



Project Title: FOR A BETTER WORLD

Location: Cluj

Objective: To increase the degree of awareness of young people from Cluj on the Millennium Development Goals, Romanian's role as a donor country, and how citizens, NGOs and local authorities can contribute to support aid and development and the overcoming of poverty world – wide.

Period covered by the report: 1st December 2008 – 31st March 2009

Activities

1. Establish local partnerships

In order to gain the support for the local events and for the overall project implementation, SECS build upon the traditional collaboration with the local authorities and NGOs within past and present projects. Local partnerships were signed with:

- The County Education Inspectorate (Inspectoratul Scolar Judetean).
- 5 high-schools (Liceul Teoretic "Mihai Eminescu", Liceul Teoretic "Lucian Blaga", Liceul Teoretic "Onisifor Ghibu", Colegiul National "Gheorghe Baritiu", Grupul Scolar "Victor Babes")
- The County Library "Octavian Goga" for the exhibition.

2. Organize public event to launch the project – 10th December 2008:

Preparation activities:

Preparation activities started on 2nd December, through an internal meeting (Project Coordinator, project expert, member of SECS board, staff of the SECS Cluj clinic, volunteers), in order to develop the necessary activity plan/responsibilities to fulfill all tasks by December 10:

- Materials to be prepared: invitation to the press conference, invitation to the public event, press release, project presentation, flyer and power point presentation
- Sent invitations for the press conference and the public event (local authorities, NGO's and media - newspapers, TV, radio).
- Hire a local agency to produce the materials (multiply flyers, ensure white scarf and balloons, and logistics and refreshments for the press conference)

On the 9th December a meeting with SECS volunteers was organized. Prior the meeting, volunteers received from the project coordinator materials regarding the MDSs and during the meeting discussions took place so they could become able to present them and discuss about them with their peers, other volunteers, or pedestrians during the out door event. Many of our volunteers participated with both ideas in the materials development and also to the preparation tasks (sent invitations, etc)

In our preparation activities we benefited from our good relationship with the County Education Inspectorate which during their weekly press conference held on Tuesday, December 9, announced and introduced in their press portfolio the invitation the the 10th of December events. We were called up on Tuesday afternoon by press representatives with several questions regarding the events.

On the 10th of December 2 activities were held:

2.1 Press conference: 10th December 2008: 11-12.20

The press conference was held at the City Hall. Our traditional partners, the local authorities as the County Education Inspectorate, Social Department from the City Hall, County Child Protection Authority, Local Labor Authority school teachers from the elected schools and NGOs like ACCEPT, FRCCF and also SECS volunteers were present -20 people and 12 people from mass media.



During the press conference the signification of the 10th December and the linkage with the Millennium Development Goals to be achieved by 2015 and Romania's role assumed in this context event were presented as well as UNDP's involvement in this field. A power point presentation was used to present the MDGs and the "For a better world" project's objectives and activities proposed. Dr. Marilena Rozenberg from Ministerul Mediului si Dezvoltarii Durabile, OI POS Mediu - Cluj Napoca, Regiunea Nord – Vest, presented a power point session about their objective and activities connected to 7-th MDG.

There were interviews to local TV's and newspapers: Alpha TV and NCN TV, Adevarul de Seara, Cluj Express, Ziuva, Monitorul, City News.

Each participant received a press portfolio consisting in: press release, flyer, project description, project objectives and activities, SECS description-mission and activities.

Even though PATRIR' representatives could not personally attend this press conference due to their required presence in another activity in Cluj organized simultaneously, they supported the conference by lending us their posters from with the 8th MDG creating a global development partnership and with their activities programs that were held in the 26-12 week-connecting with human rights day.

2.2 Outdoor event – December 10, from 14-16 o'clock.

In the main square from Cluj, in the middle of the town, 80 teenagers and teachers wearing white scarves – symbol of the fight against poverty and holding white balloons started at 14 o'clock their action. They started to approach to the people walking on the streets. They proceeded in a manner so that people wouldn't ignore them when they received a flyer and a white balloon and discussed with them about the MDGs and find out their opinion.



This way, the people took some of their time consciously to get aware of the information presented. The teenagers were SECS, other local NGO's-volunteers and young people from 2 high schools involved in the project "Onisifor Ghibu", "Victor Babes" High School and a volunteers from "Sigismund Toduta" High School. A lot of people were interested in discussing with the teenagers, even though the weather was not very friendly with us because there were -7 Celsius degrees and there were not as many people walking on the streets as usually at that time of the day.

A white human band chain was formed in Piata Universitatii. Around 100 young SECS volunteers and from other local NGOs will wared white scarf as a symbol of the fight against poverty. They distributed around 500 white balloons and flyers to the passing people, inviting them to join the white human chain. We had a silent moment promoting solidarity with the poverty victims. The chain was filmed from TV's Realitatea Cluj and NCN-Cluj, City News and there were interviews hold also with the teenagers.



3. Training Volunteers to organize debates

The training aimed to form a group of 20 volunteers able to conduct information sessions and to facilitate debate in the 5 high-schools in Cluj, on the topic of MDGs, international development architecture and how Romania is contributing as a new EU member state. The content of the training was designed by the Project Expert, in collaboration with both Cluj and Bucharest Project Coordinators. The training was organized at the end of February 2009. 20 volunteers participated to this training.

4. Organizing an art exhibition with creations of high-schools students

Involving the main target group in the creation of drawings and photos illustrating the topics of the MDGs proved to be an efficient way to make young people find out about the MDGs and the Romanian's new role as donor state. It also aimed to create the ownership among the target group for the project implementation.

During the winter holidays 100 teens from the 5 schools involved in the programme made their "homework's", drawings, pictures, graphics with the MDGs. In the first week of January we had an one hour session presenting the MDGs to the school children.

The exhibition was opened on the 12th of January: 80 artistic works were present on the walls of the hall of County Library "Octavian Goga" Cluj.

On 27th of January a jury composed from persons involved in the activities: SECS-volunteers, schools teachers, artistic director from the library, mass-media and education inspector from County Education Inspectorate Cluj chose the artistic works with the MDGs to be awarded.



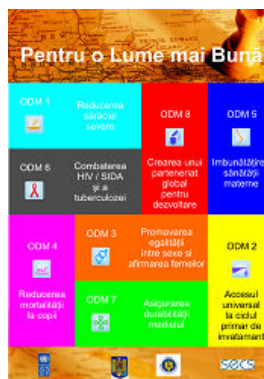
The Event: Wednesday 28th January 2009

A press conference and a "award session" was organized.



Teens' involvement into this exhibition was presented. The Education Inspector Daniela Salagean from County Education Inspectorate Cluj spoke about the role of the teachers involving children in extracurricular activities and how these activities increased their awareness in changing their attitude towards the MDGs.

During their training, the volunteers developed a puzzle game and a poster to discuss the MDGs and used during the information sessions.



Impact:

The project:

- Raised awareness of high schools students and citizens of Cluj on the MDGs, on Romania's new role as donor state
- Raised awareness of high schools students and citizens of Cluj on the topic of international development architecture and how Romania is contributing as a New EU Member State
- Raised awareness of the role of the civil society, local authorities and formal education institutions in promoting the values of solidarity and assistance for international development

Results:

Local Authorities:

- The project was presented and discussed with the representatives of the County Education Inspectorate, the Directors of the 5 high schools and the Local Mayory. In most cases, for these representatives it was a first contact with the MDGs.

Young people :

- 100 de teens participated the event organized ont the 10th of December (the human white chain)
- 20 volunteers were trined to held the information sessions in schools
- 100 teens from 5 high schools participated with art creations to the exibition held in January
- 400 youth from 5 high schools participated to the information sessions held by the trined volunteers
- At least 200 people visitied the art exhibition

Mass media coverage:

2 press conferences were organized:

- 10th of December 2008 – Public event on the Human right's Day
- 28th of January 2009 – The art exhibion with teens art creations

Annex 1 : mass media coverage :

Papers coverage:

10 decembrie :

- Adevarul de seara (atasat),
- Cluj expres,
- Gardianul de Transilvania Banat

28 ianuarie : Cluj expres

Radio interviews :

- Radio Cluj
- Radio UBB Cluj

TV interwies:

- NCN – Cluj
- Alpha TV

Internet media coverage :

10th of December 2008

- 1) <http://www.citynews.ro/cluj/eveniment-29/campanie-secs-pentru-drepturile-omului-29303/>
- 2) http://www.stirilocale.ro/cluj/Lansarea_proiectului_Pentru_o_lume_mai_buna_IDN711158.html
- 3) <http://www.ziuadecj.ro/action/article?ID=19742>
- 4) <http://www.napocanews.ro/2008/12/oamenii-care-spun-%E2%80%99Enu%E2%80%9D-saraciei.html>
- 5) <http://www.napocanews.ro/2008/12/secs-lanseaza-proiectul-pentru-o-lume-mai-buna.html>
- 6) <http://www.ziarulfaclia.ro/Campanie-SECS-8220-Pentru-o-lume-mai-buna-8221-+20071>

28th of January 2009

- 1) <http://www.clon.ro/stiri/cluj/articol/premiati-pentru-ca-au-visat-la-o-lume-mai-buna/cn/news-20090128-07201552>
- 2) http://www.monitorulcj.ro/cms/site/m_cj/news/o_lume_mai_buna_la_biblioteca_judetean_a_57049.html
- 3) <http://www.allpress.ro/stire/30-01-09/1893525.htm>
- 4) <http://www.citynews.ro/cluj/din-licee-5/liceeni-premiati-pentru-desene-33934/?BackURL=L2NsdWovY2F1dGFyZS10YWdlcmkvcHJlbWlpLw==>

Annex 2: Participants at the 10th of December press conference:

Baumgarten Maria	PROTIN-CLUJ
Partene Corina Emilia	DGASPC CLUJ = Child Protection Conty Authority
Triff Petru	ACCEPT
Tarba Nicolae	SECS- Regional Coordinator
Hosu Ioana	ANES-CLUJ-agent. nat. pt. egalit de sansa = National Agency for Equal Chances
Mocan Aurel	PRIMARIA CLUJ-direct. de asist soc = Social Assistance City Hall
Sava Iuliana	WOMEN SOLIDARITY-CLUJ
Pop Andreea	WOMEN SOLIDARITY-CLUJ
Rozenberg Marilena	IMMDD-OI POS MEDIU REGIUNEA NORD-VEST-CLUJ
Radu Anca	ISJ-CLUJ = the County Education Inspectorate - Cluj
Beudean Paula	FRCCF-CLUJ
Raducanu Ramona	LICEUL GEORGE BARITIU (High school)
Baltescu Liana	LICEUL ONISIFOR GHIBU (High school)
Saitis Diana	LICEUL LUCIAN BLAGA (High school)
Moldovan Viorica	LICEUL VICTOR BABES (High school)
Fekete Maria	LICEUL VICTOR BABES (High school)
Morar Diana	LICEUL VICTOR BABES (High school)
Kovacs Heidi	LICEUL DE MUZICA -SIGISMUND TODUTA (High school)
Rus Aurelian	SECS-CLUJ-VOLUNTAR
Bugeac Marius	SECS-CLUJ-VOLUNTAR
Bolte Lia	SECS, Project Expert
Lucia Alb	SECS, Project Coordinator,
<u>Mass Media</u>	
Lucaci Gabriela	GARDIANUL DE TRANSILVANIA-BANAT (newspaper)
Babos Ioana	citynews.ro
Antal Erika	RADIO CLUJ
Lazar Alina	ALPHA TV
Kiss Elod Gergely	RADIO PAPRIKA
Gavriloaia Claudia	NCN-CLUJ
Muresan Marius	NAPOCA NEWS
	RADIO UBB-CLUJ
	ZIUA-CLUJ
	MONITORUL CLUJ
Sebi	ADEVARUL DE SEARA
	REALITATEA-CLUJ

Anex 3 – List of participants at the 28th of January 2009 press conference:

Salagean Daniela	ISJ-CLUJ = the County Education Inspectorate – Cluj
Rus Aurelian	SECS-CLUJ-VOLUNTAR
Bugeac Marius	SECS-CLUJ-VOLUNTAR
Triff Petru	ACCEPT
Mocan Aurel	PRIMARIA CLUJ-direct. de asist soc = Social Assistance City Hall
Sava Iuliana	WOMEN SOLIDARITY-CLUJ
Pop Andreea	WOMEN SOLIDARITY-CLUJ
Radu Anca	ISJ-CLUJ = the County Education Inspectorate - Cluj
Raducanu Ramona	LICEUL GEORGE BARITIU (High school)
Baltescu Liana	LICEUL ONISIFOR GHIBU (High school)
Saitis Diana	LICEUL LUCIAN BLAGA (High school)
Moldovan Viorica	LICEUL VICTOR BABES (High school)
Fekete Maria	LICEUL VICTOR BABES (High school)
Morar Diana	LICEUL VICTOR BABES (High school)
Marius Miclea	LICEUL VICTOR BABES (High school))
Dobrescu Simona	LICEUL MIHAI EMINESCU (High school)
PRESA : Protv-Cluj	Express News-Raluca Bugar
Adevarul de Seara –Sebastian Secan	City News, Transilvania Jurnal, Biblioteca Radio
Project Coordinator, Lucia Alb	