-Leordeni, Giurgiu, Budeasa, Talpa, Videle, Baraolt

2 school gardens

<https://maimultverde.ro>

Romania Plants for Tomorrow

As part of the “Romania Plants for Tomorrow” campaign, supported by OMV Petrom, we continued to expand and enhance green spaces through planting initiatives and community mobilizations in several regions across the country.

In Popești-Leordeni, we returned with 460 volunteers and planted 5000 willows and poplars, contributing to the creation of a one-hectare urban micro-forest, which plays an essential role in improving quality of life.

In Baraolt, Covasna County, we began planting a new 7-hectare forest area, with 35.000 pine saplings planted.

The initiative was carried out with the support of volunteers and local partners, strengthening collaboration at the community level.

In Budeasa, Argeș County, we mechanically planted 30.000 acacia saplings across an area of 6 hectares in order to restore degraded land and expand the forest in the region.





2025 in numbers

83.850 trees and shrubs planted

740 volunteers

35 species

15.7 hectares

5 cities: Popești-Leordeni, Bucharest, Giurgiu, Baraolt, Budeasa

2 urban forests planted

2 educational gardens

Nature in the Schoolyard

This year's highlight was the launch of a new educational project, “Nature in the Schoolyard”, aimed at future generations. We created two school gardens: in March, at Middle School No.190 in Bucharest and, in November, at the “Ion Mairescu” National High School in Giurgiu.

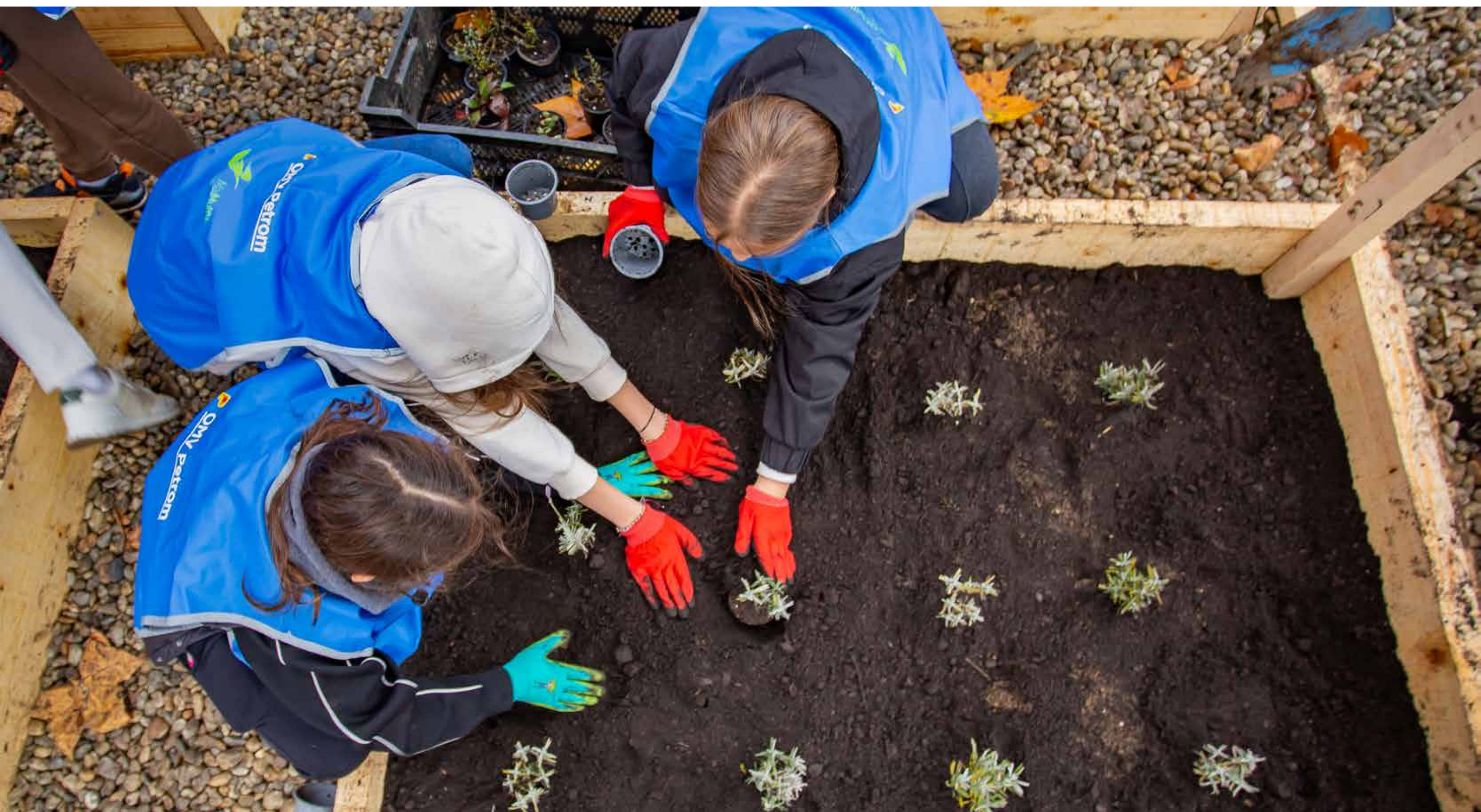
At Secondary School No. 190, approximately 100 volunteers and students participated in creating a garden of about 500 square meters, where 3.800 plants were planted, transforming the schoolyard into a green space.

At the “Ion Mairescu” National High School in Giurgiu, 100 students helped plant 4000 plants across an area of 200 square meters, creating an educational garden tailored to the needs of the school and the local community.

Guided by Alexandru Gheorghe, the landscape architect who designed both projects, the teachers and students of the two schools transformed the schools' playgrounds into educational green spaces, which help children directly understand what caring for and respecting nature means and how they can use resources responsibly.

The “Nature in the Schoolyard” project is part of the “Romania Plants for Tomorrow” campaign, supported by OMV Petrom.

The 2025 initiatives reflect both the continuity of the long-standing partnership with OMV Petrom, as well as the increasingly active involvement of local communities. Through these initiatives, the “Romania Plants for Tomorrow” campaign strengthens its role in developing functional ecosystems and in encouraging civic participation to protect and expand green spaces.



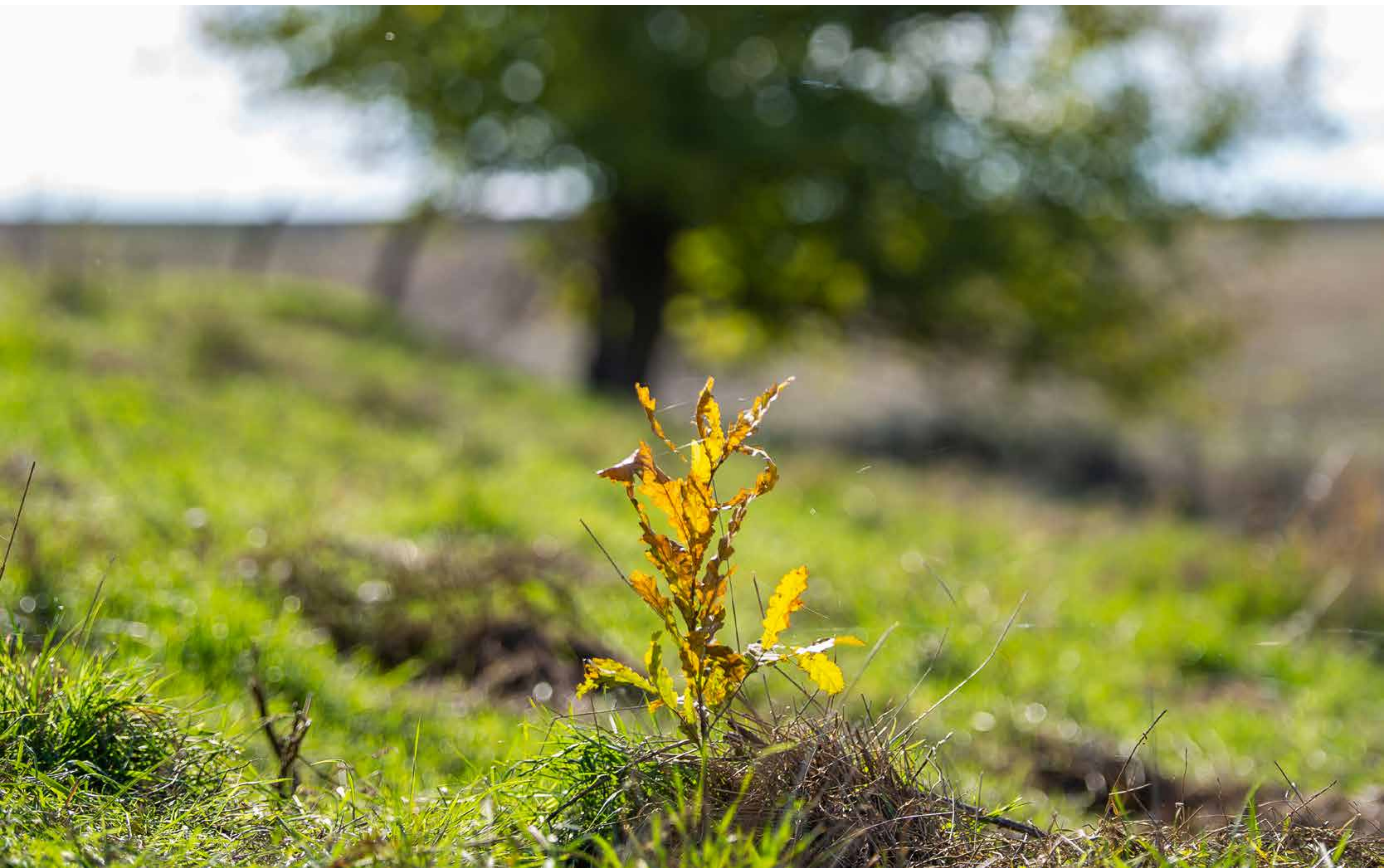
Give a Tree as a Gift

With the help of partner companies and individual donors, the Give a Tree as a Gift campaign continued in 2025 to turn symbolic gestures into real forests. This year, we planted 15,000 oak saplings in the village of Talpa, Teleorman County. Nearly 300 people chose to give a green gift to their loved ones, directly contributing to the expansion of forested areas. We also thank the companies and organizations that supported us: LG, Kruk, SIAD, HCL Tech, Rotaract, Turbomecanica, and Ista, as well as the local partners who made this initiative possible.

Give a Tree as a Gift remains one of the longest-running #MaiMultVerde campaigns. Since 2010, with the support

of partners, sponsors, and individual donors, we have planted over 180.000 trees across more than 32 hectares of degraded land, gradually transforming it into young forests.

HP Forest | In Videle, Teleorman County, we continued developing the HP Forest, which is visibly growing year after year. In 2025, together with 150 volunteers, we planted 5000 saplings and expanded the forest by another hectare, thus reaching a total area of 2 hectares. The initiative is part of a broader effort that began in 2011, through which, together with local authorities, we have reforested over 20 hectares of degraded land and planted over 150.000 trees. Forests surrounding cities play an essential role in improving environmental quality, support biodiversity, and contribute to enhancing the quality of life for local communities.





2025 in numbers

15.000 trees gifted in 2025
155 volunteers involved
270 individual donors
7 partner companies
3 hectares planted



**Cu Apele Curate in
2025**

Launched in 2019 by the MaiMultVerde Association and Lidl Romania, the Cu Apele Curate program is a call for the active mobilization of members of Danube communities and local authorities to combat and prevent plastic pollution in waterways.

Over six years of implementation, we have consistently developed activities aimed at reducing plastic pollution in water bodies, both through direct cleanup efforts in affected areas and through preventive measures focused on creating and implementing best practices, environmental education, and community mobilization along the Danube and its tributaries.

Through awareness campaigns, the public's attention was drawn to the effects of plastic pollution on water bodies, promoting separate waste collection and the adoption of responsible consumption habits. Local communities were supported in identifying pollution-related issues and implementing solutions tailored to the local context, and through dialogue with authorities, initiatives to develop and improve public policies dedicated to protecting water resources were supported.





2025 in numbers

6.483 students involved and 100 teachers mentored
2.630 volunteers

800 water testing kits created and distributed

114 cleanup actions (riverbanks & water surface)

93 educational workshops

50 tons of plastic waste collected

44 community events, 1.439 participants

6 floating barriers installed

6 screenings of themed films

4 theater performances

2 murals

<https://cuapelecurate.ro>

The Danube Congress, 3rd Edition

BUCHAREST, FEBRUARY 11, 2025

The meeting gathered at the Ministry of the Environment 60 representatives of local administrative units along the Danube, central public authorities, and experts in the field of environmental protection to debate the issues and possible solutions related to plastic pollution of waterways and the sustainable development of the Danube regions.

The case study on the collection of recyclable waste revealed the disparities between the counties along the Danube and the need for policies suited to each region. Collaboration between authorities, communities, and the private sector is crucial for waste reduction and preserving the Danube ecosystem.



The Great Kayak Cleanup, Third Year

In 2025, we got back to the water with the Kayak Champions crew for the third consecutive year of kayak cleanups—cleanup events carried out from kayaks on the water's surface. Each trip means time spent on the water, outdoor exercise, and direct engagement in cleaning areas contaminated by waste.

Throughout the campaign, **26 cleanup events** were organized and **700 kilograms of plastic waste** were collected, with the support of the **360 volunteers** who joined us.

We paddle together for clean waters!



The Cu Apele Curate Community Network

In 2025, the Cu Apele Curate Community Network, supported by the *Resource Center for Public Participation*, grew stronger and worked to protect water resources and engage local authorities.

23 local associations and initiative groups collaborated for cleaner waters and better public decisions.

17 community events, with over **350 participants**, meant in-person meetings, local mobilization, and solutions discussed on the ground.

2 national campaigns to reduce plastic pollution—*The Blue Kilometer* and the

Awareness Campaign on Alternatives to Single-Use Plastic—were carried out by 15 organizations.

25 kilometers were adopted, cleaned, and monitored as part of the Blue Kilometer campaign.

Issues raised by communities were discussed in **12 direct meetings with decision-makers**.

45 requests were submitted to authorities for specific needs identified locally, of which 40 were resolved.



miniFEST for the Danube, manifesto for clean waters

DROBETA-TURNU SEVERIN,
SEPTEMBER 20

On September 20, 2025, **miniFEST for the Danube** brought together over 600 participants on the Crișan Promenade, in an event dedicated to celebrating and protecting the Danube from plastic pollution. The event brought together the local community, volunteers, artists, and 20 organizations from the Cu Apele

Curate Community Network, creating a space for dialogue, education, and collaboration.

Under the slogan *Together we can change the city and the waters that flow through it!*, miniFEST emphasized individual and collective responsibility toward the Danube and water resources. Throughout the day, theoretical and practical workshops were held on reducing single-use plastic consumption and separate waste collection, led by member organizations of the network, alongside artistic performances, games, street performances, a theater show, and film screenings powered by solar energy.



This Plastic Tastes Like Fish

By Andreea Ioana Tănase
With Ana Turos & Vlad Udrescu
Set design by Ileana Zirra
Music by Adriano Panoschi

This Plastic Tastes Like Fish is a theater production about water, about people, and about the invisible layer of plastic that connects us all.

The play explores the dialogue between an advocate for a clean environment, concerned about the effects of pollution, and a young man who sees plastic as a symbol of comfort and modernity. The encounter between these two perspectives brings to light the conflict between convenience, habits, and the urgent need to protect nature.

This Plastic Tastes Like Fish opens a necessary conversation about responsibility, empathy, and the consequences of our actions on the environment and the community.





The #cuapelecurate Film Caravan

This fall, the **#cuapelecurate Film Caravan** arrived in communities along the Danube, where outdoor movie nights became an opportunity for gathering and dialogue. The screenings, powered by a mobile photovoltaic system, highlighted stories about water, nature, and people, in an open setting that encouraged public engagement. The campaign illustrates the effects of plastic pollution on the environment, using art and green energy as a starting point for responsible solutions and practical actions.

Cu Apele Curate in 2025



In 2025, Cu Apele Curate continued to focus on local communities committed to protecting our waters. Along the banks of the Danube and its direct and indirect tributaries, an impressive number of volunteers – adults and children, students and teachers, partners from local associations and groups – have shown that change is built through small, repeated actions. At the same time, the involvement of authorities remains essential for reducing plastic pollution and developing sustainable solutions that (still) have the potential to bring about significant change. For waters do not become clean by chance, but through joint effort and consistency.

Marta Popescu
Program Coordinator, Cu Apele Curate



Via Danubiana 2025



In 2025, with the support of Lidl Romania, the Via Danubiana route was extended by 110 kilometers in Teleorman County, following the 72 km mapped in Giurgiu County in 2024.

The Via Danubiana connects communities along the Danube and promotes their sustainable development, based on the conservation and enhancement of natural, historical, and cultural heritage through ecotourism.

The route, marked by light and non-invasive infrastructure elements — landmarks, directional signs, and informational boards — and the project's events bring together representatives of public institutions and local communities, entrepreneurs, locals, and visitors to actively explore and rediscover the Danube as a resource for development and a cause for protection.

Inauguration of the First Via Danubiana Landmark in Teleorman County

October 11 saw the inauguration of the first Via Danubiana landmark in Islaz, Teleorman County, the fourth landmark along the entire route. The event, dedicated to actively exploring and rediscovering the Danube, brought together local authorities, representatives of public institutions, community initiatives, and locals. Bike tours, water excursions, and community activities turned the inauguration into an experience that celebrated the natural and local heritage.

Along the route in Teleorman, lightweight and non-invasive infrastructure elements were installed: a Via Danubiana

landmark, a general information board, and two boards dedicated to biodiversity, complemented by discreet markings along the entire length of the route. At the same time, the exploration experience has been expanded into a digital format through the development of online resources dedicated to the county—the route map, the GPS tracker, and the Traveler's Guide—integrated into the Via Danubiana platform.



Forum for Local Development and Sustainable Ecotourism

The component focused on local dialogue and cooperation was strengthened through the organization of the Forum for Local Development and Sustainable Ecotourism, held on November 25, 2025, in Alexandria, in partnership with the Teleorman County Council. The event brought together representatives of local government, non-governmental organizations, civic initiatives, experts, and members of Danube communities, in an open dialogue about the responsible use of the county's resources.

Participants explored how Teleorman's natural, cultural, and identity-related heritage can contribute to the

development of local communities through initiatives based on environmental protection, responsible tourism, and the sustainable use of local resources. The discussion covered topics such as the relationship between communities and the Danube, the need to reconnect with the river, and the potential of local partnerships capable of supporting long-term collaborations between administrations, entrepreneurs, organizations, and residents. Throughout this meeting, a network for dialogue and collaboration was created around the idea of sustainable development for Danube communities.





2025 in numbers

110 km mapped

13 documented localities

2 biodiversity information boards installed

1 landmark installed at Islaz

1 orientation board

Non-invasive trail markings along **110** km of trail

→ The published Traveler's Guide and map of Teleorman County can be viewed [HERE](#)

→ The GPS tracker for Teleorman County is available [HERE](#)

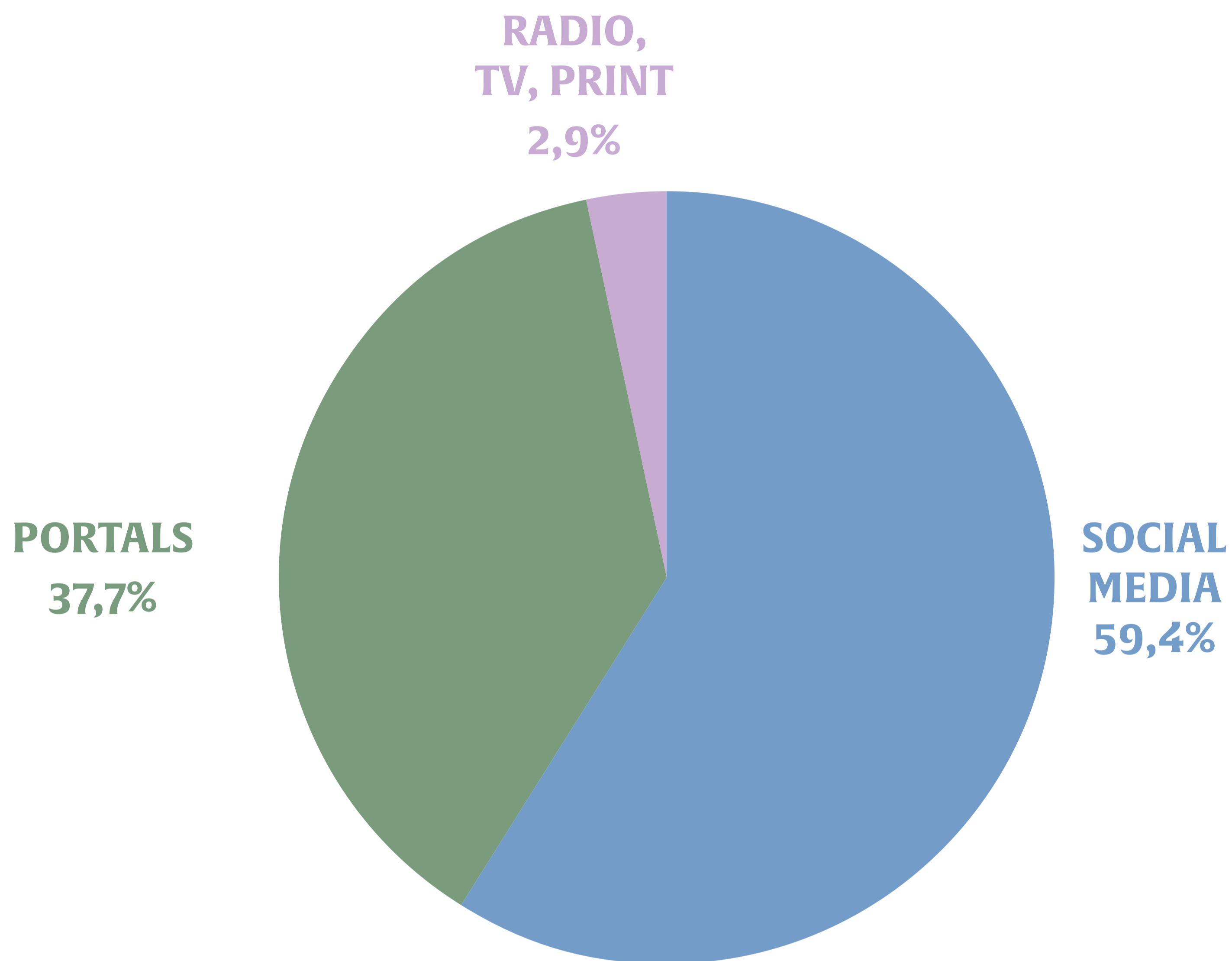


Visibility & awards

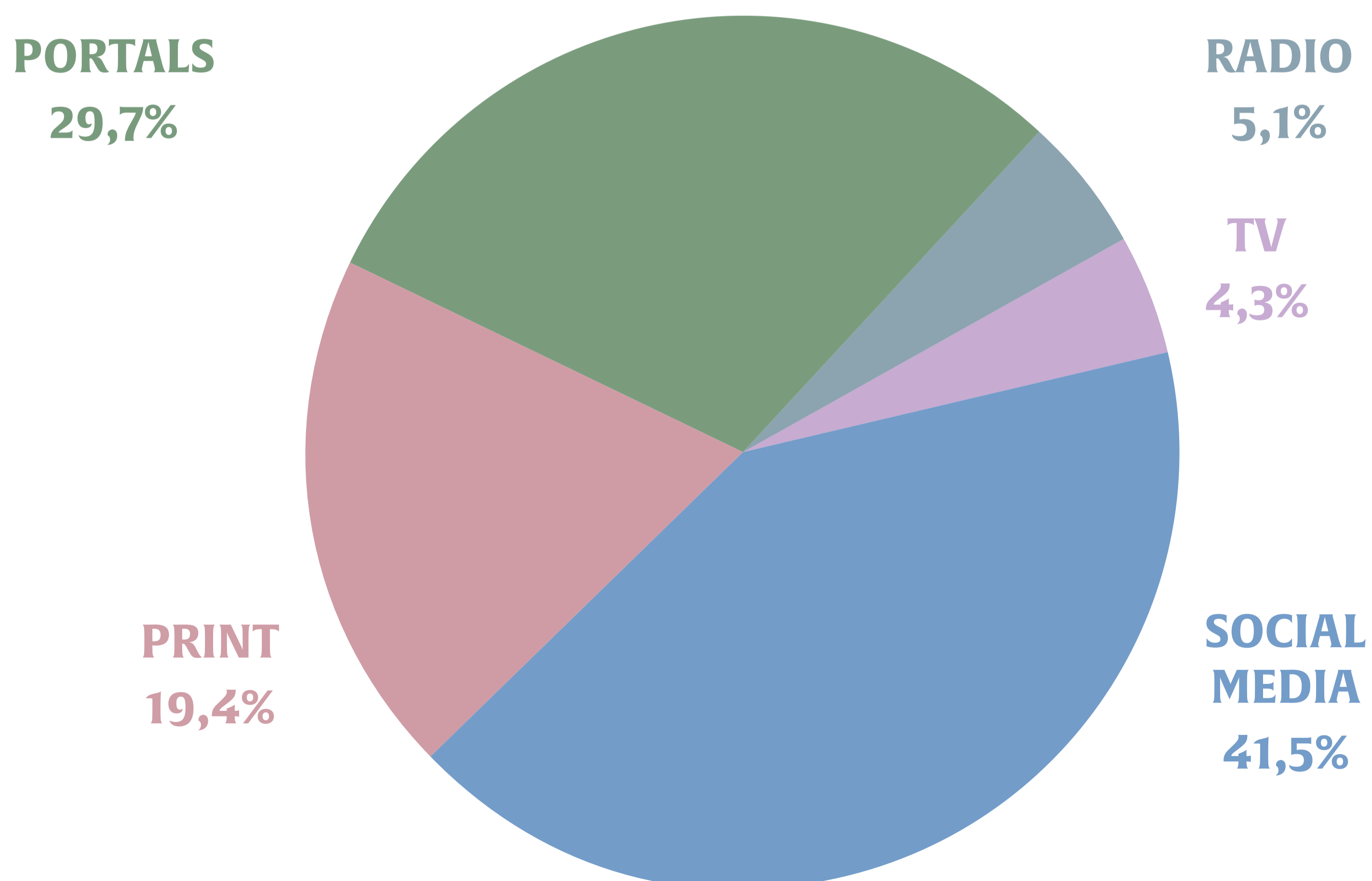
Media Coverage: Quantitative Analysis

1.586 total materials + 3.935.851 estimated audience

Distribution of media appearances



Audience distribution





2025 awards

The Cu Apele Curate program, launched by the MaiMultVerde Association with the support of Lidl Romania, was awarded the Gold prize in the Reduce • Reuse • Recycle category at the 7th edition of the Community Index 2025, the most comprehensive assessment of community investment and CSR (corporate social responsibility) projects in Romania.

Funding sources

| | LEI | EUR* |
|--|------------------|------------------|
| I. REVENUES | 5.740.894 | 1.138.727 |
| Revenues from sponsorships | 5.665.426 | 1.123.758 |
| Revenues from donations | 22.986 | 4.559 |
| Revenues from economic activities** | 52.482 | 10.410 |
| | | |
| | LEI | EUR |
| II. EXPENSES | 7.334.738 | 1.454.872 |
| Combating plastic pollution | 3.183.171 | 631.394 |
| Reforestation | 1.220.619 | 242.114 |
| Education | 697.000 | 138.253 |
| Communication | 1.466.948 | 290.975 |
| Operational | 767.000 | 152.137 |
| | | |
| III. FUNDING SOURCES | 7.334.738 | |
| | | |
| | LEI | EUR |
| Lidl Discount SRL | 3.810.000 | 755.727 |
| OMV Petrom SA | 459.000 | 91.044 |
| Premium Aerotec SRL | 202.920 | 40.250 |
| HP INC Romania | 126.260 | 25.044 |
| Grand Thornton | 100.000 | 19.835 |
| EDPR Romania SRL | 100.000 | 19.835 |
| Association for Community Relations | 68.026 | 13.493 |
| S.C. HCL Technologies Romania | 49.500 | 9.819 |
| Siad Romania SRL | 48.000 | 9.521 |
| SA GOPA Partners in Action for Change and Engagement | 46.312 | 9.186 |
| SC ista Romania SRL | 45.000 | 8.926 |
| Pet Kupa Egysulet | 38.727 | 7.682 |
| Tales of Us GMBH | 29.420 | 5.836 |
| Rotaract Club Triumf Association | 21.353 | 4.235 |
| Turbomecanica | 20.000 | 3.967 |
| UK Online Giving Foundation | 18.850 | 3.739 |
| LG through Interactions Marketing SRL | 10.000 | 1.984 |
| For You Publishing House | 7.006 | 1.390 |
| Hype Event Design | 960 | 190 |
| Wolf Pack Digital | 740 | 147 |
| | | |
| Redirect 20% | 9.898 | 1.963 |
| Donations | 22.985 | 4.559 |

*average exchange rate for 2025: 1 euro = 5.0415 lei

**economic activities include: revenue from organizing environmental protection initiatives;

***the difference between expenses and revenue represents the cost of activities funded in 2024 and implemented in 2025

The team



Doru Mitrana
President



Andreea Höfer
Program Director



Marta Popescu
Project Coordinator



Alice Csizmadi
Project Coordinator



Oana Blîndu
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Communication Assistant



Carmen Oprea
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Adriana Vlad
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Constantin Atanasiu
Administrative Affairs

Cu Apele Curate Community Network Members

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Adelina Florescu, AIDE Association, Râmnicu Vâlcea

Adrian Dohotaru, Societatea Organizată Sustenabil Association, Cluj-Napoca

Alexandra Mocioiu, Front la Dunăre Association, Drobeta-Turnu Severin

Andra Silvaș, Cu Apele Curate Civic Initiative Group – Bicz

Andreea Stan, Creionăm Viitorul Association, Brăila

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Răzvan Mihăilescu, Go Romania Association, Craiova

Roxana Saraev, Cu drag din Sulina Association, Sulina

Alex Tomescu, Giurgiu Civic Initiative Group, Giurgiu

Vasile Dan Dicu, Împreună pentru Chilia Association, Chilia Veche

Violeta Rapișcă, Eliberează-ți Aripile Association, Galați

Long-term Collaborators



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(Poteca Studio)



Marius Tufan



Cristian Gheorghe



Otilia Mănoiu
(Videle County)



Dana & Cătălin
Bugeac



Mihai Solovăstru



Lucian Stan
aka DJ. Vasile



Simona
Constantinescu



Adrian Mitiș



Ana Dripal



Cati Vișinescu



Dezdemonă
Chincișan (Dez)



Hanno Hofer



Ionuț Crăciun,
Anita & Mircea



Dan Enache



Bianca
Georgescu



Daniel Vlad



The dogs Iri & Clari



Eugen
Gălățeanu (Piți)



Aurel Jalea

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 25 lei donated, a tree will bear the name of your loved one.

Monthly recurrent donation:

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

You can support our work through monthly recurring donations (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 our newsletter to stay updated on our future events and actions:

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

