



yearly report

2019



YEARLY REPORT 2019

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FOR **27** YEARS

**YEARS WE ARE CHANGING FOR
THE BETTER THE DAILY LIFE OF
LOCAL COMMUNITIES**

For more than two decades we are running programs and projects in the field of local and regional development - all with the purpose of generating successful models that bring prosperity to the communities around us.

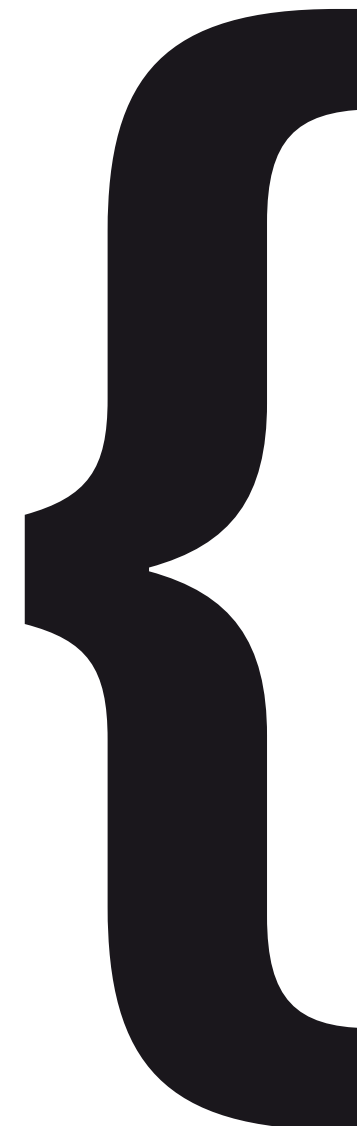
We strongly believe that people can change their daily lives for the better when they get involved in innovative, sustainable and impactful programs in society. We bring authorities and citizens together to turn initiatives into projects and development opportunities into the well-being of the people around us. We believe in social economy and entrepreneurship and we are developing sustainable structures, ready to face the challenges of the market. Through our initiatives, we help rural communities to become aware of their resources and use them responsibly.

Thus, we implement projects and programs focusing on main four areas:

- Entrepreneurship and social economy
- Community development and good governance
- Rural economic development
- Civil society empowerment



summary



Entrepreneurship and social economy

NOI Antreprenori: 38 unique, innovative and environmentally friendly projects
8 businesses supported through the Start-up @ CENTRU project
Social entrepreneurship in local communities
36 businesses were created through the SPEED project

Community development and good governance

Mintenașii. People with good deeds
Educational Camp for children from Geaca and Cornești
The tea - a cup of healthcare
Agricultural high schools: learning hubs for students interested in agriculture

Rural economic development

FoodHub: more than 230 local producers commercialized their products through these initiatives
The Helyenvalo Shop: a meeting point between local producers and consumers from Odorheiu Secuiesc
Nod Verde: local products for home and office delivery
Coop Net: CoopNet: the network which trains specialists to run agricultural cooperatives
Izvorul Fizeșului Agricultural Cooperative: Nine cereal and oil plants producers from Cătina
Getting up and developing a cooperative for animal breeders from Transylvanian Plain Local Action Group
Glasu' Nost: the voice of small producers in the local economy
Arome Transilvane, the first cooperative of berries producers from Cluj
Ulm Winery: the cooperative's wines developed in the region of Valea Crasnei și Barcăului
Association of animal breeders on the territory of the Someș-Nadăș Local Action Group
Fruit Festival in Odorhei
Medicinal Plants Garden from Transylvania
Community development facilitator for agriculture field

Civil society empowerment

Vote4Europe
ROAD: Rural Opinions, Advocacy and Development

Mentored organizations

Civitas Consulting

Financial results

our team



KOLUMBÁN Gábor
Board president



ENACHE Smaranda
Board member



ECKSTEIN KOVÁCS Péter
Board member



HAJDÓ Csaba
Board member



BAKK Miklós
Board member



ORBÁN Árpád
Board member

BOARD



BARTIȘ Simona
Project Coordinator



SZABÓ Csaba
Community Facilitator



ÁRKOSI Mariann
Project Assistant



MIHUȚ Delia
PR & Communication
Coordinator



GANCEA Carmen
Project Coordinator



CSORBA Zsuzsi
Project Assistant

Cluj-Napoca Office



BALOGH Márton
Director



KISS Emese
Financial Director



FILIP Valentin
Program Director



CIOBANU Carmen
Program Director



SUCIU Andreea
Program Director



BADEA Cristina
Economist



OLTEANU Andreea
Economist



LUPEA Gabriela
Economist



LAZA - LEUCUTA Loredana
Economist



BAKO Annamária
Economist



BODI Brigitta
Administrative Secretary



AUGUSTIN Alina
Project Coordinator



ȘARGOV Anna
Project Coordinator



DEMIAN Gabriela
Project Coordinator



ODOBLEJA Anca
Project Coordinator



NAGY Júlia
Project Assistant



MAKUTOVICI Gelcu
Public Procurement Expert



DROZAN Raluca
Target Group Expert



NAE Alexandra
Community Facilitator



APOSTU Silvana
Project Coordinator

Odorheiu Secuiesc Office



DÉNES Lajos-Geza
Financial & Executive
Director



KIS Zoltán
Program Director



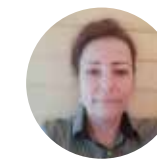
MOLNÁR Judith
Program Director



BÁKAI Magdolna
Project Manager



BARTHA-PÁL Csaba
Project Manager



BÁLINT Magdolna
Project Assistant



BUCUR Bernadett
Project Assistant



MENYHÁRT Sarolta
Project Assistant



BARA Erzsébet
Project Assistant



SZOTYORI Ana-Maria
Project Assistant



MIHÁLY István
Project Assistant



DOBAI Margit
Shop Manager



DÉNES Izabella
Shop Seller



CSÍKI Kinga - Katalin
Shop Seller



NAGY Hajnal - Tünde
Shop Seller



We had a difficult year, but full of both results and satisfactions. We continued our projects we started in the previous years, such as the network of food hubs and the start-ups created through the POCU(Operational Program Human Capital) program. We also continued the collaboration with the network of agricultural schools and with local development initiatives.



These projects will also cover some of the activities in 2020, along with other new more focused initiatives, but equally important for the local communities and for the partner institutions we work with. Nevertheless, this year, we celebrated the traditional Fruit Festival, organizing a new edition in Odorheiu Secuiesc.

The challenges that the Romanian civil society is facing are growing. From year to year, it is more difficult for organizations to ensure the sustainability of their activities, to maintain the strategic orientation and the fidelity to the value system that forms their basis. Our foundation is no exception to this trend.

In a world dominated by crises, where existential fear is present every day, we strive to remain an oasis of hope in the service of life. We firmly believe that community-based businesses between producers and consumers, together with newly created collaboration and cooperatives, offers solutions for a safer and more sustainable local life.

We remained connected to the market economy and the entrepreneurial sphere, but the process is much more difficult than we expected. We will continue this road of the social entrepreneurship, because we strongly believe that it will offer new possibilities where we can capitalize on our pioneering experience in the field of setting up social enterprises.

Taking into account our institutional professional experience, the stable infrastructure and finances of our organization, but also on the dedication of our colleagues from Civitas Foundation, we will continue next year to implement our strategy on local development based on communities. We look with confidence to the new challenges and opportunities that await us.

Gábor Kolumbán

Board President of the Civitas Foundation for Civil Society

**ENTREPRENEURSHIP
AND SOCIAL ECONOMY**

We develop sustainable social economy structures, ready to face market challenges.

We promote entrepreneurship and the social economy in Romania.

NOI ANTREPRENORI: 38 INNOVATIVE PROJECTS

Duration: January 2018 - January 2021

Budget: 8.900.412,34 RON

Funder: European Social Fund through the Human Capital Operational Programme, POCU/82/3.7/104273

Civitas status: Project Promoter

Office: Cluj-Napoca

Partners: Developing Consulting Group (DCG), Public Policy Center (CENPO)



UN + PENTRU **STARTUP**-URILE
REGIUNII NORD-VEST

NOI ANTREPRENORI

The project's activities had a much greater impact on the created ecosystem

For the "Noi AntreprenORI" project, 2019 was about growth. We started the year with the announcement of the business plan winners - 38 innovative projects with care for the environment. The businesses are developed in different fields, from auto service, game production and toys, installations services, programming and robotics for children, down to restaurants, paragliding maintenance or education.

With the help of 38 companies we have organized traineeships for the entrepreneurs - the businesses have been registered and the entrepreneurs signed the grants agreements. This is the moment when the most challenging part started - the implementation of the business plans and granting total financing of 2.383.282,50 RON in 2019.

The results of the first two years of implementation meant more than funding the selected entrepreneurs. We have learned that the spillover effect works: trainers who developed new programs and discovered new abilities; mentors who became collaborators or clients for the start-ups; entrepreneurs who have been integrated in incubation programs and invested funds.

In the next year, the implementation phase of the start-ups will continue in order to reach the 30% income from the amount received by the start-ups. We propose to increase the ecosystem and the already existing community by creating a series of work laboratories for their entrepreneurial development.

EIGHT BUSINESSES SUPPORTED BY CIVITAS FOUNDATION THROUGH START-UP@CENTRU

Duration: January 2028 - January 2021

Budget: 11.887.011,47 RON

Funder: European Social Fund through the Human Capital Operational Programme, POCU/82/3/7/104998

Status Civitas: Partner

Office: Cluj-Napoca

Partners: Iceberg Consulting SRL, Alba Iulia City

Start-up@Centru supports entrepreneurs from the central region of Romania, creating a suitable framework for developing entrepreneurial skills and sustaining non-agricultural business from the urban area. In 2018, together with our partners, we have organized entrepreneurial courses and a business competition where 48 entrepreneurs were selected to be funded

The eight winning projects were initiated by passionate people who got up the courage to pursue their dreams or who want to bring extra value to society. Some of the businesses start from a collective need felt in the city. Whether is about the small size of the city or the limited resources, some people are motivated to bring change and to initiate what is missing.

Courage, passion and the need for change – three constants you can find in every business plan!

For Start-up@CENTRU, 2019 meant:

2 business schools

48 entrepreneurs

2 mentoring meetings

6 monitoring visits to assess the entrepreneurs

8 completed and functional business plans

minimis amount

1.353.337.23

RON

Why are you an entrepreneur?



Călin Ilea
Photographer & Entrepreneur Photo Squad

"I have always wanted to do what I want, without the hassle of a fixed 8-hour program. I chose to express myself through photography, more than 15 years ago, when the status of employee was the maximum I could hope for. In the meantime, the photography market has changed a lot. You can no longer live only out of passion, without some basic entrepreneurship knowledge and without knowing how to build but, especially, how to maintain your business."

Laura Chirilă
Entrepreneur InstaSunLAV

"Civitas Foundation and the project NEW Entrepreneurs were the declick which set me in motion and which made me say now or never. The courses offered by the Foundation were excellent, the trainers proved to be professional. The coaching sessions were revealing in some aspects."

Ioana Urs
Entrepreneur Flow Communication

"Flow" already existed, but it would have remained at a concept stage without the support of Civitas. It was, from the beginning, a very well organized program. They first trained our skills, put us in touch with the "real" business world and offered us support and training in developing the business plan. Then invested confidence and support, both financially, by providing de minimis funds to those who obtained the required score, but also by providing moral support, mentoring and, most importantly, answering any questions related to any aspect of our business. The opportunity offered by Civitas made a dream come true, giving it a framework, a structure, as well as realistic perspectives for the future. I hope that more entrepreneurs will benefit from such opportunities."

Gabriel Dincuță
Entrepreneur NEXT ENGINEERING

"I am grateful that I did not have to learn myself everything from scratch and that I succeeded to avoid many financial traps. The grant offered through the business plan contest allowed me to start my business more quickly than I would have managed with my own funds."

Alexandra Ungurean
Entrepreneur Alun art - Architecture office and Tiny Home Design

"If the architecture is a tool that improves lives, then entrepreneurship is the opportunity to use this tool in a creative way. My vision is to use a sustainable perspective to design and build small modules with a positive impact, but also to make the living space compact enough to be located anywhere, without leaving any impact on the environment."

Gindele Gabor,

Gindebit
Engraving research and innovation

„Beside to the financial support, it was very helpful my mentoring discussions, the main ones and the ones related to exact figures were very useful. I had a very good mentor and in this way I thank Florin Șomodi. I also thank the people of the Civitas Foundation and the collaborators for trusting me and my business plan.”



Barna Gergo

Sodiso Research - Digital research solutions in the social sciences

„To be an entrepreneur means to have the freedom to be creative, to propose and carry out projects that interest me, that define me and that correspond to my own objectives and value system. Professional and financial independence is very important to me”.



Majos Balint

Trewo Production
Production Workshop for furniture from recovered wood

„Thanks to Civitas Foundation, I received the necessary information about the Romania Start Up Plus program, and during the entrepreneurship training course I learned very important aspects related to the life of an entrepreneur and the challenges that we have to overcome daily. Without that information, I don't think I could have had the same results. ”



Szerdai Norbert

Bivouac Adventures

"I decided to become an entrepreneur in order to turn my hobby into a profit. I strongly believe in the benefit of the service that I offer and thus I can contribute to the individual progress of the participants”.



Toga Gergo

Establishment of eco-car wash

„I became an entrepreneur to build something in the long run and to make my own decisions in what I want to do”.



Kali Szabolcs Barna,

Kali Host - Accommodation for Holidays and short-term in Tg.Mureș

"I am an entrepreneur in the field of tourism because I like to meet new people, and life has more meaning in relation to other people. Civitas Foundation helped me through training and support - I received new friends and for that I am grateful.”



Mathe Daniela

Health & Harmony Therapy

„Through this business I can help a lot of people - bring them new information and give them advice and procedures. I want to grow my business, but also to do good around me”.



Incze Zsuzsa

Outdoor Adventure

„I became an entrepreneur because it is the best way to put my ideas into practice, push my personal limits and have control over my time.”



Mathe Adriana

Alomszelet Butik
Bread, cakes and fresh pastries in Miercurea Ciuc

"The decision to become an entrepreneur was motivated by the desire to stand out at a local level with confectionery products made in the classic way, without using prefabricated raw materials. For me, entrepreneurship is closely related to the field of confectionery and if I had not discovered my passion for preparing sweets, the decision to become an entrepreneur would not have existed”.



Adrian Șarlea

Landscape Universal
Landscape maintenance activities

"The reasons why I chose to be an entrepreneur are the freedom and the unlimited opportunities for growth on all levels. With the help of the Civitas Foundation, through the project we implemented together, I got closer to this, and soon I will give up the status of employee”.

Daniela Suhanea

Intelligent Digital Solutions
E-commerce & marketing and communication services

"I became an entrepreneur for the freedom to build a business according to my own desires, beliefs and values, with no vision restrictions or anyone else's influence. Critical thinking, responsibilities and creative freedom are what motivate me to try to be better today than yesterday. Civitas Foundation team helped me to see solutions where I thought there weren't. Without these new directions, my dream would have stopped at the project stage ”.



Mirela Murar

Antares Pro Consulting
Business and management consultancy services

"I chose to become an entrepreneur after a difficult time in my personal life. Thus, I reoriented myself professionally trying to outdo myself - the biggest competition was with my helplessness. The decision came out of curiosity: may a person access a funding program in restrictive circumstances of socialization and work? I entered the program and I followed the steps, I designed and I received the funding for my idea”.



Mate Lehel

Kalapos Gasztro Pub, Odorheiu Secuiesc

„I benefited from courses and mentoring sessions for the development of entrepreneurial skills. It is extremely releasing to have someone to turn to when you are facing problems that you do not know how to solve on your own. You can rely on this person's professional experience throughout implementation of the project, and things seem to go much easier that way.”



Ancuța Berindei

Piticii Zâmbăreți - Playground

„There is no playground in Câmpeni and that motivated me a lot to be the one to change this. I want to offer children, but also parents an easier and more beautiful life. I want this playground to give parents the assurance that their child is developing intellectually and emotionally, socializing and enjoying recreational and fun activities. Everything in a safe environment that does not endanger his life.”

SOCIAL ENTREPRENEURSHIP FOR LOCAL COMMUNITIES

Duration: December 2019 - December 2021

Budget: 226.229 euro

Funding: Erasmus+ Program

Status Civitas Foundation: Project Coordinator

Partners: Danis Foundation for Management Development - Romania, Center for Not-for-Profit Law - Romania, Consorzio Materahub Industrie Culturali e creative - Italy, Synthesis Center for Research and Education Limited – Cyprus and Diesis Coop - Belgium

We like people who bring positive change to their communities and we encourage them in their learning process. Through the **Social entrepreneurship in local communities** project, we support entrepreneurs with innovative ideas who want to develop businesses with social impact in their communities. Together with our 5 partners, we will organize business incubation programs for 60 entrepreneurs from Romania, Italy and Cyprus in order to improve their entrepreneurial skills. In this way, we will develop learning tools to be promoted in the four partner countries and at the European level.

We want to develop business incubation models for social entrepreneurship, which will then become functional at the national level in Romania, Italy, and Cyprus. With the help of our partner from Belgium and after conducting research on entrepreneurial development, we will generate an integrated business incubation model dedicated to entrepreneurs from all over Europe. Through the two transnational trainings to be organized, we will transfer knowledge, methods, and tools that will contribute to the development of local communities in these countries and will subsequently generate jobs.

"We believe that businesses with a strong social impact are innovative solutions for the well-being of communities and can generate new jobs. With the help of our partners and their valuable experience, the "Social Entrepreneurship in the local communities" project aims to support people through business incubation programs adapted to the business environment and by providing access to innovative financing instruments"

Simona Bartiș, project coordinator

In December 2019, representatives of the partner organizations participated in the first transnational project management and implementation meeting, held in Cluj-Napoca.

36 BUSINESSES HAS BEEN CREATED THROUGH SPEED

Duration: January 2019 – January 2021

Budget: 10,683,494.44 RON

Funders: European Social Fund through the Human Capital Operational Programme (POCU 2014-2020)

Civitas Status: Project Initiator

Office: Odorheiu Secuiesc

Partners: Harghita Center for Innovation and Business Incubation Center

The year 2019 represented a new stage for the SPEED project – "Towards an Efficient and Sustainable Economy" in which the entrepreneurs had benefited from information, counseling and mentoring activities from the Civitas Foundation and the program partners. Thus, 36 businesses were set up covering a wide range of fields of activity - the project was addressed to people interested in opening a non-agricultural business in urban areas in the counties of Brasov, Alba, Harghita, Covasna, Mures and Sibiu.

"We find great joy every time we launch a business, especially when we have the opportunity to celebrate it with the entrepreneur. It feels so good to stop from time to time to appreciate this common effort".



COMMUNITY DEVELOPMENT
AND GOOD GOVERNANCE

We help communities become aware of their resources and use them responsibly.

We bring local producers and consumers in the same place, to create a connection, but also a community to supports these initiatives.

MINTENAȘII. PEOPLE WITH GOOD DEEDS

Duration: September 2017 - September 2020

Budget: 10.201.483, 22 RON

Funder: European Social Fund through the Human Capital Operational Programme, 2014-2020

Civitas status: Project Promoter

Office: Cluj-Napoca

Partners: Association for Sustainable Society, Geaca Commune, Diakonia Christian Foundation, Cornești Commune, Geaca School

The project "Integrated Measures for Marginalized Communities in the Transylvanian Plain Area" from the region of Campia Transilvaniei aim to develop the Geaca and Cornești communities by giving better access to education, labor market, social and medical services. The main purpose is to educate people from those communities so that they can resolve their problems through communication and cooperation.

For the next period, we will organize two new events for the community. We want at least 300 persons to benefit from integrated services, medical and social services and another 100 to participate in training courses.

We're trying to form learning habits so that attending courses will become a routine for the people of Geaca and Cornești. It is a slow process, as we need to change the stereotypes they face. At the same time, we need to find an appropriate solution for beneficiaries to feel that is in their best interest to participate in such initiatives. We need to motivate them and determine them to get involved in this program in order to benefit from better living conditions. The training courses seek to make people acquire the necessary skills and become more employable in jobs like electricians, bakers, mechanics, bricklayers, pastry chefs, hairdressers, and elderly care. Our goal is to give more than 200 people a better chance of employment and improve their living standards.

2019 retrospective

150 persons have received integrated services

persons have participated in training courses

36

44 persons have been mediated to be hired

children have participated in the afterschool activities from the educational hub

40

160 persons benefited from medical and social services

new business have founded

11

2 events dedicated to communities from Geaca and Cornești

awareness campaigns

7

2 awareness workshops for the importance of traditional crafts

EDUCATIONAL CAMP FOR CHILDREN FROM GEACA AND CORNEȘTI

Duration: July 2018 - August 2020

Budget: 80.000 USD

Funder: Foundation Open Society Institute

Civitas status: Project Promoter

Office: Cluj-Napoca

We aim to contribute to the education of the children from Geaca and Cornești communities so that they will be able to face their challenges through communication and cooperation. The children learn through games to find solutions and to improve their memory and attention. They learn to cooperate, to negotiate and play after rules - pattern which can be replicated in daily life situations.

In 2019, together with the Foundation Open Society Institute we had two important activities:

- 30 children from two marginalized communities, Geaca and Cornești, had an amazing experience in an educational camp organized through the project: English adventure camp in Poiana Brașov

- the impact analysis was started - through this activity, we want to find out how does the educational HUB help the children from Geaca and Cornești.

In the following period, we will organize courses for the teachers from Geaca and Cornești schools, we will finish the impact analysis and will organize a new summer camp for the same number of children.

TEA - A CUP OF HEALTHCARE

Duration: July 2019 - November 2019

Funder: Odorheiu Secuiesc Town

Civitas Status: Beneficiary

Office: Odorheiu Secuiesc

Partner: Transylvania Herb Garden Association

We organized an informative campaign about the effects and benefits of the consumption of natural products, medicinal and aromatic plants including tea tastings. In the project team was also Flórián Albert, a producer from Jolotca, who presented to the youngsters the beauty and the difficulties of working with herbs.

Furthermore, we edited and printed a brochure about the importance of consuming daily tea, focusing on the benefits of maintaining healthcare.

Briefly „Tea - a cup of healthcare” meant in 2019:

- 8 interactive presentations
- 7 high schools from Odorheiu Secuiesc involved
- more than 200 participants (high school students and teachers)

The project took place within the annual program of non-reimbursable funds for youth activities. Our aim was to promote a healthy lifestyle and raise awareness of the benefits of consuming natural herbs, organizing an information campaign to promote these aspects.

AGRICULTURAL HIGH SCHOOLS PREPARE THE FARMERS OF TOMORROW

Duration: January 2018 – December 2021

Budget: 250.000 USD

Funder: Romanian American Foundation

Status Civitas: Project Promoter

Office: Cluj-Napoca

Partners: World Vision, Junior Achievement Romania, Center for Economic Education and Development of Romania, Romanian Center for European Policies

„Agricultural high schools prepare the farmers of tomorrow” is a program that offers students the necessary context to develop entrepreneurial abilities and raise awareness about the opportunities of the agricultural sector. An important part of the program is represented by the study visits, the presentations offered by farms and processing units representatives and practical exercises which give students the opportunity to explore another learning experience in agriculture. Together with our partners, we organized workshops, fundraising and project management courses for teachers and we attended together a study visit to France to analyze the structure of agricultural education, learning mechanisms, and other methods that help students gain practical experience.



„I enjoyed very much the program implemented by Civitas Foundation. It helped me understand better the steps in the value chain in agriculture. It opened my eyes to be more aware of what’s happening in real life”.

Ciprian Oglavie, alumnae of Agricultural Highschool „Alexandru Borza”, Ciumbrud

In the next year of the program, the Ministry of Agriculture and Rural Development will finance 58 technological high schools and will contribute to the implementation of a new structure of agricultural practical activities for the students.



We help communities become aware of their resources and use them responsibly. We bring local producers and consumers in the same place, to create a connection, but also a community to support these initiatives.

FOOD HUB – DEVELOPING AN INTEGRATOR CENTRE MODEL FOR LOCAL PRODUCTS

Duration: August 2017 - February 2020

Budget: 46,170 USD

Funding: Romanian American Foundation

Civitas Status: Program Coordinator

Office: Cluj-Napoca

Partners: Open Fields Foundation, Community Safety and Mediation Center, World Vision Romania

Financed by the Romanian-American Foundation, the project is coordinated by Civitas Foundation – Cluj Napoca Branch and together with Open Fields Foundation, Community Safety and Mediation Center, World Vision Romania and Civitas Foundation - Odorheiu Secuiesc Office, we develop food hub models as a sustainable economic alternatives for local producers.

Besides their associative role, a food hub deposits, processes and sells local food at a fair price for consumers and producers. Small and medium farmers collaborate with us to have easier access to the market and realize educational and promotional campaigns about the benefits offered by the local products. More than 230 local producers commercialise their products through these initiatives which cover the key regions of Romania - Nord Natural in Vatra Dornei, Roade și Merinde in Iași area, Nod Verde in Cluj area, Helyénvaló Helyit in Odorheiu Secuiesc area and Merindar in Ialomița, Valcea, Dolj, and Vaslui.



„After almost two years of business plan implementation, we have more than 230 producers involved, more than 10.000 orders and above 1.000.000 RON turnover. We have some qualitative and useful conclusions for those who want to operate or funding a food hub, focusing on the market attention, the client’s preferences and the adaptation of local product supply. It’s not enough to have good local products - you need an efficient logistic organization, careful management and constant communication with the farmers and the clients. We also need a well-told story”.

Valentin Filip, Program Director at Civitas Foundation.

For the next two years, the program partners intend to promote the short-chain developing new services for clients, growing the food hub’s impact on producers and their families by extending the range of products.

THE HELYÉNYVALÓ SHOP: A MEETING POINT BETWEEN LOCAL PRODUCERS AND CONSUMERS FROM ODORHEIU SECUIESC

Duration: August 2017 - January 2020

Budget: 215.403 USD (11.337 USD own contribution)

Funder: Romanian-American Foundation

Civitas status: Project Initiator

Office: Odorheiu Secuiesc

Partners: Ministry of Agriculture from Budapest

The Helyénvaló shop it's a meeting point between local producers and consumers but also a way of relaxing for tourists from Odorheiu Secuiesc. Through this food hub, we want to have a responsible attitude toward the environment and the community. We try through our actions to showcase the importance of the local products - we organize tasting events, tea sessions, farm visits, presentations in schools and local NGOs.

For the Helyénvaló shop, 2019 meant:

- 5 involved employees
- 75 new producers
- extending the time schedule
- study visits, fairs, and exhibitions (Varadinum- Oradea Agromania- Târgu Mureş, Szentlőrinc-Hungary fair, events from Ciucsângiorgi, OMÉK-Budapest)
- the implementation of the bilingual webshop
- constant activity in Social Media (Facebook)
- presence in local and regional press (partnership with the Tourinfo Office from Odorheiu Secuiesc for promoting the shop offers)
- 452.768 RON in sales

The most important lesson learned this year is the need to have perseverance. It takes a continuous effort to work with small producers and to educate the consumers. It is necessary to promote innovative food made from traditional resources - especially because the young people are not used with to cheese or home sausages - they want healthy food prepared from raw materials with decreased energy.

Over the next two years, we will continue the project together with the Romanian-American Foundation. We plan to achieve financial sustainability through increasing sales (especially through the online shop) but also finding new partners from the entrepreneurial area.

NOD VERDE: LOCAL PRODUCTS FOR HOME AND OFFICE DELIVERY

Duration: August 2017 - January 2020

Budget: 226.740 USD (215.403 USD from RAF)

Funding: Romanian-American Foundation

Office: Cluj-Napoca

Nod Verde grew tremendously in 2019. It was a year full of challenges, but we had passionate people along our side, as well as entrepreneurs and producers with whom we managed to expand a community of loyal consumers.

We participated at numerous fairs and events with sales and tasting - we met people willing to find out more about the stories behind the local producers. We have been at Street Food Festival, Cluj Days, Bontida Open Days and many others.

For now, we have a large range of products that we promote on www.nodverde.ro (pasta, processed meat, dairy products, oils, fresh fruits and vegetables, bakery products). We grew the group of producers, having more than 65 partnered in promoting their local products on the local market in Cluj.

We want to expand nationally and to be closer to our consumers through partnerships with restaurants, events and different venues from Cluj. We are optimistic and we trust our producers and their products - we are more than convinced that consuming local products is a growing trend and we plan to enjoy every opportunity that comes along.



For the next year, our objective is to increase the dynamic of Nod Verde, to grow as a business and to be more useful for our producers.



COOPNET: THE NETWORK WHICH TRAINS SPECIALISTS TO RUN AGRICULTURAL COOPERATIVES

Time: January 2017 - June 2019

Budget: 55.167 dollars (Civitas budget)

Funder: Romanian American Foundation

Civitas Foundation status: Project Promoter

Office: Cluj-Napoca

Partners: Center for Economic Development and Development in Romania (CEED), Romanian Center for European Policies (CRPE), Center for Mediation and Community Security (CMSC), Civil Society Development Foundation (FDSC)

CoopNet is a network that supports association and collaboration between Romanian farmers - the purpose is to train specialists to run agricultural cooperatives in a sustainable way.

In the past two years, CoopNet has increased significantly - the number of members increased by over 60%, representatives from NGOs, Local Action Groups and Agricultural Cooperatives joined the network and sixteen agricultural cooperatives have been created and supported. Izvorul Fizeşului, Arome Transilvane, Cramele Crişana or Legume de Probotă are just a few of the cooperatives that appeared during this period with the support of the CoopNet.

We have organized meetings to discuss the challenges a association faces when expanding, focusing on the organizational structures, best practices, development opportunities, and specific legislation.

Regarding the lobby activities, we have had an important role in the legislation part which regulates the organization and operation of agricultural cooperatives.

For the next period, CoopNet will focus on educating and increasing the group of leaders of the existing agricultural cooperatives. Our experience has shown that two or three years are needed for a cooperative to become functional (it is necessary to pass through various stages of development). The network plans to grow the community through mentoring sessions, international study visits, an MBA for the executives, research activities and advocacy. Organizing events with different stakeholders (commercial partners, local authorities, cooperatives members) is also on our priority list.



IZVORUL FIZEŞULUI AGRICULTURAL COOPERATIVE: NINE CEREAL AND OIL PLANTS PRODUCERS FROM CĂTINA

Duration: July 2018 – April 2020

Budget: 97.870 euro

Financer: National Rural Development Program

Status Civitas: Project Promoter

Office: Cluj-Napoca

Izvorul Fizeşului Agricultural Cooperative is an associative structure created for the added value of cereals and oil plants produced by its nine members. The crops grown contains sunflowers, corn, grain, soy, lucerne, canola, oat, permanent or temporary grasslands.

The association of the producers of this sector gives farmers the opportunity to focus on the production related activities, the cooperative concentrating on the economical aspects such as market entry. The assistance activities, the mediation, and the community facilitation contribute to the group solidification, but also to the conflict resolution. Sustained increase of the sales will motivate more oil plant producers to join this initiative, to produce more and contribute to the growth of the sustainable economy in the community.

To sum up, Izvorul Fizeşului Agricultural Cooperative's highlights of 2019 were:

- Legal creation
- exchange experiences with other agricultural cooperatives from Romania
- obtaining recognition advice as a producers group
- creating a new job

SETTING UP AND DEVELOPING A COOPERATIVE FOR ANIMAL BREEDERS FROM TRANSYLVANIAN PLAIN LOCAL ACTION GROUP

Duration: May 2019 - February 2021

Budget: 99.800 EURO without TVA / (110.115,60 euro with TVA)

Funding: Romania's Agency for Rural Investment Financing and European Union

Civitas Status: Project Promoter

Office: Cluj-Napoca

Partners: farmers from Transylvania Plain Local Action Group

We support animal breeders by providing development opportunities. We connect them with experts to get help in identifying innovative production technologies to produce dairy products. Our aim is to develop and implement a business plan through which the cooperative can work and attract non-reimbursable and partial funds.

Facilitating market access for dairy products is one of our main goals. We initiated a discussion with different stakeholders to facilitate access in HoReCa - for now, we collaborate with an educational farm from the University of Agricultural Sciences from Cojocna, where there is a milk processing plant - the milk it's a niche product that is sold well and the losses are smaller compared with other dairy products.

Further, we will focus on branding actions - choosing the right name and an identity to match the farmers' values.

GLASU' NOST: THE VOICE OF SMALL PRODUCERS IN LOCAL ECONOMY

Duration: October 2017 – July 2019

Budget: 75.708 euro

Funder: National Rural Development Program

Civitas status: Project Promoter

Office: Cluj-Napoca

Partners: Agricultural Cooperative Plain Honey and Romanian PFA Stoian Vasile

Glasu' Nost is an initiative that promotes small producers and local economy through gift boxes which contain unprocessed honey and tea for the cold season.

The honey is produced in rural areas, near Sic, Fizeşul Gherlii, Gherla, Dej and Unguraş; the plants come from cultivators from Mihai Viteazu and Şardu localities. The box is crafted locally, at Paqstudio, a social enterprise that manufactures packages for small producers.



IN 2019, GLASU' NOST MEANT:

- support for 10 local producers
- trading the gift box from producers through a short supply chain
- participating at fairs and local events (Open Days at Banffy Castle from Bonţida, Christmas Market, Pinch of Salt, Street Food Festival Cluj-Napoca)
- tasting events and farm visits (more than 80 students from Computer Highschool Tiberiu Popoviciu visited an apiary from Fizeşul Gherlii)

How does a regular day for a bee keeper look like?

Like any other profession, the apiculture forms the people beyond the required competencies. The beekeepers are patient and consistent people. When their work takes place in the apiary, their day is slow, any fast movement is bad for the bees. From the disinfection of the hives, the breeding of the nest, to collecting honey and pollen, every step should be made with care. The bees gather pollen, turning it into honey – their meal – which are willing to share with us. This generosity should be rewarded with care. For instance, the hive needs to be carefully taken care of, through applied treatments and keeping it clean. Centrifuging honeycombs, heating (if necessary) and bottling are equally important steps since each gram counts in this process.

AROME TRANSILVANE, THE FIRST COOPERATIVE OF BERRIES PRODUCERS FROM CLUJ

Duration: May 2018 - January 2020

Budget: 85.966,45 EUR

Funder: National Rural Development Program

Civitas status: Project Promoter

Office: Cluj-Napoca

Partners: farmers from LAG Someş Transilvan

2019 was an important year for Arome Transilvane Cooperative - it was the first year when the nine members worked together to promote their products through the cooperative. It was a year full of challenges and good results - 35% of their production was sold by the Arome Transilvane (raspberries, gooseberries, blackcurrants, red currants, blueberry, cranberries).

It was a summer full of events where the members of the cooperative met new people, successfully entering the market in Cluj. We organized events at the producers from Sic and Borşa, where we hosted families, tasted fresh fruits and picked up berries, raspberries, and blueberries. Together, we grew a community of producers and consumers which promote the consumption of local products.

We have learned that people with same perspectives bring value to any project focused on local producers and their products.



ULM WINERY: THE COOPERATIVE'S WINES DEVELOPED IN VALEA CRASNEI AND BARCĂULUI

Duration: July 2019 – June 2021

Budget: 99.994 Euro

Funder: Programul Național de Dezvoltare Rurală

Civitas status: Project Promoter

Office: Cluj-Napoca

Partners: farmers from Valea Crasnei si Barcăului

In the second part of 2019, we contracted a cooperative manager, a technical expert and a branding expert for the project. Together with our partners, we have evaluated the vineyards and the wineries, the production practices in viticulture and the work processes in wineries. We have launched the cooperative under the name of Ulm Winery - the cooperative was registered and the members have already chosen the way of work for 2020.

The most important lesson learned is from the winery. We found out that the grapes from which the best wines are made are growing on the vine hubs that have the deepest roots. For the roots to go as far as possible vertically, the vineyard should not be helped but left to find water on its own. It is a simple lesson, applicable to every activity.

In the next period, we will focus on cooperative branding (logo, labels, website, promotion campaign). We want to increase the sales through these actions - we want to organize events in the winery to present our offer and to build a trust relationship between the collaborators.



ASSOCIATION OF ANIMAL BREEDERS ON THE TERRITORY OF THE SOMEȘ-NADĂȘ LOCAL ACTION GROUP

Duration: August 2019 - May 2020

Budget: 97,085 euros

Funder: National Rural Development Program

Status Civitas: Project Promoter

Office: Cluj-Napoca

Partners: farmers from Somes-Nadas Local Action Group

The project aims to establish an agricultural cooperative of animal breeders on the territory of the Somes-Nadas Local Action Group (northwest of Cluj County) and supporting them in finding an alternative for marketing of milk production. Now, their current clients are the average processors from the area and direct consumers through non-formal relationships.

Together, the members of the future agricultural cooperative own 2,378 heads of animals that produce approximately 328,655 liters of milk annually.

The support of the Civitas Foundation will focus on the legal establishment of the agricultural cooperative, elaboration of the business plan and assistance in its implementation, development of dairy processing logistics, construction of the cooperative brand and facilitation of access to logistics necessary for sales.

FRUIT FESTIVAL IN ODORHEI

Duration: 13-15 September 2019

Funders: Bethlen Gábor Alapkezelő Zrt, Odorheiu Secuiesc City Hall, Harghita County Council

Office: Odorheiu Secuiesc

Partners: Székelygyümölcs Association - Fruit Processors Association from Odorheiu Secuiesc and Helyenvaló SRL

For 11 years we have been supporting the communities that process and capitalize traditional fruit varieties from the Odorhei region, offering consumers healthy and quality products.

For farmers and small fruit growers in rural areas, these public events are important because they represent a suitable context to display and capitalize their homemade. The Fruit Festival is a traditional event that is organized in the same time as the meeting of the Folk Dance Houses of Transylvania - a good opportunity to combine the offer of local products with the cultural offer.

During the three days of the festival, visitors can taste homemade jams and syrups, natural fruit juices, dried fruits, cakes. This year, 11 communities (Cecești, Fântâna Brazilor, Firtusu, Chinusu, Bradesti, Dealu, Paltinis, Satu Mare, Alunis, Zetea and Porumbenii Mici) brought with them numerous products, presenting at the same time their popular dress and traditional customs.



MEDICINAL PLANTS GARDEN FROM TRANSYLVANIA

Duration: post implementation

Civitas Status: Program Promoter

Office: Odorheiu Secuiesc

Partners: Bethlen Gabor Fund (BGA)

We continued this project in 2019 because we want to meet the community objectives related to the collection and processing of medicinal and aromatic plants in a sustainable way.

The Garden of Medicinal Plants Association from Transylvania was founded in 2017 as a result of the project dedicated to the social integration of disadvantaged people in rural areas by collecting and processing medicinal plants.

In 2019, the association continued to organize Open Days in the Competence Center in Locodeni, benefiting from the support of the Rural Development Association of the Harghita County Council and the Communitas Foundation. In the same year, we purchased three solariums and set up three distribution points in the Odorhei area (Locodeni, Porumbenii Mici, Zetea), where medicinal plants can be grown.

To facilitate the work of the beneficiaries, we organized a course regarding the cultivation of medicinal plants in solariums and we published the Tea Book, a material that describes the beneficial effects of medicinal plants in the area.



COMMUNITY DEVELOPMENT FACILITATOR FOR THE AGRICULTURAL FIELD

Duration: October 2018 - June 2020

Budget: 7,680,000.00 Ft.

Funded by: Hungarian Ministry of Agriculture

Status Civitas: Project Promoter

Office: Odorheiu Secuiesc

Our foundation has always supported agricultural activities in the surrounding communities. We have dedicated time and energy every time to facilitate the work of the agrarian society in Romania, and in this sense we have some edifying examples - our already functional programs, such as the Székelygyümölcs Association, the Transylvanian Medicinal Plants Association or the Helyénvaló store (Cumsecade).

The program dedicated to the community facilitation development is a new initiative in the Odorheiu Secuiesc region, that started in October 2018 and was funded by the Hungarian Ministry of Agriculture. We want this program to strengthen relations with farmers and develop new ones. The facilitator is a specialized advisor in the agricultural field who must complete the activity of the institutions in the field - to offer solutions in sustainable agriculture, to help in the administrative part and to present the essential information about the existing possibilities of professional training and funding opportunities. The service can be accessed free of charge.



BR

CIVIL SOCIETY
EMPOWERMENT

We encourage the transfer of good practice and partnerships in the field of civil society to support active citizenship and the involvement of young people in community life.

VOTE4EUROPE

Duration: October 2018 - March 2020

Budget: 136.080 EUR (total budget), 21.000 EUR (Civitas Foundation's budget)

Funder: European Commission, Europe for Citizens Programme

Civitas status: partner

Office: Cluj-Napoca

Project Initiator: Comite Europeen de Coordination

Partners: Comité Européen de Coordination (Belgium), Coopérative d'Initiative Jeunes (France), Fundacja Pomocy Wzajemnej „Barka” (Poland), Fundacio Privada Trinijove (Spain), ACFI-FIAS (Belgium)

Vote4Europe is dedicated to young people with less opportunities and limited access to information and training programs. We want to encourage young people to understand what is European Union about and why is important to vote.



The project took place in Romania, France, Poland, Belgium and Spain and implied research studies, national and transnational seminars, debates and discussions to motivate voting and to report the importance of exercising this civic right.

In 2019, Vote4Europe meant:

A transnational conference organized in Cluj-Napoca, where has participated in more than 50 young people from 9 countries (Romania, Spain, Hungary, Italy, Turkey, Poland, Latvia, Belgium, and France). We wanted to encourage young people (between 16-35 years) to vote in the May 2019 parliamentary elections.

The conference was a good opportunity to meet and greet with two national European parliamentarians, Daniel Buda and Iuliu Winkler.

At the conference, took place three workshops:

- The power of civic involvement delivered by Declic Community - Cluj-Napoca
- Information and power delivered by Forum Apulum - Alba Iulia
- Priorities and realities in EU delivered by Civitas Foundation - Cluj-Napoca

A national seminar organized in Târgu Mureș at Agricultural Highschool Traian Savulescu, where have participated more than 50 young people between 17-21 years. We debated the opportunities offered by Romania's membership in the EU, the information sources and we talk about the programs for young people as it is Erasmus+ and European Solidarity Corps.

Four transnational seminars organized in Spain, Poland, France and Belgium, by the partners from the program. Three young Romanians had the opportunity to participate in Bruxelles at Vote4Europe seminars.



„Every discussion about civic education is important and has positive effects. The young people we have interacted with hear much information but they do not know how to correlate them to each other. Every workshop or course about civic education is useful because it gives them clarity and critical thinking. It is very important to adapt our speech to young people and give them relevant examples through which they understand better different aspects. I noticed in Romania a strong mobilization among key opinion leaders to encourage voting. Actors, musicians, vloggers, and NGOs advocating Romanian to vote. How can young people be encouraged to vote? We speak their language, through the communication channels preferred and we make them realize that every vote matter and each of us contributes to change.”

Alexandra Nae, Project Coordinator Civitas Foundation

RURAL OPINIONS, ADVOCACY AND DEVELOPMENT ROAD

Duration: August 2018 - January 2020

Budget: 4000 euros (allocated to Civitas Foundation)

Funder: Europe for Citizens

Civitas Status: Partner

Office: Cluj-Napoca

Partnership leader: Suomen kylätoiminta ry, together with 19 other partners from Europe

The contribution of Civitas Foundation to the ROAD project was punctual. We were responsible for conducting a study on the factors that favor economic collaboration in rural areas, but also for presenting the results of this approach to the European Rural Parliament, organized in Asturias, in early November.

The study was a useful material for us because we were able to synthesize the experience of working with cooperatives, but also with Local Action Groups. This evaluation and conceptualization exercise helped us better understand why we do what we do and how we can improve our interventions.

The main lesson that emerged from the ROAD project was the one related to the power of partnerships and the huge opportunity determined by international collaborations. It was for us an intensive, intercultural experience, of understanding the different perspectives on the same issues regarding rural development, but also we had the opportunity to extracting new sources of motivation and enthusiasm from the interaction with practitioners of the field.

The ROAD project ends in the first month of 2020, but some important plans remain:

- organization of the Rural Parliament in Romania
- resubmitting the candidacy for the organization of the European Rural Parliament
- intensifying collaborations with similar new organizations in Europe
- more active involvement in national networks, public or private, of rural development



CIVITAS CONSULTING

Civitas Consulting was founded by Civitas Foundation in 2008, the company's incomes being directed to the foundation in order to support the implementation of projects for local development and civil society.

In 2019, the activity of Civitas Consulting meant:

- 10 projects submitted to be funded through the PNDR and POR programs (two projects for public beneficiaries, and another eight for private beneficiaries)
- over 30 projects in implementation managed (8 projects with public beneficiaries, and another 23 for private beneficiaries)
- consulting services in the field of public procurement for 8 procedures

The most important aspect for Civitas Consulting was the initiation of the process of unblocking the projects that face difficult situations caused by the increase of prices in the construction sector.



During 2019, we provided technical assistance (training courses or consulting services) to several partners:

- Plaiuri Someșene Local Action Group, Gherla**
- Câmpia Transilvaniei Local Action Group,**
- Valea Crasnei and Barcăului Local Action Group**
- Someș Nadăș Local Action Group**
- Țara Năsăudului Local Action Group**

FINANCIAL RESULTS

Financial report for 2019

Civitas Foundation for Civil Society

Income	12,936,006	
Non-reimbursable funds from public and private sources	11,521,299	
Donations, sponsorships from individuals and companies, interest	1,011,907	
Income from economic activities	29,339	
Dividend	243,529	
Other income	129,931	
Expenses	12,773,772	
Expenses with projects in progress	12,242,223	95.84%
Administrative expenses	531,549	4.16%
Net income	162,233	

