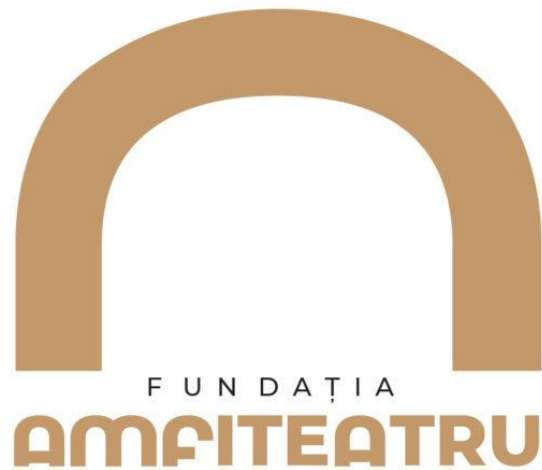




Activity Report 2025

The annual report for 2025 reflects the stage of development and the strategic directions implemented by the Amfiteatru Foundation. The organization's activity takes place at the intersection of essential complementary fields: community development, culture, responsible tourism, health, education, and professional employment.

Today, the Amfiteatru Foundation operates as an organization with an entrepreneurial vocation and a distinct identity, combining strategic reflection with applied intervention. Ideas are formulated, debated, and validated through concrete projects ranging from employment and professional training measures to cultural initiatives, ecological programs, and thematic platforms. A central aspect of the organization's identity is its proprietary strategic vocabulary, which includes concepts such as human infrastructure, productive hospitality, integrated health, living culture, and identity as a vector of development.

2025 in Brief

The organization's interventions are based on the following fundamental directions:

- Human and social capital development — skills, leadership, cooperation networks, and strengthening human infrastructure.
- Leveraging local identity — tangible and intangible heritage as a primary vector for territorial development.
- Responsible tourism and productive hospitality — a tourism model with real added value for communities.
- Culture as an active resource (living culture) — vibrant cultural initiatives, constantly transmitted and reinterpreted by communities.
- Integrated health — promoting our country's anthropic and natural resources in the health sector.

Throughout 2025, the organization managed a substantial portfolio of nine projects funded by internal, European, and national sources, expanded professional networks, and produced valuable strategic analyses.

Indicator	2025 Results	Strategic Significance
Managed projects	9	Diversified operational capacity and high volume of activity
NEETs youth counseled	200	Labor market preparation and strengthening of human infrastructure
Training course graduates	809 (5 regions)	Updated human capital and territorial expansion
Children in ecological education	1.020	Knowledge transfer, practical action, and community responsibility
International exhibitions	2	Bilateral visibility and external partnership development
Exhibition visitors	2.102	Direct cultural impact and community engagement
Digital exhibition audience	Over 550.000	International amplification and strong reputation return.

1. Interventions and project portfolio

Throughout 2025, the Amfiteatru Foundation managed projects across distinct yet strongly interconnected thematic axes. Their true value lies in their complementarity and their ability to generate outcomes that translate into organizational capital.

1.1. Human Infrastructure: Employment and Professional Training

The primary operational pressure of the year came from the volume of inclusion, employment, and training projects, which required strict monitoring of contractual indicators and deadlines.

Active employment measures for young people (NEETs): Four projects funded through the PEO/440 Call targeted the labor market integration of NEETs. In 2025, career counseling was delivered to 200 young individuals (50 per project across Retail, HoReCa, PACT, and TICC), establishing a framework for guidance for youth at risk of professional exclusion.

"Keep Up" (Tine Pasul) Program: This program supported the skills upgrading of employees in key fields. A total of 809 graduates were recorded across 5 regions (Center, South Muntenia, North-East, South-East), representing one of the Foundation's most consistent contributions to human capital development.

1.2. Social Inclusion and Community Development

In the latter part of 2025, four new projects aimed at reducing inequalities were contracted (in the counties of Brasov, Covasna, Olt, and Giurgiu). These inclusion, education, and local development projects secure the essential resources for the upcoming period, requiring an active and consistent on-site management presence.

1.3. Ecological Education and Environmental Protection

The ecological education campaigns, funded by the Environmental Fund Administration, combined a theoretical component with practical action. In the localities of Jilava (Ilfov) and Mangalia (Constanța), 1,020 children were engaged in environmental workshops and planted 1,020 trees and shrubs.

1.4. Living Culture and Bilateral Cooperation

The cultural portfolio possesses its own maturity and an excellent reputational yield. The "Next Generation of Artists" project (RO–Norway), carried out in partnership with the Nitja Centre for Contemporary Arts, featured mentoring in art curation and photography. The two exhibitions produced attracted over 2,100 physical visitors and a digital audience of more than 550,000 people.

2. Strategic Programs and the Organization's Ecosystem

The Foundation's programs are articulated within a shared strategic framework based on the development of human capital and the consolidation of social capital. In 2025, a key priority was the progressive orientation of these programs toward self-sustainability, transforming them into centers of value and return.

2.1. Productive Hospitality Through Responsible Tourism

The launch of the GAZDA Network marked the creation of Romania's first network dedicated to productive hospitality. This relational infrastructure connects accommodation units, local producers, creators, and public administrations, contributing to the Foundation's editorial authority and public positioning.

2.2. Integrated Health

This traditional thematic axis holds major potential. The program was prepared for structural activation and the launch of a clear minimum viable product (healthromania.com), keeping health as an essential component of development.

2.3. Essential Romania and Caleido

The multidisciplinary program dedicated to the sustainable development of communities views heritage as a future reserve rather than merely a legacy. In parallel, the Caleido program remains mature, protected, and capitalized upon, offering a steady potential for flagship events.

2.4. Ecosystem of Thematic Platforms

The digital platforms (turismulresponsabil.ro, observator-turistic.ro, turismuldesanatate.ro, sanatateromania.ro, caleido.ro, dumbrava.org) form a network of tools through which the Foundation documents and distributes its results. The challenge identified in 2025 was the need for continuous content feeding and the reduction of editorial fragmentation.

3. Lessons of 2025 and Managerial Diagnosis

The year 2025 demonstrated that the organization possesses sufficient substance for robust activity, yet requires rigorous portfolio discipline. The main strategic conclusions include:

- **Human Infrastructure:** No territory develops beyond the quality of its people and trusting relationships. Impact becomes sustainable when target groups benefit from knowledge and network belonging.
- **Identity as a Vector:** Projects must stem from tangible and intangible heritage; without this deep layer, development is fragile and easily imitable.
- **Tourism Beyond Volume:** Productive hospitality defines a territory where people choose to stay, return, and invest.
- **Living Culture:** Inert heritage does not generate development. Value is created by culture that is practiced, transmitted, and reinterpreted.

4. Outlook and Directions for 2026

The year 2026 is approached as a period of operational consolidation and cautious expansion, with an emphasis on making the most of the existing portfolio and using resources strategically. Priorities include:

- **Rigorous portfolio administration:** A focus on implementing European projects with zero penalties and fully meeting contractual targets.
- **Activating thematic programs:** Strengthening Caleido, the GAZDA Network (productive hospitality), and launching the functional rollout of the HOSPITA program.
- **Content management:** Creating a clear editorial calendar and transforming communication into a strategic asset.
- **Innovation and expansion:** Exploring the possibility of establishing education and local development centers in active communities, and evaluating the launch of an International Photography Festival.

Conclusion

The Amfiteatru Foundation concluded 2025 with a substantial portfolio and a well-defined identity. The documented results, activated partnerships, and high-potential programs provide a solid foundation of experience. The success of the upcoming period will depend on the ability to transform these opportunities into sustainable organizational capital while maintaining the coherence of a working model based on analysis, partnership, and rigorous on-the-ground implementation.