

## DEAR in Romania 2020: Context and project observations

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## Development Education & Awareness Raising (DEAR) Support Team

The DEAR Support Team is a project of the European Commission:

- Supporting the Commission in the implementation of the EU DEAR Programme, including through
  - Programme Analyses and Studies, Database management, Communications about the Programme
- Supporting EU DEAR projects in the implementation and learning from their work, including through
  - Workshops and Exchanges ('Hubs'), Communications (Programme <> Projects), Learning from and between projects

As part of the work of the Team a series of 'country studies' have been commissioned to investigate the context in which DEAR projects operate in different EU Member States. Details of the country studies that have been published to date can be found at

<https://europa.eu/capacity4dev/dear/news/dear-programme-reports>.

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*This report is based on specific documentation reviews, screening of media content and public opinion research, interviews with relevant staff involved in some of the DEAR EU grant funded projects in Romania and on information obtained from other DEAR stakeholders in Romania. The country study, carried out during June and July 2020, aimed to gather information, examples, perspectives, opinions and experiences of the context and work of DEAR projects in the country.*

## Summary overview

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**Romanian Agency for International Development Cooperation (RoAid)** in theory, promised many opportunities and paths for cooperation with relevant DEAR actors, but in practice nothing came true to this day. Since its start, although funds for CSO projects were included in the Annual Work Plan, no funding calls were open for non-profit organizations active in DEAR field. Also, there are no open or regular consultations with the civil society active in the field.

**Ministry of Education and Research** provides a favourable context for DEAR, as relevant topics are present on the agenda of the Ministry and there is a critical mass of public schools and teachers trained in relevant topics (*in teachers trainings provided by the Ministry*), who are encouraged institutionally to involve in such topics/projects. There is no specific Education for Sustainable Development strategy in place at the moment. There is decentralised structure for extracurricular or optional activities. Therefore, each school decides by themselves what to do and with whom to cooperate.

**Department of Sustainable Development** (*in charge of the Agenda2030*) provides a promising framework, which DEAR beneficiaries can and are using in their projects and in their attempts to engage local authorities and/or other stakeholders. The Department is organizing consultation processes with different stakeholders (including CSOs) and showing a cooperative attitude. They have a very slow progress on significant landmarks and instruments, therefore, it is not majorly influencing (positively or negatively) the work of relevant actors in the DEAR field.

**Most of the beneficiaries rely on the local authorities** for their projects, to facilitate access to different target groups, predominantly in state schools. There were no major difficulties to have approval for delivering activities, neither to have access to target groups in different schools/institutions or to deliver activities in public spaces.

**DEAR is not very present on the main agenda of FOND** (Romanian NGDO platform), and it is at the bottom of priority action point. A small number of FOND members are engaged constantly and seriously in DEAR activities.

**Public Opinion surveys** on majority of relevant topics in DEAR field reflect a low interest, knowledge and pro-active attitudes/behaviours among Romanian population. Mainstream media coverage reflects predominantly the same pattern. This shows a need of intervention and change from DEAR relevant actors, but also a more difficult outreach to relevant target groups.

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## National Legal and Institutional Context for DEAR in Romania

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### RoAid – Romanian Agency for International Development Cooperation

This agency represents the national institutional framework for Official Development Assistance under the supervision of Ministry of Foreign Affairs (*operating under the scope of Law 213/2016*<sup>1</sup>). Among the many listed attributions, there is also mention of a DEAR work structure. The terminology and concepts used are very similar to the ones used by the European Commission.<sup>2</sup> The agency started its work in 2017 and became fully operational in 2018.

According to the 2019 AID Watch Report<sup>3</sup>, ODA amount was 0.11% (constant since 2017), with no significant change foreseen for the year 2020. Predominantly, the money goes for funding projects in Moldova (*which represents the first priority in Romanian cooperation for development policy*), Ukraine and other Eastern Window countries.<sup>4</sup>

Since its start, although funds for CSO projects were included in the Annual Work Plan, no funding calls were open for non-profit organizations active in DEAR field<sup>5</sup>. There were no formal explanations for this decision and also there are no open or regular consultations with the civil society active in the field. It is worth mentioning that, in the same time, there were open calls every year for the Private Sector working in development field.

As an exception, in 2020, there was an open call for CSOs working in health sectors for short projects as a COVID19 health response. The projects had to be implemented by the end of the year, with a maximum budget per project of 25.000 euros (*and total budget of 50.000 euros*). It's also worth mentioning, that for the private sector, the funding was of maximum of 50.000 euros per project (*and total budget for funding of 300.000 euros*). In the context of the COVID19, Romania has reconfigured more than half of the foreign aid and assistance projects in other countries to answer to the emerging health needs.<sup>6</sup>

#### WHAT IS THE INFLUENCE ON ACTORS WORKING IN DEAR FIELD?

Before RoAid came into existence, UNDP was supporting Romanian MFA to build and strengthen their donor position. Together they drafted and offered grants (*from MFA*) based on open calls to different CSOs active in Development Cooperation<sup>7</sup> and facilitated consultations meetings with the civil society and different stakeholders. UNDP was also heavily engaged in the development of the framework which enabled RoAid to come into existence.

The Agency, in theory, promised many opportunities and paths for cooperation, but in practice nothing came true to this day. Once UNDP withdrew, it appears that also the open support and cooperation with CSOs active in the field diminished.

### Ministry of Education and Research

The Ministry is a member of the **Global Education Week Network** (*organised by the North South Centre, Council of Europe*). Each year (*since 2005*), in November, under the supervision of the Ministry, teachers (*sometimes with support from CSOs*) implement specific Global Education activities in the formal education sector (*pre-university level*).<sup>8</sup>

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<sup>1</sup> [http://roaid.ro/wp-content/uploads/2018/10/01\\_Legea-213-din-2016.pdf](http://roaid.ro/wp-content/uploads/2018/10/01_Legea-213-din-2016.pdf)

<sup>2</sup> <http://roaid.ro/despre-noi/cadrul-legal/>

<sup>3</sup> [https://concordeurope.org/wp-content/uploads/2019/11/CONCORD\\_AidWatch\\_Report\\_2019\\_web.pdf](https://concordeurope.org/wp-content/uploads/2019/11/CONCORD_AidWatch_Report_2019_web.pdf)

<sup>4</sup> <http://roaid.ro/wp-content/uploads/2020/06/Raport-anual-de-activitate-RoAid-2019.pdf> / <http://roaid.ro/unde-lucram/balcanii-de-vest/>

<sup>5</sup> <http://roaid.ro/plan-anual/>

<sup>6</sup> <http://roaid.ro/romania-participa-la-proiectul-de-asistenta-internationala-team-europe-si-la-initiativa-the-coronavirus-global-response/>

<sup>7</sup> <https://info.undp.org/docs/pdc/Documents/SVK/Q3%202017%20Report.pdf>

<sup>8</sup> <https://rm.coe.int/global-education-week-coordinators/16807378cb>

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**Certified teacher training programs** include modules on education for sustainable development, as well as active citizenship and democratic citizenship education (*which incorporates global learning topics*)<sup>9</sup>. The teachers involved in these trainings are often the ones engaged in the Global Education Week, which every year witnesses an increase of the activities delivered.

The Ministry of Education and Research is in charge of the “**Education for Sustainable Development**” part of the Agenda2030 Strategy. In this regard, they follow and promote UNESCO guidelines, recommendations and teaching modules. Since 2016, the Romanian Government took the commitment to implement UNECE Strategy for Education for Sustainable Development, which among other aspects, clearly states that by 2019 each school from Romania should implement ESD based on a concrete and clear strategy and action plan.<sup>10</sup> There is no specific ESD strategy in place at the moment.

Education for Sustainable Development is approached transversally in the formal curriculum of pre-university education in Romania, but also in extracurricular classes and activities (*especially within the national program Different School*)<sup>11</sup>. The decision makers are not visibly pro-active to develop an ESD standard curriculum or strategy – which is in fact a long due commitment.

**Different School or School Differently**<sup>12</sup> exists since 2011 and it represents the obligation of each pre-university school in Romania to implement for one week (*5 consecutive school days*) a different kind of curriculum and methodology with their students. These classes are not graded and don't influence the final marks of the students. They are based on non-formal learning, study visits, field trips, etc. and cover a large area of topics (*often not explored in the school curriculum*). It is encouraged to cooperate with CSOs who can provide alternative sessions or learning opportunities.

#### WHAT IS THE INFLUENCE ON ACTORS WORKING IN DEAR FIELD?

There is a favourable context:

- DEAR topics are present on the agenda of the Ministry (even without a concrete specific strategy).
- There is a critical mass of public schools and teachers, trained in relevant topics who are encouraged institutionally to involve in such topics.
- There is decentralised structure for extracurricular or optional activities therefore, each school decides by themselves what to do and with whom to cooperate – which favours cooperation with actors active in the field (*and many of the DEAR beneficiaries in Romania have worked in schools across Romania*).

### Department of Sustainable Development

This Department was created by the Government to monitor and support the implementation of the 2030 Agenda by the respective Ministries. At the end of 2018 a Strategy for the implementation of the Agenda2030 was created<sup>13</sup> which now being revised according to the 2019 activity report of the department.

Until August 2020 no information about the actual implementation of the strategy was available, and a call for a consultancy to elaborate the implementation plan was launched in May 2020<sup>14</sup>, which suggests that an action plan might not be published until 2021.

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<sup>9</sup> <https://edu.ro/formare-continua>

<sup>10</sup> <https://www.edu.ro/sites/default/files/Declaratia%20comuna%20a%20ministrilor%20mediului%20si%20educatiei%20Batumi%202016.pdf>

<sup>11</sup> <https://www.edu.ro/educa%C8%9Bie-pentru-dezvoltare-durabil%C4%83>

<sup>12</sup> <https://www.edu.ro/ordinul-ministrului-educa%C5%A3iei-na%C5%A3ionale-%C5%9Fi-cercet%C4%83rii-%C5%9Ftiin%C5%A3ifice-nr-503429082016-pentru-aprobarea>

<sup>13</sup> <http://dezvoltaredurabila.gov.ro/web/wp-content/uploads/2018/12/Strategia-na%C8%9Bional%C4%83-pentru-dezvoltarea-durabil%C4%83-a-Rom%C3%A2niei-2030.pdf> / <http://dezvoltaredurabila.gov.ro/web/wp-content/uploads/2019/03/Romanias-Sustainable-Development-Strategy-2030.pdf>

<sup>14</sup> <http://dezvoltaredurabila.gov.ro/web/transparenta/>

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The Department is organizing consultation processes with different stakeholders (including CSOs) and showing a more cooperative attitude (*when compared with RoAid*). However, this doesn't speed up the process of finalizing the action plan and properly putting it into action.

#### WHAT IS THE INFLUENCE ON ACTORS WORKING IN DEAR FIELD?

There is a promising framework which DEAR beneficiaries can and are using in their projects and in their attempts to engage local authorities and/or other stakeholders.

It is a very slow progress on significant landmarks and instruments, therefore, it is not majorly influencing (positively or negatively) the work of relevant actors in the field.

Some Local Authorities speed up and advance independently the fulfilment of SDGs in their communities. They have consultation processes with local groups and citizens, and implement concrete projects (*mostly through EU funding*) with no support or incentive from the government, which is still working on the framework and instruments.

The private sector initiated a 'Sustainability Embassy' in Romania<sup>15</sup>, which aims to support the implementation of the 2030 Strategy. They have set-up a Coalition for Sustainable Romania, which gathers various actors from the society (CSOs, businesses, academia, media, decision makers, citizens, etc.) in different working groups related to each SDG.

### Civil Society Context

#### FOND – ROMANIAN NGDO PLATFORM

Since 2008, they had a working group on DEAR related issues. The group stopped their meetings in 2016, as there was no clear strategy in place or a need any more for such structure among the members.

DEAR is not very present on the main agenda of FOND and it is at the bottom of priority action points<sup>16</sup>. A small number of FOND members are engaged constantly and seriously in DEAR activities.

The main focus of FOND in the last years was on advocacy and policy making in the development field. They are the CSO body most engaged in consultations and direct work with MFA and Department for Sustainable Development. Their cooperation was boosted by Romania having the mandate for the Presidency of the European Union Council in the first half of 2019.

#### ONG 21

It is a network of 75 entities (mostly CSOs) active in Education for Sustainable Development across Romania (*the majority of them are not members FOND*). The network<sup>17</sup> was created in a project financed through the European Social Fund which was meant to strengthen the administrative and policy making capacity of CSOs. One of the results of this project was to develop a policy paper for the national implementation of ESD strategy<sup>18</sup>.

The paper was finalized and sent to Ministry of Education in 2019 – last official reply was that the Ministry is still working on processing the received proposal.

Their work was recognised in 2019 by UNECE, in their report on Romania and its progress in the implementation of the UNECE ESD strategy<sup>19</sup>.

The network is not active anymore, but is planned to be revived in a concrete funded project; as without a supporting project is not yet independently functioning.

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<sup>15</sup> <http://ambasadasustenabilitatii.ro/>

<sup>16</sup> Opinions extracted from the 10 years evaluation report elaborated by FOND (not available publicly)

<sup>17</sup> <https://prof21.ro/ong21>

<sup>18</sup> [https://prof21.ro/assets/files/ONG21/LIVRABILE\\_ONG21/5.1\\_Propunere\\_PP\\_EDD\\_\(REPER21\\_FDSC\).pdf](https://prof21.ro/assets/files/ONG21/LIVRABILE_ONG21/5.1_Propunere_PP_EDD_(REPER21_FDSC).pdf)

<sup>19</sup> [http://www.unece.org/fileadmin/DAM/env/esd/Implementation/NIR\\_2018/Romania\\_NIR\\_2018.pdf](http://www.unece.org/fileadmin/DAM/env/esd/Implementation/NIR_2018/Romania_NIR_2018.pdf)

The **National Youth Council** <sup>20</sup> brings together 22 federative structures, with a network over 400 youth organizations and is the only structure in Romania affiliated to the European Youth Forum and the World Assembly of Youth. They are very active and strong in protecting and advocating for youth rights in Romania and also at European level. The Agenda 2030 is not reflected in their agenda.

**Ministry of Youth and Sports** has consultations with youth organization representatives. In 2017 it has started a process of decentralization and transferred more power and authority to local relevant authorities. Yearly, they have an open call for projects for youth organizations (*mostly focused on building the competencies of young people but also on social inclusion and tolerance*). So far, Agenda2030 is not reflected concretely in the Ministry's actions.

## FUNDING RELEVANT FOR DEAR WORK

**Erasmus + Programme** is focused mostly on youth, but it has different lines on adult learning, social dialogue and policy making. Many of the priority topics/areas are in the sphere of actions covered by DEAR thematic.

**Active Citizens Fund**<sup>21</sup> Program started in 2020 and it aims to strengthen the capacity of the CSO sector to promote active citizenship and to empower vulnerable groups. The program is supported by the EEA and Norway Grants (funded by Iceland, Liechtenstein and Norway). The thematic areas supported in their calls are in the scope of DEAR (*including advocacy work*) and they give a priority to projects targeting youth.

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<sup>20</sup> <https://ctr.ro/en/who-we-are/>

<sup>21</sup> <https://activecitizensfund.ro/en/>



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## Media and Public Opinion

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### According to Eurobarometer data <sup>22</sup>

- In the study which measured the “**Attitudes of European citizens towards the Environment**” (*published in March 2020*), Romanians are below the EU average on how much importance they give to protection of environment, concern or worry about different environmental impacts on their lives, and taking action on environmental issues. In the same study, Romanians, in a much bigger proportion compared to EU average, consider that clothes should be available at cheapest price possible, no matter the environmental or working conditions in which they were made.
- Based on the same study, Romanians consider in bigger percentage (*than EU average*) that there is a need for stricter legislation framework (*including tax benefits or fines*) in the environmental field and to inform and educate more, the general population.
- Similar figures were reflected as well in the study on **Climate Change** from 2019. Although Romanians consider climate change a serious threat, their concern is lower than EU average as well as their actions in the matter. Comparing to EU counterparts, Romanians think to a higher degree, that regional and local authorities, as well as environmental groups, are the most responsible to tackle climate change in EU.
- The study, “**How do we build a stronger, more united Europe? The views of young people**” (2019) reflects a low interest from young people towards the environment or climate change comparing to EU average. In the same time, protecting human rights and democracy is not assessed as a priority for young Romanians comparing to EU average. Young people consider to a higher degree that entrepreneurship, health education and foreign language should be taught more in schools, comparing to topics such as critical thinking, media, democracy, and climate change or eco-friendly behaviours.
- In the study measuring **Discrimination in the EU** (published in march 2019), Romanians are totally uncomfortable (in higher degree than EU average) with having any person who is part of an often discriminated group, in a elected high political role; the biggest difference being for the people part of LGBTQ+ communities, with a different skin colour or with a disability. Same trend is reflected in the perception regarding work or romantic relationships.
- On the topic of “**EU citizens and development cooperation**” from 2019, Romanians views seem to be in line with EU average on majority of the issues measured.

### Other public opinion studies

- According to the U-report (from UNICEF)<sup>23</sup> who conducted an online survey among more than 3000 teenagers (*majority females*) for the Department of Sustainable Development, 84% never heard of SDGs.
- In order to draft the Action Plan for the Agenda 2030 Strategy, the Department of Sustainable Development plans to conduct 50 opinion barometers meant to support the process which will be made

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<sup>22</sup> <https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/WhatsNew/index>

<sup>23</sup> <https://romania.ureport.in/opinion/1737/>



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public<sup>24</sup>. According to the ones already realised in spring 2020<sup>25</sup>, 63% of Romanians didn't hear about the term "Sustainable Development" and 91% didn't know what Agenda2030 is.

- In the same study, 69% of Romanians are not satisfied with what is happening in Romania concerning climate change, 83% are unsatisfied with how forests are protected; almost half of the respondents expressed satisfaction on how minorities and human rights are protected in Romania.

## Media Coverage

TV (76%), online media (83%) and social media (63%) are the most important news sources in Romania, with printed newspaper and magazine consumption (15%) amongst the lowest according to the findings from Reuters Institute Digital News Report 2020<sup>26</sup>.

There are a few niche publications<sup>27</sup> for audience who are already active or interested in global topics (*many members or parts of different CSOs*). They mostly cover issues relevant to the Agenda2030 from a local perspective, but do not provide information from other parts of the world.

Based on a screening of the media content of the most popular<sup>28</sup> online news websites and TV channels (*which have also online presence as news website and social media accounts*), there are several significant observations to be made. The content searched was mostly from 2020, but also from 2019 and among the key words used where : SDG's , sustainable development, agenda 2030, climate change, global warming, pollution, recycling, gender equality, domestic violence, immigration, minorities, Roma people, refugees, Africa, Latin America, Asia etc.

### THESE ARE THE MOST IMPORTANT OBSERVATIONS

- None of the websites/publications had a separate section on development, environment, Agenda 2030, or global issues in general.
- In terms of international news there are specific sections only on EU issues, America, sometimes Asia and a general one which often includes news from the sections already mentioned.
- News from other regions of the world are very rare, focused on exceptional negative situations (calamities, wars, revolutions, conflicts, tragedies) or sensational news.
- SDG's, sustainable development or Agenda 2030 have yield close to zero related articles. There a few informative articles in the context of Romanian EU Presidency (*first part of 2019*) which pushed a bit more presence at that time of such topics.
- Environmental issues are the most visible, discussed and present global issue in media coverage. The focus is on deforestations, pollution, climate change, extreme wheatear events, etc.
- Much of the narrative around environmental coverage is on blaming the government and very little on personal life style changes.
- The online news websites which belong to TV channels have lower coverage on environmental issues comparing to the other websites.
- Minorities are rarely present in the media content, more often they are referred to in the context of other countries and not in Romania.
- Migrants are almost invisible in the media – due to a small number existing in the country but also due to the low interest from the media.

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<sup>24</sup> <http://romania-durabila.gov.ro/en/rezultate/>

<sup>25</sup> [http://romania-durabila.gov.ro/wp-content/uploads/2020/07/RD01\\_generalODD.pdf](http://romania-durabila.gov.ro/wp-content/uploads/2020/07/RD01_generalODD.pdf) and [http://romania-durabila.gov.ro/wp-content/uploads/2020/07/RD02\\_generalODD.pdf](http://romania-durabila.gov.ro/wp-content/uploads/2020/07/RD02_generalODD.pdf)

<sup>26</sup> <http://www.digitalnewsreport.org/survey/2020/romania-2020/>

<sup>27</sup> <http://www.csreport.ro/>; <https://www.euractiv.ro/subiecte/Cooperare-pentru-dezvoltare-177>; <https://www.declic.ro/despre-noi/>

<sup>28</sup> <https://www.digi24.ro/>; <https://www.mediafax.ro/>; <https://www.stiripesurse.ro/>; <https://stirileprotv.ro/>; <https://www.antena3.ro/>; <https://adevarul.ro/>; <https://hotnews.ro>

- Occasionally same cases stir the public opinion in polarised manner (*e.g. pro-against workers from Asian countries*).<sup>29</sup>
- Romanian LGBTQ+ community is almost invisible in the media coverage with only one exception; a media outlet which includes news about LGBTQ+ community from the perspective of promoting their rights.
- Roma community (*which is one of the most discriminated ethnic groups in Romania*) is present in the news predominantly from a negative perspective (with the exception of only one media provider who includes also more positive news).
- Gender based violence news are more prevalent (comparing to previous years), especially after a rape and murder case from the summer 2019, which shocked and activated the whole society<sup>30</sup> in a broader conversation of the systemic problems around gender based and domestic violence.
- Gender equality as specific topic is almost non-existent in the news coverage.

## DEAR Beneficiaries Perspectives<sup>31</sup>

### Framing - Global Learning/ Campaigning Advocacy

DEAR beneficiaries frame the concepts and scope of their activities in a rather mixed manner and not strictly as the way the project was framed. It was noticed that in Global Learning projects, there is solid advocacy component (*not necessary demanded by the project requirements*) or the other way around, Campaigning/Advocacy projects had also a substantial Global Learning work stream.

The campaigning component, which refers to behavioural change, is often framed more as Global Learning, because competence development includes changing behaviours as well.

The terminology used by beneficiaries is very diverse and often “translated” in simple words for the potential audience: global education, education for sustainable development (*which has 2 versions in Romanian language*), public awareness, info sessions on SDG-s (*or specifically on the issues of their projects, e.g. education for responsible consumption*), etc.

### National framework – local implications

Most of the beneficiaries rely on the local authorities for their projects, to facilitate access to different target groups, predominantly in state schools.

Even with a thematic framework in place (*see national context*), local authorities are engaged case by case, with different personalized approaches. In many cases, the partnerships with different schools and authorities were built in time through previous cooperation.

There were no major difficulties to have approval for delivering activities, neither to have access to target groups in different schools/institutions or to deliver activities in public spaces.

In the same time, it was noticed (*by the beneficiaries*) a low interest from local authorities to engage in more critical conversations or change of practices (*in line with the national frameworks*) such as changes in infrastructures, sustainability practices in organizing events, meetings, promotion of local producers, etc.

<sup>29</sup> <https://romania.europalibera.org/a/protest-la-ditrau-pentru-angajarea-a-doi-srilankezi-/30407078.html> / <https://www.jurnalistii.ro/ditrau-muncitori-sri-lanka-brutarie-paine-ura/>

<sup>30</sup> <https://www.mediafax.ro/social/s-a-implinit-un-an-de-la-cazul-caracal-radiografia-crimelor-care-au-ingrozit-si-revoltat-romania-19438929>

<sup>31</sup> Based on the interviews with the DEAR beneficiaries in Romania listed in the Annex at the end of the report;

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## Impact

All beneficiaries declared that they have reached their quantitative indicators, in many cases overpassed their threshold. The projects were focused mostly on quantitative indicators and the quality ones were rarely framed (*and demanded*) strictly.

It was noticed that, predominantly, in the Global Learning projects there was a higher concern and critical thought invested on measuring deeper **quality impact**.

These beneficiaries looked into aspects such as critical and complex understanding of the issues touched, change of behaviours (*as individuals and as organizations*), long term changes/ commitments, influence on other people, wish to continue to cooperate/involve in project activities, selection of their products (e.g. movie) in different festivals, etc.

**Strictly Advocacy projects** are still in the process of measuring their impact, due to a more ambitious change objective, difficulty to measure progress and rather slow process of legislative changes in Romania.

In such projects the quality is reflected in the type of partnerships developed in the project, alliances developed, the framework and environment developed by authorities to enable constant cooperation and consultations, the wording and concepts introduced in the legislations, the attention given to SDG related topics in the policy papers developed, etc.

## Target groups and methods to reach them

### GLOBAL LEARNING ACTIVITIES

Main target groups: young people from the school system, teachers, professionals active in the school system, activists, members of other CSOs.

Secondary target groups: parents, other schools not involved in the project, general public.

Methods to engage the target groups: mailing, social media, website, link with other events in the country, local and national media, public posters/banners, etc.

In most of the cases, the activities were delivered in cooperation with partners from previous experiences.

### CAMPAIGNING / ADVOCACY ACTIVITIES

Main target groups: decision makers, other CSOs and relevant entities, general public (especially for petitions).

Secondary target groups: general public.

Methods to engage the target groups: participation in consultation, events, networking meeting, taking advantage of any relevant event, momentum to create connections (Romanian Presidency was a great opportunity), etc.

### MEDIA/PR WORK IN THE PROJECTS

Projects with a special budget for PR work generated more public awareness with more presence in the media and public spaces. Projects with no such allocated budget had low PR objectives and managed with basic communication mediums.

Some beneficiaries were not interested in reaching out to wider audiences as it wasn't their objective (main or secondary).

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## COVID19 impact

### GLOBAL LEARNING ACTIVITIES

COVID situation was perceived as an opportunity for majority of such projects, as it stimulated creativity, it helped reach bigger audiences, teachers were even more eager to cooperate and provide access to students, it provided an easy link with the project topics ; etc.

### CAMPAIGNING / ADVOCACY ACTIVITIES

Most of the activities were suspended, postponed or took place in some adapted online version (often perceived as unsatisfactory).

Interest of decision makers in this period was extremely low to inexistent due to the crises context and shift in the priority of actions.

Overall, it represented a challenge in the society (*and for some of the projects directly working on this topic*), as it made many people “unlearn” sustainable habits.

## Other comments

Some other challenges mentioned by the beneficiaries were related to consortium management issues, such as misunderstandings, delays, changes in staff, etc. Which were often due to the low involvement in the drafting of the project proposals and low power in the consortium due to the statute (co-applicant or sub grantee).

Among the project consortium members, there is a difference of topic critical understanding and relevance for the local context. Many beneficiaries didn't have much influence on how the project was designed, and some struggled to work on topics which can be made relevant to the local realities.

There is high level of appreciation for being part of such projects as it is fitting to large extent to the beneficiaries' main mission, it increased their capacity in the field and professionalism and they wish to engage in different roles in the next funding rounds (with some wishing to be main applicant).

It was noticed, in the same time, a low awareness about the existence of other funding mechanisms they can access for similar work (*see comments on funding from previous section*).

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## ANNEX

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### DEAR projects represented in the study and the beneficiary interviewed

**Change the Power - (Em)power to Change** \_ Focus Eco Center (co-applicant)  
**Coherent Europe for Sustainable Development**\_ FOND (co-applicant)  
**Europe in the World (Make Europe Sustainable for All)** \_ World Vision Romania (co-applicant)  
**Build Solid Ground**\_ Alaturi de Voi (co-applicant)  
**Walk the Global Walk**\_ Bucharest Municipality (co-applicant)

**Trade Fair, Live Fair**\_ Centrul de Resurse Pentru Inițiative Etice și Solidare (CRIES) (sub grantee)  
**Sincerely, Food** \_ Food Waste Combat Cluj Association (sub grantee)  
**There isn't a PLANet B !**\_ Viitor Plus (sub grantee)

### Consultations concerning the context of the DEAR in Romania

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