

CASE STUDY

Plantăm fapte bune în România



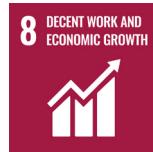
"We are raising awareness among young people about the importance of trees and forests"

Marin Toma,
President of EcoAssist



PROFILE SNAPSHOT

Website	www.plantamfaptebune.ro
Social channels	f @PlantamFapteBuneInRomania @PlantamFB @plantam_fapte_bune_in_romania @PlantamFB @plantam-fapte-bune-in-romania
Contact us through Alliance	Marin Toma (marin.toma@plantamfaptebune.ro)
Country	Romania
Main sector	Private
Uforest thematic discipline	Socio-economics
Stage of development	Implementation



By certifying hiring values that help increase companies' talent.



By stimulating community participation to co-create green spaces that enhance well-being.



By raising environmental awareness and contributing to managing landslide and desertification risks.



By restoring degraded lands, increasing canopy cover, and promoting sustainable forest management practices.





START-UP

Plantăm fapte bune în România (Planting good deeds in Romania) started in 2011 as an afforestation initiative targeting unproductive public lands, degraded by intense agriculture and prone to suffer from landslides and desertification. Developed by the EcoAssist association, Plantăm fapte bune engages the whole community to make an active contribution towards a greener future.

PLANTĂM FAPTE BUNE'S GOALS:

- Plant trees to regenerate public, degraded lands.
- Create communities with solid knowledge in forestry protection.



INITIATIVE MODEL

MAIN ACTIVITIES:

What does Plantăm fapte bune do?

- It cleans and prepares degraded soils prior to planting.
- It carries out soil analysis to determine the right tree species to plant.
- It determines the number of saplings, volunteers and forestry workers needed.
- It provides forestry guidance, seedlings, tools, personal equipment, food and beverages, medical assistance, and toilets to volunteering tree planters.
- It maintains plantations until they become self-sustaining forests.
- It organises forestry education activities (e.g. weekly online conferences, tree planting campaigns) about the importance of trees and forests.



BENEFICIARIES:

Who benefits from Plantăm fapte bune's activities?

1. **Local residents** who are encouraged to volunteer as tree planters, learn about forests, make a donation or redirect income taxes. They also receive a 'Green Endorsement' participation certificate that can be added to their CVs as a merit.
2. **Local public bodies** that offer lands for planting.
3. **Private companies** that sponsor projects and donate funds.
4. **Forestry management specialists** that can participate in weekly online awareness conferences.

PROMOTION:

What is Plantăm fapte bune's promotion strategy?

Plantăm fapte bune's strategy and channels:

- Social media, especially Facebook, to reach out to volunteers and online target audiences.
- Word-of-mouth publicity to search for partners.
- Plantăm fapte bune promotion website.
- Tree planting campaigns.

GOVERNANCE:

How does Plantām fapte bune implement its activities?

Plantām fapte bune is led and executed by **EcoAssist's staff**:

- President.
- 1 project manager.
- 3 fundraising officers.
- 1 communications officer.
- 3 forestry engineers.
- 1 legal advisor.
- 1 accountant.
- 1 logistics officer.
- 4 volunteer coordinators.

Tree planting activities are carried out by volunteers. In addition, Plantām fapte bune works in partnership with **Forest Design**.



FINANCES:

What are Plantām fapte bune's main resources?

Planting, maintenance and project management costs (estimated at 3,5€/tree) are covered with **private funding**:

- Sponsor funds (95%) through their Corporate Social Responsibility (CSR) budgets.
- Individual donors (5%).

POLICY AND STANDARDS LEADING THE INITIATIVE:

Plantām fapte bune adheres to national forestry management laws. It has received national and international prizes in:

- Environmental protection.
- Social good and community reactivation.
- Corporate Social Responsibility (CSR).
- Advertising, marketing and social media.



UNIQUENESS

What makes Plantām fapte bune a one-of-a-kind project?

- It is a **volunteer-based** initiative that promotes forest co-creation with local communities, private companies, public bodies, and forestry institutions and engineers.
- It has developed and signed a 'Green Endorsement' agreement with 30 companies that recognises the added value of volunteer work's (e.g., leadership qualities, listening skills, etc.) with a certificate: **Green Endorsement Basic or Green Endorsement Pro**.
- It **recovers degraded soils** inside and outside urban areas.
- It contributes to the **forest-based bioeconomy** with new woodlands that offer economic, energy, environmental and social benefits.



EXPECTATION

By 2025, Plantăm fapte bune aims at planting 15 new forests of about 3-5 hectares each, in Romania. It also seeks to manage a Natura 2000 site and to develop international projects.

What does Plantăm fapte bune need to be successful?

- Available land for tree planting.
- Ongoing funding.

What are today's main challenges?

- Reaching English-speaking audiences.
- Creating a profitable tree nursery to sell forestry and ornamental species.
- Inspiring people to grow trees today to help future generations.



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