



# 2021

## ANNUAL REPORT



ASOCIAȚIA DE CONȘTIENȚIZARE  
A INDUSTRIEI AGRICOLE (ACIA)

Association for Industrial Agriculture Awareness

### Mission

ACIA supports young people in Romania in identifying the best food choices that benefit sustainability, animal welfare, and health.

### Vision

ACIA creates a world in which people's values of love and compassion for all beings are reflected in all our activities, including our food choices.

# TABLE OF CONTENTS

---

- 03 2021 accomplishments
- 04 Educational Impacts
- 05 Testimonials
- 06 Advocacy work 2021
- 07 Donors
- 09 Next steps



Teodor Vasile - Project Manager

## PROJECT MANAGER

Drawing inspiration from western humane education programs, I have co-founded **ACIA** to impact the world by educating with compassion. This mission is integral to **ACIA** and is based on ahimsa, a non harming philosophy that I have adopted. **ACIA**'s first events were held in 2019 and since then, I have been thrilled to run our main program "Behind the Plates".

## "BEHIND THE PLATES"

"**Behind the Plates**" is **ACIA**'s first program and it focuses on giving educational presentations. A single presentation takes approximately 2 hours and consists of two parts:

- Part 1: students watch a 25 minute informational video about the impact of factory farming on the environment, animals, and workers.
- Part 2: students engage in a group discussion where they express their opinions on the issues they've seen and discuss how to address these issues on an individual and systemic level.

In between both parts, there is a 10 to 15 minute food sampling break with vegan snacks from our sponsors.



# SCHOOLS AND UNIVERSITIES REACHED

It is challenging to make a diet change, but young people represent hope that society can move towards more ethical and sustainable sources of food. Studies show that the majority of people who state they follow a plant-based diet are under 35\*. This is not surprising as young people are more open to seeing the flaws of the current food systems and adopt better eating habits as a result. This is why ACIA launched the educational program “Behind the Plates” for pupils and students.

## 2021 ACCOMPLISHMENTS

677

Participants

Bucharest: 156  
Iași: 218  
Cluj Napoca: 303

7

Educational Institutions  
Reached (one university)

21+ teachers involved  
in the program

23

Total Presentations

33 classes  
93 hours  
83% in-person  
presentations (17%  
online)

83%

Positive Feedback Rating

4.7 (out of 5) rating  
received by facilitators





# IMPACT THROUGH EDUCATION

## HOW BIG IS THE IMPACT?

86%

of the participants want to improve their diet

8% want to become fully vegetarian or vegan

-1.132 KG \*



Less meat eaten per month

-803 EGGS\*



Less eggs eaten per month

-236 L \*



Less milk consumed per month

-70 KG\*



Less dairy products consumed per month

-64350.22 GAL \*\*



Water saved monthly

-73.35 MI<sup>2</sup> \*\*



Land saved monthly

-576 KG \*\*



CO2 emissions reduced monthly

\*The calculus of food ammount reduced are based on statements made by participants when asked before the event on their diet and afterwards on the number of days they are willing to reduce or eliminate animal products, ranging from "sometimes" (twice/month), "veg\*an 1-5 days/week" to "fully veg\*an".

The estimate of their initial animal product consumption is based on the average monthly consumption for each category in the Romanian market, according to the National Institute of Statistics.

\*\*The ammounts of water, land, and CO2 are based on the average days that participants have declared willing to try veganism/vegetarianism. The estimations are generated with the help of [vegan.rocks/app/calculator/](https://vegan.rocks/app/calculator/).





# TESTIMONIALS

*"This opened my eyes and brought to my attention information that I did not know. It certainly changed my mind. I will make a change after this presentation".*  
**(David)**

*"I realized how every meal can mean that a life was taken for it."* **(Nunito)**

*"I didn't know that eating animal products can have so many negative effects on the environment"* **(Ancuța)**

*"It made me empathize more with animals, which are slaughtered and kept in very unimaginable conditions, just to provide us with new food for humans."* **(Delia)**

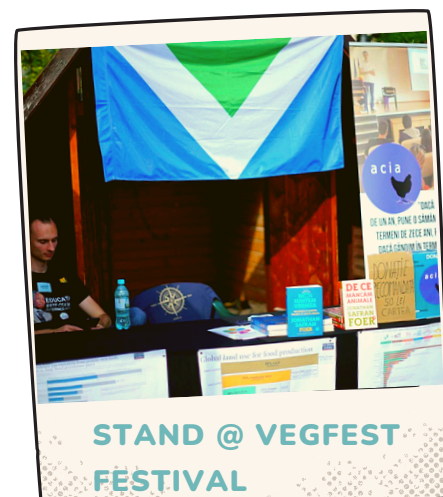
*"It is necessary that the reality is known by children and teenagers. And not only adults. You are doing a very good thing! Keep going! Good luck!"* **(Elena Popa, Geography teacher, National College "Ion Creangă")**

*"Veganism is the future of health, lifestyle and care for the environment! Everyone who promotes veganism should be supported and encouraged!"*  
**(Valentina-Mariana Mănoiu, Assoc. Prof. Dr. Faculty of Geography, University of Bucharest)**

*"Congratulations on your initiative! I appreciated along with the students this desire of your association to change certain mentalities and to promote the approach of a healthy type of food, through awareness! Good luck and we hope to be able to collaborate for the information of the next generations! "* **(Doina Nicoleta Georgescu, Ballet teacher, "Floria Capsali" Choreography High School)**



# 2021 ADVOCACY WORK





# FUNDRAISING IN 2021

1,947 RON

23 individual donors

16,000 USD

Grants awarded by 3 organizations

We are grateful to all 23 individual donors  
and to the three organizations that offered us grants to carry out our activity  
during 2021.



ANIMAL CHARITY  
EVALUATORS



VEGFUND



proveg  
international



## FOOD SAMPLE SPONSORS



## PARTNERS



Magazin ZERO Waste



## EVENTS AND PARTNER ORGANIZATIONS

- VegFest vegan festival in Iași, with the support of Vegan Association from Romania
- Partnership with "Sustainability embassy in Romania"
- Speeches at Ecolora and "Window Towards Science" festivals



## HUMAN RESOURCES AND COLLABORATORS

- 2 members



Oleg



Teodor

- 6 active volunteers (Alexandra, Alina, Catalin, Cristina, Anca, Flori)
- Collaborators



Kayaprint



# WHAT IS NEXT?

## SUPPORT 50BY40 MISSION

50by40's mission is to reduce the production and consumption of meat and other animal products worldwide by 50% by 2040

## BEHIND THE PLATES

Humane Education : Raising awareness in highschoools & universities with a 2 hours event consisting in a presentation and a group discussion

We want to approach 3,500 more participants of our program "Behind the Plates" in 2022.

## ECOoI CAFETERIA

We want to launch a support program to make available at least a daily plant-based menu in every cafeteria of a high school or university.

## SUSTAINABLE NUTRITION COURSE

Support introducing a mandatory subject into the school curriculum to educate young people on sustainable and ethical food.

# FINANCIAL NEEDS

## CantinE COol (cool cafeterias)

**\$15,000**

\*Includes Project Manager salary for the school year 2022-2023, administrative costs, nutritional analysis, cost differences with alternative vegan ingredients, new menus and promotional panels (text, concept, design etc.)

## Behind the plates ...

**\$21,000**

Includes Humane Educator salaries: \$6,000 for 2nd semester (March-June) and \$15,000 for the school year 2022-2023

Support us here: [acia.org/doneaza](https://acia.org/doneaza)

For "Behind the Plates", we estimate a reduction of 5,017.38 kg of meat, 1,047.33 liters of animal milk, 3,560 eggs and 310.93 kg of dairy products just for the upcoming semester alone.\*

## Thank you!

\*The calculus of food amount reduced are based on statements made by participants when asked before the event on their diet and afterwards on the number of days they are willing to reduce or eliminate animal products, ranging from "sometimes" (twice/month), "veg\*an 1-5 days/week" to "fully veg\*an". The estimate of their initial animal product consumption is based on the average monthly consumption for each category in the Romanian market, according to the National Institute of Statistics.