

CSR activities report

2022

In 2022, the 2022 CSR strategy focused on continuing the impactful activities for the community started in 2021. Thus, along with NGO Mare Nostrum BSOG implemented the "VADUrabil 2.0" to support the sustainable development of Vadu area, involving the local community, authorities and tourists. The project was a continuation of the first edition, "Partnership for sustainable development of the Vadu area - VADUrabil!". The project focused on three key objectives:

- raising awareness among tourists and locals about the benefits of the region,
- integrating sustainability principles into schools in Corbu and Vadu,
- ensuring a balanced approach to development that respects both the community and the natural environment.

The project consisted of several activities:

- Tourist information campaign "VADUrabil!"
- #60deminutepentruVadu
- Adopt Vadu beach
- Christmas party for the children of Vadu

1. Tourist information campaign "VADUrabil!"

Between July and August 2022 volunteers took to Vadu Beach to engage with tourists about the unique character of this protected area. Through direct conversations, visitors learned about responsible behaviour in a protected nature reserve, the importance of preserving the environment.

To make the message more appealing, tourists also received the "Vadu Souvenir", an eco-friendly kit which included coasters, portable ashtrays and garbage bags, encouraging responsible practices. The distribution of these materials was not limited to the beach but was also carried out with the support of local merchants, the village shop and related events organized by Mare Nostrum.

Another important material created as part of the campaign was the "Well-grown tourist guide", an educational comic strip that was placed in strategic locations.

In addition to activities on the ground, the project also had a strong online component. The campaign posts were promoted with attractive visual messages and the most relevant ones also benefited from paid advertising to reach the widest possible audience.

A special highlight of the campaign was the organization of Dolphin Day on August 5, 2022 at Vadu Beach. The event included:

- Educational panels about the impact of litter on local biodiversity, produced by volunteers and displayed on site;
- Interactive games, which actively engaged tourists in discovering environmental information in a dynamic and engaging way;
- A raffle with eco-friendly prizes, which stimulated visitors' active participation and involvement.

The campaign resulted in:

- 4 beach outings with Mare Nostrum volunteers.
- 49 online posts with an estimated reach of 60,000 views.
- 4 paid promoted posts, with 14,000+ views.
- 2000 informed tourists.
- 3 informational billboards placed in Vadu.
- 100+ people at Dolphin Day.

Figure 1 Pictures from the activities of the campaign



2. #60minutesforVadu

Within the VADUrabil 2.0 project, carried out from June to October 2022, special attention was paid to environmental education, through a series of activities dedicated to students from schools in Vadu and Corbu. The main objective was to raise awareness on the importance of protecting the environment and developing responsible behavior towards natural resources.

In this context, 5 courses were organized in each school, covering the following key topics:

- Principles of sustainability and their applicability in everyday life;
- Biodiversity of the Vadu area and the importance of conserving natural habitats;
- Responsible consumption of resources and measures to reduce waste;
- Waste management and its impact on local ecosystems;
- Vadu and Corbu - the vision of sustainable development through the pupils' eyes.

The final course introduced teachers to the Blue School Project, an initiative encouraging schools to join the European Network of Blue Schools. Students also contributed with their ideas on how their schools could embrace this approach.

This activity of the VADUrabil 2.0 project resulted in:

- 10 courses for students realized (5 per school)

- Around 60 pupils participating in the activities
- 1 activity realized for the Blue School
- 1 completed application form for joining the European Network of Blue Schools

Figure 2 Pictures from the #60minutesforVadu activity



3. Adopt Vadu Beach

Instead of "adopting" the beach by carrying out sanitation activities, the students made a photo album capturing different elements of the area to help promote it. They worked in teams and took photos, which were promoted on social media.

This activity also included two sanitization activities with BSOG employees. In addition to the sanitization, participants were challenged to a treasure hunt with prizes (April) and a creative, marine-themed activity (October).

Figure 3 Pictures BSOG employees at the sanitization activities and of the albums made by the children



4. Christmas party for the children of Vadu

BSOG ended the VADUrabil project in 2022 with a Christmas party organized in Constanta for preschool and primary school children from Vadu. Before the celebration, the children took part in a creative workshop at school, where they handcrafted 3D holiday cards. As a reward for their involvement in the project, they were treated to a fun-filled day at a play centre.

Figure 4 Pictures from the Christmas Party

