

2022

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.

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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.

2022 ACCOMPLISHMENTS

2175

Participants

Bucharest: 1435
Cluj Napoca: 740

16

Educational Institutions
Reached

21+ teachers involved
in the program

85

Total Presentations

161 hours

81%

Positive Feedback Rating

4.62 (out of 5) rating
received by facilitators



IMPACT THROUGH EDUCATION

HOW BIG IS THE IMPACT?

81%

of the participants want to improve their diet

6% want to become fully vegetarian or vegan

-1310 KG



Less meat eaten per month

-1110 EGGS



Less eggs eaten per month

-328 L



Less milk consumed per month

-97 KG



Less dairy products consumed per month

The calculus of food amount reduced are based on statements made by participants (since the project was launched: 2020-2021) 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), "vegetarian 1-5 days/week" to "fully vegan".

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 amounts 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/.

-9,9 GAL



Water saved monthly

-9.156 MI²



Land saved monthly

-27.468 KG



CO2 emissions reduced monthly



TESTIMONIALS

"I prefer not to be part of the people who bring money to farms that treat animals in an environment like that." **(Daria)**

"The presentation made me realize the reality behind animal products and the impact that animal farms have on the environment. I realized that I had to make changes in my diet to help the environment." **(Ioana)**

"It reminded me how polluting the industry is and made me choose more vegetarian and vegan options." **(Alexia)**

"It confirmed the thoughts I already had, but didn't want to believe." **(Francesca)**

"Congratulations on the project! [...] The interactive nature of the program was very effective in involving students. Discussions and activities encouraged critical thinking, allowing students to reflect on their own eating habits and consider alternative options." **(Gabriela Jurma, teacher Liceul cu Program Sportiv, Cluj-Napoca)**

"What you do is very important for people and for the future of this earth." **(Hatami Sabrina, teacher Liceu Teoretic Nicolae Bălcescu, Cluj-Napoca)**

"Congratulations on the initiative! You're doing a great job." **(Emilia Borza, profesor)**



2022 IN IMAGES



**ALEXANDRU BORZA
HIGH SCHOOL - CLUJ**



**CN. ION CREANGA
BUCHAREST
FOOD SAMPLING**



**C BRANCOVEANU
HIGH SCHOOL
BUCHAREST**



BUCHAREST CLASSES



**C BRANCOVEANU HIGH SCHOOL -
BUCHAREST - FOOD SAMPLING**

FUNDRAISING IN 2022

2.306 RON

27 individual donors

33.500 \$

Grants awarded by 3 organizations

We are grateful to all 27 individual donors and to the three organizations that offered us grants to carry out our activity during 2022.



FOOD SAMPLE SPONSORS



PARTNERS



EVENTS AND PARTNER ORGANIZATIONS

- VegFest vegan festival in Bucharest, organized by Vegan Association from Romania
- Partnership with "Sustainability embassy in Romania"



HUMAN RESOURCES AND COLLABORATORS

- 3 permanent members



Oleg



Andrada



Teo

- 7 active volunteers (Anca, Brandusa, Catalina, Iasmina, Patricia, Anca and Cornel)
- 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 highschools & universities with a 2 hours event consisting in a presentation and a group discussion

For the year 2023, we plan to continue by reaching over 3000 new beneficiaries with the program "Behind the plates"

CAFETERIA E CO₂

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.

EDUCATION FOR ENVIRONMENT SUBJECT

We were happy with the approval of the optional subject "Environmental education and climate change" from the Presidential Administration and the Ministry. We want to support teachers to teach this subject which includes the impact of agriculture on the environment and climate change.