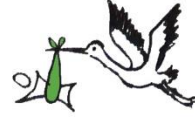
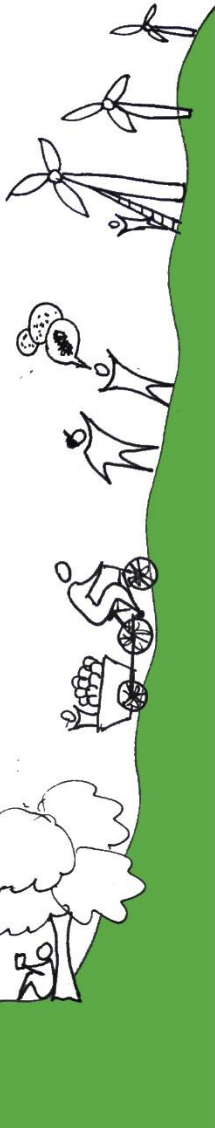




ECOVISIO



Annual
Report
2018



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Introduction

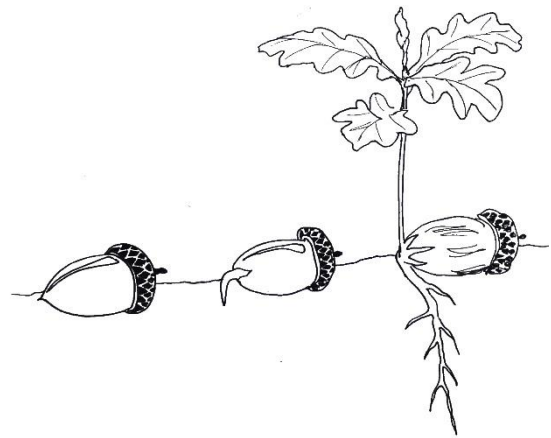
Our Vision

EcoVisio is a non-profit grassroots CSO that envisions Moldova and its neighbors as a model region of empowered society, healthy environment and vigorous, fair economy. Our work is dedicated to gradual realization of the full potential of this place and its people.

EcoVisio is implementing its mission by **empowering, connecting and supporting individuals and organizations who want to work on a common vision for our small country and the region**. Thus, we run educational and empowerment programs for individuals, create and advocate for viable examples of ecological and social innovations especially in community development and boost cooperation between change makers through building networks and ecosystems.

We train men and women and provide them with instruments to implement small projects or start-ups in their neighborhoods or villages; we share information and work together on alternative solutions for making our region and the world a better place to live. We collaborate with other civil society organizations, small and medium enterprises, universities, local public authorities and Ministries, **creating a vibrant community of change makers**.

Main principles of work: cooperation instead of competition, transparency and trust, unity in diversity, quality and striving for excellence, simple life and sustainability.



Our Team

The **interdisciplinary team** of EcoVisio combines experiences of civic involvement in democracy with environmental expertise, entrepreneurship, international development, peace and conflict transformation based on diverse work and backgrounds in volunteering. As of December 2018, EcoVisio has **13 active core staff members** (working part-time or full-time) and **32 full voting right members**.

There are also several hundred volunteer helpers and supporters in the extended circle, who are extremely important to the overall success of our joint activities. Each year the EcoVisio team, as well as the number of members and partners of the association, is growing. We put a high emphasis on cooperation with other actors of sustainable development in Moldova and abroad.



Summary of the main developments and changes in 2018

12 significant developments and achievements of 2018:

- Finished construction and launched operations of the **EcoVisio Environmental Training Center** that has had held about 120 seminar days, hosted 2500 visitors and contributed to economic resilience of approx. 30 inhabitants of the village of Rîșcova in 2018
- **Trained over 1000 men, women and youth**, and **supported ca. 100 initiatives** in community engagement, environmental action and social entrepreneurship throughout the entire country
- **Wider geographical engagement in the regions**, especially Găgăuzia, Fălești, Sângerei, Telenești, coupled with increased reach-out to middle school level students
- **Raised visibility and engagement** in the field of **waste prevention and management** through campaigning, innovative event formats and integration of a large **Hai Moldova initiative**
- **Energy efficiency, renewables and water management** added to our portfolio through new programs
- Professional work direction of **Environmental Mainstreaming** for other organizations has started - greening up CSOs and businesses
- **Stronger support of our alumni and activists' ecosystem** through regional events and supporting grants provided to initiatives
- **Boost in PR** through strong increase in Social Media work and innovative public engagement approaches as well as first experience in **large campaigning**
- New level of **proficiency in data management, recording and security**, through switch to professional software and introduction of statistics instruments (including segregation of data by gender)
- **Gender mainstreaming** as well as family friendly working environment has received an important focus in agenda of EcoVisio
- The **new EcoVisio office and working space** was open and first steps for creating the green-hub were undertaken
- Significant **growth of the team** and the employment boost in March and September. Introduction of joint all-team working hours and implementation of clear structures in organization



Impact analysis and the logic of the report

The structure of this report reflects the structure of **EcoVisio Results Assessment Framework (RAF)** - the strategic document that determines the work of the association in the period 2018-2020. According to RAF all the activities of the Association are performed in one of the four strategic areas (A,B,C,D), which will be described in details below.



Each area has one outcome (in some exceptional cases two). For each outcome there are several envisaged outputs and further, the activities, which contribute to realization of each output. In the EcoVisio RAF several different activities may contribute to realization of different outputs (for details please see the RAF Budget). That is why some projects could be mentioned in different parts of the report (also in different areas), as they might contribute to various outputs. However, the main description of the activity is presented in the chapter, where the corresponding indicator is mentioned (for the full description of RAF with indicators please see the Attachment 1).

Thus, the next chapters of this document represent the developments in four strategic areas. Each chapter has similar framework: **presentation of outputs, outcomes and activities**, contributing to their realization. Then follows the **analysis of the results reached** in 2018 based on indicators set in RAF for 2018. The cases of deviations of results from initial targets (either positive or negative) are explained. Each chapter is ended by **conclusions** and lessons for the future.

The analysis of the results was made by staff members involved in overall activities of the association (Executive director and Program director, who is the focal point for analysis of indicators) in consultation with coordinators, based on the Statistics and Reporting table used throughout the year and on results of internal reports and other monitoring instruments practiced by EcoVisio.

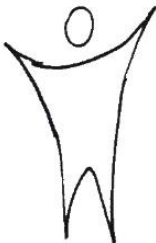
The overall long-term strategy as well as all the program activities are determined by the vision and mission of the Association EcoVisio based on professionalism, empowerment, active participation, building trust and contributing to sustainable development of the region.

Progress per outcome



STRATEGIC AREA A – CAPACITY DEVELOPMENT AND EMPOWERMENT FOR ACTIVISM

The area A encompasses the educational programs of EcoVisio that deal with individuals’ development and empowerment. This is the largest area of activity of the Association. In 2018-2020 it is planned to continue running the already existing programs and to launch the new ones. The main target group of the majority of the programs are young people aged 18-25 (activEco, activePeace). The programs for teenagers (aged 12-18) from rural areas of Moldova (Future Local Leaders, Danube Youth EcoLab, ActiveCiuluc), and programs for young adults and professionals aged 20-50 (Keep Cool in Eastern Europe, BusinessCool & Sustainable Development Lab) are growing. The majority of the existing programs were previously supported by different donors and partners and we plan to continue fundraising for this area with existing and new donors.



Outcome: A growing number of individuals and multipliers (women/men, girls/boys) are informed, empowered and are taking action towards sustainable development and/or lifestyle change in areas such as: Ecological Lifestyle, Social Entrepreneurship and Green Economy, Organic Agriculture and Tree growing, Rural Development and Tourism, Eco-Construction and Energy, Ecological Mobility and Green Cities, Healthy Nutrition and Vegan/Vegetarian Cooking, Climate Change, Water and Sanitation, Waste Prevention and Management, Peace Education and Transformative Leadership, Gender and the Environment.

Output 1.1	People from all regions of Moldova take part in our educational/empowerment initiatives and various Moldovan demographics are represented.
Output 1.2	Women and men who participated in our educational/empowerment initiatives have thought of and implemented at least one project in their local community, meant to tackle social issues in a sustainable way.
Output 1.3	Alumni are getting actively involved in further actions
Output 1.4	EcoVisio's trainers have built upon their relevant skillset, which has expanded to include at least a basic knowledge of gender mainstreaming. This is reflected in the quality of their sessions.
Output 1.5	EcoVisio's pool of trainers and facilitators has grown and any existing gender gaps have dwindled.
Output 1.6	Publications and innovative methodological materials developed and disseminated to the public



Activities and Results achieved



“activEco” program for Sustainable Development: Challenge Edition

activeco-program.org

The Associations flagship program “**activEco**” is a yearly educational program for youth, mainly from Moldova, and neighboring regions of Romania and Ukraine. Since its launch in 2013 the program aims is to empower creative and motivated people through capacity building by education, exchange and project work. “activEco” comprises a capacity building curriculum, a seed funding for volunteer’s micro projects and a peer-to-peer mentoring. In 2018, the structure of the program consisted of an Impulse Seminar, followed by 5 thematic Challenge Weekends, and a final Reflection Seminar, as follows:

- **Impulse Seminar** (1st-7th of April)
- **Urban and Community Development Weekend Challenge** (1st-3rd of June)
- **Project Management Weekend Challenge** (15th-17th of June)
- **BusinessCool** (financial management of a start-up) (14th-16th of September)
- **Food for Thought Weekend Challenge** (28th-30th of September)
- **Growing Trees Weekend Challenge** (19th-21st of October)
- **Reflection Seminar** (23rd-25th of November)



A total number of **92 individuals** have participated in the 2018 activEco program (one time or repeatedly), and have become familiar with the EcoVisio’s work and vision, and the larger network. Of them, 25 have become alumni of the activEco program by implementing 15 micro-projects in areas such as waste management and plastic-use reduction, recycling, nutrition, community integration of marginalized groups, environmental education, tree planting, etc.

The activEco program is implemented in partnership with MitOst e.V., and with the financial support of Robert Bosch Foundation. One of the seminars (BusinessCool) is supported additionally by the European Fund for South-East Europe.



“ClimateLaunchpad Moldova” (CLP) program for green start-ups

ecovisio.org/climatelaunchpad

“ClimateLaunchpad” program - the world’s largest competition for green business ideas - is set up to help aspiring entrepreneurs grow their green ideas into global businesses. ClimateLaunchpad is part of the Entrepreneurship offerings of Climate-KIC - funded through the European Institute of Innovation and Technology, an initiative of the EU. ClimateLaunchpad was brought to Moldova by EcoVisio in 2015, and organized annually since then.

In 2018, we had 19 applications from teams, 12 of them were invited to participate at a 2-day Boot camp with an international trainers, where they went through the following topics: Founder’s Dream, The Deal, Market Segmentation, Jobs To Be Done, Customer Value Proposition, Financials and Key Value Drivers, Customer Discovery, Pitching. Further they had 6 Coaching Sessions (July-September) with 6 local coaches specialized in marketing, sales, finance, climate and business development. The sessions were meant to prepare the teams for the National Final, raising topics such as Customer Discovery, Assumptions, Experiment Design, Competitive Advantage and Climate Impact.

The National Final took place in the middle of September, where 7 green startups pitched their business ideas in front of a jury. The best 3 were selected to represent Moldova at the Global Final in Edinburgh, Scotland, along with other teams from 43 countries. In 2019 the funding from the global ClimateLaunchpad team will be stopped, which will represent a challenge for the local team. We will focus on fundraising (finding sponsors and partners) and active promotion (especially for students of sustainability faculties).



“activePeace” program for developing conflict management skills

activepeace-program.org

The **“activePeace” program**, launched in 2016, aims to develop the capacities of young people in areas such as critical thinking, peace education, diversity, conflict resolution/transformation, communication skills, emotional intelligence, and civic activism. It is implemented in partnership with MitOst e.V. (Berlin) and a friendly financial support of the Ministry of Foreign Affairs of Germany and the Robert Bosch Foundation in the framework of the project “Dialogue for change”.

In 2018, due to changes in financial support structure the program has been rescheduled and was started not in February, but in September 2018. For the first time, the program will run through winter and will consist of four seminars (two in 2018 and two in 2019) and a number of working meetings. This year two seminars have taken place in October (Riscova) and December (Trebujeni), bringing together diverse group of 20 young people from different regions of Moldova including Gagauzia and Transnistria.

Next year participants will develop their project ideas and will implement their project in small interregional teams. As a result of the program 20 participants will increase their ability to handle the conflicts and ultimately to transform such conflicts into collaboration, contributing to improving of relations between people (as well as organizations, generations, groups) and supporting peace in the region.



Danube Youth EcoLab – ecovisio.org/dyel

The project "German-Ukrainian-Moldovan pupil exchange and environmental expertise along the Danube: an effective way of sustainable development of the Ukrainian Danube" - or **Danube Youth EcoLab** - took place in spring 2018, in collaboration between EcoVisio in Moldova and ARIPR in Ukraine, with the support of Childfund Deutschland and the Non-Governmental Fund of the Federal Land Baden-Württemberg.

For Moldova, this meant that 24 young people aged 14-16 from four different schools in Comrat, Gagauzia took part in training courses, studying about sustainability, responsible consumption and waste prevention. As a part of the program, they developed and implemented their own small eco project ideas. The participants planted 40 fruit trees in one of the schoolyards, organized a flash-mob, cleaned up the Comrat forest, created 5 social video spots to show how they perceive current ecological problems and solutions. Moreover, they participated in the study visit to Ismail, Ukraine, where they learned about waste recycling.

As a result, the participants became aware of sustainable lifestyle, overcome language barriers, developed the network of friends and managed to stay in touch for further cooperation.



Keep Cool in Eastern Europe – ecovisio.org/keep-cool

Keep Cool is a board game coming from Germany, which aims at promoting general knowledge on climate change and the understanding of the difficulties and challenges of the international negotiations in reaching a common goal. EcoVisio has been using the game during its educational activities since 2013, translated it into Romanian, Russian and Ukrainian in 2016, and transformed this passion into a fully-fledged international project in 2018.

The project **“Keep Cool” in Eastern Europe** (2018-2019) strives towards creating a community of Keep Cool players in Moldova, Ukraine and Romania - people who know the game, enjoy it, use the it in their work in schools, universities, during trainings or elsewhere, spreading awareness about climate change.

In 2018, EcoVisio organized 7 Keep Cool board game-events in Chisinau and in the regions, including one game-event in Tiraspol, where 74 individuals played the game once or several times. The Ukrainian

partner "Zelena Hvylya", organized 6 game-events, with 94 participants having played the game. In Romania, the game is promoted by "Mioritics" and "Society for Responsible Consumption".

In parallel, EcoVisio works on the online version of the Keep Cool - translating and updating the existing German-only version of the game, all while testing the it with a local community of players.

In 2019, EcoVisio and its partners will continue organizing game events and training multipliers to use the game for educational purposes. Once the mobile version of the game is fully developed, a Keep Cool Mobile Online Cup will be organized, connecting players from different regions of Europe.

"Keep Cool in Eastern Europe" is funded by the German Federal Environmental Foundation and supported by the Humboldt University Berlin.



ActiveCiuluc - ecovisio.org/activeciuluc

ActiveCiuluc (April 2018 - April 2019) is a project in a new thematic area for EcoVisio (water management), and also new geographical zone (Falesti, Singerei and Telenesti districts). In short, it is an initiative for informing people living in the basin of the river Ciulucul Mic about the ecological situation in the region (the river is drying up, underground water is retreating and polluted, droughts, deforestation, etc.) and practical steps each of them could take to change it for the better.

Done so far: creation of the Ciulucul Mic River Basin Committee and holding the first meeting; exploring the river from the sources to its mouth (learning and documenting its state); infographics reaching tens of thousands of people; two art contests and exhibitions dedicated to the river; ~1000 people involved directly through ecolessons, practical activities (cleanups and plantings), seminars on organic agriculture, etc. The team is now working on the River Basin Management Plan for Ciuluc rivers and looking forward to planting about 20,000 of trees (it wasn't possible to do it in autumn 2018 due to a severe drought).

ActiveCiuluc (officially, „Integrated water resources management and ecological rehabilitation of the Ciulucul Mic river basin”) is financed through the SDC-ADA project "Strengthening the institutional framework in the water and sanitation sector in the Republic of Moldova (Phase 1)".



Future Local Leaders – ecovisio.org/future-local-leaders

"Future Local Leaders", co-organized by Hai Moldova initiative and EcoVisio, and funded by US Embassy, is a program designed to develop leadership skills and offer basic knowledge on waste management & sustainable development for youth from all regions of Moldova. The ultimate goal is to increase civic engagement and democratic action and create a national network of Hai Moldova ambassadors.

The program consists of four trainings, three of which took place at the end of August at the EcoVisio Training Center in Riscova and were attended by 72 teenagers from 25 districts of Moldova (including Transnistria). Besides the sessions on leadership and waste management, they were also prepared for their "test" - organizing the World Cleanup Day 2018 (15.09.18) in Moldova. The trainers helped them build a strategy of how to engage the local community, involving public administration, NGOs, private sector and educational institutions. Thanks to these young people, the National Cleanup Day engaged 77 thousands of volunteers from all over the country.

The last training on leadership for selected regions (Sorooca, Falești, Dubăsarii Vechi, Palanca) will be held in February 2019.



Separate Waste Collection in schools ecovisio.org/separate-waste-collection-schools

The pilot project **"Separate Waste Collection in schools"** is a part of the "Keep it Clean" plan following the "World Clean-up Day" by HaiMoldova. Its purpose is to test separate waste collection in 10 different schools throughout Moldova, from all the regions: 2 schools from the North, 3 from the Center, 2 from the South and 3 from Chisinau. Of these, 3 schools are from villages.

The project consists of the following stages:

- October - November 2018: A public call was made where schools could apply and 10 schools were selected. One of the most important criteria of selection was the existence of a company that could evacuate the trash to be later recycled.
- November 2018: A training where 2 pupils and one teacher from each selected school were motivated and instructed on ways to coordinate the separate waste collection in their schools.
- December 2018: Meeting with more teachers and pupils from schools.
- January 2019: The installation of bins for plastic and paper, as well as informative boards on how to collect and separate waste the right way.
- May 2019: Schools reporting back to the team regarding their results: how much paper and plastic they collected, the activities they organized within the project: contests, games and various creative activities such as drawings and videos, trainings, lessons and others.

The project is financed by the Swedish Government through the Swedish Embassy in Moldova.



BusinessCool & Sustainable Development Lab ecovisio.org/businesscool

The **BusinessCool & Sustainable Development Lab** programs, launched in 2018, joined their effort for a series of 3-day seminars designed to give aspiring entrepreneurs the skills and know-how they need in order to develop sustainable, healthy businesses. Using the format of a weekend workshop, the organizers aim to introduce simple and practical instruments, which encourage the participants to walk the road between project idea and successful business. To that end, they are guided by trained facilitators as well as experienced entrepreneurs.

In 2018, we had three seminars: 1) an introductory workshop into the world of business venture (September), 2) Social Innovation (September) and 3) Product Design (December) - each with about 18 participants. In 2019, two more are planned: Financial Management and Fundraising (January) and Marketing & Storytelling (March).

The seminars are held in cooperation with EFSE Entrepreneurship Academy (Chişinău) and Dekabristen e.V. (Berlin) with financial support of EU4Business and German Foreign Office.



Energy Forum - ecovisio.org/energyforum



The **Moldo-German Energy Forum**, realized by EcoVisio with support of Moldo-German Forum and the German Federal Foreign Office, aims to facilitate the dialogue between local communities from Moldova and Germany in terms of renewable energy sources and sustainable development processes. Communities from both countries get the opportunity to share experiences and develop innovative projects together.

The project was launched in August 2018 during a Kick-off Conference, where the representatives of around 30 communities were introduced to the general context, opportunities and the experience of Germany in the Energy Transition. In September, several German energy experts visited selected communities - including Feștelița, Mateuți, Mereni, Strășeni, Budești, Costești, Cheadâr-Lunga, Rîșcova, Călărași - and shared their technical experience in energy efficiency and renewable energy. The next step, in October, was a study trip to Germany, when 9 local representatives were exposed to different good practices of the German organizations that work in energy and environmental sectors. Upon coming back to Moldova, in November-December, they organized small conferences in their communities, for locals to receive advice and tips on energy efficiency and how to make the most out of renewable resources. The next step is the implementation of bilateral projects between Moldovan and German communities.



Forest Explorers - ecovisio.org/forest-explorers

Forest Explorers (implemented with the financial support of the US Forest Service) is a project aiming to engage youth (12–16 years old) from the village of Rîșcova in community building activities revolving around the local forest. These activities consist of seminars and hands-on trainings focused on using the outdoors to learn, build confidence, increase teamwork and discover the world through local surroundings. The project, which started in September 2018, will wrap-up in May 2019, with marking a ca. 5 km forest trail between Rîșcova and the neighboring village Ivancea.

The Forest Explorers club kicked-off with an Impulse Seminar, in October, where participants went on a two-day camping trip in the neighboring forest. The club continued its activity throughout the months of October-December, by organizing bi-monthly meetings covering such topics as outdoor survival skills, trail philosophy, flora and fauna. The club will resume its activities in February-March 2019, when the weather will allow outdoor activities, covering such topics as trail mapping, signage, climbing, going into more practical activities connected directly with the local forest and the trail creation. In 2018, a total of 29 young people from Riscova have participated in one or several club meetings.



Conclusions on results



The **area A is the largest area** in terms of resources (human, financial, time) involved and in terms of activities performed. This is the area where the work of the Association traditionally was mostly focused on (e.g. it has a share of more than 40% in overall budget for 2018). All educational programs are attributed to this area, that is why the biggest part of activities are described in this chapter.

The **main achievement of 2018** is the rise in number of educational programs of Association. This year EcoVisio was running 15 programs (comparing to 4 in 2017). That is why the majority of indicators planned in RAF for Area A were exceeded. For example the number of men and women / boys and girls who have benefitted from EcoVisio's educational offer exceeded more than 1000, compared to 250 planned, or # of men and women / boys and girls that have been directly and indirectly reached by the participants' actions and lifestyle change exceeds 21000 compared to 4000 planned.

The impressive growth could be seen in the number of the short-term seminars (1-3 days) organized by EcoVisio in 2018 outreaching 30 events and in the activities organized by alumni of the Association.

The **underachieved indicators** are the number of long seminars (4-7 days) 3 instead of 10 planned, the # of men and women / boys and girls per year successfully graduating the program curriculum, # of men and women / boys and girls who have benefitted from EcoVisio's educational offer and have taken a measurable action afterwards, # of initiatives implemented. This is determined by the structure of educational programs in 2018 - just one educational program (activEco) instead of several planned was implemented as the whole cycle in 2018. Due to this, in the reporting year we have got much less long seminars, less alumni and less persons implementing their initiatives. % of individuals participating in at least one alumni activity of EcoVisio is also lower than planned.

The positive development could be presented also by **qualitative results**. Among the most important should be mentioned the diversification of topics and areas of activity of EcoVisio programs and appearance of new educational programs. In 2018 the new areas such as waste management, water management and energy were busted and several programs such as activeCiuluc, IndepEnergy, Future Local Leaders, HaiMoldova, Keep Cool, Energy Forum have appeared, involving new clusters of participants and partners.

The **most important conclusions** determining the plans for development of area A in the next years are the following:

- The Area A is still the main direction of work of the Association, empowering and educating individuals for sustainable development. The overall development of this area in 2018 is very good, overreaching the planned results and opening new perspectives.
- The existing "historical" programs of EcoVisio (activEco, activePeace, activeLocal/HarapAlb - rebranded in HAI Club) were successfully continued in 2018 and will last in the next years. The new program have appeared and proved to be in high demand by young people from the region.
- Long-term seminars are proved to be an efficient instrument in working with transmitting the values and changing the attitudes of participants, so the number of long seminars in educational programs should be increased
- The internal pool of EcoVisio facilitators should be further developed reaching proficiency in diverse topics, as the are the main force of working with individuals envisaged by strategic area A.
- The means of monitoring of educational programs should be improved
- More work with EcoVisio alumni is needed, attracting them to remain the active part of the EcoVisio network and supporting them in implementing their own initiative.

STRATEGIC AREA B - LAB FOR GROWING OF SUSTAINABILITY INITIATIVES, SOCIAL INNOVATIONS AND RESILIENT COMMUNITIES



The strategic area B includes work with initiatives and communities. By communities are meant both geographical areas (villages, city neighborhoods etc.) as well as communities of people (united by interests, profession, values) in different parts of Moldova (incl. Transnistria and Gagauzia). Here work on creation and consolidation of the so-called “resilience hot-spots / nests”. These are rural communities, organizations or strongly connected groups of people that through our interventions develop conscious application of sustainability practices in resource management, personal consumption patterns and overall organization of activities (e.g green offices, eco-villages etc.)

Also in this area new initiatives appear and are piloted to become self-sustainable in future. Here we provide support for example to social innovation start-ups and green business ideas (e.g. demonstration plots in organic-agriculture or sustainable energy) and village community initiatives.

Such resilience hot-spots and best practice initiatives will be also made more visible and promoted by us so that they can be multiplied and replicated

Outcome: Sustainability initiatives, social innovations and community resilience hot-spots / nests are created, piloted, strengthened, multiplied and made more visible to the general public



Output 2.1	Sustainability practices have become more widespread amongst Moldovan LPA's, SMEs and SCOs, thanks to targeted environmental mainstreaming actions factoring in the experiences and obstacles of different demographics
Output 2.2	Increasing the social responsibility & economic independence of women and men in target communities by assisting them in establishing initiative groups, social enterprises, SCOS & CBOS.
Output 2.3	Allocating seed grants to sustainability initiatives/start-ups in a way that is equitable and mindful of current gaps in Moldovan society.
Output 2.4	Demonstration plots for organic agriculture and tree growing exist in diverse communities of farmers throughout the country
Output 2.5	Increased number of visits to Rîșcova, due primarily to various community actions and community-led events in the village
Output 2.6	Increased visibility of sustainability practices and promotion of sustainability initiatives developed by our alumni

Activities and Results achieved



Promotion and development of Social Entrepreneurship

Social Entrepreneurship remains one of the key aspects in EcoVisio work. Offering educational options, supporting initiatives and creating ecosystem enhancement options are main lines of work. Besides the EcoVisio training Center in the village of Riscova is operated as a social enterprise. Here the generated profit, if any, is directed to development of the village and offering accessible education opportunities to Moldovan citizens.



Social Innovation Lab grants - ecovisio.org/si-grants

One way to support social innovations is to co-fund a part of their start-up needs, whether it's an entrepreneurial or a purely socio-ecological initiative. In 2018, EcoVisio launched an open call and selected 13 initiatives, which received goods or services in value from 100 to 900 EUR. Main criteria for selection were: relevance, impact and expected sustainability. The initiatives were very diverse, ranging from natural coloring of fabric, organic gardening demo plot set up, setting up a natural bakery to developing an alternative school for children and upgrading a small business in furniture parts production employing people with special needs.



Social Entrepreneurship Forum / Conference ecovisio.org/social-entrepreneurship-forum

Social Entrepreneurship Forum was first organized by EcoVisio in 2015. The main idea of the Forum was to bring together relevant actors of the field, as well as activEco participants and alumni, friends and partners in order to define the concept of social entrepreneurship, share inspirations and best practices, and develop the sector together. It continued in the same format in 2016 and 2017.

In 2018, EcoVisio and the Eco-Răzeni Association decided to collaborate and organize together the 4th edition of the **National Conference on Social Entrepreneurship**, with some elements of the Forum (more interaction and networking). The one day event took place at Eco-Village Moldova and brought together

representatives of public institutions, opinion leaders, various stakeholders from the field of social economy, international experts and analysts, who exchanged on the opportunities and challenges of social entrepreneurship in Moldova. The three round table sessions put the spotlight on key topics related to the financing of social businesses and startups, adding a few national success stories into the mix for a breath of inspiration.

A new experience for us was to live stream the event on Facebook for those not able to be present.

The conference was organized with support from Sweden, the IM Swedish Development Partner and the Office of the Special Attaché for Labour, Social Affairs, Health and Consumer Protection of the Embassy of Austria in Chişinău.



“Torbesc” initiative - facebook.com/torbesc/

Torbesc is an initiative that was born in the framework of activEco - Social Entrepreneurship program, 2015, and remained under EcoVisio umbrella. Its goal is to promote the usage of eco bags and Conscious Consumption and to provide eco bags mostly to individuals from upcycled or new materials. Torbesc is also working on environmental education through workshops and consulting.

In 2018, Torbesc:

- participated at various fairs, including IarmarEco, Vegan Show, Eco Local Farmers’ Market, Sun dă-i Fest, Chisinau Anniversary Day Fair, YardSale.
- organized several workshops on personalizing ecobags at schools, clubs and fairs;
- supplied IarmarEco with 370 ecobags;
- supported various initiatives and projects by creating unique ecobags for their needs;
- sew on command personalized eco bags from upcycled and new materials for individuals;
- provided assistance to individuals and small businesses.



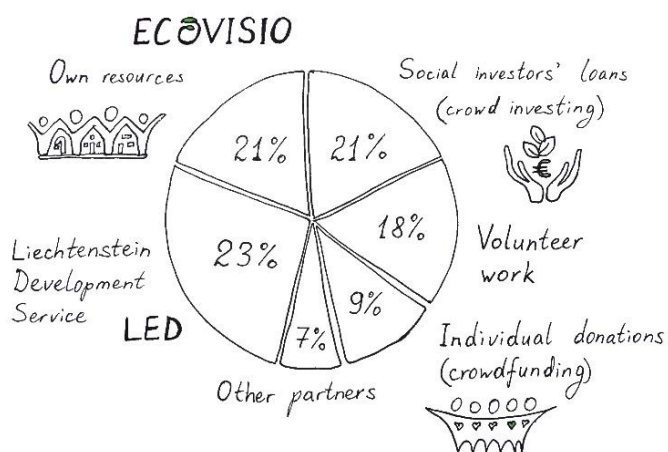
“Eco-Village Moldova” and the “Environmental Training Center”

facebook.com/EcoVillageMoldova/

EcoVisio Training Center (ETC) was officially opened in the village of Riscova, Criuleni, at the end of October, 2018. It was in construction and partial operation since fall 2016. Embedded in the larger frame of Eco-Village Moldova - an educational and community development initiative in the village of Riscova since 2014 - it represented a logical next step for its development.

The ETC **aims to serve as a regional hub for practical education and networking in the field of sustainability**. The major topics addressed through the center’s workshops are organic agriculture, energy efficiency, eco-construction and community development. It includes a kitchen/dining area and meeting space to accommodate up to 60 individuals at a time. Its creation was possible thanks to generous support of a whole community (see the detailed diagram [here](#)).

The building itself **demonstrates a number of sustainability practices**: energy efficiency through well-isolated wood-reed-clay-straw walls and passive solar design, generation of heat and electricity from renewable energies, integrated waste and water management, adjacent demo-plot for organic gardening, etc. In the same time it involves a number of compromises to adapt to the local reality.



In 2018 over 2500 men and women visited this center and were involved, trained and consulted in various sustainability and community resilience practices. The center contributed to increasing economic independence of 9 women and 6 men from Riscova by offering opportunities for income-generating activities (ex. hosting services, selling agricultural produce).

Within a larger frame of Eco-village Moldova, three further initiatives were supported by EcoVisio in 2018: Selective Waste Collection, Horse Sanctuary and Potato Fest. As a result, 3 active initiative groups developed in Riscova aiming at creating a village-wide selective waste management system, as well as developing eco-tourism and supporting local farmers.



“Eco-Village Walnuts - eco-village-walnuts.org

Eco-Village Walnuts is an initiative that aims at creating resilient rural communities through walnut agriculture based on organic and fair-trade principles and cooperation. It unites small producers, especially elderly women from the village of Riscova who harvest and shell nuts by hand. At Eco-village walnuts, women get a better price than on the market in the capital. In 2018, more small farmers joined the cooperative efforts, so now there are 15 village inhabitants who increased their economic resilience.



Hai Moldova & World Cleanup Day 2018 ecovisio.org/hai-moldova or haimoldova.md

“Hai Moldova” (“Come on, Moldova”) is a wide-reaching social project from Moldova and a part of the international clean-up movement “Let’s Do It! World”. It was launched by a team of independent volunteers who organized several national cleanups with up to 120,000 participants in 2010-2012, then took a six-year break and was officially re-launched in partnership with EcoVisio in 2018. The base for the close collaboration was the shared values and topics of interests - community engagement, education for sustainable development, waste management, etc.

While the official World and National Cleanup Day was on September 15, 2018, in Moldova the activities all around the country took place in between September 14-28, and involved - thanks to about 120 local coordinators - 77,343 people in about 1000 localities. For the first time, the trash - where possible - was collected into recyclable (metal, paper, plastic, glass) and non-recyclable fractions.

Hai Moldova 2018 is not only about cleanups. It is also about capacity building and leadership (see project Future Local Leaders above), and about Keeping it Clean (see Separate Waste Collection in Schools above).

The organization of the National Cleanup Day in Moldova in 2018 was possible thanks to the support of the Swedish Government.



NGO Greening for Environmental mainstreaming - ecovisio.org/greening

In collaboration with Individuell Människohjälp (IM Swedish Development Partners), in 2018 EcoVisio started building its capacity in **environmental mainstreaming**. Over a course of 10 months EcoVisio team offered 2 trainings on this topic to 15 NGOs working on empowering and supporting people with disabilities. Out of those, 6 organizations were selected for a more detailed ‘greening up’ audit and consultancy on developing practical steps to make their operations more environmentally friendly.

Following a site visit, each organization received a report detailing current practices as well as recommendations for environmental mainstreaming. There were 3 main areas analyzed:

1. Institutional level assessment (policies, procedures, strategic plans)
2. Office level assessment (resource management, energy efficiency, waste management, etc.)
3. Activities level assessment (greening up of events, projects, promotional materials, etc.)

Additional information and consultancy was offered on specific topics, based on each organization's priorities. As a result, participating organizations started introducing new practices (ex. selective waste collection, installing energy efficient windows, minimizing environmental impact of events, developing community eco-projects like recycling and tree-planting).

Another environmental mainstreaming training was organized for representatives of UN Agencies following a request from UNDP. It focused on greening up of events, seminars, conferences



"Food is Love" campaign – ecovisio.org/foodislove

In 2018, one of our goals was to share our passion towards a healthy and eco-responsible diet - a process that was started through the **#FoodIsLove campaign**. The idea behind the campaign is to shift our perception on the food we consume, understanding it not as the result of hunger and cravings, but also as love - for ourselves, for the communities that produce it, and not least of all, for the planet. The campaign consisted so far of the following elements:

- A series of **Vegan Hangouts** - three seasonal events that took place in April-September 2018, giving the vegans of Moldova the opportunity to spend time together, get to know each other better, savour various vegan dishes, learn from special guests-experts, and - why not - introduce new people to the topic!
- **Fruit Fest** - on August 18, 2018, Chişinău's UTM Park hosted the first edition of Fruit Fest Moldova, an event meant to encourage fruit consumption as part of a healthy diet. Fruit Fest brought together vendors from different parts of the country, all showcasing their good, clean and nutritious produce. Promoting local farmers was another big motivation behind the event, in order to remind buyers that fruits are one of Moldova's best riches. Alongside fresh produce, the visitors also got to choose from a variety of jams, honey, snacks, cosmetic products, as well as fun activities for all ages.
- **Potato Fest** (October 28, 2018) was co-organized with the town hall and the locals of village Riscova (specializing in potatoes) in order to celebrate this underappreciated vegetable, show how many varieties are available and to promote the local producers
- **#FoodIsLove Artwall**. The message of our #FoodIsLove campaign is simple and applies to everyone: make the food you eat into a statement of love, both to yourself and to the planet. In order to get this simple message across to more people, we've created a hand-painted 3x4m artwall with the help of an activEco alumna. The artwall focuses on the synergy between us, plant-based foods and the planet as a whole. It was displayed during the 2 days of IarmarEco, where it was very popular as a photo backdrop.
- **activEco Challenge "Food for Thought"** (September 28-30, 2018), designed to help its participants to build their relationship with food, based on simplicity, balance and trust towards where it comes from.
- **'Good Food from Good People' video series** (2018-2019) - at the end of the year we started production on our video series 'Good Food from Good People', meant to promote local farmers, food producers and processors who represent EcoVisio's values. Five protagonists were selected, each of whom will star in a short video (90 seconds) showcasing their main products, the work involved and the brand's backstory. Aside from supporting our #FoodIsLove campaign, these videos are also meant to be a valuable promotional tool for the protagonists themselves. The series is foreseen to be completed in January 2019, after which it will be disseminated through various channels.

Conclusions on results



The **strategic area B** was thought as the **place for experiment** - the most vibrant and innovative area where many unexpected things can happen. At the beginning of the year we are aware of the exciting but also risky character of this working field and were ready to deal with this challenge in a professional way.

The area B constitutes about 10 % of the overall budget, however many visible and impactful results were achieved in 2018 particularly in this area.

Targeted environmental mainstreaming actions assured that sustainability practices have become more widespread amongst Moldovan organizations. For example in 2018 there were provided 20 consultations (out of 25 targeted) and 16 new entities have implemented at least one new sustainability practice.

One of the aims of 2018 was to start the process of **supporting the initiative groups in establishing income generating activities in rural areas**. This goal was achieved for 2018 by supporting the local Association Avant from Riscova in establishing social business activity, improving the coordination (2 people involved in coordination on the regular basis) and the local team, enlarging the number of direct beneficiaries (34 from 15 targeted). Growing income generation resilience is assured among others by: 5 people working in kitchen and maintenance, 5 in construction, 4 people supplying agricultural produce, 8 families providing hosting services and an emerging cooperative group with 12 walnut farmers.

It is possible to argue that the target for 2018 was achieved successfully, however, the team has realized how much work and resources (especially time) needs to be invested in realizing this output. In this regard it could be extremely complicated to realize the goal for 2019 to build and support sustainable initiatives in 2 more additional communities, particularly given the necessity to find and to empower the local teams.

One expected impact of the area B is **development of communities**. In 2018 the main focus was on development of community in Riscova. The results achieved here are successfully overreaching the targets, assuring promising developments (Output 2.5). For example more than 40 events took place in the Environmental Training Center in Riscova (target 7) involving approximately 100 local inhabitants (target 50) and about 2500 visitors from outside. A demonstration plot (Output 2.4) with a total surface of 0,7 ha passed its first creation stage and about 300 people visited it (target 150) during the year. Further development of the plot is on the agenda, since it is a complex enterprise requiring a great deal of attention and time.

Another particular impact expected in the area B is **development of initiatives of EcoVisio alumni and other ecosystem actors**. This year 27 seed grants were allocated to small initiatives, significantly overreaching the initial target in quantity. The quality and viability of these start-ups as well as social volunteering projects will be assessed in the upcoming years in retrospective, after they unroll further.

Even though the results of 2018 in this area are quite satisfying, one more challenge identified based on analysis of several years of work of the association is that the creation of long-lasting initiatives is very complicated - some of the promising initiatives which have appeared in EcoVisio circles in past were disappearing after one year of existence due to changes in the team, migration, financial instability, lack of conducive conditions.

Another challenge of area B was that the main workload was distributed unevenly throughout the year, with majority of activities starting in summer / autumn. This has resulted in difficulties in communication and overwork of the team, especially in the last months of the year.



Output 3.1	Sustained cooperation with CSOs and other cross-sectorial stakeholders, taking into account other complementary areas of work
Output 3.2	Pilot education course has been implemented by EcoVisio within a public education institution, providing non-formal eco-training which can serve as a basis for community interventions.
Output 3.3	EcoVisio Program Alumni Network regularly interacts and grows
Output 3.4	Moldovans from all regions of the country have regular opportunities to meet like-minded people from diverse backgrounds and demographic groups.
Output 3.5	Bridges of partnership created between stakeholders in Moldova, Romania and Ukraine and further Eastern Partnership countries
Output 3.6	Pilot green/sustainability co-working space in Chisinau open and functioning

Activities and results achieved



“IarmarEco” – the Fair of Ecological Opportunities and Social Entrepreneurship

ecovisio.org/iarmareco & iarmareco.md

IarmarEco is the yearly autumn Fair of Ecological Opportunities and Social Entrepreneurship, organized by EcoVisio since 2013. It is a combination of a fair, facilitated networking and interactive presentations on the topic of ecological and social activism in Moldova. This 6th IarmarEco took place on 22nd-23rd of September in open air at Kentford, thanks to a collaboration with the weekly farmer’s market EcoLocal. For 2 days in a row it hosted NGOs, local farmers, handmade artists, social enterprises and socio-cultural projects, health foodists in a healthy environment for communication, networking and community growing.

With every year, the number of IarmarEco’s exhibitors and guests keeps growing - in 2018, there were more than 2000 guests of all ages and backgrounds and around 90 exhibitors. The online community around IarmarEco grew to over 2500 people. The fair received mostly good feedback, although some reservations were expressed towards the food court and the prices of the goods

Each year, IarmarEco has some firsts: in 2018 it was a whole area dedicated to organic detergents due to a collaboration with the NGO “National Environmental Center”. This edition of IarmarEco also hosted the pilot events for EcoVisio FreeShop and Carte pentru Fapte (*Books for Good Deeds*), among other fresh projects.



“Seed it Forward” initiative

facebook.com/seeditforward/ & seeditforward.org

Seed It Forward is an agroforestry initiative active under EcoVisio umbrella since 2015, with a goal of “growing trees and people for a greener Moldova”. It so happened that year 2018 was not very favorable for plantings - fast spring, severe drought in autumn, early winter.

However, SeedItForward compensated by:

- Focusing on **monitoring** - visiting almost all plantations made in previous years,

- Elaborating **several visuals and info-brochures** on topics of its interest, reaching out to over 100,000 people in Moldova and Romania on online media,
- Continuing the [Ask a Worm](#) (urban composting) project started in 2019, getting a small grant from THK for it, engaging more individuals and organizations, and finding a place to gather and compost food waste within the city
- Getting practical with the **Not-burning-leaves campaign**, especially within the ActiveCiuluc project (several composting boxes for leaves & separate leaves collection by authorities in Singerei town - convincing locals by benefits instead of fines)
- Continuing team-buildings - for example, a planting for about 60 employees of a bank
- Co-organizing the **activEco Tree Growing Challenge**
- Launching a **small campaign on planting instead of cutting conifers** in December - and planting over 180 seedlings of fir, spruce and thuja during several events with volunteers.



Other Projects born / implemented within EcoVisio in 2018

EcoVisio Freeshop – ecovisio.org/freeshop

EcoVisio’s Freeshop was started in September 2018 by Clara, our Communications Coordinator, as a small initiative within IarmarEco. Its popularity and demand from the people led it to becoming a recurring event, with 3 more following in different locations (both outdoors & indoors).

The FreeShop works on a very simple mechanism: anyone can bring clothes they don’t need to the event, where they will be given out for free to visitors. There is no money involved or other kind of conditions (swapping, donations etc.). The purpose of our FreeShop is to encourage recycling, the circulation of goods in nature and encounters between people who don't know each other.

For 2019, we plan to continue this initiative, trying to engage even more people and communities. Some of the ways we want to get creative are: a Freeshop for presents, a special Valentine’s Day edition, a FreeShop caravan travelling throughout the country etc.

HAIClub - ecovisio.org/haiclub

The program **“HAIClub”** appeared as a result of rebranding and creating a new concept for the program **“Harap Alb”**, which will work with children and teenagers from several villages of Criuleni and Orhei rayons and with school teachers from Moldova. The program will start in 2019, but the concept was developed and the first steps realized already in 2018. The seminars of the program are aimed to bring the group of participants together and create a sense of belonging, give good impulses so the kids get inspired and will be eager to implement or ideate for their own project ideas in their villages. The project is implemented within the scope of Dialogue for Change program.

Indepenergy - ecovisio.org/indepenergy

Indepenergy is a project aimed to increase the sustainability of local communities in the energy sector by sharing knowledge, launching and supporting pilot-prototypes and local networks. The project is based on three trainings targeted at regional public administrations as well as individuals and taking place in January-February 2019: 1) Energy efficiency, 2) Renewable energies, 3) Project management in the energy field. These trainings will provide the participants with valuable networking opportunities and a myriad of practical skills, such as: efficient and affordable rehabilitation of houses/buildings, reduction of energy consumption in a simple and intelligent way etc. Indepenergy is financed by the US Embassy Grant Program.



Alumni work

EcoVisio Alumni is a treasure that takes time, perseverance and patience to cultivate. It is challenging to maintain a healthy relationship with all and each alumna/alumnus. Among our alumni we have examples that achieved a lot partly because of the projects they implemented inside our programs, partly due to the healthy network created inside our organization and partly because of the events and collaborations we offer. As example of our active alumni may serve: Liza Mamaliga and Ion Dulgheru with "Dulce Plai", Mariana Seremet with "Gradina Moldovei", Natalia Zvonitcaia with "RoseLine", Victor Bujoreanu with "Atelier99", Constantin Furtuna with cold-pressed oils, permaculture and couchsurfing, Cristina Virlean with "Phoenix Riser", Alexandru Munteanu and Ion Ungureanu with "Centrul de Urbanism", Maria Axenti and Dmitri Elnic with "Your Guide Moldova", Petru Vinari with "Plantam Fapte Bune Moldova", Gabriela Isac and Eugen Guzun with "Seed it Forward", Tarus Ecaterina with "Torbesc", Anastasia Lepilova with "Evoroom360", Ekaterina Verbitskaia with slow fashion project, Vladimir Ternavski and Elena Tacu with "Tep-Tineri pentru EcoPlastic", Taisia Camensic, Eugeniu Camensic and Catalina Hasnas with "HaiMoldova" and many others who continue to share with every piece of knowledge and time they possess.

In order to maintain this network alive and functioning in 2018 we organized / facilitated six alumni meetups, which were not only socializing opportunities, but also - connected to some EcoVisio and external events - spaces for networking, learning new things and getting new experiences:

- September 15, 2018 - a meetup designed around the ClimateLaunchpad National Final (with several teams of our alumni among the finalists) and Dances on Veronica Micle Street by the Center of Urbanism (also mostly EcoVisio alumni) - that meant an offer of learning about the green startups of Moldova and dancing tango.
- September 22-23, 2018 - a meetup corresponding to the most important yearly event of EcoVisio, IarmarEco. Here, you could see alumni of all programs and editions as organizers, volunteers, exhibitors, contributing to the success of the event, and, of course, visitors.
- October 28, 2018 - a meetup organized on the occasion of the Grand Opening of the EcoVisio Training Center in Riscova and bringing together not just EcoVisio alumni, but also other Bosch Alumni from both Moldova and Romania. Participants could celebrate the Opening (the Center having been under construction for several years and finally & officially becoming home to our various programs & participants, past, present and future), attend various workshops such as eco-construction, cooking from local products, gardening, tree growing; and also enjoy the Potato Fest happening in the same day in Riscova.
- December 14, 2018 - a small meetup dedicated to the sorting out 60 Keep Cool board game boxes in EcoVisio office, while sharing fun stories from personal life.
- December 21, 2018 - New Year celebrations at EcoVisio office, an event for team and friends, with Secret Santa, potluck, singing, playing, etc.
- December 23, 2018 - celebrating Christmas on Micle Street, a meetup connected to a community-building event in a potential pedestrian street.



IarmarEco Regional

ecovisio.org/iarmareco/iarmareco-regional

It is a bit unfair that our favorite event IarmarEco is not only once a year, but also only in Chisinau. So, in 2018, we invited our alumni to apply for holding a Regional IarmarEco in their locality. The offers underwent a selection process, and the two "winning" ones received a small support from EcoVisio:

- **IarmarEco Regional Todirești** - 26th of August 2018 - was organized by HarapAlb Alumni from village Todirești, Ungheni district, under the leadership of Maria Ianachi, Andreea Ciochina and Alina Sula in the park "Coada Rîpei" and hosted around 200 visitors, mostly locals: women, men, many children

and youth, and a few guests from other villages and cities of Moldova. One of the highlights was that the young organizers were selling homemade lemonade as a means of fundraising for a swing in the community park.

- **IarmarEco Regional "Medogon"** - 8th of September 2018 - was organized by ActiveOrganic Alumna, Elena Stepanova, at the "Poiata" pension in village Goian, Dubăsari district. The festival hosted around 50 visitors, mostly locals: women, men, youth and children, and a few guests from the cities of Tiraspol and Chişinău. The event had a goal to inform the visitors about the benefits of honey products and the process of honey extraction. The guests also could have a taste of the local culture and folklore.

Conclusions on results



The **area C – Ecosystems** – is the new area for EcoVisio which appeared as a desire of the team to more strategic work in policy and networking domain. It has a share in the total yearly budget of less than 8 %. The biggest challenge of this area is that it is difficult to measure the impact in a short and middle time perspective. The main indicator set for outcome (The amount of staff-time and resources spent doing collaborative rather than individual work) is definitely fulfilled in 2018. The targets for output indicators were achieved in some lines, but not completely.

Sustained cooperation with CSOs and other cross-sectorial stakeholders was assured through the year by organizing **joint events and initiatives**. For example: IarmarEco (in partnership with EcoLocal & other organizations); National Conference on Social Entrepreneurship (with Eco-Razeni), Potato Fest (Avânt), Guided tour of recycling facility in partnership (ABS Recycling), #PlasticFreeJuly sessions (Occupy Guguță); Eco-Village Open Doors Day (YES Europe - part of the European Renewable Energy Week); ActiveCiuluc program (Muzeul Etnografic Sîngerei); IarmarEco Regional Medogon (. In addition to these we had a series of events where we provided financial and/or logistical support: Centrul de Urbanism, Your Guide Moldova. Additionally we have organized 4 round tables through 2018 - Masa Rotunda "Necesitati si provocari ale agriculturii ecologice pentru urmatoorii 5 ani" and round tables organized within Conferința Națională pentru Antreprenariat Social.

The first steps for cooperation with formal education institutions were made by elaborating and implementing the educational modules in schools: ActiveCiuluc - mobilizing people living in the basin of Ciuluc rivers to improve ecological state of the region; Danube Youth EcoLab -DYEL program in Gagauzia; Forest Trail program in Riscova; Initiative for 10 schools of Future Local Leaders project of HaiMoldova. The number of pupils reached by these activities is quite significant.

However, the process of establishing cooperation with university did not start yet and needs to be reinforced in the next two years. The mapping of relevant stakeholders was not done explicitly. Despite the fact that the number of alumni events organized exceeds the target still the quality of events and the level of active involvement of alumni in the EcoVisio network should be improved in the next years.

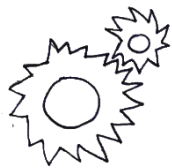
Very successful is the level of geographical spread of activities of Association in the region. This year we managed to reach by our activities more than 60 locations, include 14 new locations where the Association was not active before and, if the indicators of HaiMoldova initiative are to be considered, the number of locations reached grows above 1000.

The bridges of international partnership are created quite successfully by hosting international events with international partners (such as: Keep Cool kick-off meeting; Experts Lab & Practitioners Lab on Sustainable Rural Development; Moldo-German Energy Forum; Study Trip in Moldova for German Energy Experts; and participating in relevant events internationally (26 events).

One of the plans which was started in 2018 but would require lots of additional efforts for being implemented is the piloting of green-co-working hub in Chisinau.

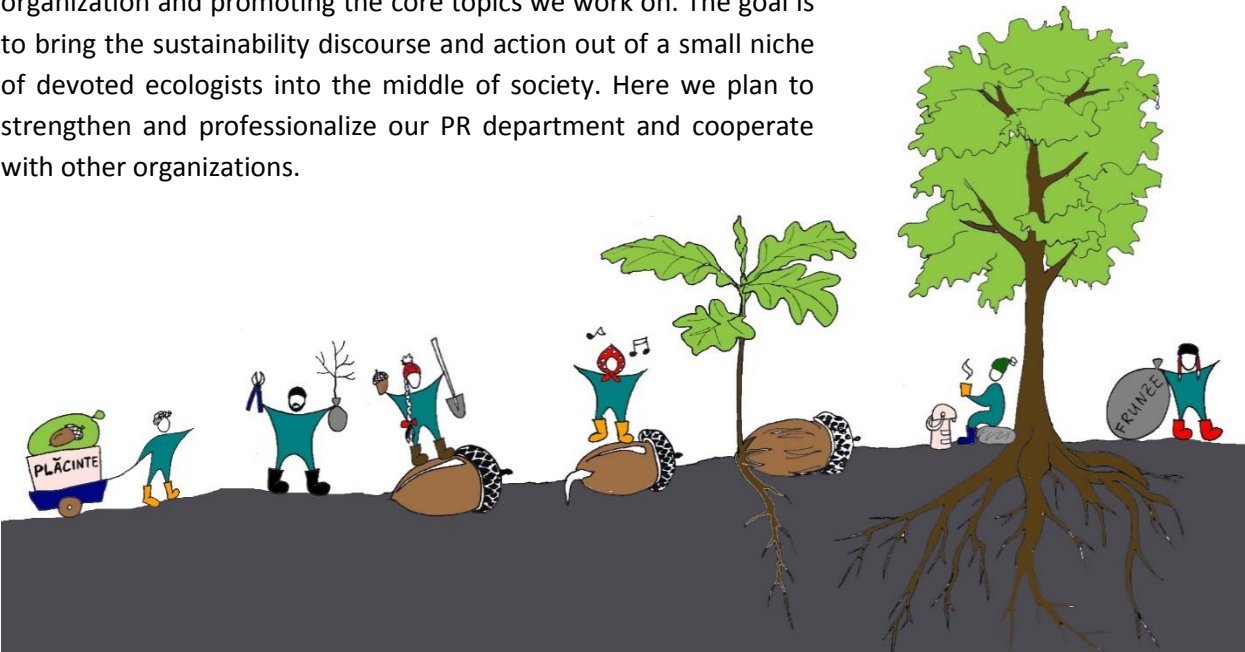


STRATEGIC AREA D - ORGANISATIONAL DEVELOPMENT and GROWING VISIBILITY



The strategic area D focuses on the development of the Association itself. It will allow EcoVisio to increase the professionalism of work processes. With the growth of organization and its activity, a lot of attention is devoted to good governance and impeccable financial management and sustainability with on-going development and diversification of the sources of funding, including self-financing.

A special focus is also made on growing visibility of the EcoVisio as organization and promoting the core topics we work on. The goal is to bring the sustainability discourse and action out of a small niche of devoted ecologists into the middle of society. Here we plan to strengthen and professionalize our PR department and cooperate with other organizations.



Outcome 4: By 2020, EcoVisio is a professional organization in line with international standards.
Outcome 5: By 2020, EcoVisio's work is strongly visible and recognized in Moldova and beyond

Outputs 4

Output 4.1	EcoVisio has diverse sources of income and generates its own unrestricted funding (not attributed to specific program)
Output 4.2	EcoVisio has appropriate policies and systems in place for efficient financial/assets management and qualified staff responsible for it
Output 4.3	EcoVisio's organizational structure reflects a sound and systematic governance, which contributes to a stable work environment for all of its employees

Output 4.4	EcoVisio has adequate facilities for carrying out office work and trainings, both in Chişinău & in Rîşcova, which take into account the different needs & constraints of its male and female members
Output 4.5	EcoVisio's core staff includes women and men from different academic backgrounds, all of whom are employed long-term under work contracts
Output 4.6	Staff, contracted trainers and volunteers regularly benefit from capacity building opportunities, strengthening our organizational capacity as well as their own skillset

Outputs 5

Output 5.1	Increased awareness across Moldova on aspects pertaining to our main focus areas, attained through tailored, targeted communications
Output 5.2	EcoVisio has a communications strategy, a social media strategy and a style guide in place, contributing to more streamlined, effective & inclusive communication processes
Output 5.3	EcoVisio's reach has geographically expanded through partnerships and memberships with CSOs holding similar values

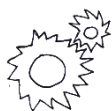


Conclusions on results

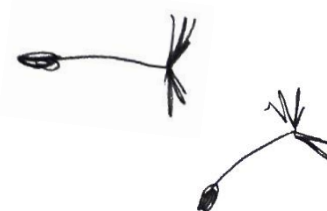
Area D - Organizational Development - is an important goal of the core support as it envisages the sustainability and efficient functioning of the organization in the long run. In this concern, the results achieved by EcoVisio in 2018 are very significant.

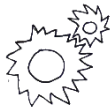
For Outputs D - 4

The team has been enlarged reaching by end of the year twice as much employees as it was in the same period in 2017. The core staff consists of 12 core employees (employment contract) and the total amount of persons hired on short/long term working contracts (service contracts) reaches 40 (including 17 service contracts of HaiMoldova Project) by the end of 2018. All the employees are hired on the basis official contracts with regular salaries and taxes paid.

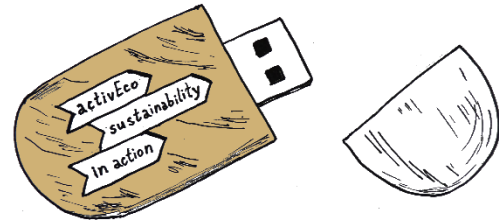


One of the main results of core support was the fact that it allowed to attract professional team members on the long term basis. In spring 2018, there was the first employment boost. The team was enriched by new hired financial manager, PR coordinator and assistants, Program and Strategic area coordinators, office manager, Training Centre Coordinator. In 2018, EcoVisio uses on the regular basis the services of IT specialists, photographers, designers, translators.





The only position from those planned for 2018 was not covered even after several recruitment rounds - the Fundraising coordinator. After long analyses of work and discussion within the team it was decided to reorganize this position - the work of fundraiser will not be done by one person but will be distributed between several employees contributing to the fundraising tasks.

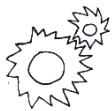


The **new EcoVisio office and working space was**

launched in autumn 2018, determining important change in the working process. The team is spending much more time working together in one place (compared to mostly home-office based work in previous years), which assures higher efficiency and synergy between different programs and initiatives.

Large ETC with all the necessary equipment/furniture/furnishing installed was finalized and officially opened in 2018. Finished construction and launched operations of the EcoVisio Training Center that has had held approx. 120 seminar days, hosted 2500 visitors and contributed to economic resilience of approx. 30 inhabitants of the village of Rîșcova in 2018.

The **training and professional development of the staff** was possible due to regular consultations offered by NCG and SIDA as well as by participating different training options in financial management, facilitation, PR and communication and consultations provided by external experts.



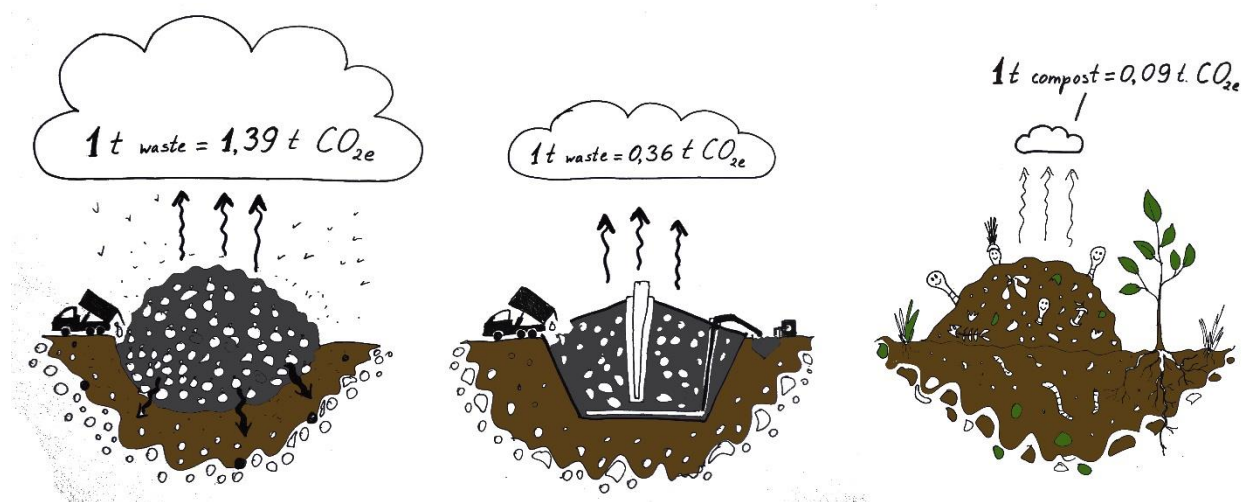
EcoVisio has succeeded in **increasing the diversification of financial sources**. In 2018 we have got 16 diverse sources including donors, income from own activity, crowdfunding and donations from 2% of local taxes (Main donors: SIDA, THK, MitOst and Robert Bosch Stiftung, Humboldt Universitaet Berlin, CFD, CLP, ADA-SDC, AA-DFC, LED, TESIS, IM- SD Partners, Global Giving, EV Administrative 2%, USFS, DMF, US Embassy, EFSE). The amount of own sources generated has increased by 3 times compared to 2017.


For Outputs D - 5




Significant results were reached in increasing the visibility, far overreaching the planned targets in 2018. For example, were produced and disseminated 8 promo videos (target 5) and created over 30 short informative videos (target 3); total # of views of videos on all channels reached 136,486 (target 100,000); # likes of posts in social networks and # of engaged users on Facebook posts reached significant numbers in 2018 also due to opening and promoting EcoVisio accounts on new diverse social networks. The number of printed materials, visual materials and publications is very high. Live videos tend to do pretty well on Facebook when it comes to views (no less than 400 and often times closer to 1000). Uploaded news stories about us/with us are also a huge success on all channels, so we should do it more. Our YouTube channel brought in 27,069 views, most for videos with a how-to component (making bread and “catchapouri”, preparing pickles).






 EcoVisio's Facebook page enjoyed a very high engagement rate from users, a result of constant post flow, curated content and diverse types of posts. IarmarEco also did well in terms of engagement, most it obtained in the period right before and after the event (August to beginning of October). Among the factors contributing to IarmarEco's great social media response this year were: a new visual identity created with a professional designer, professional services for the promo and after videos, a professional photographer during the event and not least of all, trying out different kinds of boosted content. A pleasant surprise came with our ActiveCiuluc and SeedItForward pages, which also did really well with user engagement. Aside from having regular, up-to-date content, both of these pages also posted some great visuals that went viral, some even 'crossing the border' to Romanian pages.

An honorable mention goes to Eco-Village Moldova, which had a somewhat low number of posts in 2018 but the ones that were published had a lot of engaged users, as well as a high reach. This page has probably the most loyal base of followers on Facebook, who really enjoy even the simplest glimpse into life at Eco-Village. We hope to make the most of this following in 2019 by finding more capacity to manage the Facebook presence of Eco-Village.


 Particular attention was focused in 2018 on informational campaigns which was the new area of work for EcoVisio in 2018. In total during the year there were initiated 4 informational campaigns (target 3). #PlasticFreeJuly campaign - 3 info sessions, guided tour of the ABS Recycling facility, social media posts #MakeITFair/Black Friday campaign in partnership with Sudwind) - Facebook posts #FoodIsLove - events (Fruit Fest, Potato Fest), trainings (activEco Food for Thought), promo items (stickers, posters, eco-bags), artboard, social media posts, "Good Food for Good People" video series (started in 2018, to be produced in 2019) Freecycle/Reduce waste campaign - EcoVisio FreeShops events, Energy Forum flyers, social media posts & competitions

The support of new-born initiatives as part of our visibility work is very important. One good example is the EcoVisio FreeShop, born in late 2018 as the personal initiative of a team member. The event quickly gained popularity, serving as a great platform to promote our values: reuse/recycle, strengthening communities and alternative economies. The FreeShop was also a chance to build partnerships with local businesses, CSOs and like-minded initiatives.



Gender mainstreaming



In 2018, mostly due to work Clara Abdullah the **gender mainstreaming got a particular focus** in EcoVisio agenda. First of all, the thorough gender mainstreaming analyses was executed in the organization as the part of training in the area. We managed to introduce Gender Mainstreaming into RAF (including mainstreaming opportunities for Outputs) and to introduce this topic in teamwork. Moreover, we have introduced data collection disaggregated by gender into statistics instruments and in all evaluation forms in seminars and events (including the option of indicating other gender besides M/F). However, the new indicators which include gender mainstreaming options were not always possible to achieve in 2018. For example, the share of male persons employed by EcoVisio is lagging behind women on about 50% and the number of male participants in the educational programs and events is also lower than that of women. Nevertheless, the efforts are considered to be paid off. To increase the balance in opportunities for participants and employees the EcoVisio has procured and installed wall-mounted changing tables in the bathrooms of our Eco-Training Center, has provided childcare chair and baby monitor for families with children. One of the remarkable particularities of 2018 for EcoVisio is the fact that four families of EcoVisio staff have got newborn children in 2018.

Developments in Management, Finances and Administrative area

In 2018 crucial developments were achieved in the administrative organization of EcoVisio. The functioning board of Association was formed and the division of roles and responsibilities between board, executive team and the staff was finally established.

This year was characterized by **consolidation of the organization, coming on the new level of performance, and by putting into practices the policies**. The newly adopted procurement policy was set into practice. The financial manager took the responsibility for assuring the functioning of procurement policy and good financial practices allowing also the implementation of principle where all financial operations are approved by at least two people in the team. The system of double check through accounting software program and overall financial spreadsheet for all programs has been maintained.



The **new working places** for 15 people were created and provided with furniture, computers and necessary working equipment. Significant changes in 2018 were registered especially in the **area of IT**: the new licensed software (office and operation systems) was procured and installed; the server PC and memory storage system installed; the transfer for secured server (https) executed, the transfer of e-mail management system to professional licensed software for the whole team took place.

The new organizational structure of EcoVisio was based on the RAF adopted in 2018 with the start of core support process. It is divided in four areas and in each area there is an Area Director, assuring many positions in the organization are in fact a compilation of several roles, as for example the program area A director is coordinating several educational programs, serving the focal point for monitoring, dealing with alumni and contributing to PR, reporting and knowledge management. The same is true for the positions of all coordinators and this is the particularity of organization of work in EcoVisio determined by reality.

However, an important change of 2018 was the employment of financial manager who became a part of management team. This has allowed to finally separate the tasks related to finances and budget from Executive Team and to assure a better accountability and efficiency.



The total budget of Association in 2018 was significantly higher than previous year, which represented a high challenge for the team. The most important risks were connected to the fact that the core support constituted about 44% of the whole pledged budget and the missing budget for initiatives was subject to additional fundraising, hardened by the fact that financing of some important programs, traditionally coming from German partners, was delayed and unsure due to external circumstances. The risk was however overcome due to constant successful fundraising of the team; using the new opportunities in new areas of activity; additional support from historical partners; “HaiMoldova” initiative joining EcoVisio Association with large scale project additionally financed by SIDA. Another challenge for the financial management was determined by the fact that some grants were received later than the activities have started (e.g. core support agreement was approved in March; ActiveCiuluc, ActivePeace funding was postponed). However, due to flexibility of donors and efforts of the team in planning, the potential difficulties were overcome. In general, in terms of finances the year was a year of learning, incorporation of policies and practices, consolidation of work.

Based on the analyzed budget of 2018 (attached) it is possible to state, that the financial and fundraising pledges of the year were fulfilled and the goals set in the beginning of the year were achieved. The budget lines were respected with not major changes in some areas. The initial deficit and gaps in funding were covered by additional grants. Thus, we can argue, that the financial year was successful for EcoVisio.

- **Strategic Partners, Supporters, Donors**

We would like to kindly thank the partners who made all our joint achievements possible. The Republic of Moldova is on a risky trajectory of coping with numerous political, economic and social crises. The most important developments of 2018 were possible due to the core support of SIDA. Some traditional partners have continued to support EcoVisio in 2018 (THK / MitOst and Robert Bosch Stiftung, CFD, CLP, AA-DFC, LED, Global Giving, US Embassy, EFSE) and many new promising partnerships were established during this year (Humboldt Universitaet Berlin, SDC-ADA, TISIS, IM- SD Partners, USFS, DMF). The full list of the donors and strategic partners could be found in attachment or available online. We believe that through empowerment, constructive dialog, mutual support and establishing of viable best-practice examples, which we develop together with you, we can make a contribution to more prosperous future of Moldova and the whole region.

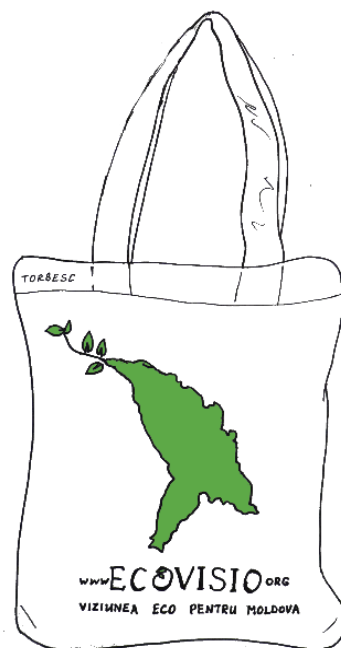
Main conclusions and lessons learned in 2018

For EcoVisio 2018 was the first year when the work of the organization was based on the Results Assessment Framework (RAF) and oriented on outcomes. This meant for the organization an important change in approach from the mainly activity based work in previous years to the work based on the long-term strategy and the outcomes. In general, we can conclude that the Association has succeeded in reaching the majority of goals, partially achieving (and sometimes overreaching) the targets in some indicators contributing to the outcomes. The experience has brought many developments, improvements, challenges and conclusions. The space for improvement and necessary changes were also detected. The conclusions for the future work from 2018 are the following:

- **The Area A - particularly educational programs for empowering individuals - remains for the next years the largest and the main area of activities of EcoVisio**
- **The monitoring and evaluation system has got a good start in 2018** with appointing the focal point for reporting and adjusting the RAF document, however it should take more attention in the next year and the indicators in RAF should be revised and completed.



- **Monitoring and Evaluation mechanisms and measures in EcoVisio should be improved** to assure more profound analysis of work of the Association. One of the measures for 2019 is the revision of some indicators in RAF based on the conclusions of the focal point on monitoring and reporting (the proposals for improvement will be indicated in the new RAF for 2019). Data analysis, monitoring and evaluation should get much more human resources and attention.
- **The HaiMoldova initiative was “affiliated” by EcoVisio in 2018.** The budget of this program reaches about 20% (about 30% of all other grants received despite the core support) of the overall initial budget of EcoVisio in 2018. This determined changes in RAF, in the activities the overall development of the association in 2018 as well as the results achieved in 2018. It is important to mention that HaiMoldova program has joined EcoVisio because its goals and visions are in line with the general goals and mission of EcoVisio, even though the program was not planned in the initial RAF submitted in the beginning of 2018.
- The **positions within the organization should be restructured:** the tasks of fundraising coordinator will be distributed among the existing staff; the position of one or two project assistants should appear, which will allow more flexibility and efficiency in task distribution. In general, given the grown number of employees HR management is getting more and more strategic importance.
- **One of the biggest challenges of 2018 was the decision making and the structure of responsibilities in PR area.** This should be revised and restructured in 2019 to assure more efficiency, clear responsibilities and independence of departments.
- Significant results were achieved in **reaching higher level of visibility of EcoVisio work**, mostly by means of video spots and social networks. In 2019, strategic PR work based on analyses of the beneficiaries and stakeholders will be the main focus.
- **Gender mainstreaming was introduced in agenda** and has been permanently implemented. The number of families with small children among the EcoVisio employees and beneficiaries is constantly growing and the efforts on building family friendly environment at work and in activities are also one of the main focuses of EcoVisio for the future.
- **Attracting to the team qualified and professional staff is a constant challenge**, which needs to be dealt with in the upcoming years. Particularly complicated is the process of finding the new team members for the Eco-Training Centre and enlarging the empowered team in Riscova. The human resources factor is relevant not only for the employed staff but for the board and for the members of EcoVisio as the fluctuation of people remains one of the permanent and pressing challenges.
- **Eco-Training Centre represents both the very important achievement and “treasure” of EcoVisio**, ensuring the possibility for practice based education, demonstration plots, value based community development and potential of income generation through social entrepreneurship, and at the same **time complicated logistical and management challenge** determined by its remote location in the rural area and lack of qualified personnel.



- **Risks should be analyzed and introduced in the RAF.** A working risk prevention policy and structured consecutive work for risk prevention, which considers both external and internal factors, is necessary.
- **The workload of the team was distributed unevenly throughout the year,** resulting in overwork of the team especially in September - December 2018. This should be avoided in 2019 by creating more balanced action plan and assuring implementation of activities gradually. All the preconditions for this (established core team, financial practices on place, equipped working spaces, etc.) have been created in 2018.
- **The new EcoVisio office is a crucial milestone** in the Association's development determining the new level of teamwork and serving the consecutive step in developing a larger co-working space and green Hub in Chisinau. Due to core support the Association has increased the facilities and equipment for executing its activities.
- **Large informational campaigns,** being the new experience of association in 2018, provide good opportunities for further development of visibility and higher impact of Association's work
- The year was characterized by **appearance of new programs and projects** (as a result of successful fundraising efforts of the team and diversification of areas of work). The challenge (already identified in previous years) of losing the focus while operating in many different areas, remains and is becoming more substantial, given the number of new topics. In this concern, it is crucial for the Association to be persistent in following the RAF and strategic plan for development.
- **The growth and development of organization determined the need for implementation of more policies, formal procedures and rules increasing the level of bureaucracy.** This might represent the challenge for the motivation of people and development of spontaneous initiative. The healthy and organic transfer to the new level of formal rules while maintaining the mission-driven character of the organization is an important task for the team for the next year.
- In 2018 the increase of number of activities and the significant growth of the team, besides impressive achievements has brought also a growing number of **challenges** in teamwork, relations between the employees, conflicts and personal problems, related to stress, disturber work-life balance and burnout potential. The team should be aware and conscious about such risks and actively work with it.
- The last five years for EcoVisio could be defined as "Growth" (2013-2015), "Consolidation and permanent improvement" (2016) and "Consolidation of structures, procedures and policies" (2017), "Team development" (2018). **For 2019, the EcoVisio team has chosen the motto "Meaning",** which envisages working with deeper connection to impact of work and personal activities.





Board members in 2018

Corlat Viorica
 Corobco Natalia
 Gröger Julian (Chairman of the Board)
 Lozinski Alexandru
 Oleatovschi Vlad
 Patel Bhavesh

Management Team

Pijevskii Maxim
 Șvarț-Gröger Valeria
 Lucia Ioncu

Internal Auditing Committee

Mamaliga Eliza
 Rosip Alexandru

Staff (Core team employed in 2018)

Abdullah Clara
 Botezatu Valentin
 Costisanu Anastasia
 Gordeeva Inna
 Guzun Eugen
 Isac Gabriela
 Luca Daniela
 Patraman Andrei
 Pijevskaia Liudmila
 Țăruș Ecaterina
 Țerna Olesea
 Ungureanu Ion

More details about the team:
ecovisio.org/contacts

Annexes

A1: Results monitoring indicators