



Un arbore pentru fiecare

Welcome a tree in your family!

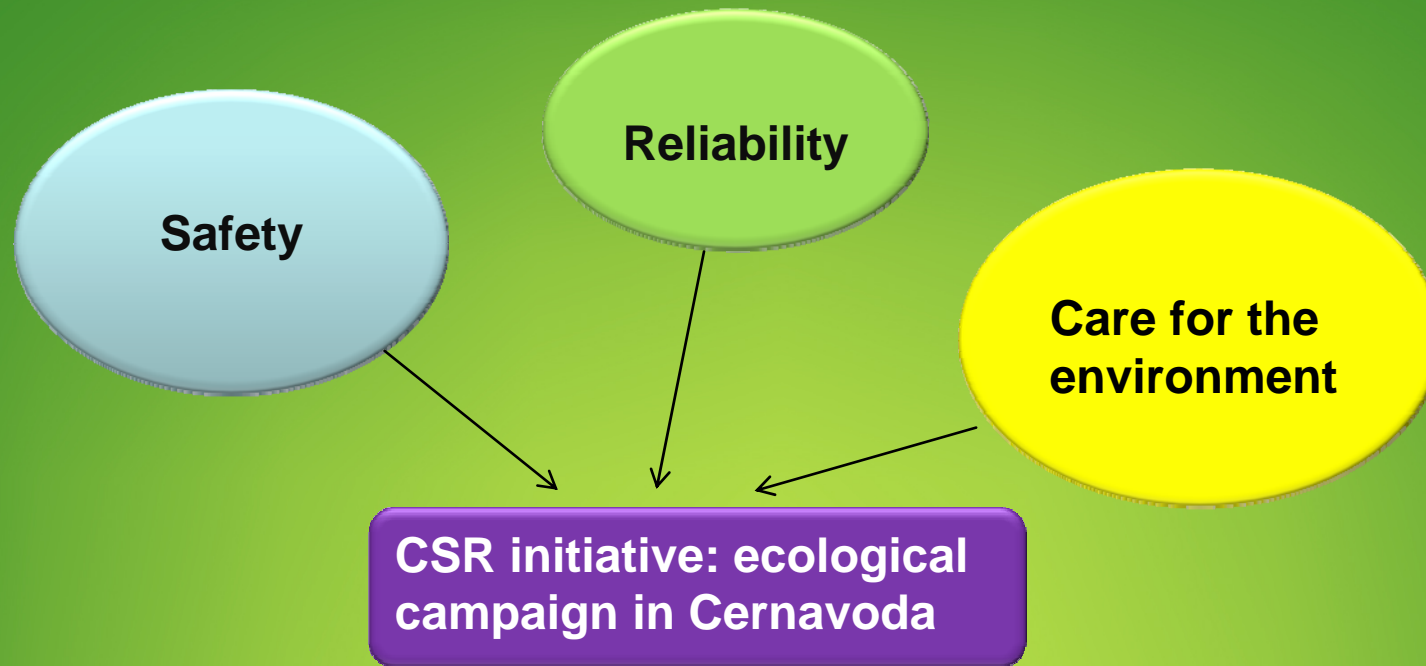
A corporate social responsibility campaign
by Nuclearelectrica



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Air is life. Life needs clean energy.



Starting point:

- Identifying the problems and needs of the inhabitants of Cernavoda
- Open discussions with the locals and the authorities



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Our message: No matter how young, you too can be part of the nuclear community which contributes to making the world a cleaner and better place.

Our vision: To inspire the young generation with a responsible attitude and approach towards nature for the benefit of their community and their personal development.



Our target: Pupils and high school students, aged 12 and 16, from Cernavoda. 120 children were enlisted and took part in the campaign.



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Our objectives:

- Create a sustainable, on- going process of improving the quality of the environment in Cernavoda
- Inform and educate the young generation regarding energy sources in general and nuclear power in particular
- sustain the efforts of the local authorities to increase the green area per inhabitant from 8 square meters to 20 by 2012

Our strategy:

- Create relevance: as nature is a big part of our lives so is the NPP part of the community.
- Sustainability: take advantage of any opportunity to protect the environment
- Responsible behavior: changing attitudes in order to change behavior

Insight: people are indifferent to general issues but they become aware and preoccupied when they are directly affected .





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Activities:

- Volunteer based enrolment
- Presentation of environment protection measures for children
- 2 tree planting actions in the yard of the high school and in the yard of the NPP
- 100 trees and bushes planted
- 2 open air festivities



PIM



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PIME 2009, Edinburgh, Scotland



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Measuring the effects:

- Before and after the campaign opinion poll on:
 - Level of information on environment protection measures and nuclear energy
 - Energy consumption habits
 - Satisfaction with the green areas in the town of Cernavoda
 - Desire to get involved in ecological activities

Results:

- Increase of the **information level** regarding environment protection from 40% to 53% after the campaign
- Increase of **confidence in nuclear power** from **23% to 41%** at the end of the campaign
- Increase of **responsibility** towards energy, paper, water consumption habits
- **100%** of the children enjoyed participating in this campaign and would like to get involved in future CSR activities of Nuclearelectrica
- National media coverage** : 8 articles in the local media, 4 in the national media and 3 TV appearances





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Prospects for the future:

- Nuclear energy is a clean energy source. We plan to communicate this idea through an ecological campaign in Bucharest involving schools and high schools in practical and educational activities
- Face to face approach to the young generation
- Combine information with practice and out door activities
- Bring benefits both to the community/school/family and to personal development
- Create a trend of associating environment protection with nuclear energy, as part of the energy mix in Romania.





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Thank you for you
attention and please
vote for this project!

