COMMUNITY INVOLVEMENT REPORT 2013
GOOD HAS A COLLECTIVE AUTHOR

It can be done
Social entrepreneurship

Education
Community Development

Environment
NGO support

Health
Employee Involvement
In 2013, we continued to support Romanian communities’ development by encouraging those people and ideas that generate long-term change.

We promoted entrepreneurial spirit and teamed up with courageous people who proved that "IT CAN BE DONE", when others did not dare.

We encourage you to read the "Community Involvement Report 2013", meet these people and encourage them to continue with your advice, ideas or recommendations. Because we believe that good has a collective author, and everyone`s involvement can make Romania a better country, every day.

2013 was the year when, once again, we said "It can be done!".

Courage, initiative, and long-term thinking are the core values of entrepreneurial spirit, the engine to all our actions dedicated to the community.

More than 500 Romanians registered their ideas into the largest social entrepreneurship competition – "Made in Andrei’s Country". After an extensive formation, education and assessment process, 10 social businesses received non-reimbursable grants. The day of the assessment gave me hope that Romania has an extraordinary potential and I was glad to have met all the people whom we’ll help become successful entrepreneurs.

We know that the future is built today. This is why we brought more than 12,000 Romanian students closer to the basics of entrepreneurship. We shared the same vision with the local authorities in the communities we conduct business activities.

We tried to turn every interaction into added value. To share knowledge and abilities that may provide us with the ingredients of future success and individual and team performances.

All the energies we gathered around us during all these years brought us last year international recognition when "Andrei’s Country" was nominated as The Best Online Community in Europe, in Berlin (European Digital Awards).

I further invite you to discover some of the people who came up with ideas that change Romania, one step at a time!
IT’S IMPORTANT FOR YOU
TO BELIEVE.

ALL THE DREAMS, PLANS AND
PEOPLE WORTH
FIGHTING FOR
ARE BEYOND “IT CAN’T BE DONE”.

“IT CAN’T BE DONE” IS JUST A KIND OF
“IT WILL BE DIFFICULT”.

YES, IT WILL BE DIFFICULT. BUT NOT IMPOSSIBLE.
DON’T GIVE UP YOUR FIGHT.
OVERCOME OBSTACLES AND LEARN WHAT’S IMPORTANT TO GIVE UP.

GIVE UP IT CAN’T BE DONE!
IT CAN BE DONE!
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# Facts & Figures

## ~ 4.000.000 Euro
Our contribution for the community

### EDUCATION

| > 12.500 people trained in entrepreneurship, access to funding, project management, communication |
| > 750 people attended leadership and personal development courses |
| > 7.500 people attended prevention and safety courses |

### COMMUNITY DEVELOPMENT

| 5014 students and 349 teachers in rural areas study inside the 18 school units rehabilitated |
| 31 projects for the community financed for implementation |
| 10 social businesses financed with 350.000 Euro > 50 jobs will be created |
| 24 communities benefited from infrastructure investments (modernization of electric network, drinking water system, rehabilitation of community centers, playgrounds etc.) |
| > 2.800 people involved in volunteering projects |

### ENVIRONMENT

| > 20.000 trees planted on ~3.5 ha |
| > 3.200 kg of waste and 42.5 tons of abandoned fish nets collected |
| > 15.000 people trained for environmental and marine biodiversity protection |
HEALTH

10 emergency situations and health infrastructures rehabilitated and appointed with special equipment

> 8,000 people attended medical prevention, hygiene and first aid courses

EMPLOYEES ENGAGEMENT

1,500 employees from Petrom volunteered for the community

> 1,600 employees redirected 2% to 137 NGOs

> 400 managers from Petrom informed and involved in the Sustainability strategy of OMV Group

NGOs SUPPORT

~ 3,000,000 Euro to support the NGO sector in Romania

> 120 national and local NGOs supported

> 40 NGOs and social entrepreneurs attended the NGOs’ Fair in Petrom City

Petrom – the most involved Romanian company in supporting the civil society

(study on a representative sample for the civil society in Romania)
GOOD HAS A COLLECTIVE AUTHOR
Social entrepreneurship
Made in Andrei’s Country
Facts & Figures

350.000 Euro
for financing 10 social businesses

343
entrepreneurs,
NGO members and local authorities attended the
informing sessions about social entrepreneurship

1 year
of consultancy
to implement the businesses
of the 10 winners

8 months
of training and consultancy
in writing business plans and conducting
market studies for 20 social businesses

50 jobs
will be created by the 10 social businesses
The adventures of social entrepreneurship pioneers in Romania

Experienced entrepreneur or a beginner with great ideas? A man who carries his own social business on his shoulders or a member of an organisation with tradition? High-end products or consumer goods? Services, education, production or agriculture?

The winning projects of the social business competition "Made in Andrei’s Country", 2013 edition, a program financed by Petrom and conducted in partnership with the non-profit organisation NESsT, are social businesses that provide answers to all the questions above and prove that it is possible to improve the life of the community.

The 10 finalist projects of the 2013 edition, currently under implementation, are each benefiting from up to 32,000 Euro grants. In addition, for about one year, the 10 winners also benefit from business incubation consultancy, in key areas such as management, finance, legislation, marketing and distribution. The 20 projects out of which the 10 winning projects were selected also benefit from training and consultancy for 8 months along with financial support, within the limit of 1,500 Euro, helping them carry out research in the local communities targeted by their projects. The information collected from the research was used to develop and refine the final business plan.

Beyond numbers, a question still remains: how does a successful entrepreneur look like? Let’s further find the answer.
The project initiated by Andreea Urse, a centre for the collection and processing of herbal plants located in Ghimpați, Giurgiu County, involves the planting of ecological crops on the local inhabitants’ lands. More precisely, the social business aims at equipping and setting up a unit for the collection and processing of medicinal and herbal plants and the dehydration of root vegetables.

“The locals have not established ecological crops for medicinal and herbal plant so far. The majority of locals who use their lands for commercial purposes focus on tobacco growing. This area has a tradition in this field and even a specific variety of tobacco”, says Andreea Urse.

The social effects generated by the business include the creation of seven jobs, the involvement of at least 30 locals living in Ghimpați in cultivating the free lands in their own households (totalling 7.5 hectares of land) and an income of at least 500 LEI per month per hectare of cultivated land for each household involved.

“To be more specific, our social business provides the beneficiaries with free specialized training regarding the cultivation, crop monitoring and corrective intervention, as well as seeds necessary to establish the crops. The beneficiaries’ investment consists in agricultural work which will be remunerated with the incomes generated from selling the crops. Although the initiative sounds good in principle, people turned out to be quite reluctant. We have promoted our initiative, by going from door to door, asking the authorities and priests to talk about us during the church service. We have proven that “it can be done” through hard work and perseverance, and we have therefore managed to achieve our goals, at least the theoretical ones, but we are not stopping here!”, says Andreea with excitement.

“I appreciate the Eco Herbal social business for several reasons: from the fact that the model has the potential to be fairly easily replicated in other communities, to its intelligent use of local natural resources.”

Florin Ghindă
Co-founder RomaniaPozitivă.ro

Read the full recommendations on www.taraluiandrei.ro/community-involvement-report-2013
THE GENEROUS SHEPHERD

The "Generous shepherd" project, initiated by Daniela Ghencea, consists in setting up a traditional sheepfold in Tașbega area, Moinești municipality, which will market both traditional dairies made from sheep and goat milk and live lambs throughout Bacău county.

"Our business idea to establish a traditional Romanian sheepfold adapted to the new sanitary requirements, started from the necessity of a healthy nutrition", says Daniela Ghencea, who also faced challenges during the implementation stage.

"We have purchased 90 animals, in addition to the 200 we already had. During winter and especially spring we registered significant losses, of over 40 animals."

Despite these difficulties, Daniela Ghencea carried on, proving that everything is possible: she concluded 29 lease contracts for a surface of 21 hectares of land and joined the association of animal growers Moinești-Lucăcești, which provided her with 42 hectares of grazing land.

The objectives of this social business include the creation of six jobs within the first year, one of which for a Roma person and one for a person with disabilities, the delivery of 40 kg of dairies to the social canteen managed by the Public Service for Social Assistance in Moinești, with 60 persons registered, and the lease of 10 hectares of grazing land owned by 20 elderly families living in Tașbega area, thus providing them with an annual income of minimum 1300 lei.

Access www.taraluandrei.ro/community-involvement-report-2013 and offer advice or encouragement for the development of the social business initiated by Daniela Ghencea!
One of the main obstacles standing in the way of social reinsertion of alcohol and/or drug consumers is the active integration on the labour market. Employers are reluctant when it comes to hiring persons with addictions, despite the fact that they are following a treatment or are going through a period of abstinence. The social business initiated by Loreta Isac from Aliat Association aims at facilitating the social and professional reinsertion for this category, by developing a workshop that teaches the participants how to manufacture three textile product categories (personalized toys, series toys and laptop cases).

"The project is currently in full swing. Since the end of February 2014, we have succeeded to rent and set up the space dedicated to the Simpluş Workshop, to acquire the sewing machines and all the tools necessary to start the activity", says Loreta Isac.

The products are to be sold, and half of the earned revenues will be reinvested in the Aliat Association’s core activity, namely the social and professional reintegration of alcohol and drug addicts.

"Three long-term unemployed persons from Mănești, Dâmbovița county have been hired. Eight people signed up for this test, three were employed, and we plan to work with two other in the future, when the work volume increases", explains Loreta Isac.

Access www.taraluiandrei.ro/community-involvement-report-2013 and offer advice or encouragement for the development of the social business initiated by Loreta Isac!
The social business in Comănești, Bacău County, sets to restore a sense of citizenship in the community. So far, the staff recruitment started, the lease contract for the production space was concluded, the technical documentation for gas and electricity connection was drafted, the production-related equipment was acquired and the production area was prepared.

The business will create between four and ten jobs, will facilitate the involvement of 300 young persons in volunteering programs, will help over 180 families living in the rural area, lacking modern access roadways, to improve their standard of living and will provide technical assistance and support for the assembly of the materials.

"One million Romanians have no heat, running water or toilet, 41.2% of the Romanians have no bathroom or shower, 55.3% of the Romanians live in overcrowded houses and 28.6% of the Romanians struggle with a severe lack of shelter, the highest rate in Europe. These are the issues Habitat for Humanity intends to solve with the projects it runs", declared Andrei Chirilă.

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"I am also particularly keen on quantifying the objectives of the business. How many unemployed people do I want to give jobs to? For how long? Which authorities do I want to partner with? [...]"

"Construction materials with a price-quality ratio favorable to the client are, without a doubt, also sought after by consumers outside of disadvantaged areas. This is where I see a potential to expand the retail market and grow the distributor network [...]"

Roxana Damaschin
Portfolio Director of NESt România

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When you ask him why the social business financed by Petrom and implemented by Habitat for Humanity targets the production and marketing of vibro-pressed concrete elements (slabs, brims, bricks, paving blocks, rainwater drains) for the areas around Tazlău and Trotuş rivers, Andrei Chirilă, executive director within Habitat for Humanity, answers in numbers.
SAFETY AND COMFORT

Vicenția Ana, the initiator of the "Safety and Comfort" project already had a social business she wanted to extend when she decided to submit the project in "Made in Andrei’s Country" competition. In order to do this, she teamed up with her father to participate in the competition initiated by Petrom.

Thus, Ana E. Ion company, founded in 2008, operating in wood processing, had as main objective the recovery of the waste generated from wood chopping and processing by setting out a workshop that produces sawdust briquettes in Mănești, Dâmbovița county. The members of the organization are former employees who used to work in the oil field or their relatives and Roma persons, living in low-income households with many members.

"In the past, our community had a strong oil extraction industry, so many people used to work for Petrom. After the oil field was depleted, many of them became unemployed, while the community now faces an overall state of poverty," explains Vicenția Ana.

The social business has a multi-fold impact in the community. The expansion of the social business with financial support from Petrom will avoid the cutting of 3,000 cubic meters of firewood within the first year, amounting to 5,000 cubic meters in the fifth year, by replacing them with sawdust briquettes, an environmentally-friendly product, free of impurities. The products, which are 50% cheaper than firewood, will provide the 800 disadvantaged families in Mănești with a cheaper heating alternative.

Access www.taraluiandrei.ro/community-involvement-report-2013 and offer advice or encouragement for the development of the social business initiated by Vicenția Ana!
Milk and Cheese from Băbana

Viorel Smarand and Adrian Duminică, the initiators of the projects are farmers with five years of experience in collecting and processing milk and dairies in Băbana, Argeș county and the marketing of these products in Pitești. The idea of the social business is to create a milk collection and processing centre in Băbana and to sell organic cow milk products in Trivale market in Pitești.

"Because this is my home. I was born and raised here and here is where I live now. I come from a generation of peasants and I wish to carry on this tradition, which is in danger to become extinct", says Viorel Smarand when asked about the reason for choosing Băbana for his social business.

In the first years of activity, the project aims at increasing the standard of living for 10 families in Băbana, owning cows and willing to sell the milk surplus in order to obtain additional income, thus becoming milk suppliers for the new collection centre. The business plan takes into account the market demand, based on which the expansion of the activities will be considered, which will then lead to an increase in the number of families from Băbana turning into suppliers.

The impact of the business also includes the creation of two jobs for the locals in Băbana, as well as the stimulation of agriculture in the area, through the increase of demand for fodder plants to feed the cattle.

"I appreciate the business "Milk and Cheese from Băbana" for the simplicity of its work model and because Viorel Smarand is a local man, very good at his job, who wants to keep the tradition alive in his family. I believe we need people who are happy with what they do and who help the communities they live in."

Florin Ghindă
Co-founder RomaniaPozitivă.ro
Alin Prunean, the initiator of the project “Romanian achievements with international success”, has a vast experience in both traditional and social entrepreneurship. In 1997, he founded Agapis Foundation with the purpose to foster the economic, social and cultural development of the rural communities in Sălaj County. 15 years later, in 2011, Alin Prunean created the social business Valea Barcăului and the brand “Sănătate Dulce” (Sweet Health) consisting in Romanian products which Petrom included in the Best Romanian Achievements Collection.

“Boletus, cinnamon, hot pepper or coffee honey are special products tasted and appreciated even by his Royal Highness, Prince Charles of Great Britain, during one of his visits in Transylvania”, says Alin Prunean.

His social business deals with collecting bee products and dry fruits from 12 local producers, as well as processing, packaging and distributing these products using innovative recipes. In 2013, he directed 50% of the profit towards supporting the access to education of the young people from the community.

With his winning project within the 2013 edition, the entrepreneur intends to expand the scope of his social business Valea Barcăului to the communities of Marca and Suplacu de Barcău by developing a pollen and bee venom collection and packaging centre in Marca. The social effects generated by this expansion include providing support to 10 families of beekeepers, among which at least three are Roma, living in the Marca and Suplacu de Barcău communities, with an end target to ensure a minimum income of 13,894 Ron per family per year.

Access www.taraliuandrei.ro/community-involvement-report-2013 and offer advice or encouragement for the development of the social business initiated by Alin Prunean!
"THE HOUSE SCARF" INSULATORS

Lucian Stanciu-Viziteu, the initiator of the project, is not at his first business. In 2009, he founded Melovinic, a company involved in various areas such as software, retail and market research.

His return to his grandparents’ and parents’ birth place gave him an idea of a social business, aimed at establishing an industrial wool processing centre in Independenţa, Galaţi County. The main products this social business will generate will be thermal and sound insulators made of sheep wool branded "IZO-MIORIŢA".

"A reliable social network already exists in this area along with plenty of raw materials, as sheep breeding is one of the main local occupations. We also have the infrastructure necessary for supply and distribution, and the proximity to Galaţi city, a first most important retail market", declared Lucian, with great plans in mind, as he wishes to sell his production all over Europe.

The social business will create three jobs during the first year of activity, will provide professional training for at least two persons every year, in addition to the employees, and will supply thermal insulators for the rehabilitation of houses belonging to socially disadvantaged people from the community.

Access www.taraluandrei.ro/community-involvement-report-2013 and offer advice or encouragement for the development of the social business initiated by Lucian Stanciu-Viziteu!
Vrancea Red Cross, the initiator of the project “Bread oven Burcioaia”, through Rodica Davidean, is a subsidiary of the national organisation operating since 1915.

“Our social business contributes to the mission of the National Red Cross Society, namely to prevent and alleviate human suffering. More precisely, part of our bakery’s products will contribute to supporting the residential social services our organization has developed”, says Rodica Davidean.

The social business “Bread oven Burcioaia” will create three jobs in the first year and will produce and market bakery and pastry products in the northern area of Vrancea County. The objectives include the distribution of water and bread to 60-80 vulnerable persons who are under the care of the subsidiary using the income generated by the social business, as well as the donation of bakery products to 50 families in Burcioaia at least 3 times a year.

In addition, the business will also generate an emotional impact, as six persons in the community, including the three employees, will benefit from professional training and at least three pupils from the Technical College in Adjud will have the opportunity to complete their annual practice internship.

“The social mission of the business is so clear and beautifully expressed! […] The idea to sell traditional products at accessible prices is very welcomed, especially for a disadvantaged community.”

Roxana Damaschin
Portfolio Director at NESsT România

“My advice for a business of this type is to exercise great care in selecting suppliers. […] The food industry is heavily regulated, and HAACP approvals, Sanepid controls and product inspections can be a real hassle.”

Read the full recommendations on www.taraluiandrei.ro/community-involvement-report-2013
What else would four young men need to start a business, considering they form a team with complementary professional education and experience (non-profit and corporate sectors, project management and entrepreneurship, social marketing and corporate sales, photography, graphic design, architecture and interior design)? For Cristian Branea, Andrei Petran, Alexandu Budurescu and Bogdan Costea the answer was “funding from Petrom”, which they obtained via the project “Reclaimed”, a social business involving the design and manufacture of furniture and interior decorations made of recovered and recycled massive wood.

“Although I had this business idea for a long time, I would have never had the money for the investment. Over 60% of the budget necessary to start this business in Măneşti is provided by Petrom, however the support is more than financial. The support and consultancy provided by NESsT helping us develop this idea into a business plan, along with the extension of this support for one year have been essential in order to bring this project to life”, said Cristian Branea.

This social business will create six jobs during the first year, ten more in the second and 22 in the third. In addition, the project also aims at increasing the locals’ revenues by acquiring wooden raw materials worth at least 400 Euro per month, at the profitability level in the first year, as well as at involving at least 30 young people each year in two educational and environmental activities so as to encourage volunteering and care for the environment and the planting of 300 seedlings every year.

Access www.taraluiandrei.ro/community-involvement-report-2013 and offer advice or encouragement for the development of the social business of the 4 initiators!
GOOD
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Education
Education Facts & Figures

Our contribution to support education 971,386 Euro

Entrepreneurial education

- > 12,000 students
- > 400 teachers
- 166 mayors, local authorities and community members

Trained in entrepreneurship, project management, communication

Leadership and performance education

- 669 students
- 110 teachers

Attended leadership and personal development courses.

Partners: Leaders Foundation, Aspire Association and Third Millennium Club Association

- 242 de olympics awarded with ~ 20,000 Euro for excellent results
- 40 students benefited from scholarships worth of ~ 27,000 Euro
- 40 young people participated in one international training module at CERN (European Organization for Nuclear Research)

Partners: Junior Achievement Romania, Foundation for Civil Society Development
In 2013, Petrom’s contribution to the future generations meant extending access to education in rural areas, by modernizing the infrastructure, and supporting programs that encourage performance, leadership skill development and entrepreneurial thinking.

### Prevention and safety education

> **7,500** people from **31** communities attended prevention and safety courses.

**Partners:** Inspectorate for Emergency Situations and Habitat for Humanity Association

### Education rights

**5,014 students and 349 teachers** in rural areas study inside the **18 school units rehabilitated**

**After school**

set-up for **50 children** with social problems (Icoana, Olt county)

**4,700 books**

donated by Petrom employees (Blejești, Teleorman county; Băbeni, Vâlcea county)
A VOLCANO OF TALENT

How the passion and entrepreneurial spirit of a sixth-grade pupil turned into a winning project within “Andrei’s School” competition.

When you ask him whether it was the passion for painting or the entrepreneurial spirit he first discovered, Eusebiu Năstăsache – Sebi for friends – a sixth-grade pupil in the Gymnasium School from Scorțoasa, Buzău County, recalls a moment from primary school.

“Our teacher taught us how to paint on glass, and took us to a festival that took place at the local cultural centre where we were supposed to paint on glass and then take the paintings home with us. I painted a violet there, but when I went back home, I washed the glass and painted an icon using a stencil. Someone who saw the painting, I cannot remember who it was, told me to go to the volcanoes and sell it. And so I did.”

He was successful, so he continued painting icons on glass which he then sold to tourists visiting the muddy volcanoes in Buzău County. “I used to go there everyday with my grandfather, who had some animals there, as we have a small farm. We sold only on Sunday”, says Sebi.

Time passed and Sebi was in the fifth grade when his talent and glass paintings caught the attention of Daniela Pasere, his form teacher. “I discovered by chance his small “business”, and this is how our project idea started”, she says. Sebi’s small “business” was the starting point for the project “Be better, help your fellow people”, with which his school won 5,000 Euro funding from Petrom, within “Andrei’s School” 2013 competition. Specifically, the project involves the setting up of a handicraft workshop where pupils learn to create souvenirs (glass paintings, mini-volcanoes, printed bags and T-shirts), which will then be sold to tourists, and the income thus obtained will be used to purchase food products for the elderly people in the community, school supplies for children with a precarious financial status and three computers. Daniela Pasere set up the workshop within the school premises, with the help of parents, and equipped it with materials and devices (sewing machines, brushes, paint for the glass paintings, glue, solvent etc.). The children and their teacher also created a website, http://suvenirurivulcaninoroiosi.webnode.ro, where they promote their first products.

“We cannot handle large-volume orders, consisting in hundreds of products, we just want to sell them at the volcanoes”, explains Daniela Pasere, who already faced the first difficulties during the implementation of the business. “The man with whom I signed an agreement will not let me use the marketing space any further, however we found another person willing to help us in Pâclele Mici. I spoke with a lady owning a land in the area and she also accepted to let us there.”, says the teacher with a firm voice.

For now, children cannot realize the social impact of their project, as they are more focused on production and selling.

“We are currently under production, at the end of which we will sell the products and follow up to see their reactions to the social aspect. They know the money goes to support the elderly people and the children, yet are not yet aware of it”, says Daniela Pasere, adding that the last year participation in “Andrei’s Country Summer Camp” played a major role in understanding how a business works. “It was a first contact to the business world, an induction. We learned the steps and stages of a business and we acquired specific knowledge.”
“Be better, help your fellow people” is one of the 10 community projects that won financing for implementation in “Andrei’s School” competition, 2013 edition. Discover all the winning projects on: www.taraluiandrei.ro

For Sebi’s entrepreneurial “career”, the camp was a cornerstone moment: “They all told me in the camp that I was an entrepreneur, even before I knew what this means. The camp changed me, improved my entrepreneurial spirit, I made friends, it made me happier”, he says.

“Dear Sebi,

You are one of those children who can evolve and change the world. […] I would like you to become the high school student who will fight for his ideas, the person who will improve the community he is living in. You can do it – and the people around you can also lend a hand. Sometimes it may seem difficult, but the satisfaction of work well done, whether it is painting or entrepreneurship, will be a feeling second to none. Follow your passion and be the spark that makes your peers’ wishes come to light! Good luck!”

Mădălîn Blidaru
blogger at blidaru.net

Results: Andrei’s School and Summer Camp

10 community projects
financed with 50.000 Euro

~4.300 students and 170 teachers
submitted projects in the competition

~400 students involved in the camp’s entrepreneurial workshops

26 teachers
trained in project management,
online communication
and business planning

60 volunteers participated in Andrei’s Summer Camp

Read the full recommendations on
www.taraluiandrei.ro/community-involvement-report-2013
LITTLE ENTREPRENEURS

How pupils learn to develop their skills for a successful career in adulthood.

How many times have we asked ourselves, as a grown-ups, why we had to learn in school so many things that we never got to use in our daily jobs? But the right question would have been: why haven’t we used, at least once, what we learned in school?

The answer is pretty straightforward: the traditional learning and teaching methods provide information, but don’t develop skills. Thus, according to a study conducted by Junior Achievement Worldwide, 50% of the graduates don’t use what they learn in school when developing their career strategy and are not up-to-date with the developments in the real economy. Moreover, the best time to develop the social skills needed for a job is deemed to be the school period, starting with the primary education.

“When in school, young people have to acquire skills that are always needed on the labour market, irrespective of the specialization they choose in university”, says Ștefania Popp, CEO Junior Achievement Romania. “A better connection between school and the business community would facilitate youngsters’ integration and would reduce the gaps between the graduates’ training and the demands on the labour market.”

~12,000 students and over 400 teachers from 161 schools learned about entrepreneurship

An example of a successful partnership between the business and the school environments is the “Little entrepreneurs in Andrei’s School” project, implemented by Petrom in partnership with Junior Achievement Romania.

“Petrom did not get involved only by providing funding, but also through its volunteer employees who participated in the class. The program helped to-reposition the professional model from companies and local entrepreneurs among the young generation, and the pupils and students directly interacted with the members of the local community and the business environment”, says Stefania Popp.

The project was implemented throughout the school year 2013-2014, in 160 schools from 18 communities: Galați, Brăila, Zeneș, Moinești, Buzău, Adjud, Ploiești, Câmpina, Pitești, Craiova, Constanța, Videle, Foglaș, Marcu, Suplacu de Barcău, Moreni, Boldești Scăieni and Bucharest.
Around 12,000 students and 400 teachers from the primary and secondary schools had the opportunity of trying a “different” type of school throughout the year, through “learning by doing” entrepreneurship models (My community (2nd and 3rd grades), Country’s economy (4th and 5th grades), My town (3rd and 4th grades), Meaning of money (5th and 6th grades) and It’s my business (7th and 8th grades)), which bring the community into the classroom, through interactive activities. Thus, the students will put on the entrepreneur and professional hats to see how their community works, what are its unique features and needs, trying to find solutions with the help of volunteer consultants:

“The program was, first and foremost, a challenge for me, but also for my students. It is interesting, challenging and really useful for all students, but even more so for those with an entrepreneurial spirit, who know already at an early age what they want to do in life and ardently pursue their goals. The students showed interest in the program and were active, creative and presented interesting business ideas. They learned how to work in teams and created highly interesting commercials, designs, projects, business plans. In other words, they liked to play the “little entrepreneurs” and they actually did a good job, by successfully attending a Christmas Fair organized in school”, Jana Voiculescu - teacher, Emilia Bârzu - primary school teacher.

Every teacher enrolled in the Junior Achievement program underwent an introductory training and a module-based training. The training program develops the pedagogical skills, preparing them to use the learning by doing method in the classroom, but it also aims to convey and update fundamental notions that are specific for handbook activities.

They also received the Teacher’s Guide, with full instructions on classroom activities. All teaching staff and students enrolled in the program benefit from these opportunities free of charge, with full access to the materials (teacher’s guide, students’ handbooks), pre/post tests for the enrolled students and assessment tools, specialised training and counselling.

“Little entrepreneurs in Andrei’s School” program strengthens the students’ active life skills, allowing them to build more trust in their success opportunities. The program increases the education continuance rate among participants, and, on the short and medium term (3-5-7 years), it will lead to an increase in the number of programs or projects rolled out by the community”, explains Ștefania Popp.

“Einstein said: “Creativity is imagination having fun”. The project carried out by Petrom and Junior Achievement provides the essentials needed to beautifully develop children’s personality. My advice is that a project of such value should focus on stimulating the imagination and the creativity of our little ones. Apart from very precious information and experiences, “Young Entrepreneurs of Andrei’s School” must urge children to have the courage to accomplish anything – this is how it all begins.”

Dan Olaru
Founding Partner of Atelier Grup
**WHEN SCIENCE MEETS LIFE**

What 40 Romanian children and youngsters learned in the place where researchers discovered ”God’s particle”.

When you say CERN, your thoughts travel with the speed of light to the particle accelerator that helped researchers from the European Organization for Nuclear Research (CERN) discover with a 99.99% probability ”God’s particle” – Higgs boson, the particle that enables the union between other particles into atoms.

”The greatest benefit of this trip was of a scientific nature. As a student in Chemistry, many of the experiments and explanations provided in CERN were very useful so as to understand the actual structure of atoms, matter and Universe and to observe how everything interacts”, says Andreea Vasile, a chemistry student in Bucharest.

Andreea participated in the educational session in CERN, along with 39 children and young people between 11 and 25, as part of the ”Caravan of knowledge” program, rolled out under the ”Petrom Olympic Champions” umbrella.

Although the particle accelerator was turned off at the time of the visit which took place in September last year, the Romanian children and youngsters had plenty to learn from CERN: they measured the radioactivity of various objects, observed the difference between the gravitational forces on Earth and Moon, conducted the Rutherford experiment explaining the structure of the atom, learned in detail the components of a particle detector and, at last, were explained in details the structure of the particle accelerator.

Apart from the scientific interest, the visit also represented something else for Andreea. ”When I saw the campus of the research institute I was most impressed with the things one can achieve there, as well as with the working environment. Therefore, CERN was included on my list of possible future careers”, explained the student.

The working environment and the people working at CERN also impressed Sabina Şerbu, a Pharmacy student in Bucharest.

”Having lunch in CERN was one of the experiences I was most curiously and enthusiastically expecting” said Sabrina. ”I heard researchers gather during lunch and discuss science issues instead of meeting in the lab. I saw hundreds of people, of all nationalities. The atmosphere was lively and diverse, creating a «what’s next?» feeling. There were also children with their parents working as researchers, even a newborn held tightly by his father. CERN is the place where science meets life.”

The visit to CERN is only one of the modules of the “Caravan of knowledge” program, organized by Petrom in partnership with the High Performance Center, CERN (Switzerland), NASA (USA) and Elis (International incubator).
“What I considered difficult and even almost impossible to achieve at the beginning of the year became real in the end. To me, the trip to CERN meant going the extra mile, first and foremost”, declared Maria Şeiculescu, Theater student in Bucharest.

The module will continue in 2014, when 20 children and youngsters will visit CERN, while 17 others will benefit from an educational internship at NASA, Florida.

The “Caravan of knowledge”, launched 4 years ago by the Young Oilmen’s Association is a volunteering project involving Romanian national and international Olympic students, young people working or studying in the major academic centers worldwide, parents of the young people and employees of various companies. Having approximately 3,800 beneficiaries, the program generated 30,000 hours of volunteering per year and directed tens of young people towards scientific careers, while dozens of other youngsters achieved national performance in various areas. The program focuses on providing the children and young people with information on the most avant-garde fields and theories in science and technology, with the purpose to facilitate the assimilation of theory by understanding instead of memorizing.

"On behalf of the Atomic Physics Institute, my sincere congratulations to the "Caravan of knowledge", volunteering project aimed to guide many young people in the wonderful realm of science. It is an impressive initiative, generous, of great value for the young generations and Romanian research. Warm congratulations for the special youth, Petrom Olympics and international Olympics, and all those who are part of this unique project team. I wish them all, from the bottom of my heart, good luck!"

Florin Buzatu
General Director of Atomic Physics Institute
GOOD HAS A COLLECTIVE AUTHOR
Community development
Community development Facts & Figures

Our contribution for community development 2,499,636 Euro

Local infrastructure development
Infrastructure investments for improving the electric network, drinking water system and water reserves in case of emergency, equipping cultural institutions, rehabilitating public space, community centers, playgrounds and green areas

24 benefiting communities
Counties: Bacău, Sălaj, Bihor, Dâmbovița, Gorj, Argeș, Dolj, Galați; Vâlcea, Teleorman, Constanța

Project competitions
“Ideas in Andrei’s Country” and “Andrei’s School”

31 community projects 240,000 Euro

6 NGOs
44 schools in rural areas received electronics and IT equipment

1,200,000 Euro for supporting sports performance in gymnastics and ski jumping (Râșnov)

Volunteers for the community > 2,800 people involved in volunteering projects, of which 1,500 were Petrom employees

Support for disadvantaged groups
Support for the care and education of 157 orphans with disabilities (Bucharest)
Beds provided for 84 homeless children (Ploiești, Prahova county)
Over 1,500 children received presents on holidays, educational materials or toys

OMV and Petrom filling stations projects 102 projects with social impact

1865 Petrom employees involved

Local infrastructure development
Infrastructure investments for improving the electric network, drinking water system and water reserves in case of emergency, equipping cultural institutions, rehabilitating public space, community centers, playgrounds and green areas

24 benefiting communities
Counties: Bacău, Sălaj, Bihor, Dâmbovița, Gorj, Argeș, Dolj, Galați; Vâlcea, Teleorman, Constanța

6 NGOs
44 schools in rural areas received electronics and IT equipment

1,200,000 Euro for supporting sports performance in gymnastics and ski jumping (Râșnov)
Petrom’s contributions to the development of Romanian communities responded to local needs through specific projects and infrastructure works.

**Community Resource Centers**, organizations supported by Petrom.

3 new community based organizations founded in Bustuchin (Gorj county), Poboru (Olt county) and Băicoi (Prahova county).

25 projects implemented by CERC Suplacu (Bihor county), CERC Schela (Galați county) and Activ Moinești Association (Bacău county).

- Organizing the mountain biking competition Moinești-Zemeș (Bacău county) to which 150 volunteers attended.
- 10 disadvantaged families received materials needed to build several greenhouses (Galați county).

Support for disadvantaged groups

Support for the care and education of 157 orphans with disabilities (Bucharest).

Beds provided for 84 homeless children (Ploiești, Prahova county).

Over 1,500 children received presents on holidays, educational materials or toys.

**OMV and Petrom filling stations projects**

102 projects with social impact.

1865 Petrom employees involved.

Volunteers for the community

> 2,800 people involved in volunteering projects, of which 1,500 were Petrom employees.
ACTIVE COMMUNITIES

How the members of the ACTIV Moinești Association managed to develop the local community by organizing a mountain bike competition.

The Activ Moinești Non-Governmental Association is part of the NGO network founded with the help of Petrom or receiving support from the company.

“The idea of the Association took shape in the fall of 2010; then, in 2011, as part of the activities carried out on the occasion of “The Cultural Days of Moinești Municipality”, it became a reality. In the beginning, we took it as a game, where three friends were trying to spend their spare time in a different way: to volunteer, to get involved in community issues, to support youngsters by providing an alternative of spending free time – in short, to become ACTIVE”, says Luminița Bănașu, Petrom representative and a founding member of the Activ Moinești Association.

Due to Activ Moinești and Petrom, numerous community projects have been implemented in the Moinești – Zemeș area. Some of the most important are: entrepreneurial education workshops, vocational formation courses, fairs promoting local manufacturers or prevention and safety campaigns.

As of 2012, Petrom and Activ Moinești, together with the local authorities, started MTB Moinești – Zemeș, one of the most attractive mountain biking competitions in Romania. Hills, mountains, forests and difficult oil road conditions – the perfect landscape for a mountain biking competition. The aim of the contest was to emphasize to the greatest extent possible the beauty and the touristic potential of the area.

Over 80 people attended the second edition of MTB Moinești-Zemeș competition, held in October 2013, and their testimonials are relevant for the success of promoting the local tourism:

“I began rediscovering Moldavia. I loved the climb on the concrete slab road, because I love asphalt and mountain roads. My daughters felt great at Zemeș”, says one of the contestants. Another declares: “I’ll definitely come back next year to spend more time in the area, with my entire family”.
Even though there’s still much to be done, as far as the two communities – Moinești and Zemeș - are concerned, the mountain bike competition proved to be a catalyst for the development of the region. It all started with a “simple” analysis of existing resources, brought to fruition by only a handful of generous people!

So far, there are 6 CERC (Community Resource Centers) NGOs in areas where the company operates: Schela (Galați County), Suplacu de Barcău (Bihor County), Moinești-Zemeș (Bacău County), Bustuchin (Gorj County), Poboru (Olt County), Băicoi (Prahova County). The organizations are a space of mutual dialogue between a private company and a local community, meant to find solutions for the community’s problems and to generate ideas and projects for its development.

Words of praise also came from experienced cyclists, with many contests under their belt.

“I’ve been taking part in MTB competitions all around the country for many years, as well as important contests abroad, but I have rarely met such mobilization and coordination. I congratulate the Moinești team for an event organized by the book, at European standards. The fact that I won first place in my age category at Zemeș is already a reason to be twice as happy, because I am confident this contest will become a reference for Romanian cycling”, says Marius Ionașcu from Galați – winner of the 45+ category at the 2013 edition of the competition.

However, few people know that the top-notch organization is due to the work carried out by Activ Moinești Association volunteers, together with the entire community of Moinești and Zemeș. Locals, from adults to students in local schools, the police, peace officers, medics, firemen, mayors, all joined in to organize what now is a heavily anticipated mountain biking competition in Romania.

The Zemeș competition, scheduled for September 21st 2014 is much more than just touristic promotion. Community development by means of stimulating local businesses and promoting local entrepreneurs is one of the project’s major goals. Thus, at the same time with the sporting event, ACTIV Moinești will also be organizing the Autumn Fair, meant to promote local manufacturers previously identified through a partnership with the Foundation for Civil Society Development – ”Promoting the Authenticity of the Moinești Area”.

Even though there’s still much to be done, as far as the two communities – Moinești and Zemeș - are concerned, the mountain bike competition proved to be a catalyst for the development of the region. To think that it all started with a “simple” analysis of existing resources, brought to fruition by only a handful of generous people!

Access www.taraluiandrei.ro/community-involvement-report-2013 and offer advice or encouragement to Activ Moinești Association, so that they may continue to develop their ideas!
A "SPOONFUL" OF ENTREPRENEURSHIP

How young Roma residents in the Spanțov community will set off to become entrepreneurs, based on a tradition carried over from father to son.

Poppa Ion, “an Oltenian from Craiova”, as he presents himself, is 64 and has been making wooden spoons – "for lard, tomato juice, comfiture, whatever people want" – ever since he has 14.

"We’ve always made spoons in my family, from father to son. I don’t think I’ll pass it over though – kids don’t like it any more. I have grandsons. If they want to learn, fine. If they don’t, peace on them!”, says poppa Ion, a “rudar” (Roma spoon maker) born in Spanțov, while he sculpts an unfinished spoon to make its "eyehole" (the cup of the spoon).

The PACT Foundation (Partnership for Community Action and Transformation) – won financing of up to 15,000 Euro for the project "Spanțov Masters" at the 2013 edition of the community project contest "Ideas from Andrei’s Country", organized by petrom – wants to encourage poppa Ion’s grandsons and other youngsters in the community made of 40% Roma ethnics to learn the spoon maker trade. This is the prime goal of the project carried out by PACT through the Community Development Association "Together for the Future". After that, the project will be supported and transformed into a social business in the field of manual wood processing by five Roma skilled spoon makers from Spanțov, their trade will be promoted and the retail market for the end products will be consolidated.

"On March 1st, we met with the young people in the community and with three of the masters, and we discussed what the plan was, what part each of them can play in the project, and how youngsters may get involved – some in manufacturing, others in brand development, promotion, item decoration. The meeting took place in the old building of the school in Clinciu village, Spanțov commune”, says Irina Pop, project manager of PACT.

Two weeks later, on March 15th, the first workshop was organized in poppa Ion’s yard. "Three of the masters involved in the project – two elderly one and an apprentice – made chairs and spoons, explained each stage of the process, and showed the tools they work with”, says Irina Pop, who took part in the workshop together, with her co-worker Mândălina Ene, designer Ruxi Sacalis and cultural patrimony specialist Gențiana Albota. "During the second part of the workshop, Gențiana worked with youngsters in the community to decorate spoons made by the masters, while us and Ruxi Sacalis talked to the masters about the products, the tools and the raw materials."

Talking about tools – they are not that easy to find.
“We had difficulties procuring the tools for the masters, because some of them are not available to buy in stores, and the masters inherited them from their parents or grandparents. We are looking for tools from other elderly villagers who no longer use them, and we try to buy them. If we can’t find the tools, we might order them made from specialized ironsmiths”, says Irina Pop.

However, raw materials, tools or design alone do not guarantee the success of the project, unless they are complemented by the adequate financial and entrepreneurial activities.

“We will travel to Spanțov with a specialized accountant from Bucharest, coopted as a project volunteer, in order to talk to the girls from the Spanțov association and their accountant from Oltenița about issues concerning types of expenses, generating income and so on”, Irina Pop explains.

Hence, all the ingredients for a successful social business are readily available. They just need to be combined into the right mix – and Spanțov masters have just the right tool for it: the wooden spoon.

“Spanțov masters” is one of the 21 community projects that won financing for implementation in ”Ideas from Andrei’s Country” competition, 2013 edition. Discover all the winning projects on: www.taraluiandrei.ro

Ideas from Andrei’s Country

21 community projects financed with 160.000 Euro

- Training for labor market reintegration
- Social business development
- Internships and trainings for students
- Human rights protection
- Alternative energy source development
- Sustainable recycling
- Promotion of environmental friendly transport etc.

“Wood sculptors have an incredible story in and of itself. They are “Rudar” (makers of wooden spoons and other wooden items) - neither Roma, nor Romanians (ethnically speaking). Rudar. Some say they are the descendants of the free Dacians –others, a Balkan group of rural dwellers. But they debuted as mineworkers! The word “rudar” comes from the Slavic “rudă” –a mineworker. They were slaves, which caused the confusion. All slaves, irrespective of ethnic descent, were called gypsies (including tartars or other groups). We already have a subject to wonder about –who are these people? [...]”

Ciprian Necula
President of Romano ButiQ Association
JUMPING TOWARDS PERFORMANCE

The ski jumping centre in Râșnov and its impact for Romanian performance in sports.

In Romania, ski jumping is almost a century old. The first national ski jumping championship took place as early as 1916. In the 1950s, Romanian ski jumpers claimed their first international successes. Later on, the development of this sport was stalled because of the lack of sport schools and outdated infrastructure. For years, other generations of young talented athletes were part of the national ski jumping team, one that was supported with insufficient funds and with the parents’ contributions, and who continued to train in conditions not worthy of international performance.

In Râșnov, the tradition of winter sports dates back over 100 years, but the first major investment was made in 1936, when the first ski jumping hill was built on Valea Cetății. This tradition and the talent of the children from Râșnov and the neighbouring villages led to the establishment 23 years later of a sports school which became "School Sports Club Dinamo Râșnov" in 1980.

Over 900 km away, in Austria, a long-lasting partnership was being established to make a difference in terms of winter sports performance in the country of music. "OMV Group has been sponsoring ski jumping in Austria for over 20 years, and they both enjoy great international success", says Gerhard Roiss, CEO OMV Group.

The two traditions – that of the winter sports and that of OMV’s support for this field – came together in Râșnov, on Valea Cârbunarii, in 2007. More precisely, on October 31st, 2007, OMV and the Romanian Ski-Biathlon Federation (FRSB) signed a partnership agreement in order to develop ski jumping in Romania. OMV thus became the official sponsor of the national team and launched “OMV Move & Jump” programme, which includes specific trainings abroad, development of the necessary infrastructure for this sport through the construction of specialised centres in Romania, training of Romanian coaches and transfer of know-how from reputed international experts.

"Before this programme was implemented, Romanian ski jumpers were focused more on physical rather than technical training, because there were no technically appropriate jumping hills allowing us to participate in international competitions", explains Florin Spulber, coach of the national team.

The ski jumping centre from Valea Cârbunarii, which stretches on an area of about 6 hectares and climbs up to 670 and 750 meters high, is the first such project in Romania and South-East Europe. A whole team of architects, engineers, constructors and international experts worked for 2 years to build the three jumping hills, in line with the standards required by the International Ski Federation.

"We are extremely excited about the partnership with the Mayoralty of Râșnov in the construction of this jumping centre, which definitely complies with all international standards. By organising this World Cup competition, we are taking yet another step towards fulfilling the goals of «OMV Move & Jump» programme, which makes us really proud”, says Christian Moser, Sponsoring Manager OMV.
The results were not late in showing: the first points scored in the Continental Cup, the qualification for the World Cup, the first Grand Prix victory, the first qualification in the final of a World Championship for Juniors, where one of the Romanian athletes ranked 20th. In January 2013, Iulian Pitea from Romania won the seniors’ competition in the ISF Ski Jumping Cup in Râșnov, while Remus Tudor ranked second, the same as Daniela Haralambie in the women’s competition. In the same year, in February, Iulian Pitea ranked 8th in the ski jumping final within the European Youth Olympic Festival (EYOF) in Râșnov, Daniela Haralambie came 8th in the women’s final, whereas the men’s ski jumping team ranked fifth in the teams’ final.

Adrian Vestea, the mayor of Râșnov, also speaks about the success of the ski jumping centre:

"The town is prepared for competitions at the highest level, and the ski jumping centre on Valea Carbunarii, developed through a successful public-private partnership, really makes us proud. I am sure that such events will turn our town into one of the most important national and international destinations for sports tourism".

Thus, Romanian skiers have taken their first jump towards international performance. Many more jumps will definitely follow, because OMV and its partners will continue to be involved over the next years as well.

"Here it is - a fruitful partnership, fuelled by many energies and personalities from various fields, all of them in love with this beautiful winter Olympic sport, trying to contribute to its development in Romania. I can only hope that this wonderful partnership will successfully go forward along the same lines and will achieve its stated goal!"

Sorin Hobana
Senior Journalist TVR România/ Eurosport România sportscaster
GOOD HAS A COLLECTIVE AUTHOR
Environment Facts & Figures

Our contribution for the environment

90,800 Euro

Plantings and afforestation

> 20,000 trees planted on
~ 3,5 ha

7 benefiting communities
Sadova (Dolj county)
Poiana Câmpina (Prahova county)
Oșoiu, Moinești (Bacău county)
Corbu (Constanța county)
Leșmir (Sălaj county)
Moreni (Dâmbovița county)

Biodiversity protection in the Black Sea

> 15,000 people trained for environmental and marine biodiversity protection

42,5 tons of abandoned fish nets collected

48 interventions for saving dolphins
Petrom’s contribution in the field of environmental protection consisted of activities of planting and biodiversity preservation, as well as support of projects promoting environmental friendly transportation, green energy and waste reduction through creative recycling.

**Environmental actions**

> **3.200 kg of waste** 
- collected in Turburea (Gorj county) and Brădești (Dolj county)

**Grants of up to 50.000 Euro for implementing 6 environmental projects**

- "Upside Down" - turns waste and scrap in accessories (Reversibil Association)
- "Your ECommunity Călărași" - raises awareness about the importance of recycling and implements a new system of selective collecting of waste (Viitor Plus Association)
- "Solar Panels - Future’s energy" - installation of thermal solar panels (City Hall Mânești, Dâmbovița)
- "Cyclo-tourism as a solution" - support the cultural values of Moldova through cyclo-tourist using an environmental friendly transportation (Iași Community Safety and Mediation Center Foundation)
- "Solidary remesh" - reuses waste and turns it into accessories to be sold (Workshops without Borders Association)
- "Pro-cyclotourism" - promotes education through tourism, using environmental friendly transportation (ROI Association)
DIVERSITY OF ENVIRONMENTAL PROJECTS

Environmental projects are represented nowadays by a multitude of actions – aside from organizing tree plantings or greening activities, environmental projects mean supporting initiatives in other domains such as tourism, which can valorize nature. It also means the use of renewable energy (sun, wind) to help communities lacking essential resources such as hot water. It means to support recycling, but also small businesses that use waste as feedstock, or to help organizations focused on protecting the biodiversity.

“I believe that the environmental projects detailed below represent true models - sustainable and environmentally friendly solutions worthy of our full appreciation.[…]”

“People become more informed and prepared to manage and alleviate the undesired effects of the various environmental problems. Given the context, the environmental projects supported by Petrom managed to mobilize thousands of people. They also triggered positive changes at several levels, particularly to collective MENTALITY[…]”

Mihai Enescu
Assistant Professor at the Bucharest University of Agronomical Sciences and Veterinary Medicine

Read the full recommendations on www.taralusandrei.ro/community-involvement-report-2013
A FREE SEA FOR DOLPHINS

The populations of the three dolphin species living in the Black Sea have been declining for the past 50 years. While there were around two million specimens back in the ‘60s, their number had decreased to under 100,000 by the ‘90s. According to the National Institute for Marine Research and Development, right now there are only about 2000 specimens left along the Romanian coastline. In 90% of the cases, the loss is caused by unnatural causes, a high percentage of dolphins dying because of fishing nets abandoned or lost in the waters. In 2013, with Petrom’s support, SEOPMM Oceanic Club organization, together with the local fishermen, voluntary divers and some 32 people managed to gather about 42 tons of abandoned nets. At the same time, the company provided support for Mare Nostrum, an environmental organization which in 2013 had 48 interventions for stranded dolphins, 61 actions to collect terrestrial and maritime data and organized information and awareness raising sessions for 12,000 people.

WARM WATER FROM THE SUN

Although it might sound hard to believe, in Romania, in the 21st century, there are still areas where hot water is scarce. Until recently, this was also the case of Mănești commune, in the county of Dâmbovița, where not even the town hall, the police precinct, the local clinic, the kindergarten or the school had hot water. The local town hall decided to submit a project in the “Ideas from Andrei’s country” competition, 2013 edition, by which they would receive funding from Petrom to install solar panels that would supply the named institutions with hot water. The “Solar panels – energy for the future” project won funding up to Euro 15,000, by which hot water will reach 873 from the six schools and kindergartens, about 5,000 patients from the local clinic as well as the staff of the local public institutions. Moreover, the project also has an environmental protection component, since solar energy is a “green” type of energy, using the sun as energy source and avoiding the use of fossil resources.

Access www.taraluandrei.ro/community-involvement-report-2013 and offer recommendations for the development of environmental protection and green energy projects!
PLANTING FOR THE FUTURE

Following the planting activities Petrom was involved in, either as initiator or as partner, over 20,500 seedlings were planted in 2013. Three of these activities consisted in replanting, in those areas where the trees did not survive from the previous years. Thus, about 300 volunteers participated in the replanting activities from Leșmir (Sălaj county), Moreni (Dâmbovița county) and Moinești (Bacău county), and about 17,000 seedlings were planted on around 3.5 hectares of land. Afforestation activities were also carried out in other Petrom communities, such as Sadova (Dolj county), Poiana Câmpina (Prahova county), Corbu (Constanța county), Berva (Buzău county), with the help of over 130 Petrom employees and more than 600 local volunteers.

RECYCLING – A BUSINESS?

Without a shadow of a doubt the answer is “Yes, recycling is a business.” But not in the mercantile sense of the word; in its social one. “The economic model is not designed to make a profit, but to use the resources and increase the number of project beneficiaries.,” said the representative of the “Workshops without Borders” NGO in their presentation of ”Solidary remesh” project, which received a 5,000 –euro grant in Ideas from Andrei’s Country” competition, 2013 edition. The project, with a significant environmental impact – over 500 kg of advertising banners and meshes collected every month and turned into leatherwear bearing the “remesh” label – also has a social component, because it aims at creating two jobs for people in difficulty. “Upside Down”, which was also one of the winners of “Ideas from Andrei’s Country” competition, 2013 edition, comes with a similar concept: Reversibil Association aims at reducing by 10% the amount of non-biodegradable waste dumped in the landfills of Iași, by collecting it and turning it into bags, wallets, gadget cases and other accessories; the revenue resulting from selling these products would be used to pay the employees and for educational programs.

Access www.taraluandrei.ro/community-involvement-report-2013 and offer recommendations to MaiMultVerde, Workshops without Borders, Upside Down associations, so that they may continue to develop their ideas!
The Moldavian Delta: Dacian forests, rare species of birds, authentic places of worship, among which the last of Steven the Great’s churches, three mansions, dwellings from the Paleolithic and wonderful people. This is where Pro Bike Addiction (PBA) Association will roll out the “Cyclo-tourism as a solution” project, which received a 5,000-Euro grant in “Ideas from Andrei’s Country” competition, 2013 edition.

“We feel that when you are in the car, you are just witnessing nature’s beauties; on the bike, you become part of the show, part of the environment”, say the representatives of PBA.

The project targets the 13 communes from the counties of Iași and Vaslui, which are part of “Steven the Great” Local Action Group and, apart from enhancing the tourism potential, it aims at protecting the environment, by promoting cyclotourism as a non-polluting transport alternative.

Another project focusing on cyclotourism, one that also received a 5,000-Euro grant in “Ideas from Andrei’s Country”, is “Pro-cyclotourism”, initiated by ROI Association and Cycling Romania. “Urlați – Dealu Mare region is a breath-taking and picturesque region, with a lot of potential, but one can see that it lacks young people’s involvement into its sustainable development. By increasingly promoting cyclo-tourism in the region and attracting local youngsters in this phenomenon, things could change for the better”, explained the project initiators.

Access www.taraluiandrei.ro/community-involvement-report-2013 and offer advice to ROI and Pro Bike Addiction associations so that they may continue to develop their ideas!
GOOD HAS A COLLECTIVE AUTHOR
Health
Health Facts & Figures

Our contribution for the health domain
202.853 Euro

Support for the health and emergency infrastructure

Emergency situations and health infrastructures rehabilitated and appointed with special equipment

- Department of Neonatology from Obstetrics and Gynecology Clinic Bega, Timișoara
- Louis Țurcanu Emergency Hospital for Children, Timișoara
- Grigore Alexandrescu Emergency Hospital for Children Bucharest
- Urlați Town Hospital Radiology Department, Prahova
- Maria Sklodowska-Curie Hospital, Bucharest
- Support the Development of Neurosurgery Association, Bucharest
- Medical Permanence Center Suplacu de Barcău, Bihor
- Voluntary Service for Emergency Situations of Suplacu de Barcău, Bihor
- Inspectorate for Emergency Situations Vrancea
- The County Ambulance Service for Dâmbovița

Car fuel for emergency interventions and maintaining public order (Ilfov, Prahova, Argeș)

> 140.000 Euro
Petrom contributed to the health domain by modernizing health and emergency infrastructures in the communities where the company operates, supporting medical prevention programs within communities and educating medical personnel.

Health education

> 8,000 people
attended medical prevention, hygiene and first aid courses

50,000 Euro
for professional training of medical personnel and to provide the necessary cytostatic and oncologic radiotherapy (Oncology Institute Prof. Dr. Alexander Trestioreanu, Bucharest)

Prevention programs
against HIV, Hepatitis, Hepatitis C (Baylor Black Sea Foundation)

1,525 people tested
39 benefiting communities
VITAL EQUIPMENTS

As in other fields of activity, the performance of the Romanian state medical system heavily depends on the amounts allotted to the purchase of the latest equipment and devices.

However, unlike other activities, the performance indicators often represent the number of lives you are able to save. “It is vital that the civil society invest in new medical equipment which hospitals cannot afford to purchase from the amounts allotted by the National Health Insurance House and the Health Ministry, so that patients gain access to the latest investigation and medical treatment techniques. Under this circumstances, the involvement of civil society, and particularly that of the private sector, through sponsorships, are essential to adequate performance of medical activities”, declare the representatives of the Grigore Alexandrescu Clinical Emergency Hospital for Children – an institution that received a 50,000 Euro sponsorship from Petrom, last year.

With the help of these funds, the hospital managed to purchase a mobile C-Arm Rx device, considered "absolutely indispensable" – as hospital representatives put it – for emergency surgery on patients with chronic illnesses, and particularly on those with orthopedic emergencies.

"With this device, we can visualize in real time how the osteosynthesis material is introduced, which leads to improved post-op results; in some cases, it allows for minimally invasive techniques, which would not be possible without it. Ever since the purchase, we treated patients with closed fractures, slipped epiphyses, and severe congenital orthopedic malformations", explains MD Alexandru Ulici, the head of the orthopedic section.

Petrom’s support of the health field mostly consisted in medical and emergency infrastructure investments, but it did not stop there. Last year, the company carried out a vocational training project for oncologists, resident medics, physicians, radiotherapy assistants, and helped provide the required cytostatic drugs for children suffering from cancer and other cancer patients from the Oncology Institute "Prof. Dr. Alexandru Trestioreanu". Petrom also supported the Maria Sklodowska-Curie Hospital in Bucharest, in a project to modernize medical appurtenances and purchase equipment for the hospital kitchen. The Neurosurgery Development Support Association received help to purchase specific medical technology used in neurosurgery. Thousands of Euro more were allotted to various other expenses, such as fuel for emergency intervention and public order vehicles in the counties of Ilfov, Prahova and Argeș.

Petrom’s involvement in the health field is aimed at strengthening medical infrastructure capacity, in order to offer quality services to local Romanian communities.
Access www.taraluiandre.ro/community-involvement-report-2013 and offer your advice for the development of health projects!
GOOD HAS A COLLECTIVE AUTHOR
Employee involvement
Employee involvement
Facts & Figures

Volunteering champions

1,500 Petrom employees volunteered for the community

>27 volunteering projects
(eg. holiday presents, educational materials, toys for children, financial support for disadvantaged families, goods donations, planting and greening actions etc.)

32 benefiting communities
Every year, Petrom employees show great performance in volunteering and get involved in initiatives dedicated to Romanian communities.

> 1.600 employees redirected 2% to 137 NGOs

> 400 Petrom managers informed and involved in the Sustainability strategy of OMV Group
Mădălina Corciu, Petrom Volunteer of 2013, says that the reasons behind volunteering are more emotional rather than logical.

For Mădălina Corciu, designated Volunteer of the Year within Petrom in 2013, it all started six years ago:

“I was introduced to this concept six years ago when the position I was holding within Petrom involved the coordination of the CSR projects covering a certain operational area. I then came in contact with the volunteers helping us in these projects who captivated me with their positive energy and lively desire to make the world we live in a better place. They instilled this state of mind to me as well and determined me to search for ways to perpetuate it.”

For Mădălina, project manager within the Exploration & Production Division of Petrom, the desire to help others directed her towards volunteering activities, both within the company and outside. Through the social projects and events she coordinated, Mădălina convinced over 100 volunteers, friends and colleagues within Petrom to join her.
Every year, Petrom organizes an internal competition rewarding the employees most engaged in volunteering programs. In 2013, over 1,500 Petrom employees volunteered for the community and got involved in over 27 volunteering projects.

The projects in which Mădălina was involved include: “Children’s Fair”, bringing together over 200 children who had the opportunity to learn how to sell and buy at symbolic prices, and also donate or exchange toys, clothes, CDs, books and accessories; “Ploiești in colors” involving the organization of 20 workshops in a wide range of areas, from theater, dance and cartoons, to first aid, self-defense, cooking and knitting lessons, inviting over 300 persons to participate free of charge. Last year, the Winner of the Volunteering Championship also visited a children’s home, a foster home and a neurology hospital where she engaged over 60 institutionalized children in educational activities.

What is Mădălina doing in order to instill this “state of mind” to others as well? Despite the difficulty, the most powerful way to convince people is by personal example.

“What we do in our free time is a matter of choice and priority. We all know our own priorities and you cannot contradict someone who says he has not enough time to volunteer, in order to convince him. As long as people do not participate in a similar experience, do not experience the fulfilling sensation of volunteering, they can’t possibly put this on their priority list”, says Mădălina Corciu.

The projects in which Mădălina was involved include: “Children’s Fair”, bringing together over 200 children who had the opportunity to learn how to sell and buy at symbolic prices, and also donate or exchange toys, clothes, CDs, books and accessories; “Ploiești in colors” involving the organization of 20 workshops in a wide range of areas, from theater, dance and cartoons, to first aid, self-defense, cooking and knitting lessons, inviting over 300 persons to participate free of charge. Last year, the Winner of the Volunteering Championship also visited a children’s home, a foster home and a neurology hospital where she engaged over 60 institutionalized children in educational activities.

What is Mădălina doing in order to instill this “state of mind” to others as well? Despite the difficulty, the most powerful way to convince people is by personal example.

"Those of us who are used to this kind of activities should create the conditions for them to obtain this state of mind. They sometimes feel you, as you automatically transmit the state of fulfillment and enthusiasm, they want to feel the same and offer to participate in volunteering activities. A single experience is sufficient to realize whether these activities are suitable for them or not. For example, we had participants in our events who then replicated the events in their communities. In other cases, the parents of the children participating in an event offer to be part of the next event too, as volunteers, and help with the organization. In my opinion, the volunteer should not be convinced with logical arguments, but emotions. They will find a logic justification by themselves, later on", explains Mădălina.

Every year, Petrom organizes an internal competition rewarding the employees most engaged in volunteering programs. In 2013, over 1,500 Petrom employees volunteered for the community and got involved in over 27 volunteering projects.
NGO Support

Implică-te!
Facts & Figures

In 2013, Petrom remained the most important civil society supporter, by financing NGO projects and redirecting 2% of the employees’ income tax.

~ 3 mil. Euro
civil society support

>120
national and local
NGOs supported

40 NGOs and
social entrepreneurs
attended the NGOs’
Fair in Petrom City

Petrom – the most involved
Romanian company in
supporting the civil society.

(study on a representative sample for the civil society in Romania)
THE IMPORTANCE OF ENTREPRENEURSHIP FOR NGOS

Step out of your comfort zone! Deliver quality products which you have tested beforehand! Sell as much as possible in order to generate more cash for future projects!

These are only some of the pieces of advice offered to nongovernmental organisations by Zoltan Berezcki, Business Development Manager within NESsT. Last year, NESsT became Petrom’s strategic partner in the social business competition “Made in Andrei’s Country”.
"As an international organisation, we started developing these social businesses already in 2007. We contacted Petrom somewhere in 2012. It was a natural discussion, as they were interested in how they could help Petrom communities to create sustainable projects, that deliver sustainable benefits even after the funding comes to an end", says Zoltan Berezcki.

The results obtained within the social business competition “Made in Andrei’s Country” matched the invested efforts: over 500 applications with social business ideas were submitted, out of which the jury selected 20. Business plans were developed for these 20 selected projects for eight months, at the end of which 10 benefited from grants up to 32,000 Euro each.

“...In November 2013, the winners started receiving money and business development consultancy. There are people even from OMV and Petrom management involved in mentoring and supporting these social businesses. We were happy to see that, in addition to the grants, they also invest other resources: their pool of social contacts, aids, facilitation of sales contacts”, explains Zoltan Berezcki.

According to a survey carried out among NGOs representative at national level (Cult Market Research, 2014), 95% of the respondents state that the development of social enterprises in Romania would help support social causes, while 90% consider that social entrepreneurship is a development opportunity.

Zoltan Berezcki believes that applying entrepreneurial principles in the nongovernmental organisations’ activity is a key success factor and may represent one of the best development directions. Here are some tips he can offer to NGOs so that they can develop and grow their impact in the communities where they operate:

1. They need to step out of their organisational comfort zone and develop certain entrepreneurial skills they don’t normally have: generally, they don’t know how to sell, they don’t know how to negotiate, especially after they start up the business; they focus a lot on the social dimension, which is good from the point of view of the message, but at the same time they cannot properly handle the communication with the customers.
2. They should develop high quality products, especially when they have a social message or label. Many customers are not that sensitive to the social message or, even if they are, they are still looking for quality. They should try to place themselves more in the consumers’ shoes, even if they deliver a social product.
3. They should test the product before going into large scale production, connect with a group of consumers, and research the market to some extent in order to validate their assumptions.
4. They should try to change their revenues mix, so that most of it should come from sales and only the rest from in-kind and in-cash contributions from various sponsors.
5. They should try to sell as much as possible, as they would thus become more accountable towards their own beneficiaries, i.e. their employees. If the funding comes to an end and the business is not sustainable, they will have to lay off their employees.

"Most NGOs should apply entrepreneurial principles to their action plans, in order to develop and become sustainable. This is because NGOs have the organizational power to catalyze community pursuits, transforming the skills of its members into truly sustainable businesses. This paves the way to long-term change."

Lăcrămioara Botezatu
Project Manager CSRmedia.ro

Read the full recommendations on www.taraluiandrei.ro/community-involvement-report-2013
GOOD HAS A COLLECTIVE AUTHOR
Recognition

We thank everyone who supported us and contributed to these achievements!

Andrei’s Country – “Best online community” in Europe

European Digital Communication Awards (Berlin)

- **Internetics**
  - Golden Trophy for the platform "Andrei’s Country" in the ‘Websites, micro sites and blogs promoting brands’ category
  - First place at the sub-category ‘Social campaigns, political and awareness messages’

- **Career Gala** (organized by Cariere magazine)
  - General Management Award for Mariana Gheorghe (CEO Petrom), because of her courage and consistency with which she lead Petrom Romania on the road to success
  - Social Responsibility Award for Andrei’s Country, for supporting those who can, want and know how to inspire those who are near them, those who want to build their own future and create a better country, every day

- **People for people Gala, 10th edition** – Excellence diploma for Petrom, for publicly assuming its social responsibility commitments and transparency in reporting the company’s performances

- **Romanian PR Award** - Silver Award for Excellence for the program “Made in Andrei’s Country”, in the ‘Social responsibility and stakeholder dialogue’ category

- **Romanian CSR Awards** - Second place for the project “Petrom Olympics”, in the ‘Employee Support’ category

- **Habitat for Humanity** - Excellence award for Petrom, for the long term vision of the company and its great impact on vulnerable communities in Romania

- **DEMOS T.N International Excellence Awards Gala** - Award for Andrei’s Country in the ‘NGOs’ category

Studies and research

- **Petrom** – the most involved company in supporting civil society
- **Andrei’s Country** – the campaign for supporting civil society with the greatest impact
- **Petrom** – recognized as the most involved company in the development of Romanian society (social and environmental projects)

- **Cult Market Research**, study conducted on a sample of national and local NGOs, representative for the Romanian civil society
- **Exact Research and Consultancy (2014), ISRA / Integral (2013)** - representative study on general population and opinion leaders
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Get to know those who say “It can be done!” to ideas that change the community for the better!

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