



**Civitas**  
Fundacja - Alapítvány - Foundation



# **annual report 2020**

## **2020: Year of solutions and solidarity**

In 2020, we have more than ever been reminded of our mission: to grow thriving, healthy, strong communities.

Challenging times call for skilled leaders who offer confidence and solutions.

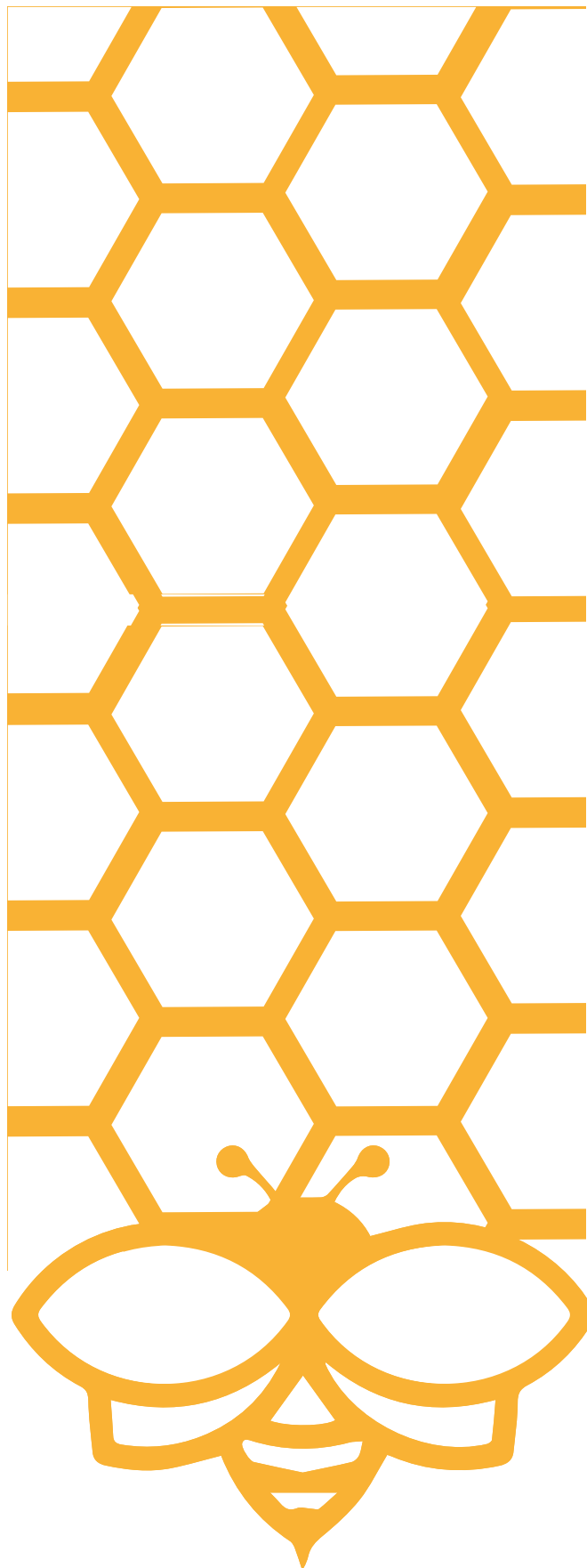
We have taken on that role. We were ready for this role. Our nearly 30 years of experience, the complex projects we have implemented, our team cohesion and courageous risk-taking have all been the solid foundation that has decisively influenced the speed with which we have adapted to the new context.

If, at the administrative level, reconfiguring the way we work and relate as a team has happened naturally, the challenge has been to navigate through fear, uncertainty, the closure of some communities, the inability to implement/continue certain projects.

We found strength in ourselves and in the strength of the strong relationships we grew with beneficiaries. We were reminded of what is essential, what we can each create in the communities we are a part of. We showed more empathy and solidarity, focused our energy on finding the best solutions, every time.

It has been a difficult year, where together has been the most valuable strategy. Both in taking risks and in the joy of celebrating successes which, in a year like this, were more important than ever.

We found ourselves, at the end of the year, more confident in the confidence we instilled, stronger, seeing strong communities grow around us.





## Dear reader!

I greet you warmly on behalf of the Civitas Foundation Board of Directors and our entire team.

I would like to present you our report on perhaps the most difficult year in the almost 30-year history of our Foundation.

By reading our annual report, you will get a picture of the work and projects implemented by our dedicated teams. In addition, you will gain an insight into the strategic areas that we considered important in the year of the pandemic.

Perhaps many will remember in a hundred years' time that the 21st century began in 2020 with the pandemic, just as the 20th century began with the influenza epidemic after the First World War. And then, one world ended, and a whole new one began. Today, we can be fairly certain that our lives will continue differently after the pandemic than they did before it. The spirit of the world has changed! The glimmer of a new world can already be felt!

Our annual report also reflects our efforts. We were able to continue our activities in the context of the restrictive measures in place during the pandemic. We have had periods of starting new projects, winning other projects, continuing the implementation of existing projects, overcoming difficulties or stopping some of them. Our report is not about survival, but about sustainability. The focus on sustainability has been our guiding thread this year. Our initiatives have responded to the need for practicality and the expectations of communities. We focused on the economy and on life.

Our activities also reflect the vision in which we will create the future, a local economy based on cooperation and community responsibility.

The report outlines our four strategic priorities:

- Bring start-ups to life with capital support assisted by a comprehensive education and mentoring process.

- We help establish cooperatives that produce and sell for local and regional economic cooperation.

- Social economy start-ups are a response to the needs of society to which the profit-oriented economy has not yet found a solution.

- Educating adults and children, preparing them for the challenges of the future. Creating opportunities by working with schools and local communities.

However, the focus on the objective reality of processes has not reduced the complexity of our tasks, but has significantly increased the efficiency and effectiveness of our interventions. This has made our work clearer, more transparent and more challenging. We have learned to focus on the essential things, the really important things. And this approach will also characterise the new times to come.

**Gábor Kolumbán**

*Chairman of the Board of Directors*



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**ENTREPRENEURSHIP  
AND SOCIAL  
ECONOMY**

## NoiAntreprenori (NewEntrepreneurs). A PLUS for START UPs in the North-West Region

### Description

The project supported the brave dreams of 38 entrepreneurs selected among people interested in opening a business in a city in Bihor, Bistrita-Nasaud, Cluj, Maramures, Satu Mare and Sălaj counties. The Civitas Foundation was given 17 businesses to manage

**Duration:** January 2018 - April 2021

**Budget:** 8.900.412,34 RON

**Financier:** European Social Fund through the Human Capital Operational Programme, HCOP/POCU 2014-2020

**Civitas role:** partnership leader

**Partners:** Development Consultancy Group DCG, Centre for Public Policy (CPP/CENPO)

**Beneficiaries:** 309 people (employed, self-employed, unemployed and inactive) had the opportunity to participate in entrepreneurship training. Of these, 38 business plans were selected for funding, creating 79 jobs.



*"We continue to be amazed by the power of entrepreneurs to fight for their business ideas, for their impact, whether we're talking about impact in technology, social or environmental impact, or simply meeting the needs of their customers. This makes us even more committed to supporting them."*

**Carmen Ciobanu** - Project Manager



## PROJECT STATUS

the year 2020 ended with the completion of the business plan implementation period for the remaining 37 entrepreneurs in the project, most of whom also completed the sustainability period. We are in the stage of mapping the impact that the integrated activities of the project have had on the entrepreneurs and the start-ups created.

## PROJECT DETAILS

Increasing employment in the labour market, developing the startup ecosystem, developing entrepreneurial skills are among the objectives of the project designed to help over 300 people in the North-West region. The activities included: selecting and funding 38 business ideas following a business plan competition, facilitating internships, providing mentoring services for the development of business models, supporting the implementation of business plans and the execution of grant budgets.



## STATISTICS

- **309 participants in the project, of which at least 150 women;**
- **309 candidates enrolled in the entrepreneurship training course;**
- **At least 20 participants in the entrepreneurship training course in each county of the North-West region;**
- **38 business plans selected for funding;**
- **Minimum of two businesses funded in each county of the North-West region**
- **79 new jobs created**

## Start-Up@CENTRU

Running in the Centru/Middle Region, the project aims to support the entrepreneurial ecosystem, start-ups, through entrepreneurial training, mentoring and grants for 48 start-ups. Eight of them are supported by the Civitas Foundation.

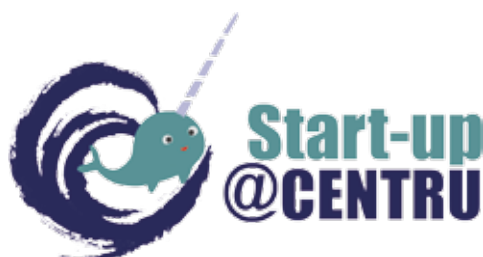
**Duration:** January 2018 - May 2021

**Budget:** 11.887.011,47 RON

**Financier:** European Social Fund through the Human Capital Operational Programme, HCOP/POCU 2014-2020

**Civitas role:** partner

**Partners:** Development Consulting Group DCG (Partnership Leader), Iceberg Consulting SRL, Alba Iulia Municipality



*"I have had the pleasure of meeting people eager to work in different fields of activity, considering it a vocation. My professional experience in finance and economics has helped me to build a relationship of trust with entrepreneurs, especially in terms of decisions taken for the execution of budgets."*

**Annamária Bakó** – Economist, Business Monitoring Expert

The Civitas Foundation conducted entrepreneurship skills development trainings and provided support in the implementation of business plans and execution of grant budgets.

The business plan implementation period was 12 months from the signing of the grant contract, with entrepreneurs starting this period in mid-2019. A very important milestone for the entrepreneurs was the receipt of tranche two, conditional on reaching 30% of tranche 1 income, achieved in the first months of implementation by most of them.

In 2020, a number of entrepreneurs have entered the six-month sustainability period, which aims to maintain the number of employees and the viability of the business. A challenging period lies ahead for some of them, affected by the pandemic-generated environment, especially in the first part of 2020.



## PROJECT STATUS

the business plan implementation period has been completed for seven entrepreneurs, followed by the sustainability period for them. The project continued until 31 May 2021 and the work of the experts will continue until each entrepreneur completes their sustainability period.



## BENEFICIARIES

the start-ups of the project beneficiaries are active in various sectors of activity: alternative therapy, HoReCa, confectionery laboratory, landscaping of green spaces, consultancy, respectively recreational and entertaining services dedicated to children.

## SELC - Social Enterprises in Local Communities

We believe that social entrepreneurship is a force for job creation, contributing to social cohesion, economic growth and the well-being of local communities.

So, together with our project partners, we have created incubation models for social impact businesses, which will later become operational at national level in Romania, Italy and Cyprus.

The programmes will thus become innovative learning tools for the partner organisations, as well as for 60 adults with an entrepreneurial profile who will be selected from Romania, Italy and Cyprus.

The project also aims to create an online platform to give visibility to social business ideas, validate the best of them and provide the possibility of community funding.

**Duration:** December 2019 - June 2021

**Budget:** EUR 226.229

**Funder:** National Agency for Community Programmes in Vocational Education and Training, Cooperation for Innovation and Exchange of Good Practice, KA204-063879 Strategic Partnerships - Adult Education through Erasmus+ Programme

**Civitas role:** Partnership Leader

**Partners:** Danis Foundation for Management Development (Cluj-Napoca); Association Centre for Nonprofit Legislation ACNL/CNLR (Bucharest); Consorzio Materahub Industrie Culturali e creative (Matera, Italy); Synthesis Center for Research and Education Limited (Nicosia, Cyprus); Diesis Coop (Brussels, Belgium)



*"Learn and pass it on!"*

*What the pandemic has done to Erasmus+ projects is to deprive us of one of the core elements of this type of funding: mobility. As a result, we had to rethink, together with partners, a new formula in which we could achieve the original indicators without using the mobility element. I feel that this period has brought us closer to the partners and given us a chance to break out of the mould. Because we had more working sessions than normal, we managed to maintain a higher quality of intellectual products generated in the project. We hope that things will go in a positive direction and that we will manage to complete the project with the achievement of the indicators agreed with the partners and the National Agency. After this trial period, we are convinced that we can solve any problem if we have good communication and understanding."*



**Carmen Gancea** – Project coordinator

The research results and case studies will lead to three social business incubation models that match the specific needs identified in each country and the integrated social business incubation guide for entrepreneurs. These results will become the basis for three public policy briefs (Romania, Italy, Cyprus) containing recommendations on social entrepreneurship and funding for national central authorities and European institutions (Belgium).

We will also develop two training models in social entrepreneurship based on the human centre design principle for both employee partners and adults with entrepreneurial initiatives.

We will create an innovative, alternative financing tool for entrepreneurs and social enterprises, i.e. a multilingual transnational crowdfunding platform with all the resources generated by the project and 12 crowdfunding campaigns will be launched.

## BENEFICIARIES

Following the implementation of this project there will be two types of beneficiaries:

- Those of the training or refresher courses: 10 people employed in the project who will improve their skills by learning all the steps and tools, social incubation business models and another 60 adults with entrepreneurial initiatives who will develop their capacity to develop social businesses that fit the realities of the community.
- People and institutions that will be able to use all the intellectual products developed in the project.



## STATISTICS

**The following have been developed:**

- **32 case studies, carried out on incubators, hubs, financial instruments or social businesses in Poland, Italy, Cyprus, France, Spain, Belgium, Romania.**
- **3 models of social business incubation, models that are operational in Romania, Italy and Cyprus**
- **3 policy briefs produced for Romania, Italy and Cyprus**
- **1 integrated social business incubation model**
- **1 social business incubation guide**
- **1 toolkit for social business incubation**
- **1 curriculum for the training course for the 10 experts of the project**
- **1 curriculum for the social entrepreneurship course for 60 adults from partner countries**

## Youth Finance Academy

The Youth Finance Academy aims to create a collection of three financial education tools for youth NGOs to use in equipping young entrepreneurs with the key knowledge and skills needed to achieve high quality financial literacy over two years.

Specific objectives:

- Create a cross-sector network of financial experts (from the public, private and non-profit sectors) who can actively contribute their expertise to the development of the project's training package, educational game and multimedia content (podcasts, micro-learning videos, articles) and promote the need for financial education mainstreaming in high schools, universities and youth NGOs through 6 national seminars and 1 Youth Financial Education Forum.
- Training of 24 youth workers to become financial educators in 8 local communities through a short-term staff training event
- Designing high quality financial learning tools that can improve the financial literacy of 238 youth and 181 young entrepreneurs involved in 2 mixed mobilities and 16 local workshops.

**Duration:** 01.12.2020 - 30.11.2022

**Budget:** € 256.804 of which Civitas budget of € 25.337

**Funded by:** Erasmus+ Key Action 2 STRATEGIC PARTNERSHIPS IN THE FIELD OF EDUCATION, TRAINING AND YOUTH - KA205 - Strategic Partnerships for youth

**Civitas role:** Project partner

**Partners:** Monomyths Association, Nuorisokeskus Piispala, Nuorisokeskus Piispala, Sdruzhenie Walk Together, Terram Pacis, Inter College APS, Asociacija Tavo Europa, Entrepreneurship and Social Economy Group.



*Alexandra Nae – Project expert*



### STATISTICS

- **24 youth workers will become financial educators in eight local communities through a short-term staff training event, where they will deepen their financial literacy skills, test and learn how to facilitate training modules.**
- **238 young people and 181 young entrepreneurs will be involved in 2 mixed mobility and 16 local workshops to improve their financial knowledge.**
- **28 young people and 21 young entrepreneurs will directly participate in 2 international mixed mobility activities during the project to improve their financial knowledge through non-formal activities and multimedia, digital learning resources.**
- **Another 330 will benefit from local workshops, test the training toolkit and the educational game to be designed during the project.**

## Transylvanian Moviepreneurs

Transylvanian Moviepreneurs is an entrepreneurial education project for young professionals working in the cultural and creative industries. The main objective is to create connections between top professionals and entrepreneurs in the creative industries, with a focus on business models in the entrepreneurial environment.

**Duration:** September 2020 - December 2021

**Budget:** 951.820,00 RON

**Financier:** project financed by SEE/EEA funds, initiated by the Ministry of Culture and the Management Unit through the RO-CULTURA programme.

**Civitas role:** Partnership leader

**Partners:** 23 FILM STUDIO & MEDIA SRL (Romania), Projects ehf (Iceland)



*"Cultural and creative industries can be the industries of the future."*

**Carmen Ciobanu** - Project Manager

The entrepreneurial education project "Transylvanian Moviepreneurs" is built as a set of integrated activities including: study visit to Iceland for know-how transfer in the field of cultural entrepreneurship and filmmaking; cultural entrepreneurship training for developing business plans in the field; film bootcamp for young professionals in the film industry and the making of a short film with a focus on ethnic, religious, sexual, social and cultural minorities; the short film will be disseminated in screenings that will take place in several locations nationwide.

### BENEFICIARIES

**Young professionals aged 20-35, working in the fields of television and cinema, visual arts, journalism, publishing, involved in the entrepreneurial training programme. Final beneficiaries are the public interested in cultural activities.**

**The project aims to provide a new approach to the entrepreneurial environment through strategies and working methods, study visits, business courses and last but not least, a film bootcamp supported by top professionals from the Romanian film industry, a bootcamp whose finality is the production of a film.**

## SPEED - Towards an Efficient and Developed Economy

The overall objective of the project is to support the raising of the standard of living of the population in the Central Development Region by developing entrepreneurial capacity, supporting the creation of new innovative non-agricultural enterprises in urban areas and promoting the creation of new durable and competitive jobs.

**Duration:** 18.01.2018 - 30.01.2021

**Budget:** 10.683.494 RON

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

**Civitas role:** partnership leader

**Partners:** Harghita Innovation and Business Incubation Centre Association.



*"Let's grow together!"*

**Kis Zoltán** - Project Manager

Main activities carried out within the project:

1. Inform the public about the project, the benefits of participation and the expected results. We organised information events in Brasov, Alba, Harghita, Covasna, Mures and Sibiu counties;

2. Conducting eight-day entrepreneurial training courses, which contained the modules: Be an Entrepreneur, Starting a Business, Business Accounting, Business Communication, Marketing, Business Plan Development and a complementary ICT module;

3. Organisation of the business plan competition. The submitted business plans went through an evaluation process, carried out by an objective and rigorous jury. In the end, the jury selected 36 business plans for funding;

4. The winners have completed internships in establishments whose business is identical to the business plan;

5. Establishment of the companies, registered as SRLs and signing of the financing contracts, in which a total non-reimbursable financing of 177.740 RON was foreseen for each business;

6. We carried out a study in which, through the representatives of the established businesses and representatives of some businesses outside the project, we analysed the situation of the business environment in Romania in general, but especially in the Central Development Region.



## STATISTICS

- **1205 people informed about the project**
- **363 people graduated from the entrepreneurship training courses**
- **36 enterprises set up and received a grant of 177.740 RON each**
- **76 new jobs created**



**RURAL  
ECONOMIC  
DEVELOPMENT**



## CoopNet 2.0: Learning and growing together

CoopNet 2.0 aims to educate and develop a community of leaders who run the agricultural cooperatives already established through Local Action Groups, so that they can secure the resources they need to carry out their work.

**Duration:** January 2020 - December 2021

**Budget:** USD 216.040

**Financier:** Romanian-American Foundation

**Civitas role:** Project coordinator

**Partners:** Romanian Center for European Policies (CRPE); Center for Mediation and Community Security (CMSC)



*"We learn and grow together!"*

**Gabriela Demian**, Project Manager

Through CoopNet 2.0, Civitas Foundation is growing the community of agricultural leaders through mentoring sessions, international study visits, a training program for agricultural cooperative executives, research and advocacy activities. On the list of priorities for CoopNet 2.0 is also the organisation of events and bringing together different key players - trade partners, local authorities, cooperative members and the community.

### BENEFICIARIES



**20 leaders of agricultural cooperatives (managers and presidents) set up in the current funding cycle through the associative measures launched by Local Action Groups throughout Romania.**



## Food Hub - Collection and distribution centre for local products

Food-hubs are the future. We have brought it into the present by rethinking the producer-consumer relationship in a responsible and resource-conscious way!

The objective of the project is to strengthen the Nod Verde (Green Knot) food hub as a sustainable alternative for market access for local farmers, in order to promote the agri-food short chain and ensure responsible purchasing options for our customer community.

**Duration:** 2019 - 2021

**Budget:** USD 431.952

**Funder:** Romanian-American Foundation

**Civitas role:** Civitas Foundation for Civil Society Cluj is responsible for the development of the food hub Nod Verde, in Cluj-Napoca Municipality

**Partners:** Center for Mediation and Community Security, Civitas Foundation for Civil Society Odorheiu Secuiesc, Open Fields Foundation



*"Food from well-rested soil"*

**Anna Șargov**, Project Manager



We dedicated this year to strengthening suppliers' sense of commitment to the food hub. We provided assistance in product development and market access and also grew the supplier community through local markets, food fairs and personal contact. In 2020, we worked with over 60 local producers around Cluj, while adapting our marketing strategy to the realities of an atypical year.

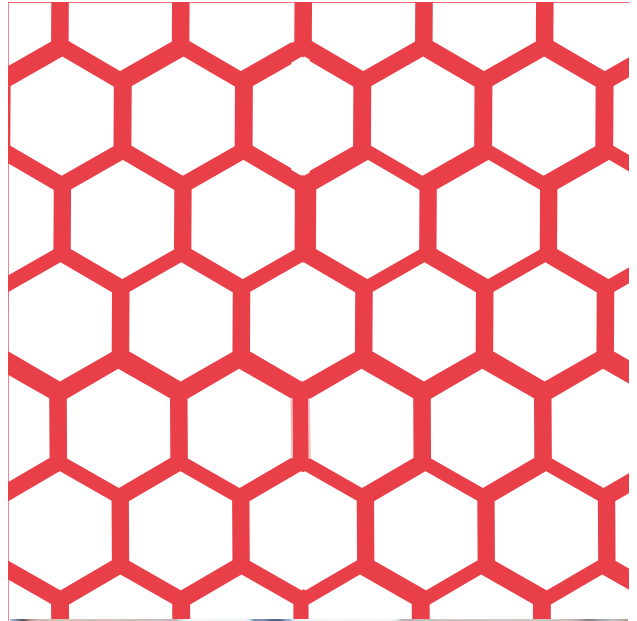
## BENEFICIARIES

project - local small and medium farmers; programme: the four food hubs of the network



## STATISTICS

- 60+ local producers
- 200+ products listed on the website
- over 400% increase in sales in 2020



## Helyénvaló shop (Proper shop)

The Helyénvaló Shop is a point of sale for local products and a meeting point for small producers and buyers, a consultancy centre and a relaxation point for tourists and consumers in the area.

**Duration:** September 2017 - January 2022

**Budget:** USD 295.403, of which own contribution USD 33.127.

**Financier:** Romanian-American Foundation

**Civitas role:** Civitas Foundation for Civil Society Odorheiu Secuiesc is responsible for the development of the Helyénvaló food hub.



Project coordinator  
**Judith Molnár**



*"The Helyénvaló shop is an oasis in the desert of consumer society."*

**Kolumbán Gábor**, Board President

Helyénvaló Society Ltd. is an alternative institution, which tries to embody a new approach in the business world. It operates as a short distribution chain through different channels: shop, webshop, local events.

Through this food hub we want to develop a responsible attitude towards the environment and the community.

Through our actions, we aim to highlight the importance of healthy local products - we organise tastings, tea tasting sessions, farm visits, presentations to schools and local NGOs. The year 2020 brought significant challenges, with social events not taking place and tourist numbers falling significantly.

The products are sold through the physical shop in Odorheiu Secuiesc and through the webshop:

**[www.produscumsecade.ro](http://www.produscumsecade.ro)**

Through our educational events we want to make consumers aware of the value and importance of local products and their role in increasing the economic life of the countryside.

## BENEFICIARIES

Project - local small and medium farmers; Programme: the four food hubs of the network



## STATISTICS

- Producers in store: 108
- product assortments in the shop: 1014
- sales in 2020: 520,451 RON
- number of employees: 3

## The Crasna Valley Farmers Agricultural Cooperative

### The project goal:

Creation and development of a cooperative of vegetable farmers in the territory of the Crasna and Barcăului Valley Local Action Group

**Duration:** 27.02.2021 - 26.11.2021

**Budget:** EUR 99.840,00

**Financier:** Project financed through the National Rural Development Programme

**Civitas role:** Project leader



*Anna Șargov - Project Manager*



The Crasna Valley Farmers' Cooperative is a project initiated and developed by the Civitas Foundation for Civil Society Cluj, financed with European funds through the National Rural Development Programme and brings together vegetable producers from the Crasna Valley and Barcăului LAG territory, especially the communes of Crasna and Pericei.

The project through which the Cooperative was created and developed proposes a set of activities for vegetable producers that allowed the development of a common product identity and the joining of efforts for the marketing activity.

The association of producers enables them to concentrate on production, leaving more and more of the marketing effort to the Cooperative.

We want to develop a local "brand" of the vegetable area, with this identity clearly communicated to consumers.

## Farmers of the Transylvanian Plain Agricultural Cooperative

### The project goal:

Creation and development of a livestock cooperative in the territory of the Local Action Group Câmpia Transilvaniei.

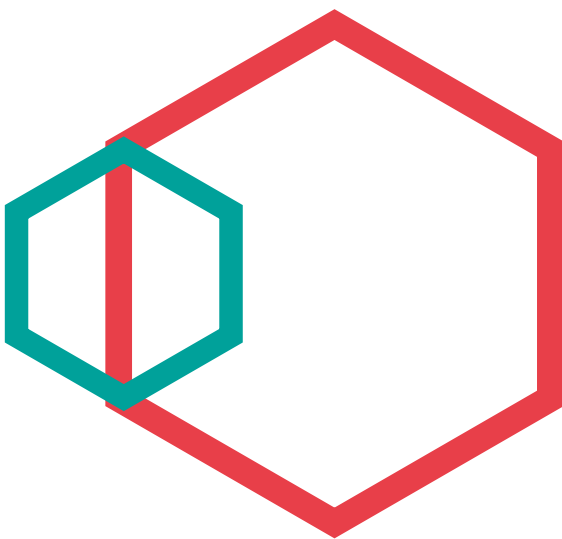
**Duration:** 13.05.2019-12.08.2021

**Budget:** EUR 99 800,00

**Financier:** Project financed through the National Rural Development Programme

**Civitas role:** Project leader

**Beneficiaries:** the project beneficiaries are five cattle and sheep farmers in the territory of the GAL Câmpia Transilvaniei.



Through the establishment of the Farmers of the Transylvanian Plain Agricultural Cooperative, the Civitas Foundation for Civil Society Cluj supports livestock farmers and facilitates the valorization of milk from the animals in the cooperative.



## Transylvanian Milk Road Agricultural Cooperative

### The project goal:

Sânpaul Livestock Breeders' Association: 26 local sheep, cattle and buffalo breeders.

**Duration:** 26.08.2019 - 26.05.2021

**Budget:** EUR 97.085,00

**Financier:** Project financed through the National Rural Development Programme

**Civitas role:** Project leader

**Beneficiaries:** The beneficiaries of the project are the 26 cattle, bubaline and sheep farmers in the territory of the Someș Nadeș Local Action Group. They own small and medium sized farms and sell milk both through the Cooperative and direct delivery to the consumer.

### *"Milk, not talks!"*

The project included the legal registration of the Transylvanian Milk Road Cooperative and the operationalization of its business plan through commercial collaborations (sale of raw milk) to local (Narceese) and regional (Transylvania Lactate) processors. The year 2020 involved the start of the economic activity by organizing deliveries of cow's milk and buffalo milk. We found and hired a cooperative manager, conducted training sessions and working meetings among members and with commercial partners.



### STATISTICS

- **26 members involved compared to nine in the first year, holding over 2600 mother ewes, 120 cattle and 170 buffalo.**
- **The year 2020 brought sales in the second half of the year of over 16,000 RON, increasing month by month**





## Izvorul Fizeşului (Fizeş Spring) Agricultural Cooperative

### The project goal:

Establishment of the producers' cooperative in the vegetable sector (large-scale cultivation) of the Câmpia Transilvaniei LAG

**Duration:** 30.07.2018 - 30.10.2020

**Budget:** EUR 97.870,00

**Financier:** Project financed through the National Rural Development Programme

**Civitas role:** Project leader

**Status:** completed

**The beneficiaries** of the project were the nine cooperative members (initial number of members), cereal producers from the territory of the Local Action Group Transylvanian Plain.

The Izvorul Fizeşului Agricultural Cooperative was established in December 2018, through a project initiated by the Civitas Cluj Foundation, and is an associative structure that was created for the optimal valorization of cereals and oil plants.

The founding members of this agricultural cooperative are seven cereal producers from the territory of the Transylvanian Plain LAG. Their farms are located in Feldioara, Valea Caldă, Cătina (Cătina commune), Lacu, Sucutard, Legii (Geaca commune), Buza and Cămăraşu.

The main types of agricultural crops grown by the producers of the Izvorul Fizeşului Agricultural Cooperative are sunflowers, grain maize, wheat, soya, rapeseed, autumn barley, oats and spring barley.

The business model is focused on marketing cereals from cooperative and affiliated members and providing harvesting services for other cereal producers in the Transylvanian Plain area.



### STATISTICS

- **7 cooperative members, farming a total agricultural area of 790 hectares**
- **In 2019 (first year of operation) they had grain sales of 1,249,753.9 LEI and income from services of 146,651.03 LEI**
- **In 2020, the second year of operation, they had a turnover of 2,363,809.43 LEI from the sale of cereals and income from the provision of services of 132,000 LEI**

## Crișana Wine Cellars Cooperative (Ulm Wine Cellars)

### The project goal:

Creation and development of a wine cooperative in the territory of the Local Action Group Crasna and Barcăului Valley.

**Duration:** 05.07.2019-04.10.2021

**Budget:** EUR 99.994,00

**Financier:** Financed through the National Rural Development Programme

**Civitas role:** Project leader

**Beneficiaries:** Fort Silvan, Agoston Estates, Blaga Estates, Szekrényes Estates, Nagy Estates



*"Wine unites people"*

The Ulm Wine Cellars brand belongs to the Cramele Crișana Agricultural Cooperative and brings together five partners from the DOC Crișana wine region: Fort Silvan, Agoston, Blaga, Szekrenyes and Nagy.

Together, the five vineyards have a total area of about 70 hectares. The association of the five producers makes possible access to modern resources and technology and gives strength to the wines, which are recognised locally and internationally.

In 2020, Cooperativa Cramele Crișana entered the Cluj market by renting a warehouse and entering into commercial collaborations. Promotional events were organized both in Camăr and Cluj-Napoca, with wine tastings dedicated to the reference market, and competitions between wine producers from northern Transylvania.



## YOUCooperATE

The YOUCooperATE (Youth Cooperation for Agricultural Renewal through Education) project aims to strengthen the knowledge and skills of young people aged 15-17 involved in agricultural vocational training (T-VET) programmes in Romania, Hungary, Bulgaria, Latvia and Italy.

**Duration:** 01.03.2020 - 31.08.2021

**Budget:** Total - 238.866 Euro, Civitas budget - 31.225 Euro

**Financier:** European Commission

**Civitas role:** Partner

**Partners:** Romanian Center for European Policies (Romania), National Agricultural Research and Innovation Centre NAIK (Hungary), Farmers Parliament Latvia, IRECOOP (Italy), National Union of Small Family Farmers and Producers Association NUSFFP (Bulgaria)

**Beneficiaries:** 700 T-VET students aged 15-17 in Romania (150), Hungary (150), Bulgaria (100), Latvia (150) and Italy (150), who will benefit from training in school-based agricultural cooperatives, of which a total of 150 (30 per country) will also benefit from in-depth online training, mentoring and business plan simulation. 100 (20 from each country) will benefit from national study visits

Another category of direct beneficiaries of the project are 150 T-VET and TET-AGRI educational experts, researchers, policy makers, relevant government representatives, etc.

Also at least 100 European stakeholders in the field of youth, cooperatives, T-VET, T-VET agro, will benefit from the tools, and the results of the project, following dissemination activities at EU level.



Agricultural high schools are the "Cinderella" of the T-VET system - for several reasons: few students opt for them (due to stereotypes and lack of knowledge about modern agriculture), they have outdated practice facilities, teachers' qualifications lag behind, curricula are outdated, there is insufficient cooperation between agricultural enterprises and schools, a general mismatch between the T-VET system and the labour market.

Through modern teaching techniques, including e-learning, young people from the countries involved in the project will develop their knowledge of cooperative values and business models. Furthermore, the project supports the acquisition of knowledge for students, encouraging the involvement of agricultural cooperatives in the project through mentoring, simulation programmes and study visits in order to promote good practices and tools related to cooperative entrepreneurship in agro-VET schools in the five countries. The ultimate goal is the development of the agricultural sector by the next generation of farmers in the project countries.

## Garden adventures - garden for your health!

We have set out to create a teaching garden, open to students, where they can learn about growing plants. We aim to raise awareness of the importance of consuming healthy, locally grown and produced produce, while encouraging healthy eating, movement and quality leisure time.

**Duration:** 01.07.2021 - 30.11.2021

**Budget:** 14.080,22 RON

**Financier:** Municipality of Odorheiu Secuiesc

**Civitas role:** Beneficiary

We conducted seven workshops with practical information for 190 pupils and 8 teachers from seven general schools. During these workshops participants were able to learn practical information about growing plants in the vegetable garden and medicinal plants, thus stimulating the formation of a healthy lifestyle.

A workshop was held at the foundation's headquarters in the presentation garden. Due to pandemic regulations, the other six workshops were conducted online from the garden during school hours.

We were happy to see that instead of 10 volunteers, 23 people attended the workshop preparation meeting and helped out one at a time.

As part of the project we produced a booklet to help with gardening. 250 copies of the booklet were printed and distributed to pupils. Participating pupils received a gift of a plant to start gardening.

**The direct beneficiaries** of the project were 190 pupils from 7 secondary schools in Odorheiu Secuiesc and accompanying teachers, while the indirect beneficiaries were the families of the pupils who participated in the project.



### STATISTICS

- **7 WORKSHOPS FOR 190 PUPILS AND 8 TEACHERS FROM 7 SECONDARY SCHOOLS**
- **23 VOLUNTEERS INVOLVED**
- **250 BROCHURES PRODUCED AND DISTRIBUTED**
- **198 PLANTS DISTRIBUTED TO PUPIL**
- **A VIRTUAL VISIT TO THE GARDEN WITH 1,584 VIEWS**



## Community Development Facilitator

The Civitas Foundation has always had a mission to support agricultural activities in communities. The aim of this programme is to strengthen relationships with farmers, initiate new ones and strengthen existing ones.

**Duration:** 01.10.2018 - 30.06.2022

**Budget:** HUF 23.040.000

**Funding:** Ministry of Agriculture of Hungary

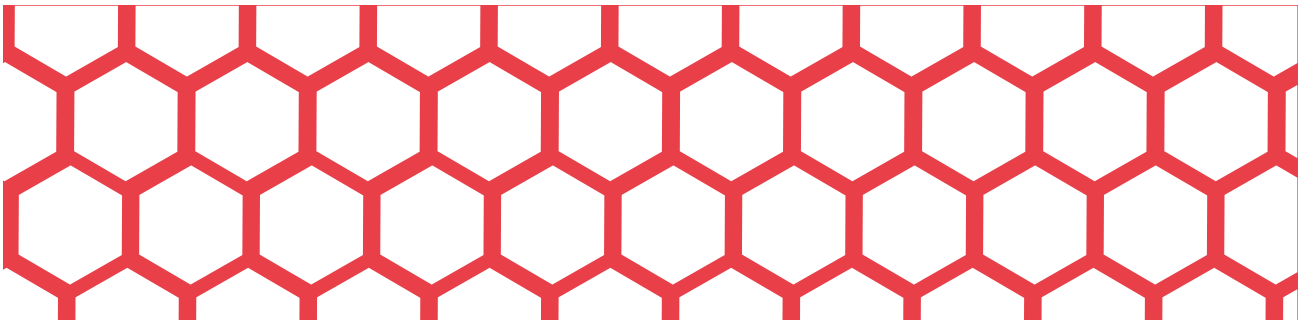
**Civitas role:** Applicant

**Beneficiaries** are small agricultural producers in the Odorhei and Ciuc area

Our facilitators act as a link between the Civitas Foundation and farmers in the Odorhei and Ciuc area, managing the flow of information and providing examples of good practice.

The Facilitator is a specialist agricultural advisor whose task is to complement the work of the institutions in the field, to offer solutions in sustainable agriculture, help in the labyrinth of bureaucracy and information about training and funding opportunities.

Since 2020 we have two facilitators, Bara Erzsébet in the Odorhei area and Dobos Attila in the Ciuc area. In 2020, due to the epidemic, contact with farmers was mostly by phone and online.



## Garden of Medicinal Plants from Transylvania

The Garden of Medicinal Plants of Transylvania Association was established in 2017, with the participation of 46 founding members, within the project Garden of Medicinal Plants of Transylvania - Social integration of disadvantaged people in rural areas through sustainable collection and processing of medicinal and aromatic plants, coordinated by Civitas Foundation from Odorheiu Secuiesc (2015 - 2017), co-financed by the Swiss-Romanian Partnership Fund.

The aim of the Association is to support and promote the sustainable cultivation, collection and processing of medicinal and aromatic plants. The revitalisation of traditions concerning the use of medicinal and aromatic plants contributes to the protection of the environment, to sustainable development and to the promotion and enhancement of the intangible heritage of the Transylvanian region (in the field of traditional gastronomy, folk medicine, etc.).

**Duration:** Continued

**Budget:** HUF 23.040.000

**Funding:** Odorheiu Secuiesc Community Foundation, Communitas Foundation, Bethlen Gábor Fund - Hungary

**Civitas role:** Initiator

### *"Natural, for your health!"*

The work of the association has been affected by the pandemic condition, with some activities being transferred to cyberspace. Thus, the 5th edition of the Open Day series of events at the Locodeni Competence Centre was organised online.

In the project Adventures in Locodeni Competence Centre - funded by the Bethlen Gábor Fund from Hungary - we initially planned to visit Locodeni with one-day programmes for groups of students.

Subsequently, the activities took a hybrid form; the offline ones were organised with a smaller number of participants, but we made a video, which was published online, thus managing to involve even more beneficiaries from the online space.

A new area for us was fundraising through the "Run for it" sports event! Through our project entitled "Natural, for your health!", we aimed to set up a mobile workshop for processing medicinal plants, equipped with the necessary equipment, machinery and accessories.

We also held three workshops on three different topics: handmade herbal soap, spiced salt and tea mix, marigold cream.

In the future, we plan to focus on the beneficial effects of medicinal and aromatic plants, organising workshops and courses, during events, camps, festivals, school demonstrations.





**COMMUNITY  
DEVELOPMENT  
AND GOOD  
GOVERNANCE**

## Mintenașii (Immediates) - People with Good Deeds. Integrated measures for marginalised communities in the Transylvanian Plain)

Integrated services for more than 455 people from marginalised communities in the communes of Geaca and Cornești, Cluj county: this is the ambitious objective of the project, with the ultimate goal of reducing the number of people at risk of poverty and social exclusion.

**Duration:** September 2017 - May 2021

**Budget:** 10,201,483.20 RON

**Financier:** European Social Fund through the Human Capital Operational Programme, POCU 2014-2020

**Civitas role:** Partnership leader

**Partners:** Cornești and Geaca Municipalities, Diakonia Christian Foundation, Geaca School, Centre for a Sustainable Society Association

**Beneficiaries:** 455 people at risk of poverty and social exclusion living in marginalized communities (non-Roma) in the communes of Geaca and Cornești, Cluj county.



*"We started this project with the belief that we can reduce the number of people at risk of poverty in the two communities. At the end of 2020, we are talking about quality of life and what we want to stay in the communities, about more involvement, about local leaders who can make a difference and about partnering with people."*

**Simona Bartiș**, Project Manager

*"We knew from the beginning that we could only achieve this goal with the help of our partners, because we needed more voices to give confidence and meaning to the work of the people who made it happen."*

**Márton Balogh**, Director, Civitas Foundation for Civil Society Cluj





The project integrates services targeting all areas of life, including education, employment, development and provision of health, social, medical and social services, improvement of housing conditions, provision of legal assistance for legal regulations and promotion of community identity.



## STATISTICS

- **More than 60 children have benefited from books, toys, educational materials, attention and daily experiences in School After School programs or extracurricular activities through participation in educational hubs.**
- **More than 60 elderly and more than 70 sick people were visited constantly and received support, care and socio-medical treatment at home in the surrounding villages.**
- **Over 160 people understood the importance of participating in courses for electrician, baker, hairdresser, security guard, construction worker, cook's assistant, English language, entrepreneurial skills and computer skills**
- **11 local small businesses were set up.**

## Agricultural High Schools prepare the farmers of tomorrow

We want agricultural high schools to become one of the main places where future small and medium-sized farmers in Romania will be professionalised.

We have designed this programme to give students the right context to develop entrepreneurial skills and keep up to date with what's happening in agriculture, beyond the courses and specialised studies.

**Duration:** January 2018 - December 2020

**Budget:** USD 279.181

**Funder:** Romanian-American Foundation

**Civitas Role:** Partner

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

**Beneficiaries:** At least 1,800 students/year participating in an educational activity (entrepreneurship education/practical training/value chain study tour) and at least 360 students participating in all components over the duration of the program; at least 120 teachers involved in educational activities.



*"The project is part of a complex programme aimed at increasing the number of students interested in a career in agriculture. The agricultural sector and the opportunities that have arisen in recent years are putting the future of young people in a new perspective. In this context, the challenge is to dismantle prejudices about agricultural high schools and help them become more attractive to secondary school graduates."*

**Anca Odobleja**, Project coordinator

In the 11 high schools enrolled in the programme, entrepreneurial education in agribusiness (ideas, business plans, product development and sales, all with the help of mentors) is coupled with study visits, presentations by farm and processing unit representatives, and practical exercises that give young people the opportunity to explore other learning techniques.

Together with our programme partners, we organised workshops and courses for teachers on fundraising and project management, and together we participated in a fact-finding visit to France to analyse the structure of French agricultural education, its mechanisms and practice.

## Future Builders - active learning on the job through commercial apprenticeship programs

The overall objective of the project is to facilitate the labour market integration of future upper secondary school graduates in the retail sector. We aim to achieve this objective through career counselling activities and providing participation in apprenticeship programmes in a potential workplace.

**Duration:** 28.09.2020 - 12.12.2021

**Budget:** 2.349.237,49 RON

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

**Civitas role:** Partner. Applicant: ADI Harghita Business Center

**Beneficiaries:** 184 students

The target group of the project is made up of students from classes IX, X, XI and XII, studying in the technological stream, technical profile, commercial field, specializations: technician in commercial activities, technician in economic activities, respectively technician in administration, from three high schools in Harghita county.



### STATISTICS

- **184 will take part in the personal profile analysis by completing the Thomas tests;**
- **144 people participate in internships in commercial companies;**
- **60 people participate in skills training courses.**
- **Following the implementation of the project, a minimum of 39 people will find a job when their participation ends.**



## Piloting an integrated approach to education interventions in marginalised communities

**Duration:** July 2018 - August 2020

**Budget:** USD 80.000

**Funder:** Open Society Institute Foundation

**Civitas role:** Initiator

In 2020 we worked on the Impact Evaluation of after-school programmes in two rural schools in Romania. Thus, an impact analysis of the project interventions on the targeted communities was carried out. The impact analysis assessed the project results, the challenges encountered during the project implementation and the overall impact of the intervention.

The aim of the project was to provide an educational framework to improve the educational achievements of vulnerable children from marginalised families. The project provided an after-school programme (ASP) both in the two settlements and through a summer camp. It was regularly attended by around forty children and consisted of lunch, homework and group play activities.

The results can be divided into four areas: social inequality, promoting positive attitudes towards the education system, teacher support and school support. The project was evaluated in this context.

The evaluation took place in two waves. The first took place in May 2019 and was based on personal interviews and field visits. The second wave took place in January 2020 and included focus groups, interviews and participant observation.

# Mentoring organisations



The year 2020 meant, for Civitas Consulting:

- 18 grant applications submitted
- 7 public beneficiaries (AFM programme on public lighting efficiency and PNDR)
- 11 private beneficiaries (INNO and Investment Measure 3 under GEO 130/2020)
- 30 projects under implementation (10 private beneficiaries and 20 public beneficiaries)
- Public procurement consultancy services: 2 procurement procedures

| FINANCIAL REPORT 2020  |                  |                  |
|--|------------------|------------------|
| Civitas Foundation For An Open Society                           |                  |                  |
|  | CLUJ             | ODORHEI          |
|  | RON              | RON              |
| <b>Incomes</b>   | <b>8,060,827</b> | <b>2,627,558</b> |
| Non-reimbursable funds from public sources                       | 7,444,232        | 2,359,960        |
| Donations, sponsorships from individuals and companies, interest | 3,789            | 30,870           |
| Income from economic activities                                  | 111,107          | 17,513           |
| Other incomes  | 501,699          | 219,215          |
|  |                  |                  |
| <b>Expenses</b>  | <b>6,002,246</b> | <b>2,462,870</b> |
| Expenses with projects in progress                               | 5,965,987        | 2,431,429        |
| Administrative expenses  | 36,259           | 31,441           |
| Net income   | 2,058,581        | 164,688          |

## National Partners

Community Mediation and Security Center (CMSC)  
Economic Education and Development Centre Romania (CEED)  
Public Policy Centre (CENPO)  
Romanian Center for European Policies (CRPE)  
Cornești Municipality  
Geaca Municipality  
Diakonia Christian Foundation  
Open Fields Foundation  
Centre for a Sustainable Society Association (FDSC)  
Developing Consulting Group (DCG)  
Iceberg Consulting SRL  
Alba Iulia Municipality  
Junior Achievement România (JAR)  
Association of Fruiters and Fruits Processors in the Odorhei Area  
Helyénvaló Shop  
Odorheiu Secuiesc Municipality  
Geaca Elementary School  
World Vision România  
23 FILM Studio & Media SRL  
Danis Foundation for Management Development (Cluj-Napoca)  
Center for Not-for-Profit Law Romania (CLNR, București)  
Monomyths Association (București)  
Local Action Group "Plaiuri Someșene" (GAL Plaiuri Someșene)

## International Partners

Projects ehf Islanda  
Consorzio Materahub Industrie Culturali e Creative (Matera, Italia)  
Synthesis Center for Research and Education Limited (Nicosia, Cipru)  
Diesis Coop (Bruxelles, Belgia)  
Nuorisokeskus Piispala (Finlanda)  
Sdruzhenie Walk Together (Bulgaria)  
Terram Pacis (Norvegia)  
Inter College APS (Danemarca)  
Asociacija Tavo Europa (Lituania)  
Entrepreneurship and Social Economy Group (Grecia)

# our team



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Board president



Smaranda ENACHE  
Board member



Péter ECKSTEIN KOVÁCS  
Board member

BOARD



Csaba HAJDÓ  
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Director



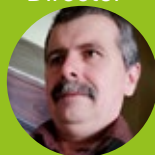
Zoltán KIS  
Program director



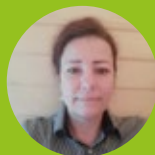
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Helyénvaló team



Margit DOBAI  
Shop Manager



Izabella DÉNES  
Shop seller



Kinga - Katalin CSÍKI  
Shop seller



Hajnal - Tünde NAGY  
Shop seller



## Conclusion

*End of 2020: capitalising on the experience of adapting to a challenging context and building risk-friendlier, bold plans for engagement in policy-making in Romania.*

*Nearly 30 years of experience has shown us that at the end of European funding programming cycles, this cyclicity influences both the multi-year project portfolio and the team. Therefore, in the medium term, we expect a change in the project portfolio and an evolution of the Civitas Foundation team.*

*We continue to build and strengthen networks around the results of projects in rural and urban communities.*

*In the medium to long term, we want to be more involved in policy making in two directions: programming of new documents at national level, which will be the basis for funding in the next 5-10 years, and contributing to the National Recovery and Resilience Plan and the new operational programmes in the 2021-2027 cycle.*

*We welcome all those who believe in the strength of communities and the power of each of us to contribute to the common good. We are open to new collaborations with partners and funders.*

*These times demand that we do good, even more than before.*

*And the way to do good is clear: together.*



# raport anual 2020

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