



MaiMultVerde
CONTEAZA CE INSPIRI

ANNUAL REPORT 2010

*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 2010

The Land of Good Deeds

The number of young people engaged in volunteerism in Romania has tripled in the past six years and ecology has turned from the Cinderella of targeted causes into the very reason for which more than half of these young people choose to become volunteers.*

Three years ago, when I founded MaiMultVerde with the mission of building a new culture of environmental volunteerism in Romania, we were still confronting the ghost of patriotic work and the sneers of those who still saw volunteerism as nothing but a hypocritical mask aimed at deceiving Europeans and Americans alike.

"Come on, this volunteering thing is something to chat about, like, when we beat about the bush", was the fatherly advice I received from a county council president, turned minister in the meantime, when I told him that we wanted to work with volunteers in order to plant saplings on the balding hills affected by the wood mafia in his county. He then added: "for tip-top stuff you cannot depend on volunteers only, the worker has to be either paid or forced somehow, this thing with the volunteers is just this show-off thing we do, if you get my meaning...".

I did not take the unsolicited free advice kindly offered by this politician and I was right to do so. This gentleman went on living in his Romania, while we continued to strive for our own Romania. And it is the latter that - as statistics confirm - is growing better and greener every day.

After all, as our motto says, inspiration does matter in life. It is true that I have chosen to inspire the air across the Ocean for the following two years, but I leave inspired by a handful of people and all that they have been able to achieve in a country where not much can be done - at least according to locals.

After ten years spent in not-for-profit organizations in Romania, I feel the need to let my steps and my mind travel the world awhile. Yet in my soul I will stay close to the professionals at MaiMultVerde and to the thousands of volunteers who are responsibly and altruistically building a country we can be proud of anywhere in this world. I will always come back, with all my heart, to their Romania.


Dragoș Bucurenci
President



* In 2004, only 13% of Romanian young people aged between 18 and 35, living in large towns, had been involved in volunteerism in the past year; out of these, only 8% had been volunteers for the environment. In 2010, the number of young people who had been volunteers had increased to 29%, out of which 51% had been volunteers for the environment (source: 2004 - Gallup Organization Romania for the British Council, 2010 - GfK Romania for MaiMultVerde).

Because It's Worth It



When everything is changing around you, when priorities always seem to be different, when crises of all kinds seem to flow ceaselessly one after the other, when everything you do seems to be a juggling act that you strive to put up adding more and more balls every day, and those around you throw in even more of them, you cannot help but wonder whether maybe there's something wrong with you, whether you're the only one daydreaming while the country is burning and the planet is sinking.

But when you see the reactions of those who take part in your projects, their growing desire to help, to bring about change out of their own will;

when you see hundreds of volunteers planting or cleaning, the Cicloteque centres overwhelmed by customers from the minute their doors open, the children cheerfully running around the parks especially designed for them on former waste grounds; when you see the statistics indicating a considerable increase in voluntary activities in Romania, when you see that environmental news have become something ordinary and waste separation and eco-friendly behaviour have more and more supporters... then all question marks vanish, the smile comes back to your face and the faith back in your heart. You take a deep breath and go on.

See you (again) in 2011.

A handwritten signature in black ink, appearing to read 'D. Mitran'.

Doru Mitran
Executive Director

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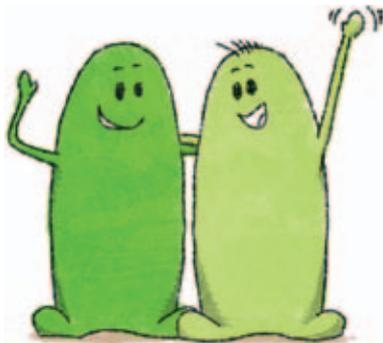
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Meet MaiMultVerde's volunteers,
Greeny and Greener, who will guide
you trough this report.



Founding Members

Andreea Höfer

Doru Mitrana

Dragoș Bucurenci

Hanno Höfer

Board Members

Cătălin Ștefănescu

Cosmin Alexandru

Dr. Dan Hulea

Gabriela Massaci

Laura Tampa

Sandra Pralong

Dr. Vintilă Mihăilescu

Values

Respect for nature

Volunteer work

Cooperation

Independence

Communication

The Mission of MaiMultVerde

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 have developed an online community with 10,000 members, of whom 1,500 will annually get involved in volunteer activities for the environment.

Survey of Results for 2010

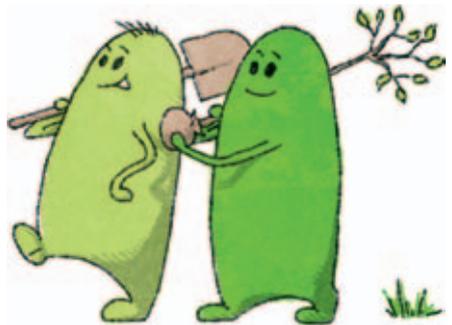
In 2010, supported by sponsors and partners, MaiMultVerde carried out environmental and volunteering projects in which the organization involved volunteers and authorities, but also the wider public, thus planting more than 70,000 saplings and trees and collecting more than 20 tons of waste.

	2010	2008–2010
Fundings (EUR)	812,176.00	2,686,688.00
Saplings planted	71,587.00	455,287.00
Tons of waste collected	21.40	274.40
Volunteers involved in projects	3,228.00	14,613.00
Volunteers – Subscribers to MaiMultVerde newsletter	6,500.00	6,500.00
Tons of CO ₂ emissions reduced	52.52	111.52
Letters sent to authorities	5,000.00	7,000.00
Media reports	1,884.00	3,962.00

Check the number of volunteers involved in a project compared to other projects.

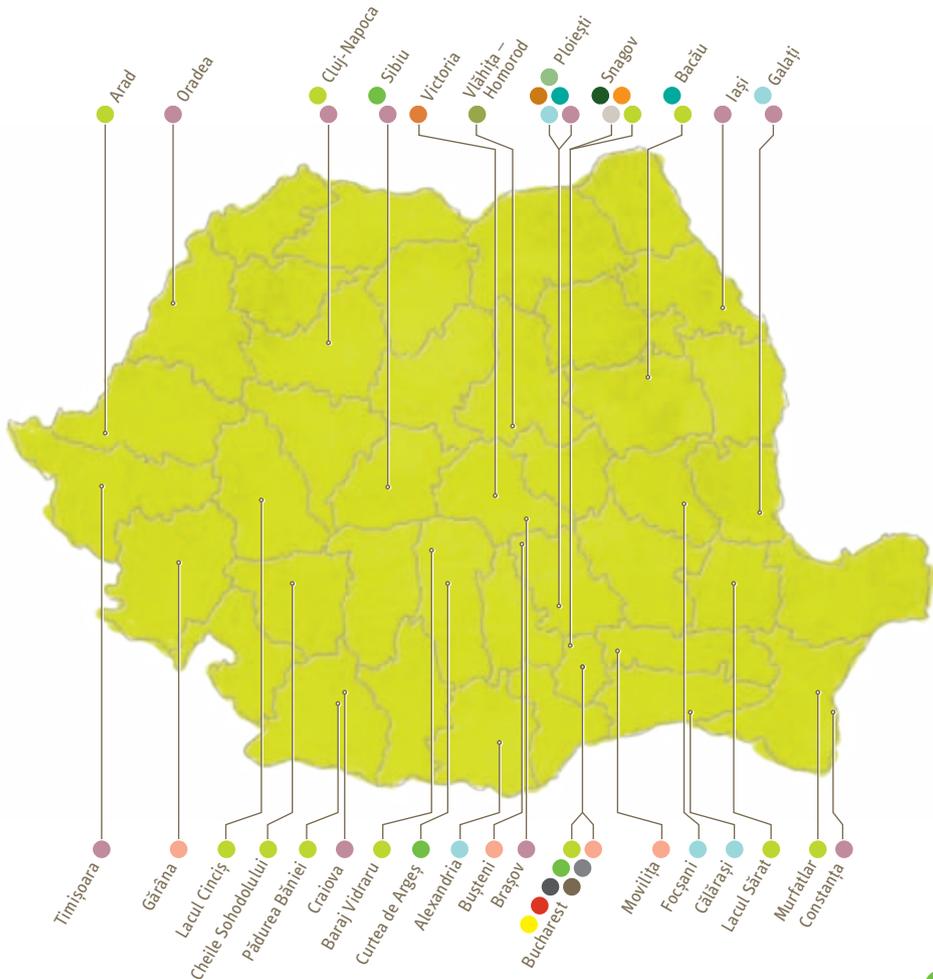


PROJECTS



Projects Map in 2010

- Clean and Clear
- BCR Orchard
- Snagov Planting
- Discover Your Impact Day
- Fairytale House
- Clean Barbecue 2010
- MaiMultVerde – Raiffeisen Bank Parks
- Volunteering Study and Monument to the Unknown Volunteer
- Live Positively Day
- The International Community Day
- Ciuc Planting at Snagov
- Planting Course 2010
- Ginkgo Biloba Planting
- Adopt a Forest
- Plating in Andrei's Country
- Cicloteque
- Waste Collection: The Afterlife
- "Job Description: Volunteer" TV Show





CLEAN AND CLEAR

WATER QUALITY PROTECTION
PROJECT IN HARGHITA COUNTY

APRIL–MAY 2010

Financed by:
Ciuc Premium

“Clean and Clear” is a water quality protection project initiated by MaiMultVerde and Ciuc Premium in Harghita County. Harghita is one of the few pristine areas of our country, well-known for the great quality of its waters and for its internationally acclaimed mineral springs.

The project aimed to restore the pavilions of seven mineral springs and to inform the public about the existence, history and importance of these natural springs. The springs are located in the area between Vlăhița, Băile Chirui, Vârghiș Valley and Homorod: Festő and Kirulýfürdő in Băile Chirui, Nádastő, Szeltersz and Délió in Vârghiș Valley, Lobogó spring in Homorod and Doboșeni spring in Doboșeni. The selected springs are highly valuable to the local community and also an important attraction for tourists.

The Sports Club Miercurea Ciuc hockey team, Dragoș Bucurenci, the president of MaiMultVerde, volunteers and members of

the local communities and partners helped restore and refurbish the pavilions.

The results of the project were presented during an event organized in Bucharest. Many other supporters attended this event, amongst which: Malvina Cservenschi (TVR 1), Gianina Corondan, Mircea Cotoșman, State Secretary with the Ministry of Environment and Forests, Silviu Ionescu, Chief Commissary in the National Environmental Guard, Zsolt Bogos, Cabinet Chief in the National Environment Protection Agency and other representatives of environmental authorities. The central element of the event was water in all its three forms: liquid, solid and gas. A humidifier was installed at the entrance, a team of artists crafted an ice sculpture and the guests were able to play ice hockey on a PlayStation 3 against the Romanian ice hockey champion team, Miercurea Ciuc Sports Club.



IN NUMBERS

- 250 volunteers
- 7 refurbished springs

Partners:
Vlăhita, Căpâlnița and
Lueta Town Halls





BCR ORCHARD

VOLUNTEERING PROJECT

MAY 2010

Financed by:
Banca Comercială Română

BCR and MailMultVerde planted the second ecological orchard in the city of Victoria. 150 employees from Braşov, Sibiu, Harghita and Covasna counties volunteered for the cause and planted 800 trees and shrubs on a piece of land jointly owned by the "Azurul" Orphanage and the "Castanul" Retirement Home. For the approximately 150 people fostered by these institutions, the orchard will soon enough become an important source of income.

The BCR Orchard will be organically certified by an institution accredited by the Ministry of Agriculture and Rural Development, and the feasibility study conducted by Forest Group and the purchase of the seedlings were made in order to support the orchard's certification after three years, at its first fruit production.

This project is the second of its kind, the first one being the orchard planted in Pantelimon, in November 2009. 700 apple, cherry and peach trees were planted then for the members of the "Prietenia" Association to enjoy.

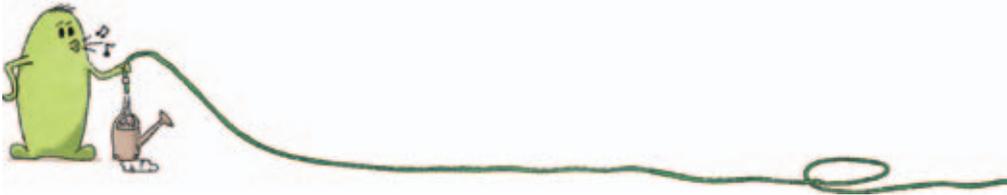


IN NUMBERS

- 150 volunteers and BCR employees
- 800 trees planted
- 150 beneficiaries

Partners:
StopCo2.ro





SNAGOV PLANTING

MARCH 2010

Supported by:
Top Voyage, RNP Romsilva

The first planting organized in 2010 by Mai-MultVerde was the one at the end of March in Gruiu village, in the vicinity of Snagov.

Despite the rainy weather forecast, 25 volunteers responded to the call launched on www.maimultverde.ro and managed to plant 3,500 oak, wild apple and ash saplings, with the help of the employees of Gruiu Forestry Department.



IN NUMBERS

- 25 volunteers
- 3,500 seedlings planted





DISCOVER YOUR IMPACT DAY

CLEANING PROJECT IN THE AREA
SURROUNDING THE ZOO GARDEN
JUNE 2010

Financed by:
Discovery Communications

To celebrate its 25th anniversary, Discovery Channel organized in all broadcast-ing countries a series of ecological activities, all part of the “Discover Your Impact Day” campaign. In Romania, the Discovery team and MaiMultVerde led a cleaning action in Băneasa Forest, in the area surrounding the Zoological Garden.

The Discovery Romania team traveled to the location by bicycles in order to minimize their carbon emissions. The 7-km-long trip to Băneasa Forest took just half an hour. As a result, over 50 bags of waste were collected and then sorted and recycled by a sanitation company.



IN NUMBERS

- 20 volunteers, Discovery Channel employees
- 500 kg of waste
- 7 km bicycle ride
- 21 kg of CO₂ saved





FAIRYTALE HOUSE

INFORMATION, EDUCATION
AND PRACTICE PROJECT

APRIL-AUGUST 2010

Financed by:
The French Embassy in Romania,
Raiffeisen Bank, Farmexim S.A.

53 volunteers collected and reused paper waste to build a little house from paper pulp. The Fairytale House is the first house made entirely out of paper and is part of a project started by Atelierul de Carte, The Romanian Peasant's Museum and MaiMultVerde.

It took 5 months, 900 kg of paper, 3 kg of book spine glue, 300 wooden nails, fir and spruce resin and tons of skill and passion to build up the 1.30 m wide, 1.80 m long and 1.55 m high house, weighing 500 kg.

Manually recycled paper is one of the most accessible building materials. The raw material was obtained by preparing the cellulose fibers according to traditional recipes. The molding of the bricks, pillars, beams and roof was done mechanically, using a unique technique called laminated pressing, which increases the durability of the structure. At

the end, the components were put together by the paper pulp, which worked as a kind of mortar. After being completely dry, the stratified materials and the mortar merged into a compact, completely solid mass.

The construction is partially plastered on the inside with yellow glued paper pulp, which contains seven different flower and grass seeds. The floor is leveled by a layer of white paper in which were also inserted seeds which can germinate depending on the temperature.



IN NUMBERS

- 53 volunteers
- 3 kg book spine glue
- 300 wooden nails
- 900 kg recycled paper

Partners:
Atelierul de Carte,
The Romanian
Peasant's Museum





CLEAN BARBECUE 2010

AWARENESS AND
ACCOUNTABILITY PROJECT

MAY-AUGUST 2010

Financed by:
Golden Brau

It is well known that weekend recreational activities result in huge quantities of waste left behind; the efforts of the authorities and of environmental organizations are simply not enough to keep these areas clean. Therefore, the project "Clean Barbecue 2010" aimed to make people who like to picnic aware of the importance of keeping clean the natural area they use.

The project lasted from May 29th to August 28th. During this period, MaiMultVerde volunteers covered 11 areas in which people spend their free time. The first activity took place in Valea Vâlsanului, Argeş County, then Bucharest, Snagov Forest and Vâlcea (Baraj Nord), Cluj (Făget area), Hunedoara (Cinciş lake), Constanţa (Murfatlar, Fântâniţa place), Gorj (Cheile Sohodului), Dolj (Băniei forest), Arad (Ceala forest), Brăila (Lacul Sărat forest) and Bacău (Gherăieşti Park). At each of these activities, MaiMultVerde volunteers and Golden Brau representatives distributed garbage bags, collected waste and explained to the people barbecuing there the importance of keeping



the natural surroundings clean. In some areas, partnerships with the local authorities allowed for the selective collection of plastic, paper and glass.

In the activities in Constanța, Craiova and at the final event in Snagov the volunteers were joined by celebrities: Raluca Lăzăruț, Malvina Cservenschi, Andi Vasluianu, Raluca Aprodu and Dragoș Bucurenci, president of MaiMultVerde. In Snagov, the volunteers and the celebrities were joined by Taraful de la Mârșă and together sent the project message through music: "A good barbecue is a clean barbecue".



IN NUMBERS

- > 400 volunteers
- > 17 tons of waste

Partners:
Town Hall in Runcu,
Murfatlar and Corbi;

National
Environmental
Guard, Argeș and Cluj
branches;

Inspectorate for
Emergency Situations
in Hunedoara;

Office for Water
Management and
Environmental Guard
in Hunedoara;

RNP Romsilva;

Agency for
Environment
Protection in Gorj;

Romanian Christian
Scouts Association.



MAIMULTVERDE – RAIFFEISEN BANK PARKS

**GREEN SPACES AND PLAYGROUNDS
DEVELOPMENT PROJECT**
AUGUST–NOVEMBER 2010

Financed by:
Raiffeisen Bank

In the last years, Romania has gradually suffered a massive decrease in the number of both public green spaces (parks, gardens, playgrounds) and green areas in the proximity of boulevards and streets. The reduction of green spaces has a negative impact on air quality and on the lives of the population. According to European standards, for each Romanian citizen a quota of 26 square metres of green space must be achieved until 2013 in order to secure a healthy environment.

The project helped create playgrounds and green areas in five Romanian cities: Ploiești, Călărași, Alexandria, Galați and Focșani. In all these cities the average green surface per inhabitant is severely below the European recommendation.



The elements used in refurbishing these spaces were: natural lawn, shrubs and trees (*acer negundo*, *albizia julibrissin*, *ilex aquillifolium*, *cortaderia*), playground equipment (slides, swings, rotating wheels, spring riders) and urban furniture made of recycled plastic (benches and bins). The partners of the project selected the areas, prepared the field and will ensure the long-time security of the spaces.

The children from local schools who inaugurated the green spaces not only enjoyed cookies and lemonade but also helped with the final preparations before the startup.



IN NUMBERS

- 5 parks
- over 25,000 square metres of green space

Partners:
Town Halls in Ploiești,
Alexandria, Galați,
Călărași and Focșani;

SC Urban Management
Services Ploiești;

Rainbow Company

STUDY ON VOLUNTEERING & MONUMENT TO THE UNKNOWN VOLUNTEER

**VOLUNTEERING
PROMOTION PROJECT
SEPTEMBER 2010**

On 29th of September 2010, through a public event, MaiMultVerde presented the results of a national study concerning volunteering and Amalia Enache (ProTV), Iulia Vântur (Pro TV) and Dragoș Bucurenci, the president of MaiMultVerde, unveiled the monument and shared their experiences in volunteering. Liana Buzea (Let's Do It, Romania!) and Korodi Attila, former Minister of Environment and Durable Development, also attended the event.

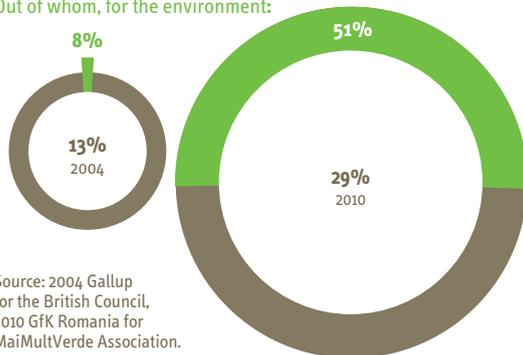
The results of the "Volunteering Activities - Behaviour and Perceptions" study (conducted by GfK Romania in the spring of 2010) were surprising:

- 29% of the Romanian young people volunteered in different areas in the last year - that is more than a 50% increase since 2004, when only 13% engaged in this kind of activities
- 40% of the young people who did not volunteer are interested in doing it in the future



VOLUNTEERING IN ROMANIA 2004-2010

Young people working as volunteers during the past 12 months:
Out of whom, for the environment:



Source: 2004 Gallup for the British Council, 2010 GfK Romania for MaiMultVerde Association.



- 51% of the young people volunteered in environmental protection
- MaiMultVerde is the 3rd most well known environmental organization mentioned in the survey

The information used for this comparison was extracted from the 2004 survey, "Young in Romania", conducted by Gallup Organization Romania for British Council.

The Monument is a homage paid by MaiMultVerde and GfK Romania to all the young people who chose and continue to choose to stand out by volunteering and helping others. The art project symbolizes a young man leaping out to volunteer and support other people.

The monument was made from natural materials (bulrush) by the sculptor Dumitru Cozma, based on a concept by Gelu Florea.

The Monument to the Unknown Volunteer was displayed for a week in Piața Presei Libere on the former plinth of Vladimir Ilici Lenin's statue.



Partners:
GfK Romania
Sima VM Impex SRL





LIVE POSITIVELY DAY

VOLUNTEERING PROJECT

OCTOBER 2010

Financed by:
Coca-Cola HBC Romania

Approximately 100 employees of the Coca-Cola System in Romania and MaiMultVerde volunteers gathered in the morning of 15th of October for a cleaning and planting activity in the Botanical Garden of Bucharest.

The volunteers collected waste, raked dead leaves, collected fallen branches, plucked weeds and planted 50 rare and endangered tree saplings. The planted saplings are: birches, magnolias, Japanese flowering crabapple trees, red apple trees, dwarf almonds, purple chokeberries, mountain ash trees, red-bark dogwood and one Japanese poplar.

The cleaning day resulted in 220 bags - the equivalent of 2 tons of waste.

"Live Positively Day" is an event organised in Romania every year by Coca-Cola, which consists in actions aiming to improve the quality of the environment.



IN NUMBERS

- 100 volunteers
- 2 tons of waste collected
- area of 5,000 m² cleaned
- 50 trees planted

Partners:
Bucharest
Botanical Garden





IN NUMBERS

- 40 volunteers
- 1 ton of waste

INTERNATIONAL COMMUNITY DAY

VOLUNTEERING PROJECT

OCTOBER 2010

Financed by:
Citibank

On October 23rd, the International Community Day, 40 employees of Bucharest Citibank, helped by their friends and families, collected over 130 bags of waste from Snagov Forest. A sanitation company took over the bags and then sorted the waste and recycled the wrappings.

As a result, they joined the 45.000 volunteers across 460 cities in the entire world which took part in community actions organised in 2010 by Citibank.

The International Community Day celebrated its fifth edition organised by Citi. Every year, local volunteers do community work, focusing on specific needs – education, building homes, environmental protection, food and health. In 2010, on the International Community Day, various homes for poor families in Lebanon and Africa were built or renovated, trees were planted in Russia and humanitarian actions took place in Zambia and Russia with the help of World Vision and Red Cross.



CIUC PLANTING AT SNAGOV

REFORESTATION PROJECT

NOVEMBER 2010

Financed by:
Ciuc Premium

50 volunteers recruited on www.maimultverde.ro platform and by Ciuc Premium planted 500 oak and ash saplings in Snagov Forest. The volunteers reached Snagov after a 2-hour traffic jam on DN 1, but then worked hard for five hours. They dug, loosened the soil, planted and watered the saplings, which will grow to improve the quality of the air in that region. The area had been flooded at the beginning of 2010 and the saplings will help secure the soil.



IN NUMBERS

- 50 volunteers
- 500 saplings

Partners:
RNP Romsilva





PLANTING COURSE – 2010

REFORESTATION PROJECT

OCTOBER–NOVEMBER 2010

Financed by:
Ernst&Young

The 2009 “Planting Course” project resulted in the plantation of 50.000 oak, ash, sycamore and other shrub saplings on the eastern ring of Ploiești city. In 2010, the same team of MaiMultVerde volunteers and Ernst&Young employees returned to improve the area planted in 2009 by adding 10.000 oaks, sycamores, ash trees and other shrubs.

The first five years following the plantation are vital for securing the durability of the forest. The plantation must be continually nurtured and new saplings must be planted to replace damaged ones, this way maintaining a constant number of saplings over the five-year span and securing a viable development of the future forest.

The Ploiești reforestation wishes to improve the quality of the environment in this area deeply damaged by extended industrial activities. The planted trees will improve the quality of the air and will build up a barrier against pollution.



IN NUMBERS

- 250 volunteers
- 10,000 saplings

Partners:
Urban Management
Services Ploiești





GINKGO BILOBA PLANTING

VOLUNTEERING PROJECT

MAY-NOVEMBER 2010

Financed by:
UniCredit Țiriac Bank
UniCredit Consumer Financing

On 13 November, MaiMultVerde volunteers and UniCredit Țiriac Bank employees simultaneously planted groups of 74 Ginkgo Biloba trees in parks from 10 Romanian cities, in a first attempt to acclimate this exotic tree in our country.

The project started in May with a pilot action – planting 37 saplings in Cișmigiu and Herăstrău parks – also conducted by the UniCredit employees who volunteered. The campaign continued in the fall, with a second stage extended in more cities: Constanța, Iași, Galați, Ploiești, Craiova, Timișoara, Oradea, Brașov, Cluj and Sibiu.

The Ginkgo tree (*Ginkgo Biloba*), also known as the Maidenhair Tree, is a very old, unique species. The trees can reach 25-30 meters in height and are extremely long-living (some specimens claim to be more than 2,500 years old) due to their resistance to disease, their insect-resistant wood and the ability to form aerial roots and sprouts. On the IUCN (International Union for Conservation of Nature) 2002 "Red List", Ginkgo Biloba is listed as an endangered species.



IN NUMBERS

- 300 volunteers
- 737 trees planted





ADOPT A FOREST

FORESTATION PROJECT

NOVEMBER 2010

Financed by:
Cosmote Romania

150 employees of Cosmote Romania and Germanos volunteered with MaiMultVerde in a planting action on the eastern ring of Ploiești. 10,000 oak saplings were planted on a 20,000 m² terrain. The reforestation is part of the “Adopt a Forest” corporate responsibility programme, launched in 2009.

Cosmote Romania and Ploiești Urban Management Services will take care of the forest in the next five years to ensure the maturation of the saplings.

This future forest will join the other tens of thousands of saplings formerly planted by MaiMultVerde and its partners in creating a screen of trees which will improve the quality of the soil and air in the area.



IN NUMBERS

- 150 volunteers
- 10,000 saplings

Partners:
Urban Management
Services Ploiești





PLANTING IN ANDREI'S COUNTRY

FORESTATION PROJECT

APRIL & NOVEMBER 2010

Initiator:
Petrom S.A.

The first planting in Andrei's Country took place in April in Ploiești. Over 500 volunteers planted 25,000 trees on a 5 hectare area next to the "Concordia" Children's Town Social Center on the city ring. Citizens of Andrei's Country, MaiMultVerde volunteers, journalists, representatives of the local authorities and public figures planted 12,500 red oaks, 5,000 sycamores, 5,000 ash trees and 2,500 bird cherry trees.

In the fall, the volunteers gathered in an even greater number in Moinești to continue the planting – 800 people from all over the country planted 21,000 locust trees on a 4,3 hectare area on Oșoiu Hill, thus reducing the landslides in the area. An impressive example was Elisabeta Avram, a 76-year old volunteer from Moinești, who brought to the planting her own tools and a lunchbox.

Moinești local authorities and Ploiești



IN NUMBERS

- 1,300 volunteers
- 46,000 saplings

Partners:
Urban Management
Services Ploiești

Moinești Town Hall

Urban Management Services are committed to the nurture of the saplings for the next five years.

In October 2009 Petrom launched www.TaraluiAndrei.ro, a social responsibility programme for all those interested in solving the issues of their community and turning Romania into a better place.





CICLOTEQUE

THE FIRST SELF-SUSTAINABLE BIKE SHARING NETWORK IN BUCHAREST

Financed by:
UniCredit Țiriac Bank

In the 3rd year of operation of Cicloteque, MaiMultVerde and UniCredit Țiriac Bank opened two new centers in Herăstrău and Tineretului parks, supported by Bucharest Lakes, Parks and Recreation Management (ALPAB). In doing so, Cicloteque became an official bike sharing network. Cicloteque offers, for the first time in Bucharest and in Romania, the possibility to rent a bicycle from one center and return it to a different one, the booking and renting can be done online and the user receives a subscription card.

In 2010, the Cicloteque network registered almost 12,000 users, rented out 20,000 bicycles and supported various cycling events, all this in order to promote cycling in Bucharest. The highest number of rentals was registered in Tineretului Park: 9,500 in 6 months. The 300 bicycles belonging to Cicloteque centers were used for a total of 35,000 hours, which means that on an average of 10 km per hour, 52.5 tons of CO₂ were saved.

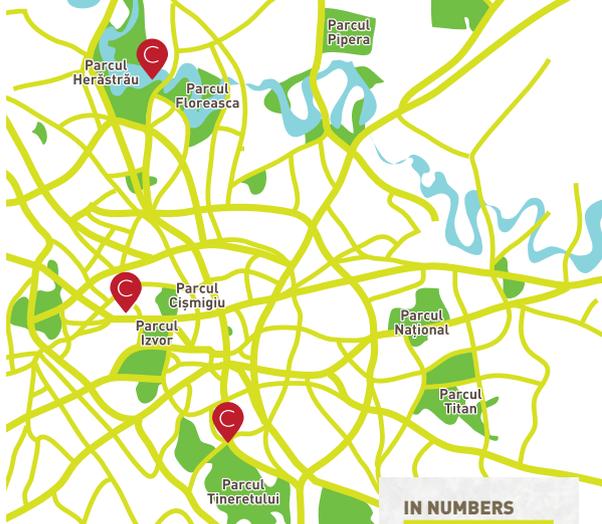
The number of users was three times higher than in 2009, which shows an increase in cycling among the citizens of Bucharest.

At the end of a successful cycling season,



the project became fully self-sustainable, reaching its initial 2008 goal: all the administrative expenses (wages, utilities, taxes, bicycle services etc.) are completely covered by the centers' income.

You can find more information about the bike-sharing Cicloteque network on www.cicloteque.ro, where you can also find out details about our prices, centres and working hours. Or come visit us in one of the centres: Herăstrău Park (Charles de Gaulle entrance), Tineretului Park (Șincai entrance) and at the Faculty of Law (Bd. N. Kogălniceanu 34-36).



IN NUMBERS

- 20,000 bicycle rentals
- 12,000 users
- 52.5 tons of CO₂ saved

Partners:
University of Bucharest,

Bucharest Lakes,
Parks and Recreation
Management (ALPAB)



WASTE COLLECTION: THE AFTERLIFE

NATIONAL INFORMATION AND
AWARENESS RAISING CAMPAIGN
FOR THE SELECTIVE COLLECTION OF
WASTE PACKAGING

Financed by:
Coca-Cola HBC Romania

"Waste Collection: The Afterlife" is a project which began in 2009 and continued in 2010, aimed at providing citizens with information regarding selective collection as well as their right to demand a more effective collecting system. As a result, over 5,000 Romanians sent the letters made available on www.viatadupacolectare.ro to the city mayors and members of Parliament and asked for the yellow, blue and green containers to be relocated closer to their homes.

On May 6th, a debate on selective collection was held at the Palace of Parliament. The conference was organised with the help of Sulfina Barbu, chairperson of the Commission for Public Administration, Territorial Planning and Ecological Balance, and was attended by Andreea Marin Bănică, ambassador of the project. During this conference, a letter was launched, to enable citizens to ask members of Parliament to pay more attention to the selective collection of waste, support legal ini-



tiatives in its favour and help local authorities and sanitation companies with the process.

The volunteers in the project attended a number of public events (concerts, festivals, conferences etc.) in the company of the project's three mascots: the Fairy in a Bottle, the Origami Ballerina and the Metal-Plastic Knight. Their goal was to encourage selective collection of waste and gather signatures for letters addressed to the mayors. Some of the events were: NGO Fest (Bucharest), Iarmaroc Festival (Movilița, Urziceni), AC/DC, Eric Clapton, Aerosmith and Massive Attack concerts (Bucharest), One Love Festival (Comana), OST Fest (Bușteni), Gărăna Jazz Festival, and many others. At Gărăna Jazz Festival, "Waste Collection: The Afterlife" volunteers inaugurated a waste sorting line, demonstrating how important and at the same time how easy the process is.

The project also launched Hanno Höfer's documentary "Selective collection – From



what they say to how it's done". The documentary seeks to answer many questions about selective collection and was also screened during the Green Guerilla – ecological film Caravan and during "Screen Green", an eco film festival held in London.



IN NUMBERS

- 140 volunteers involved in the project
- over 5,000 letters and emails sent to City Halls
- over 7,600 viewings of the documentary on YouTube
- over 135,500 people attended the events and were informed about the importance of selective collection

Partners:
Eco-Rom Ambalaje SA
Zile și Nopti Bucharest
Discovery Channel



“JOB DESCRIPTION: VOLUNTEER” TV SHOW

OCTOBER–DECEMBER 2010

Financed by:
Fundatia Vodafone

Dragoş Bucurenci, president of MaiMuttVerde, directed and hosted the TV show, which was aired by Prima TV for three months and aimed to revitalize volunteering in Romania.

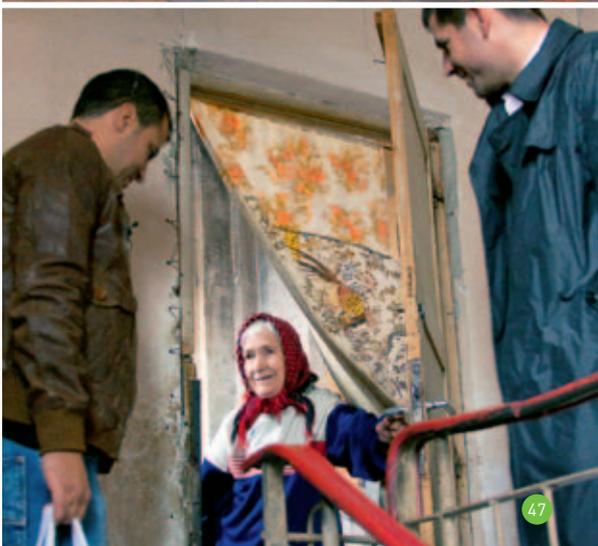
The show starred celebrities who were involved in volunteering as well as volunteers in the “Job Description: Volunteer” program launched by Vodafone. Andreea Marin Bănică, Amalia Năstase, Şerban Huidu, Smiley, Adrian Despot, Zoli Toth (Sistem), Tania Budi, Luminiţa Anghel, Mihai Dobrovolschi, Melania Medeleanu, Cristian Țopescu, Raed Arafat M.D. and Dragoş Bucurenci got involved in the causes of the featured NGOs and helped solve a number of social cases.

Throughout the 12 episodes of the show, Dragoş and his guests presented and supported volunteering, by offering their help to children, elders, poor families, people in special circumstances, the environment or first aid services. Viewers got to know the volunteers who managed to devote themselves to causes they believed in for a period of 4 months, with the aid of Vodafone.



Results

- Cătălin, the young man with leukemia featured in the Save Lives episode, was given the necessary funds by the state to find a compatible donor abroad.
- 1,000 signatures on the online petition (founded by Andreea Marin Bănică) supporting people with cancer.
- Mrs. Niculina, the woman who lived in the laundry room of an apartment building, featured in the Saint Stelian Foundation episode of the show, was given a life annuity from a donor.
- a group of 10 volunteers responded to Dragoș Bucurenci's call on his blog and volunteered for the SMURD program. They have just finished the induction and started their ER shifts.
- Uncle Marin, the homeless man presented on the Samu-Social episode, was helped by a donor: he will look after the donor's country house and will receive a monthly allowance in return.



VOLUNTEERS



3,228 volunteers participated in the activities organised by MaiMultVerde Association in 2010, and the number of MaiMultVerde's e-newsletter volunteer subscribers reached almost 7,000. If you want to participate in MaiMultVerde actions, submit your subscription to this e-newsletter: maimultverde.ro/newsletter, and you will receive updated information about ongoing projects.

The involvement of volunteers was very important for the good development of the organization's projects. In terms of money, the work done by the volunteers in these projects amounts to LEI 174,312* representing their contribution to the budget of the organization in 2010.

The value of the work done by volunteers in MaiMultVerde projects amounts to

174,312 LEI

* Formula: 3,228 volunteers involved in projects x 6 hrs (the average no. of work hours of the volunteers) x LEI 9/hour (the net average salary in 2010 being LEI 1,440) = LEI 174,312

ANDREEA MARIN BĂNICĂ



"For me, MaiMultVerde means a bunch of smart and enterprising people who are doing something real in order to give my child the opportunity to breathe fresh air here too, in Romania, for at least several years from now on.

My professional engagements make me travel abroad a lot, and I've been bothered for some time by the fact that, unintendedly, I am always astonished when I see how others' lawn looks, greener, healthier and more beautiful than ours. I long for the day when I am going to feel the cleanliness and pleasant scents not only at home, but also on the street where I live, in the neighborhood park, when I walk my child to the kindergarten; I hope this day is not painfully too far from now.

I wish I were still young when I see our mountains without the "adornments" left in the glades, and on the river boards by the well-intended Romanians after a weekend feast in the middle of nature with grilled minced meat rolls, beer and sausages. I deeply wish to walk in the park with my kid and not to step in the excrements left all over the place by the pet owners who do not bother to clean after their pets because it is obvious that these pets can't do this by themselves.

And therefore, the animals are not the real problem, but the people's ignorance and their lack of respect for nature.

MaiMultVerde exists and makes me hope that, one day, we shall live in a cleaner and better world."

AMALIA ENACHE

ProTV Night News Presenter



"Sometimes, I have many things to do and I find myself blocked in the road traffic for hours. I know this is not ecological but sometimes the luggage, heels and many other things force me to use the car. I listen to my music on my warm car seat, it smells good and I love to drive. Despite all these, I always feel imprisoned and alienated: like in a glass cage where I can almost hear nothing from outside and I see people moving on dance music that I cannot hear. A sort of silent-disco life. This is when I step out of my car and join the people for a few moments because I don't want to be separated from them. This is quite similar to volunteering. The more comfortable you feel in the world created by you, the wiser you consider yourself and feel the need to come back to reality and link genuinely to the surrounding world, to offer something and help others too, and to live a real life.

Together with MaiMultVerde I had the opportunity to interact with worlds that I wouldn't have got into contact with otherwise precisely because I consider them inconvenient. I collected the garbage among the picnickers. I collected garbage on "manele" rhythms, i.e. among those who were throwing the beer cans into the beautiful running river water. I left my 12 cm high heels at home and went to the forest to plant trees. It is quite difficult to penetrate the hard soil of November with the spade; I say this for those who think that planting is poetry. I even floated with a raft made of plastic recipients on a lake in Bucharest in order to make the message more visible.

Why am I doing all these? Because I don't expect "others" to solve what bothers me. Because I understood that we all share the same space, the same country and that "their problem is also my problem". We should not blame those less educated for their incapacity of civilized living, raising their children, and not poisoning the environment, but we should support them step by step and make them understand, together with us, what "being civilized" means. If you consider yourself wiser and better than others, then be their leader and make them follow you. You are on the right way to civilization.

Everything you acquired in a lifetime, from the skills for doing something to material benefits, can be shared with others. And this will make you happier than celebrating on your own. Imagine a table full of goodies. What makes you happier? Eating them alone or sharing everything with the beloved ones, with those in hunger or those who otherwise would have sat alone at their tables?"

ALEXANDRA SASU

volunteer



She is 23, and presently attending the 2nd year of master studies at the Friedrich-Schiller Faculty in Vienna. In the spring of 2010 she completed her internship at MaiMultVerde Association.

"MaiMultVerde – a young, happy and innovative team, ready to repair all the damages we, the rest, do. My role is not to present honors or statistics. Anyone can see the outcomes on www.maimultverde.ro.

This is about the truth. And the truth is that MaiMultVerde team has no competitors. Before my internship, I would have never believed that a bunch of people can deal with so many projects, planting activities or events. Despite this, they are present everywhere – if the weather is not proper for planting, then another project is carried over ("Waste Collection: the Afterlife") or a contest (Recycle, Raft & Race) or another activity meant to encourage volunteering for a... green cause!

I believe that, in terms of profession, there is nothing more important than to like what you do and the work environment. Well, it's a real pleasure to enter an office that inspires cheerfulness and reliability, at the same time. I also believe that for the MaiMultVerde team this is more than just a simple pleasure. This is about passion because, otherwise, how could they continue?! All this, bearing in mind that there are so many people who hurt nature, dispose of the waste randomly and who think about the future of their children without taking it into account.

If you want to see if I am right or not, go and see an action organized by MaiMultVerde! Whether you like it or not – nature needs your love, too!"

ADRIAN MITIȘ

volunteer



He is 65 and actively involved in almost all the projects run by MaiMultVerde Association for more than three years, starting from planting (in Hărăbör, Dăbuleni, Jilava, Ploiești etc.) to cleaning (Lacul Roșu), riding the bicycle passionately together with other younger volunteers.

"Having in view the numbers on the Internet, it seems to me that MaiMultVerde Association is the biggest in the country. I can guess the logistics problems in a crisis period, but they solve them every time. Among these, I imagine how difficult it is to find sponsors, to use the permanently insufficient funds efficiently, to adjust activities to local needs, to maintain permanent communication via the Internet – which is also very good – to attract volunteers in the projects, and make them become involved not only merely participate.

This proves to me that MaiMultVerde is, indeed, green, young, fresh and perfectly compatible with the European associations in this field.

I am one of the retired volunteers of the association and, to me, MMV represent the initials that make me feel better even before I see their call to action posted on the Internet. I know this means that I will get out of the house and wake up from a "dead sleep". I know that I'll be called to go where we need to plant trees, to clean and to make other people aware of the fact that we can no longer live like we used to do: i.e. to destroy, waste, turn our back and close the door, window, turn off the PC or TV.

Of course I made friends among the volunteers of the association, and I kept in touch with them, not only on the internet. MaiMultVerde means good spirit. Contagious. I believe that the reluctance of the elderly but also of the young generation towards the idea of volunteering comes from their mentality and convenience. Even shyness. When they reach a critical number, I'm sure that they'll start to change this passive and indifferent attitude. Having in view that no one can replace their own consciousness, if you have it or are aware of it, when you destroy a tree, throw away everything you want, and forget to step out of the car and take a walk with yourself. On foot or by bicycle.

This is how a nationally recognized association like MaiMultVerde attracts volunteers of all ages: from young to elderly, like me, who feel green inside."

RALUCA LĂZĂRUT

Host of SuperBingo Metropolis Show, Antena 1



"I wonder why we Romanians do not like nature... Although we have been taught in our childhood that our people and the woods are like brothers, and we should thus live together if not happily, at least as good neighbors. But, even if we haven't been taught this as children, we should learn this on our own, as adults, for the simple, accurate and healthy purpose of living in a more beautiful world.

I believe that the decision to participate in ecological actions comes in general from a simple rule that I also apply to the society we are living in: respect for the elderly; nature was here long before me, it offered me so many unforgettable moments so that I wish I could show my concern and respect for the natural environment by doing something, no matter how small or useless it may seem. What I strongly believe is that nature deserves to be valued, respected and protected by involvement and motivation. Nature has always been for me a source of creativity and inspiration and I wish I could also offer it something in return, my help, and the contribution of each person to the environment protection becomes more important when this is a global concern.

I respect the MaiMultVerde organization a lot because its actions are the concrete outcome of the fight against environment destruction and I am very glad I could join the team in the cleaning of Fântânele Region in Murfatlar. I was very impressed by the dedication proved by the volunteers who joined this action, as well as by the members of the organization, who are young, but with such a big sense of social responsibility towards us, people and nature. The team I worked with in this project proved me that green is more than a color, it is a lifestyle!

I wish that "Grătar curat 2010/Clean Barbecue 2010" were not just simple words, but a real transformation of the bad habits of those who go to picnic in the middle of nature and leave behind them mountains of garbage. It takes so little time to leave the place you chose for relaxation the way you found it: green. The waste we found on the site of this action intrigued but also amused me. How careless about nature can someone be, to throw diapers, condoms, car rims, toilet basins, diplomas or shoes into the woods?

A beautiful life needs more green! Those who haven't volunteered yet do not know what they are missing, because it really feels good, and you should try it because changing Romania needs all of us. Together, regardless of how obsolete it sounds, we are strong and we can do something for us without waiting for others to come to their senses and pointing them out. As Gandhi said, let's be the change we want to see around us!"

ZOLI TOTH

Earth Hour Romania Ambassador, producer of Ecofrecvența and drummer in Sistem band



"Yes, indeed. Although the MaiMultVerde team seemed suspicious to me at the beginning, now I like them more and more. It is a young and professional team, full of initiatives. When they start a project, they finish it.

I joined them in the "Voluntar de profesie" TV show (Prima TV) where I felt awesome.

This was the first time when I had to ride the bike for more than 30 kilometers without a stop (I won't tell you how I felt the next day)...

I planted trees near Ploiești city with love and care, I made some new friends, I tasted the camp food, I took unforgettable pictures and last but not least, I got super ratings :-)

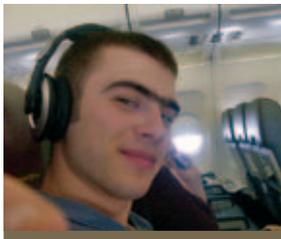
I like this job, I love being a volunteer.

I can hardly wait for the next action of MaiMultVerde!

Congratulations and good luck in everything you do!"

NATAN AIOANEI

volunteer



Natan Aioanei is 19 and comes from Arad.

"I like the idea that Romania can change, but I also like to help other people. Last year, in October, I participated for the first time in a volunteering action, namely planting trees in the Eastern surrounding area of Ploiești.

About the organization? It was very good, and everything was cool, man! I can say from my own experience that your organization raised my appetite for volunteering, although I had to travel a lot on my own expense. I never felt sorry about something I did because, even indirectly, you made me feel like a member of a family who is still trying to save something in Romania."

MIHAI DRAGOTĂ

volunteer

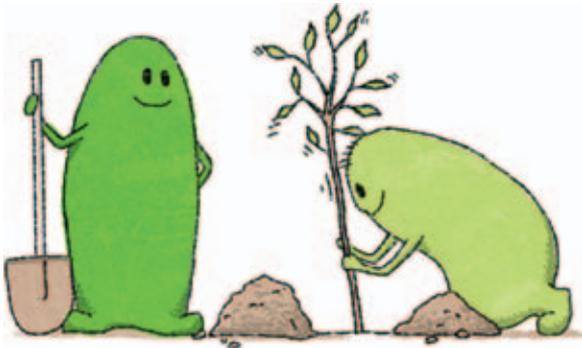


He is 30 and was the coordinator of the logistics team of "Let's Do It, Romania!" project; presently, he is an MBA student in Singapore.

"During 2010, I participated in many tree planting actions together with MaiMultVerde, as a simple participant, as well as as a volunteers' coordinator, in Ploiești, Snagov, Moinești etc. I also worked with MaiMultVerde as the coordinator of the logistics team of "Let's Do It, Romania!" project, and the MMV team helped us find sponsors, spread the message among the MMV volunteers, and they also participated in the organization and cleaning on the D day.

I have always appreciated the professional attitude and dedication of MaiMultVerde team. This team, that became stronger in these three years of activity, have always organized their own events in an excellent manner, whether we speak about planting, cleaning actions or educational programs."

GREEN LIVING





Where We Work

New year / new habits. In 2010, we moved into our new office, on 96A Icoanei Street (close to the corner of Vasile Lascăr Street), at the 3rd floor.

Our new office is as eco-friendly as it can be: we use the solar panels on the roof to heat the tap water, we filter and use the water rain too, the building is fitted with heating plants with heat recovery, and the Trespa material used for the walls outside, with special ventilation, lowers the temperature inside during the summer and keeps it higher during the winter.

The building was erected under the thorough coordination of Arch. Matei Georgescu, and it was rewarded at the "Aquapanel" contest for "the technical accuracy of the facades". The building is painted in vivid colors, with an intelligent design for saving the resources, being also comfortable.

We used a lot of plants and flowers to decorate each office, to provide a green impulse of life. The interior design is carefully completed by the stickers provided by our friends from "Cai verzi pe pereti".

This is a space where we work with pleasure, and where we can also relax and celebrate a healthy and peaceful lifestyle, together with our friends, volunteers and the people we love.



How We Move

In the last two years, the Cicloteqe bikes helped us improve our bicycle riding skills, and we never forget to use these bikes whenever possible. Moreover, this precious alternative two-wheel transportation means proved to us once more how efficient, fast and healthy it can be.

Despite the reluctance of the people around us, that accompanied our trips by bike to the office or at the meetings, into the urban traffic of the capital, this year we noticed more relaxed and even admiring looks. The culture of the two wheels evolves, and we are proud to find ourselves among those who proved its validity in practice.

Every day, a red bicycle stand from Cicloteqe is waiting for our partner bikes to rest, just in front of our office on Icoanei Street.

There are also moments when we cannot use our bikes, especially when we run projects outside the city. Our ace up the sleeve is the four-wheel hybrid from Toyota Romania, our partners. The Prius is the first hybrid car in the world that combines the low CO₂ emissions with fuel economy. This is what alternative driving really means: 104g/km CO₂ emission for the official combined fuel consumption level of 4.3 l/100 km, a



compact electrical engine, and always a safe and green destination place.

The quality of the work done by the volunteers outside Bucharest was supported by a Volkswagen T5 Kombi van, made available to us, particularly for the environment volunteering purposes, by our partners from Cardinal Motors. The technical data of the car are: total weight: 2,800, cylinder capacity: 1896, engine: 102 HP/75kW, manual gear, D-type fuel and 199g/km CO₂ emissions.

MaiMultVerde commits to using this vehicle with maximum responsibility and efficiency, so that the fuel used is "burned" for the environment.

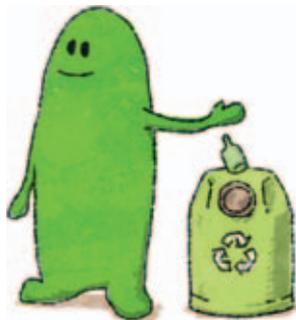
In 2010, Petrom provided the fuel necessary for our environment protection trips.

Selective Waste Collection & Recycling

Selective waste collection has been one of our brand secrets for over three years, from the very beginning of MaiMultVerde, and our first action. The MaiMultVerde team uses separate bins to collect paper and cardboard, plastic, glass and metal.

Therefore, the bins are placed in special places at our headquarters, in order to be carefully taken to the collection centers. Most of us collect objects made of 100% recyclable materials and enjoy the miracle of material life after waste collection.

The secret is to know that waste is not garbage. Together with Coca-Cola HBC Romania we proposed to extend the life of the waste collected at the office, under a national campaign entitled "Waste Collection: the Afterlife."

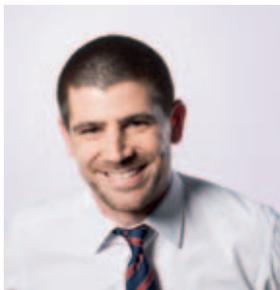


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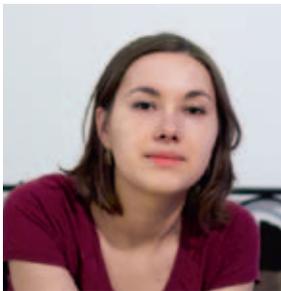
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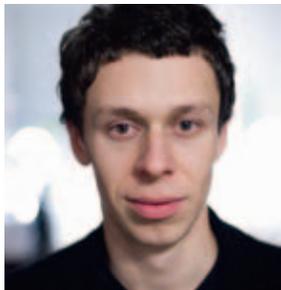
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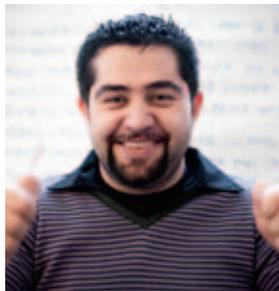
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Dumitra Girescu
Our source of care and joy



Paul Olteanu
Fundraising Manager
(Until November 1st 2010)



People Talk

Anca Nuță
*Head of Identity & Communication,
UniCredit Țiriac Bank S.A.*



Three years after the launch of the Cicloteque project, the fact that it manages to be financially sustainable by itself confirms its long term viability and also the confidence we had in this idea, since its very beginning. Cicloteque is a real service for the people in Bucharest and this is how it won its customers and the resources needed to its development each year. We are glad to link the name of UniCredit Țiriac Bank to this useful, practical and ecological program.

Ruxandra Vodă
*Corporate Affairs Manager,
COSMOTE Romania*



At COSMOTE, we consider that we are responsible for the generations to come. Planting and taking care of trees for 5 years within the project „Adoptă o pădure/Adopt a Forest”, as well as the undertaking of other actions designed to reduce the CO₂ emissions of the company are significant components of our corporate responsibility strategy. Over the years, we have run a lot of beautiful projects with MaiMultVerde, in order to protect our environment. We thank MaiMultVerde for all their initiatives, for their enthusiastic approach, commitment and for their support provided in this project, and not only. They convinced us that our trust is well invested and we are confident that our cooperation shall continue in the future, since we are long term partners.

Suzana Barbara Csizsek
*CSR Department, Office of
Communication and Public Relations,
Raiffeisen Bank S.A.*



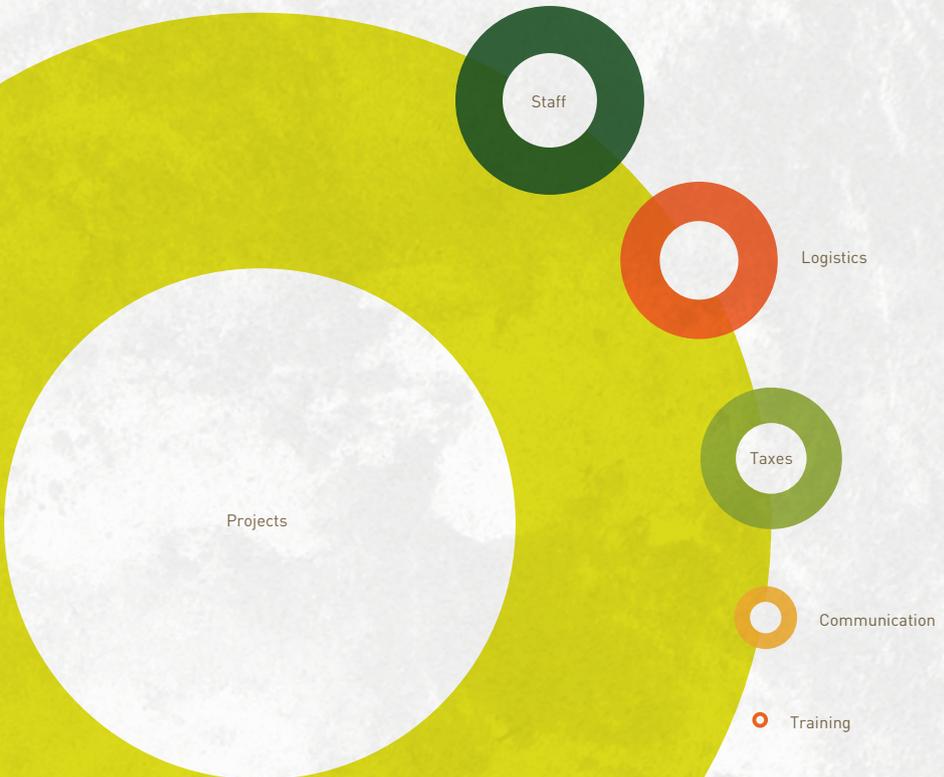
Last year, together with the MaiMultVerde team, we developed an environmental project. We had one of the most pleasant work experiences with them. They are the most professional NGO team met by us, starting with the project management and ending with the communication, events, outcomes reporting. They are well prepared, control their projects and are also flexible, joyful and full of daring ideas.

Budget

BUDGET	IN LEI	IN EURO*
2009 balance	548,858	130,373
Revenue	3,419,181	812,176
Total budget	3,968,039	942,549
Expenses	3,510,563	833,883
2010 balance	457,476	108,667

* BNR average exchange rate for EUR in 2010: RON 4.2099

Types of expenses in 2010



SOURCES OF FUNDING**AMOUNT IN LEI**

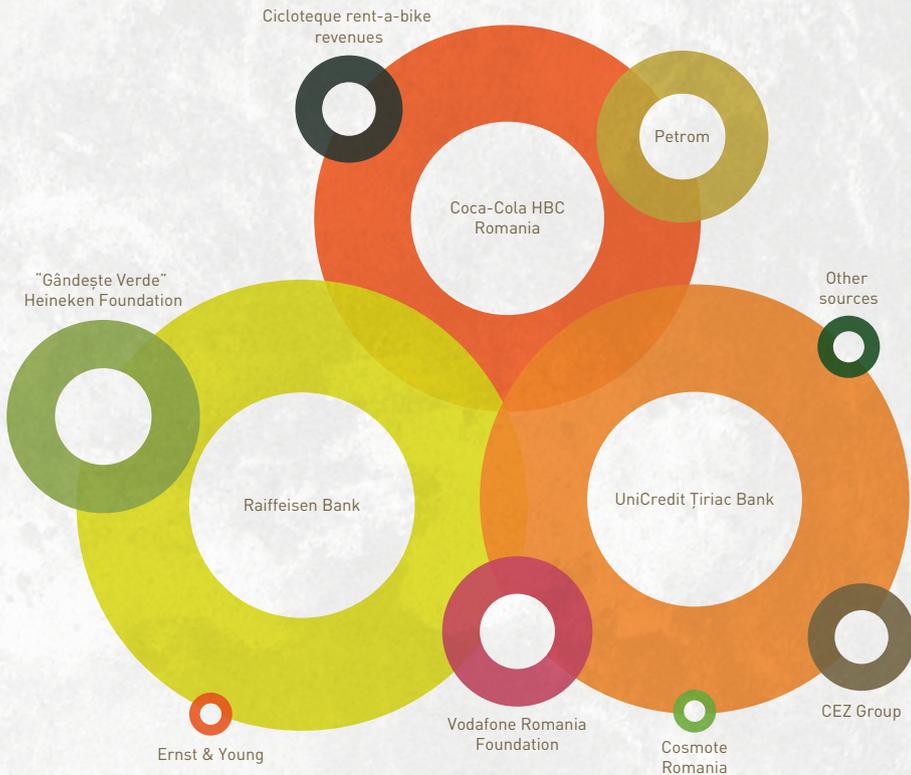
Raiffeisen Bank SA	706,572
UniCredit Ţiriac Bank SA	692,634
Coca-Cola HBC Romania	621,105
"Gândeşte Verde" Heineken Foundation	299,290
Petrom SA	276,633
Vodafone Romania Foundation	250,140
Cicloteque rent-a-bike revenues	177,668
CEZ Group	154,835
Ernst & Young SRL	78,000
Cosmote Romanian Mobile Telecommunications SA	62,549
Other sources*	99,756
TOTAL	3,419,181

OTHER SOURCES*LEI**

Bank interest and 2%	43,776
BCR	20,271
CitiBank Europe	14,954
In kind**	18,576
Discovery Romania	1,720
"Charity Gift" Association	459

****IN KIND****CONTRIBUTIONS****LEI**

GfK Romania	12,346
Euroministorage	5,689
Carrefour Romania	541



PRESENCE IN THE MEDIA

Online	1,539
Print	226
TV	74
Radio	45
TOTAL	1,884

Printed
media



TV



Radio



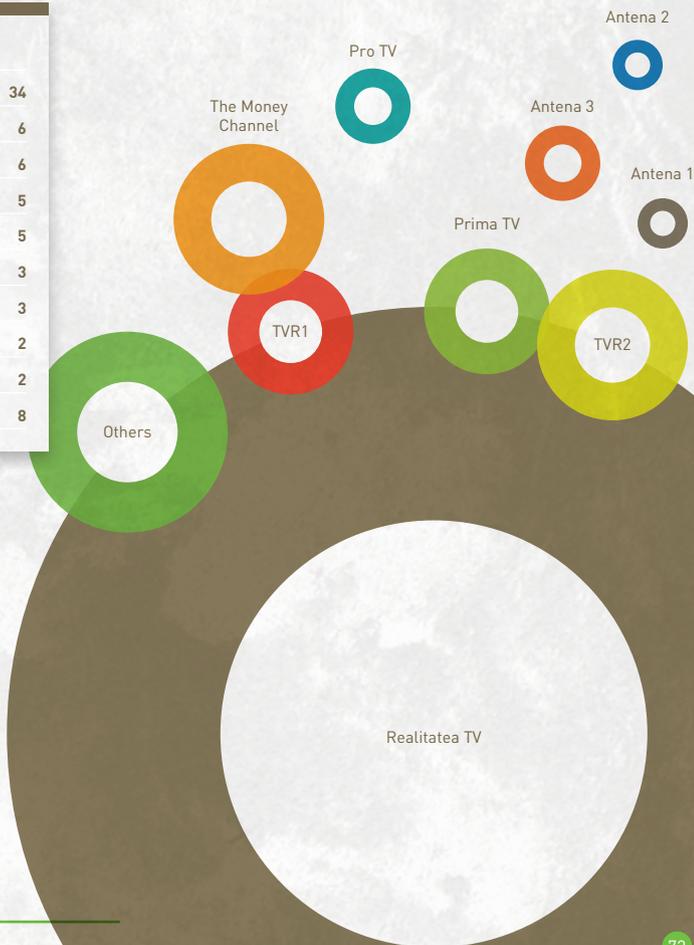
Online

After our volunteers, the media are the best friend of MaiMultVerde Association. Therefore, all our projects include a major communication component, from events involving celebrities to innovative actions with the volunteers. The total number of MaiMultVerde reports in the media reached 1,884 in 2010.

TV BROADCASTS

Realitatea TV	34
TVR2	6
The Money Channel	6
TVR1	5
Prima TV	5
PRO TV	3
Antena 3	3
Antena 2	2
Antena 1	2
Others	8

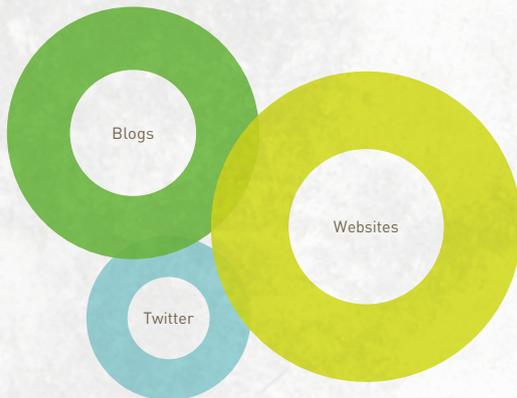
MaiMultVerde was presented on national and local TV stations 74 times.



ONLINE

Websites	657
Blogs	534
Twitter	348

In 2010, MaiMuitVerde successfully used the online media, with 1,539 media news about the organization actions published on the websites and blogs in Romania.



casa-gradina.ro



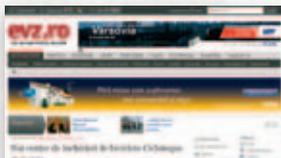
smark.ro



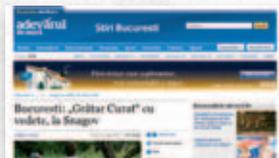
evz.ro



viva.ro



evz.ro



adevarul.ro

ONLINE TRAFFIC 2010

Impressions	117,965
Unique users	78,188
Page views	376,502

FACEBOOK 2010*

Page views	329,623
Monthly unique users	4,842

*January–December 2010

Starting with November 1st, 2010, MaiMultVerde has been using two new communication channels with the organization's volunteers and fans: an e-newsletter and a Facebook page.

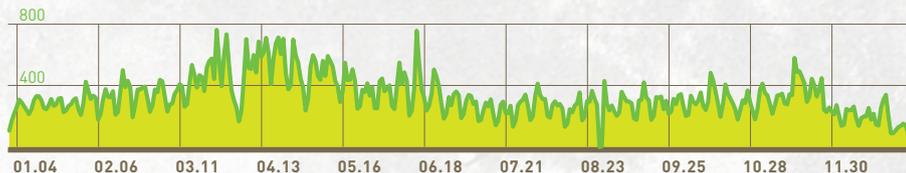
The use of virtual communication and social media allows us to keep in touch more easily and faster with our volunteers. The research made by *Deadalus Millward Brown* in the summer of 2010 shows that 49% of Romanians are using social networks, and Facebook has 3.2 million users from our country.

Our official Facebook page can be accessed with a Like on www.facebook.com/voluntarmaimultverde.

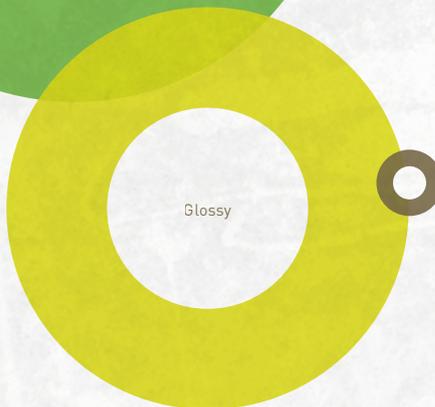
We currently have an online community counting ca. 7,000 volunteers.

On Facebrands.ro, the top of Romanian brand pages on Facebook, MaiMultVerde is on top 5 nongovernmental organizations, at Environment NGOs section, and on the 444th place from over 12,500 brands taken into account.

A third of MaiMultVerde followers on Facebook are young and active people, with an above-average educational level, from an urban environment, aged between 18–34 yrs.



January 1st, 2010 – December 31st, 2010



PRINTED MEDIA

Non-glossy	120
Glossy	91
Local media	15
TOTAL	226

The projects developed by MaiMultVerde in 2010 benefited from the support provided by the printed media. These projects have been the subject of 226 articles.

Local media



Căsuța din povesti... realizată din apă și bălăne

Măștiu Teodor și Agripașu Corin. În parcurile și zonele degradate din comunități, grupurile de voluntari au construit o casă din bălăne...

Voluntari de România



Un grătar bun este... un grătar curat

Un grătar curat este un grătar bun. Este un lucru pe care îl știm toți, dar nu toți îl facem. În România, există multe grătare care nu sunt curate...

"LA BIROU PUTEM RECICLA, REFOLOSI ȘI ECONOMISI"

Un grup de voluntari s-a angajat să curățească și să amenajeze un teren dintr-o zonă degradată din orașul Galați...

Parc nou în cartierul Doi Moldoveni

Căldăreștii au, de ieri, un loc de promenadă și relaxare, amenajat pe o suprafață de 500 de metri pătrați.

Nou spațiu verde și de joacă la Galați

Un grup de voluntari s-a angajat să curățească și să amenajeze un teren dintr-o zonă degradată din orașul Galați...

Andreea Marin Bănică și Dragoș Bucurciuc, la cot pentru reciclarea deșeurilor

Andreea Marin Bănică și Dragoș Bucurciuc s-au angajat să participe la o acțiune de reciclare a deșeurilor în orașul Galați. Ei au muncit împreună cu alți voluntari pentru a curăța și amenaja un teren degradat...



COLECTARE selectivă a deșeurilor

Proiectul "Hala verde" este un proiect de colectare selectivă a deșeurilor în orașul Galați. Scopul este să se promoveze reciclarea și să se reducă cantitatea de deșeurii care ajung la gunișuri...

Cicloteque

Proiectul are ca scop promovarea ciclismului în orașul Galați. Este un proiect de creștere a numărului de biciclete disponibile în oraș și de promovare a ciclismului ca mijloc de transport ecologic...

Activități care vin în ajutorul tinerilor din oraș

Există multe activități care pot ajuta tinerii să se angajeze în proiecte de voluntariat și să își dezvolte abilitățile. Aceste activități includ cursuri de reciclare, proiecte de curățenie și activități sportive...



GfK România: tinerii români sunt tot mai interesați de voluntariat

Un sondaj realizat de GfK România arată că tinerii români sunt din ce în ce mai interesați de voluntariat și de activități care contribuie la bunăstarea comunității...

Portretul voluntarului român: tânăr și preocupat de mediu

Un sondaj realizat de GfK România arată că tinerii voluntari din România sunt în general tineri și preocupati de mediu. Ei sunt interesați să participe la proiecte care contribuie la protejerea mediului și la dezvoltarea comunității...

viața după colectare



31% dintre tinerii care nu au făcut voluntariat sunt interesați să facă acest lucru în viitor. Acest lucru este un semn pozitiv pentru proiectele de voluntariat din România...



Viața pe două roți

Un proiect de promovare a ciclismului în orașul Galați. Este un proiect de creștere a numărului de biciclete disponibile în oraș și de promovare a ciclismului ca mijloc de transport ecologic...

Clar și limpede

Un proiect de promovare a reciclării și a economiei. Este un proiect de creștere a conștientizării cetățenilor asupra importanței reciclării și a economiei...



Awards



LACP (League of American Communications Professionals)

The 2009 Annual Report of MaiMultVerde Association received three awards from the League of American Communications Professionals, at the 2010 Spotlight Awards, a silver medal, a bronze medal and an honorable 30th position in the top 100 of the best communication materials in 2010.



Millions of people, millions of trees (2nd Prize)

"Millions of people, millions of trees" is a national planting movement, aiming at promoting planting actions within companies, organizations and institutions, to plant trees and other plants in the cities and nearby, according to the annual planting calendar (in the autumn and spring). MaiMultVerde Association won the second place in the 2009-2010 contest, at Volunteers-Trees section, with 93,537 planted trees.



Environment Awards (mention)

The educational, awareness-raising and practical project on paper waste “Căsuța din povești” won a mention at the Awards Gala for a Clean Environment 2010.



Green Society – Clean Society (nomination at the Europa Infomediu Magazine Awards)

MaiMultVerde Association was nominated within the 4th edition of the Europa Infomediu Magazine Awards. This event aimed at awarding the projects, individuals or organizations involved in environment protection, as the organizers consider that all those involved in remarkable actions throughout the years should receive an award for their efforts.



Ciclotecque – the December project on ResponsabilitateSociala.ro

The case study “Ciclotecque 2010”, made by MaiMultVerde in partnership with UniCredit Țiriac Bank, was voted “the best project of December” by the readers of ResponsabilitateSociala.ro. They could choose between three case studies, and Ciclotecque received 77% of the votes.

Sponsors and Partners

Sponsors



Partners

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StopCO₂

Atelierul de Carte

Romanian Peasant's Museum

RNP Romsilva

GfK Romania

Realitatea Cașavencu

Bucharest Botanical Gardens

University of Bucharest

Lakes, Parks and Recreation Management Bucharest (ALPAB)

Urban Management Services Ploiești

Eco-Rom Ambalaje SA

Zile și Nopti Bucharest

Discovery Channel

Zelist

Media Image

We travel with

Toyota 

The volunteers' mobility is ensured by





Cleaning materials provided by



We store our materials at



Our legal advisory services are provided by



We communicate by



Eco-friendly urban solutions



Acknowledgements

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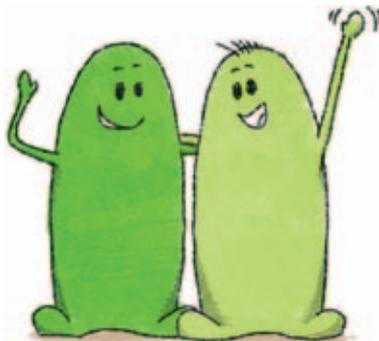
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Zoli Toth



If you want to support MaiMultVerde, you can grant the association 2% of your income tax. Depending on your type of income, you can do this either by filling in the Statement 230 – salary incomes or Statement 200 – incomes from other

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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

Cod de identificare fiscală
al entității nonprofit/unității de cult

Cont bancar (IBAN)

Asociația „Mai Mult Verde”

23078742

RO27 RZBR 0000 0600 1006 1717

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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

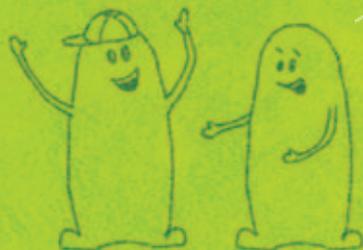
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Cod de identificare fiscală
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MaiMultVerde

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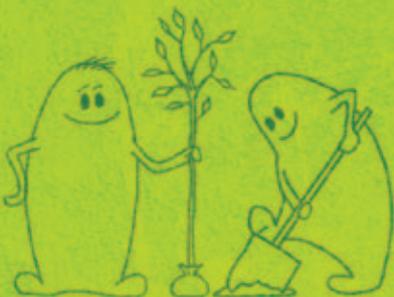
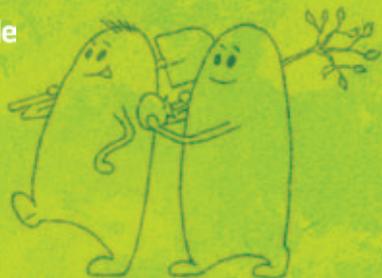
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