

Kogayon Association

Activity report 2023



Kogayon Association is an environmental NGO founded in 2004, based in Costești-Vâlcea.

The activity fields of Kogayon Association are: heritage conservation (biodiversity, geodiversity and cultural heritage), establishment and management of protected natural areas and geoparks, natural resources management, environmental education, ecotourism, research, sustainable development.

The Kogayon Association is active mainly in Oltenia de sub Munte and Buila-Vânturarița National Park, to whose creation made a decisive contribution, as well as at national level.

The Kogayon Association was involved in the establishment of the Văcărești Natural Park and other environmental projects at national level (Green Belt of Bucharest, Law of Remarkable Trees); in addition, it is a member of the Urban Nature Network.

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Tel: 0723.071.648

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www.kogayon.ro

www.discover-oltenia.ro

The main achievements of the Kogayon Association, so far:

- Establishment of the Buila-Vânturarița National Park (2004).
- Co-administration of Buila-Vânturarița National Park (2006-2016), by implementing more than 20 projects, worth more than 300.000 euros, aiming at: development of the park's tourist infrastructure, environmental education programs (Junior Ranger), monitoring, studies and research, promotion, information and raising awareness.
- Administration of the Natural Reserve Costești Trovantilor Museum (2006-2016).
- Hunting stop in national parks (2007) and other nature conservation campaigns (Green Belt of Bucharest, The Law of Remarkable Trees).
- Involvement in the establishment and management of the Văcărești Natural Park (2012-2023) and in the Network for Urban Natural Areas.

The main project of the Kogayon Association is from 2019: Oltenia de sub Munte – Aspiring UNESCO Geopark

Kogayon Association is a member of the networks:

- Geoparks Network of Romania
- Network for Urban Nature
- Bioregional Weaving Labs (European network)



1. Oltenia de sub Munte – Aspiring UNESCO Geopark



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Running period: 2019-2025

Beneficiaries: local communities, visitors to Oltenia de sub Munte

Funders: BRD Groupe Societe Generale (550.000 euro) and BWL – Bioregional Weaving Labs (125.000 euros)

Budget: 1,8 million euros 2019-2025

Parteners: >120

Goal:

To transform Oltenia de sub Munte into a sustainable development model based on local, natural and cultural heritage and community involvement.



OLTENIA
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Vision:

By 2030, Oltenia de sub Munte becomes a model of regional development, based on the promotion and enhancement of local natural and cultural heritage, involving local communities and visitors to the area.

Objectives:

- 1. To triple the number of visitors** and increase the average number of days they spend in the territory
- 2. Doubling the value of public and private investment** for the benefit of local communities and visitors
- 3. Maintaining the favourable conservation status of biodiversity and geodiversity and the social, economic and ecological regeneration of the territory** through research, monitoring and regeneration programmes.

and two milestones, linked to UNESCO International Geopark status as a development tool:

- 4. Obtaining UNESCO International Geopark status in 2025**
- 5. Administration of the UNESCO International Geopark Oltenia de sub Munte**

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1. Territory development

Launching of the programme supported by BRD: "Discover the nature nearby you", addressed to rural and urban communities, for heritage conservation and sustainable development, through Oltenia de sub Munte Geopark's pilot project, the Romanian Geoparks Network and the Urban Nature Network.



Rețeaua
Geoparcurilor
Din România

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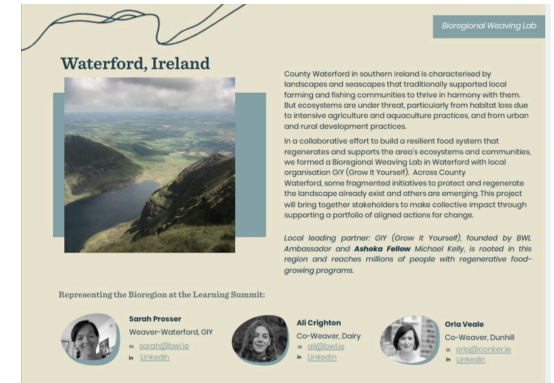
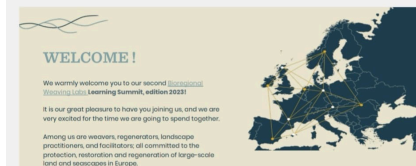
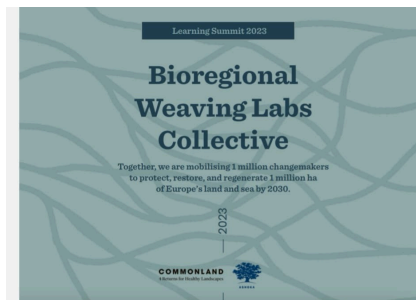
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1. Territory development

- Continuing the programme of social, economic and environmental regeneration of the territory of Oltenia de sub Munte, together with partners from 10 European countries, associated in BWL (Bioregional Weaving Labs).



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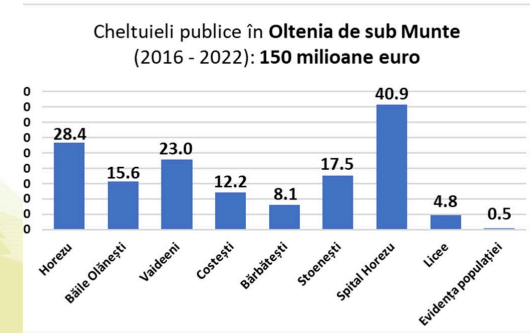
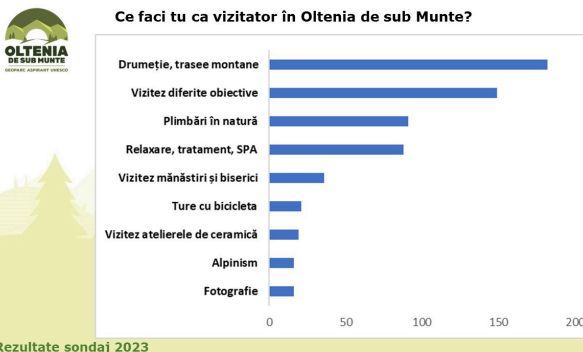
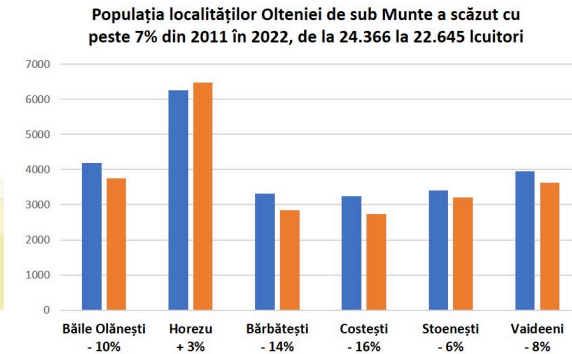
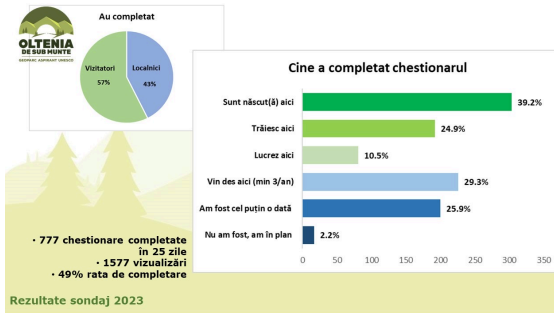


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1. Territory development

- Territory assessment – 3rd survey of local communities and visitors; economic, social and environmental studies.

- Local strategy - discussions, meetings and debates with partners and stakeholders



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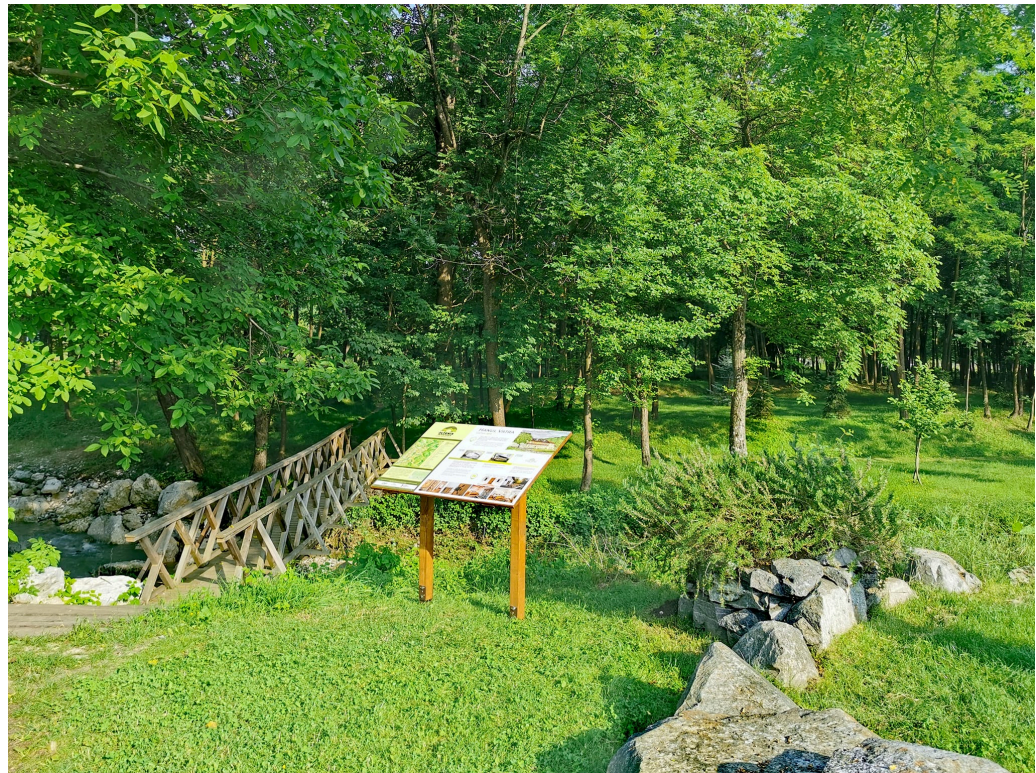
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1. Territory development

- Launching of local grants programme supported by BRD and BWL
- Tourism - infrastructure design and development, local standard development, product and event launch



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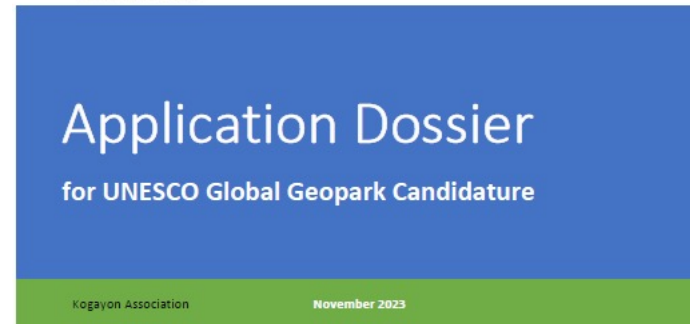
1. Territory development

- UNESCO Geopark application submission in November 2023



Oltenia de sub Munte

Romania, Europe



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1. Territory development

- New project applications:

- Educational project for pupils and teachers in Oltenia de sub Munte, in partnership with 6 schools in the region.

Funding: AFM

Value: 100.000 euro

- Project for the activation and civic involvement of communities in Oltenia de sub Munte, in partnership with the Pact Foundation and the UNESCO Copper Coast Geopark in Ireland

Funding: EU

Value: 150.000 euros

- Other projects and applications in progress of ourselves and other partners

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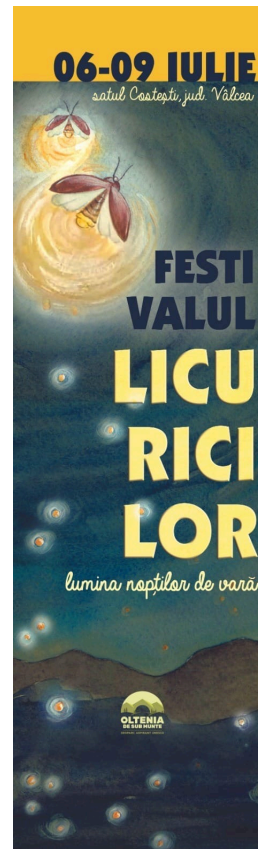
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2. Communication and Promotion

- Events: The Firefly Festival, Environmental School for Journalists, exhibitions, sporting events, tours.



04 - 06 AUGUST

TROFEUL JNEPENILOR

SUSȚINUT DE **OLTENIA DE SUB MUNTE** GEOPARC ASPIRANT UNESCO

INTRARE GRATUITĂ

Înscrierile se fac vineri la Hanul Vatra

- >>> drumeție montană
- >>> orientare
- >>> echipe de 3 persoane
- >>> toate categoriile de vârstă

Logos: STAFETA MUNTILOR Jnepeni, FORJA ROTEC, ZIZIN, BECIUL DOMNESC, HANUL VĂTRA

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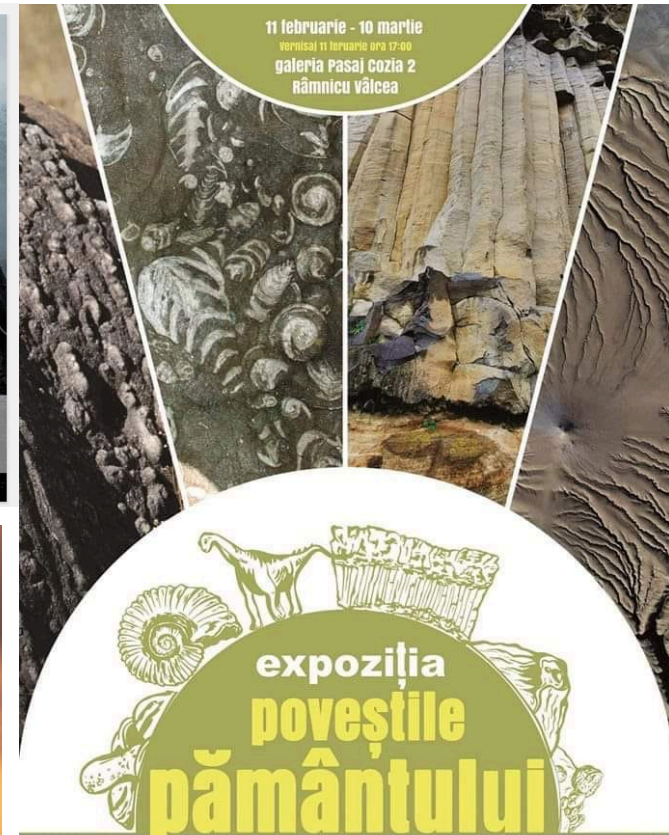
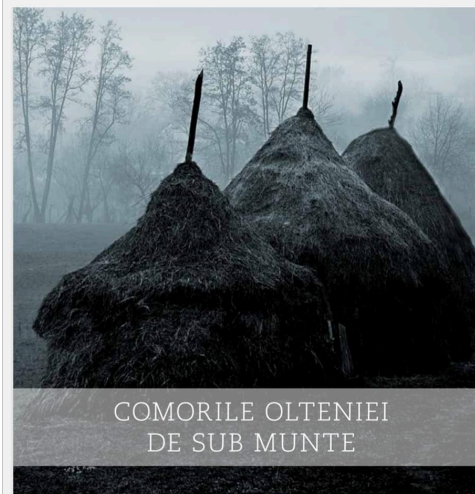
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2. Communication and Promotion

- Promotional materials: films, photo albums, exhibitions



Expoziție organizată de către Geoparcul aspirant UNESCO Oltenia de sub Munte, în parteneriat cu Uniunea Artiștilor Plastici din România, Filiala Râmnicu Vâlcea și Primăria Municipality Râmnicu Vâlcea

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2. Communication and Promotion

- Geopark Ambassadors: Charlie Ottley, Cristian Lascu, Alex Găvan, Marius Chivu, Radu Păltineanu, etc.



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2. Communication and Promotion

- Participation in events
- More than 80 reports and interviews in relevant publications and channels



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3. Education and research

- Junior Ranger Program
- Geoclubs Program
- Youth Ambassadors Program



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4. Team and territory management

- Team: 2 employees, 9 volunteers

- Scientific Council

- Partnerships: over 120 partners

- Management Board

1. National Agency for Protected Natural Areas Valcea
2. Buila-Vânturarița National Park Administration
3. Environmental Protection Agency Vâlcea
4. Bărbătești Primary School
5. Vâlcea County Library
6. Băile Olănești Town Hall
7. Archdiocese of Râmnic
8. Arnota Monastery
9. Pension Arnota (Costești)
10. Vatra Inn (Costești)
11. Maldăr's Mansion (Măldărești)
12. Normandia Transport (Horezu)
13. SNS Salrom - Rm. Vâlcea
14. National Organization "Scouts of Romania Râmnicu Vâlcea"
15. Sport without Limits Association Rm. Vâlcea
16. Studiogovora Association (Băile Govora)

2. The involvement of the Association in other projects and campaigns



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We are founders of the Urban Nature Network

which aims to conserve urban biodiversity, to create a national network of urban nature areas, by engaging communities for their health.



We are part of the Romanian Geoparks Network

which aims to develop sustainably local communities, based on local natural and cultural heritage, through research, education and local partnerships.



We are part of the civic platform Together for the Green Belt

which aims to protect the forests of Bucharest and Ilfov for their social and environmental role.

The outstanding tree law

We helped pass the Outstanding Tree Law

we participated in drafting the legislative initiative and supporting the process that led to its approval.

Kogayon Association



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GEOPARC ASPIRANT UNESCO

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We thank all those who have contributed to support our activities by directing 3.5% of the income tax owed to the Kogayon Association.

NGO Name: KOGAYON ASSOCIATION
Tax identification code: 16132059
Bank account (IBAN): RO51 RNCB 0265 0061 3421 0001



How can you support us further?

- * By participating in the 3.5% campaign - details on www.kogayon.ro or with other donations;
- By supporting our projects through partnerships, sponsorships, collaborations;
- * by joining the team with enthusiasm and good will :)
- * By applying the principle: Respect for Nature and People!

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Funders and sponsors:



GRUPE SOCIETE GENERALE



COMMONLAND
4 RETURNS FROM LANDSCAPE RESTORATION

ICS Business International,
Dirac, Geo ID Events, Sovis Print



Partners and collaborators:

The Romanian Geoparks Network, the Network for Urban Nature, the European Bioregion Weaving Lab Network, the National Forum of Geoparks in Romania, the National Commission of Romania for UNESCO, the University of Bucharest, the travel agency Globe 365, GRF+, and over 120 entrepreneurs, craftsmen, artisans, authorities, schools and NGOs from Oltenia de sub Munte.

Ambassadors of the Oltenia de sub Munte Geopark:
Charlie Ottley, Cristian Lascu, Alex Găvan, Marius Chivu, Radu Păltineanu, Dan Dinu, Cătălin Georgescu, Cristian China Birta.

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