



**Annual Report
2019**

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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.

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

Summary of the main developments and challenges in 2019

- The **geographical scope of EcoVisio's work has expanded**: 1470 women and men from 133 different localities (76% from rural areas) attended our educational events
- Improved capacity for **Environmental Mainstreaming - providing greening up services** to a growing number of CSOs and businesses, based on a **consolidated methodology**
- **New thematic areas covered**, such History and Reconciliation, Professional Orientation, Formal and Non-Formal Education, consistent with our growth from 'ecology' to 'sustainable development'
- **Two new departments** created and growing, with strong, multidisciplinary teams: **Waste Management** and **AgriFood**. These new departments enabled us to explore new work areas and directions
- **Long-term partnership in organizational core support process started with** IM Swedish Development Partner, along with main core support continued with SIDA
- **EcoVisio's budget and financial sustainability** have increased by diversifying our sources of financial support. This includes generating more of our **income by providing specialized services** (e.g. greening up organizations, training events, consultations)
- Growing entrepreneurship capacity and quality of **services offered by the EcoVisio Training Centre (ETC)** in Rîșcova, which hosted 163 event days and 1730 visitors throughout the year. Several activities related to the Rîșcova Horse Sanctuary (events, building stables) have also been incorporated in the ETC's work
- **New logo and visual identity** for EcoVisio developed and finalized, marking a new phase in our organizational evolution
- More qualitative and conscious **involvement in joint actions** and partners' activities.
- Breakthroughs in visibility and awareness-raising: 8 communication **campaigns** of various scales, EcoVisio's **newsletter revived** in a new and improved format, 55 informative videos created, viewed 116,732 times across all platforms
- Stronger support towards our ecosystem of **alumni and partner activists**, through **regional events** and **providing financial support**. For example, our support enabled EcoVisio program alumni to organize the first regional **IarmarEco in Bender**
- **First Summer Alumni Retreat**, which brought together about 95 alumni and supporters from four educational programs

- First full year of activity in **EcoVisio’s fully-equipped, fully-functional Chişinău office**. The space also served as a **co-working facility** for three partner initiatives and several individuals
- Increased **personal and professional development of our staff**, by facilitating access to specialized courses, trainings, workshops etc.
- Maintaining a **family-friendly working environment** within the team, **mindful of the different needs** of mothers and fathers amongst our employees

Challenges:

- **Difficulties regarding team development** brought on by organizational growth, which also requires a participative re-evaluation of our mission and values
- As our thematic areas have expanded, some educational programs registered a **decrease in quality applications** from representatives of their respective target groups
- The initial goal of **establishing sustainability initiatives**, start-ups or community resilience “nests” in targeted communities (in rural areas) was rather ambitious and requires much more time and resources as estimated.
- **Overload of staff** members with work responsibilities, as the number of our activities constantly increased
- **A lack of consistency and ownership** for several projects, caused by frequent changes of coordinators or team members
- Complicated process of EcoVisio’s **visual identity change**, both internally and externally in collaborating with service providers
- **EcoVisio’s communication strategy** was not fully developed and revised as a concept, mainly due to a difficult process of cooperation with our external service provider
- The **monitoring and evaluation** of our results (particularly quality ones) require much more resources, efficient approaches and focus
- During the year the **Results Assessment Framework (RAF)** was complemented by additional outputs, following the need to incorporate new initiatives. The EcoVisio Strategy and the RAF need to be re-evaluated for the next few years, with more relevant and attainable targets

Impact analysis and the logic of the report

Traditionally, 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. In accordance to RAF, all the activities of the EcoVisio Association are performed in the **four strategic areas** (Area A, B, C and D), described in detail below. The main difference in the structure of the current report from the ones of previous years is determined by the scope to focus more on results and outcomes rather than on activities implemented through 2019.

Each area has one outcome (except area D, with two outcomes). For each **outcome** there are several envisaged **outputs** and, further, the activities, which contribute to the realization of each output. In the EcoVisio RAF several different activities may contribute to the realization of different outputs. That is why some projects or programs could be mentioned in different parts of the report (and in different areas). Thus, the next chapters of this document represent the developments in four strategic areas. Each chapter has a similar framework: presentation of outputs, outcomes and results achieved, with the analysis of the results reached in 2019 based on indicators and targets set in the RAF. The cases of deviations of results from initial targets (either positive or negative) are explained. The activities, contributing to their realization, are mentioned in frames of a different color as examples.

The analysis of the results was made by staff members (Executive Director and Educational Programs Director/ Focal point for Monitoring and Evaluation, PR Department) in consultation with coordinators, based on the Statistics and Reporting Tables used throughout the year, internal reports, evaluation discussions 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.

The list of abbreviations

AA - Federal Foreign Office (Germany)

ADA - Austrian Development Agency

CLP - ClimateLaunchpad

CSO - civil society organization

DBU - German Federal Foundation for Environment

DFC - Dialogue for Change project

EV - EcoVisio

EFSE - European Fund for Southeast Europe

GTR - GreenTech Rangers

LED - Liechtenstein Development Service

NGO - non-governmental organization

RAF - Results Assessment Framework

SDC - Swiss Agency for Development and Cooperation

SE - Social Entrepreneurship

SIDA - Swedish International Development Cooperation Agency

SIF – Seed It Forward initiative

SOIN - platform for Social Innovation and Entrepreneurship in (Eastern) Europe

TASIS - the American School in Switzerland

TEP - Tinerii pentru EcoPlastic (Youth for EcoPlastic)

THK - Theodor-Heuss-Kolleg network

ToT - Training of Trainers

USFS - United States Forest Service

XR - Extinction Rebellion (Moldova)

AREA A 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 skill set, 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.



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 the Association's activity. Strategic plan for 2018-2020 envisages to maintain the traditional programs and to launch the new ones. The main target groups of EcoVisio programs are young people aged 18-25 (activEco, activePeace), teenagers (aged 12-18) from rural areas of Moldova (HAIClub, Future Local Leaders, ActiveCiuluc), and young adults and professionals aged 20-50 (Keep Cool in Eastern Europe, InfOrganic, BusinessCool, Trans.History). The majority of the existing programs were usually supported over the years by different donors and partners, so fundraising for this area with existing and new donors remains the main priority in the organizational strategy.

The **area A is the largest area** in terms of resources (human, financial, time) involved and activities implemented. This is the area that the Association's work was traditionally mostly focused on. It has a share of more than **53 % in overall budget** for 2019. This share is constantly growing (e.g. in 2018 it constituted about 40%). All educational programs are attributed budget wise to this area.

An important strategic change regarding the Area A in 2019, along with additional outputs, is the change of approach in planning: **from individual programs to thematic areas of activity**. Each of those areas may include now several programs, working with similar topics. The process of structuring the thematic areas is ongoing and will continue in the next year. As for 2019, the following thematic areas are included in the RAF of EcoVisio:

Thematic area	Programs/Initiatives
Ecological lifestyle, awareness and practical activism	NGO Greening, activEco
Organic Agriculture education for spreading agroecology practices among farmers and hobby gardeners	InfOrganic
Peace, Sustainable Culture and Transformative Leadership education	activePeace, Centropa Trans.History
Rural development and eco-tourism	HAIClub, Forest Explorers
Social and Green Entrepreneurship - for youth to pre-start-up their social and green business ideas	GTR/CLP, BusinessCool, IarmarEco, Cartoful Riscovean, "Social Entrepreneurship (SE): Tools and Trainers"
Waste Management Education	Future Local Leaders, Waste Collection in Schools
Climate Change, Eco-construction and Energy education	Keep Cool, Indepenergy, Energy Forum
Tree-growing and ecosystems' rehabilitation	ActiveCiuluc, Seed it forward (initiative)

In 2019, EcoVisio was running **15 programs**, maintaining a high number of educational programs reached in 2018 (15 programs). The majority of targets in indicators planned in RAF for Area A were exceeded. One of the most important achievements, for example, is the number of men and women / boys and girls who **have benefitted from EcoVisio's educational offer** that reaches 1,470 (with cca. 44,5% M, 55,5% F), which is almost 50% more than last year, and 5 times higher than the initial target. The number of men and women / boys and girls that have been **directly and indirectly reached by the participants' actions** and lifestyle change has also significantly grown compared to last year and reaches 27,127 (2,436 directly, 24,691 indirectly reached, with cca. 43% M, 57% F).

The following programs were realized in 2019, contributing to reaching of the outcomes:

The Association's flagship "**activEco**" **program for Sustainable Development** is a yearly educational program for youth, mainly from Moldova, but also neighboring regions of Romania and Ukraine. Since its launch in 2013, the program aims to empower creative and motivated people through capacity building by education, exchange and project work. It comprises a series of seminars, a seed funding for volunteer's micro projects and a peer-to-peer mentoring. In 2019, the structure of the program consisted of an Impulse Seminar, followed by several thematic Challenge Weekends and a final Reflection Seminar. **Link:** activeco-program.org

GreenTech Rangers (GTR) is a startup pre-acceleration program designed to improve social entrepreneurial ecosystem in Moldova and beyond, focusing on topics such as Affordable and Clean Energy, Sustainable Cities and Communities, and Climate Change. The activities range from inspirational workshops and mentoring meetings to challenging Eco-hackathon and national startup pitching competition. GTR has integrated the "**ClimateLaunchpad Moldova**" (**CLP**) program for green startups (ecovisio.org/climatelaunchpad) - the national level of the world's largest competition for green business ideas, implemented in Moldova by EcoVisio since 2015. **Link:** greentechrangers.com

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. The most recent edition of the program was implemented during 2018-2019. **Link:** activepeace-program.org

The project "**Keep Cool**" **in Eastern Europe** (2018-2019) strived towards creating a community of 'Keep Cool Game' players in Moldova, Ukraine and Romania - people who know the game, enjoy it, use it in their work in schools & universities, during trainings or elsewhere, spreading awareness about climate change. "**Keep Cool**" is a simulation game (initially coming from Germany) about climate change and negotiations around it (with both board and browser versions). **Link:** ecovisio.org/keep-cool

ActiveCiuluc (2018-2020) is a project happening in the basin of the river Ciulucul Mic (Falesti, Singerei and Telenesti districts), with a goal of informing the local communities (public administration, pupils, individuals) about the ecological situation in the region and practical steps each of them could take to change it for the better. **Link:** ecovisio.org/activeciuluc

"**Future Local Leaders**", co-organized by Hai Moldova initiative and EcoVisio, was 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 of the program started in 2018 was to increase civic engagement and democratic action and create a national network of Hai Moldova ambassadors. **Link:** ecovisio.org/future-local-leaders

Forest Explorers was a project aiming to engage youth from the village of Rîșcova in community building activities revolving around the local forest. These activities consisted of seminars and hands-on trainings focused on using the outdoors to learn, build confidence, increase teamwork and discover the world through local surroundings - all of these while marking a cca. 5 km forest trail between Rîșcova and the neighboring village Ivancea. **Link:** ecovisio.org/forest-explorers

Indepenergy was a project meant to increase the sustainability of local communities in the energy sector by sharing knowledge, launching and supporting pilot-prototypes and local networks. Indepenergy targeted both public administrations as well as individuals, training them in Energy Efficiency, Renewable Energies and Project Management in the energy field. **Link:** ecovisio.org/indepenergy

The project **InfOrganic** has a mission of elaborating informational materials (videos and infographics) about the methods of ecological agriculture for farmers who would like to adopt better practices or to begin a business in this area. **Link:** agriculture.ecovisio.org

Regarding the educational events, there is an improvement compared to the previous year: While the number of short-term **seminars** (1-3 days) organized by EcoVisio in 2019 coincides with the estimated target, the number of **long seminars** (4-7 days) has grown more than 3 times compared to last year. The result is still below the target planned, but it registers significant growth in 2019.

Even though the number of seminars has increased, at the same time, the number of men and women / boys and girls per year **successfully graduating the program curriculum** has reached only 191 (out of 250 planned). This is higher than last year (133), but still significantly lower than planned.

Regarding the **Output 1.2**, which envisages further engagement of people who participated in educational events and implemented their initiatives, the results are not satisfying.

In general, the Number of participants **implementing their initiatives** has grown significantly compared to the last year: 92 (32% M, 68% F), but still below the goal (100). The participants implemented only 47 initiatives which is far beyond 70 planned for 2019. And the number of **participants mentored** per year has just slightly increased compared to last year, and is far below the target (48 instead of 100, same target for previous and current year).

In the **alumni work**, mentioned in indicators of **Output 1.3**, could be observed small but positive developments compared to previous years. The **number of activities co-organized by alumni** is growing. In 2019, 8 such events were organized (the target was 5). Important is also the increase in quality and impact of those events. In this context, one particularly good example is the "IarmarEco Bender" - the first experience of a kind for EcoVisio in Transnistrian region (more details about the event are presented in area B and C). Good progress is also registered in % of individuals participating in at least one alumni activity of EcoVisio, within 3 years after graduating from the program (41% (86 out of 209), with 31%M and 69%F), surpassing the target of 30% in 2019. Alumni are expected to be the main "value" of the work in educating and empowering individuals, so the work with their network should continue to be priority in 2020, same as it was in previous years.

In 2019 and for the nearest future the **Area A remains the main direction of the Association's work** - empowering and educating individuals for sustainable development. The overall progress of this area in 2019 is very good, exceeding the planned results and opening new perspectives, particularly regarding numbers of participants, educational events, thematic areas and development of EcoVisio facilitators and methodologies.

It is expected that as a result of EcoVisio work in the first strategic area 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 where EcoVisio is working.**

The successful achievement of this outcome is determined by the quality, number and structure of EcoVisio educational programs. **One of the main challenges in this area remains the change of behavior and attitudes of the target group.** Long-term seminars (4-7 days) were proved to be an efficient instrument in working with transmitting the values and changing the attitudes of participants, that is why it is important to maintain and increase the number of such events. The internal pool of EcoVisio facilitators should be further developed by reaching proficiency in diverse topics, as that remains the main means of working with individuals envisaged by strategic area A.

An alternative efficient approach could be providing a series of short term educational events for the same group of participants during an extended period of time - i.e. **educational programs instead of one-time**

events. This allows to work deeper on lifestyle change and empowerment, and ensure better support and follow up opportunities for the participants. In 2019, the number of educational programs and the number of long-term educational events has grown compared to previous years, positively influencing the achievement of planned outcomes.

One of the most important **challenges for the Area A** is the aim to reduce the discrepancy between the goal to attract more individuals each year and a noticeable **decrease of the amount of applications** and participants interested in the programs (which could be explained by demographic factors, oversaturation of the target group by educational offers in general, lack of civic activism and other reasons). In this context, it is very important to focus on the quality of educational programs and permanently revise and improve the structure and the content of our offer.

The diversification of topics, started last year, was maintained through 2019, and the new topics were added (Waste Management, Organic Agriculture, NGO Greening, History, etc.). At the same time, maintaining the decent quality of some educational programs and events remains a challenge. So, the monitoring of programs and qualitative results should be improved and become a priority in 2020.

Another aspect, which directly influences the achievement of outputs in the Area A, is the ongoing support of participants during the year and follow-up for alumni. The results of **mentoring support** in 2019 are not corresponding the initial goals (mentoring is expected to be one of the features of EcoVisio approach), thus, the mentoring system in programs should be rethought and re-established in the next year.

An important change in the structure of the RAF Area A in 2019 are the additional outputs, which were added along with the opening of the EcoVisio Waste Management Department. The results of the work of the **waste management department** will be presented in additional report after the first round of the program is finalized, as the timeframe of the initial Waste Management Project does not coincide with the calendar year of EcoVisio RAF report (the Project being 2-3 months longer).

Output 1.7 (WM)	School students from all regions of Moldova are trained and involved in electronic waste collection
Output 1.8 (WM)	Electric and electronic waste is collected and transferred to an adequate recycling process
Output 1.9 (WM)	National efforts on electronic waste collection are consolidated and made more visible

However, at the moment it is possible to outline the important highlights contributing to **outputs 1.7-1.9**. For example, more than 70 schools with a total number of about 38,000 pupils from Moldova were involved, with more than 46 tons of electronic waste collected in 2019.

Area B 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.



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

The strategic area B includes work with initiatives and communities - which means 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). The objective is that rural communities, organizations or strongly connected groups of people that - through EcoVisio interventions - develop conscious application of sustainability practices in resource management, personal consumption patterns and overall organization of activities (e.g. green offices, eco-villages, clubs etc.).

In this area we also work on creation and consolidation of the so-called “resilience hot-spots or nests”. 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. We also strive to make such resilience hot-spots and best practice initiatives more visible and promoted, so that they can be multiplied and replicated

The area B constitutes about **7,2 %** of the overall budget, however, due to work performed in this area many visible and impactful results were achieved in 2019. The **strategic area B** was consciously created as a **space for experiments** - the most vibrant and innovative area where “unexpected and unplanned” could happen. Thus, we are aware of the exciting, but also risky character of this working field and so are ready to deal with this challenge in a professional way.

One of the main objectives of work in this area is that the Sustainability practices become more widespread amongst organizations in the region (**Output 2.1**), which is happening, for example, due to **Targeted environmental mainstreaming supported mainly by IM Swedish Development Partner**. As a result of EcoVisio work, 13 new entities were involved in capacity building on Sustainability practices (Greening) with the overall number of about 70 participants participating in the training events.

NGO Greening for Environmental mainstreaming. In collaboration with Individuell Människohjälp (IM Swedish Development Partner), in 2019 EcoVisio continued building its capacity in environmental mainstreaming. Over a course of 10 months, EcoVisio team offered 4 trainings on this topic to 13 organizations working on empowering and supporting people with disabilities. Out of those, several organizations were selected for a more detailed ‘greening up’ audit and consultancy on developing practical steps to make their operations more environmentally friendly. Additional information and consultancy was offered on specific topics, based on each organization’s priorities. As a result, participating organizations started introducing new practices (e.g. selective waste collection, installing energy efficient windows, minimizing environmental impact of events, developing community eco-projects like recycling and tree-planting). **Link:** ecovisio.org/greening

The important aspect here is “**the rootedness of the practice implemented**”, meaning that the given practice is understood, voluntarily implemented and can be promoted by at least 60% of staff & team members of the corresponding NGO. The number of organizations that have applied at least one sustainability practice is estimated by 11. However, in this context, it is important to admit that monitoring of implementation and maintenance of such practice is very hard to perform, particularly within one year. To reach this goal, EcoVisio provided 17 consultations to CSOs. The number of those consultations has increased by 30% compared to the last year, but is still below the target planned (35).

Along with financial support, EcoVisio aims to provide coaching and consultancy for implementation of sustainable practices. In this concern, the establishment of the Agrifood department (comprised currently

of 1 full-time and 6 part-time employees) marked an intensification of efforts in studying and promotion of agroecological practices by EcoVisio. In 2019, its main outputs were: creation of condensed educational materials (videos and infographics) for farmers on 6 topics in cooperation with AED, and accompanying 5 small potato growers in the village of Riscova in shifting to agroecological practices without the use of chemical pesticides. This contributes first of all to realization of outputs 2.1, 2.2 and 2.5.

Regarding the **Increasing the social responsibility & economic independence** of women and men in target communities by assisting them in establishing initiative groups, social enterprises, etc. (Output 2.2), there was no quantitative progress registered in 2019. There is still just one community where a Social Enterprise was established and is running due to EcoVisio support (Riscova) instead of 2 planned. Nevertheless, the quality of work at Riscova Initiative is increasing, and the number of beneficiaries in 2019 has reached 59 people (20% men), exceeding twice the initial goal (30).

“EcoVillage Moldova” and the “Environmental Training Center”

EcoVisio Training Center (ETC) was in construction and partial operation since fall 2016, and officially opened in October 2018. It is embedded in the larger frame of EcoVillage Moldova - an educational and community development initiative in the village of Riscova since 2014.

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 partners, donors and a whole community. 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. At the same time, it involves a number of compromises to adapt to the local reality.

Within a larger frame of **EcoVillage Moldova**, three further initiatives were supported by EcoVisio in 2019: Selective Waste Collection, Horse Sanctuary and Potato Fest. As a result, **3 active initiative groups** are evolving in Riscova, aiming at creating a village-wide selective waste management system, as well as developing eco-tourism and supporting local farmers. **Link: fb.com/EcoVillageMoldova/**

One of the most remarkable achievements in 2019 is the constantly growing **number of visits** to Rîșcova, due primarily to various **community actions and community-led events** (Output 2.5). This year, Rîșcova hosted 82 unique events, which is twice more than last year (Target: 15) with a total duration of 163 event days. At the same time, the number of participants from target community did not grow and has even decreased slightly from 105 (2018) to 97.

Among the other important steps in reaching the goal of **establishing sustainable communities** in rural areas are the following: 3 more people moved to Rîșcova to work and volunteer in the community; increase of the number and income of the host families; establishment and expansion of eco-touristic offers (Forest Trail for hiking, Gastronomic tour with locals, continuation of the Potato Fest tradition); and initiation of a more thorough process of financial and organizational analysis in order to further prepare the self-sustainability phase of the ETC.

One particular indicator related to building resilient communities, successfully reached in 2019, is the creation of the **agricultural demo plots** (Output 2.4): three demo plots were created or maintained (Target: 2), with the overall surface of 1 ha and more than 1700 visitors per year. Mainly due to core support, the creation of demo plots became one of the EcoVisio priorities in 2019, contributing to the

long-term goal that CSOs, initiatives, or start-ups are enabled to deliver impact in their communities in a more sustainable way.

The developments in this field are determined by the initiative “**Cartoful Riscovean**” (Riscova Potato) aimed to: empower small rural potato farmers to grow organic and sell directly to customers interested in organic produce; promote potato consumption as a healthy food, and promote Riscova as a village with traditions in growing potatoes. Selected farmers are offered support in acquiring quality seed material and, most importantly, getting expert advice from our consultant with 40 years of experience in potato farming. New sales channels are created, to sell at a better price. A particularly new opportunity are the field visits to other Moldovan potato farmers and participation in the biggest potato exhibition of the Eastern Europe.

As a result, the farmers have been learning how to grow organic, successfully harvested and sold over 30 tons of potatoes of 20 different varieties, both international and local. An important side effect is that the small farmers and their families are empowered to create a better living and stay in Moldova. **Link:** fb.com/cartofulriscovean/

Social Entrepreneurship remains one of the key aspects in EcoVisio work - offering educational options, supporting initiatives and creating ecosystem enhancement options. The profit generated at our own social enterprise - EcoVisio Training Center - is directed to the development of the village and offering accessible education opportunities to Moldovan citizens. This year, two programs supporting Social Entrepreneurship initiatives were implemented.

BusinessCool & Sustainable Development Lab - Using the format of weekend workshops, the organizers aimed to introduce simple and practical instruments, encouraging the participants make the way from project ideas to successful businesses. **Link:** ecovisio.org/businesscool

“**Social Entrepreneurship (SE): Tools and Trainers**” is an Erasmus+ project, the main components of which is the customization of tools for designing and running of social enterprises, realization of the Training of Trainers (ToT) on Social Entrepreneurship (face-to-face or online, through a multilingual eLearning platform), organization of local forums in country-partners and creation of toolbox/online course in local languages. **Link:** fb.com/ecovisio.moldova/posts/1503636533132937

In order to support sustainability initiatives, social innovations and resilient communities, EcoVisio is allocating **small grants** and offering **coaching support** (Output 2.3). In 2019, a total of 46 initiatives were supported by the Association, showing a growth of above 70% compared to last year (27 initiatives) and significantly exceeding the planned 20% yearly growth. However, this is the total number of initiatives supported, which comprises also small grants offered to participants of educational programs. The number of **targeted grants** provided in frames of Social Innovation Program has decreased in 2019 from 15 to 9, but the amount of support provided to each initiative as well as the quality of it has increased.

Another important aspect of supporting the initiatives in the Strategic Area B is the increased visibility of sustainability practices and promotion of sustainability **initiatives developed by our alumni** (Output 2.5.). Indirectly the developments in this field could be assessed by the number of media appearances for alumni initiatives from the past 2 years, which in 2019 reaches 25. Traditionally the events organized by EcoVisio (e.g. IarmarEco) are thought of as a platform for promoting of alumni initiatives. Another way of promotion and support are the online platforms, which are still under construction in 2019 and are planned (with delay) to be launched in 2020.

Social Innovation Lab grants - for the second year in a row, EcoVisio is launching an open call and selecting social-innovative or ecological initiatives, which receive goods or services that help them develop. The main criteria are relevance, impact and expected sustainability.

“**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 reduce the usage of single-use plastic and to promote Conscious Consumption, including through creation of ecobags from upcycled or new materials. Torbesc is also working on environmental education through workshops and consulting. **Link:** fb.com/torbesc/

EcoVisio's program alumni are a valuable resource in carrying out our mission. Each year, on average, we carry out four alumni-focused programs. The “alumni” status applies to participants who successfully complete one of our educational programs, fulfilling all its requirements - mainly the implementation of a personal project. In 2019, 70 program participants became EcoVisio alumni, carrying out a total of 45 initiatives.

Our programs offer the participants the tools, knowledge and support necessary to become agents of change through palpable initiatives in their communities. **Media visibility of our alumni's initiatives** is a sign that their reach extends beyond EcoVisio's bubble of activism, and also that they are seen as relevant enough for the general population. A higher visibility also creates potential for a stronger impact of their projects.

“**Seed it Forward**” (SIF) is an agroforestry initiative active under EcoVisio's umbrella since 2015, with the goal of “growing trees and people for a greener Moldova”. SIF is working towards this goal through direct actions - e.g. planting and taking care of trees with volunteers - but also through elaborating educational materials on the importance of trees, how to plant correctly, the benefits of not burning leaves, etc. **Link:** fb.com/seeditforward/

Last year, our 2018 and 2019 alumni had **a total of 25 media appearances** related to the projects they developed through EcoVisio's programs. The most remarkable alumni event as far as media coverage was the IarmarEco Regional in Bender (Transnistrian region). The local organizing team (alumni of this year's activePeace and activEco programs) applied their know-how about communication channels relevant in the region, which was also visible in the event's social media presence. IarmarEco Bender, with more than 20 exhibitors and 450 visitors, had a total of 7 press appearances, including 1 promo talk-show interview before the event and TV stories made during IarmarEco Bender.

An illustrative example, worth mentioning is the case of our activEco-2016 alumna, Ekaterina Verbitskaya, who stayed active and connected to EcoVisio's topics over the years. In 2019, she launched a new eco-friendly clothing collection named 'Presence', and used it as a base for her campaign “RECONSIDER Fashion”, promoting sustainable fashion choices. The main product of this campaign was an **awareness-raising video** created with the support of EcoVisio, and produced by another activEco alumnus from 2015. Ekaterina's video and fashion line attracted significant media attention, particularly from TV media, and had a total of 7 talk show appearances.

In 2019, EcoVisio provided program alumni with the **following opportunities to showcase their initiatives:** IarmarEco, Toamna Cartofilor, CLP National Final and the GreenTech Rangers Gala. Additionally, we supported and increased visibility for a number of alumni initiatives by purchasing their products: upcycled items from TEP - Tinerii pentru EcoPlastic, honey products from ‘Dulce Plai’, branded EcoVisio eco-bags sown by Torbesc - for the office, ETC and various activities, including promotional ones. EcoVisio also ran an online eco-Christmas trees competition in partnership with several alumni initiatives, offering their products as prizes. Last but not least, Association provided visibility for one alumni initiative (Grădina Moldovei) selected to be featured in our ‘Good Food for Good People’ video series - part of our #FoodsLove campaign.

Area C Outcome:

Better and more relevant opportunities exist for cross-sectorial interactions between stakeholders (NGOs, state, businesses, academia, communities, etc.) from Moldova (incl. Gagauzia/Transnistria) as well as Romania, Ukraine and other EaP countries to share experience, create synergies, discuss and influence policies (processes) and implement sustainable practices.

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.



STRATEGIC AREA C - ECOSYSTEM DEVELOPMENT THROUGH NETWORKING AND BOOSTING COOPERATION

The strategic area C envisages networking and cross-sectorial interaction between stakeholders (NGOs, state, businesses, academia, communities, and individuals). In this area, new bridges are created for cooperation both between stakeholders in Moldova and partners from the whole region. Large-scale events organized by EcoVisio in cooperation with other partners (e.g. IarmarEco) are an example of activities for this area. Each year the number of members and partners of the association is expanding. There are also several hundred supporters in the EcoVisio circle, who are extremely important to the overall success of our joint activities. We put a high emphasis on cooperation with other actors of sustainable development in Moldova and abroad.

Area C includes also the work with the growing **alumni and partners network**. As the experience shows, the majority of initiatives in the Association are launched by or performed in cooperation with program alumni.

The **area C - Ecosystems** - appeared as a desire of the team to do more strategic work in policy and networking domain. It has a share in the total yearly budget of about **5,6 %**. The biggest challenge of this area is that it is difficult to measure the impact in a short and middle time perspective. The targets for output indicators were achieved in some lines, but not completely. In 2019, due to affiliation of Waste Management Department strategy to EcoVisio RAF, the new outputs were added to Area C:

Output 3.7 (WM)	The web-portal created and maintained
Output 3.8 (WM)	Web-portal made visible through public campaigning
Output 3.9 (WM)	The content of the portal is enriched and maintained in partnership with a consortium of relevant stakeholders

EcoVisio is contributing to **strengthening links between organizations** and sustained cooperation with CSOs and other cross-sectorial stakeholders. This output is attained by means of co-organizing events, networking meetings, joint actions and round tables. For example: IarmarEco (in partnership with EcoLocal & other organizations); Potato Fest (in partnership with the "Avânt" NGO in Rîșcova), the ActiveCiuluc program (in partnership with Muzeul Etnografic Sângerei). In addition, we had a series of events where we provided financial and/or logistical support: AuGust Early Grapes Festival, IarmarEco Bender, World Environment Day 2019. Throughout the year, we also organized 5 thematic round tables (surpassing the foreseen target of 2), which attracted a total of 75 participants (47%M, 53%F).

The main goal of EcoVisio's festivals and large networking events is to bring together and highlight "local heroes", empowering small rural initiatives to flourish, supporting small businesses, small farmers in growing organic products, selling their produce on different markets and making a better living for themselves - all while consolidating local communities.

"IarmarEco" – the Fair of Ecological Opportunities and Social Entrepreneurship - is a yearly event organized by EcoVisio every autumn since 2013. It is a combination between a fair, facilitated networking and interactive presentations on ecological and social awareness. For 2 days in a row, IarmarEco hosts NGOs, local farmers, handmade artists, social enterprises and socio-cultural projects in a healthy environment for communication, networking and community growing. [Link: fb.com/iarmareco](https://fb.com/iarmareco)

The **Toamna Cartofilor** (Potato Fest) rural celebration attracted more than 500 guests in October 2019. The goal was to get Rîșcova's community together and organize a harvest festival promoting their local produce, food varieties and especially potatoes - their staple product - to the outside world. Alongside the commercial part, there were schoolchildren, local music and dance ensembles, craftsmen promoting the local culture and values.

In 2019, we had a total of 11 joint actions and campaigns, carried out with various CSOs or initiative groups that share our values. **EcoVisio FreeShop** was the activity that attracted the majority of joint actions in 2019 (5 throughout the year), as many initiatives felt they shared the values associated with the concept (circular economy, recycling, community actions etc.).

EcoVisio Freeshop - Since 2018, EcoVisio's Freeshop is a recurring event meant to encourage recycling, the circulation of goods in nature and encounters between people who do not know each other. The FreeShop works on a very simple mechanism: anyone can bring clothes or other things they do not need (footwear, jewelry, etc.), anyone can take stuff (regardless if they bring anything or not). All the transactions are moneyless. The remaining clothes go to charity organizations. **Link:** ecovisio.org/freeshop

One notable edition of EcoVisio FreeShop (with 80 participants and 15 media appearances) happened in the framework of **Oberliht's International Summer School**, an initiative which we supported overall. Besides the FreeShop and a free clothes-repair shop, EcoVisio also organized eco-friendly catering for the participants and supported production of a documentary about the Summer School.

Another **valuable joint action** was the public event "Period. End of Sentence" (09.03.2019), organized in partnership with OccupyGuguță (Chișinău civic initiative) and the Genderdoc-M organization. The event included a presentation about menstrual cups, reusable pads and a screening of the documentary that named the event, followed by an engaging discussion. Although small, this event led to talks about a larger collaboration on sustainable menstruation products, with Genderdoc-M, OccupyGuguță, Caritas and Regina Pacis. EcoVisio is planning a large-scale joint campaign on this topic for 2020.

To achieve higher impact in this area, the Association is striving to **transfer the successful experience in non-formal education to formal educational system** (Output 3.2). Despite the initial aim to develop educational programs within University and to establish partnerships with higher education institutions in Moldova no significant progress was registered in this field and the goal was not achieved.

Nevertheless, one of the significant developments of 2019 is the boosting of **work with schools**. Several educational programs were working directly with pupils as target groups, focusing on cooperation with schools as institutions or directly with school teachers. These are HAIClub, ActiveCiuluc, Centropa Trans.History. Within those programs, more than 2,350 school students (42% M, 58% F) were involved in 2019, along with elaboration of 7 educational modules (twice more than last year). A special case is the National Campaign on Electronic Waste Collection in schools, which engaged more than 38,000 pupils.

The pilot project "**Separate Waste Collection in schools**" was a part of the "Keep it Clean" plan following the "World Clean-up Day" by HaiMoldova. Its purpose was to test separate waste collection in 10 different schools throughout Moldova, from all the regions. **Link:** ecovisio.org/separate-waste-collection-schools

In 2019, instead of organizing one national "World Cleanup Day", HaiMoldova, EcoVisio and partners realized a **National Campaign on Electronic Waste Collection**, motivating tens of schools from all over Moldova to collect electronic waste: 76 schools collected about 46 tons of electronic waste. **Link:** haimoldova.md

The program “**HAclub**” (rebranded “Harap Alb”) is a **rural youth development** program that aims to inspire and equip the next generation of entrepreneurs, activists and civic leaders with the critical thinking, problem solving, and project design and management skills they need to make a difference in their local communities. To achieve these results, HAclub works with both young people in rural areas and their teachers to create synergy between the actions of youth and the support they need from adults. The participative educational methodology was transferred to teachers from rural schools and 10 new School-clubs were created and maintained. **Link:** ecovisio.org/ro/haclub

“**EDU+**” as a new pilot initiative has started in 2019, aiming to provide a platform for discussions and opportunities of cooperation between **formal and non-formal education**. In frames of this initiative took place two networking events bringing together professionals and activists from formal and non-formal education sectors.

EcoVisio Program Alumni Network regularly interacts and grows (Output 3.3). This year saw 7 alumni meetings with 86 participants (31% M, 69%F), which is double compared to the previous year.

The **First Alumni Summer Retreat** held in Costesti in July 2019 was a highlight of the year for the majority of alumni. The 3 days event gathered together 95 people, including alumni of 4 educational programs and other interested persons from the EcoVisio’s enlarged circle. During the Retreat, the alumni held 18 workshops for each other. **Link:** <http://bit.ly/2tqDppc>

Five Alumni working weekends took place in 2019 in different localities throughout Moldova. Those are 1-2 day meetings dedicated to helping each other - tending the garden, taking care of bees, etc.

The geographical scope of EcoVisio’s work has expanded: participants from 133 different localities attended our educational events (twice more than last year) and 21 new locations where EcoVisio did not work before were added to our map. This brings us closer to the aim that Moldovans from all regions of the country have regular opportunities to meet like-minded people from diverse backgrounds and demographic groups (Output 3.4).

The progress is registered also on international dimension, where more **bridges of partnership** are created between stakeholders in Moldova, Romania and Ukraine and further Eastern Partnership countries (Output 3.5) by hosting international events in Moldova and participating in relevant events with international context (36 events). This year, 6 international events were hosted: Summer Camp WAVE, TASIS, SE Tools, Centropa Trans.History Conference, Trail Volunteers Camp.

Centropa Trans.History is an international civil society project connecting Ukrainians and Moldovans to their country’s Jewish history and to each other. As a local partner, EcoVisio helps promote cultural exchange, encourage critical thinking and a balanced culture of remembrance. **Link:** trans-history.org

First visible progress is registered also in the field of **piloting green/sustainability co-working space** (Output 3.6). In 2019, the office of EcoVisio has also started to serve as a “green hub”, offering the space for 3 initiatives (TEP, XR, Biogas), with additional 19 non-staff people (8 m/11f) using the space for regular meetings and co-working.

By the end of 2019 a few online platforms for networking are being in the process of development. Thanks to the new Waste Management Department, a new web portal was created, promoted and its content is enriched and maintained in partnership with a consortium of relevant stakeholders.

Area D Outcome 4:

By 2020, EcoVisio is a professional organization in line with international standards

Area D Outcome 5:

By 2020, EcoVisio's work is strongly visible and recognized in Moldova and beyond

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 systemic 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.

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.



STRATEGIC AREA D - ORGANISATIONAL DEVELOPMENT and GROWING VISIBILITY

The Strategic Area D focuses on the **development of the Association** itself, allowing EcoVisio to increase the professionalism of work processes. In parallel with the growth of the organization and its activity, a lot of attention is devoted to good governance and impeccable financial management & 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, as well as 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 general society. Here we plan to further strengthen and professionalize our PR department and cooperate with other organizations.

Results and conclusions for Outputs D - 4

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. That is why it remains an important priority in EcoVisio strategy. The achievement of the **strategic goal of becoming a professional, financially sustainable and impactful organization in line with international standards** is approaching. The recommendations of **System Based Audit** are being implemented.

A significant development that is being achieved thanks to the core support is the maintenance of **professional team** members and **enlarging the team**. In 2019, we continued the series of employments, which are attributed, among other things, to EcoVisio current strive of bringing more structure to the workflows, e.g. between program coordinators and the Communications department, especially since the latter is a very recent development for EcoVisio. For example, a great step up this year for EcoVisio's media relations was the addition of a Communications Assistant with extensive journalistic experience.

At the end of 2019, the initial position of Educational Program Director was renamed and rethought to **Quality Management, Monitoring and Evaluation manager** with a focus on quality impact of all programs and activities. Particularly due to focused core support (IM Development Partners, SIDA), several new people could be employed for several projects in Riscova, contributing to the growth and consolidation of the **local team at EcoTraining Centre**, Riscova Potato project, Demo plots, NGO Greening Coordination.

The **EcoVisio team** continues to grow, reaching - till the end of 2019 - a number of 23 core employees (about 50% more than in 2018) with the total number of people providing any kind of service for EcoVisio overcoming 60 (compared to 40 in 2018). All the employees are hired on the basis of official contracts with regular salaries and taxes paid, and the number of long-term service contracts has increased.

EcoVisio has adequate **facilities for carrying out office work and trainings**, both in Chişinău and Rîşcova (Output 4.4.). It was the first year that started with a completely functional office. This assured that during the year the team spent even more time working together in one place, providing higher efficiency and synergy between different programs and initiatives. The area of the office did not increase in 2019, however, the efficiency of its use was improved. At the same time, the "branch" in EcoVisio Training Centre (Riscova) has been provided with better facilities and equipment, ensuring a better working environment for the growing local team.

The remarkable development in 2019 is the significant increase of investment in **capacity development of the staff** (Output 4.6). Many employees have benefited from training courses offered by external providers (languages, graphic design, financial management, etc.) or by development partners (advanced facilitation, monitoring and evaluation, etc.). The internal organizational development sessions on selected topics (“development cafes”) were introduced and held regularly in 2019. This was the first year where EcoVisio have diversified the thematic areas of capacity development courses and have also for the first time used on-line courses.

The number of EcoVisio staff and facilitators who have benefited from **international trainings** is increasing in 2019. The facilitators pool itself, being one of the main instruments in producing impact, has been increased and consolidated, and is currently under the process of reshaping, structure and quality improvement.

The number of **diverse sources of income** (Output 4.1) has decreased compared to last year, but still surpassing the planned goal. In total, EcoVisio was supported by 14 donors in 2019 (SIDA, IM Swedish Development Partner, MitOst - THK / Robert Bosch Foundation, Federal Foreign Office of Germany, DBU - German Federal Foundation for Environment, Austrian Development Agency (ADA), Swiss Development Cooperation (SDC), US Forest Service, US Embassy, Climate KIC EIT European Commission, SOIN - Social Innovation Project, Finance in Motion- EFSE). Despite the decrease of the number of donors, the overall **amount of grants received** has increased by 18% and the share of SIDA core support funding in overall budget has decreased compared to 2018.

One significant development of 2019 is the boosting of the **money generated through services provided** by EcoVisio - reaching about 48,000 euro. The amount of donations received has also increased significantly: from local organizations 5 times more and from international partners about 3,5 times more than in 2018. An important indicator showing indirectly the increase of visibility and recognition of EcoVisio work is the amount of money collected from individuals from Moldova through “2% income tax redistribution mechanism”. In 2019, this amount exceeded 11,000 MDL, which is twice more than in the previous year.

Results and conclusions for Outputs D - 5

Significant results were reached in **increasing the visibility**, by far surpassing the planned targets for 2019. For Output 5.1, the following results were achieved, contributing to **an increased awareness across Moldova on aspects pertaining to our main focus areas, attained through tailored, targeted communications**.

We had a very productive 2019 when it comes to **video spots**, proven to be a good way to connect with our audiences and deliver messages in an engaging, easy to digest form, while also being cost-efficient and available for viewing anywhere. This year we went above our target by producing **55 videos** - 66% more than last year. This figure combines professionally-made videos, clips made and edited by team members for promo purposes, as well as Facebook live broadcasts. The 55 videos showcase a large variety of our programs and activities, with ActiveCiuluc and Seed It Forward having the highest number of videos (19), mostly made by the coordinator of these initiatives during events.

Beyond just creating videos, it is important to look at how well we managed to create videos engaging enough to persuade viewers to watch it. One indicator highlighting this aspect is **the total number of video views**, with in 2019 was 128,608 across all platforms (91% of these views went to videos produced in 2019). Facebook remains EcoVisio's **most prolific platform for video content**, with YouTube accounting for 3,829 of video views.

Top 3 most-watched EcoVisio videos in 2019 across all platforms were: 1. RECONSIDER Fashion - 23,759 views (and 10,680 minutes viewed, across all platforms) 2. Ce facem cu frunzele uscate | InfOrganic - 16,805 views; 3. Teaser | Toamna Cartofilor - 6,603 views.

In addition to the number of video views, we also measured the **total watch time**, which shows how much time our combined audience has spent taking in the messages. Our results for 2019 were 41% below the target, with an 18% decrease compared to last year. This is one of our most underperforming indicators for the year. For 2020, our focus will be less on professional video production and more on promotional efforts and live broadcasts, with a focus on optimization and targeting the audience.

A big part of our mission involves **making various practices related to sustainability more widespread**. The first step towards changing attitude is raising awareness on such topics, emphasizing the little positive changes we all can make. **Visuals** are a good medium for conveying such messages, as they make it easier to tell a story in a short amount of space and time. They are also more likely to provoke an emotional reaction, which is a big component for inciting behavioral change.

In 2019, we have surpassed our target for thematic visuals by developing **17 informative posters, flyers, brochures, postcards and infographics**. We try to actively promote these materials online rather than printing them, in order to be mindful of paper waste. Still, distributing such visuals in printed form has proven a great aid in reaching less digitally-inclined communities, such as rural populations. The majority of informative visuals cover topics related to agroforestry, and organic agriculture practices (Seed It Forward and InfOrganic projects).

One **example of impactful visual** from 2019 is our flyer about leaves burning, developed and used by SiF as part of their campaign on the topic. The informative flyer had a short and a long version, in Romanian and Russian. The digital versions of the flyer were published on SiF and EcoVisio's Facebook pages with remarkable echo, totaling an organic reach of 89,576 people and 422 shares. These Facebook posts also offered the option of requesting the ready-for-print files, with information adapted to specific local contexts.

Our **Facebook page** remained our main point of information in 2019. The reason is that Facebook is a fitting platform for different types of content (text, video, photos, events) and great for short and fast posting while the news is still fresh, also allowing more inclusive content creation. We also have **9 individual program pages**, managed by program coordinators or program team members responsible for Communication. This year we had a **record number of new page Likes**, which **increased by 76%** throughout the year. In 2019 we registered 138% more page Likes compared to the previous year.

From our **individual program pages**, the 3 most-Liked at the moment of reporting were: IarmarEco (4141 Likes), EcoVillage Moldova (3748 Likes), activEco (1929 Likes).

We also considered the **total reach of our posts** (number of unique users who had any of EcoVisio's page posts enter their screen), paying special attention to the percentage of organic reach (achieved without paid promotion). In 2019, we exceeded our target by accumulating a total reach **923,112, 78% of which was organic**. This marks a **210% increase of page posts reach** compared to 2018. It is worth mentioning that in 2019 we experimented more with paid Facebook promotions, which contributed to this result and

also proved effective in reaching specific demographics. The post that gained the highest reach on our Facebook page was the 'RECONSIDER Fashion' video (15.07.2019) with 59,753 people.

Post engagements represent the number of times people have engaged with your Facebook posts through likes, comments and shares and more. This is a good indication of how efficiently our content can stimulate conversation and interest, one key factor in maintaining our organic (unpaid) reach. Our target for 2019 was exceeded and we also had **67% more post engagements than last year**, the majority coming from our uploaded videos. Posts offering practical advice and know-how (e.g. natural dye for Easter eggs) also had a large number of engagements.

Communication campaigns are the main way for producing effects on the knowledge, attitudes, and behavior of large populations across a variety of topics. EcoVisio has a commitment to carry out at least 2 communication campaigns per year on our core topics, which vary according to our internal capacity and trending interests in society. Our targets also include at least 1 yearly campaign focused on gender-sensitive topics.

In 2019, we managed to launch **8 awareness-raising campaigns**, thus exceeding our target for the year.

1. #FoodisLove - campaign promoting healthy, seasonal, ethical food and the local producers who provide it. The idea behind the campaign is to shift our perception on the food we consume, learning to look at it as an act of love - for ourselves, for the communities that produce it, and not least of all, for the planet. The main component of this campaign in 2019 was our **'Good Food from Good People' video series**.

2. RECONSIDER Fashion - campaign about sustainable fashion choices, in partnership with activEco alumna Ekaterina Verbitskaya. This campaign had the added-value of incorporating a gendered aspect, given that women are the main consumers and target audience of the fashion industry.

3. Eco-friendly menstrual products - in 2019 we laid the foundation for a large-scale campaign promoting sustainable alternatives to female hygiene products. This is an important step towards integrating the gender dimension in EcoVisio's work and considering the different needs and interests of women and men.

4. InfOrganic - campaign providing farmers with practical information on organic agriculture, in easy-to-digest formats. The InfOrganic campaign was carried out in partnership with the Public Association 'Education for Development' (AED), the Agrobiznes online platform and with the financial support of the 'Liechtenstein Development Services' (LED) Foundation in Moldova.

5. Moldova #FărăDeșeuri - Electronic Waste Collection - nation-wide campaign carried out by the Hai Moldova team between 15 September - 15 October. The goal of this campaign was to inform and motivate the local population about separate e-waste collection, while also providing logistic options in this sense.

6. Save the leaves, don't burn them! - campaign carried out by our Seed It Forward (SIF) initiative, aiming to raise awareness about the dangers of burning leaves, a very wide-spread Moldovan practice in spring and autumn. The campaign also focused on alternative ways to get rid of dry leaves, or rather, making use of them (composting, mulching).

7. Plantăm livezi de cartier / Planting Neighbourhood Orchards - campaign carried out by Comunități Active pentru Democrație Participativă (CADP) in partnership with our Seed It Forward initiative. The aim of this campaign was to empower and support local communities to practice urban food gardening.

8. A tree for the New Year - a new tradition - campaign carried out by our Seed It Forward initiative, promoting more sustainable alternatives to Christmas trees, while also encouraging tree planting actions. All tree seedlings for the campaign were purchased by EcoVisio using the money collected in 2019 through the 2% income tax mechanism.

The 8 campaigns tackled quite diverse topics related to sustainable development, with 3 revolving around agroforestry / planting activities and 2 campaigns geared primarily towards women. Worth noting also that most of our campaign work was concentrated online, an aspect which we would like to balance out in 2020.

EcoVisio's **website** is still a valuable point of information for our audiences, often mentioned as the channel through which people find out about us. In 2019, EcoVisio's website registered a total of 8,043 visitors, 87,4% were new visitors.

At the end of 2019, we started working on a **more streamlined and functional website structure**, in line with current trends, that can provide a better user experience. Amongst foreseen improvement will be a page dedicated to news, which will serve as a platform for fresh, real-time updates for our audience, and also as a source of potential material for the media. We also hope that in 2020, the impact of our website and our social media accounts will be more balanced, through more sustained efforts directed towards our website development.

In April 2019, we revived **EcoVisio's newsletter** in a new format. The new newsletter, titled "**EcoVisio in action**" is sent monthly in 3 languages (RO, RU, EN) and highlights past activities from the last 30 days, upcoming events, friends' initiatives and one team member per each edition. The newsletter in its updated formatted has become a very valuable tool in increasing our visibility and keeping our followers in the loop about what we do. It provides them with condensed information on what they might have missed and what they can expect from us in the foreseeable future. In 2019, we gained 549 new subscribers and sent a total of **17,800 newsletters** - meaning that an average of 1978 subscribers received each newsletter edition. Out of all our delivered emails, 26,83% were opened - a pretty good result considering the average 28% open rate for newsletters in the non-profit sector (HubSpot, 15 October 2019).

Our number of **media appearances** in 2019 **reached the target set for 200**, which is very significant under the aspect of increased awareness. Mainstream media coverage ensures that our work and messages can break our bubble of eco-friendly followers and reach more categories of general population - particularly TV media, which reaches audiences normally far-removed from our work topics (elderly, rural populations). Out of all media appearances, 144 were on online news platforms, 27 on TV media, 26 radio appearances, 5 in print media and 3 on news agency website. EcoVisio also had 3 appearances in international media (namely German), including one TV story about the "Keep Cool Mobile" game on Deutsche Welle.

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IarmarEco accounted for 83 of these media appearances - 53 before the event and 31 afterwards. This intensive exposure was connected to IarmarEco's high number of media partners this year (35) spanning across all types of media. In addition to IarmarEco, other popular EcoVisio projects in the media were EcoVisio FreeShop, Toamna Cartofilor / Potato Fest (20 appearances each), as well as ClimateLaunchpad Moldova and Trans.History Centropa, each having 10 media appearances. Various EcoVisio representatives also appeared on talk-shows and in news segments as experts on different topics relating to ecology, such as the ban on plastic bags or climate change, with a total of 10 such appearances (in both TV and radio media).

External projects supported by EcoVisio also had good media coverage (53 total appearances), surpassing our 2019 target in this regard. This is partly due to supporting large-scale public events, which attracted a lot of visitors and subsequently, media attention. Even without explicit references to EcoVisio, this translates into an increased awareness on EcoVisio's values and themes. Amongst our supported

projects, the most media exposure went to World Environment Day Moldova on June 7th. We also counted here the 6 initiatives supported through EcoVisio's Mini-grants program in 2019. Overall, their media exposure was quite low, but there were no formal requirements for grantees in this sense.

Two important milestones for EcoVisio's communications in 2019 were the development of our **visual identity guide and communication strategy**. The idea to change our logo was born towards the end of 2018, to better represent our profile. The visual identity developed in 2019 with a local designer symbolizes **natural forms, intersecting visions / ecosystems and a shift towards evolution**. It was officially announced to the public on December 31st, receiving very positive feedback.

The process for developing a **communication strategy** began in early 2019. The need for such a strategy arose from our growing spectrum of activities and work areas, which is constantly expanding beyond the concept of "ecology" that EcoVisio is traditionally associated with to the broader sphere of sustainable development. Due to many time constraints and mismatching views with the contracted communications agency, work on the communication strategy got delayed and is now ongoing without external services.

EcoVisio's reach has geographically-expanded in 2019 through **5 international partnerships and memberships** with organizations sharing similar values (Output 5.3). We gained more experience in partnership with organizations within the Erasmus Plus program, as well as the international program "Dialogue for Change". EcoVisio remained active within the THK (Theodor Heuss Kolleg) and MitOst international networks. Also worth noting that in 2019, EcoVillage Moldova became a member of the Global Ecovillage Network.

Gender mainstreaming

Gender mainstreaming remained on EcoVisio's agenda in 2019, woven into all our main activities. Gender-disaggregated data continued to be collected and featured in all relevant aspects of our organizational routine: participants' lists, evaluation and registration forms, statistics and reporting forms.

Nonetheless, based on the realities of our work in 2019 we have concluded that for some indicators gender mainstreaming is not a realistic goal to achieve, given our time and human resources. For instance, the number of men 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. This is just a micro-representation of a general societal tendency, where women are more likely to engage with the non-profit sector, a tendency we lack the capacity to counter, for the time being. Moreover, some specific indicators related to gender aspects were impossible (or extremely complicated) to collect and monitor, so we had to remove them from our targets. Still, we kept the gender-disaggregated indicators in all relevant areas, where it provides a valuable overview.

Despite this shortcoming, we had some important achievements in 2019 related to gender mainstreaming through our campaigns. One example is our campaign to promote sustainable menstrual products, which directly addresses a gendered issue. Other campaigns such as: #FoodisLove, RECONSIDER Fashion and InfOrganic, had indirect ramifications into gender topics from an economic standpoint, by addressing issues as opportunities for rural women or local female-lead entrepreneurship.

EcoVisio's eco-bags also become an opportunity to **support women's economic and social empowerment**. Out of the total 389 textile bags we had made in 2019, 302 were sown by World in Love - an initiative of an activEco alumna which employs people with various disabilities, including women who either suffer from Down Syndrome or have children affected by this disease. A further 31 eco-bags were sown by women from Rîșcova village, and 55 were made by our Torbesc initiative, belonging to one activEco alumna.

Developments in Management, Finances and Administrative area

This year was the first “stable” year for EcoVisio as the second year of core support process with SIDA and the first year of additional core support with IM. The majority of important policies and processes were introduced and put into practice in previous years and the Association could focus on quality operational work in achieving the outcomes planned. The growth has continued in terms of programs, directions of work, volume of financial turnover and the number of people in the team. Due to established financial practices, consolidated organizational structure and division of roles the organization has managed to handle challenges determined by growth. The most important developments of 2019 regarding the financial department are the improvement of digital instruments of financial management (for example, introducing the program codes, which allow to trace better all financial operations) and starting the circle of yearly external audits which corresponds to the calendar year.

The work of **EcoVisio board** was rather stable and finally entered into organizational routine in 2019. There were no significant changes compared to previous years: one new member has joined and two have left the board. The registration documents of EcoVisio were updated with the Agency of State Services. The expiring mandate of the President and the Executive Director were re-elected in 2019 according to the organizational statute. The total number of EcoVisio members reached 43 during 2019.

The number of **people employed** or working at association on the long term (more than 6 months) service contracts has reached 23, and the total amount of people employed throughout the year including short term service contracts has reached 35. Respectively new working places were created and provided with furniture, computers, software and necessary working equipment. The enlargement of team with quality personnel is still possible mainly due long term core support (SIDA, IM Development Partners). Among the small, but important steps in long-term financial sustainability is the fact that for some administrative positions the share of money paid from core support grant is being decreased and a part of salary is covered from other sources. The share of other sources covering administrative costs is planned to be increased (Financial Department, Management team, Administrative Costs).

The **organizational structure** of EcoVisio based on the RAF was adopted in 2018 and consolidated in 2019. Particular feature of work at EcoVisio remains the fact that many positions in the organization are in fact a compilation of several roles, or one person is combining several half-time positions. For example, the Educational Programs Director is coordinating several educational programs, serving the focal point for monitoring and contributing to PR, reporting and knowledge management and remains an enthusiastic environmental activist. The same is true for majority of people in the team.

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 small changes in some areas. The initial deficit and gaps in funding were covered by additional grants. Thus, 2019 can be considered a successful financial year for EcoVisio.

The total **year budget of Association is constantly growing** and in 2019 it has reached 560.000 Euro. This budget is composed of grants from different development partners, the most important of which remains SIDA. The sources of funding are remaining diverse. The share of Core Support in the total budget has decreased compared to the previous year (constituting in 2019 35%). Remarkable for 2019 is the signing core support agreement with another partner organization IM Swedish Development Partner.

One of the important strategic objectives of EcoVisio RAF is the improving of financial sustainability and independence of organization. In this concern, 2019 registered important developments as the amount of **income generated by service provision by organization has increased significantly**. Most contributions to this income is provided by EcoTraining Centre, organization of events and educational/training services offered by EcoVisio to local and international partners.

Strategic Partners, Supporters, Donors

The achievement of impact which EcoVisio is striving to reach is made possible due to the support of our partners and particularly due to the core support of SIDA and IM Swedish Development Partner as well as to other donors. Some traditional partners have continued to support EcoVisio in 2019 (THK/MitOst and Robert Bosch Stiftung, CLP, AA-DFC, LED, Global Giving, US Embassy, EFSE, Humboldt Universitaet Berlin, SDC-ADA, TESIS, IM, USFS, DMF). The full list of the donors and strategic partners is available online. We believe that through empowerment, constructive dialog, mutual support and establishing of viable best-practice examples, which we develop together with partners, donors and supporters, we can make a contribution to a more prosperous future of Moldova and the whole region.

Main conclusions and lessons learned in 2019

In general, it is possible to conclude that the EcoVisio Association has succeeded in reaching the majority of goals, partially achieving (and sometimes surpassing) the targets in some indicators contributing to the outcomes. The overall achievements also lead us to many developments, improvements, challenges and conclusions. Opportunities for improvement and necessary changes were also identified.

The main results and successes in reaching the strategic goals and outcomes are presented in previous parts of the report. Below are listed the most important conclusions and lessons learnt in 2019:

- There were successful developments in all **Strategic Areas**, particularly in enlarging the spectrum of educational events, supporting small initiatives, agricultural practices, waste management, environmental mainstreaming, organizational visibility, financial sustainability and providing services. In 2020, the **Area A will remain the Association's main direction of the work**, empowering and providing knowledge to individuals for sustainable development.
- 2019 was characterized by the appearance of **new programs and projects**, as a result of diversification of work areas and successful fundraising efforts by the team. The challenge of **losing the focus** while operating in many different areas - already identified in previous years - remains and is becoming more substantial as the number of topics increases. To counter this challenge, it is crucial for the Association to be persistent in following the RAF and strategic development plan.
- For several programs/projects, the **coordinators/team were changing** (sometimes repeatedly) during the year, which was a burden in the implementation process, communication with partners, and sometimes challenged the sustainability and quality of the work done (e.g. Forest Trail, SE grants, SE Tools, AuGust Early Grapes Festival).

- With the **growth of EcoVisio's team**, 3 important challenges are becoming more pressing: efficient and organic internal communication; compliance of all staff members with organizational standards in quality, policies and procedures; harmony and cohesion within the team. Thus, in the next year more attention will be directed to consolidating Human Resources area.
- The number of **families with small children** among EcoVisio staff and beneficiaries is constantly growing, and the efforts of creating a family-friendly environment at work and in activities is also one of EcoVisio's main focuses for the future.
- **Long-term seminars** (4-7 days) have proven to be an efficient instrument in transmitting values and changing the attitudes of participants, so the number of such events should be increased. The pool of **EcoVisio facilitators** will also be restructured and developed for more proficiency on diverse topics, as they are the main force of working with individuals - the core of Area A.
- The organization needs more focus on the **quality of educational programs**. This means permanently revising and improving our educational offer (both content and structure), in order to reduce the discrepancy between the goal to attract more individuals each year and the decreasing number of in applications and participants interested.
- **EcoVisio program alumni** are considered the main "asset" in training and empowering individuals, so working with the alumni network should remain a priority. The approaches employed with the network should be revised for more alumni engagement in 2020. The same is valid for the system of **mentoring** in programs, which should be rethought and re-established in 2020.
- **Financial support provided to initiatives** in the form of "small grants" has proven an efficient instrument for long-term support and empowerment of initiatives, ensuring they do not disappear from the organization's ecosystem shortly after benefiting from an educational offer. It is, however, important to increase the quality and sustainability of follow-up support.
- The **EcoVisio Training Centre** is an important asset for the organization, and at the same time a challenge. On the one hand, it offers the possibility of practice-based education, demonstration plots, value-based community development and potential income generation through social entrepreneurship. On the other hand, it comes with some **logistical and management complications**, on account of its remote location in the rural area and lack of qualified staff available on long term basis.
- **Supporting rural initiative groups in establishing income-generating activities** appears to be very complicated, particularly the goal of building more communities. So far, EcoVisio is reaching these goals in Rîșcova, but starting the same process in a new rural location requires high investments of time and resources. In 2020 this goal should either get more focused efforts and resources or the goal and the approach should be revised.
- **Maintaining long-term sustainable initiatives** in the areas of EcoVisio intervention, despite additional efforts put in 2019, remains a challenge. Some of the past initiatives that showed promise ceased to exist after the first year, due to changes in the team, migration, financial instability, lack of conducive conditions.

- The process of **changing the organization's visual identity**, although finalized with positive results, has been very long, tedious and resource-consuming for the team involved. Many lessons were learned from the process regarding the costs of such work, expectations, selecting and collaborating with service providers, communication within the team.
- **The visibility of EcoVisio and its activities has reached significant results in 2019.** A key-factor in this was hiring second Communications Assistant. Most of the visibility achievements were concentrated online (particularly on Facebook), which signals the need for more offline campaigning. Based on the 2019 results, further efforts will go into producing **videos** - not necessarily professional ones - disseminating the monthly EcoVisio **newsletter and developing educational visuals**. The main challenge will be ensuring balanced visibility for the growing number of very diverse projects.
- **Monitoring and evaluation mechanisms in EcoVisio should be improved** to ensure more profound analysis of the work done by the Association. One of the measures planned for 2020 is revising some of the RAF indicators. Data analysis, monitoring and evaluation in general should receive more human resources and attention which is achieved among others by consolidating the position of Quality management, Monitoring and Evaluation Coordinator.
- With the growing number of work topics, team members and restructuring of the organization, the need to **revise the strategy and update the RAF** becomes obvious. The current EcoVisio strategy, created 2 years ago, is not fully capable of incorporating the changes brought on by this growth. The RAF should also include a solid risk prevention policy, considering both internal and external risk factors as well as conflict resolution mechanisms.
- The last six years for EcoVisio were marked by the words: "Growth" (2013-2015), "Consolidation and permanent improvement" (2016), "Structures, procedures and policies" (2017), "Team development" (2018), "Meaning" (2019). Our **motto-word for 2020** will be "Goal" - making clearer the cause we strive for, so that throughout continuous growth in number and intensity of our activities we keep on track towards our main goals. It also means setting well-defined and sustainable goals beforehand contributing to transparency, quality work and common vision. It is also about mindful and conscious awareness of personal goals, their correlation with organizational goals, goals of others and with the context around us.

Annexes:

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 December 2019, EcoVisio has 23 active staff members (working part-time or full-time) and 43 full voting rights members, hundreds of supporters and friends.

Board members in 2019

Groger Julian (Chairman of the Board)
Corobca-Ianusevici Natalia
Sprinceana Vitalie
Turcan Viorica
Ursu Ana

Management Team

Ioncu Lucia
Pijevskii Maxim
Svart-Groger Valeria

Internal Auditing Committee

Bogaci Tatiana
Costisanu Anastasia

Core team employed in 2019

Abdullah Clara	Istrati Valeriu
Bogaci Tatiana	Lozinschi Alexandru
Botezatu Valentin	Luca Daniela
Cartira Margareta	Oleatovschi Natalia
Cebotari Nadejda	Patraman Andrei
Cebotari Tatiana	Pestereanu Mihaela
Cristina Motricala	Pijevskaia Liudmila
Fornea Daniela	Tacu Elena
Guzun Eugen	Tarus Ecaterina
Hasnas Catalina	Terna Olesea
Idrisova Aina	Ungureanu Ion
Isac Gabriela	

More details about the team: ecovisio.org/contacts

Annex 2: Results Monitoring Indicators EcoVisio 2019