

BARCA LUI ZOE ASSOCIATION

DECEMBER 2021

YEARLY REPORT



WRITTEN BY

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ABOUT BARCA LUI ZOE



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Barca lui Zoe (Zoe's Boat) Association has the social mission to inspire children, teenagers, and adults from Romania to overcome their fears (especially those related to water), have the courage to discover the underwater world, practice underwater sports, carefully observe Nature's diverse manifestations, acknowledge its vital importance in our lives, and nurture the sense of responsibility, care and respect towards it.

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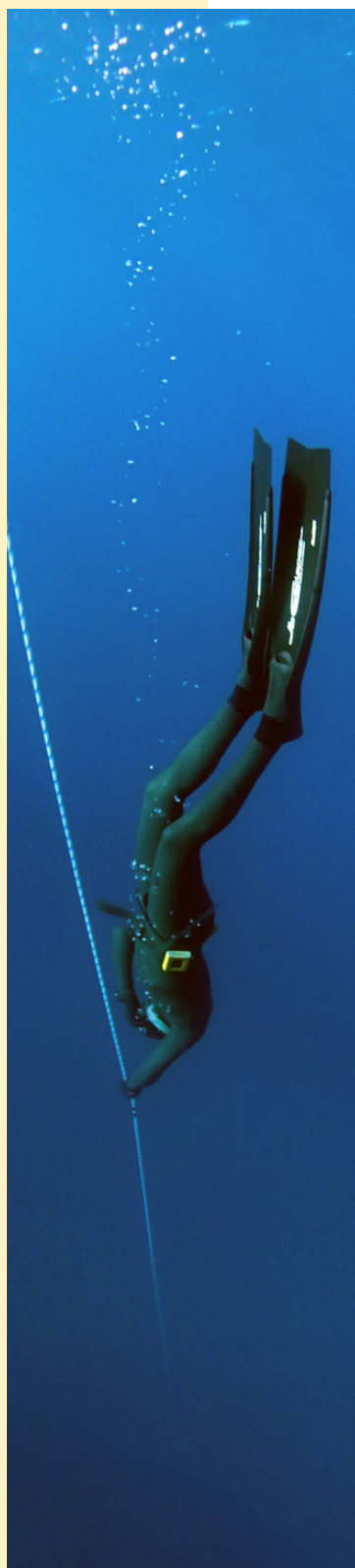
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Barca lui Zoe - an underwater education project which aims to encourage underwater explorations, the joy of simple things, and the protection of Nature.

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The underwater experiences can lead to a powerful shift in one's perspective. The mysterious under water landscapes can hardly be imagined with the help of mere intuition - that is a strong enough impact and a trigger to challenge the human mind. The manifestation of the underwater ecosystem is also impactful on the mind of he who experiences it. Empirically sensing the lack of gravitation and spending time in the marine underwater world are therapeutic activities with proven benefits on breathing, cardio-vascular health and the muscular system.

Underwater sports are easy to practice, but that doesn't mean that the joys they generate are short of surprising. Given the consumption habits we practice at this moment in time, it is very important to be disciplined when throwing away the everyday garbage. Thus, we are highly concerned with the environment protection.



MOTIVATION

WHAT LEAD US FORWARD

- According to specific studies, less than 5% of the water on Earth has been explored so far.
- In Romania underwater sports are still newcomers, although they bring significant benefits both for the mind and the body.
- We hold the second place in Europe in terms of sedentary. About 51% of Romanians never get involved in physical activities.
- The fear of water is wide-spread in Romanian culture. We see underwater sports as more than adequate means to overcome this fear and make room for the joy of living and experiencing life.
- Awareness of this astonishing world can lead to an increased responsibility for the way we treat the most important resource of the planet: the water in the oceans and the seas.
- In Romania, ecological education does not have a clearly established legal framework. Children only optionally learn about the importance of protecting the environment.
- In Romania there has not been (nor is there yet) a culture of recycling and ecological responsibility.

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WHERE WE STAND TODAY

In June 2021 Barca lui Zoe finished its third year of activity with a total of 4 recurrent events in which over 500 people (children, pupils, students and adults) were directly involved.

According to the participants' feedback, the events were not only appreciated, but they also left a strong imprint in their everyday practice, which gives us confidence that we have the right approach to reach our main objectives.

During these three years of activity, we have promoted online, offline and in international mass media the messages we believe in:

#openyoureyesunderwater

#beresponsible

I am the change I want to see in the world

#zerowaste

#masterthewater

WHERE WE ARE HEADING

We still are the change we want to see in the world. We are courageous to first explore our own limits. We are curious to explore each and any type of water that comes our way so that we can offer the best advice regarding the places and the right moments for underwater exploration.

We are on the zerowaste path, paying particular attention to our lifestyle and adjusting our habits to generate as little non-recyclable waste as possible.

We continue to encourage the curiosity for the world beneath the water's surface, and how its acknowledgment can help us see life differently.

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MAIN ACTIVITIES

ONLINE & OFFLINE

**EVERYTHING FOR WATER,
AS WATER OFFERS ALL**

UNDERWATER EXPLORATION

Underwater exploration activities in order to discover new places suitable for these activities.

ALTERNATIVE SCHOOL

Theoretical introduction to underwater sports event and the importance of responsible behavior with Nature, held between December 2020 and March 2021.

#MASTERTHEWATER

Three steps educational concept (theoretically and practically) whose main focus is to discover the underwater world and environment issues in the Indian Ocean, Zanzibar - Tanzania.

#TEAMBUILDING

Environmental cleanup actions and underwater activities with the purpose of increasing the bonding relationship between the management staff and teams.



MAIN ACTIVITIES

ONLINE & OFFLINE



EVERYTHING FOR NATURE, AS NATURE OFFERS ALL

WE ARE 70% WATER

Online actions to remind and raise awareness of the importance of water in our daily life. We consume water more than any other element on earth.

LOBBY AUTHORITY

Official meetings with people in key positions of state institutions with the purpose of joining forces in protecting the environment.

INITIATION INTO UNDERWATER SPORTS

Private initiation in underwater activities on request

FUNDRAISING ACTIVITIES

Fundraising activities with the purpose of raising the necessary budgets for financing the implementation of the proposed educational concepts.

UNDERWATER EXPLORATION

Sometimes we invest time in private underwater exploration. This way we have the opportunity to connect with ourselves at deeper levels. Time and attention are totally oriented to our feelings and sensations therefore we can observe our behaviour quietly and receive important signals regarding specific situations.

Not having the responsibility of other people we can experiment with our ourselves and find the proper tool to transcend difficulties. Our primary goal is to acknowledge the extreme situations in order to lead and give the proper advices to those who practice underwater sports.

Also in important fact is that most of the time, during our private explorations under the water, we discover good spots for snorkeling in Romania as well as abroad.



EXPLORARE MAREA ROȘIE HURGADA, EGIPT

3 JANUARY 2020 – 23 JANUARY 2021

Red Sea, known as Mecca of divers, hides astonishing underwater surprises. After some private and group explorations in Israel and Jordanian, the Red Sea on the Egyptian coast has become a target for us. The underwater experiences there are beyond all expectations. Unfortunately there is also a huge problem regarding garbage on shore and under the water. This sad state of reality determined us to get in contact with the local authorities for the first time. Time being quite short we were not able to organize clean-up actions with large amount of volunteers, but still we dedicated few hours a day to small clean-up sessions. We managed to collect 100 garbage sacks over 4 beaches in Hurgada.



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ALTERNATIVE SCHOOL

DECEMBER 2020 - JUNE 2021

Our presence in schools during Alternative Week has become a tradition as we are already at our third session. Unfortunately the restrictions due to Covid pandemic kept us apart from live meetings with the students. Most of our sessions were streamed online and most of the students were not able to enjoy the real feel of underwater experience although we resorted to virtual reality.

Almost 100 students from Timisoara and Bucharest heard for the first time about underwater world and some of them had the chance to touch and feel different objects like snails or shells, corals or crab tongs.

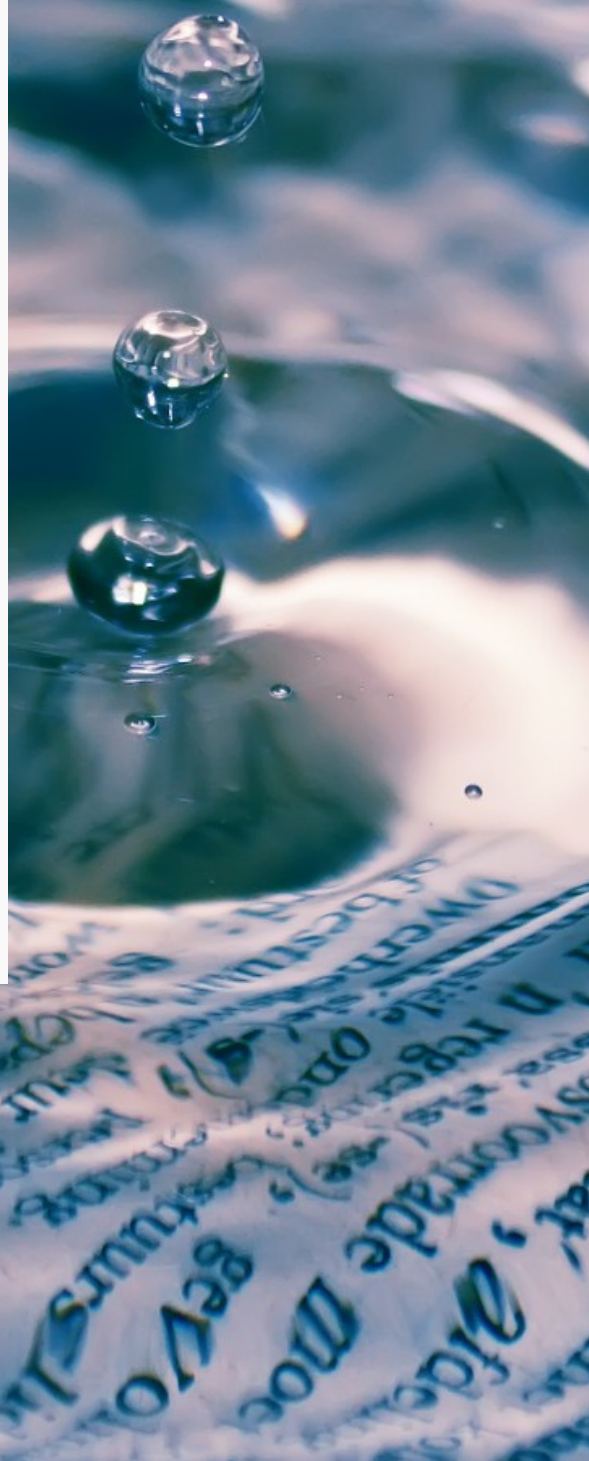
The practical exercise of using the snorkeling equipment were impossible to be held this year, leaving the opportunities open for next year.

In order to be able to continue our activity during the Alternative School program next year, we have created a complex fundraising project submitted for financing at the Active Citizen Funds. The project has reached the third stage of verification.



PREZENȚĂ ONLINE
ÎN TIMPUL
SĂPTĂMÂNII
ALTFEL

AGE: 6-12 YEARS



#MASTER THE WATER

MARCH - JUNE 2021

At Satureja SRL invitation, one of our sponsors, we accepted the challenge to follow a new educational concept in Zanzibar. Together with the support of a sponsorship from Jadeja LTD and the following partners: Asociatia Ecoteca, Zanzibar Bora Association, Education Minister of Zanzibar, Eco Schools Zanzibar and volunteers we managed to launch a new three steps educational concept with the following main projects:

- Class discussion
- Clean-Up
- Underwater experience

Thus, joined by almost 300 students between the ages of 7 and 14 years, we have spoken for the first time about a responsible behaviour towards Nature. Due to unfortunate events, most of the students have never seen the hidden world that surrounds them. So, we introduced them to the underwater sports by having classes around and under the water.



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#MASTERTHEWATER

LOCATION

HAMAMNI SECONDARY SCHOOL
JANG'OMBE SECONDARY SCHOOL
MWEMBE MAKUMBI
NUNGWI SCHOOL
JAMBIANI PRIMARY AND
SECONDARY SCHOOL
BWEJUU PRIMARY AND
SECONDARY SCHOOL
MAKUNDUCKI PRIMARY SCHOOL
KIZIMACHI SECONDARY SCHOOL

PARTICIPANTS

AGES: 7 -14 YO



TEAM BUILDING

2020 - 2021

It is important for a team to have a common vision and language. The team-buildings organised offered members of the participant teams this very ace up their sleeve: a new common vision, a new angle of approach that all team members can take into account and an experience which only those who have lived it can talk about. The novel activity was appreciated by the employees of the 3 companies that chose to unite the management teams by expanding their minds through this shift of perspective.



WE ARE 70% WATER

SEPTEMBER 2020 - APRIL 2021

The fact that we are 70% water is a well known fact and also a highly ignored one. For almost one year, weekly reminders were sent on our social media accounts.

What triggered this reminder?

While speaking with the pupils present at our Alternative School program, most of the participants stated things like: houses, cars, phones or families as vital elements.

We forget so easily the essential elements that make our life possible. Water, for instance, plays a huge role in our existence on earth and still we often waste it for superficial wishes.

Analysing water's behaviour we can extract some interesting conclusions regarding human behavior. Therefore, we studied the water research of the Japanese researcher Masaru Emoto and we shared relevant information on this topic.

"THE MORE YOU
UNDERSTAND
WATER, THE HARDER
IT WILL BECOME FOR
YOU TO DENY THE
EXISTENCE OF A
GOD."

MASARU EMOTO

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WE ARE 70% WATER

ONLINE ACTION

FACEBOOK
INSTAGRAM

REACH

80.000 PEOPLE





AUTHORITIES LOBBY

FOR UNDERWATER AND ENVIRONMENTAL EDUCATION CLASSES

"TELL ME AND I
FORGET, TEACH ME
AND I MIGHT
REMEMBER, INVOLVE
ME AND I LEARN."

BENJAMIN FRANKLIN

How weird of a situation - to be born, raised and have a living on an island and never open the eyes underwater. However, most of the inhabitants of Zanzibar Archipelago face this reality. Due to some tragic events, Zanzibar residents fear the Ocean and its beauty.

We had official meetings with the authorities to introduce snorkeling and swimming as optional classes to students. We also had a huge support from their leaders and managed to implement a pilot project in almost ten schools over the island.

The main objective is to introduce the concept of underwater experience to all of the students over the island and we are confident that with a lot of effort and involvement we will manage to do so in the next three years.

AUTHOROTIES LOBBY

OFFLINE ACCTION

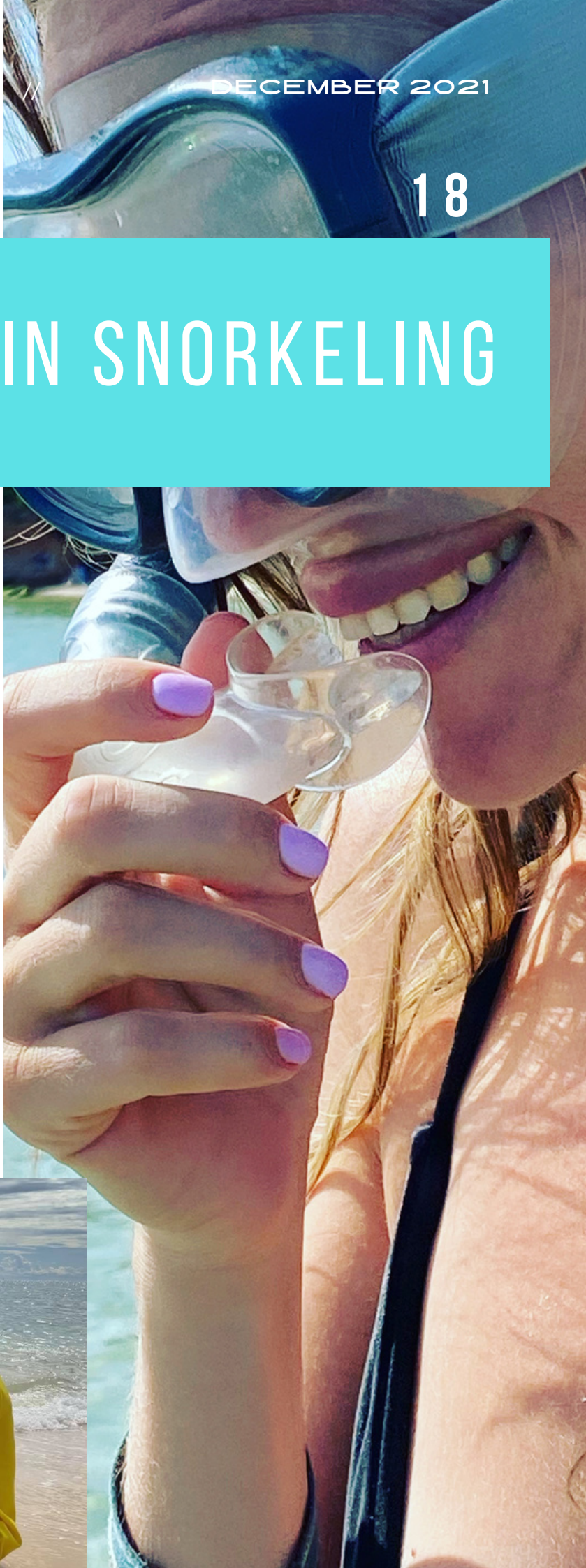
MINISTRY OF EDUCATION
MINISTRY OF THE ENVIRONMENT
BLUE OCEAN AGENCY
ECO SCHOOLS
CHUMBE ISLAND

ONGOING ACTION



INITIATION IN SNORKELING

People that never had the chance to participate in any of our events, yet have wished to learn how to practice snorkeling and discover what the sea hides beneath its mirror, confidently contacted us to learn the most important rules. Thus, they safely learned the floating practice, the technique of a long breath underwater through a snorkeling tube, the best practices in different cases that might occur during explorations and safety rules.





FUNDRAISING ACTIVITIES

Between June 2020 and June 2021 we initiated 4 types of fundraising activities, such as:

- 1.Reorganising Barca lui Zoe Association in order to fulfil all the legal terms to benefit of several types of grants and sponsorships.
- 2.Creating strategical partnerships with national and international companies
- 3.Obtaining sponsorships based on the Sponsorship Corpus of Law
- 4.Taking part at contests regarding projects, grants and founda
- 5.Providing services (accommodation, underwater experiences, design, copywriting)
- 6.Promoting products and services
- 7.Adding new members to Barca lui Zoe Association with membership validation based on agreed donation.

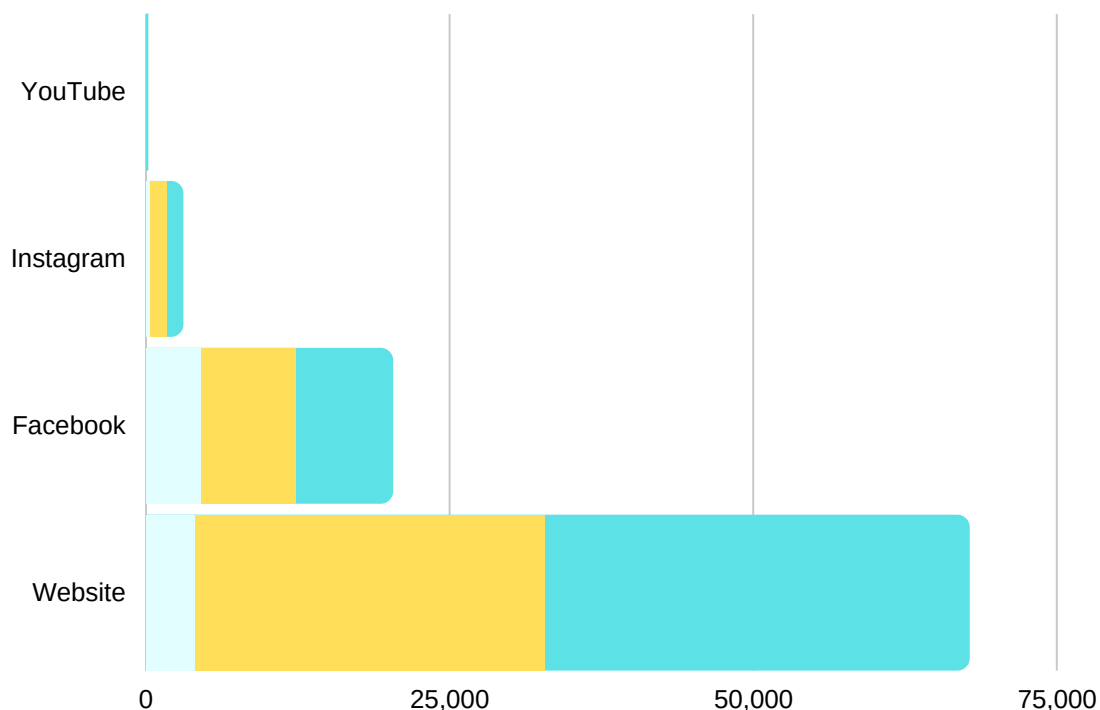
In order to educate more and more people who could benefit from a friendly relationship with Nature charitable acts of kindness and sponsorships are essential for us.

**"THE SLIGHTEST ACT
OF KINDNESS
MATTERS MORE
THAN THE GREATEST
INTENTION".**

OSCAR WILDE

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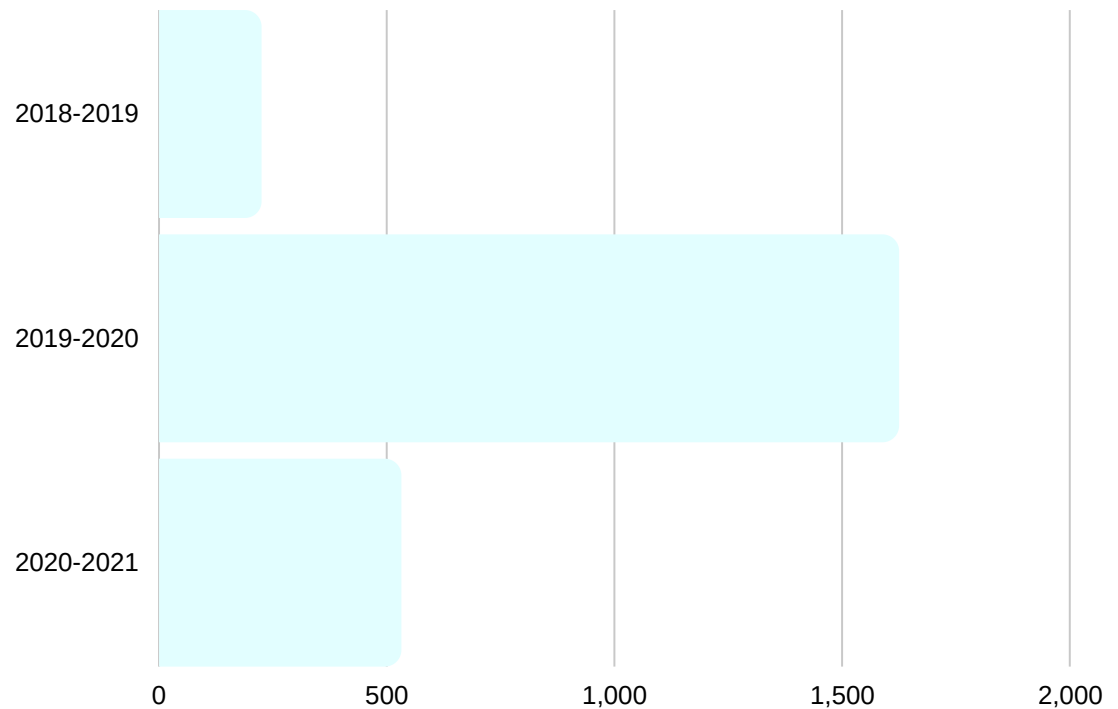
SOCIAL MEDIA

**TOTAL: 44376+ PEOPLE**

In its third year of activity Barca lui Zoe Association has been mainly focusing on the website, growing from over 28.000 fans to almost 35.000 followers and Facebook account, growing from 7821 fans to 8000 followers (June 1st 2020 - June 1st 2021).

The website www.barcaluizoe.ro had an organic growth from 28798 users on June 1st 2020 to 35.000 users on June 1st 2021 and an Authority Score of 25.

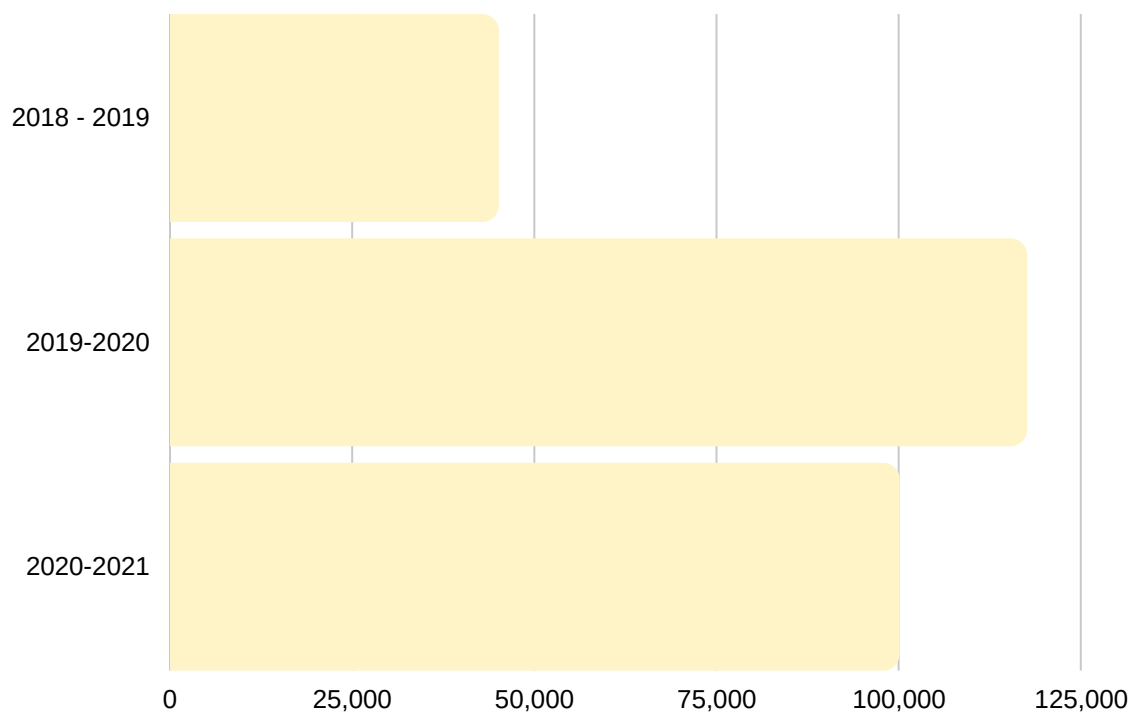
BENEFICIARIES



TOTAL: 530 PEOPLE

Between 1st of June 2020 and 1st of June 2021, the total number of beneficiaries increased significantly thanks to the underwater and ecological education events we have undertaken. We intend to continue to grow in our fourth year by taking diversified and innovative actions that will determine a greater responsibility for Nature through a simple and grounded lifestyle.

PROJECTS VALUE



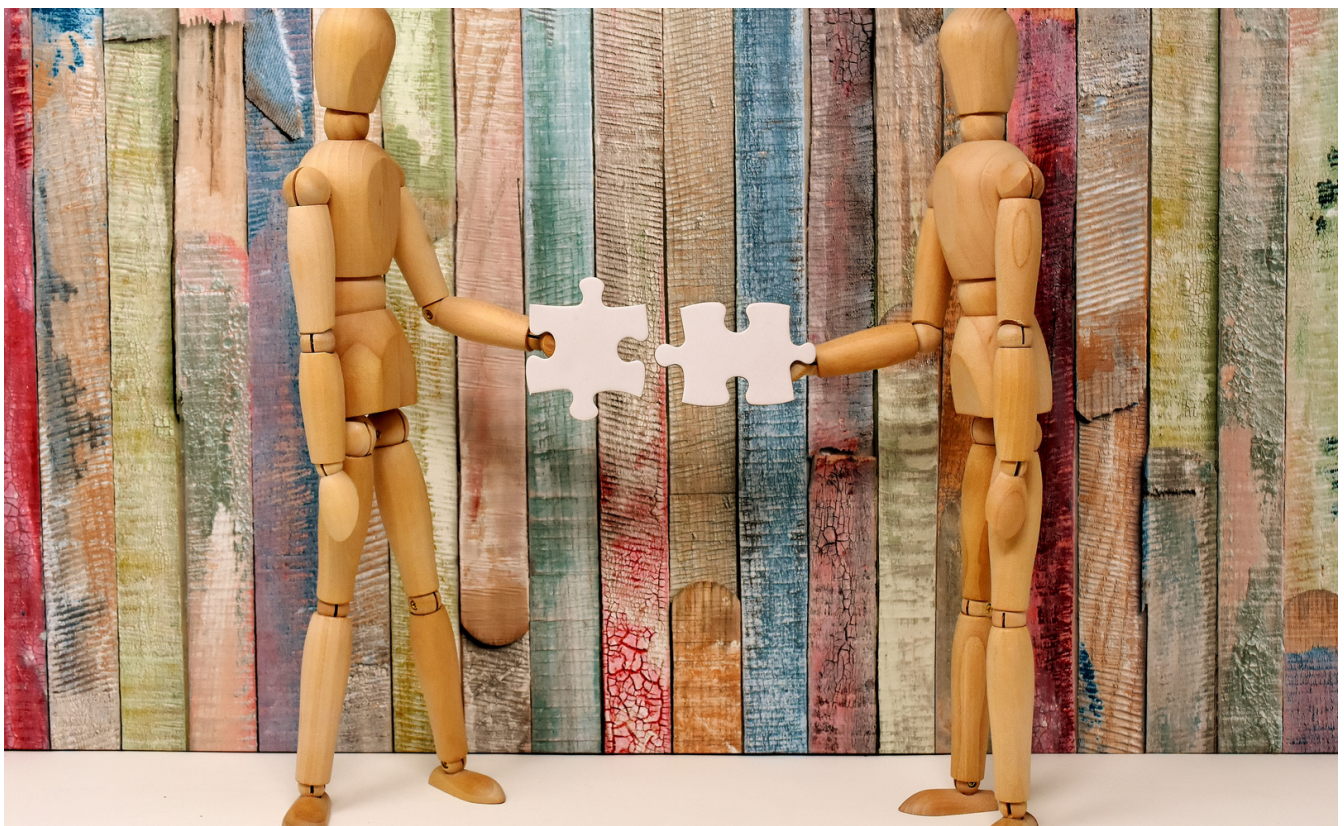
TOTAL: 100.000 LEI

In its third year of activity, Barca Lui Zoe Association has carried out actions worth more than 18 000 EUR.

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PARTNERSHIPS & COLLABORATIONS

WE ARE DEEPLY GRATEFUL TO ALL OUR PARTNERS AND UPHOLDERS. WITHOUT THEIR SUPPORT AND INVOLVEMENT OUR MISSION COULD NOT HAVE BEEN ACCOMPLISHED.



The success of our partnerships lays in the win-win-win deals we put on the table, the specialists we involve in our actions and the hard work we put to see that all partners achieve the goals set at the beginning of the partnership. Moreover, the selected partners have exclusivity on the activity niche and are perfectly aligned with our credo.

SATUREJA SRL, JADEJA LTD,
DECATHLON, BODHI
RETREAT WITH REZAN,
ASOCIATIA ECOTECA,
ZANZIBAR BORA
ASSOCIATION, EDUCATION
MINISTER ZANZIBAR,
ENVIRONMENT MINSTER
ZANZIBAR, BLUE OCEAN
AGENCY ZANZIBAR, CHUMBE
ISLAND, VODACOM,
DROPWATER, ECO-SCHOOLS,
UNESCO TANZANIA,
#NUMAIPORT

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MEDIA COVERAGE

Our awareness and education progressive efforts also include the media coverage of the projects initiated by Barca lui Zoe Association and its partners.

The support of mass-media leading voices is a stepping stone for a sustainable future. The Zanzibarian press has also reacted positively to our actions and has supported us all along. Big thanks for that.





FUTURE PLANS

2021 - 2022

We wish to continue to educate and self-educate in underwater sports and a lifestyle in harmony with Nature. Thus for the next year, we designed the following actions:

1. **Alternative school** - Romania - February 2022 - September 2023. There will be a 4 step concept. We stick to virtual reality and we will try to exceed our limits (including abroad collaboration)
2. **Eco experience** - Palma de Mallorca, Spain - April 2022- October 2022
3. **We are 70% water** - online action containing #remindertoself with suggestive photos.
4. **#zerowaste Journey** - October 2021-June 2022 online
5. **Master the Water** - we will keep on going with the program and we will implement educative actions for a healthy lifestyle #zerowaste
6. **Team buildings** - offering a unique vision of the world
7. **Fundraising activities** - ongoing throughout the year

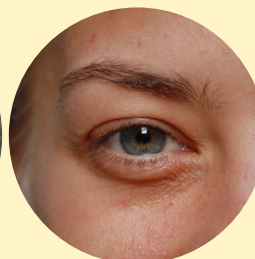
Details regarding future projects will be available soon.

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MEET THE TEAM

2020 - 2021

Behind the projects of Barca lui Zoe Association are the people that make everything possible. Most of them are volunteers. They are fighting with all their powers and put together resources (energy, time, knowledge, experience etc) so Barca lui Zoe Association can accomplish its mission and the water on the Planet gets/ remains clear. Huge appreciation for this!



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GOT ANY QUESTIONS?

DON'T BE SHY! SEND AN E-MAIL TO
NOI@BARCALUIZOE.RO

