

MDGs campaigns by Romanian civil society

In reaching the Millennium Development Goals targets by 2015, the Government of Romania partnering with UNDP has been encouraging civil society on raising awareness at the national level on the global agenda agreed during the UN Summit back in 2000. As such, 6 awareness campaigns were funded and implemented during December 2008 – March 2009 as part of the "**Strengthening the national institutional and educational capacity to carry out ODA programmes**" project and their results and methods of approach are as shown bellow.

Pay it forward by CENTRAS (<http://www.damaideparte.ro>)

The campaign focused on raising Bucharest citizens' (**range between 14-30 years old**) solidarity towards poverty reduction and moral responsibility. This encompasses in "**Pay it Forward**" – an educational and awareness campaign focused as well on turning public attention on Romania's' role as a donor.

RESULTS:

- PARTNERSHIPS with: The Chamber of Deputies, Local Council in the 1st District in Bucharest, Metrorex and RATB, Bucharest School Inspectorate, Pro Democratia, The Romanian Association for Debates, Eloquence and Rhetoric, World Vision Romania, The Civil Society Development Foundation.
- Press conference on 10th December 2009 – celebrating 60 years since the Universal Declaration of Human Rights had been adopted.
- Launched campaign website: <http://www.damaideparte.ro> with an 300% increased number of visitors during February 2009.
- Educational package for teachers purpose use and high school students from: Eugen Lovinescu High School, G. Cercez School Group and Octav Onicescu High School.
- March 26 – "Let's think global workshop" in partnership with UNDP and Ministry of Foreign Affairs, gathering more than 40 students.
- Created www.onlinedonations.ro, having seven members subscribing so far to the website.
- International Development and human rights Subway: 3000 leaflets were distributed in 8 metro stations for a 3 days period.

Power point presentation **Pay it forward campaign.**

Constanta's vision by WORLD VISION ROMANIA <http://www.iaplasa.ro>

The project raised the awareness of Constanta's citizens (**200 high-school students from rural and urban areas of Constanta County**) on The Millennium Development Goals, Romania's new role as a donor country, and the opportunities for public involvement in supporting the eight Goals, in particular the one referring to the global fight against HIV/AIDS and other global epidemics (MDG 6).

RESULTS:

- **PARTNERSHIPS:** Ovidius University, three high-schools: Colegiul Mircea cel Batrin Constanta, Liceul Energetic Constanta, Grupul Scolar Cogealac, Grupul Scolar Cogealac, Scoala Generala Cumpana, Radio Constanta Cuget Liber. Other collaborators involved: General schools no. 28 and no.3 of Constanta, General schools of Tirusor and Tariverde villages.
- One public event, to launch the campaign, was held on December 10th, the International Human Rights Day.
- A total of 34 information sessions were held in one university, 2 high-schools, 1 professional school (age 15-18 years), and 4 general schools (age 7-14 years), in one urban and 4 rural communities of Constanta county.
- On March 30 a closing event was organized in partnership with Ovidius University of Constanta. The main topics of presentations were MDGs, ways of involvement in international development for general public, the role of teenagers in international development in time of crisis, and the project results.
- In January, a total of 22 volunteers were trained within a two days workshop, on MDGs and international development issues, with focus on MDG 6.
- A workshop for Romanian authorities and NGOs interested in the UNITAID system was held in Bucharest, on February 20. In the proposal, this workshop was seen as a closing event of the project in Constanta county, aimed to explore local Romanian NGOs interest and capacity to form a coalition to support and promote the UNITAID system in Romania.
- The "**la Plasa!**" campaign was issued through the enthusiasm of the volunteers involved in the project activities. As a result funds for 54 bed nets were raised. Were.

Power point presentation **Constanta's Vision campaign**

My world in development by Asociatia Pro democratia in Timisoara and Iasi

The project was designed to improve the awareness levels on the MDGs and Romania's' role as a donor country as well as to generate a sound debate on how citizens and especially youth, NGOs and local authorities can contribute to support aid

and development and the overcoming of poverty worldwide. The project focused on **youth aged 14-30** but its promotion in the local media reached a broader part of the communities in Timisoara and Iasi.

RESULTS:

- **PARTNERSHIPS Iasi:** Petre Andrei University of Iasi, Technical College of Information Technology and Telecommunications Iasi, Ioan C. Stefanescu Technical College, Bethany Foundation for Social Services Iași; Association FaPt Company – Factory of Art and Theatrical Production Iași; World Vision Iași; „Corona” Foundation Iași; Association for Social Change Iași; ANI Iași.
- **PARTNERSHIPS Timisoara:** Faculty of Political Science, West University Timișoara, “Technical College Timișoara”, “Plastical Arts” Timișoara High School, LADO Timiș, Anti AIDS Group Timișoara:
 - "Hope in the future" Anti-HIV Family Association,
 - Anti-AIDS Romanian Association - Timișoara,
 - Save the Children
 - Society for Children and Parents Timișoara,
 - Society for Secsual Education and Contraception,
 - Medicine Students Society in Timișoara,
 - Accept,
 - RAA –Louis Ţurcanu Peditry Society,
 - RAA - Dr. Victor Babeş Infectious Diseases Hospital,
 - Direction for Public Health Timiș

IASI

- Public debate on December 10, 2008 – the 60th anniversary from the adoption by the UN General Assembly of the Universal Declaration of Human Rights in Timisoara and Iasi.
- A TV spot promoting international development, the MDG and Romania’s role as a donor state.
- 1 teaching methodology (Course objectives, Course structure, Course plan, Methodological guide) for teachers and professors on the topic of international development, MDGs and Romania’s role as a donor state.
- Two public events: December 10, 2008 on the occasion of the International Human Rights Day and April 8, 2009 – opportunities for bringing on the local public agenda the topic of the Millennium Development Goals and the necessity of youth involvement in supporting them.
- 2.000 flyers for promoting the MDGs disseminated by the campaign volunteers involved in the project in six high schools and a university.
- Two high schools (6 classes, totalizing 6 hours) and a university (3 courses totalizing 6 hours) hosting courses on the MDGs.
- 230 youth (190 high school pupils and 40 students) attending the courses on MDGs.
- 8 participants and 19 photos registered for the contest.
- A mesh promoting the project displayed in a very busy area of Iasi for 3 weeks.

- The teaching materials produced within the project are available for all high school teachers and university professors interested in the topic.
- Local NGOs and local public administration were persuaded to further develop similar projects.

TIMISOARA

- The subject of the Millennium Development Goals was put on the public agenda for the first time in Timișoara.
- A TV spot promoting international development, the MDG and Romania's role as a donor state.
- 1 teaching methodology (Course objectives, Course structure, Course plan, Methodological guide, Evaluation tool) for teachers and professors on the topic of international development, MDGs and Romania's role as a donor state.
- Two public events: December 10, 2008 on the occasion of the International Human Rights Day and April 9, 2009 (World Health Day) – opportunities for bringing on the local public agenda the topic of the Millennium Development Goals and the necessity of youth involvement in supporting them.
- 2.000 flyers for promoting the MDGs disseminated by the campaign volunteers involved in the project in six high schools and a university.
- Two high schools and one university hosting courses on the MDGs.
- 23 participants and 60 photos registered for the contest.
- A mesh promoting the project displayed in a very busy area of Timisoara for 3 weeks.
- The teaching materials produced within the project are available for all high school teachers and university professors interested in the topic.
- Local NGOs and local public administration were persuaded to further develop similar projects.

Upload TV spot

Power point presentations **My world in development campaigns**

***A ray of hope** by SECS in Bucharest and Cluj Napoca*

To raise awareness among young people from Bucharest and Cluj Napoca, selected mass-media and educational institutions on the MDGs on Romania's' role as a donor, and how citizens, NGOs and local authorities can contribute to support aid and development and the overcoming of poverty worldwide.

RESULTS:

BUCHAREST

- PARTNERS: Mihai Viteazul High School, George Cosbuc high school, Municipal City Hall, Sector 3 City Hall, National Agency for Public Waters.
- Public activity on 10th December held in Bucharest on the occasion of Human Rights Day.
- Launched www.orazadesperanta.secs.ro traffic counted 1100 during December 2008-March 2009.
- Volunteer training delivered for interpersonal communication on MDGs and Official Development Assistance that took place in schools.
- 10 information sessions on MDGs were held in schools over 2 weeks totaling over 125 students only in Bucharest that benefitted from this.
- Launched video contest in 13 high schools and uploaded on YouTube for greater exposure, having registered viewers from Hungary, UK, USA and France as well.
- Let's do it together! – activity carried out in Bucharest having volunteers constructing 8 floating rafts anchored on Dambovita all day; leaflets were also distributed.
- “Virtual picnic” jazz band promoted MDGs through a short video presentation and public speeches during 2 days show, watched by 160 people.

CLUJ

- Public activity on 10th December held in Cluj main square on the occasion of Human Rights Day.
- Trained 20 volunteers able to conduct information sessions to further facilitate debates in 5 high school in Cluj, on MDGs, international development and Romania as a new donor state.
- Art exhibition opened during January 2009 on the hall of County library “Octavian Goga” Cluj.
- Information sessions on MDGs were held in schools over 2 weeks both in Cluj, totaling over 400 students that benefitted from this activity.

Power point presentations A ray of hope by SECS