



Activity Report

2024

2024 was a year of consolidation and opening new horizons. We focused on strengthening our team, consolidating ongoing projects, and developing innovative ways of working with communities. We leveraged local resources, invested in people, and remained dedicated to our core mission: delivering sustainable interventions rooted in local realities.

We expanded into South Muntenia, South-East, Center, and North-East - building on existing strong partnerships while reaching out to new communities with promising potential. We closed the year in a well-balanced position: with a diverse project portfolio, active national and international partnerships, a stronger team, and an enhanced capacity to deliver results.

Our interventions received public recognition across key domains - from local development and cultural industries to public health and sustainability. This reinforces our confidence that we are well-positioned to meet future challenges and amplify the impact of our programs.

Additionally in 2024, we invested in our editorial capacity and IT infrastructure - two essential pillars for coherent and relevant communication. Our digital platforms and editorial resources (both online and print) help us engage with the general public, support information campaigns, and elevate local initiatives. These tools amplify our voice and expand our footprint, both in Romania and abroad.

Amfiteatru Foundation Programs

Caleido - Creative Industries and Performing Arts

Caleido began as a performing arts project and has evolved over time into a multidisciplinary cultural program with a strong identity and public recognition. Ever since its launch in 2015, Caleido has established itself as an intercultural dialogue platform dedicated to cultural education, the plurality of artistic voices, and constructive debate. Its defining values - diversity, empathy, and nonconformity - are reflected in how it brings current social and cultural themes to the forefront and questions dominant narratives.

Throughout a journey marked by constant evolution, Caleido has continued to provide artists and audiences alike with open, safe, and relevant spaces for encounter and reflection. In 2023, the program was included in the official Timișoara 2023 - European Capital of Culture selection, thereby solidifying its position in the contemporary cultural landscape.

Last year, Caleido focused heavily on photography, exploring its artistic, documentary, and social potential, and integrating it as a central medium of expression in a program that continues to expand its boundaries, both disciplinarily and geographically.

The Amfiteatru Foundation and the Nitja Centre for Contemporary Art (Lillestrøm, Norway) launched a bilateral program dedicated to young artists, focusing on artistic education, international exposure, and intercultural collaboration. The program's milestones included two exhibitions in Bucharest and Lillestrøm, mentoring for emerging artists from Romania and Norway, and the consolidation of the Photography Resource Center as an active cultural hub.

Essential Romania - Local Development Through Integrated Interventions

The community is the space where social capital and knowledge constantly regenerate. In 2024, the program focused on two main directions.

The first was human capital development: 601 individuals received career counseling, along with training courses in strategic management, commercial operations, ICT and human resources, communication, and digital sales.

The second direction focused on environmental protection and the promotion of sustainable development: Educational workshops for children and youth; over 10,000 trees and shrubs planted.

Health Romania - Strengthening Trust in Medical Services

In June 2024, in Târgu Mureș, we organized a professional meeting within the Health Romania Cluster, in partnership with the National Authority for Quality Management in Health. Objective: Updating the Healthcare-Associated Infections (HAI) Management Guide. Topics addressed: Prevention and control of HAIs, reduction of bureaucratic procedures, models of good practice, and interinstitutional collaboration for an efficient HAI management system.

Lines of Work

Applied Research and Project Development

We conducted field research and retrospective analyses to substantiate future interventions. Methods: Interviews with authorities, NGOs, and active citizens; thematic focus groups; direct observation; and secondary data analysis. Impact: The gathered data supported the programmatic design for the 2025 projects.

Tourism Observatory - A Barometer of Society

The Tourism Observatory has solidified its role as an analytical tool for trends in tourism and communities. 2025 Conclusions: Romanian tourism is undergoing a transformation process characterized by a shift toward sustainability, responsibility, and authenticity. The Observatory contributes to the development of public policies and sustainable initiatives.

Presence in National and International Networks

Participation in international networks and forums plays a vital strategic role for the Amfiteatru Foundation, bringing a series of benefits: increased visibility and legitimacy, access to strategic networks and international partnerships, transfer of best practices and innovation, and professional recognition.

Conclusions & Acknowledgments

Conclusions and Future Directions

Lessons from 2024:

Community collaboration and tailored interventions yield a major, sustainable impact.

Environmental education and public health activities must be expanded and diversified.

Applied research remains an essential pillar for future interventions.

Directions for 2025 and Beyond:

Expanding the Essential Romania program into new communities.

Strengthening Caleido activities through local, national, and European partnerships.

Capitalizing on accumulated experience in fields such as creative industries, local communities, and health, including through tourism.

Increasing the impact of the Tourism Observatory on public policies.

Acknowledgments

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Communities: Belin, Braşov, Codlea, Gheliniţa, Jilava, Mangalia, Prejmer, Racoviţa, Sfântu Gheorghe, Suceava, Târgu Mureş, Turnu Măgurele, Vama Buzăului, Vâlcele.

Partners: CEDCA Association, ASIMCOV, Nitja Centre for Contemporary Art, local town halls, teatru, AJOFM Braşov.

Funders: Environmental Fund Administration, Ministry of Investments and European Projects, EEA and Norway Grants, Banca Transilvania.

Amfiteatru Foundation Team: For the professionalism, dedication, and team spirit demonstrated throughout 2024. We look forward to 2025 with confidence, convinced that together we can strengthen established programs and launch new ones.