

National projects for a healthy lifestyle

Seven years ago, the consultancy company PRAIS Corporate Communications established the PRAIS Foundation, from the desire to contribute to and support the development of national projects in the field of education of the young generation, environmental protection and support of culture.

Since 2002, PRAIS Foundation has developed a series of CSR projects of great impact. The start was marked by the Community Journalism National competition “You are not alone!”, followed by a series of social responsibility projects, such as the “Dance Energy” Gala, aiming to promote contemporary dance and the young talents from the Romanian choreography high-schools, guided by Razvan Mazilu.

A national movement for future generations

Being a supporter of voluntary actions for environmental protection, PRAIS Corporate Communications created and donated to PRAIS Foundation the national planting movement “Millions of People, Millions of Trees”, www.milioanedecopaci.ro. The movement is developed in partnership with the Ministry of Environment and the National Environmental Guard. “We set out to make all the foundations, companies, schools, mayoralities, county councils, prefectures and other organizations from 41 counties and Bucharest aware of the major role through which every one of us, voluntarily or within one’s professional activity, may contribute to recreating nature by planting trees and other plants”, says Silvia Bucur, president of the PRAIS Foundation. A proof hereof is the record-number of plantings at national level. Thus, since its launch in September 2006, until May 2009, the movement registered cumulated plantings exceeding 32 million trees and 8 million plants and younglings. The results have been made possible due to the involvement of over 300 organisations, over 55,000 volunteers and 40,000 employees. Due to the results registered at national level, the national planting movement “Millions of People, Millions of Trees” received international recognition by UNEP (United Nations Environment Programme). The Executive Director of UNEP, Achim Steiner, materialized the UNEP support for this initiative, the movement being able to use the UNEP logo and the Plant for Planet label as of this year. Furthermore, since its first edition, the national movement has been nominated in the Best CSR Environmental Programme section by International Public Relations Association (IPRA), within its international competition “IPRA Golden World Awards”, as well as the “People for People” Gala organized by Amcham. The international recognition and the nominations received motivated the PRAIS volunteers to continue the movement until 2012.

The programme has been made possible due to the generosity of PRAIS partners, since launch: URSUS Breweries – founding member, as well as Lafarge Romania and Smithfield Romania, as main sponsors.

“As a first, the national movement Millions of People, Millions of Trees, initiated by PRAIS Foundation in 2006, is being recognized as part of the UN’s environmental program – One Billion Trees Campaign – which is a great honour for PRAIS Foundation, as well as for all its partners and our country”, added Silvia Bucur. The national planting movement “Millions of People, Millions of Trees” is developed through national information and education campaigns, in 41 counties, at the level of companies, foundations, mayoralities, schools, State institutions with plantings as their object of activity. Thousands of emails and direct communications promote the movement every autumn and spring. The online platform www.milioanedecopaci.ro is open to all those who plant

trees and younglings, without exceptions. Organizations register the results of their planting actions undertaken every autumn and spring. Results are calculated automatically on the website, through special programmes displaying the national ranking online. Every year, on June 5th, on World Environment Day, the partners, founding member and sponsors organize a remarkable event, to award the “Millions of People, Millions of Trees” Trophies and the Excellence Diplomas to the first 3 positions in each category, as well as Merit Diplomas to all the participating organisations.

Your World? Clean!

In November 2008, PRAIS Foundation decided to develop a new educational component among its environmental projects – the national initiative “Your World? Clean!” addressing, ever since the first edition, in district 3, a number of 2,200 4th graders from 34 schools, who learn interactively about recyclable waste and contribute directly to their selective collection.

A series of creative activities are developed throughout the school year 2008-2009, all meant to stimulate the respect of the young generation towards the environment. The institutional partners are the Ministry of Environment, the National Environmental Guard and the School Inspectorate from Bucharest, while the main sponsors are Smithfield Romania, Lafarge Romania and Rosal. The main goal of this educational campaign is to develop the habit among children and their families to selectively collect recyclable waste, both at school and at home, leveraging thus the respect for nature and environment. On June 1st, 2009, during a special event, the pupils will exhibit the winning works, at school level, made from recyclable waste and will be awarded together with their coordinating teachers. The 3 most active schools, out of the 34 included in the pilot programme, that managed to collect the highest amount of recyclable waste with the help of the pupils, will receive cleaning products. PRAIS Foundation is confident about developing this programme at national level, with the support of the institutional partners and sponsors, responsible companies investing in the education of the young generation.