2019
ANNUAL REPORT

Let's talk about **what we made happen**



Respect. Excellence. Integrity.
kronospanfoundation.org

kronospan foundation

WHO WE ARE

Kronospan Foundation

Respect

We believe that all people have the inherent ability to make a change in their lives and in their communities. Instead of imposing solutions on individuals, we support communities and people in the positive ways they want to develop in. We respect collective interests, strengths and local cultures at all times.

Excellence

Every day and every step of each project we strive for excellence in what we do. For us this is the only way to work, because in the end we envision results that are sustainable and make an impact.

Integrity

Integrity is the glue to our mission, our vision and our values. We value the integrity of all of our actions and we believe it is essential to our work.



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01

Letter from the President

"A community with a high degree of education and awareness regarding its identity and traditions has secured the essential prerequisites for future progress".

Long-lasting changes happen through consistency and long-term commitment. This visionary element is the basis of the activity and projects developed by the Kronospan Foundation. For example, they contribute year by year to the sustainable development of the local communities where we are present through the direct impact and power given by our initiatives.

2019 was once again a year of opportunities that turned into reality. Firstly, we finally rounded off some of the Kronospan Foundation's most emblematic projects, launched right back in our first year. Ariana, from Romania, started university at Babson College (Massachusetts, USA) in 2019 as part of a full scholarship offered by the Kronospan Foundation. She is now the last to receive it, ending 8 years of this scholarship that has benefitted many young people with outstanding school records from Belarus, Bulgaria, Poland, Romania, Ukraine and Hungary. It is a meaningful project for us, followed by new projects in the field of Education. It was also the year that we re-affirmed our commitment to continuing and supporting new projects, especially in the fields of education and culture. Education and Culture may be regarded as the key pillars of our vision for developing local communities. A community with a high degree of education and awareness of its identity and traditions, secures the essential premises for future progress. This belief always motivates us to go further day by day, sparing no effort or energy.

At the same time, 2019 proved that we have more friends than ever. We saw, once again, that we are members of lively and like-minded communities and the initiatives and projects we support are received with



enthusiasm and generosity by many people and many companies.

The success of the 9th edition of the Charity Gala "Open your Heart!" is the best expression of the spirit of openness and coming together the the Kronospan Foundation creates within local communities. The widespread support that was shown to us on this occasion, as it was throughout 2019, motivates us to be even more dedicated to our mission and to trust even more in our power to generate a real change in the society.

2020 will be a year of reference for the Kronospan Foundation. This is the year when we celebrate 10 years of activity and projects. In 2020, we shall pay closer attention to what we have accomplished to see how we can do better in the future.

Our commitment remains the same: we shall continue to foster development solutions for local communities and to be their long-term partner.

Dr. Oana Bodea

President of the
Kronospan Foundation



02 EDUCATION

Kronospan Scholarship

Excellence-class education for valued young people

Ariana Bejanaru, from Brasov, Romania, started on her Kronospan Foundation scholarship at Babson College, Massachusetts in 2019. Ariana is the last on the list of the eight scholarship program beneficiaries. Between 2011-2019, eight young people with outstanding school records were selected for a four-year scholarship at Babson College.

Babson College is one of the most prestigious educational institutions in the United States of America. In 2019, Babson College celebrated its centennial.





The same year, Babson College was recognized by US News & World Report as the best entrepreneurial school in the United States of America for the 23rd consecutive year. Again in 2019, Pay Scale recognized Babson as the best college in terms of potential salary for the 5th consecutive year, based on alumni earnings. A unique element of Babson College is the really international experience it offers.

Twenty-eight percent of its students come from 83 countries all around the world. Last year, Forbes named Babson College as one of the ten best colleges in the USA for international students.

The scholarship offered by the Kronospan Foundation covered all costs related to course attendance during the four years at Babson College, such as the admission fee, room and board, books and medical insurance, as well as return flights between their country of origin and the USA. After the first year of study, the beneficiaries of the scholarship could participate in internships within Kronospan, both during summertime and wintertime, all costs covered.





During the last eight years, young people from 29 countries have applied for this scholarship. On each occasion, the final selection was made by representatives of Babson College.

Claudia Ogrezeanu (Romania; class of 2016), Kamil Altintaşoglu (Romania; class of 2017), Lizaveta Litvinava (Belarus; class of 2018), Hai Péter Pham (Hungary, class of 2019), Daniel Gasperowicz (Poland; class of 2020), Anna Saltykova (Ukraine; class of 2021), Martina Garabedian (Bulgaria, class of 2022) and Ariana Bejanaru (Romania; class of 2023) are the eight beneficiaries of the Kronospan Scholarship. By offering support to young people with high educational potential, Kronospan Scholarship aims to help in the training process of the next generation of leaders in the communities where Kronospan operates. Continuing the transformation process of local communities and their future progress, irrespective of the domain, will result from training and involving such highly valued young people.

Claudia Ogrezeanu



Kamil Altintaşoglu



Lizaveta Litvinava



Hai Péter Pham



Daniel Gasperowicz



Anna Saltykova



Martina Garabedian



Ariana Bejanaru



A great example of this comes with the message received from Ariana, the last student who was awarded the Kronospan Scholarship: "Irrespective of what I choose to do in life, in the future I want to get involved in developing projects that aim to change the Romanian educational system. Education should focus more on teaching students to interpret information better and faster, not just memorize it. Moreover, students should have more opportunities to learn in a non-conformist way, such as exchanges of experience".

The total value of the Kronospan Scholarship program is USD 2.105.000.

Although we will not be organizing any more selection procedures, the program shall continue by covering the costs of the last three students to benefit from the scholarship, who will graduate in classes 2021-2023.

At the same time, after the end of this initiative, the Kronospan Foundation shall continue to generate new opportunities to support the education of younger generations in the countries where Kronospan operates.









Kronospan Scholarship

EDUCATION

Vocational Education in Slovakia

Supporting vocational education is one of the main pillars of Kronospan Foundation's involvement at a local community level.

Vocational education trains new generations of specialists in traditional fields, so that they can continue. Vocational education also contributes to keeping opportunities for future development open in local communities with industrial units that depend on human resource being generated by vocational education centers.

Each year, the Kronospan Foundation supports various vocational education institutions in the local communities where Kronospan, the company, operates. One of the already traditional projects supported by the Kronospan Foundation is the Wood Processing Vocational School in Zvolen, Slovakia.







In 2019, for the fourth consecutive year, the Kronospan Foundation provided vocational training for students in the wood processing and furniture-making class. Nineteen students became beneficiaries of the program for the 2019-2020 academic year. The total number of students in the program, including the students in the previous years, was 64.

Within this program, the Kronospan Foundation covers accommodation and boarding costs for students for four years of study, as well as extensive teaching in English.

This allows students from any part of Slovakia to join the class. Twenty three percent of the total number of students are from outside the Banska Bystrica region (where Zvolen city is found).

To reward the students' educational performance, the Kronospan Foundation awards cash prizes every year to the students with outstanding results in school. Students in the final years are involved in regular practice programs in the Kronospan Bučina DDD factory in the city.

This helps them learn practical skills and, at the same time, understand better the various activities in the company, not just the production related ones. This is an experience that will certainly be useful when they later join the labor market in this field.

In the 4 years since the launch of the initiative, there has been a major growth in interest from elementary school students in applying for the training program of the Wood Processing and Furniture Making class.







Fifty-six students applied for the year 2019-2020, compared to 33 in 2016-2017, which is an increase of 70%. The increase in the number of candidates means we have a bigger selection base and this creates the premise for a continued improvement in the educational outcomes of the children involved.

The program also had a positive impact on the Wood Processing Vocational School in general, with the number of students enrolled in the first year of study increasing in recent years. The school has a long tradition, and was established almost 60 years ago, in 1962.

Slovakian authorities chose Zvolen because of the local tradition in the wood processing industry.

The Kronospan Foundation's project in Zvolen is one that we are proud of. It shows how a vision of long-term support for vocational education can keep young people's interest in a traditional profession alive, both for the benefit of local communities, and the companies in this field.







EDUCATION

Grandmother's House – a passage into the future

Kronospan Foundation implemented the "Grandmother's House – a passage into the future" cultural project in Brasov, from April to September 2019. The project aimed to reveal the traditions and cultural identity specific to the villages in South-Eastern Transylvania among younger generations.

The project was co-financed by the National Cultural Fund, as part of a call for cultural projects for semester I/2019, with the theme of Tangible Cultural Heritage.

The County School Inspectorate and the Association of Traditional and Contemporary Art Creators were Kronospan Foundation's partners in implementing the project. One of the main activities of the project was the art camp organised from July 1st to July 12th. 42 children, aged between 10 and 16 attended the camp free of charge. During the project, the children visited the Culture Museum and the Urban Civilisation Museum to get a feel for traditions and local customs from the beginning.





They also visited historical sites related to the fellowships in Brasov: Bastionul Țesătorilor (Weavers' Bastion), Turnul Funarilor (Rope Makers Tower), Turnul Pulberăriei (Powder-Mill Tower), Turnul Lemnarilor (Carpenters' Tower) and Bastionul Postăvarilor (Drapers' Bastion).











Using the knowledge they had gained, the children put it into practice in various creative workshops: wood sculpture, knitting decorative objects, glass painting using the traditional technique from Scheii Brașovului, Saxon and Hungarian sewing/embroidery, Saxon wood painting and corn husk braiding.

The workshops were run by handcrafters Manuela Ivan, Gabriela Bularca, Ionela Bangala, Valeria Neuvirt, Ioan Neuvirt and Cornel Sculean. Under their guidance, the children learned traditional crafts and replicated objects used by the grandmothers in the villages of the Burzenland to decorate their houses in the olden days. All the activities in the camp were carried out as a relaxing and interactive program, where the participants explored creative activities in a child – facilitator (handcrafter) partnership.





In the end, more than 40 handicrafts made in the art camp were presented in a public exhibition at Coresi Shopping Resort from September 3rd to September 14th.

Dowry cases, dish shelves, cupboards, embroidered towels, dowry textiles, painted icons, mats and decorative objects made from corn husk and wood sculpted/inlaid tables and chairs were just a few of the objects which brought to life the specific feel of a room in traditional Transylvanian houses.



During the exhibition, the handcrafters coordinating the creative activities in the camp also organized creation workshops for the general public, again to promote the region's crafts and traditions.

The children's creations remained on show from September 16th to September 29th, in the special setting given by Bran Castle. Thousands of visitors, both Romanian and foreign, could admire the objects within the "Grandmother's House – a passage into the future" exhibition, thus discovering elements of the region's cultural identity.

The entire exhibition is hosted now by the Feldioara Fortress and it is accessible to the general public.

We also made an educational book called "Inside Grandmother's House", available both printed and in electronic form, as part of the project. It presented the noble cultural heritage specific to the South-Eastern area of Transylvania in an attractive way. The culture and traditions of local communities are part of their present identity and the grounds for what they will become.

This is why we supported and we shall continue to do support projects that focus on awareness of local cultural heritage in the communities where we operate.

EXHIBITION AT CORESI SHOPPING RESORT

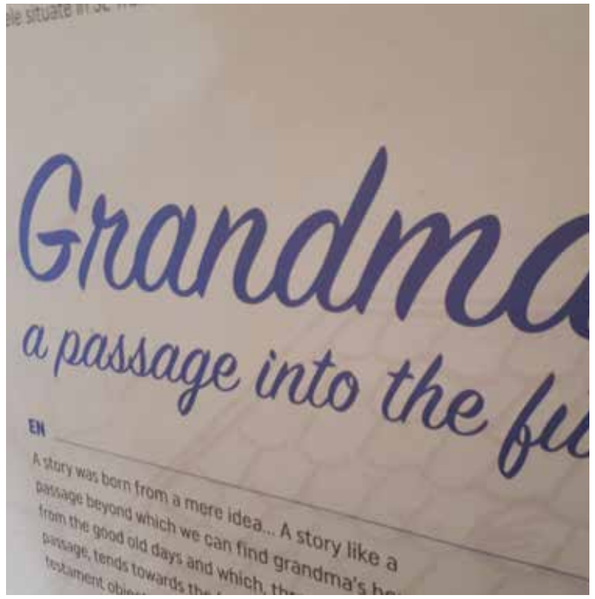


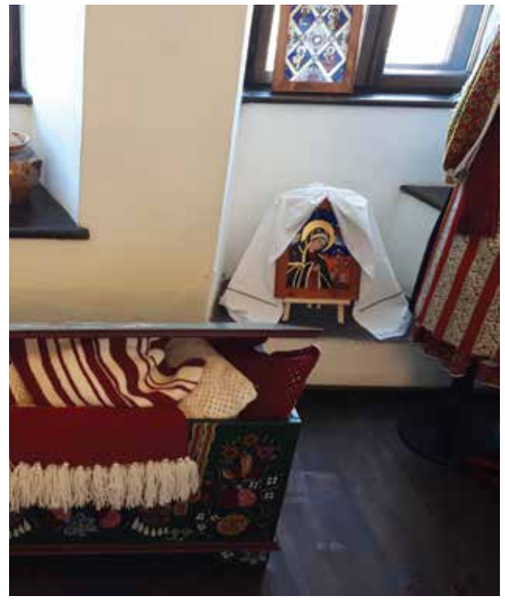






EXHIBITION AT BRAN CASTLE







EXHIBITION AT FELDIOARA FORTRESS









Grandmother's House – a passage into the future

03 COMMUNITY

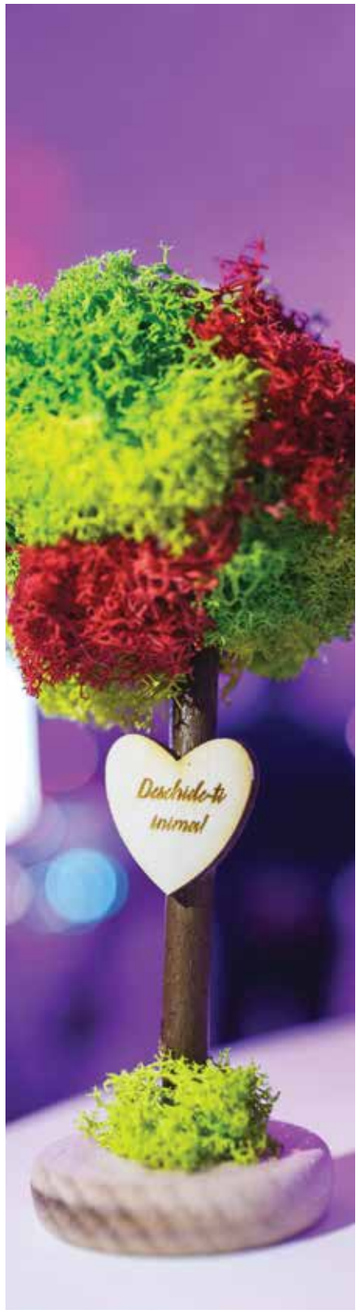
Open Your Heart! Charity Gala

"Find your place in the city!"
An invitation to commit to the community

The 9th edition of the "Open Your Heart!" Charity Gala took place on the evening of December 6th 2019 in Sebes, Romania.

The Kronospan Foundation has hosted this event each year since it was established in 2011. Over the years, the "Open Your Heart!" Charity Gala has donated more than 220.00 EUR to support projects within the two Romanian communities where Kronospan operates, Brasov and Sebes.









The "Open Your Heart!" Charity Gala is already a tradition. Members of the two local communities, individuals and representatives of various companies, institutions and associations join hands with the Kronospan Foundation through their donations.

Participating in the Gala requires a participation fee, with profits supporting the projects given awards at the event. Those taking part can also bid for the various culturally relevant and regionally specific objects auctioned at the gala. The money from the auction is also donated to the winning projects. The "Open Your Heart!" Charity Gala is a symbol of the unity and commitment of the local communities to supporting projects that are adding value to all their members.

The subject of the project competition for the 9th edition of the "Open Your Heart!" Charity Gala was "Find your place in the city!".

Representatives of education institutions, associations and foundations were invited to submit aesthetic and/or functional redevelopment projects of any type of indoor or outdoor space that local Sebes and Brasov community members have access to. "Find your place in the city!" was a call to get locals involved in identifying and putting their own mark on the revitalization of a space in each of the two communities.

The projects submitted were judged by representatives from the Kronospan Foundation. The criteria considered were: the manner in which the project matches the objective of the contest, its innovative character, a clearly identifiable purpose, objective and group of final beneficiaries, the suggested budget breakdown suggested and the way in which the activities comply with the declared purpose and objective.

Open Your Heart! – Charity Gala



Six projects made the final, three from Brasov, three from Sebes, as announced on November 29th 2019, based on their score. All six projects were presented by their initiators within "Open Your Heart!" Charity Gala in December 6th 2019. Two winning projects were designated by the vote of the participants in the gala, one for Brasov and one for Sebes.

The "Visssual" Project, put forward by the Amural Association was the winner for Brasov. The project aims to renew and re-arrange an industrial space used by the Association, to allow creative academy activities and to be a hub for creative industries.

After the renewal process, the space would host work and practical activities in creative fields.



For the community of Sebes, the project "BEAUTIFUL SEBES revival of Mihai Viteazul square", proposed by Local Action Group Sebes was declared the winner.

Mihai Viteazul Square is situated in an urbanised, pedestrian area, highly relevant from the historical and community point of view for the people in Sebes, several historical and cultural objectives from the 13th and 15th century being in its neighbourhood.

The purpose of the project "Beautiful Sebes", Mihai Viteazu Square is to emphasize and increase the region's attractiveness in terms of cultural heritage and consolidate Sebes' local identity.

The two winning projects recieved EUR 25.500 each and they must be completed in 2 years. To reward their civic involvement and their desire for proven change, final-making projects that did not win were each awarded EUR 500 by the Kronospan Foundation.





AMURAL ASSOCIATION
Project: Visssual









THE ASSOCIATION LOCAL ACTION GROUP SEBEȘ
Project: Beautiful Sebeș - revival of the Mihai Viteazul Square





04
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We are very grateful to all our donors and sponsors who have made gifts to support our causes.

From €1 to over €10.000 we are deeply thankful for the willingness of all our donors to support the activities of the Kronospan Foundation in 2019.

thank you!

EVERY DONATION COUNTS

Please support us!

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RON account
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Looking forward
to the next chapter