



2025 - 2029

STRATEGIC PLANNING

Our Mission

ACIA supports young people from Romania in identifying the best food choices for health, sustainability, environmental protection, and animal welfare.

Our Vision

ACIA creates a world where people's values of love and compassion towards all beings are reflected in all their activities, including food choices.

Website and Social Links:



WWW.ACIA.ORG



[YOUTUBE.COM/@ACIA.ORG](https://www.youtube.com/@ACIA.ORG)



[TIKTOK.COM/@ACIA.ORG](https://www.tiktok.com/@ACIA.ORG)



[INSTAGRAM.COM/@ACIA.ORG](https://www.instagram.com/@ACIA.ORG)



[FACEBOOK.COM/ACIA.ORG](https://www.facebook.com/ACIA.ORG)



[LINKEDIN.COM/ACIA.ORG](https://www.linkedin.com/ACIA.ORG)

Core Values Guiding the ACIA Team in Projects and Activities

Non-violence
Empathy
Compassion
Inclusion

DEFINITION OF VALUES

NONVIOLENCE

We approach all situations without physical or verbal violence, respecting both ourselves and all those involved. This principle may be rooted in moral, religious, or spiritual beliefs, or arise from purely strategic or pragmatic reasons, such as personal health or environmental protection. We actively identify violent practices within the agricultural industry and advocate for their practical and significant reduction.

EMPATHY

We strive to understand people. We recognize that we are different, hold diverse opinions, and have varied perspectives. We also empathize with animals, acknowledging them as sentient beings capable of feeling pain. We understand that the prevailing perception among most humans in the 21st century is that animals, despite their different appearances, are considered justifiably exploitable for human benefit.

COMPASSION

We recognize the suffering of beings within the agricultural industry, both human and non-human. We understand people's need to acknowledge the conditions of those within the industry. We are aware of the challenges, resistance, and difficulties people face in making changes and recognize their need for encouragement during this process. We remain mindful of, and deeply sensitive to the constant suffering endured by exploited animals.

INCLUSION

We respect and affirm all forms of diversity, including race, ethnicity, marital status, religion, nationality, disability, age, education, social status, sex, sexual orientation, and gender identity. We also respect and validate differences in opinion, even when we do not share the same perspective. Our approach focuses on building connections with people, regardless of their views, by finding common ground.

TEODOR VASILE - PRESIDENT & COFOUNDER

My "why" is to express and fulfill my need of contribution to this world through education.

I am attracted to Buddhist philosophy because it's based on logic. I have gradually adopted veganism (which is a mere expression of nonviolence) by studying and modeling successful people around me. While watching what they were doing and what I was doing, it became clear that there was an inconsistency between my beliefs and my eating habits: eating animal "products" did not go along with protecting the lives of all sentient beings. I consciously chose to give up meat in July 2015 with the intention of giving up all animal products, then progressively processed ones.

Cofounder, president and General Director of acia.org. I have over 5 years of experience in coordinating 4 projects, project development, fundraising, recruitment; I believe my most relevant experience is also the responsibility for organizing and creating a culture that is productive and valuable.



[Teodor Vasile LinkedIn](#)

OLEG FRUMUZACHI - VICE-PRESIDENT

My motivation comes from a deep-rooted sense of compassion and a desire to make a meaningful difference in the world.

I am a dedicated humanitarian, educator, and dietitian, committed to promoting empathy, health, and sustainability through discussions on food choices. With over two years of experience, I have successfully encouraged compassion and informed dietary decisions. As a key part of ACIA's fundraising efforts, I help articulate the importance of our cause and secure financial support. Additionally, I advocate for plant-based nutrition, encouraging individuals to adopt healthful eating habits that benefit personal well-being and the environment.

Dietician, vice-president, and Fundraiser at ACIA. I have 2 years of experience as Humane Educator. Raised 30k for our projects. I believe that my roles and responsibilities allows ACIA to achieve its mission and vision.



[Oleg Frumuzachi LinkedIn](#)

LUCIAN BACIU - SECRETARY

I would like people like us to be more love and compassion in the world and for beings to be healthier.

I am a human who respects the other species on earth. Thus, both personally and professionally, my actions are characterized by the sustainable use of resources.

I am a secretary.



[Lucian Baci LinkedIn](#)

ORIGIN STORY

Officially it began in autumn 2019 and unofficial in autumn 2018. The decision of 'conception' was made in September 2018 at International Animal Rights Conference (IARC) after an inspirational talk from Jesse Tadler from New Roots Institute (at that time Factory Farming Awareness Coalition) about their intervention among highschool students.

But I believe it began a long long time before, even before my own birth but that is another story. Ever since about 2012, I felt there is a need for education among a few other activities I had been involved in and people in general, so there began my need to contribute to supporting people to get a better knowledge of what I was doing (network marketing and social dynamics).

The vegan seed ripened in 2015. I've been fortunate enough to participate in mastermind classes on Buddhist philosophy where we straightforwardly discussed how to use ethics to create whatever we want in our lives. During a class, one colleague was saying that whenever we buy or eat meat, we contribute to killing a sentient being. I left the meeting thinking about it and after a while I started accepting it as *The* ethical way to see things. After about four months I quitted eating meat. After a few more months, I watched "Dairy is Scary" video and also similar materials regarding the egg industry. I debated with myself and researched more than I had done with the meat. After one year, while being given several signs that I was on a good path, I stopped eating dairy and eggs. After a few more months and research on honey, I stopped eating honey and also stopped buying non-food animal products like leather shoes and wool sweaters.

Coming back to acia.org, I wanted to involve people in my life who follow a vegan lifestyle, so I started doing weekly events at the restaurant where I was working. This is where I met the president of The Romanian Vegan Association who had invited me to become a member. soon after, I quit my job to get involved 100% in growing acia.org. I worked at acia.org with no salary for about the first two years and after that with minimum wage.

narrated by co-founder Teodor Vasile



THEORY OF CHANGE

Executive summary

ACIA theory of change framework outlines a strategic approach for promoting values of love and compassion through sustainable food choices among romanian students. We want to create a world in which all beings are respected. By implementing educational programs, introducing plant-based menu options in schools, and advocating for curriculum changes, we aim to foster a shift towards sustainable nutrition and ethical food practices.

1. Ultimate goal

To create a world where human values of love and compassion for all beings are reflected in their daily activities, particularly through informed and conscious food choices.

2. Primary beneficiaries and needs

The primary beneficiaries include students, school teachers, head-teachers, deans, rectors, canteen staff, and educational stakeholders. Their needs involve:

Access to education about sustainable nutrition.

Opportunities to experience plant-based diets.

Integration of nutritional ethics into formal curricula.

3. Key activities and interventions

Behind the plates (ISF): conduct presentations and group discussions to raise awareness among students about the environmental impact of food choices.

Seeds of compassion (SDC): target secondary school students to educate them on the sustainability and ethical implications of dietary choices.

Cool Cantines (CC): implement a low-carbon, nutritious, plant-based menu option in each high school and university cafeteria in romania.

Nutritional ethics curriculum: advocate for a mandatory subject in romanian schools focusing on sustainable nutrition and ethical considerations.

4. Cause-effect relationships

Awareness raising → knowledge increase: educating students through isf and sdc will enhance their understanding of the environmental and ethical impacts of food choices.

Menu implementation → behavior change: introducing plant-based options in school cafeterias through cool cantines will lead to increased consumption of these meals, influencing long-term dietary habits.

Curriculum integration → systemic change: a formal curriculum on nutritional ethics will instill values and knowledge that encourage lifelong sustainable behaviors.

THEORY OF CHANGE

5. Assumptions

Stakeholders and policymakers will collaborate on implementing these initiatives despite potential competing interests.

Students and educators will be receptive to program content and willing to engage in behavior change.

There will be sufficient resources and support for the ongoing implementation and expansion of these interventions.

6. Success indicators and evaluation methods

Engagement metrics: track the number of students participating in follow-up creative cooking workshops and events.

Dietary choices: monitor the frequency of vegan dish selections in school cafeterias.

Curriculum changes: assess modifications in the educational curriculum to include sustainable nutrition elements.

Evaluation tools include surveys, cafeteria sales data analysis, and curriculum review reports.

7. Plan for review and adjustment

Establish a continuous monitoring system to evaluate progress against success indicators.

Regularly gather feedback from students, educators, and stakeholders to identify areas for improvement.

Adapt strategies and interventions based on new insights, challenges, and opportunities.

8. Conclusion

By embedding principles of compassion and sustainability into educational experiences and institutional practices, this initiative seeks to cultivate a generation of individuals who make informed and ethical food choices. Through strategic interventions and collaborative efforts, we aim to drive significant social change, contributing to environmental sustainability and improved well-being.

STRENGTHS

- **Educational Focus:** ACIA's programs, such as “Behind the Plates...” and “Seeds of Compassion,” provide valuable education on the environmental impact of food choices, filling a crucial gap in traditional curricula.
- **Interactive and Engaging:** The use of interactive methods, such as video clips, group discussions, quizzes, and creative activities, enhances student engagement and learning retention.
- **Inclusivity and Nonviolence:** ACIA promotes values of nonviolence, empathy, compassion, and inclusivity, creating a supportive and respectful learning environment.
- **Holistic Approach:** By addressing critical topics like sustainable food choices, animal welfare, and the environmental impact of the food industry, ACIA takes a comprehensive approach to sustainability education.
- **Adaptability:** The ability to conduct events both online and in-person allows ACIA to reach a wider audience regardless of external constraints like epidemiological situations.
- **Empowering Youth:** Encouraging students to think critically, express their opinions, and propose solutions empowers them to take an active role in addressing environmental issues.
- **Clear Target Audience:** Defined target audience (omnivore pupils and students aged 12-26) helps in crafting focused and effective programs and marketing strategies.

WEAKNESSES

- **Resource Dependency:** The success of the creative cooking workshops depends on the availability of functional interactive whiteboards or projectors in classrooms, which may not always be guaranteed.
- **Limited Reach:** The focus on specific age groups (6th and 7th graders, and students aged 16-26) while beneficial for targeted education, may limit the overall reach of the program to younger or older students.
- **Participation Dependency:** Extra-curricular activities like the creative cooking workshop are only available to students who have attended the initial workshops, potentially excluding others interested in the topic.
- **Niche Audience Focus:** Targeting only specific age groups may limit broader community impact.

OPPORTUNITIES

- **Collaboration with Authorities:** Working with educational authorities and local governments can help scale the programs and integrate them into formal education systems.
- **Increased Awareness:** Growing global awareness of environmental issues and sustainability can drive greater interest and participation in ACIA's programs.
- **Community Engagement:** Expanding community and parental involvement in sustainability initiatives can create a more supportive environment for the students' learning and actions.
- **Targeted Marketing:** Promoting programs effectively to school and high school directors to ensure they see the value in integrating ACIA's initiatives into their schools.

THREATS

- **Resistance to Change:** Cultural and societal resistance to changing traditional food practices and dietary habits may hinder the effectiveness of educational efforts.
- **External Constraints:** Situations like pandemics or other unforeseen events can disrupt the ability to hold in-person creative cooking workshops, limiting engagement and hands-on activities.
- **Competition for Attention:** With many organizations and initiatives vying for the attention of educational institutions and students, ACIA may face challenges in maintaining interest and participation in its programs.
- **Marketing Challenges:** Effectively reaching and convincing school and high school directors to integrate ACIA's programs within their institutions.



PHOTOS THROUGHOUT THE YEARS



Field trip with middle schoolers in the rural areas



Plants for The Planet,
Birda Middle School, Timiș County



Plants for The Planet Workshop, Arab



Creative Cooking Workshop, Timișoara



Food sampling, "Behind the plates", Bucharest



Behind the Plates, Pedagogical Highschool, Iași



Students enjoying homemade lemonade at
workshops, Bucharest



Students excited about making plant-based milk



Creative Cooking Workshop, Timișoara



Creative cooking workshop
"Seeds of compassion" Bucharest



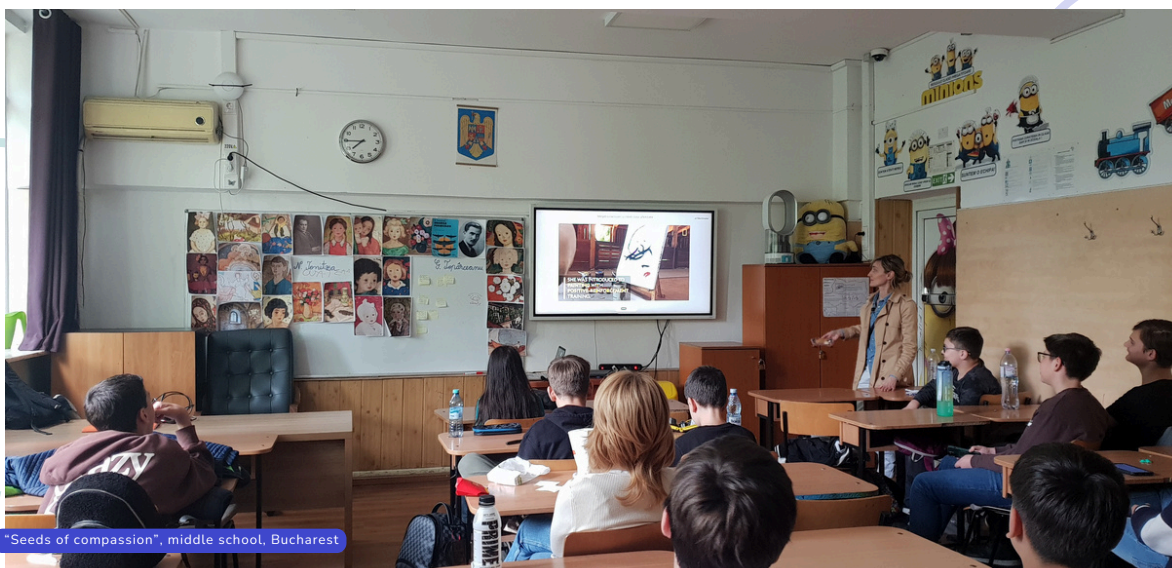
"Behind the plates", highschool students in Cluj



Plants for the Planet cooking workshop, Arad



Food sampling, "Behind the plates", Bucharest



"Seeds of compassion", middle school, Bucharest

OUR TARGET AUDIENCE FOR WORK

OUR DEMOGRAPHICS

Our demographics are represented by pupils from middle school aged 12-13 and Students aged 16-26 from high school and university (University of Agronomic Science and Veterinary Medicine (USAMV), University of Medicine and Pharmacy (UMF), Faculties of Geography, Environment Engineering etc. from University of Bucharest (UNIBUC)

DEFINITION OF PROGRAMMATIC WORK

The areas of programmatic work are:

1. Working with youngsters within educational school system
2. Working with educational institutions' food suppliers
3. Working on curricula educational laws

OUR PROGRAMS

1. ***Behind the plates (ISF) & Seeds of Compassion (SDC)***
2. ***Cool Cantines:*** Introducing a low-carbon, nutritious, plant-based menu option available every day in each cafeteria serving a high school or university in Romania.
3. ***Nutritional ethics:*** Including a mandatory subject in the Romanian school curriculum which contains elements of sustainable nutrition and nutritional ethics.

HOW PROGRAMMATIC WORK WILL BE EVALUATED

Each program work is evaluated every 6/12 months, by feedback interviews with the General Director and each staff person and contractor. Interview questions include both ongoing, regular feedback and exit feedback.

Our interview questions & yearly feedback are:

1. What worked well during this time that we could celebrate?
2. What has been learned in the process?
3. What didn't go so well or could have been done differently?
4. What were the things that most excited you during this time?
5. What worries you most about acia.org?
6. What changes (if any) would you suggest for the role?
7. What would help you grow in your current role and in your future role?
8. If you were to think about your future, what goals would guide you?

Our exit interview questions are:

1. What worked well during this time that we could celebrate?
2. What has been learned in the process?
3. What didn't go so well or could have done differently?
4. What were the things that most excited you during this time?
5. What worries you most about the organization?
6. What are the organizational team's strengths?
7. What changes (if any) would you suggest for the role you have had?
8. What would have helped you grow in your former role (and/or your current or future role)?
9. If you were to think about your future, what goals would guide you?
10. How many hours did you actually work, per day, on average?
11. What was the ratio of time spent in the organization/money received?



FUNDRAISING STRATEGY

- Contacting organizations on stakeholder list (about 110) by phone with the purpose of proposing partnership through individual donations of 3.5% of salary tax from employees, organizational sponsorship of 20% of tax profit and grants. In exchange for sponsorship contribution, we offer them on one hand, and status (they are part of the category of people who donate). On the other hand we offer team training on nutrition (e.g. called Nutrition of the Future) and they will benefit as employees by taking fewer sick days. Their work will become more productive and efficient. Costs associated with fundraising include: communication subscriptions (phone and internet), time of the meeting with stakeholders and consumables during the meetings including eventual fees from any events they might be attending.
- Social media promotion through posts one time/week (minimum) with invitation to support us through the methods listed in the first point and the channels listed (about 30). Costs associated with social media includes time to create posts.
- Pitching at events, festivals, fairs (Community meetups Embassy of Sustainability, Bounty Fair, Wellness, Zaiafet on the Month, Clover festival, Plant Based Fest, VegFest, VegFair etc.). Costs associated with pitching at events includes: per diem (possibly accommodation) and telephone subscription.

FOR PROJECT BENEFICIARIES:

High school and college students (ISF): We create a post social media post next day after each event (or weekly with last week's events), promote veg start, proposed questions and practical work activities, challenges, promo partner locations and create follow up post for creative cooking workshops and movie screenings.

Middle school students (SDC): an invitation to join [acia.ong](https://discord.com/invite/acia) Discord channel and create follow up post for the creative cooking workshops.

TEACHER STORY

At one of the conferences there was a teacher from a small village în Timiș county who shared her insight with us. It went like this: She told us that usually, she is being driven by car to the school she teaches in. As she was stepping out of the car, she had realized she started to pick up the pace until she would reach the school door and enter it. Why was she doing this? She said that it was because she unconsciously wanted to run away from the rotten smell that was in the air next to the school. Where was the rotten air coming from? It was coming from the pig factory farm which is situated just next to the village. At that moment was when she had realized (again) that there is a big problem.

Statement Regarding Respect in the Workplace

Work Safety Policy

The Agricultural Industry Awareness Association (referred to as "acia.ngo") is dedicated to maintaining a safe and professional work environment free from all forms of inappropriate behavior. This includes discrimination, bullying, intimidation, sexual and non-sexual harassment, racial or species-related harassment, inappropriate behavior, and retaliation, collectively referred to as "discrimination and harassment" in this policy. Discrimination and harassment can have significant negative effects on the mental, emotional, and physical well-being of individuals who experience or witness these harmful behaviors. They can also affect team morale, organizational culture, productivity, long-term sustainability, and, ultimately, our ability to carry out our mission to support advocates in creating a world where everyone chooses delicious and healthy food that is good for people, animals, and the planet.

Scope

This policy applies to everyone involved in acia.ngo's activities. This includes acia.ngo employees and collaborators, acia.ngo grantees and their acia.ngo-designated workplaces, and any other stakeholder involved in any of acia.ngo's activities. In this policy, the term "stakeholders" refers to all such persons.

Designated Person

acia.ngo has selected a person to act as a 'designated person,' who will seek support from a specialist if necessary. This may include a discrimination and harassment specialist, a human resources specialist, or a lawyer, to investigate referrals where:

- The complaint relates to the Director(s)/Executive Director(s), 'designee(s)', or Board member(s) (i.e., parties who may lead or oversee investigations).
- The parties supervising the investigation have a conflict of interest or the appearance of a conflict of interest (e.g., the "designated person" receiving the complaint is a close friend of either the complainant or the alleged respondent), and the investigation cannot be transferred to other internal parties without a conflict of interest.

The designated contact person is Teodor Vasile, reachable at teodor@acia.org.

Definitions

To ensure that everyone understands the terms used in this policy, we have included definitions and examples that we hope will add clarity. If any of these definitions are unclear, please speak to your designated person, who will be happy to provide further explanation.

Joint Responsibilities

Each stakeholder is responsible for contributing to a positive work environment and maintaining a professional and respectful workplace.

As part of this shared responsibility, we request that any stakeholder who becomes aware of discrimination or harassment within acia.ngo or in a grantee's workplace—even if not directly involved—report any of the situations described to the designated person.

Because we can only act on inappropriate behavior that we are aware of, we stress the importance of reporting any possible discriminatory or harassing behavior. The designated person will help you determine whether the behavior is considered inappropriate and provide guidance on next steps, if appropriate.

Workplace

Workplace is defined as any space, physical or virtual, in which activities related to acia.ngo or its beneficiaries take place. This includes meetings, conferences, training sessions, travel, social events, and electronic communications.

Discrimination

Discrimination is the differential treatment of or hostility towards a person on the basis of identifiable individual characteristics such as race, color, ethnicity, national origin, citizenship, religion, sex, gender or gender expression, sexual orientation, social class, caste, marital status, age, ability, or any other factor protected by law in the country where that person works.

ACIA expands its definition of discrimination to include differential treatment or hostility towards anyone on the basis of characteristics such as gender, socio-economic status, body size, political affiliation, or other expressions of belief or identity, regardless of legislative protection in the country.

Harassment, Intimidation, and Non-Sexual Bullying

Harassment, intimidation, and non-sexual bullying refer to unwanted physical, verbal, or non-verbal conduct that humiliates, intimidates, or threatens an individual or group. Examples include but are not limited to:

- Psychological manipulation to question a person's reality.
- Verbal aggression or yelling.
- Spreading rumors.
- Offensive comments or jokes.
- Threats, coercion, or use of physical force.

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- Verbal aggression or yelling.
- Spreading rumors.
- Offensive comments or jokes.
- Threats, coercion, or use of physical force.

Sexual Harassment

Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, or other physical, verbal, or nonverbal conduct of a sexual nature. Examples include but are not limited to:

- Unwanted physical contact.
- Suggestive comments.
- Sexually explicit messages.
- Physical assaults.

Conclusion

Each ACIA member agrees to comply with all laws regarding discrimination and harassment in all the activities they engage in and with all other ACIA members specified in this policy.

INFORMATION ABOUT RELEVANT ALLIANCES, PARTNERSHIPS, AND AFFILIATIONS

What strengths can we offer to other groups?

For our first programmatic (which is working with youngsters within educational school system), one of our strengths is that we have a fully developed process from recruitment to exit with procedures of the role of the facilitator (Humane Educator role). We also have real life examples of insights on incorporating a plant based diet. Knowledge on grant writing and managing educational projects. A big asset is our network of teachers from the schools consisting of over a hundred teachers from several cities from Romania.

What weaknesses can be filled by working with another group?

Our weaknesses are communication, including strategic branding, a lack of volunteer recruitment and management systems.

What programmatic areas might benefit from collaboration?

1. For working with youngsters within the educational school system, we can benefit from organizations like Romanian producers of vegan products: Vegan Harmony, Filgud, iezeress, aivia, NoMoMoo, Verdino etc., Sol și suflet (regenerative organic local farm) and FREE (Animal rights)
2. For working with educational institutions' food suppliers, we can benefit in the project Cool Cantines: Dietitians Association from Romania (ADR - Asociația Dieteticienilor din România)
3. For working on curricula educational laws:
 - **"Class for the animals":** Barbu Daniela, Petre-Ghita Cristina, Neagu Catalina Luiza from County Council of Ilfov (CJ Ilfov)
 - Representatives of the organizations that have contributed to introducing in 2023 an optional curriculum **"Education for the Environment and climate change."**

Andrei Lavinia, Președinte, Terra Mileniul III Antonescu-Stan Oana Elena, Director, Direcția Schimbări Climatice și Dezvoltare Durabilă, Ministerul Mediului, Apelor și Pădurilor Ardeleanu Monica, Executive Director/ Research Director, Romania Green Building Council Atanasiu Corina, Secretar de Stat, Ministerul Investițiilor și Proiectelor Europene Bărbulescu Dan, Membru fondator/ Director executiv, Parcul Natural Văcărești Bercuci Sonia-Maria, Director Cercetare și Dezvoltare/ Facilitator Învățare Agilă, Green School, Boghiu Mirela, Consilier ministru, Ministerul Mediului, Apelor și Pădurilor Bojariu Roxana, Coordonator al Secției de Climatologie, ANM, reprezentant la IPCC al României Bostan Carmen, Cercetător II, Centrul Național de Politici și Evaluare în Educație Călugăru Daniela, Inspector în cadrul Direcției Generale Învățământ Preuniversitar, Ministerul Educației Cernat Dănuț, Președinte, Asociația Comitetul Județean al Părinților Constanța Cosuleanu Andrei, Președinte, Act for Tomorrow Covatariu Andrei, Reprezentant, Climate Interactive Cristache Iulian, Președinte, Federația Națională a Asociațiilor de Părinți – din Învățământul Preuniversitar (FNAP-IP) Culșir Anda, Profesor de biologie/ profesor MERITO, Liceul „Onisifor Ghibu” din Cluj Dascălu Violeta, Reprezentant Proiectul Școala Verde Domșa Teodora, Biolog, Societatea Ornitologică Română Drăgan Gabriela, Inspector în cadrul Direcției Generale Învățământ Preuniversitar, Ministerul Educației Duță Sinziana, responsabil campanie selectare plastic, ASAP Enache Sebastian, Reprezentant RWA/ Centrul RESS Constanța Fiscutean Dorin, Profesor de geografie | profesor MERITO, Colegiul Național Iași Ghiuri Răzvan, Coordonator Național și Coordonator Local în filiala Sibiu, Fridays for Future România Gîoară Bogdan, Președinte, Reper 21 Hâncu Anamaria, Co-Founder/ Board Member/ Communication, Let's do it Romania, Iacob Teodora, Președinte, Asociația Nature Talks Ienculescu-Popovici Felicia, Director, Greeninitiative Ignat Marian, Planet & Climate Specialist, Ashoka Ivănel Bogdan, Președinte, Code for Romania Împușcatu Antoaneta, Profesor de științe și Director, Proiectul MERITO Kudor-Ghițescu George, Președinte, Natura 2000 Marin Nicoleta, Ranger al Parcului, Parcul Natural Văcărești Marin Valentin, Responsabil Educație, Societatea Ornitologică Română Mihăescu Oana, Assistant Project Manager, PRISPA Team Mitache Constantin, Director General, Asociația Municipiilor din România Mocioniu Codrin, Membru, Fridays for Future România Murafo Corina, Managing Director, Ashoka Murariu Cătălina, Expert educație, WWF Ottley Charlie, Producător independent de film, Wild Carphatia/Wild Danube Pană Loredana, Project Manager, Mai Mult Verde Paști Mihai-Toader, Cofondator/ General Manager, EFdeN Petcu Grațiana, Profesor de Geografie și Director, Școala Gimnazială „N.I.Iilinschi” Vernești, județul Buzău Petruț Andreea, Coordonator Programe de Mediu, Act for Tomorrow Stoican Florin, Președinte, Parcul Natural Văcărești Tănase Luminița, Specialist Comunicare și Educație, SCHUBZ Romania Turtorean Amelia, Consilier Superior, Direcția Schimbări Climatice și Dezvoltare Durabilă, Ministerul Mediului, Apelor și Pădurilor Vasiliu Ioana, Consilier Afaceri Europene, Direcția Schimbări Climatice și Dezvoltare Durabilă, Ministerul Mediului, Apelor și Pădurilor Vereha Olivia, COO, Code for Romania Voicu Rareș, Președinte, Consiliul Național al Elevilor Yokina Eliza, Arhitect, Cumulus Architecture.

TOTAL BUDGET

Historical Budget Overview (2019-2024)

- 2019: 2,000 USD
 - 2020: 4,000 USD
 - 2021: 15,000 USD
- 2022: 23,500 USD
 - 2023: 97,200 USD
 - 2024: 80,000 USD

RESULTS

year	2019	2020	2021	2022	2023	2024	
Presentations	24	23 [1]	23	85	61 [2]	64 [3]	
Reach/ Audience	800 [4]	422 [5]	667 [6]	2175 [7]	2892 [8]	2042 [9]	
feedback	500 [10]	83 [11]	343 [12]	1278 [13]	762 [14]	477 [15]	43.74%
positive feedback	378 [17]	69 [18]	298 [19]	1059 [20]	381	328 [21]	75.70%
cool canteens							
Legislation					[22]	[23]	
Budget (k\$)	2 [24]	4 [25]	15 [26]	23.5 [27]	94.5 [28]	80 [29]	
positive #feedback/ #feedback conversion rate	75.60%	83.13%	86.88%	82.86%	50.00%	68.76%	54.86%
conversion rate #positivefeedback/ #beneficiary	47.25%	16.35%	44.68%	48.69%	13.17%	16.06%	34.03%

[1] 19,2.2020 Ion Creangă Bucharest/1 offline and 1 discussion 12th grade (35)

27.10.2020 Ion Creangă Bucharest / 3 video prezis and 3 online

26.10.2020: Călărași: 4 video and 4 discussions

29.10.2020: Mircea Vodă Gymnasium School Călărași: 3 offline presentations

3.12.2020 D. Bolintineanu high school: 3 video presentations and 3 discussions

8.12.2020: D. Bolintineanu High: 1 video prezis and 1 discussion

[2] 42 Cluj

19 Iași

16 Bucharest

[3] 43 ISF

21 SDC

[4] Iași 100

Bucharest 700

Călărași

[5] total of which online =90

[6] Bucharest: 156

Iași: 218

Cluj-Napoca: 303

[7] (Cluj and Bucharest)

Bucharest: 1435

Cluj-Napoca: 740

[8] Bucharest: 1117

Iași: 657

Cluj: 1155

[9] ISF 1600

SDC 442

[10] 62,5%

[11] rate 19.66%

[12] rate 51.14%

664 (before) and 343 (after)

[13] 78%+34%

[14] 337 until 12.03.2023

1641 before and 539 after

[15] 178 SDC

299+TBD ISF

[16] average ratio conversion

#feedback/#reach

[17] 75% rate

0.47 beneficiary=>positive feedback

[18] 83% rate

16% benefit=>>positive feedback

[19] 86%

[20] (84.8%) and (77.3%)

[21] ISF 158+TBD (52.8%)

SDC 170 (95%) (after eliminating negative commentaries from feedback like "nothing"/ "boring"/ "ok") average ratio: 68,7% (G16/G15)

[22] signed partnership contract with Romanian Associations of Dieticians

[23] it has been introduced optional curricula at grades 7th and 8th "Educație de mediu și schimbări climatice" ("Education for environment and climate change")

[24] It has been introduced optional curricula in grades 5th and 6th "Ora pentru animale" ("Class for the Animals")

[31] average ratio conversion #feedback positive/#beneficiary

FUNDRAISING STRATEGY

BUDGET PROJECTION ASSUMPTIONS

1. Steady increase in funding due to impact and to increase the visibility of the association.
2. Maintain focus on main/ongoing projects.
3. Including potential new initiatives as ACIA expands - Nutrition Ethics.

BUDGET PROJECTION (2025-2029)

2025: \$95,000

- ISF: \$35,000 (extension and/or budgetary maintenance)
- CC: \$50,000 (continuation and expansion of activities under a new partner)
- SDC: \$10,000 (project reintroduction)

2026: \$196,000

- ISF: \$40,000 (additional scaling and partnership development)
- CC: \$60,000 (scaled - 2 universities)
- SDC: \$20,000 (program expansion and strengthening)
- Nutrition ethics: \$76,000 (pilot phase)

2027: \$121,000

- ISF: \$50,000 (scaled)
- CC: \$70,000 (scaling - 3 universities)
- SDC: \$25,000 (introduction and pilot phase)
- Nutrition ethics: \$76,000 (pilot phase)

2028: \$161,000

- ISF: \$50,000 (continuation of activities)
- CC: \$70,000 (additional refinement - 3 universities)
- SDC: \$35,000 (expansion into new regions and schools)
- Nutrition ethics: \$76,000 (full scale implementation)

2029: \$241,000

- ISF: \$50,000 (continuation of activities)
- CC: \$70,000 (final phase and sustainability efforts)
- SDC: \$35,000 (program established)
- Nutrition ethics: \$76,000 (full scale implementation)

CONT. FUNDRAISING STRATEGY

Budget (USD)		Behind the plates	Cool Cantines	Seeds of Compassion	Nutritional Ethics curricula
2025	\$95,000	35,000	50,000	10,000	
2026	\$120,000	40,000	60,000	20,000	76,000
2027	\$145,000	50,000	70,000	25,000	76,000
2028	\$185,000	50,000	70,000	35,000	76,000
2029	\$205,000	50,000	70,000	35,000	76,000

CONSIDERATIONS

- 1. **Fundraising:** Align efforts to secure increased funding. We have done research on stakeholders consisting of the Romanian companies with top profit and we have extracted their turnover number from the las fiscal year. We aim to create long-term long term (2-3 years) relationships with the main person inin charge of CSR/marketing/legal in order to raise funds from their redirection of 20% of their profit state taxes.
- 2. **Sustainability:** Transition of projects such as ISF towards independent sustainability. Our board has decided to raise at least 10% of the funds from individual and fiscal donations.
- 3. **Evaluation:**Focus on monitoring and reporting to demonstrate impact.
- 4. **Flexibility:** Allocate reserve funds for unforeseen opportunities or challenges.



REGISTRATION INFORMATION / LEGAL INFORMATION

LEGAL NAME

Asociația de Conștientizare a Industriei Agricole

ADDRESS REGISTERED OFFICE

STR. VETERANILOR NR. 6, BL. M15, SC. 2, AP. 29, SECTOR 6, BUCUREȘTI

Tax Identification Code (CIF): 41898490

Registration number in the National Register of Associations and Foundations

RAF

28468/A/2019

BANK IBAN

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RO50BTRLUSDCRT0498352501 (currency USD)

SWIFT/ BIC Banca Transilvania: BTRLRO22

CONTACT INFORMATION

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DESIGNED BY

CATRINA ALDERETE

TEACHER & STUDENT TESTIMONIALS

“The workshop that Andrada proposed to my 9th graders was a brave endeavor, but how can you facilitate critical thinking and the ability to argue well without proposing some brave and sometimes uncomfortable topics (proof that we avoid them)! Andrada managed to adapt to the spirit of teenagers, to achieve her objectives, to recognize the limits and the challenges of the approach she proposed. This workshop was for me and for the students proof that you can present complicated problems in a way that is open to dialog, to reflection, to everyone's involvement and to the valorization of each point of view. I can honestly say that I don't know how or how much the students have changed their eating habits, but they have certainly become more aware of the impact their food choices have on others. In short, a well structured and organized workshop based on genuine dialogue. Congratulations!”

“Hello, I would like to give feedback for this activity we did together. Mrs. Stanciu Andrada made a presentation at the "Mihail Sadoveanu" Theoretical High School, aimed at giving the beneficiaries (the students at this high school) a broad perspective on food choices and the implications they entail. The presentation took place during the "Green Week" program and had two parts, one dedicated to the presentation of information (through the lecture and the viewing of videos related to the theme), and the second part focused on open discussions, providing additional information to specific questions from students.

Ms. Stanciu showed that she is a well-trained person, able to work in a team, empathetic and communicative, and these qualities facilitated the smooth running of the event.

Thank you! “

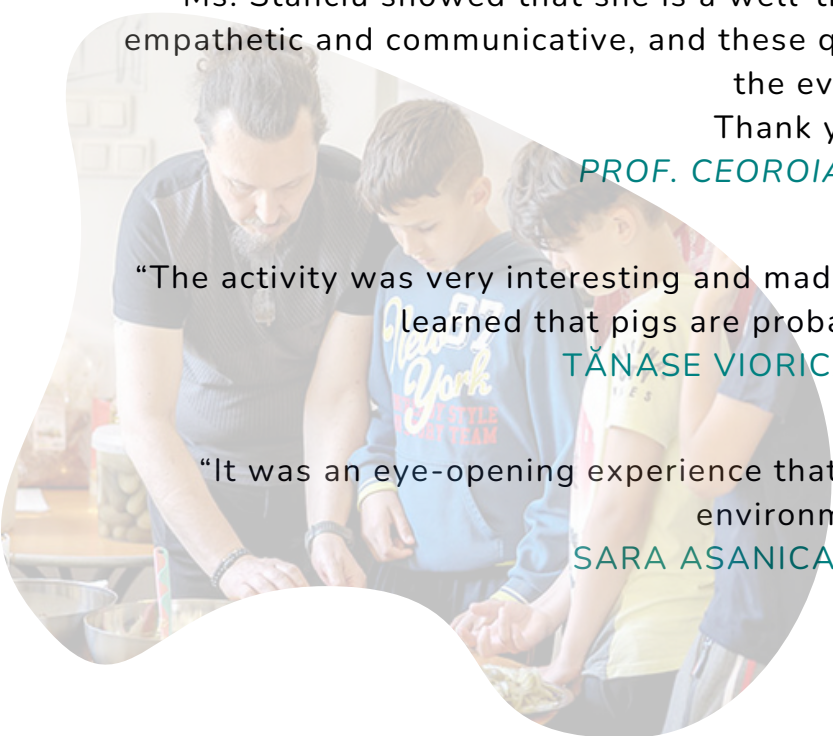
PROF. CEOROIANU RALUCA

“The activity was very interesting and made me think more about global warming. I learned that pigs are probably smarter than dogs.”

TĂNASE VIORICA, 6TH GRADE

“It was an eye-opening experience that showed me how we can protect the environment.”

SARA ASANICA, 6TH GRADE



“Today's activity was enjoyable because I learned many new things: that we must contribute to having a cleaner planet. I liked discovering that cows can pollute.”

CEZAR VELCU, 6TH GRADE

“Today's activity seemed very interactive to me, with many interesting work activities. Today we talked about global warming and industrial farms. What I liked most about the activity was the presentation style, the subject, and that I got to see the teacher again :)”

UNGUREANU DALIA, 6TH GRADE

“It's not just important to recycle, but also to make changes in our diet.”

SARAH, 6TH GRADE

“I remember how significant our food choices are in relation to environmental impact.”

NICULESCU ERICA, 7TH GRADE

“(This presentation) Opened my eyes to making healthier food choices for myself while saving the planet and animals.”

LIVIA ELENA, 11TH GRADE

“The only meat I've eaten in the last few months was chicken, but this presentation has made me change my diet to plant-based or vegetarian for starters.”

MARIANA, STUDENT, POLYTECHNIC BUCHAREST

“Today's activity was both entertaining and highly educational. Even though I learned some additional information, I never felt bored. I realized we make many mistakes in our daily lives.”

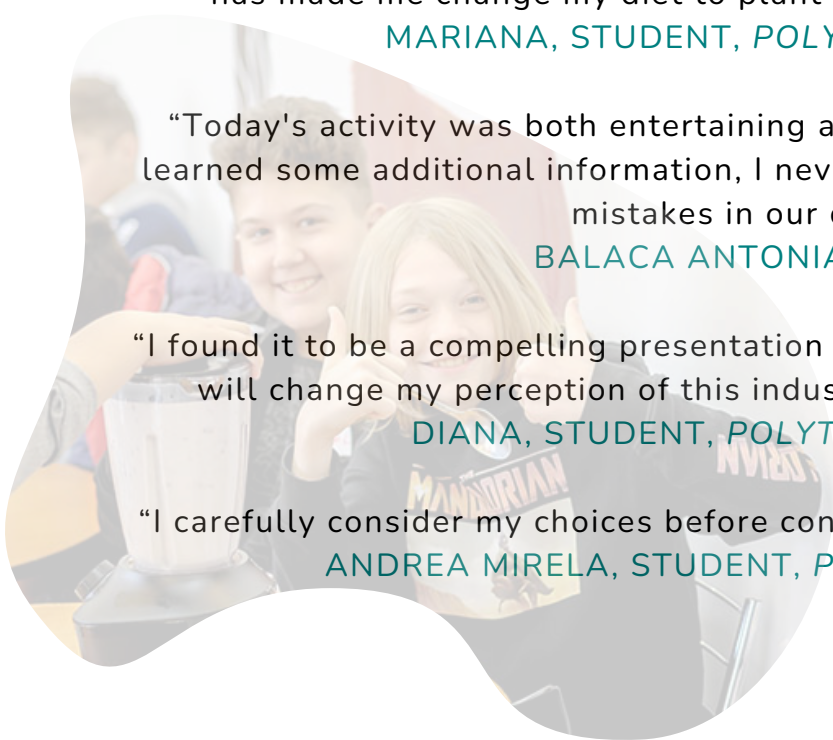
BALACA ANTONIA, 6TH GRADE

“I found it to be a compelling presentation with a strong and definitive message. I will change my perception of this industry and improve my food choices.”

DIANA, STUDENT, POLYTECHNIC BUCHAREST

“I carefully consider my choices before consuming any food made from animals.”

ANDREA MIRELA, STUDENT, POLYTECHNIC BUCHAREST





MEDIA COVERAGE

Excellent articles showcasing our program in the media.

THE POSITIVE NEWSPAPER

ACIA obtained: "The prize for the efforts made in children's food education" at the ZiarulPozitiv.ro Gala - First edition, May 30, 2024, Bucharest."

[READ MORE HERE](#)



LOCAL NEWSPAPER - DEBANAT

"The Plants for the Planet Project begins in Timiș and Arad counties. Students from the West of the country will be guided by a nutritionist

With the beginning of spring, the Plants for the Planet project also begins, a project that will take place in Timiș and Arad counties, being particularly important for people, the planet and animals."

[READ MORE HERE](#)



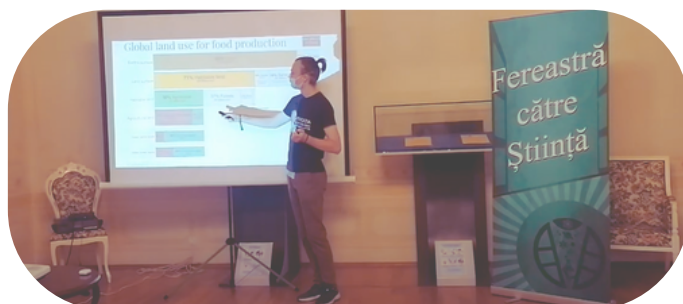
INTERVIEW AT PLANT BASED FEST 2024 GIVEN TO HOLISTIC ACADEMY

[LISTEN HERE](#)



"BEHIND THE PLATES" PROGRAM PRESENTATION AT LOCAL FESTIVAL "WINDOW FOR SCIENCE" 2021

[LISTEN HERE](#)





ACIA is the first and only Romanian NGO to introduce the concept of Humane Education, empowering young students to make food choices that reflect their core values of love and compassion for all beings.

Have any questions? Curious about our program? Contact us with your questions.

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DESIGNED BY

CATRINA ALDERETE

Thank you all for taking the time to meet with us. We are ACIA, the first and only Romanian NGO dedicated to Humane Education, helping young people align their food choices with core values of love, compassion, and sustainability. Our team, made up of vegans and vegan allies, works to create a world where these principles are reflected in every meal.

We address a critical gap in Romania's public education system—ranked second last in the EU for student performance—by advocating for long-term change. Over the next 15 years, we aim to introduce a mandatory high school subject on nutritional ethics, starting with pilot programs today.

In the following 5 years, with a yearly \$750,000 in funding, we will reach over 17,500 students, engage them in 30 creative cooking workshops, and transform five public cafeterias to offer a daily, low-carbon, plant-based menu option. Additionally, we will collaborate with educators and policymakers to pilot and introduce in at least two local counties a school subject containing elements of Ethical Nutrition.

Our programs, like Behind the Plates, Seeds of Compassion, and Cool Cantines, are already making waves. But an additional funding would allow us to scale our efforts, measure impact by student engagement, and advocate for lasting curriculum changes.

We're building a vegan world, one student, school and one meal at a time. Together, we can shape a future rooted in compassion and sustainability.

Will you join us?

