

# 3<sup>rd</sup> Danube Financing Dialogue



"Infomediul Europe" magazine by **SC INFOMEDIUL EUROPA & PARTENERS SRL** is the only environment and ecology magazine in Romania, and member of the European Environmental Press ([www.eep.org](http://www.eep.org)). It organizes an ecological and environmental education campaign "EcoAtitudine = Responsibility Information, Action".



## Contact details:

Name: **Cretu Stere**  
Email: [director@infomediul.eu](mailto:director@infomediul.eu)  
Country: Romania

## ECOATITUDINE

### Company/Institution RO

SC INFOMEDIUL EUROPA & PARTENERS SRL

### Project description

The main objective of the Ecological and Environmental Education Campaign "EcoAtitudine = Responsibility, Information, Action" is to help children and adults to get access to an educational system that is friendly and responsible towards the environment. Our program stimulates children's creative potential, getting them involved in waste collection and recycling competitions. They also take part in different interactive debates concerning

### Project goal

The overall objective of the project is to raise awareness about the surrounding nature while fostering the artistic and creative potential of children. It will apply theoretical knowledge gained through the waste selective pre schools, participating in the "EcoAtitudine" aims during a 10 year period (2010 - 2020), to inform children about environmental issues (particularly waste management), because we believe that a proper education is a key component of a modern and civilized society. The project aims to solve:

- Enlarging the scope of knowledge on environmental issues;
- Developing attitudes and responsible behavior;
- Forming the children's consciousness and reflection about the environment;
- Forming green policy through extracurricular activities;
- Growing the cooperation capacity to protect the environment;
- Disseminating information about environmental issues;
- Promoting positive experiences of education in the field of ecology.

### Beneficiaries and target groups

Approximately 300,000 people (pupils, including their families and teachers from the participating schools). The project targets pupils in secondary education (primary and secondary).

### Type of financial product searching for

- Grant
- Microfinance
- Venture capital investment

### Sectors

- Environment
- Research, education and information and labour market

### Countries engaged in the project

- Romania