

ANNUAL REPORT 2020

OPEN FIELDS FOUNDATION



MISSION

The Mission of OPEN FIELDS Foundation is Caring for People and the Environment.

VISION

At OPEN FIELDS Foundation, our vision is to work with communities, helping them improve their lives and their environment.

Through training and capacity building, OPEN FIELDS Foundation works with communities to identify and nurture shared values and envision and create a new future.

We are working in partnership with communities and other entities to create sustainable impact, empowering and inspiring people to make personal changes for a better world.

VALUES

**TEAM WORK | INNOVATION | BALANCE | INTEGRITY
GENEROSITY | EXCELLENCE | SUSTAINABILITY**

Caring for people and the Environment

THE HISTORY OF OPEN FIELDS

OPEN FIELDS Foundation, former Heifer Romania, began its first project in 1992. Since then, it has spread its activity all over Romania and the neighboring countries, Moldova and Bulgaria. So far our organization has implemented **70 projects**, characterized by diversity of the project type and beneficiaries:

- Livestock
- Youth
- Gender
- Micro credit
- Agro-tourism
- Agroecology
- Training
- Artificial insemination
- Reforestation

More than **70 years ago**, in a devastated, hungry post-war Europe we find Dan West, a passionate farmer from the American Midwest who went to the front lines of the Spanish Civil War as an aid worker.

His mission was to provide relief, but he soon discovered the meager single cup of milk rationed to the weary refugees once a day was not enough. And then he had a thought: **"What if they had not a cup, but a cow?"**

That "teach a man to fish" philosophy is what drove West to found Heifer International.

And now, more than 70 years later, that philosophy still inspires its work to end world hunger and poverty throughout the world. Since 1944, Heifer International continued offering support in more than 40 countries, empowering families and communities to turn hunger and poverty into hope and prosperity.

After 25 years of serving communities with full support from Heifer International, OPEN FIELDS Foundation continues to accomplish the mission of serving the poor and those in need of assistance while caring for the environment, thus proudly carrying the legacy received from our founders.

OUR ACTIVE PROJECTS

1. CHANCE FOR ALL

Chance for All is a landmark project, a joint undertaking, involving the work of Danone Ecosysteme, Danone Romania, OPEN FIELDS Foundation, Polaris Group, Heifer International and Bóthar bringing together a diverse set of partners to work with disadvantaged communities to achieve a lasting economic and social impact in the lives of farmers from Southern Romania.



"A chance for all" is a project of sustainable development, a unique model of social entrepreneurship in the rural area, started in 2012. Through this initiative, the development of Romanian farms and communities from disadvantaged areas was supported, helping to increase the production of high quality milk in Romania.

The program started with offering pregnant quality dairy cows to families who did not have the opportunity to invest in a breed animal. The first calf born female was, in turn, offered to another family, based on the "passing-on the gift" principle. Thus, the initial gift has multiplied and the chain of beneficiaries has increased over the years.

Then the farming communities were equipped with mobile milking stations, ensuring superior hygienic conditions of milking and cooling and storage tanks for milk; they are used by all households in the village, whether or not they received small cows. Thus a local product of the highest quality is obtained.

The program has a training component also: the hard-working farmers rolled-up their sleeves and became fully involved in the project, raised and cared for their cows and participated in training courses on: milk hygiene, animal care, cows nutrition, economic farm management, how to attract additional funds, controlling costs and profits. We are pleased to see that 939 locals showed their willingness to learn and develop.

We didn't stop here! At the end of 2018 we began implementing a new phase of the project, focusing on environment by planting approximately 25.000 trees, building 25 manure platforms, increasing cows productivity thus decreasing the carbon footprint and adopting agroecology practices.

Investment	Main activities and achievements	Impact on KPIs
In cash and kind, from: • Ecosystem: 2,159 K€ • CBU: 684 K€ cash: 630 K€ in-kind: 54 K€ • NGO: 1,489 K€ cash: 689 K€ in-kind: 860 K€ • EU funds: 990 K€ • Subsidies: 1757 K€ • Polaris (in kind): 531 K€ TOTAL: 7610 K€ Cash 3478 K€ - 46% Kind 1445 K€ - 19% Extern 2747 K€ - 36%	• 266 heifers distributed in 3 locations • 11,000 AI doses distributed • 32 TMPs1 installed/ 500 stainless steel cans • 939 people trained out of which 109 with certificates • The Local Association succeeded to get from the Local Administration 426.6 ha 102 farmers with increased income • Agro-machinery donated: forage compactor, chopper, trailer, tractor, liquid manure tank, manure trailer Irrigation system Waterers for cows	Social: Jobs created: 6 People empowered: 939 Indirect beneficiaries: 538 Highschool classroom: 30 tablets Business: Volume of ingredient collected by CBU: 30 KT of EU quality milk Part of CBU sourcing from the project: 10% (vs. Ambition 13%) Environment: • 1,073 ha with agro-ecology practices • 25 manure platforms built • 25,000 trees planted • 4 oasis installed • CO2 reduced by 45% (from 3,94 kgCO2/kg to 2.06 kgCO2/kg)

2. THE FOOD HUB

In the North East of Romania, as in many parts of the world, small food-producers struggle to access the market and the potential consumers of these traditional products have little access to them. The business initiated and operated by OPEN FIELDS Foundation, NORD NATURAL HUB, creates a bridge between local small and medium scale farmers and processors and the consumers who want authentic products: traditional, local, tasty, healthy at a fair price.



Simply collecting and organizing a diverse product market that flows through the different channels to the final consumer is not enough. Providing assistance and training to producers in areas relevant to them, and consumer information and awareness is an important element of this program.

By the end of the project, the small and medium producers will benefit through the Food Hub of an important distribution channel to different markets, will have a sustainable development and diversification governed by the laws of competition. The producers will be paid correctly and on time and they will have access to an information data base and relevant experts for their field of activity. The customers, on the other hand, will benefit from these healthy, tasty products loaded with local cultural footprint that contributes to strengthening local brand. www.nordnatural.ro

ACTION PLAN AND RESOURCES TO IMPROVE WORKERS CONDITIONS

Action Plan 1:
MEDICAL CHECK

Action Plan 2:
WORKING HOURS
AND WORKLOAD

Action Plan 3:
Help producers with
financial understanding
& management

3. ROMANIA START-UP PLUS IN NORTH-WEST - EU FUNDS PROJECT



In august 2019, OPEN FIELDS Foundation was invited to be part of the Romania Start-Up Plus project, and replace a member of the North West Consortium, and was accepted by the Managing Authority for the Human Capital Operational Program. The overall objective of the project is to develop entrepreneurial competences based on innovation and sustainable development for 550 people in the North-West region of Romania, in order to encourage entrepreneurship and self-employment by setting up 63 new non-agricultural enterprises in the urban area and subsidizing to them with a maximum of 40.000 euros through the minimis aid scheme Romania Start Up Plus. The target group of the project are a total of 550 people aged 18-64, living in rural areas or in urban areas, in the North West Region, that plan to establish a non-agricultural business in urban areas.

Within the entrepreneurship scheme, there are three implementation stages:

Stage I - Entrepreneurial training

Stage II - Implementation of business plans

Stage III - Monitoring the functioning and development of the financed businesses

For OPEN FIELDS Foundation this is a new chapter, and being invited into this consortium has been both an honor and a challenge for our organization, as it has been in the OPEN FIELDS Foundation' priority issues attracting and operating EU funded projects.

OPEN FIELDS Foundation monitors the implementation of the approved business plans and the objectives and the development of nine start-ups located in the North West Romania and is actively involved in the consortium activities and tasks.

4. ACTIVE CITIZENS ON MEDIAȘ PLATEAU



"Working together for a green, competitive and inclusive Europe"



The project will transform the inhabitants of four communes belonging to the Local Action Group Mediaș Plateau (GAL) in Sibiu County into active citizens, involved in the sustainable development of the community. Moșna commune was selected as leader of the consortium which also includes Bazna, Blăjel and Hoghilag communes. According to the assessments of the local leaders, 60% of the inhabitants of Moșna belong to the Roma minority.

However, in the 2011 census only 12.59% of the citizens declared themselves Roma, belonging to this ethnic group being disregarded. According to official data, in Bazna the proportion of Roma is 28,45%, in Blăjel 17,43% and in Hoghilag 24,26%.

In the communities proposed as the location of the project, the economic and social disparities between the Roma population and the other ethnic groups are preserved and among the group members, gender equity is imbalanced. The Roma are not fully accepted in the activities initiated by the other members of the community, they have reduced access to resources, employment and income-generating activities, and limited access to medical, social or educational services. Monthly in Moșna, a commune with 3,335 inhabitants, there are between 400 and 500 applications for social aid, filed almost entirely by Roma citizens.

The project's applicant will use poultry farming - raising poultry and egg laying hens - as a motivation for boosting the community. Participants will benefit from the transfer of know-how and new information; they will be engaged in poultry farming and this way ensuring food and income for their families. This lucrative activity will attract the energy of the entire community, around it the social, economic, environmental, infrastructure and public policies being discussed, debated and improved for the well-being of the Roma beneficiaries of the project.

At the end of the project we will see diminishing disparities and the status of Roma women will be improved. www.cetateniactivi.ro

5. PLANTING TOGETHER HARMONY AND DEVELOPMENT IN VALEA VIILOR



"Working together for a green, competitive and inclusive Europe"



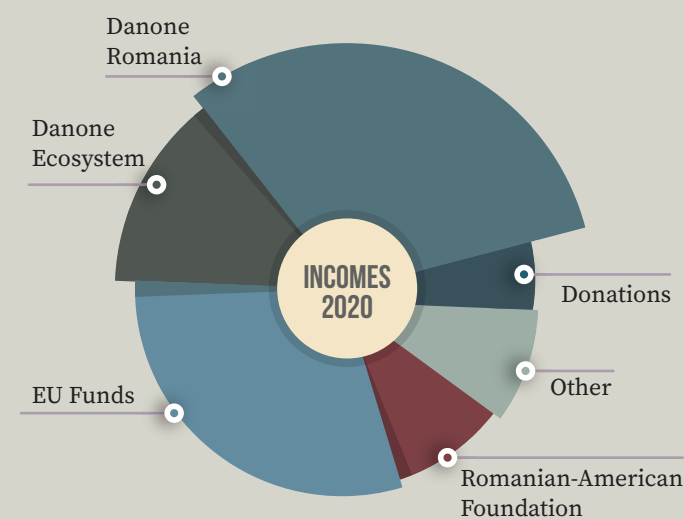
Located in the Târnavelor Plateau, Valea Viilor commune is an old Saxon settlement in Sibiu County. According to the assessment of the formal and informal local leaders, 25% of the commune's inhabitants belong to the Roma minority, which replaced almost entirely the ethnic German who emigrated. At the 2011 census only 9.29% of citizens declared themselves Roma, belonging to this ethnic group, language and culture being stigmatized. According official records other the other nationalities are represented by romanians 84,3 % and hungarians 2,19 %.

Although it has been almost 40 years since the large number of Roma settled in the community, their economic and social integration is far from being achieved. The Roma from Valea Viilor are not attracted and not accepted in the activities of the dominant majority, they have limited access to resources, employment and income-generating activities and lower benefits from medical, social or educational services. In general Roma population is less employed, poorer and less educated.

The project aims to induce systemic changes bringing economic downturn and social integration for the benefit of the community of Roma, young and vulnerable people.

The project promoter, Openfields Foundation developed seven projects dedicated to Roma. To mobilize the community a motivational agricultural model will be used: planting fruit trees and garden plants. This lucrative agro-horticultural activity will attract the energy of the entire community around where social, economic, infrastructure and public policy issues are debated, studied and improved.

The project partner, Valea Viilor Town-Hall, will activate the community, promote the Romani culture, music and dance, include the results in its development strategy and disseminate them at local and national level. At the end of the project, the gap between the Roma population and the other ethnic groups as well as the harmonious coexistence within the community will be improved. www.impreunaplantam.ro



INCOMES 2020

EU Funds	83.000,00 €
Danone Romania	125.000,00 €
Danone Ecosystem	77.360,00 €
Romanian-American Foundation	43.860,00 €
Other	12.945,00 €
Donations	2.755,00 €
Total	344.920,00 €

87% 13%

EXPENSES 2020

Projects	318.677,00 €
Office	47.058,00 €
Total	365.735,00 €

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