

BARCA LUI ZOE

DECEMBER 2020

YEARLY REPORT



WRITTEN BY

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ABOUT BARCA LUI ZOE



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Barca lui Zoe (Zoe's Boat) is an underwater and ecological education program with a social role which aims 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.

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

Underwater experiences can lead to a powerful shift in perspective. The simple fact that beneath the surface of the water there are landscapes beyond our wildest imagination is a trigger strong enough for a person's mind. The way in which the underwater world takes shape and manifests itself is another important trigger for the mind of those who get to have the underwater experience. The sensation of no gravity and spending time in an aquatic environment are therapeutic activities, which benefits breathing, improves cardiovascular health and the muscular system. Underwater sports are relatively easy to practice. Yet, the joys of the experiences are surprising.

Spending so much time in the water, we understand the importance of clean waters, leaving as little traces as possible - and even picking up the ones we find, and we want to educate others to do the same. Given the current consumption habits, it is important to have a strict conduct regarding the waste generated. Thus, environmental protection is a topic of particular concern to us.



MOTIVATION

What keeps us going

- According to the 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. 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 ARE TODAY

In June 2020 Barca lui Zoe finished its second year of activity with a total of 4 recurrent events in which over 3000 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 national mass media the messages we believe in:

#eyesopenedunderwater

#beresponsible

I am the change I want to see in the world

#zerowaste/ #restzero

#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 zero-waste 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 AND OFFLINE

EVERYTHING FOR NATURE, AS NATURE OFFERS ALL

#UNDERWATERECHO

Environmental cleanup action and practical introduction to underwater activities, held between July 15th and September 15th 2019

ALTERNATIVE SCHOOL

Theoretical introduction to underwater sports event and the importance of responsible behaviour with Nature, held between December 2019 and March 2020

#UNDERWATERCALM

Online event, during the pandemic, for relaxation and calm in a chaotic and uncertain situation.

ECO EXPERIENCE

Environmental cleanup action and experiencing a minimalist and zero-waste lifestyle on Zoe's Boat always available.



MAIN ACTIVITIES

ONLINE AND OFFLINE



EVERYTHING FOR NATURE, AS NATURE OFFERS ALL

#TEAMBUILDING

Environmental cleanup action and initiation into underwater activities for relationship bonding between members of the management teams

INITIATION INTO UNDERWATER SPORTS

Initiation action in underwater activities on request

PRIVATE UNDERWATER EXPLORATIONS

Private underwater exploration events to discover new places suitable for activities

BEGINNERS GUIDE FOR SNORKELING

The first practical guide in Romania with introductory steps in the easiest underwater sport: snorkeling.

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#UNDERWATERECHO

JULY 15TH - SEPTEMBER 15TH 2019

Environmental cleanup action and initiation into underwater activities.

For two months, tourists from Vama Veche to Navodari resorts and residents of the Black Sea towns were invited to become aware of the impact accidentally thrown trash has. By picking up a garbage bag collected from the beach and bringing it to Zoe's Boat or a partner diving centre, the participants received in exchange an underwater experience like snorkeling, free-diving or scuba-diving.



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#UNDERWATERECHO

LOCAȚII

VAMA VECHE
2 MAI
MANGALIA
SATURN
VENUS
JUPITER
NEPTUN
OLIMP
COSTINEȘTI
EFORIE SUD
EFORIE NORD
CONSTANȚA
MAMAIA
NĂVODARI

PARTICIPANTS

AGE: 6 - 57 YO
GENDER: FEMALE / MALE



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ALTERNATIVE SCHOOL

Already at the second edition, our presence in schools during Alternative Week has become a tradition. In the 2019-2020 school year, over 5000 pupils enrolled for the introduction in underwater activities and ecological education event. Compared to the previous year, the purposed event had a new and unique element that was very well received by the pupils. Alongside the classic conversation about the underwater world and the importance of a responsible behaviour towards nature, we introduced the pupils to the underwater world with 3D videos projected on virtual reality goggles. Thus, we tried to get as close as possible to objective reality. However, no matter how advanced technology is today, the real experience is far more rewarding.

The practical exercises using snorkeling equipment were also a delight for the children present at the event. The fact that they could test breathing through a snorkel and that they learned how to correctly put on a snorkeling mask helped them realise that underwater activities are not as complicated as they seem.



**5000 PUPILS FROM
10 ROMANIAN CITIES
ENROLLED**

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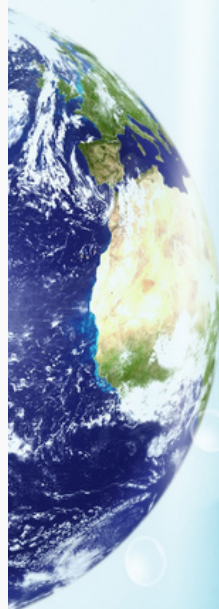
ALTERNATIVE SCHOOL

LOCATIONS

CONSTANȚA
BUCUREȘTI
CRAIOVA
TIMIȘOARA
LUGOJ

PARTICIPANTS

AGES: 4 - 17 YO



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**"REMAIN CALM IN
ANY SITUATION FOR
PEACE MEANS
POWER"**

Alongside the main benefits of underwater activities, there is also the state of calm that is experienced by those who open their eyes beneath the water's surface. Studies show that looking at fish in a tank has therapeutic effects in cases of stress, high blood pressure, or insomnia.

Given the uncertain situation, the hourly changes and the panic created by the lockdown imposed in the context of coronavirus, we have used Barca lui Zoe's social media accounts to post daily videos of underwater life.

The gentle movement of underwater life together with soothing background music had the desired effect. The community appreciated our initiative and reacted positively to the videos posted.

Being calm is one of the skills that every underwater sportsman learns during explorations. Panic is one of the main reasons for drowning. Therefore, in the aquatic environment, the most important thing is to exercise and maintain calm.

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#UNDERWATERCALM

ONLINE EVENT

FACEBOOK
INSTAGRAM

REACH

80.000 PERSONS



ECO EXPERIENCE



Zoe's Boat, currently docked in the Life Harbour Marina, is an open space for any person responsible with Nature. Spending time on Zoe's Boat means experiencing a simple life, without the habitual contemporary comfort. By default, the level of trash generated declines exponentially. Due to its location, connecting with Nature is effortless and more profound. Among the activities we suggest to those that take up the challenge to experience the simple life, generating low waste and a zero-carbon footprint, there are:

- Hiking to the Limanu Cave, one of the longest caves in Dobrogea
- Sailing on Lake Limanu / the Black Sea
- Gathering mussels from Lake Limanu
- Underwater explorations

In order to have this type of experiences, in exchange for a 120L garbage bag collected from Nature, those who wish it can spend a night on Zoe's Boat, without a time limit.

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#ECOEXPERIENCE

ONLINE AND OFFLINE EVENT

FACEBOOK

INSTAGRAM

LIFE HARBOUR MARINA

ONGOING EVENT

40 PARTICIPANTS



TEAM BUILDING

2019 - 2020

It is important for a team to have a common vision and language. The team buildings organised for the exploration of the underwater world 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 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.



SNORKELING INITIATION



People that didn't have the chance to participate in any of our events, but who still wanted to learn how to practice underwater sport and discover what the sea hides beneath its mirror, turned to us with confidence to learn the most important rules in snorkeling. 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 arise during explorations, and safety rules.

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PRIVATE EXPLORATIONS

Oftentimes we reserve time for private underwater explorations. This way the connection with the self is much more profound. Time and attention are completely focused on the sensations and our own experiences, which provide the opportunity to quietly observe ourselves. Thus, we gather precious information regarding situations that could arise during explorations, and how to overcome them.

Our objectives are to first know of all new extreme situations so that we can offer the best information to underwater sports enthusiasts. Also, during our explorations, we discover places that are just right for snorkeling, both in Romania and abroad.



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SNORKELING BEGINNERS GUIDE

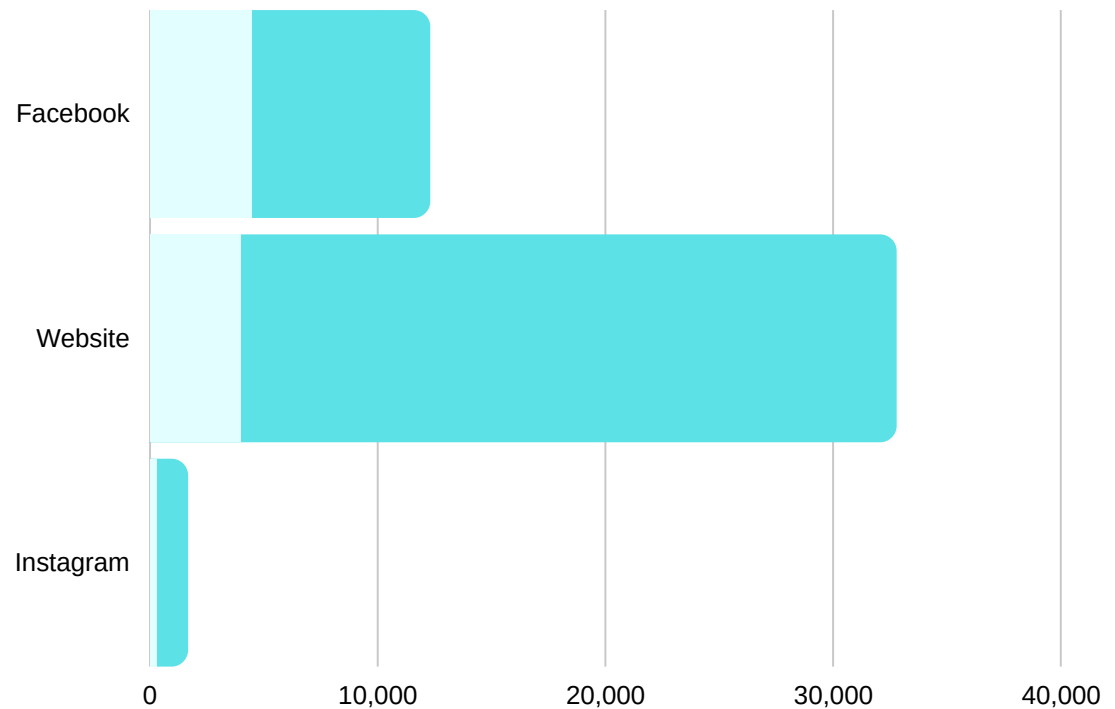
THE FIRST SUCH GUIDE IN ROMANIA

ALL THE INFORMATION WE
GATHERED ALONG TIME
HAS BEEN COLLECTED IN A
PRACTICAL AND EASY TO
FOLLOW GUIDE.

DISTRIBUTED TO PUPILS AT THE END OF THE SCHOLAR YEAR

OVER 300 PUPILS HAVE
RECEIVED THE BEGINNERS
GUIDE FOR SNORKELING AS
A PRIZE AT THE END OF
THE 2019-2020 SCHOLAR
YEAR.

SOCIAL MEDIA

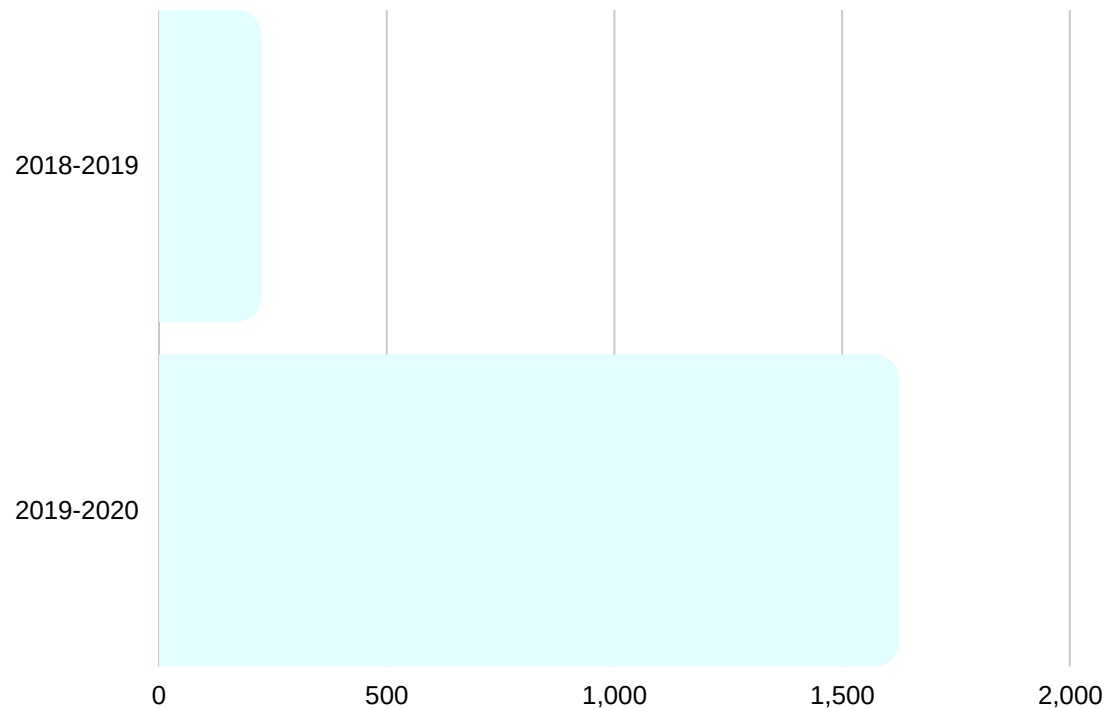


TOTAL: 37,971 PEOPLE

In its second year Barca lui Zoe has been present online focusing on the Facebook account, growing from 4,443 fans to almost 8,000 followers (June 1st 2019 - June 1st 2020). The website www.barcaluizoe.ro had an organic growth from 3,950 users on June 1st 2019 to 28,798 users on June 1st 2020 and a YES for 21. Google analytics estimates monthly at least 11 pages with first impressions in Google searches.

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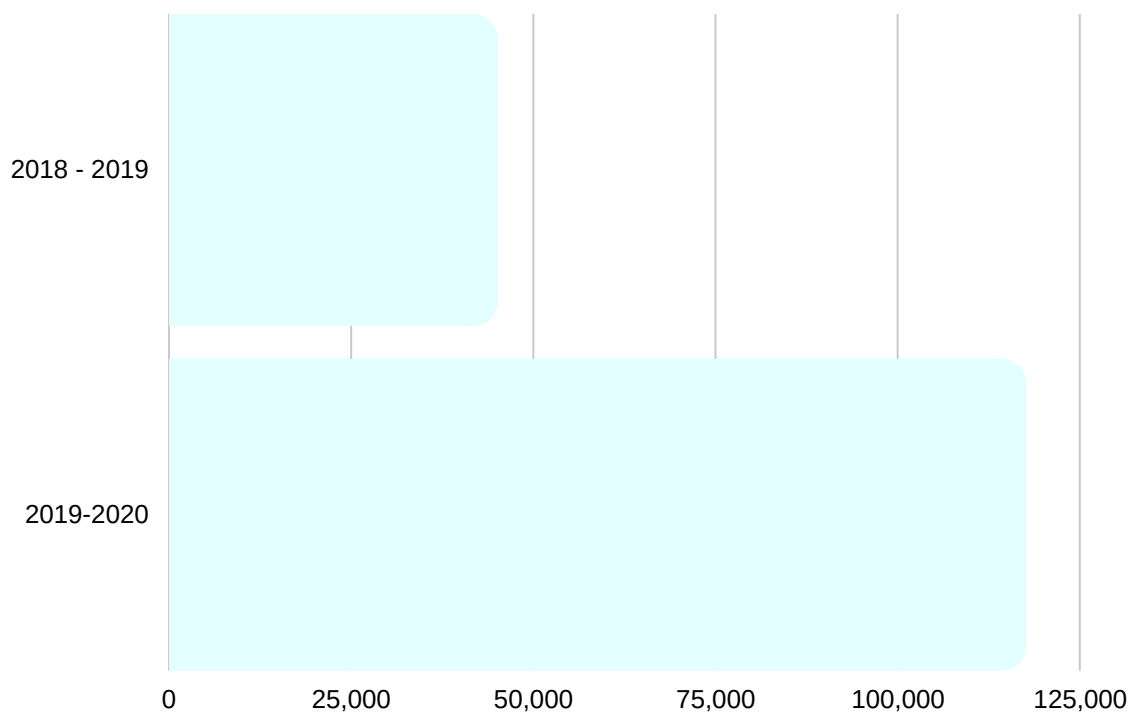
BENEFICIARIES



TOTAL: 1,623 PEOPLE

Between June 1st 2019 and June 1st 2020, 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 third year by taking diverse and innovative actions that will determine a greater responsibility for Nature through a simple and accessible lifestyle.

PROJECTS VALUE



TOTAL: 117,500 LEI

In its second year of life, Barca Lui Zoe has carried out actions worth more than 25 000 EUR.

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PARTNERSHIPS AND COLLABORATIONS

WE LIKE TO CREATE WIN-WIN-WIN TYPE OF PARTNERSHIPS. WE ARE ATTENTIVE TO ALL THE NEEDS OF OUR PARTNERS AND WE ARE CREATIVE ENOUGH SO THAT WE CAN TAKE THEM INTO ACCOUNT.



The success of our partnerships is due to the fact that we like to involve specialists in our actions and we work hard to see that all partners meet the goals they set at the beginning of the partnership. Moreover, the selected partners have exclusivity on the activity niche and are perfectly aligned with our creed.

DECATHLON, ECOSYNERGY,
ECOTECA ASSOCIATION,
AQUAMAR DIVING TEAM,
ASH COMMUNICATIONS, DAR
MEDIA, PROFESSIONAL
DIVERS ASSOCIATION,
FRENCH INSTITUTE IN
TIMISOARA, SCHOOLS

MEDIA APPEARANCES

BOTH THE NATIONAL AND INTERNATIONAL PRESS HAS REACTED POSITIVELY TO OUR ACTIONS.

“To be passionate about underwater sports is one thing, but to like it so much as to become an ambassador for the underwater beauties and an activist for their protection is on another level.”

Evreimea ta! TVR2



WALL-STREET





FUTURE PLANS

2020 - 2021

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. We are 70% water #remindertoself** September 2020 - September 2021 - A weekly online reminder about the fact that we are 70% water, what that means, and how it affects us.
- 2. Alternative School** - November 2020 - May 2021. This time in 4 stages. Virtual reality continues and we try to overcome the limits (and borders).
- 3. Eco Experience** - April - October 2021
- 4. Private exploration of the Black Sea** - May - June 2021
- 5. #ecoUsubacvatic** - July - September
- 6. #journeytozerowaste** - Adopting a lifestyle without waste

Details regarding future projects will be available soon.

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BARCA LUI ZOE

**GOT ANY
QUESTIONS?**

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