

Project Manual

Objectives for the Romanian actions:

- To stimulate interest of the nongovernmental organizations and disadvantaged groups to protect the environment by working with artistic images;
- The awareness of the local community over the sustainable concept by protecting the environment;
- To develop the cooperation abilities, teamwork and communication of the people in vulnerable situations.

The description of the project

The purpose of the action developed by the Romanian partner, Traian Demetrescu Culture House from Craiova - Romania, aligned with the scope of the ASAP Project - Art projects for sustainable action. He traced the development of the European partnership of a new methodology, which focuses on the use of various artistic tools to promote the most efficient concept of sustainable development by involving different categories of disadvantaged groups (immigrants, women, elderly, people with disabilities, etc).

In Romania, the project took place in Craiova - Oltenia region, where at least in the last 10 years, were brought to the attention of the local community members, many problems faced by disadvantaged groups supported by various public and private institutions in the city.

In this context, it was decided that the project's targeted group should be formed not from one disadvantaged group, but of 16 NGOs working locally for the benefit of various disadvantaged groups.

However, it was considered that in this way, the basic idea of the project will be disseminated more easily in the local community. The project's activities will involve a larger and more diverse and disadvantaged groups and the project's results will be valorized, after the end of the project by a greater number of organizations including the project's targeted group.

The activities were conducted in the project were included under the generic title of "Green culture in our lives" and consisted of the following activities:

1. An exhibition entitled "Craiova shouts!" with photographs taken by representatives of NGOs with disadvantaged groups that they attend. The theme of the photo display was to show images of the city affecting the lives of these people, and suggests the need for promoting the protection of the environment.
2. Organizing a **workshop** on "Advocacy for sustainable development through culture" presented by an expert in the media, attended by representatives of NGOs involved in the project.
3. The achievement, with the representatives of 16 nongovernmental organizations participating in the project, of a manual entitled "Advocacy for sustainable development"

which contains solutions and methods found in common to improve the living conditions of disadvantaged groups

4. The participation of 16 representatives of NGOs involved in the project to one visit (**mobility**) within one of European partners' country, together with the representatives of CCTD to observe these cultural events, exchange their experience on other innovative methods of Sustainable development through culture and dissemination of experience and results gained in the Green Culture event in our lives.
5. To establish a **“Green Network Organizations from Craiova”** made up of 16 institutions of the targeted group of the project and coordinated by CCTD, to create a positive framework for mutual understanding and cooperation between them in order to initiate sustainable development projects for their community.

The Use of methodology

The cultural event organized by the Traian Demetrescu Culture House from Craiova-Romania used **photography**, as an artistic instrument which is available to the targeted group, to promote the concept of sustainable development to the local communities.

To stimulate the involvement of disadvantaged groups in promoting the sustainable development concept, we urged the NGOs and student's organizations from Craiova, to inform on the opportunities to participate to a contest with the following theme:” *How to involve the disadvantaged groups into promoting the environmental protection culture.*”

They had the task to realize, together with the assisted disadvantaged groups or involved in their activities, photos with different images of the city affecting the lives of these people, which suggests the need to promote the environmental protection.

The organizations participating in the contest were encouraged to give names to their photographs and to capture those images that *say more than a thousand words*. Each organization participated in the contest with five photos, which were deposited at the Traian Demetrescu Culture House, on photographic paper and electronic support, with the dimensions of 20x30 cm.

All photos participating in the contest were used to organize an exhibition entitled „Craiova shouts!” and posted on the CCTD's website to establish a „Green Network of Organizations from Craiova”.

Also, each organization was stimulated and encouraged to initiate or develop in their own institution but with the CCTD's support a *Green Program* through which organizations to further promoting the concept of sustainable development through their own methods.

Subsequently, a panel of 3 representatives of CCTD and 3 representatives of the local media analyzed the submitted and selected 16 of them, which offered to the organizations that have realized them the opportunity to attend a three days workshop on the topic „advocacy for a sustainable development through culture” presented by an expert in the media.

As a result of the participation in this workshop, the 16 representatives of the winning organizations, under the guidance of media expert contributed to a manual entitled „Advocacy for sustainable development” dedicated to all NGOs in the city, which contains their experience in project, the solutions and methods found to improve the living conditions of disadvantaged groups. The manual will be posted on the CCTD and the participating organizations website and will be publicized by the local media.

The 16 representatives of the selected NGOs have participated in one visit (mobility) within one of the partners' country from the project, along with CCTD representatives to observe the cultural events made by them, to exchange experience on other innovative methods for

sustainable development through culture and the dissemination of experience and results gained in the event by their own institution.

In return, the 16 participants were tasked to disseminate information and experiences obtained in both in *The Green Network of Organizations from Craiova*, created by the project and the organizations from which, by making a specific choice of activities: training, workshops, informational seminar, debate etc. All these dissemination activities will be featured on their website and that of CCTD.

The description and evaluation of the activities conducted by the organizations participating in the project:

We present below some of the experiences of NGOs which have been targeted by the project group, and were asked to specify the disadvantaged group involved in the project and to explain its involvement in promoting the concept of sustainable development by using the instrument of art specified in the project (how they selected the disadvantaged people that actually worked, if there were any special requirements, etc.).

NGO's Name: ONCR, "RABON" Scouts Unit Craiova

The collaboration of "Rabon" Scouts Unit Craiova with CCTD in this project was driven by the need to develop partnerships with local authorities, with important institutions for the use of community initiatives to strengthen their role of "actors"; with high potential in achieving sustainable development: NGOs, various categories of young scouts.

Scouting mission is to create a better world, and it starts at the local level. Based on the motto "Think globally, act locally", the scouts do their best to get involved in their communities to change things for the better. In this project, meetings were held, special workshops to clarify the concept of "sustainable development", and to understand the specific of the project **"Art projects for sustainable action"**

In "The Green Culture in our lives" action, the "Rabon" Unit Scouts from Craiova involved people from disadvantaged groups, both adults and youth in promoting the culture of environmental protection by taking pictures with different images of the city that affect people's lives, and suggests the need to promote environmental protection. Many photos were taken, and the most suggestive images in this respect together with persuasive messages were selected to participate in the exhibition "Craiova shouts!"

Scouts Unit members together with the Association of Romanian Parents Scouts Volunteer (APROV) Craiova have used other ways to promote sustainable development, involving people from disadvantaged groups or high risk of social exclusion, aiming at increasing the participation of various groups in the community. For example, the following activities were conducted:

- Greening activities in the educational Partnership V.E.R.D.E (Balanced Life, Sustainable and Ecological Resources);
- Electronic waste recycling activities "Hunting the monsters" in collaboration with Junior Achievement Romania,

Activities inspired by artistic current "arte povera" of making "artistic products" using materials recovered (either from nature or from various human activities) and reusable, "poor" materials, economical and accessible to everyone. "Arte povera" workshops tried to promote the

citizens' involvement in recovery activities, recycling, and to stimulate individual and group creativity, the communication and self-confidence. The workshops' products of "arte povera" were presented in exhibitions either at CCTD or in Nicolae Romanescu Park or at Industrial Group CFR School Craiova, in different moments or events, including the Adult Education Week.

The children were excited, and went beyond the immediate tendency to do "simple pictures" and explored other ways of convincing expression of a complex message.



Do not throw away what you can reuse



Harmony sustainable ...



Recover, create, help



Time travel



Together for the sustainable development of Europe

NGO's Name: ROMANIAN PARENTS VOLUNTEERS ASSOCIATION -APROV-Craiova

The APROV's collaboration with CCTD in this project was driven by the motivation that sustainable development is not only about the material resources of a company, but also and primarily, the company's human resources. Why? Because the mentality and attitude depends on the protection and rational use of material resources, in the spirit of sustainable development.

Between the members and beneficiaries of the APROV's activities are also economically and socially disadvantaged people, vulnerable people, with an increased risk of social exclusion, such as unemployed, pensioners, unskilled workers or persons with low income women with family problems, children with precarious situation, and people with certain disabilities. Selection was done in time, according to proposals of the founding members and their voluntary participation in different activities.

The initial concern of our association in this project was to organize meetings, workshops to clarify the concept of "sustainable development" and specify the project in this context. There were teams that have worked documentation in our city, to capture issues that affect the quality

of life and community members who are, ultimately, barriers to achieving sustainable development approach locally.

The purpose: identification, awareness, accountability, and the use of a photographic image as a “shout” to attract attention and action. These selected photos were associated with a message and made the subject of an exhibition and a debate at the association.

The second step was to identify issues, using all photographic tools that are positive examples, worthy of promotion, multiplication, and have participated in the contest organized by CCTD.

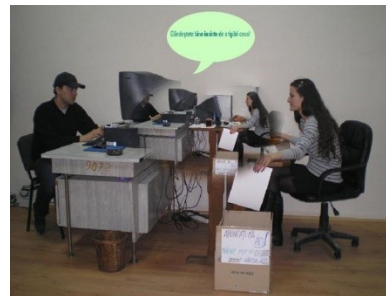
Our working group members have proposed another artistic tool to promote sustainable development, which has proven effective in engaging people in need. These activities inspired by current artistic “arte povera” because it involves:

- the use of recovered materials (either natural or from various human activities) and reusable materials, economically, accessible to everyone;
- to stimulate individual and group creativity for the achievement of useful and decorative products;
- to stimulate communication and self-confidence.

The products of “arte povera” workshops were presented in exhibitions or at CCTD either at Nicolae Romanescu Park or at CFR Industrial Group School from Craiova, at certain times or various events organized by the association.



Environmentally clean spirit



I do not throw. Tomorrow may be a book



I want a clean and beautiful Europe



Saving water, protect life



The book, the source of knowledge and accountability
NGO's Name: EURO-AGORA Association Craiova

The activities developed within the project aimed to involve young students in the Elena Cuza National College from Craiova in ecological action and dissemination of information on the protection of the wells in the city of Craiova, especially those in marginal areas.

The selection was based on information on students' residence located in marginal areas of Craiova, areas exposed to lack of drinking water from a reliable source. He considered acquiring more specific information, focusing on knowledge of history and ecology.

Actions like informing citizens about the danger of non-potable water consumption, with inscriptions marking warning wells and taking pictures were the main activities.

The group made several workshops and have developed several trips organized to specific objectives. All group members who took part in the project made flyers that explained the importance of citizen action to protect their historical wells and keep them ecological for future generations.

An image can express much more powerful force than a thousand words. Learning is sending a message is effective when a whole group working together in support of a project designed to help members of society who are in vulnerable situations. Photographs taken by young students were able to provoke reaction and determine the members of local citizens to take action to take care of the historical wells. Photographs were used in the exhibition were a poster for promotion was also made and was included in the implementation of the leaflet.

Regarded at first with little confidence, the picture proved to be the vehicle for disseminating best the message in both the group and among the public. Environmental protection can be achieved by targeting social groups, professional or otherwise by expressive pictures made artistically and exposed in the most original places.

Various stages of the project have been the object of some articles published on the website of the Association Euro-AGORA. The starting activities, mobilities that I attended, photos taken, messages received from citizens and from other civic organizations have been described on the website of our organization. There have been many opinions and questions, and several articles and radio and TV shows. Also on the website of the Association we have presented some aspects of the joint exhibition.

One of the future projects developed by Euro-AGORA will have as the theme the environmental awareness campaigns designed and conducted by students from schools in Craiova, with the involvement of citizens belonging to all age groups. The partnership will include a photography exhibition done by students and inaugurated in a square in the city of Craiova. Its message will be "Recycle today to have a future" and will be based largely on experience gained in this project.

Another project that we intend to continue promoting environmental culture is that of a photo exhibition in collaboration with the local director of transportation, using car plants as "exhibition halls". The authors are to exhibit work in high traffic areas to encourage to public transport for the protection of the environment and ending the use of private cars unless it is strictly necessary.



Craiova in the suburbs do not have access to safe drinking water



People with disabilities in Craiova attract special attention to the lack of markings and discrimination in traffic



People with disabilities greening historic fountains from Craiova



Students Craiova marks left derelict historic fountains



Young people draw attention as well Purcari water from public wells is not potable

NGO's Name: NEW PEOPLE TOGETHER

In carrying out the project's activities we try a proper representation of vulnerable groups that our association works with, given its stated purpose of social inclusion. Thus, one workshop was organized especially for projects focusing on disadvantaged groups who were under way, proposing to debate the theme of sustainable development through art.

The learner has made five such workshops for young people deprived of their liberty, seniors, children and youth, and launched a micro contest on the subject. To our joy, he created a remarkable effervescence and the target groups merged in some projects. Thus, seniors have considered important that art is a mirror of cultural heritage that they left to their descendants. They have interrelated the needs that they were trying to solve at that time, namely the greening of ponds around which several houses constructed of seniors with the model results in a micro-project and the seniors have been helping children and young people to keep the ponds clean. This was followed by a very popular activity The Living Library, where seniors were living books and juniors readers of these books. All juniors photographed, filmed, mounted the images and built the mirror of experience that the seniors wanted.

Another high school students' microproject was the problem of land and water pollution by the domestic and auto oil. They made flyers using specific ICT resources and organized a public information campaign to this respect, giving the housewives a leaflet and a jar to collect household waste oil.

A special activity was held in the Prison for minors and youth in Craiova, starting from the remark of a young man who said that they can see only a piece of the sky, and that is gray because of the neighboring power plant pollution. The learner led a theater workshop forum about the subject, completed with a performance which was attended by 58 young people in detention, 14 educators and social workers of the PMT and 10 young high school students from pre-selected group.

In another activity, 16 students from Machine Construction School Group no 5 from Craiova, aged between 16 and 18, had the initiative to organize a public awareness campaign in Craiova about the effects of destruction of the trees. The premise of the action was that the encrustation of a declaration of love on the trees bark in Romanescu Park – classified the third largest natural park in Europe - is the most convenient gift for March the 8th. Thus, guided by the learner, went to Nicolae Romanescu Park and bandaged 49 trees that had scratched deep on their barks love declarations and carefully attached the following message: I AM HURT NOW! BUT YOU WILL GET THREE GENERATIONS OF PAIN!

The action had a significant impact, many people asking for explanations. There were distributed a total of 90 flyers containing information on long-term effects of destruction of trees by different methods and different purposes. The campaign attracted the attention of local media, and the students gave interviews for the local networks TVS and TELE U Craiova.



1L oil basin 1
million liters of water polluted



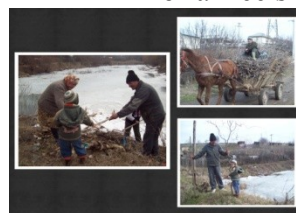
Also just now you will hurt three generations



Clean water than healthy



For a free sky, blue



Lake

NGO's Name: National Association for Children and Adults with Autism in Romania - Craiova subsidiary ANCAAR

“The Green Programme” promotion of sustainable development concept implemented by our association in the “Art for Sustainable Action Projects” started from the idea that a company that works on the principles of sustainable development can be built only by a generation educated in the spirit of protecting the environment. Thus, our organization pays special attention to ecological education of persons with disabilities. The target group involved in this project was created by children and adolescents with autism in “Dr. Innocenzo Fiore” Rehabilitation Center managed by ANCAAR, subsidiary Craiova and by our organization’s specialists and volunteers.

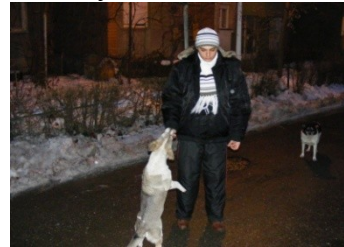
The photographs presented in the project were made with Andrew, one of the autistic children who attend the center’s programs mentioned above, found in various situations such as recycling, protection of the stray dogs or birds, etc.

Also, autistic children and adolescents involved in the project under the supervision of the center employees have organized various activities during the day from the Ecological Calendar.

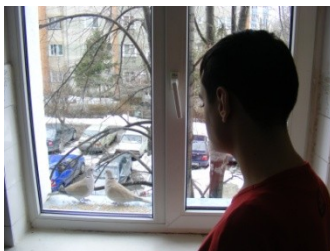
We believe that the photographic exhibitions that address the theme of sustainable development are an artistic means to promote sustainable development and environmental education at the same time. For the target group involved in our association project, using the photography as a means of promoting sustainable development was an innovative idea, appreciated and multiplied in the institution by organizing a small photographic exhibition on the occasion of World Animal Day and World Autism Awareness Day.



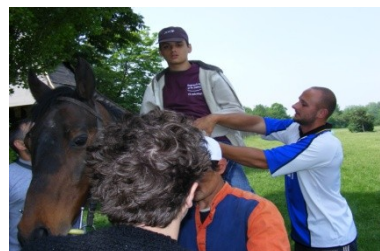
Although I can not understand many things, I look it is more clear than others



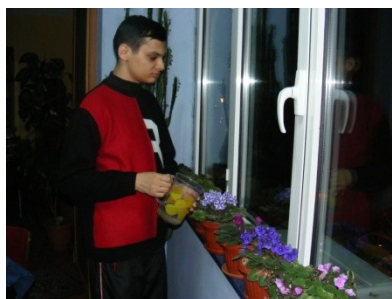
And they like me are a social problem unresolved



Because I know they are not afraid of me .. with people is harder



He supports me less people



My name is Andrew and although I take responsibility for other beings autistic

NGO's Name: THE ROMANIAN ASSOCIATION FOR YOUTH WITH INITIATIVE

The target group consisted of children and young people selected from the school network built by ARTI through the School Network or “We to Us” project partnership. The selection approach had the following algorithm: update database of schools, making a statement that was aimed the presentation of the ASAP project, guidelines for registration as a target group for the activity “Craiova shouts!” and for the dissemination activities acquired from other activities of the project (letter of motivation from educational coordinator and the student representative Council), selection criteria.

Following selection, the target group consisted of 15 preschool children from preparatory group A of the Ion Creanga overtime kindergarten, 40 children and young people from Theodor Aman Primary School No. 31, Petrache Trișcu Sport School, Mechanical Engineering Industrial Group School no 2, Craiova.

The Learner and 2 trainers of ARTI conducted 4 workshops on sustainable development through art, focusing on environmental education, one workshop in each school.

Following this five children and young people have developed 5 micro interdisciplinary projects having the following ideas: involving children from an early age to protect the environment, the importance of accurate information regarding pollution, public awareness on pollution made by animals in Craiova, environmentally friendly alternative means of electricity supply.

Children and young people were involved in the actual implementation of the photos, to their processing and the choice of presentation format, and they consider it as an interesting and new way of approaching the sustainable development.



10000000000 donate to a thermal chatterboxes



small, small, but involve me



The flip side 500D year pollution life



Who knows wins healthy and quality



No dog without bag

NGO's Name: The Regional Center for Community and Environmental Development – C.R.D.C.M

“The Green Programme” to promote the sustainable development concept, implemented by the our association within the project “Art for Sustenable Action Projects” started from the idea that a company that works on the principles of sustainable development can be built only by a generation educated in the spirit of protecting the environment.

Thus, our organization pays special attention to environmental education of the students. The targeted groups involved in this project were children, and “The Green Program” involved a series of trainings on various environmental issues, organized by organization’s volunteers in schools.

The photographs presented in the project were realized together with the students at a school where our association volunteers have organized such courses and they illustrated the following themes:

- Recycling waste - photograph entitled “So!”
- Environmental Hygiene - photograph entitled “We have fun together”
- Environmental pollution - photo titled “I can’t, I won’t”
- Conservation of the biodiversity - photos titled “Everything will be fine” and “At least I try”
- Climate change

The students involved in the project have organized various activities during The Ecological Calendar Days. We will replicate the used model in this project by organizing together with the target group of arts programs (theater forum, photo exhibitions, competitions of poetry / prose on the themes regarding the environment), during the Ecological Calendar Days.



CHILD WITH Trash So yes



Enough! Not anymore! Stop pollution!



Child can try it bandagePost sal tree



Trash merrily laugh along if I use



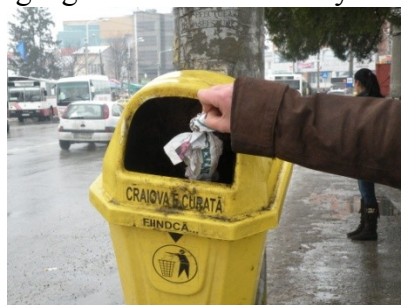
Relax will protect

NGO's name: "Word that builds" Foundation

The target group involved in activities in this project was represented by students with good school results, but from poor families with limited financial possibilities. The target group of the project was taken over sfrom the "Support for the future" project run by the foundation "Word that builds".

Working with disadvantaged group we found along the way how to contribute to sustainable development by launching a greening activities as well as favorable attitudes of the principle to recycling resources. Our message, of keeping the environment clean was sent by the use of photography, which turned out to be a very suggestive way. Paper, glass, Freon, aluminum, metal all can be recycled. There is the possibility of pre-recycling which consist in the manufacturing of recyclable or reusable packaging.

In all our actions have been stimulated by the idea that, to the force of words, the photography language is understood everywhere on earth.



A civilized gesture



Children care park



Choose eco bag



For a clean environment



For a clean park

NGO's Name: The Zonal Center for Adult Education in Craiova

The target group participating in the action “The green culture in our lives” consisted of people in vulnerable situations: children, pupils from single parent families, students with special needs, elderly.

Our organization has been involved locally in information and awareness through discussions, surveys, leaflets and conducting educational panels, which have promoted environmental protection culture.

The problem we decided to solve was “The Environmental Protection” by setting up green spaces, and cleaning natural areas of household waste. Work teams were formed, respecting the principle of equality of chances, whose common language of expression was the photography. Teams have captured in their pictures specific activities of protecting the environment involving: the development of green spaces and cleaning the natural areas of household waste.

Using computer technology, dozens of photographs were presented to members of the association to launch a debate on the message and images captured through photography. Photos that have sent the same message were selected for exhibition.

By the involvement of the target group in specific activities conducted to protect the environment, the action made an awareness by the force of the example.



Environmental education
does not look clean



Greener



I planted for you



Shoots



The first snowdrops..

Denumire ONG: ECO-WORLD 2010

Target group participating in the action “Green culture in our lives” was formed just of people in vulnerable situations: young unemployed, pupils from single parent families, students with special needs, elderly. Respecting the principle of equal opportunities, we have formed teams of 2-3 members whose common language of expression was “painting with light” – the photography.

Although different as material and social situation, age and intellectual level, the team members selected have seen and photographed just ideas, above people, places, emotions and events. And because each image has to vibrate even if it is for one viewer, all photographs were considered “art”.



Flowers



Lesson spring



My place where



Support at any age



We grow together

NGO's Name: Association for Social Studies

Within the project's activities we were involved in carrying out the photo exhibition "Craiova shouts" contributing with photos of our members participating in the project, on issues related to the involvement of disadvantaged groups in environmental protection activities.

In achieving this objective of our work the target group was identified comprising people from different generations, involving a dialogue between the generations, and also people in the group belonging to disadvantaged groups such as children from families with difficulties in social integration, children belonging to from minority, the elderly with low incomes who require assistance in solving health problems.

Identifying the target group was facilitated by the activities organized over the years by our association and involved people from disadvantaged groups.

From the target group a few members were selected to take pictures, trying to catch images of the target group involved in environmental protection activities. From the many images taken with the camera five of the most expressive were selected to be presented at the exhibition held at the Culture House.

We succeed by involving the target group in all stages of these activities to provide an artistic dimension to a photo chronic of an environmental action, giving participants a feedback of their activities.

Photography may therefore be an artistic means to promote sustainable development both through direct impact on the targeted group members and also by indirectly involving the exhibition's visitors, or visitors of the Association's site.

This model has proved efficient and we will try to use it in our future activities, associating it with other activities such as graphic arts / design or musical presentations.



And the help help



Care for each of the lungs of the city



Different and equal with nature



Helping nature recover waste



To cleanse the earth and spring herbs

NGO's Name: WORLD VISION ROMANIA - The Regional Office Craiova

The ecology and restoration of the green areas activities carried out by World Vision Romania - Craiova Regional Office, in partnership with schools from the communities included in the organization, students grades V-VIII as well as high school volunteers. Among the participants were found: children with disabilities and social problems, children affected by parents' migration abroad. The activities consisted of improperly disposal of waste collection within the communities or in the surrounding woods, planting of the trees in various barren areas - thus promoting the maintenance of a clean and healthy environment.

Children received with enthusiasm the initiative to use photography as a means of promoting sustainable development in schools by organizing exhibitions with photos of the activities they participated in and which can serve as a model for other students.

In the future, we plan to support the organization partners in accessing funding to create, maintain and develop a healthy environment by: planting trees, flowers, ecological actions in green areas, cleaning the surrounding and, inside the institutions, actions like the rehabilitation of the touristic areas.



A tree planted a new life



Environment to give life



Involved and you



Together we can achieve more



Together to give a clean
face Forest

NGO's Name: Students' Association in the Theology Faculty of Craiova

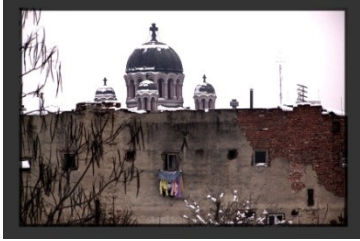
Following some discussions and debates within the association, together with the students, concluded that, in some respects, we can be considered a disadvantaged category, and I decided to get involved in promoting sustainable development.

Considering that the photos are artistic means to promote sustainable development, we answered the call of the Traian Demetrescu Culture House in Craiova, from the desire to help promoting environmental protection among students and to be an example for people in our community.

The message in the photo says more than a thousand words "Don't pass here!" "Beyond appearances ...it's all about the environmental protection!" "Step up to the environmental protection!" "Time does not stand still. Protect the environment to protect yourself!" "Saving the world ... concerns me too!" We do not want the cutting of the trees or litter everywhere and that the heritage buildings to be in ruins. We are trying to stimulate the participation of all communities in environmental protection and to change their mentality about the concept of sustainable development.

We disseminated all information about the project through meetings and conferences with students' organization and using ICT resources (editing documents in Microsoft Office Word, and Power Point presentations). We also promoted the project work carried out on the association's website and on Facebook.

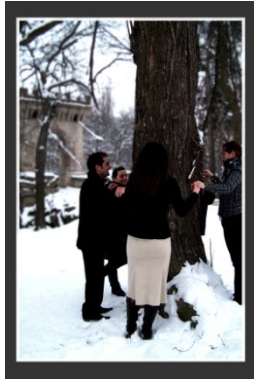
This idea of involving disadvantaged groups in promoting environmental protection culture is a model, because it leads more quickly to raise awareness regarding sustainable development and environmental protection



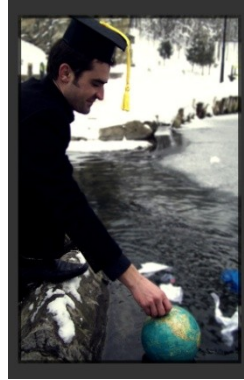
Beyond the apparent .. ;
is all the environmental



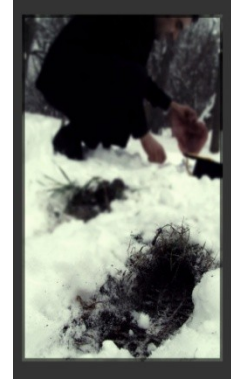
Time is not standing still.
Protect the environment to protect you



Here does not pass



Saving the world
about me and me ...



Step decided to
environmental

NGO's Name: Vasiliada Association

The targeted groups that worked were the beneficiaries of the "Sf. Vasile Social Emergency Center for homeless" and beneficiaries of "Sf. Ecaterina Centre for the disabled persons" in Craiova, projects undertaken by Vasiliada Association. Beneficiaries of the two social centers were involved in a workshop in order to develop cooperation, teamwork and communication skills.

In the workshop organized with the participation of vulnerable groups we have used recycled materials and have made various objects that were subsequently exposed to Association's events (March 1st, Vasiliada Association Day). These actions aimed to promote these categories and also individual and local community awareness on the concept of sustainable development through environmental protection.

Subsequently, in both centers have been made and will make ecological actions together with the beneficiaries. The social classes had discussions on the subject, how to be a responsible citizen and how we are directly affected by the environmental issues. The Emergency Social Centre beneficiaries have arranged the space with flowers and a lawn.



Exceeding limits



Expression of a reality



Power was looking along

Urban Barrier

Recycling produces difference

NGO's Name: Romanian Ecological Action Foundation

Together with students and teachers to “St. Stefan Ecological School“, “Henry Coanda High School” and “Matei Basarab School Group” realized the following events, which generated images shown at the exhibition “Craiova shouts!”

- water analysis actions at Romanescu Park using our organization’s spectrophotometer;
- an acacia nursery school;
- the selective collection of paper action;
- planting acacias;
- students and teachers from “Matei Basarab School Group“ were informed regarding the climate changing;



Next generation should be actively involved in restoring green gold

Protect aquatic life



Protect forest give us oxygen

We care about climate and

Recycling paper save trees

NGO's Name: Romanian Institute for Women's Promotion

The IRPF Association participated in this project by proposing the idea of involving **elderly women** in various programs to promote the concept of sustainable development and environmental protection. It is well known and undeniable the life experience of this category of people and that in today's reality and in almost every society, they are isolated, marginalized, or, at best, viewed with compassion and understanding, as if they wouldn't be capable of anything useful to those around them.

Through their involvement in this project we wanted to prove that the woman is an inexhaustible "resource", regardless of age, and that it's only up to us to explore the potential of these people that are everywhere around us.

The children were another targeted group involved in realizing the photos, and they suggest, by their innocence, their pure souls, their opening to others and their unconditional acceptance that they are real role models for "the big ones", always concerned with the pursuit of comfort.

Both the elderly woman and the girl involved in the project participated actively to the making of the photos, by offering suggestions on the ideas of promoting the concept of sustainable development that we intend to bring to the attention of the local community, and the "directing" of a scenario for each photo. They came up with proposals about the materials that we should use, the location where the photo shooting should take place, etc., explaining and also demonstrating what they understand by "sustainable development" and why is there necessary for the development to be "sustainable".

The little girl has learned from her granny how to respect and learn from granny's life experience, because in the future she will be in the same situation and granny learned from the little girl that she can be useful again, that her experience until now can help create a better future for the younger generation.

By participating to this project we have experienced, felt and realized that the sustainable development should be promoted by any method that proves to be more effective in raising awareness of the local community about the importance and the emergency of this objective.

I experienced the fact that artistic methods are, generally, more appealing by their contents (theater, music, painting, photography, etc.) and go easily to the soul of those who apply or feel them.

We know that photography is generally a very effective and artistic means of entertaining, but participating in this experience, we felt on our skin, both we, members of the organization and also the target groups involved, that photography is an easy to use art by the disadvantaged groups: it fosters involvement, creativity, it generates ideas, remembering the past experience, an projecting desires in the near future.

All persons participating in this unique experience, were captivated immediately by the "scenario" proposed by CCTD and participated enthusiastically to the photo shooting: the little girl felt that everything was a game, the grandmother has proved her utility and also developed self-confidence and we feel that we have the strength to fight for a noble cause but without the aid of the community, we could never find the strength to continue or to have our work known.

The whole experience gained in this project was detailed to the visitors of "Craiova shouts!" exhibition where some of the photos that we realized were exposed and also some of them were exposed at the kindergarten, where the little girl that appears in the photos, goes. Also, the little girl participated in a PPT format presentation that has been exposed to her kindergarten group.

The activity will be promoted on the organization's website, which is currently under construction.

Following this experience we decided to include in the organization's strategy a "Green Program", which includes a constantly promotion of the environmental activities and the awareness of different target groups on the concept of sustainable development.

In future, we intend to involve in our project other disadvantaged or vulnerable groups, including unemployed women and women with disabilities, but also successful women, with relevant activity in different areas, which could provide an example to the community, in its education regarding the significance of sustainable development and its importance to us all.



I wave my child walk?



Projecting future sea-
What place full of trees and
park my little flower



Waste Collection
-If you do not take it ..
I need to do my color support



Houses for bridges, box
Does my doll .. we;d love
birds to nest in it and build



Protect plants - I take care of you,
little snowdrop.
In my castle you will not be cold

Launch project - December 16, 2009





Organizational meeting - Clarification contest tasks, January 28, 2010



Organizational meeting March 4, 2010



Exhibition: "Craiova shout!" March 9, 2010



Organizational meeting May 4, 2010



Third meeting of the project 19-22 May 2010





Workshop: Advocacy through culture for sustainable development 06,07,08 May 2011



Organizational meeting June 9, 2011



