

GENERAL PROJECT INFO	
Dataset ID	ECCG 9 - Best Practices in Environmental Education
Project title	The Green Schools' Map in Romania, with HENKEL Company Romania
Project acronym	GSM RO
Project centre	Eco Counselling Centre Galati, Romania
Associated programme	ECCG's 'Environmental Education Information & Public Awareness' Campaign HENKEL's Green Award Programme: 'Henkel in Schools', 'Together for a Clean Delta', etc.. United Nation's "Education for Sustainable Development Programme", 2005-2014
Begin date	July 2009
End date	March 2010
Ongoing	No
LOCATION	
Geographical coverage	Romania
Area Type	Country Territory
Sea-area	n/a
Coastal zone	included
DESCRIPTIONS	
Best Practice Summary	<p>Eco Counselling Centre Galati has constantly developed an Environmental Education, Information and Public Awareness (EE I& PA) programme since the very beginning as early as 1997 up to the present on both a national and local level and often assisted by foreign partners mainly from Austria, Luxembourg and Belgium</p> <p>More than 12 environmental educational (EE, I & PA) –related projects whether manuals' production, wastes-, air-, and field trip issues.</p> <p>The Green Schools' Map of Romania (GSM RO) was initiated by HENKEL Company with the ECCG as the lead NGO.</p> <p>The project's goal was to contribute to the strengthening of the cooperation among NGOs, schools and private business entities in a joint effort to raise awareness on the need to change life style into a more sustainable one and promote better care for the environment altogether. The main objective was to help EE-related activities get visibility on a larger scale and counteract the general perception that nothing or very little was being done to raise awareness on the environmental issues. In Romania there have always been developed educational activities by teachers but on a more individual and fragmentary basis. No access to data and information about such initiatives were possible, no media coverage on a larger scale, if any at all. Starting with the year 2000, an Eco –School Programme was initiated by the Ministry of Education but small funded was provided, schools being advised to find other funding sources. In most cases, it was the school entity that provided the needed finances, with parents' contribution sometimes. Once enlisted in such a programme, the respective schools were awarded a flag.</p> <p>By developing the GSM RO project, ECCG aimed at the achievement of a nation-wide statistics of the programmes and projects implemented by schools within a period of 3 years, 2006-2009, finalized with a map, a national award event, and nation-wide publicity.</p> <p>The project was concretely developed entirely online within a three month-span of time (September , four (4) criteria were made publicly available for evaluation and these were:</p> <ul style="list-style-type: none"> • Contribution to the awareness about environmental issues • Solutions identified and applied

- Involvement into the community
- Final results and outputs

Project's statistics, outcomes and results:

-272 schools were enlisted of which: 99 schools from the urban centres, and 73 from the rural areas; out of the total 153 were primary and secondary schools, 54 were industrial schools, 4 vocational schools, 3 students' Clubs and groups, 1 school of special needs (disabled students), and 1 complementary educational unit-the Children's Palace from Galati town.

-286 projects developed within the mentioned period of time, the main themes being: biodiversity, sustainable development, water resource-protection, recycling, and wastes' separate collection at source.

More than 50% of the projects were financially sustained by schools own efforts, donors and local funding.

Evaluation was developed entirely in an unorthodox approach: once the ECCG finished evaluation all the 286 projects, ten (10) schools scored high and these ones were paid a visit of the ECCG team no matter the location as all the counties were represented in the contest. After the field evaluation, and the list reorganized in line with the field results, the identity of these 10 winners were made publicly known together with their respective projects for the larger public to assess the performance within a certain timeframe; once voting over, five (5) best winners were invited to the national award ceremony organized by ECCG in Bucharest in December 2009 with all costs covered. ECCG made it all known, from the very beginning that the First Winner would be jointly decided by the ECCG and Henkel Company.

A map of all the counties involved in the project, with 5 counties more visible, those displaying a higher environmental awareness and involvement was produced and distributed to the media.

The SIBIU County was considered the highest from this perspective having 24 schools involved in the contest. (Note: SIBIU was the European Cultural City in 2007).

During the festivity, the First Winner was announced: The "Stefan Banulescu" Technical College from Calarasi town, located on the left bank of the Danube River, just across the Silistra town of Bulgaria. The award constituted in a trip to Eco Schools in Austria, Vienna and neighborhood. The other four winners were from Miercurea-Ciuc (Harghita), Resita (Arad), Bucharest, and Slobozia-Conachi, (Galati). They all received awards distributed by HENKEL Company, and National Geographic Magazine, Romania.

The Award Festivity was assisted by two representatives from Umweltberatung Lower Austria and Haus fur Natur, Luxemburg who also held presentations in the plenary; they participated to the event within an exchange of experience programme between ECCG and Eco Counselling Europe network focused on EE programmes to protect and prevent deterioration of the environment (20 countries are members). They covered their own transport costs.

The trip to Austria was organized in March 2010, and a group of 10 people, teachers and students from the winning school, assisted by two ECCG representatives.

Note: HENKEL Company International, HQ's in Vienna, within the Social Corporate Responsibility, produces ecological detergents for domestic and foreign use; the country branches follow the policy, and this was the reason that ECCG agreed to jointly working together for a good cause. Starting with 2018, the fosfate-containing detergents will be banned within the Danube River Basin as stated by the ICPDR.

Conclusion: EE programmes(projects, activities, events) must be an ongoing joint effort, properly funded, monitored and transparent.

NGOs in Romania have successfully developed many such projects, most of these poorly funded and publicly made known

Keywords	Environmental education programme, sustainable development concept, nature protection, awards
Data theme	Environmental Public Awareness, Best Practical Examples
CENTRE-INFORMATION	
Project centre	Eco Counselling Centre Galati
Role of research centre	Lead NGO
Other partners and countries	Ministry of Education, Research and Innovation, Romania, The National Geographic Magazine, Romania, die Umweltberatung Austria, House of Natur, Luxembourg.
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ADMINISTRATION	
Completed by	ECCG
Collating-centre	Eco Counselling Centre Galati, Romania
Latest-update	15/03/2015