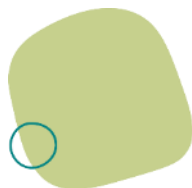
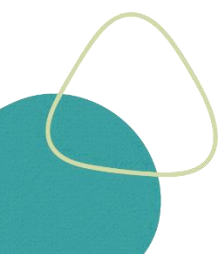




Annual Report 2020



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Prepared by: Gabriela Isac, Valeria Șvarț, Lucia Ioncu and the EcoVisio Team

Introduction

Our Vision

Public Association 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 communities; 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 institutions, creating a vibrant community of change makers.

Summary of Key Developments of 2020

- **9500 people involved in EcoVisio activities** despite the pandemic
- **Increased number of activities** - circa 250 activities, out of those 62% online (compared to about 150 in 2019, with 18% online)
- **164 educational activities** on topics such as Climate Change, Greening, Waste Management, Tree Growing, Nutrition, Shared Economy & Critical Consumption, Mobility, Practices of Organic Agriculture, Conflict Sensitivity, Tools for Online Education, Project Management, Leadership, Community Building. Energy Efficiency, Social Entrepreneurship, etc.
- **70 initiatives** supported, implemented by 255 participants and reaching 40,476 people (including 3824 directly)
- Continued **Environmental Mainstreaming - providing greening up services** to a growing number of CSOs and businesses, based on a **consolidated methodology**
 - 184 entities (NGOs, SMEs, educational institutions) trained and consulted on **sustainability practices**; 129 entities implementing at least one new sustainability practice
- **Waste Management** and **AgriFood departments** continued to grow and develop
- **19 mini-grants** awarded to ecological and entrepreneurial initiatives
- The first **IarmarEco decentralized** and organized in 4 localities in the country - with 145 exhibitors and 3500 visitors
- More intense **alumni work** - 32 alumni events

- **EcoVisio's communication strategy** was finalized
- **New logo and visual identity** for EcoVisio launched and fully used
- **130 videos**, including 85 live videos (832,500 views)
- **3,87 ha of agroecological demoplots**, including 2,69 ha in ecological conversion
- **37 visuals on sustainability practices**
- Increased **personal and professional development of our staff** - 29 external & internal trainings in various domains, including SMM, graphic design, facilitation and greening

Summary of Key Challenges of 2020

- **The restrictions caused by the Coronavirus disease (COVID-19) pandemic** casting a shadow over 9,5 months of the year 2020 - requiring to revise our plans, rethink activities, adopt new methods of achieving our goals
- **Difficulties regarding team development** brought on by organizational growth and shift in interpersonal relations, which also requires a participative re-evaluation of our mission and values further development of our inner procedures and policies
- **Overload of staff** members with work responsibilities
- The **monitoring and evaluation** of our results (particularly quality ones) continues to require much more resources, efficient approaches and focus than available

Logic of the report

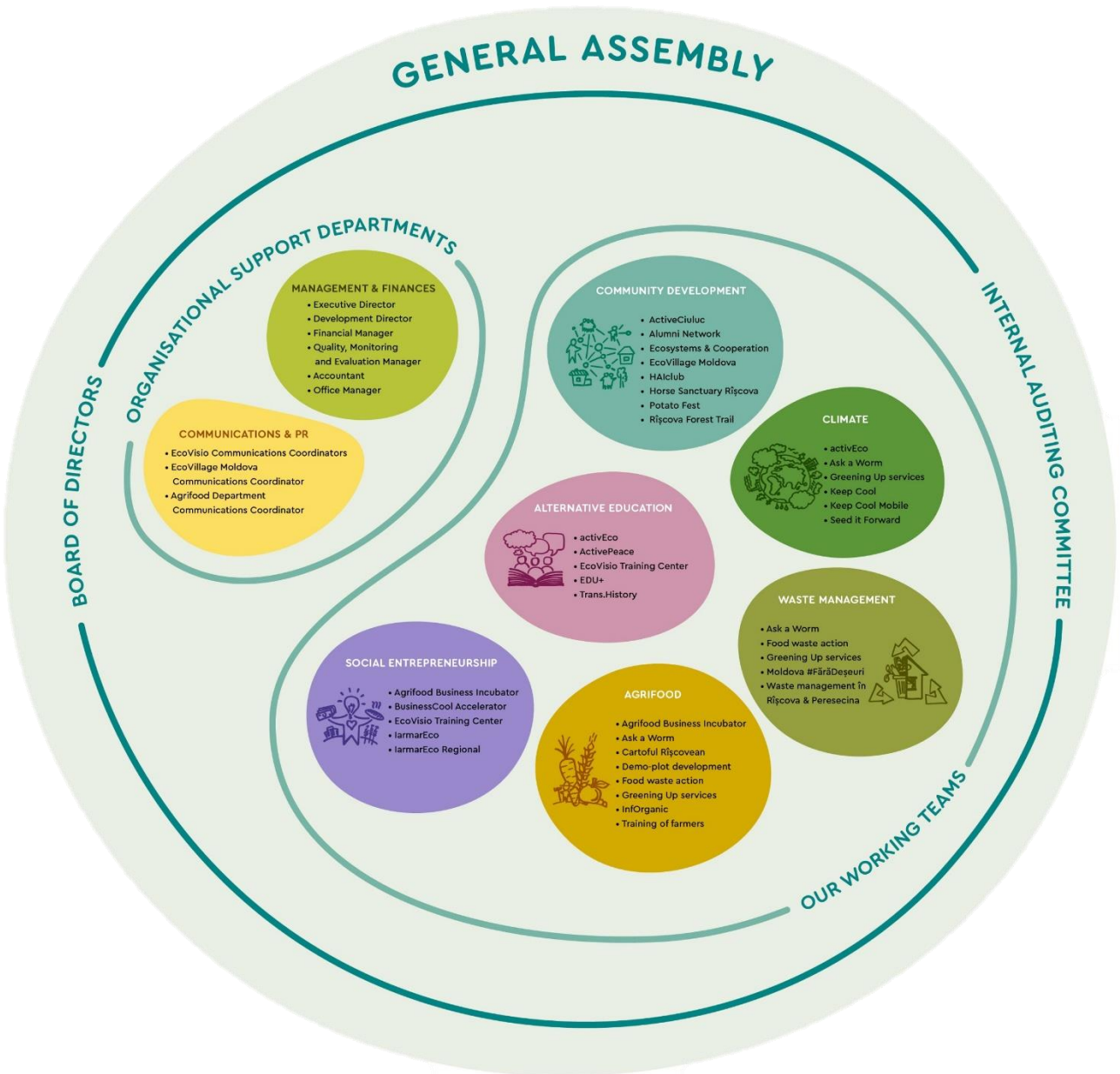
For the last two years, the structure of EcoVisio Annual Report was based on EcoVisio **Results Assessment Framework (RAF)** - the strategic document that has determined the work of the association in the period 2018-2020. In accordance to RAF, all the activities of the EcoVisio Association are performed in the **four strategic areas** (Area A - Capacity Development and Empowerment for Activism; Area B - Lab for Growing Sustainability Initiatives, Social Innovations and Resilient Communities; Area C - Ecosystem Development through Networking and Boosting Cooperation; and Area D - Organizational Development and Growing Visibility).

The RAF and the targets it contains allows us to systematize and analyze the results of our activities. These results are based on the Statistics and Reporting Tables used throughout the year, internal reports, evaluation discussions and other monitoring instruments practiced by EcoVisio, and summarized by the responsible staff members (Executive Director, Development Director, Quality, Monitoring and Evaluation Manager, PR Department) in consultation with program coordinators.

However, in the current report we decided to try out the emerging concept of **Thematic Areas** - a structure that has been evolving naturally since 2019 and is gradually meant to transition to semi-autonomous departments with a dedicated manager, ensuring institutional memory and continuous work on the topic. Some projects might belong to several Thematic Areas - but still, this way it is much easier to explain what EcoVisio is working on:

- Climate
- Social Entrepreneurship
- Agrifood
- Community Development
- Waste Management
- Alternative Education

To make the report easier to digest, we focused on the highlights from each Thematic Area and saved the details to the annex “Results Monitoring Indicators EcoVisio 2020”.



Climate

Climate and environment are the topics we started out with in 2013 and they still remain our core. Here we experiment with diverse educational activities that support emerging environmental activism and raise awareness about climate change through gaming. Also we work with citizens and LPAs to protect natural habitats in their communities and we help organisations reduce their ecological footprint by adopting green management practices.



- **[ActiveCiuluc](#)** - environmental awareness and community development in the basin of the river Ciulucul Mic (Singerei & Telenesti districts):
 - 10 water-themed bus stations painted by art teachers & students
 - 11 composting boxes for leaves installed in schools & kindergartens
 - 2,3 ha of riparian strips planted on river Ciulucul Mic in Telenesti
 - 12,760 trees & bushes planted with communities
 - Interrayonal creative contest “Ciuluc - the water that unites us” with 110 pupils-participants
 - Reaching over 400,000 people online with informations about tree-growing, river protection and composting (developed together with [Seed It Forward](#))
- **[Greening](#)** – green audits and consultancy on environmental mainstreaming for professionals
 - 184 entities (NGOs, SMEs, educational institutions) trained and consulted on sustainability practices
 - 129 entities implementing at least one new sustainability practice
 - Launched a [webpage](#)

- 8th edition of [activEco](#) program for sustainable development:
 - a series of online seminars on 5 subjects: Waste management and waste prevention, Shared Economy and Critical Consumption, Sustainable Nutrition, Alternative Mobility - Biking, Energy efficiency and Renewables
 - 17 projects implemented by participants
 - Launched 3 educational videos made together with participants and alumni (17 000 views per total)



- [Keep Cool](#) - board & online climate change simulation game:
 - The online game was transferred to a new and more stable server
 - 22 online games with 140 different players (about half from outside of Moldova)
 - Second edition of the Keep Cool World Cup with 38 participants

Activities under this thematic area were supported by:



Social Entrepreneurship

Our current economic system is driving environmental degradation and social injustice. Changing the entire “matrix” is certainly an insurmountable task for small civil society actors, but what we’re attempting to contribute to this end, is amplifying the efforts of small local entrepreneurs. Whether they are just providing alternatives to the global faceless industrial trade machine or are directly working to resolve a social or environmental problem we are supporting them through a multitude of tools: skill building, visibility, sales, micro-funding and networking.



- [IarmarEco](#) - the Fair of Ecological Opportunities and Social Entrepreneurship:
 - The 8th edition of IarmarEco, and at the same time first edition in the form of a Caravan - decentralized and organized in 4 localities (Chisinau, Rezina, Singerei Noi and Ialoveni), with 145 exhibitors and 3500 visitors
 - [IarmarEco Online](#) platform developed - a multi vendor marketplace, where small local producers and local social businesses are able to create and manage their own online store for free; 25 vendors already registered. The official launch will take place at the beginning of 2021

Lansează-ți magazinul online
pe platforma IarmarEco
Fără abonament lunar sau taxe
— Cu suport gratuit din partea noastră —

- **BusinessCool accelerator for Social Entrepreneurship**
 - 10 offline & online trainings on Strategical Planning, Online & Offline promo, HR Management, Financial Management, Certification of Agri-Food production, Branding, Sales, etc.
 - 5 study visits, 7 coaching sessions, 9 individual coaching sessions, 1 product photo session
 - 14 initiatives supported within mini-grants program - beekeeping, infrastructure for a bicycle touristic trail, tree seeds gathering, woodworking, sewing for community development, production of dried fruits, fruit leather, vinegar, cold pressed oil, etc.
- **SE tools & trainers**
 - Project implemented in collaboration with a consortium of 5 partners led by the Armenian NGO Intercultural Center
 - 13 tools for social entrepreneurship education translated into Romanian
 - 2 game-based educational tools created
 - Local Forum on social entrepreneurship with 53 participants

Activities under this thematic area were supported by:



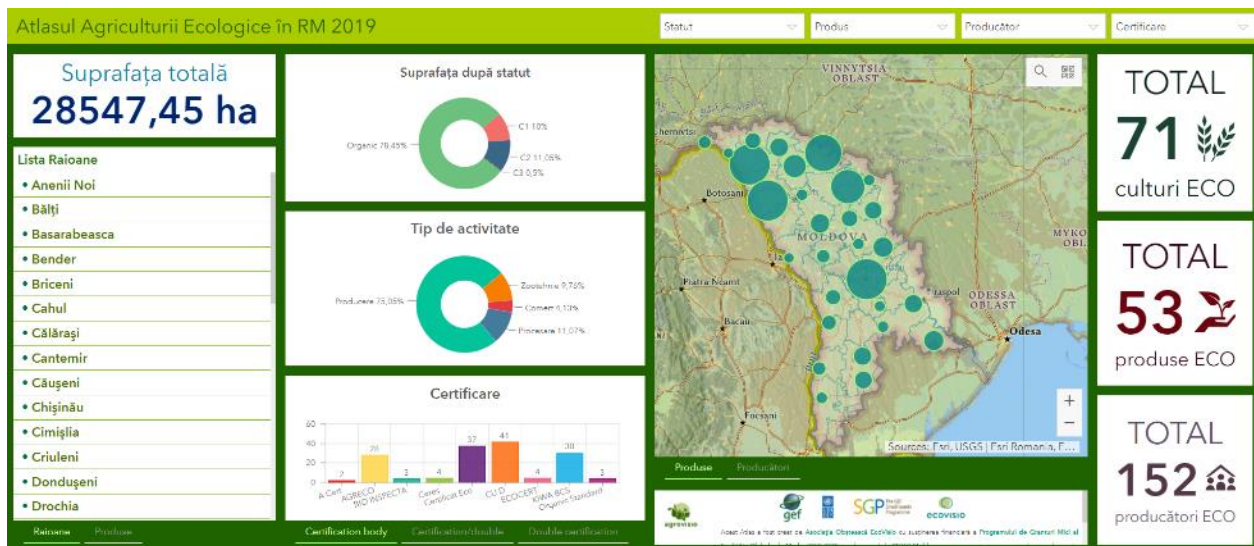
Agrifood

This is the youngest thematic area of EcoVisio that emerged in 2017 with the „ActiveOrganic” program and has gained substantial momentum in 2020. The activities were so intense and diverse, that we formed an Agrifood department and decided to embark on a longer-term journey of creating educational tools, market interventions, demo plots and stakeholder dialogs.



- The department developed and is implementing its own [visual identity and webpage](#)
- Created a curriculum for farmers consisting of 10 modules, on topics such as organic agriculture, soil health, growing eco fruits, etc.
- Held 7 seminars for farmers (5 in the field, 2 online)
- Diffused 38 LIVE videos on topics of interest for farmers (Eco Certification, Plant Protection, etc)
- Developed 6 tutorial videos and 6 infographs on methods of organic agriculture in partnership with AED ([Asociatia Educatie pentru Dezvoltare](#))
- Organized 4 roundtables for consolidation of the Organic Agriculture sector
- Joined efforts of [Katalyst Association](#) and Slovak Center for Communication and Development to be part of the the 1st Food Business Incubator in Moldova that offers space and services to food start-ups
- 3,87 ha of agroecological demoplots, including 2,69 ha in ecological conversion. The eco farm in the village of Riscova demonstrating 30 different types of crops (from salads and onions, to berries and pumpkins) and 25 varieties of tomatoes
- Promoted initiation of the [EcoVillage Farms](#) cooperative service started by Katalyst in order to help 28 small farmers from the village of Riscova commercialize their produce to urban consumers through Community Supported Agriculture model

- The second year of [Cartoful Riscovean](#):
 - Supporting 5 farmers in Riscova, Orhei and Hincesti with a total surface increasing to 1.75 ha (almost double to 2019), who successfully harvested and sold over 60 tonnes of potatoes of different varieties
 - Organized 2 potato taste testings
 - Held 3rd edition of Potato Fest (Toamna Cartofilor)
- Created and launched the interactive [Organic Agriculture Atlas](#)



Activities under this thematic area were supported by:



Community Development

We are working with different communities, whether a geographical location (like the village of Riscova or other villages/towns where our alumni come from) or an interest group with practitioners gathered around a certain topic (like teachers) in order to build capacity for action and increase interconnections.



Here is what happened in 2020:

- 4th edition of [HAIclub](#) program & network of clubs for rural youth development
 - Working in parallel with teachers and youth - 148 participants engaged in HAI clubs
 - 10 community projects in various localities realized by the participants (open-air classrooms, bicycle parkings, cultural exchanges, board games, promotion of reading)
- The International **MitOst Festival** – EcoVisio co-organized the 18th edition, also the first ever Online MitOst Festival, with 150 participants from over 20 countries
- **YES Program** in collaboration with Peace Corps
 - training teachers, librarians and activists from 27 communities in communication, leadership, fundraising, teambuilding, service learning, as well as involving beneficiaries at the information, consultation and implementation stages of a community projects
 - 22 community projects implemented by 70 participants
- **EcoVisio Alumni** - new activities to connect people:
 - 32 alumni events: 15 offline, 8 online, 9 hybrid (both online and offline)
321 participants at alumni events / 262 alumni participated
 - 7 Game evenings, 78 participants per total
 - 13 Film evenings with an educational topic, 126 participants per total
 - First Regional Webinar for Alumni + a questionnaire on alumni needs and expectations

- [Riscova Horse Sanctuary](#)
 - 5th horse accepted - now the Sanctuary cares for 5 healthy tenants
 - Arranged an arena for safe horse interaction
 - Realized an expedition through Moldova - first training-adventure for the horses as well as promo for the cause

- [EcoVisio Training Centre \(ETC\) at EcoVillage Moldova](#)
 - 43 events and over 1000 visitors
 - Over 60 local beneficiaries - kitchen & maintenance ladies, construction workers, horse sanctuary helpers, garden coordinator, food & walnut suppliers, host families
 - ETC used the slowdown of the “quarantine” for renovations
 - Improved lighting system, renovated showers, added new hosting facilities at the [Horse Sanctuary](#)
 - The garden was re-designed to take into account water conservation, crop rotation, companion planting, biodiversity, soil and plant protection, as well as educational aspects



Activities under this thematic area were supported by:



Waste Management

After hosting the Hai Moldova initiative at EcoVisio in 2018 and 2019 and conducting a survey with general population about ecological priorities we have decided to dedicate more energy to the topic of waste. The Waste Department of EcoVisio is working on national awareness raising through the Faradeseuri campaign and supporting waste-related infrastructural developments in Riscova.



- The department team grew from 2 to 7 people
- Developed a 3-year strategy
- Developed a #FărăDeșeuri logo and brandbook
- [National campaign "Moldova #FărăDeșeuri"](#): 4 podcasts, 9 video spots, 10 articles, 8 caricatures
- Poster on how to deal with COVID-infected waste largely distributed through Chisinau (details at PR & Communication below)
- Initiated planning of waste management infrastructure improvements in the village of Riscova

Activities under this thematic area were supported by:



Alternative Education

In this thematic area we work on alternative methods of education, participatory and non-formal approach to learning and teaching. Target groups vary from young people who are engaged in thinking and acting for more peace in their circle to established NGO leaders who acquire new methods of engaging their audiences.



Here is what we worked on in 2020:

- 4th edition of [ActivePeace](#) program for developing conflict management skills:
 - 8 seminars on various topics,
 - 5 projects realized in interregional teams, first project realized fully in Gagauzia
 - 5 video-interviews with 5 psychologists, made together with participants: [“From psychologist to you”](#)
- Second year of [EDU+](#): sharing tools and methods for educators in formal and nonformal educations - teachers, educators, trainers, facilitators, activists and anybody else who deals with online events and online synchronized education:
 - 2 Online forums organized, with over 50 participants in each of them. Subjects: participative education, social entrepreneurship, mixed education, online education.
- [Practicing Participation in East Europe](#) - 12 online sessions (6 in Romanian, 6 in Russian) focusing on participative group work methods (Liberating Structures, Open Space Technology, Visualization methods for facilitation, ORID - a participatory method of facilitating group conversation, Participatory assessment of applications and impact), 133 participants - facilitators, trainers, teachers, activists and youth workers from Moldova, Romania, Russia, Ukraine and Poland

- A better mentoring institute: more intense & focused, with progress reports
- [TransHistory](#): promoting civil society and Jewish History in Ukraine, Moldova and Visegrad countries
 - launched the [Chisinau AudioWalk on Jewish History and Culture](#) - a multilingual tool (RO/RU/EN/GE) for teachers or tourists



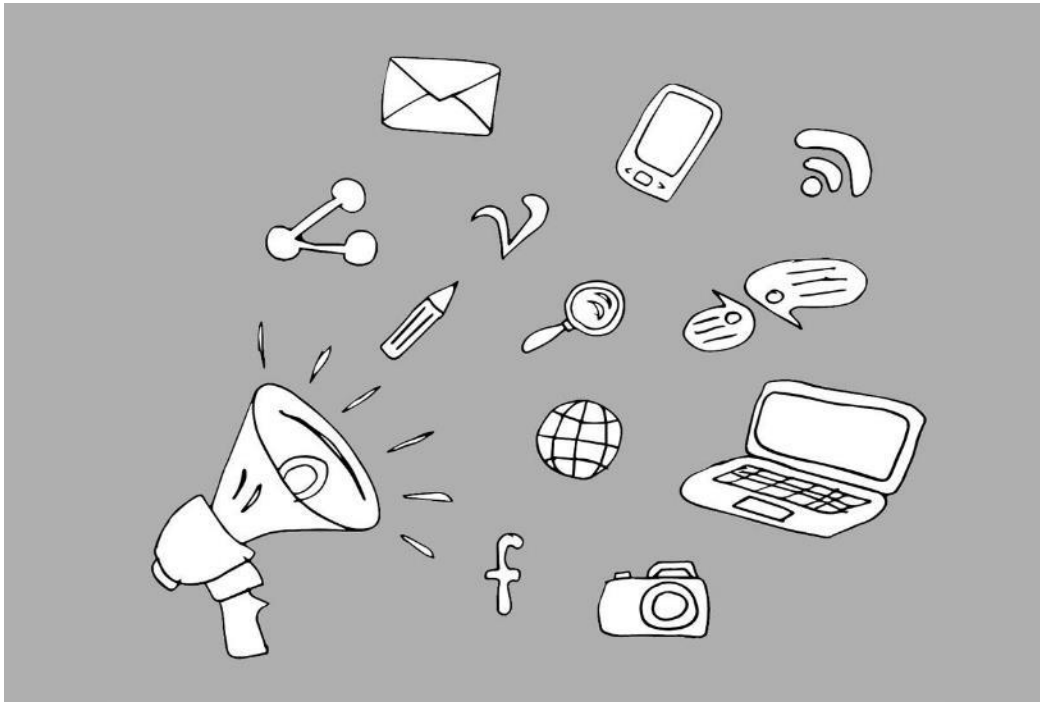
Activities under this thematic area were supported by:





- New EcoVisio website developed, with improved design, functionality and user experience (official launch February 2021)
- Strengthened social media presence of our programs and departments, with three new Facebook pages ([AgroVisio](#), [Moldova #FărăDeșeuri](#), [EcoVisio Facilitators](#)), five new Instagram accounts ([@seeditforward](#), [@activEco program](#), [@faradeseuri](#), [@ecovisio.facilitators](#), [@greening_ecovisio](#)), as well as renewed activity on [EcoVisio](#) and [IarmarEco](#)'s Instagram accounts
- Over 200 media appearances, including 52 for IarmarEco
- 130 videos, including 85 live videos (832,500 views)
- 13 awareness-raising campaigns, including:
 - Largest offline campaign to date, informing about the correct management of COVID-19 waste – 620 posters displayed in all Chișinău buses and trolleys, 480 displayed in public medical institutions, and another 162 posters displayed in various supermarkets, pharmacies, shopping malls, restaurants, cafes and stores throughout the city
 - First campaign combining ecology and gender, by promoting the use of menstrual cups among Moldovan women and girls
- Experimented with new content formats, both online (livestreams with multiple remote participants, podcasts, Instagram Live etc.) and offline (digital billboards, face-in-hole cutout picture stand, thermal press publication etc.)
 - New method - a Radio promo spot recorded for IarmarEco Caravan 2020, aired on one local and four national radio stations over a period of 22 days (24/09 - 16/10/2020), up to 5 times a day
- Record reach of posts on [EcoVisio's Facebook page](#) - total reach of 1,270,715 (38% more than in 2019), with [Seed It Forward](#) also registering a spectacular increase in posts reach completely organically (1,021,190 reach, 123% increase from 2019)

- 1010 new newsletter subscribers (3421 total)
- Finalized Brand book and Communication Strategy
- Extensive capacity building of team members in the area of Communications & PR, through in-depth internal trainings on social media management, working with visuals and creating & delivering presentations



PR activities of EcoVisio are connected to all the above-mentioned projects but the extent of the work was possible due to our core support partner:



Organizational development, Management & Finances

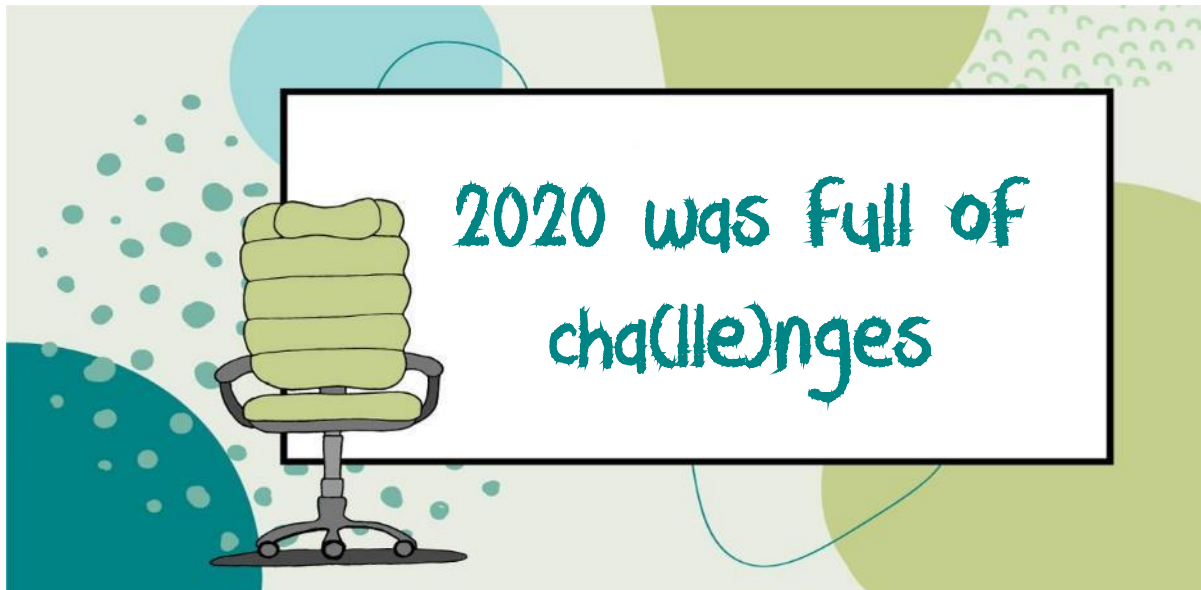


- The **EcoVisio board has been renewed**: 4 board members stepped down in 2020, and 5 new members were elected at the General Assembly in September – now there are 6 total.
- **7 members** left the Association and 4 new were accepted, the final number being 40.
- The number of **people employed or working at association on the long-term** (more than 6 months) service contracts has reached 30. Respectively, new working places were created and supplied with necessary work equipment.
- The **composition of Management Team has changed** as the Executive Director working in EcoVisio since 2014 has stepped back and the new Executive Director was appointed for a probation period of 6 months.
- EcoVisio's work restructured into **six newly-defined thematic areas**: Climate, Agrifood, Community Development, Social Entrepreneurship, Waste Management, Alternative Education
- **Staff members participated in 29 internal and external trainings**, courses, development cafes - English, Graphic Design, Facilitation (including Online Tools), Financial Sustainability, Social Media Management, Presentations, Greening, etc.
- The **fundraising pledges of the year were overachieved** by 29% with the total amount of €682,897 EUR secured.
- The **total operational budget** of the Association for 2020 has comprised €415,160 EUR. This budget is composed of grants from different development partners, the most important of which remains SIDA (32%) and IM Swedish Development Partner (15%). 2020 was the 3rd and last year of core support by SIDA and the 2nd year of core support by IM. Additional sources of funding are remaining diverse, mostly comprising international development agencies.
- EcoVisio continues to **work on its financial sustainability and independence** through developing income generation activities, such as services provided by the EcoTraining Centre, Greening audits and consultancy.

Financial overview of year 2020

Category	Amount	Comment
Income		
Planned to fundraise in 2020:	€528,281.80	
Total fundraised in 2020:	€682,897.03	+29% compared to the planned figures, through grants and donations
incl. SIDA	€166,551.96	the main Donor for Core Support of the organization
incl. IM Swedish Development Partner	€64,102.00	a major Donor also for Core Support
Other donors	€452,243.07	like GEF, DBU, MitOst, SDC-ADA, AGER AO, LED, Finnish Embassy in Bucharest, EFSE etc
Income from commercial activity (services rendered)	€32,731.79	Share of commercial activity from the overall activity of EcoVisio represents ~5%
Expenses		
Project activities costs	€371,931.37	
including staff	€91,496.50	representing ~25% of total project costs
Administrative costs	€43,228.80	representing ~10% from total registered costs
incl. administrative staff	€32,059.40	
Total expenses for 2020	€415,160.17	

Conclusions and Lessons Learned in 2020



EcoVisio has experienced a year like no other. Let's say it was a multi-crisis-year.

Of course, - the pandemic has shaken us up, just as everyone else. The unexpected COVID effects have led us to switch to online and hybrid meetings and events. This left an imprint on the working atmosphere, productivity and personal wellbeing of our team members, some of whom felt burned out and overwhelmed by having to juggle parenting and work duties. We learned that it is possible to adapt our working style and have promoted strengthening immune systems instead of perpetuating feelings of depression and fear.

Since part of our work is related to dealing with trees and agriculture, we also felt the effects of the unprecedented drought on the plants, partner farmers and on our own demo plots. This made our efforts to promote responsible water management, agroecological practices and climate change adaptations even more relevant, which we will definitely continue in the future.

The end of SIDA Core Support, reduction of income generation from services due to pandemic and preoccupation with team challenges has led us to a tighter financial outlook for 2021. Work contracts for several team members had to end in December 2020. We learned the necessity to be more entrepreneurial and sharp, increase expectations on performance efficiency and started enhancing our team's fundraising capacity.

We learned that even most friendship-and-family-based teams can experience major earthquakes. But as a famous pop song tells us: „You gotta get up and try try try“. We hold positive changes in this region as the uniting vision regardless of the shifts in interpersonal relationships. With the help of a more systematic and disciplined approach to re-thinking and re-structuring our work we believe there is a unique chance for us to transform challenges into a gradual shift to a next, more professional level of work, while maintaining the changemakers spirit.

We are grateful to our team, program participants, partners, supporters and critics for accompanying us on this journey, caring about us and challenging us to evolve. Looking forward to 2021 with you all of you.

Our Team

The diverse 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 end of December 2020, EcoVisio has 17 active staff members (working part-time or full-time) and 40 full voting rights members, hundreds of supporters and friends.

Board of directors in 2020

Botezatu Valentin
Camenscic Evghenii
Groger Julian
Khalaim Alexandra
Parlicov Victor
Popa Ana-Maria

Retired board members:

Corobca-Ianusevici Natalia
Sprinceana Vitalie
Turcan Viorica
Ursu Ana

Internal Auditing Committee

Bogaci Tatiana
Costisanu Anastasia

Management Team Staff in 2020

Ioncu Lucia
Pijevskii Maxim / Ternavschi Vladimir
Svart Valeria

Staff in 2020

Abdullah Clara
Bogaci Tatiana
Bokk Anna
Botan Dina
Botezatu Valentin
Cartira Margareta
Cebotari Nadejda
Cebotari Tatiana
Frimu-Patel Violeta
Fornea Daniela
Guzun Eugen
Gurschi Daniela
Hasnas Catalina
Idrisova Aina

Isac Gabriela
Istrati Valeriu
Lilia Micu
Lozinschi Alexandru
Luca Daniela
Motricala Cristina
Oleatovschi Natalia
Patraman Andrei
Pestereanu Mihaela
Pijevskaia Liudmila
Tacu Elena
Tarus Ecaterina
Terna Olesea
Ungureanu Ion

More details about the team: ecovisio.org/contacts