

ASOCIAȚIA
CREȘTEM ROMÂNIA
ÎMPREUNĂ

35.000+ volunteers

200+ organizations

EST. 2015

[ASSOCIATION OVERVIEW]

2025

[PREFACE]

NOTE FROM THE FOUNDER

Civic engagement is a state of mind. It is a form of normalcy, the feeling of ability and willingness, often unexpressed, that allows us to nurture good thoughts for those around us.

Even though it often appears as a manifestation mainly from the elites, this movement of volunteering has the power to spread, just as blood reaches every part of the body, bringing others a sense of betterment, both material and spiritual.

And because the ways in which volunteer work manifests are diverse, it only serves to create a unified whole from heterogeneous elements. Culture, society, politics, and not least the business environment must aim at our personal growth and renewal, directed toward the common good. Naturally, this requires a lot of education, and it means taking responsibility for our own change as well as for that of those around us. Through action!

Let's grow Romania together!

Mihai Mihu
project coordinator

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ABOUT THE ASSOCIATION

Mission and Objectives
Financial Plan

PROJECTS AND INITIATIVES

Plantează în România
Eco.Track
coop
Voluntar.net
Implicare socială
Vene Vii





[MISSION AND OBJECTIVES]

MISSION

The association “Creștem România Împreună” was created out of a societal need in Romania, with the main goal of promoting and supporting the cultural, social, economic, and professional rights and interests of Romanians, both within the country and abroad, as well as protecting and preserving Romania’s environment to ensure a sustainable future.

We believe in Romania and in our ability to become better.

VALUES

Because our core values are:

Integrity

Responsibility

Social Involvement

our team aims to restore a sense of normalcy in the communities where it operates, through the projects it undertakes.

OBJECTIVES

Among our specific objectives, we highlight:

01

The creation of initiatives and projects that bring the community together.

02

Enhancing social involvement and awareness of its significance.

03

Building communities committed to environmental protection and sustainable development.



[FINANCIAL PLAN]

Total Revenue (EUR)

80.500

The year 2022 marked a financial peak, with revenues reaching a record sum of over €80,000, making it the largest budget in the association's history. These increases were driven by a growing interest in environmental issues as well as the implementation of more impactful social campaigns.

Corporate sponsorships

90%

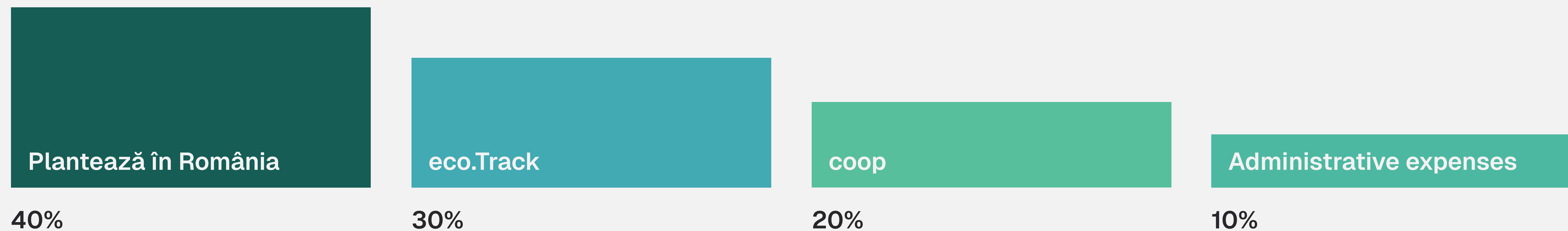
Individual sponsorships

10%

Total Expenses (EUR)

63.000

Every euro we receive represents a significant responsibility for us. We know that anyone who makes a donation, redirects 2%, sponsors, or provides a grant expects that these funds will translate into real benefits for the community, for the beneficiaries, and primarily for education, in line with the Association's mission. We do everything possible to ensure that these resources generate the greatest possible value and, together with volunteer work and donated goods, create lasting positive change.





[PLANTEAZĂ ÎN ROMÂNIA]

SOCIAL

Website: <https://planteazainromania.ro>
Facebook: @planteazainromania

Saplings planted

405k+

Volunteers

9k+

Editions

11

ABOUT

Plantează în România” is an action dedicated to nature, a call for environmental education, an expression of unity, and a symbol that brings us together.

Given that our country ranks below the European average in terms of forested area, with only 27.3% of its territory covered by forests compared to the European average of 32.4%, placing it 13th overall and 10th in terms of forest area per capita (0.30 ha per inhabitant, according to EUROSTAT), we feel it is our duty to present the following project.

PROJECT COMPONENTS



Planting activities with volunteers

Ora Verde

Fit for 50 – we donate 50 saplings to those interested

Pădurea 9

Cucuieții Marathon

Brad, fratele omului

**SUSTAINABLE DEVELOPMENT GOALS
ACHIEVED THROUGH THIS PROJECT (SDGs)**

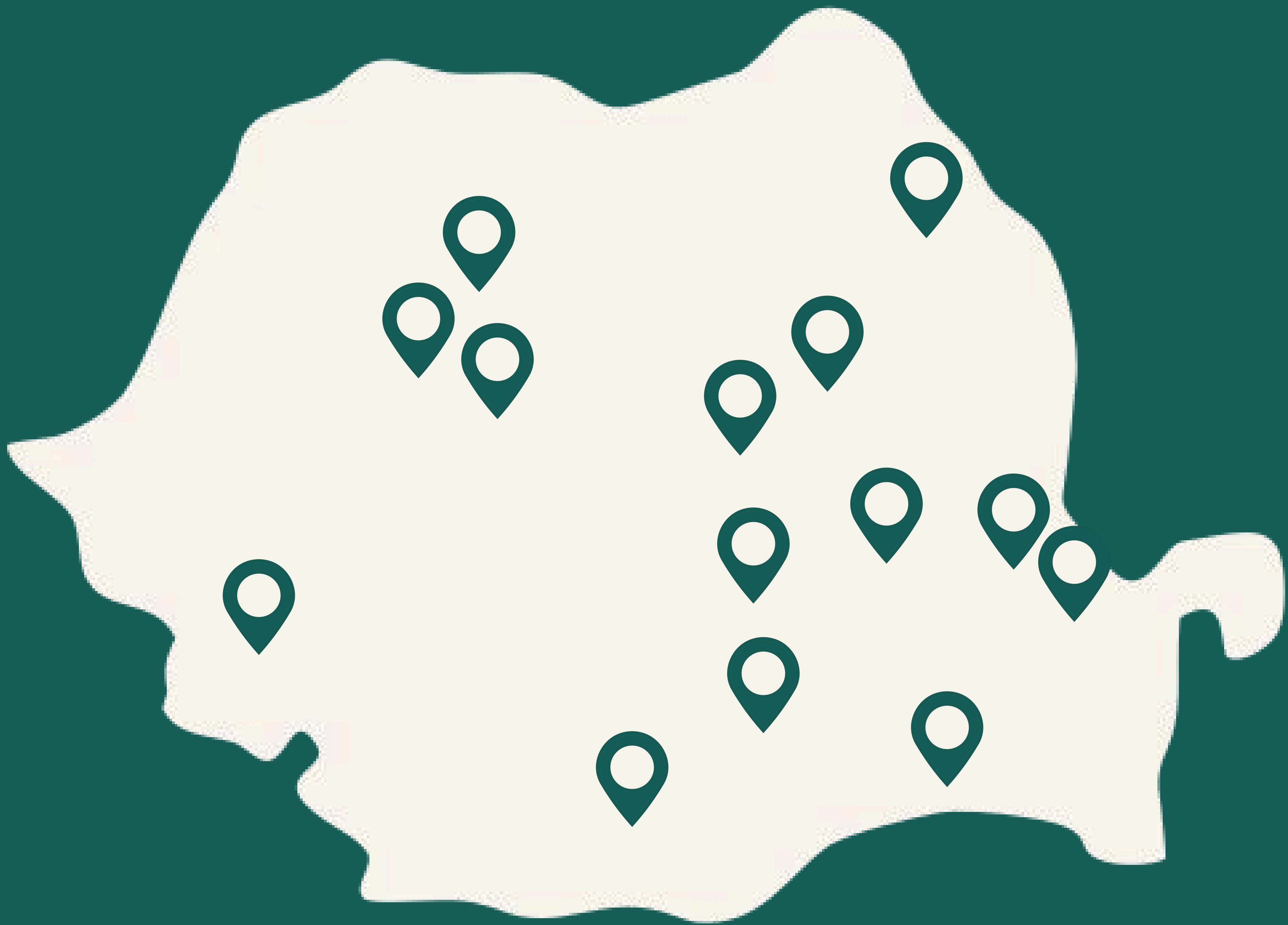


WHERE WE PLANTED

“Plantează în România” also adds a social dimension to environmental actions, meaning that we aim to address community needs as well (e.g., creating forest belts along county roads, stabilizing soil through planting on landslides, and planting on degraded lands).

TYPES OF ACTIVITIES

- ✦ Volunteer participation in forest planting sites
- ✦ Volunteer participation in urban planting activities
- ✦ Tree planting in school yards
- ✦ Forest establishment and maintenance



OPPORTUNITIES WE PROVIDE

(A)	Organizing tree planting activities either exclusively as team-building events or alongside other volunteers	
(B)	Partnering with a strong brand in the field of social and environmental engagement	
(C)	Creating memorable experiences for employees and their families	
(D)	Supporting the company with necessary documents for non-financial reporting or CSR initiatives	



SOCIAL

Website: <https://ecotrack.ro>
Facebook: @ecotrack

Total users

36k+

Annual CO2 savings (tons)

1k+

Total green distance

116km

ABOUT

Eco.Track is an ecosystem that enables an organization to measure its environmental efforts through the carbon footprint saved by its employees.

Currently, a Romanian generates an annual carbon footprint of approximately 4 tons, stemming from waste, mobility, food, and other sources of carbon dioxide involved in daily life. The major issue with the carbon footprint is that we do not see an immediate effect from personal actions. We do not see what happens when we throw away garbage, and we do not see what happens when we plant a tree. Or perhaps we can?

PROJECT COMPONENTS

**ecotrack**

Tracking for walking, biking, or using public transport

Local Producers

Integration of planting activities organized by “Plantează în România”

Environmental news

Selective waste tracking – Envipco partnership

Carbon Footprint Measurement

Sports Competitions

SUSTAINABLE DEVELOPMENT GOALS ACHIEVED THROUGH THIS PROJECT (SDGs)



TYPES OF ACTIVITIES




- ✦ Auditable individual activities (e.g., walking, tree planting, etc.)
- ✦ Untrackable individual participation (e.g., using a reusable water bottle, etc.)
- ✦ Team activities
- ✦ Centralized and decentralized sports competitions

GREEN GAMIFICATION

Find out how much CO2 you save in real time!

Users see their CO2 savings in real time, converted into social engagement points. Getting involved for a greener environment is now easy and fun!

OPPORTUNITIES WE PROVIDE

(A)	Organization and employee involvement in a fun, interactive project with strong environmental impact	
(B)	Promoting a healthy lifestyle	
(C)	Encouraging informal environmental education	
(D)	Offering meaningful experiences for employees	
(E)	Increasing employee interaction through team activities	
(F)	Rewarding employees engaged in environmental initiatives	
(G)	Supporting the organization with documents for non-financial reporting or CSR activities, by calculating the team-level aggregated carbon footprint	



SOCIAL

Facebook: @malltaranesc

Registered producers

Customers

2k+

10k+

ABOUT

"Coop" is the place where small producers meet their consumers, both physically and online, with the aim of creating a community based on sustainability.

"Coop" is an online marketplace platform that connects rural households with urban ones. We provide any producer with access to an online platform where they can sell their surplus agricultural products, as well as crafts and handmade goods. It's the perfect way to showcase our way of thinking: by buying from local households, you feed two families, yours and theirs!

PROJECT COMPONENTS



ONLINE

Local producers map

Marketplace platform

Mobile app connecting you with local producers

OFFLINE

Meetings between producers and clients

SUSTAINABLE DEVELOPMENT GOALS ACHIEVED THROUGH THIS PROJECT (SDGs)






WHAT YOU PROMOTE

- ✦ Healthy food
- ✦ Employee social engagement
- ✦ Authentic experiences
- ✦ An approach that creates a smaller carbon footprint

Implementing short food supply chains for small producers and sustainable communities means more than just high-quality products.
Purchasing these products also supports the following:

Plan	Social	Cultural	Environmental
Supporting	Developing sustainable communities	Preserving traditions	Lower carbon footprint

OPPORTUNITIES WE PROVIDE

(A)	Engaging the organization and its employees in a socially impactful project	
(B)	Promoting high-quality products	
(C)	Supporting the organization with documents needed for non-financial reporting or the company's CSR activities	



[SOCIAL ENGAGEMENT]

ABOUT

Every day, 88,000 associations leave their mark on Romanian society, working to address both specific and systemic challenges. This diverse network of NGOs, powered by volunteers, is striving to transform the face of society.

Wonderful, often anonymous people who chose to get involved in civic life, contributing their time and experience where others would not. They are the ones to whom society owes a debt of gratitude.

Given that the world of volunteering is so diverse, and that many people wish to get involved but don't know how to find a project or association, there arises an opportunity to create a platform that brings together all those engaged in this noble endeavor called volunteering. Let us get to know the true heroes, discover the projects worth supporting, and build meaningful initiatives together with those who want to make a difference.

While the voluntar.net platform provides opportunities for involvement, social engagement points quantify that involvement, allowing the most dedicated to be recognized. Because they are role models for each of us!



THE BENEFITS OF THESE POINTS



- (A) Recognition of the volunteer's civic contributions in projects
- (B) Creating a volunteer resume
- (C) Redeeming social engagement points for cultural event tickets



SUSTAINABLE DEVELOPMENT GOALS
ACHIEVED THROUGH THIS PROJECT (SDGs)





SOCIAL

Website: <https://venevii.ro>
Facebook: @venevii

Enrolled donors

6000

ABOUT

At the national level, only 2–3% of the population donates blood, compared to 20–30% in European countries and even 50–60% in Nordic countries. For example, each year, Bucharest, with a population of approximately 3,000,000, manages to collect around 60,000 units of blood.

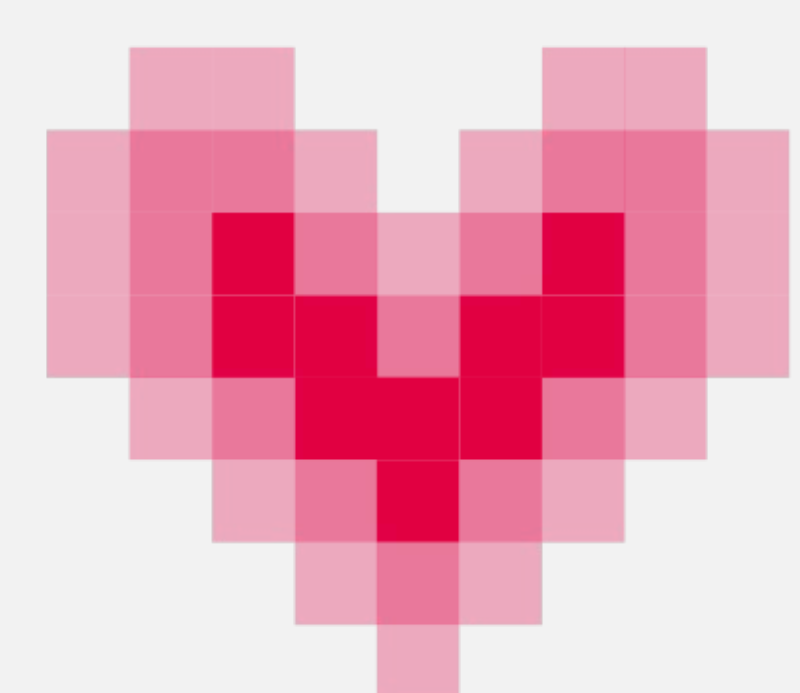
Perhaps the most important project, due to its far-reaching impact, is Vene Vii. Based on the constant need for blood in hospitals and considering that our databases currently include over 20,000 volunteers, the opportunity arose to develop a platform for blood donors.

We seek to establish a database of volunteers to support urgent needs.

This project marks a paradigm shift, moving beyond awareness-raising to actively empowering our volunteers to donate blood. Volunteers access the platform through their accounts, which sends targeted calls for donors based on the blood types most urgently needed, via SMS and email.

Vene Vii is the project dedicated to the noblest of our volunteers, those who want and are able to save at least one life.

PROJECT COMPONENTS



VENE VII

ONLINE

Rewarding with social engagement points

Establishing a database of donors

OFFLINE

Organizing donation events for companies



DATE _____ / _____ / _____

PRIORITIES

-  _____
-  _____
-  _____

PERSONAL THOUGHTS

SKETCH



DATE _____ / _____ / _____

PRIORITIES

-  _____
-  _____
-  _____

PERSONAL THOUGHTS

SKETCH

ASOCIAȚIA
CREȘTEM ROMÂNIA
ÎMPREUNĂ

35.000+ volunteers

200+ organizations

EST. 2015

01

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02

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