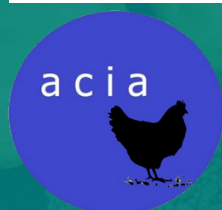




# 2023

## ANNUAL REPORT



ASOCIAȚIA DE CONȘTIENȚIZARE  
A INDUSTRIEI AGRICOLE (ACIA)

Association for Industrial Agriculture Awareness

### Mission

ACIA supports young people in Romania identify 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.

03	2021 accomplishments
04	Educational Impacts
05	Testimonials
06	Advocacy work 2024
07	Donors
09	Next steps



## Co-founder Teodor Vasile

Inspired by the successful **Humane Education** programs and driven by the desire to bring about change through education and compassion - a concept adopted from ancient Asian teachings on non-violence - I co-founded **ACIA**, organizing the first events in 2019. Since then, I have felt fulfilled and excited to lead the "**Behind the Plates**" program and subsequently, the "**Plants for the Planet**" project.

## "Behind the Plates"

ACIA's main program, "Behind the Plates", aims to raise awareness among young people about the impact of their food choices on the sustainability of the planet by supporting presentations and group discussions.

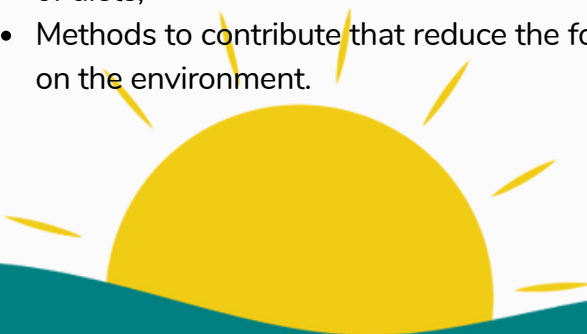
Students learn and discuss:

- The impact of our food choices on the environment and the planet's resources;
- The origins and efficiencies of food manufacturing processes;
- The effects generated by farms on those involved in the industry;
- The benefits and disadvantages of different types of diets;
- Methods to contribute that reduce the food impact on the environment.



## Plants for the Planet

The "Plants for the Planet" project aims to educate students from 17 localities about environmental pollution (air, water, soil) caused by waste generated by 46 pig farms in Timiș and Arad counties. Here the students participate in activities to become part of the solution for eliminating these harmful factors

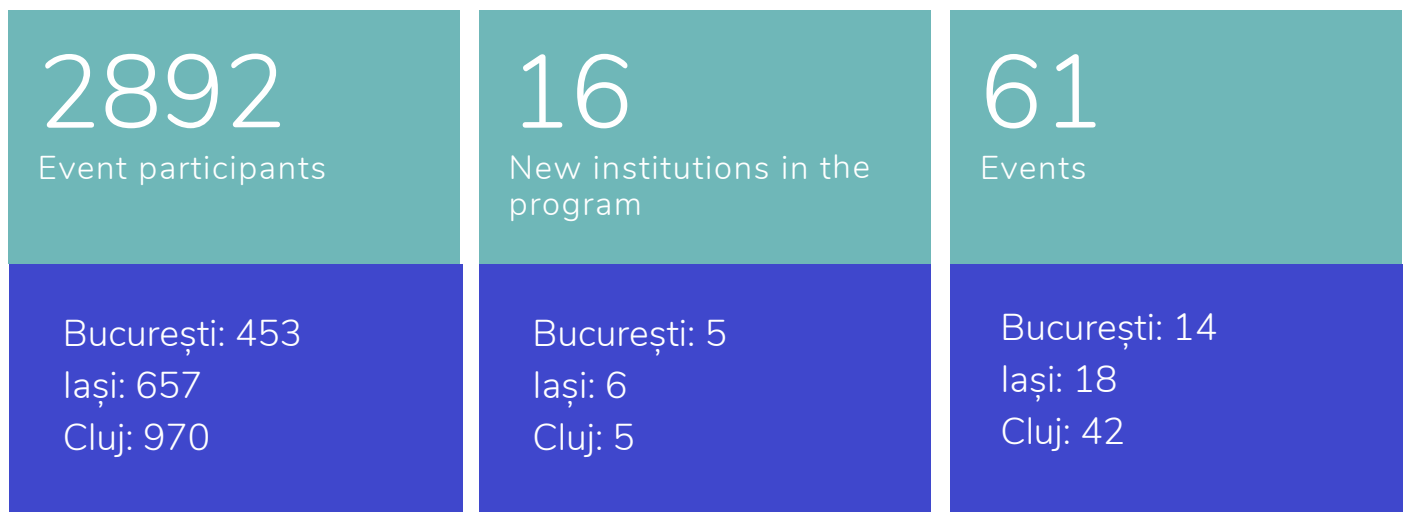




# ACHIEVEMENTS IN 2023

The majority of those who claim to follow a plant-based diet are individuals under 35 years old, according to studies. Making a major change in diet is a challenge, but young people who are open to seeing the issues in the current food industry and eager to try a new path, bring hope that the future can be more ethical when it comes to nutrition. That's why **ACIA** continues the "Behind the Plates" program dedicated to students, which began in 2019.

## THE PROGRAM "BEHIND THE PLATES"



# ACHIEVEMENTS IN 2023

"I have initiated a new project called **Plants for The Planet** aimed at educating students from 17 localities about environmental pollution (air, water, soil) caused by waste from 46 animal farms in Timiș and Arad counties and involving them in activities to become part of the solution for eliminating these polluting factors."

**Teodor Vasile - Project Manager**

## THE "PLANTS FOR THE PLANET" PROGRAM

1183

Participating students

from 16 localities in  
Timiș and Arad counties

17

Educational institutions  
involved

61 teaching staff  
involved

18

Cooking workshops

18

Workshops for the Planet

805 participating  
students at the  
workshops

93.9%

Among the students,  
243 responded that they  
learned new concepts.

63% rated the  
interaction with the  
presenter as **Excellent**.





# ACHIEVEMENTS IN 2023 - TOTAL

## 4075

participating students in events

București: 453 students  
Iași: 657 students  
Cluj: 970 students  
Timiș&Arad: 1183 students

## 33

new institutions in the program

20 high schools  
13 middle schools



Rural localities in Timiș and Arad counties where we conducted workshops and presentations:

- Mișca
- Vânători
- Șicula
- Macea
- Sinteia Mare
- Jimbolia
- Checea
- Voiteg
- Buziaș
- Periam
- Cermei
- Buten
- Ciacova
- Comuna Birda
- Apateu
- Cenei
- Teremia Mare





# IMPACT THROUGH EDUCATION

## HOW SIGNIFICANT IS THE IMPACT OF THE "BEHIND THE DISHES" PROJECT?

80,13%

of participants declare that they will improve their diet.

11% declares that they want to become completely vegetarian or vegan.

-2 207 KG



The amount of meat reduced per month.

-1 367 BUC



The amount of eggs reduced monthly.

-402 LITRI



The amount of milk reduced monthly.

-119 KG



The amount of cheese reduced monthly.

\*The calculations 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.

-12,3 MIL L



Water saved monthly.

11 412 MP



Land area saved monthly.

-34,237 KG



Carbon dioxide reduced monthly.

\*\*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/](https://vegan.rocks/app/calculator/).





# STUDENT TESTIMONIALS



"I always wanted to change my lifestyle, to try to eat healthy, and this presentation gave me the motivation."

**ANDRADA**

"I believe this material completely changed my thinking about how people treat animals."

**CRISTINA ELENA**

"I feel very encouraged to change my diet and consume less meat; I will even try to follow a vegan diet for part of the week."

**ALI**

"I will be more mindful, I will try to eat less meat and more vegetables or even replace certain foods."

**ENE**

"It made me realize the seriousness of the situation regarding meat-based foods and encouraged me to try to reduce my consumption."

**ANA**

"It influenced me because it made me think more about the lives of animals before they end up on my plate and about their rights."

**ILINCA**

"Today I learned that we as humans should choose our way of eating to save a number of animals."

**ANDREI**

"It made me realize several things, to think more about my health and how I could improve my life."

**IOANA**

"I've been thinking about making this change for a while, gradually giving up meat, and this presentation made me even more determined and committed to continue."

**DANIELA**

"I've seriously considered changing my lifestyle from omnivorous to vegetarian. I haven't felt the need to eat meat for a while, which means I need to make a change, so this course came as a breath of fresh air for me, as a help."

**IULIA-ANDRADA**

"After the presentation, my perspective has changed, and I am going to adopt a more innovative diet, with food from a more diverse range, and I will try to give up as much as possible on foods that are not natural."

**ȘTEFAN DANIEL**

"The presentation has influenced the way I make decisions about my diet in a positive way. I will try to make the right choices for both my body and the environment."

**LARISA**



# TEAM ACIA TESTIMONIALS



“From the Plants for the Planet workshops, I have a few moments that are full of joy and significance. One moment that stands out is when at the end of the workshop, a high school girl said she would reduce her meat consumption. I was happy because she realized what she was actually eating and how it influences the planet's resources. Another moment was when a boy was so excited about planting seedlings that he asked me for some to take home at the end.”

**CRISTINA APOSTOL - Trainer**

“I can confidently say that the youngest among us need dozens or even hundreds of such sources of information, if only because most of them are not only capable of absorbing it but also care about it! I believe that our chance lies with them, these wonderful children! I think schools should have funds allocated for such information and presentations and should invite professionals from all major fields.

As for me, I felt the impact of what I exposed to them in their eyes, in the subsequent questions, and I know that - no matter how improbable it seems now - when their time comes, they will know what to do and thanks to the information they received from me!”

**IULIU CIUPE-VAIDA - Medic**

“The vegan cooking workshops were a partial success in educating and engaging children and a success among teenagers in adopting a healthier and more sustainable diet. Participants significantly improved their cooking skills, learning to prepare a variety of vegan dishes, from almond milk to a slightly more complex main course and dessert. This experience taught them to be more independent in the kitchen. It is important to continue such initiatives to promote a healthier and environmentally friendly lifestyle among young people.”

**FLORENTIN PEDRA - Chef**

“The moments captured at the workshops express the uniqueness of a child's life when encountering, perhaps for the first time, a different type of diet, a new piece of information that can change the course of a lifetime.

Whether consciously aware of the importance of these concepts or not, these children experienced unique moments, evidenced by their involvement and focus on information about how we nourish ourselves. The fact that they tasted and actively participated in the preparation of healthy dishes can completely change their perceptions about certain foods or dietary styles, and this is evident from their expressions and reactions to a taste that is totally different and unexpectedly delicious.

Overall, it's an experience that fully deserves that fraction of a second immortalized.”

**DUȘAN MERENCIUC - Photographer**



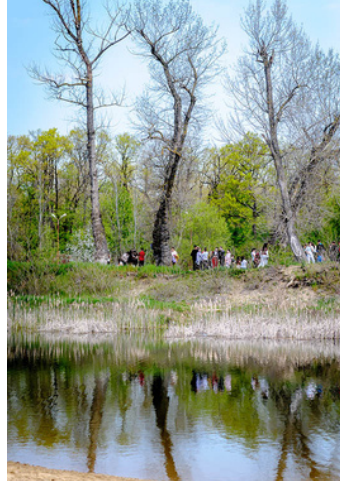


# 2023 IN PICTURES





# 2023 IN PICTURES





# FINANCIAL SUPPORT

3 993  
RON

5 individual  
sponsors

94 500  
EURO

Grants from 4  
organizations

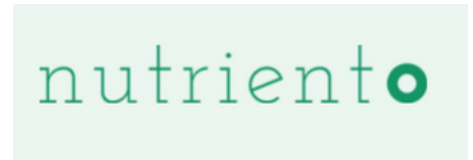
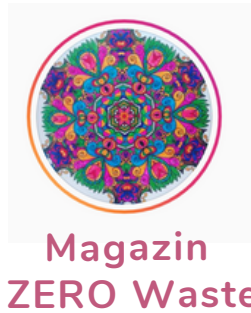


*We are grateful to the 5 individual donors and the 4 organizations that provided grants to support our activities throughout the year 2023.*

# FOOD SAMPLING SPONSORS



# PARTNERS



# HUMAN RESOURCES AND COLLABORATORS

## • Employees



Oleg



Teodor



Andrada



Ioan

## • Volunteers: Anca, Adi, and Cornel

## • Collaborators: Florentin, Cristina, Iuliu, Dușan, Bianca and Romeo



Restaurant Green Aware



# BOARD OF DIRECTORS



Teodor  
President



Lucian  
Secretary General



Oleg  
Vice President

# PARTNER ORGANIZATIONS

Partnership with the Sustainability Embassy of Romania (members of the Sustainable Romania Coalition)





# WHAT'S NEXT?

## WE SUPPORT THE MISSION OF 50BY40.ORG.

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

## AWARENESS PROGRAMS IN EDUCATIONAL INSTITUTIONS

- For high school students: "Behind the Plates"
- For middle school students: "Seeds of Compassion"

## CantinE COol

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

## CURS DE NUTRIȚIE SUSTENABILĂ

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