

# Novaci- Ranca Center for the Promotion of the local Sustainable Development

Nature, Patrimony, Talents

Fundatia Oxigen and Celidea Consultanta Srl.



*Publicit'art*



- CSR project implementing a new concept of outdoor advertising for a better compatibility with the sustainable development in TRANSALPINA region
- A project proposed by Celidea Consultanta Srl, European Journal INTERVIEW FRANCOPHONE and Oxigen Foundation in the biggest mountain resort of Oltenia region – Ranca–Novaci
- Partnership proposal for
- Adaptable Promotion campaign
- 2021 - 2024

# Presentation of the project

## and its importance for the region TRANSALPINA

Where?

### **RANCA-NOVACI. The ARTS AND ART EXPRESSION FREE EXHIBITION RESORT**

Ranca-Novaci, the biggest mountain resort in Transalpina Oltenia is already offering more than 5000 accommodation offers and the resort is in continue development, including infrastructure (canalization finalized this year) , a new ski rope, a football stadium, a finalized extension of the national road passing the Carpathians towards Sibiu, etc. Tourists from all over Romania are coming to Ranca-Novaci creating sometimes a bad traffic which is one of the reasons why this year the road has been extended. Ranca Novaci benefits of the longest period with snow in Romania and offers wild landscape. Protected fauna and flora are to be noticed in a simple trip next to the resort (For example GENTIANA flowers).

What?

Local artists and artisans want to contribute to the transformation of their town and resort in an ARTS AND CREATIVITY DESTINATION. The Media Interview Francophone Celidea Consultanta SRL and Oxigen Foundation have created a private voluntary Center for promotion of Arts and the Sustainable Development of the region convincing the locals to support our projects for a promotion campaign in compatibility with a sustainable development. There are more projects proposed by Celidea Consultanta srl and Oxigen Foundation and your company could be the partner of the Sustainable development programme developed in this unique region of TransAlpina attracting the admiration of your clients and potential clients :

- 1. PublicitART** – the creation of outdoor advertising billboards as art objects in the most important locations promoting the beautiful landscape, the local architectural patrimony or the local people / traditional jobs (like Shepherds). The billboards will be constructed with local design and artisans and with a frame as paintings. The 20 billboards PublicitART will transform the resort in an Exhibition as they will host at least 5 photography and arts exhibitions every year. In rest, the billboards will host advertising for our partners in the local projects. This project will promote also local artisan and local successes and will thus respect the local values and people and will attract tourists and promote local commerce and services.
- 2.** The Objective is to innovate in TransAlpina and in the Carpathians by proposing temporary paintings, graffiti, on the ROCKS, STONES and other natural support on the hill and mountains of Transalpina and after proposing this innovative concept, project of Open Art – PublicitART. The objectif is to open and propose voluntary the spaes and natural supports for Art expretion for communicating positive thoughts about the nature and sustainable development solutions.
- 3. Greed Safari Project** – Consists of a special offer for tourists to benefit of a Safari in 4X4 car (our sponsor) in order to discover flora, fauna and geological specificities in the region and be trained who to protect the nature. The Green Safari will include also training in different jobs of the peasants in the region which are respectful for the nature , local culture and the society. Special maps for Green Safari will be offered and practical books and guides will be produced in this respect.
- 4.** A local geologist and artist (first painter to create his house in Novaci Ranca) will guide and offer unique maps including geological information and opportunities to protect the nature
- 5. FREE ARTS and CULTURAL events:** Free Artis expression events , Musique, paintings, Photos, Videos Exhibitions, in the houses and gardens of the locals Traditional Jobs and life-style in the region – Ex: “Urcatul oilor la munte” (artisans, sheppards, etc), Painting and Sculpture Competition, Photography competition, Folk and Rock Festival,

*Pro***MOTION**  
*for* **YOUR**  
**COMPANY**

## **YOUR COMPANY** **selected as potential partner for** **the FREE ARTS EXHIBITIONS** **in the Houses and Gardens of TransAlpina**

### **WHO?**

Interview Francophone. **Celidea Consultanta SRL and Oxigen Foundation** has obtained the approval of the local council and of the Mayor for developing these promotion projects in Ranca-Novaci.

**YOUR COMPANY** could benefit of promotion and recognition for the support of the sustainable development of the region from more potential clients :

- **Tourists** (more than 200 000),
- **Local people** (the Novaci people have always been wealthy people and owned cars before '89 because of the need of quality vehicles) ,
- **Wealthy owners of their villas** in Ranca Novaci a resort in continue expansion
- **Business people working** occasionally in the region (hotel, construction, etc)
- **Sports industry and actors** (the resort at 1600 m is perfect for the training of the sport people)

### **HOW?**

1. **Promotion on all the materials produced** for advertising and tourism objectives: Tourism Maps, Green Safari Maps, Postcards, Calendars, leaflets, promotion objects, etc
2. **Promotion in the Special Section dedicated to Ranca Novaci in the internet Journal of** Romanians abroad : [www.InterviewFrancophone.net](http://www.InterviewFrancophone.net). (More than 100 potential clients for you in Ranca Novaci (tourists, locals, etc) will be interviewed in this column)
3. **Promotion on one OUTDOOR BILLBORAD – Advertising during one year** (dimension 1.1 x 1.6)
4. **Promotion of the potential DRIVE TESTS** (test drive organized by your company) during local events (a special promotion on the billboard placed at the entrance in Novaci Ranca announcing the opportunity of drive tests, parking opportunity in the courtyard of the house hosting the Center for the Promotion of the Sustainable Development in the region).
5. **Promotion during the CELIDEA EVENTS in 2021-2023:** logo on the banners, on the promotion materials for the events, mentioning in the press releases and in the articles published about the events in [www.InterviewFrancophone.net](http://www.InterviewFrancophone.net) or other publications partners, official speech during the launching of the events and exhibitions. Part of the agenda of the exhibitions on part of the billboards PublicitART will be UNIQUE IN ROMANIA and create news annual meetings for young artists tourists, professionals

**For this 3 YEARS CSR and PROMOTION project, YPUR COMPANY will benefit of a SPECIAL OFFER of 100 000 euros (without taxes) . This investment by your company will support the common objective for CLEAN MOUNTAINS AND WATERS that will be reminded at all the events and competitions.**





*Example of* ~~Example of~~ Show Space at the entrance in TransAlpina - exposure to the national road leading to the top



Publicitart - Celidea Consultanta SRL  
Journal européen Interview Francophone  
Fundatia Oxigen

# Contact

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# Annexe



## ONE MINUTE FILM FESTIVAL : A STRATEGIC PROJECT

for encouraging and supporting the activities for a sustainable development of Romanian regions thanks to the interest for TRANSALPINA, the European region and probably the most beautiful passing of the Carpathians between Sibiu and Oltenia region of the famous sculptor Brancusi

**PublicitArt** is the new concept (of the Center for a sustainable Development of Transalpina) for outdoor advertising as ART and using local artists and artisans which brings the promotion activity compatible with the sustainable development and CSR (the advertising billboards are ART paintings or sculptures produced locally with local materials and integrated in the nature).

YOUR COMPANY is one of the first companies we offer this opportunity to be a partner of the new dynamic of the regional developments by a democratisation of arts and culture festivals aiming to serve the sustainable development and CSR education for all.



More than 200 000 people invited

(will receive either electronic invitations either free Artists calendars and postcards « TransAlpina One Minute film festival » in the hotels, in the shops, in the gas stations, either saw the banner at the entrance of TransAlpina without mentioning those wholistened to the promotion spots on radio and media ).

More than 1000 One Minute Films  
registered in 2013 (the TransAlpina Center for a sustainable

development will create a **ONE MINUTE FILM  
LIBRARY**

that tourists can accès by visiting TransAlpina

More tha 1000 local volunteers

contributing to this sustainable developpement event creating a

**TransAlpina Sustainable Development  
SOCIAL NETWORK**

through the **DEMOCRATIZATION**  
of the arts and cultural expersion aiming to  
the commun objective of **SUSTAINABLE  
DEVELOPMENT.**

**AMATOR** Artists (passionate citizens, tourists, artisans)  
are invited to work together with **PROFESIONALS**



## Importance and UNICITY of the project

TransALPINA is the Mountain Resort of Oltenia and the highest national road linking from Nord/ South the former European capital - Sibiu to the native region of the famous sculptor Constantin Brancusi – Gorj, Oltenia.. More than 500 000 automobiles are passing the TransAlpina national road yearly.

The region is facing a fast economic development trend in spite of the crisis and in 2010 TransAlpina inaugurated the creation of Ranca Novaci - the highest resort in Oltenia at 1600 m with the longest snow period in Romania.

This European region has the chance to continue its economic development (more than 5000 accommodation offers in Ranca resort including Bed and Breakfast facilities developed by the local farmers) while preserving the local traditions and ancestral habits including different artisanal work and agricultural (bio-agriculture) and traditional wooden work. In plus, the protection of the environment and the valorisation of the forest fruits is organize still in a cooperative work preserving the region for the negative impact of an industrial commercialisation while offering local jobs and extra revenues to the local community.

This development stage is crucial for shifting towards an integrated and organized sustainable development of this European region where tourism and economic development is interdependent to the protection of the natural and traditional patrimony. With more than 30 000 national wide tourists and more and more international tourists every year, the 2000 inhabitants of the TransAlpina region are developing their tourism and commercial offers while being very sensitive to the preservation of the local environment and trying to influence investors to take in consideration this natural dimension of their investment in the region (use of local natural resources in construction, protection of the environment, organisation of the infrastructure to serve the public needs and reduce natural risk , use local human resources for developing their projects, etc.).

The presence of a very good high school with young talented people in Novaci Ranca (more Olympiads winners at national and international level) is assuring the education of the new generation in the TransAlpina Region and the companies your company could play an important role in encouraging and supporting activities that supports the sustainable development of the region.

The activities and projects of the first Center for a Sustainable development in TransAlpina – at Ranca Novaci – created by Celidea SRL (organizer of the Paris European Form for a Sustainable Development) and Fundatia Oxigen intend to increase the visibility of the responsible projects of the local community and encourage investors to capitalize on the sustainable development opportunities in TransAlpina in order to transform this beautiful region in a model of local symbioses between traditional habits and knowledge and modern solutions and offers.

More than 5 shepherds homes are hosting not only thousands of sheep on TransAlpina but are also welcoming the tourists and the people passing by in their way crossing Romania from Nord to South (or vice-versa). All these drivers passing TransAlpina are potential clients and lovers of the nature and good bio products that are produced in this region. A reason to be a strategic partner and contribute to the encouragement on a long term of the activities to support this new dynamic which can not be only imposed by the political representatives but co-constructed thanks to useful community projects during long period.

We are promoting this region in Europe in order to attract international tourists and encourage the local farmers in TransAlpina to benefit from protecting nature and traditions while participating to an eco-tourism and bio-agriculture in the region.



**A diversity of projects co-constructed with the local actors are assuring on a long term the shift towards a sustainable development of TransAlpina and the joy of the inhabitants, tourists, investors who will free benefit of this positive impacts of this project:**

-YOUR COMPANY will be perceived as a MUST BRAND of TRANSALPINA but also as a RESPONSIBLE PARTNER of the local development (aiming not just to sell its products but to support projects that bring value to all the inhabitants, tourists, investors as the image of TransAlpina as artists and sustainability region will bring business and good reputation to all these potential clients of your company)

Among the benefits for the potential clients for YOU :

- Promotion materials distributed free and promoting the sustainable development signs: postcards, calendars, maps, etc.
- Organisation of at least 5 events (One Minute Film Festival, Sustainable Development Transalpina Forum, exhibitions of local artists, tourists' work, international artists promoting TransAlpina in their works, etc.), photo and sports competitions, etc.
- All these events promoting the importance of the nature and cultural patrimony
- Free promotion opportunities for accommodation and local products commercialisation for local actors respecting the sustainable development criteria
- Information and advice Point for tourists and investors concerning offers and business opportunities for a sustainable development of the region.



# Versiune in Romaneste





- Un nou concept de publicitate out-door in compatibilitate cu o dezvoltare durabila
  - Un proiect al Celidea Consultanta Srl (Organizator al Congrès Multiculturel pour un développement durable, Paris) si al Fundatie Oxigen, implementat (proiect pilot) in TransAlpina, la Ranca Novaci, cea mai mare statiune montana a Olteniei

Transalpina Eco-villages EXPOZITIE!

## Contextul unei campanii de promovare eficiente si cu o difuzare generalizata (diaspora si familiile si prietenii din Romania)

- Zonele cu potential turistic (Transalpina, Vama Veche) sunt o locatie ideala pentru promovare (reunesc potentiali clienti din toata tara si din diaspora, din Europa).
- Parteneri independenti respectati si apreciati de autoritatile locale dar si de locuitorii care nu vor ezita sa copieze modelele primelor proiecte pilot oferind o oportunitate de promovare demultiplicata fara nici un efort suplimentar din partea Sponsorilor nostri - ofera exclusivitate partenerilor si produselor compatibile cu o dezvoltare durabila (pentru a anticipa schimbarile economice si a putea integra inovatia – inclusiv Statii de alimentare pentru masinile electrice)
- Conceptul de promovare participativ folosind gardurile, gradinile si casele locuitorilor in campanii de promovare, experimentare la cererea locuitorilor gratie unui prim model proiect pilot - , Publicit' Art va fi pentru prima data implementat in Romania pentru crearea unor proiecte comune in Transalpina Ranca- Novaci si Vama Veche
- **Respectul si promovarea valorilor locale prin design-ul** panoului publicitar : constructie din piatra, lemn cu motive arhitecturale locale si decoratii inovante – fresca, conceptul de Rama de Tablou pentru panouri Publicitare , etc
- **Inserarea panourilor publicitare in viata comunitatii** (amplasament pe partea carosabila cu vizibilitate si din masina) si in **cadrul natural** (amplasament in locuri de panorama care ofera o imagine pozitiva peisajului si orasului – satului) - avem concesionate 10 amplasamente studiate pentru impactul in promovare pentru toti cei care traverseaza TransAlpina sau trec prin Vama Veche.
- Dezvoltarea in viitor a unui program european prin Crearea unui **proiect de ansamblu care sa puna in valoare patrimoniul cultural si material local** dar care sa atraga si **turisti si artisti internationali** in scopul certificarii si incurajarii comunitatii locale sa pastreze aceste valori inestimabile. In plus, conceptul poate sa sprijine dezvoltarea comertului local si incurajarea tinerilor sa nu plece spre alte metropole ci sa dezvolte regiunea la nivel local.
- **Multifunctionalitatea panourilor Publicitare** care vor fi construite ca obiecte de arhitectura locala (fresca si mesaj inspirant), support pentru expozitii temporare in aer liber, promovarea artistilor si artizanilor locali si a valorilor locale prin expozitii de fotografie. Panourile vor avea un design tip RAME DE TABLOURI ceea ce va transforma orasul Novaci – Ranca in primul ORAS EXPOZITIE in aer liber. In plus suporturile panourilor vor permite instalarea unor banci (care lipsesc in acest moment) si chiar a unor spatii de intalnire pentru comunitatea locala cu turistii care in acest moment se retrag in graba direct in Ranca in vilele sau camerele de hotel disponibile.

# Publicit'Art – Promovare eficienta si compatibila cu o Dezvoltarea Durabila in destinatii expozitie!

Construirea unui COMPLEX ARHITECTURAL FUNCTIONAL format din doua GARDURI EXPOZITIE si 10 PANOURI PUBLICIT 'ART instalate in punctele care ofera o panorama exceptionala pe drumul intre Novaci si Ranca la 1600 m altitudine.

Obiectivul este de a inova si a propune PICTURI TEMPORARE, GRAFITI pe STANCILE, PIETRELE APARENTE pe dealurile si muntii din TransAlpina si apoi a exporta acest concept, proiect de Open ART - PublicitART (obiectivul este de a deschide si propune gratuit gardurile, stancile si natura pentru expresia artistica : picturi, grafiti cu subiecte compatibile cu protectia naturii si dezvoltarea durabila).

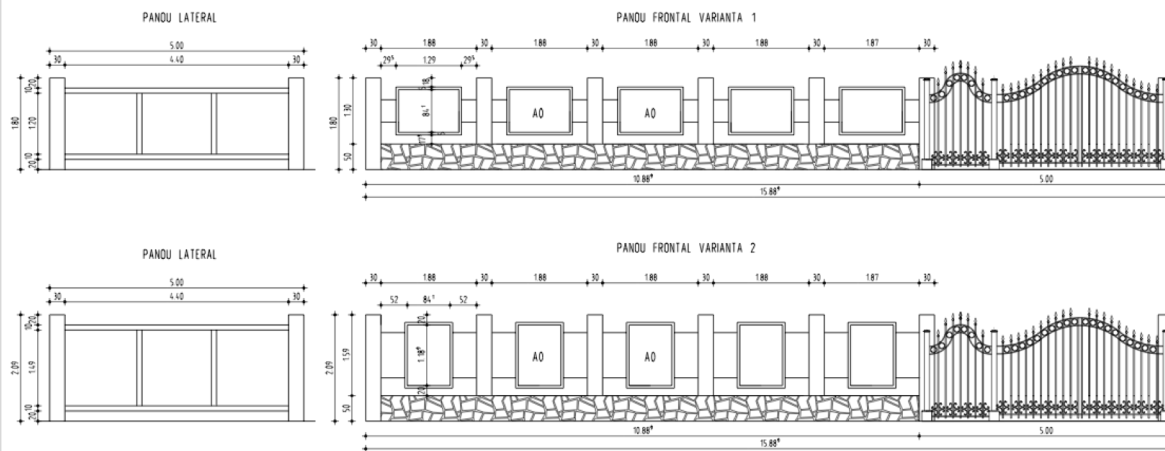
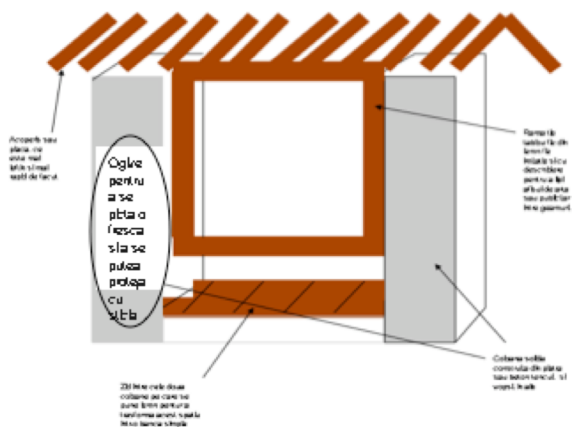
Publicit'Art GARD EXPOZITIE (cu panouri publicitare sau de arta integrate) vor fi instalate la intrarea in Novaci in fata cladirii ce va gazdui activitatiile Centrul de Dezvoltare durabila a zonei montane Ranca – Novaci si la Ranca pe cornisa cu vile care duce spre Biserica de lemn, un punct turistic al statiunii. (O masa, scaune si un izvor de apa curata vor fi amenajate in acest spatiu de bun venit in Novaci Ranca.)

Reclamele partenerilor proiectului vor fi realizate in colaborare cu artisti locali sau cel putin cu un filtru sau tematici legate de arta, cultura locala, pentru a beneficia de o si mai mare imersiune in comunitatea pe care aceste reclame vor sa o sensibilizeze.

**Responsabil proiect: FUNDATIA OXIGEN si ziarul INTERVIEW  
FRANCOPHONE (partener in Romania -**CELIDEA CONSULTANTA  
SRL**)**

**®Publicit'Art si ®GardulExpozitie sunt concepte inovante inregistrate la OSIM de catre CELIDEA CONSULTANTA SRL (ziarul INTERVIEW FRANCOPHONE) si FUNDATIA OXIGEN**

**PICTURI, GRAFITI, PANOURI PUBLICITARE GAZDUITE DE LOCALNICI CARE TRANSFORMA DEALURILE (picturi pe stanci, pietre, dealuri, etc) DESTINATIILE TURISTICE IN EXPOZITII TEMPORARE IN AER LIBER**



# BENEFICII CONCRETE pentru PARTENERII- SPONSORII PROIECTULUI:

CAMPANIE DE PROMOVARE SI SPRIJIN LOGISTIC TIMP DE 3 ANI in zona TransAlpina Ranca-Novaci si Vama Veche

- Promovare oficiala ca partener in Programul DESTINATII EXPOZITIE in destinatiile turistice cu potential de DEZVOLTARE DURABILA
- \* Promovare pe Banner-ul evenimentelor anuale care vor fi organizate in cadrul acestui proiect – in Ranca Novaci si Vama Veche (Exemplu – One minute Film Festival)
- \* Cel putin 3 editoriale si 4 interviuri cu clienti sau potentiali clienti ai Sponsorilor Interview Francophone (Celidea in Romania) si donatori ai Fundatiei Oxigen
- \* O pagina de promovare PERSONALIZATA actualizata a serviciilor si ofertelor dumneavoastra in Interview Francophone (pentru diaspora si familiile si prietenii lor)
- **SHOW ROOM - SHOW SPACE in Novaci** – pe Nationala spre Ranca – pentru promovarea (timp de 3 ani) si lansarea modelelor (fara constrangeri si limata pentru ca spatiul este proprietatea cuplului de fosti geologi la pensie care au creat Fundatia Oxigen)
- Logo pe fiecare pagina a Intervurilor din Interview Francophone – pentru a promova oferta si imaginea Companiei dumneavoastra

**VALOAREA CAMPANIEI de promovare si sprijin logistic timp de 3 ani = 300 000 Euro HT**

**Oferta speciala: COLABORARE BARTER TOTAL**

BARTER cu doua autoturisme

Optiune de Contract:

- 1. Contractul poate fi semnat cu Fundatia Oxigen** (prin donarea celor doua autoturisme pentru ca acest proiect sa fie dedust din impozit. Fundatia Oxigen va asigura camapnia in parteneriat cu Interview Francophone (Celidea in Romania) sau
- 2. Contract de prestari de servicii** promovare in barter total – cu INTERVIEW FRANCOPHONE (Celidea Consultanta Srl in Romania)