

**2019 Annual report**  
**Czech Union for**  
**Nature Conservation**  
**Veronica**  
**(excerpt)**



*Veronica officinalis* (heath speedwell)

# ***About Veronica***

Veronica was established in 1986 as a regional magazine aimed at connecting culture and nature conservation and disseminating environmental education in a cultivated way. The activities of the Eco-Counselling Centre and Veronica Ecological Centre after October 1989 became the base for Ecological Institute Veronica (EIV) in 1999 as a professional workplace of ZO ČSOP Veronica (Local Chapter of the Czech Union for Nature Conservation).

Ecological Institute Veronica is an expert and educational institution offering the interpretation of professional environmental topics. Its activity is based in Brno and Hostětín and gives attention to both urban and country environment. We have worked with a wide range of subjects, with our local details as well as with many international issues, from Hostětín to Europe, from practical care of nature to works of art.

The main mission is to support environment-friendly relationship with nature, landscape, and their natural and cultural values.



# **Our Accomplishments in 2019**

## **We have been interconnecting environmental education and work with handicapped children and adults in a unique way for 5 years.**

*We have prepared new training and residential programmes for bodily and visually handicapped children. We have also organized three stays for them. These activities were presented by us at two events for the public and at a Garden party; this party offered a café in the dark, a blindfold walk through a natural garden and to listen to music played by sightless musicians. We have presented our work with the handicapped at the international conference on garden therapy in Poland.*

## **We have published an original textbook on climate protection.**

*The textbook is intended not only for persons educating on climate protection but also to the MPs, representatives, local government employees, state administration employees and to persons working at eco-centres and non-profit-making organizations. Teachers and educators can also make use of the extending methodical handbook.*

## **We have created a new version of the internet Ecomap suitable also for cell phones and tablets.**

*The Ecomap shows objects and places associated with the environment or enabling to make purchases in a more considerate way. In 2019, the map got more than 500 new objects which makes a total of 4 800.*

## **We have organized a very successful Vegetarian “Pig Slaughtering”.**

*The event aimed at reducing the consumption of meat and protection of the climate was appreciated not only by the public but also by the mass media. The event was lively broadcasted by the Czech Radio Dvojka program and Lenka, our chef-de-cuisine, had a live show in Czech Television where she performed how to cook these dishes.*

## **We launched a campaign aimed at flying restrictions, [www.neletam.cz](http://www.neletam.cz).**

*This campaign informs people about the impact of the air traffic on the climate and offers them pledge themselves not to travel by air in the future. This is a first activity of this kind in the Czech Republic.*

## **We have started our new environmental social enterprise Fruit Processing Plant and Veronica Café.**

*This enterprise supports biodiversity and ensures processing of the fruit from nearby gardens. It employs persons with aggravated prospects of integration into the labour market.*

## **We have supported School strike for climate.**

To support their demands, we made appearance in the squares in Brno, Zlín and Valašské Klobouky. The students also used our professional support in discussions on the climate crisis.

## **Together with other participants we have established a new organization called The Garden Therapy Association.**

The Veronica Centre in Hostětín is one of the places where this therapy is practised. It is a healing method using a stay in the garden and contact with the countryside helping thus people to feel better both mentally and physically.

# **Veronica in numbers in 2019**

<b>827 000</b>	<b>displays of our websites</b> (VERONICA.CZ, UMENIVYBIRAT.CZ, CO2LIGA.CZ, CASOPISVERONICA.CZ and HODINAZEME.CZ).
<b>450 000</b>	<b>Czech crowns</b> obtained from private and individual donors to support our work. Thank you very much.
<b>312 000</b>	<b>of the visitors of the webpages of our eco-counselling centre;</b> out of them 38 000 were from Brno
<b>13 900</b>	<b>displays</b> of the most frequently visited eco-counselling article on the web: "WHAT IS THE DIFFERENCE BETWEEN COOKING SODA AND WASHING SODA"
<b>7 700</b>	<b>visitors</b> to the events in Hostětín.
<b>4 800</b>	<b>objects on the internet Ecomap</b> out of which 500 are brand-new ones.
<b>2 500</b>	<b>visitors to the Apple Party in Hostětín.</b>
<b>2 500</b>	<b>pupils and students</b> at 71 one-day and 13 several-days eco-training programs; 9 500 man/hours of training in total.
<b>1 310</b>	<b>springs</b> on the internet springs map providing information concerning the quality of water
<b>514</b>	<b>answered questions</b> in the eco-counselling centre.
<b>85</b>	organized <b>educational or edifying events</b> .
<b>16</b>	newly <b>certified natural gardens</b> .
<b>1</b>	new <b>textbook on the climate</b> .

# Testimonial

*Well, we are back at home and I have been in tears again; I miss you all! Thank you very much for the opportunity to give pleasure to handicapped girls and boys on wheelchairs every year.*

*My thanks go also to the assistants – both girls and boys, to the Veronica centre and to all those who helped us realize this unforgettable fortnight.*

*Thank you very much for your answer ... We are thankful for the references to the carbon footprint... The carbon footprint seems to be our main theme in the future.*

*Thank you very much for the identification of the plant and your advice how to treat it.*

*I wish you a nice end of the summer – green and fruitful!*

*I don't hesitate to call the place "my third home". I like coming back here again and again to volunteer.*

*Once you start coming here, you can't stop (characteristics of volunteering in the Veronica Centre in Hostětín)*

*Hostětín and the Veronica Centre are simply TOP!"*

*My intention was to celebrate my 60<sup>th</sup> birthday (I was born in January) only with my family, in a different way and not in January! All my family left Znojmo for Hostětín at the beginning of June and it turned out to be an excellent idea. All my family liked the natural garden, the environmentally friendly boarding house and the surrounding meadows. We really enjoyed the friendly attitude of all the employees we met. I am going to recommend your boarding house to all my friends. I was honoured to be able to celebrate the birthday in your place. The rooms were good, the food was excellent. The lecturers were nice. Please go on this way! Thank you!*

*Thank you very much, it was great to be here and the kids were excited which is the most important thing.*

*My thanks go to all those who took care of us – both directly and indirectly. I thank to the lecturers for having the patience of saints and their highly professional approach. It was nice to be here and I'll be glad to come back here with my next class.*

*A good place and environs for eco-stays. The lecturers were real professionals. They showed real interest in conveying their knowledge to us, were very tolerant and adapted their lecturing to the age of the pupils.*

*Thank you for the program and for you letting us stay in this beautiful and peaceful place. Special thanks to the lecturers for their positive attitudes. They were very nice – all of them!*

*We have organized two week-stays for handicapped children in the Veronica Centre in Hostětín. The attitude of the staff was perfect, the food was excellent and the environs was beautiful. Both we and the children enjoy our stays here. We are really attached to this place. And the excellent cider crowns it all, of course!*

*Thank you for organizing a stay for children suffering from atrophy and dystrophy. Honzík was enthusiastic; this year he liked the summer camp even more than last year. He spent all the long way home telling us stories from the camp. His happiness makes me happy.*

*Thank you for your answer. I am going to study all the websites I received from you and if they give me answers to our questions I will know how to solve our problem. I wish you much success in your work which is surely very useful for a better future.*

*Thank you very much! I am going to disseminate, share and urge. I wish you much success!*

*Thank you very much for your answer. It helped me to make better orientation in the problem. I am glad to know that paints dilutable by water do not contain so much toxic substances. I am going to pay more attention to paints based on other solvents.*

*Thank you for sending us the required information. We are sure to use it in practice and we will also try to introduce a more environmentally friendly management – especially in the way of lighting the rooms in the school building.*



**ZO ČSOP Veronica  
(Local Chapter of the Czech Union for Nature  
Conservation)**

Panská 9, 602 00 Brno  
tel. 542 422 750  
e-mail: [veronica@veronica.cz](mailto:veronica@veronica.cz)  
[www.veronica.cz](http://www.veronica.cz)

**Centrum Veronica Hostětín  
(Veronica Ecological Centre Hostětín)**

Hostětín 86, 687 71 Bojkovice  
tel. 572 630 670  
e-mail: [hostetin@veronica.cz](mailto:hostetin@veronica.cz)  
[www.hostetin.veronica.cz](http://www.hostetin.veronica.cz)

Bank account No.: 2001190570/2010  
CRN: 13693620  
VAT No.: CZ13693620

ZO ČSOP Veronica Annual Report 2019 (excerpt)

Published by Ecological Institute Veronica, Brno 2020  
English translation: Marcela Dokulilová  
*The document has not been proofread.*