

# 2011 Annual report

## Czech Union for Nature Conservation Veronica



**veronica**  
EKOLOGICKÝ INSTITUT

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

## **Annual Report for the year 2011**

### **About Veronica**

*The organization started its activity with the Veronica magazine, 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).*

EIV is an expert and educational institution offering the interpretation of expert environmental subjects. 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, beginning with practical care of nature and including also works of art. Our mission is to support environment-friendly attitudes towards nature, landscape, and their natural and cultural values.

## **CONTENTS**

### **Our achievements in 2011**

#### **I. Nature and Landscape Conservation**

*Mojmír Vlašín*

#### **II. Climate Protection and Effective Use of Energy**

*Yvonna Gaillyová*

#### **III. Green Household, Green Public Procurement, Green Company**

*Petr Ledvina*

#### **IV. Regional Development**

*Jana Tesařová, Alena Šuráňová*

#### **V. Veronica Magazine**

*Dana Zajoncová, Olga Krejčířová*

#### **VI. Centre for sustainable rural development Hostětín**

*Hana Machů, Renata Bolečková*

#### **VII. Eco-Counselling Centre**

*Petr Ledvina with the consultant team*

#### **VIII. International Cooperation**

#### **IX. Employees in 2011**

#### **X. Financial Report**

*Radka Batelková, Jana Maděrová, Marie Holíková, Kateřina Koželouhová Plesková*

#### **Acknowledgements**

*Front page photo: Awarding the medals and certificates for natural gardens taking place in "U Smrku natural garden", Brno, CZ, September 2011.*

*Photo on last-but-one page: a climatic message from the Apple Festival, Hostětín, September 2011*

*English translation of the Annual report: Anežka Sobotková (thank you)*

## OUR ACHIEVEMENTS IN 2011

We have celebrated the 25<sup>th</sup> anniversary of Veronica magazine, 20 years since the foundation of Veronica Eco-Counselling Centre, the jubilee 10<sup>th</sup> year of the Apple Festival and the fifth birthday of the passive house run by Centre for sustainable rural development Hostětín.

The new graphics of Veronica magazine covers feature watercolors by Aleš Lamr.

Within the modifications of the Petrov area, 3 big trees were cut down to be replaced by a mere hedge with hydrangeas. We managed to negotiate an additional planting of several apple trees with Brno-Centre city district.

The number of visitors to Hostětín got across the magical line of 7000.

The number of subscribers of Rozverky electronic newsletter, via which we distribute environmental news from the Czech Republic and abroad, Veronica Eco-counselling Centre's tips, invitations, and information from both our organization and our friend organizations, reached the same number.

13 years ago we secured the entrance to Valerie adit, where bats hiberante. The numbers of lesser horseshoe bats (*Rhinolophus hipposideros*), a critically endangered species, have risen since that time. In 2004 there were only 23 of them, by 2011 there were 129.

The report from the reunion of successful Czech female builders in Hostětín called *Women's Houses*, held on the occasion of *the International Passive House Day*, has made it to the permanent gallery at [www.aktualne.cz](http://www.aktualne.cz).

A new video clip about Hostětín has been created – not only does it invite people to visit, it also points out metaphorically that “there are places to go...”.

Rostislav Pospíšil, our artist, has created a new educational trail called *Naokolo Hostětína*.

We have certified 44 natural gardens throughout the whole of southern Moravia.

Through our *Ecomap* we show 1,500 places to the users of the Internet, where services connected with sustainable consumption and the nature of southern Moravia can be obtained.

The Network of Eco-Counselling Centres awarded us the 2010 consultancy project award for out tap water video and campaign.

## I. NATURE AND LANDSCAPE CONSERVATION

*Nature and landscape conservation is a term of wide comprehension that not only includes terrain work, but also environment-friendly landscape management with an effort to minimize the impact of consumption on ecosystems. EIV pursues nature conservation on both conceptual and practical levels. Being one of the local chapters of the Czech Union for Nature Conservation, we are also concerned with the activities of its central organs.*

[www.veronica.cz/prirodnizahrady/](http://www.veronica.cz/prirodnizahrady/)

### Protection of Specially Protected Animals

Cooperating with Podyjí National Park Administration, we fixed dry walls, built hatching grounds, and equipped **aesculapian snakes** (*Zamenis longissimus*) in their most prominent Czech locality – Šobes vineyard – with special transceivers. In this way we could learn which places are crucial for their survival. We participated in research about and protection of aesculapian snakes also in the Austrian part of

the national park and in the publication of a Czech-German brochure called *Reptiles of the Podyjí/Thayatal National Park*. In addition, we cooperated on a aesculapian snake rescue program near Svatý Štěpán village with Bílé Karpaty PLA Authority.

We were taking care of 4 prominent hibernacula of **bats** and horseshoe bats (Machosluj, Stříbrnice, Maršovská vodní, Valerie) and we re-counted their numbers, like every year. We took care of and treated 65 handicapped bats in Brno and its surroundings, and we helped 12 other through providing telephone assistance. We celebrated the 15<sup>th</sup> **European Bat Night** with Moravian Karst PLA Authority and other partners in Výпустek cave. The event attracted 337 visitors, 30 % of these were children and youth.

In the course of the last 20 years, we have built 30 nest bases for **white storks**. In 2011, eight of these were occupied by storks and in six out of the eight the nesting was successful with 13 young storks altogether.

### Natural Gardens

Being part of the *Natural Gardens Without Borders* Czech-Austrian project, we have been spreading awareness about gardening without artificial fertilisers and crop-sprays, which encourages biodiversity. We run a specialised counselling centre, we contribute to the media with topical articles, we offer books on natural gardening both in our library and in our shop, and provide the chance to win the **Natural Garden medal** to the general public. 43 private and public gardens in South Moravia region were awarded the medal as a sign of appreciation for their cooperation with nature. We threw several garden parties in public gardens, organised a two-day seminar for the general public, which featured a field trip to some Austrian natural gardens, and we threw 10 educational discussion evenings of a cycle called *Natural Gardens Friends' Meeting*.

### Fruit Growing in Hostětín

Nearly the whole year was in the sign of fruit growing. In February we threw a conference called *The Orchard Wealth*, in which more than 45 people took part. In Spring two traditional *Pruning and Propagation of Fruit Trees* seminars took place, in September there were the *Summer School of Landscape Protection* focused on fruit growing and the *Apple Festival*, and in November we had a seminar called *Recognising Fruit Varieties*. We continue creating the model orchard – we have been marking old fruit varieties and creating an information system for both children and adults. We installed a beehive in the orchard and we threw a seminar on insects' homes there.

### Educational events

On 10<sup>th</sup> July, we joined the **Big Jump – the International River Swimming Day**. Over 50 Brno inhabitants joined us for swimming in the place of the former Riviera river lido on the Brno section of the Svatka river.

In cooperation with other Brno organisations, we sold over **800 Christmas fir saplings** in containers. Last-year saplings were planted in the forest in April with help of the public, and provided with the FSC certificate of friendly forest management. On average one third of the sold saplings are returned to the forest.

Together with the Czech Union for Nature Conservation (ČSOP) Brno, we declared the 12<sup>th</sup> year of the **Brno Tree of the Year** competition. The most popular tree (303 votes) was a *Platanus Hispanica* growing in the garden of the School for Visually Impaired located in 2 Kamenomlýnská street, Brno-Pisárky. The second place

was taken by a *Platanus Hispanica* growing in 41a Hybešova street, and the third place was taken by a cherry tree in Bystrc-Kamechy.

We also went out to prepare new editions of two **maps of springs** in Brno and its surroundings (*Pozořice and Podkomorské lesy*).

## II. CLIMATE PROTECTION AND EFFECTIVE USE OF ENERGY

*The starting point of our programme is to protect global climate by reducing CO<sub>2</sub> emissions. We support alternatives which eliminate burning of fossil fuels and contribute towards effective use of energy. We provide education and disseminate information, but we are also active on the practical level. Passive buildings and ecological architecture are special for us. We focus on regional level work, elaborate the concept of energy self-sufficient territory. Our experience from model ecological projects in Hostětín has been used in the cities. We publish and comment on the translations of the latest documents at [www.veronica.cz/klima/](http://www.veronica.cz/klima/). Veronica has become a member of Czech Climatic Coalition ([www.zmenaklimatu.cz](http://www.zmenaklimatu.cz)) and has been invited to participate in an educational programme for Central and Eastern Europe campaign leaders. The programme has been supported by European Climatic Foundation (ECF).*

[www.veronica.cz/energie/](http://www.veronica.cz/energie/)

### Education and training

In cooperation with Calla civic association, we threw two more **Global Climate Change – Facts and Fiction** seminars, this time in Hradec Králové and Ústí nad Labem. Seminar on the topic of the Covenant of Mayors took place in Brno in cooperation with the Ecumenical Academy, also taking on the issue of the impact of climate change on developing countries. The *Week with Veronica* included a seminar for city clerks and several guided tours inside the House of Nature Conservation focused on the topic of energy saving. The total of 170 people took part in the seminars.

The *Prima Klima* ("Groovy Climate") travelling exhibition went through 17 different places. Supplemented by a guided tour, it was attended by visitors of Blansko cinema or by the employees of PPG Company during their Green Week. We kicked off another year of *Zlín CO<sub>2</sub> League* for high schools.

Cooperating with Green Circle network of ecological counselling centres, we supplemented the official green administration methodology with climatic aspects, for example with the list of the current climatic marking of consumer products.

We published three publications – *Venkovní osvětlení v obcích* ("Outdoor Lighting in Cities") by Jan Hollan, *Města a ochrana klimatu* ("Cities and Climate Protection") by Jan Labohý and *Obnovitelné zdroje energie v Hostětíně* ("Renewable Energy Sources in Hostětín"). A regular climatic column features newly in the Veronica magazine and in the Rozverky electronic newsletter.

### The Czech Climate Coalition

We initiated an intense cooperation with the *Czech Climate Coalition*. Our representative was elected to the five-member board, we became the guarantors of the educational objective of the strategic plan, and we directed the cooperation of Czech organizations with the private sector. During the preparations for the Inter-

national Day of Action Against Climate Change, dozens of pictures we taken featuring the general public and messages for politicians. Consultations with the Austrian subdivision of WWF resulted in two trainings focused on WWF's cooperation with the private sector (*Climate Group* project).

### **Earth Hour**

This year was already the second time we had coordinated the Earth Hour in the Czech Republic, a campaign which, thanks to WWF's initiative, takes place throughout the World. 134 cities, 60 companies and thousands of individuals became involved.

### **Building and Energy**

We are part of the *Network of Passive House Centres (Síť center pasivního domu)* and we are taking advantage of the unique fact that we were the first to build a public building in the Czech Republic which complies with the passive standard. In this building we provide counselling services, organize Doors Open Days, and offer excursions and accommodation. We have arranged 10 events focused on passive housing – 5 seminars (in Ostrava, Hostětín, and Uherské Hradiště) and 5 weekend stays at building sites of passive houses (Ivanovice na Hané, Úvaly u Prahy), where theory was combined with practical demonstrations of how to treat earthen plasters and straw bales as building materials.

*Women's Houses* meeting, taking place in Hostětín on the International Passive House Day with the participation of successful Czech female builders, received the most substantial media coverage. The Centre's house in Hostětín celebrated its fifth birthday on that occasion. It hosted 95 excursions and 4834 visitors in 2011. On behalf of these, we try to improve our system of measurement and visualisation of energy consumption and other operational statuses all the time.

We initiated the Czech-Austrian project called *Restoring Old Houses into a Passive Standard*.

We arranged a one-week course on natural and passive building for a group of French teachers and a workshop called *Sustainable Settlements* for the Faculty of Architecture of Brno University of Technology. We compiled and tested an educational route through successful energy projects in Brno.

## **III. GREEN HOUSEHOLD, GREEN PUBLIC PROCUREMENT, GREEN COMPANY**

*Veronica Ecological Institute provides counselling services and shows practical examples in the realm of consumption reduction, change of consumers' behaviour, environment-friendly households, companies and authorities. We provide the public with scientific knowledge and let people think independently about environmental context of consumers' behaviour. We ourselves follow the environment-friendly guidelines in the House of Nature Conservation in Brno and in Centre for sustainable rural development Hostětín.*

*[www.veronica.cz/nakupovani/](http://www.veronica.cz/nakupovani/) and [www.veronica.cz/zeleneuradovani/](http://www.veronica.cz/zeleneuradovani/)*

We promote green public procurement in a partnership with the Network of Eco-Counselling Centres (STEP). We prepared a 2012 Green Public Procurement calendar, we created an Internet databasis of examples of institutions acting in an environment-friendly way ([www.veronica.cz/dobrapraxe/](http://www.veronica.cz/dobrapraxe/)), updated 3 fact sheets (cleaning, office equipment, office supplies) and created a new one (furniture and flooring).

We tailored directives for eco-friendly office and administrative services for Cenia, the Czech Environmental Information Agency.

We introduced an **eco-friendly operation** at Opava city municipality: we evaluated an employee survey, performed an analysis of the initial state of affairs, and proposed environment-friendly measures. We alone were establishing an environment-friendly operation in Praha-Libuš city district, part of which was evaluation and proposition of improvement measures, questionnaires and seminars for employees, and the creation of an action plan, subsequently authenticated by the city council.

We contributed to the sixth year of the Most Eco-friendly Office/Institution Operation In the South Moravia Region Competition by formulating the competition questions, questionnaire printing, and performing the evaluation. We held approximately 12 lectures on this topic for public offices, institutions, and organizations.

## **IV. REGIONAL DEVELOPMENT**

*Life is happening in a region or at a place. Sustainability and a happy life lie in the knowledge of the place in the sense of both "local heritage" (natural determinateness, local tradition, history, cultural uniqueness of the place) and "real functioning" (social aspects of environment-friendlier behaviour, possibilities of local businesses, real potential of municipalities and its use, legislative, local community involvement). EIV disseminates environmental aspects of regional development with the respect for its contents and as well as related procedural matters.*

<http://hostetin.veronica.cz/studie/>

### **Apple Festival**

The two thousand visitors of the 10<sup>th</sup> year of the traditional festival could get familiar not only with Hostětín ciders, but also with other products bearing the *Tradice Bílých Karpat* brand, which are result of the work of local farmers, craftsmen or companies, and which are connected to the local landscape, traditions and skills. We arrange the festival together with Tradice Bílých Karpat civic association and the village of Hostětín, being helped by over 100 great volunteers.

### **Sustainable Tourism**

We created a new educational walking trail called *Naokolo Hostětína*, which shows what life in Hostětín used to look like once in the past, how people worked, how they celebrated festivals, what they did for a living and how they did it, and other interesting facts about the place and the landscape surrounding it. We even issued a tourist map of the trail. A catchy video clip called *Je kam jít...* (*Now You Know Where to Go...*) was created to promote Hostětín. We arranged a press trip for journalists, where we presented the Green Holiday programme.

### **Environment-Friendly Water Management in Urbanised Landscape**

We offered a two-day workshop called *Planting Plants into Reed-Bed Water Treatment Systems* (20 participants), 4 field trips to reed-bed water treatment plants in South Moravia and Zlín regions (70 lay participants and 12 participants from public administration), and a facilitated discussion on the topic of the proposed bike path to be built along the Svitava river in Blansko (15 participants from lay circles, local institutions and public administration).

### **Ecomap**

The Internet navigation for everyone who wants to learn more about services, opportunities and beauties of South Moravia region related to nature and sustainable

consumption, was enlarged to embrace 1500 items. The *Ecomap* is available for free on [www.veronica.cz/ekomapa](http://www.veronica.cz/ekomapa), where it can also be added to by users themselves.

### **Environment-Friendly Alternatives Field Trips**

We offered two field trips to the general public as inspiration for an environment-friendly country lifestyle – in June, we visited a passive house and two organic farms in Vysočina region, and in December we visited Horní mlýn in Křtiny near Brno with a demonstration of a reed-bed water treatment plant, natural building, car sharing, and an organic club.

### **Brno Organic Market**

Over 20 sellers (organic farmers, regional and organic producers and non-profit organizations) and over a thousand visitors joined the 20<sup>th</sup> year of Brno Organic Market. This year was the first time we had presented the concept of Community-Supported Agriculture to the public – a model of a mutually beneficial partnership between the farmer and the consumers.

## **V. VERONICA MAGAZINE**

*The Veronica magazine for nature and landscape conservation is an environmentally oriented nationwide periodical. It keeps track of long-time trends as well as current nature and landscape conservation issues. It strives to stimulate feelings and poetic perception of nature and landscape by involving literary and artistic elements.*

[www.casopis.veronica.cz](http://www.casopis.veronica.cz)

**6 issues** were published in 2011 with the following topics: 1 – national parks, 2 – ecosystem services, 3 – public spaces, 4 – paths in the landscape, an interpretation of natural and cultural heritage, 5 – The Year of Forests in Šumava, 6 – a quarter-century of the magazine. The covers with a new graphic design feature watercolours by Aleš Lamr.

In cooperation with The Agency for Nature Conservation and Landscape Protection of the Czech Republic, we created 8-page colour leaflets, inviting people to visit Velký and Malý Bezděz, Úhošť, Čerchovské hvozdy, Karlovské bučiny, Lovoš, and Týřov national nature reserves. We issued a publication called *Ztracený luh pod Pálavou* ("Lost Meadow Under Pálava") with an essay and photographs by Jarmila Kocourková on the occasion of the Veronica magazine 25<sup>th</sup> anniversary.

We celebrated the anniversary by the Verdis Theatre Company's performance *Jeňýček, Mařenka a ekostařenka aneb Pohádka o permakulturní chaloupce* ("Hansel, Gretel and the Eco-Friendly Witch, or a Tale of a Permacultural Cottage") authored by Mojmír Vlašín and Světlana Jálová. The performance took place in Husa na provázku theatre on 25<sup>th</sup> February and was co-organized by Lipka, an educational institution for environmental training.

### **Rozverky Electronic Newsletter**

We distributed the electronic newsletter eighteen times to more than **7,000 e-mail addresses**. Every third week, environmental news from the Czech Republic and abroad, tips of Veronica Eco-Counselling Centre, invitations and information from our organisation and other friend organisations are distributed in this way.

## VI. CENTRE FOR SUSTAINABLE RURAL DEVELOPMENT HOSTĚTÍN

*The mission of Centre Veronica Hostětín is to show, with the use of practical examples, realized projects and the results of their monitoring, that our relationship to nature, local resources and traditions as well as their considerate management can protect the environment and global climate, economically stabilize the countryside and help to tackle unemployment even in relatively remote areas.*

<http://hostetin.veronica.cz>

### Educational Activities

We had the total of **7304 visitors** and for these we prepared 15 doors open days, 53 guided tours, 17 one-day seminars, 17 educational events lasting more than one day (for example the 9<sup>th</sup> year of the **Rural Landscape** conference, **Sustainable energy and Landscape** conference, the celebration of the *International Passive House Day*, the *Summer School of Fruit Growing*, the *Apple Festival*, and multi-day seminars), and 4 stays for parents and their children and other target groups. The events were visited by city representatives and clerks, professionals from companies and NPO's, teachers, and the general public.

We provided **58 educational programmes** for schools (*Prima klima* ("Groovy Climate"), *Sustainable development*, *Sustainable energy resources*, *I Drink Juices. What About You?*, *Crafts of our ancestors*), often supplemented with field trips, which made the pupils and students familiar with Hostětín projects in a playful way. There were also **6 stay-over programmes** called *Sustainable Development Through All Senses*.

We were tailoring educational programmes in addition to our standard offer. The centre also served as a base for terrain trainings and workshops of many universities (we arranged 14 programmes for these), and trainings of companies and other institutions.

We are a member of Pavučina national network of environmental education centres, Líska – a CSO for environmental education in Zlín Region, and the *Ekopobyt* project, which puts together centres for environmental education.

We are the coordinator of the *Eco-School Network in the Czech Republic* project ([www.ekoskola.cz](http://www.ekoskola.cz)) in Zlín Region. Eco-School is an international project aiming at a systematic improvement of the state of schools in terms of waste, water and energy management and school environment, especially through the activity of pupils. The programme encourages cooperation between pupils, teachers, school boards, and the local communities. 16 schools in Zlín Region are involved in the project, and 8 out of these have already obtained an international title.

### Visitor Profile of Centre for sustainable rural development Hostětín in 2011

<b>total</b>	<b>7304</b>
schools (elem., high, univ.)	1794
interest org., NGO's	395
public service	171
businesspeople	42
other	4902

The space was also made use of by 13 locals (celebrations, christening parties, receptions). In addition, there were 3 events arranged by the city or by local clubs.

## Sustainable Development Model Projects

With the aim of being able to provide both the lay and the professional public with independent, concrete data, results of measurements, and practical knowledge from operation, we deepened the systematic **monitoring of the passive house and photo-voltaic installations**.

We published a brochure called *Renewable Sources in Hostětín*, which provides information on model savings projects and renewable sources projects (biomass, the sun).

We have been transforming the garden behind our cider house into a model orchard and natural garden, and installing model biodiversity supporting features in it.

We, too, present the model projects to geocachers, participants of the international game of today on the borderline between sport and hiking, the point of which is to find a hidden case using the GPS navigation system.

Hostětín was presented as a model example in a conference on energy management in Turkey, a seminar on solar energy in the Czech Parliament, a conference on education in sustainable development in Deblín and the *Economic Alternatives* seminar in South Moravia.

## VII. ECO-COUNSELLING CENTRE

*Our aim is a preventive protection of the environment. We offer advice, analyses and long-term consultations. Barrier-free counselling centre in the House of Nature Conservation in Brno is open for the public on weekdays and its services are available also on the phone, via email or www interface. A large library and a study room with wi-fi connection are available to the visitors of the counselling centre. Eco-counselling is also provided at our Hostětín workplace. The eco-counselling centre meets the standards of The Czech Eco-Counselling Network (STEP) and has a share in the management of this unifying organization.*

[www.veronica.cz/poradna/](http://www.veronica.cz/poradna/)

### The 20<sup>th</sup> Anniversary of the Centre

The eco-counselling centre celebrated its 20<sup>th</sup> anniversary. We arranged a series of public events called *A Week with Veronica* in the period of 19<sup>th</sup> – 29<sup>th</sup> July (field trips, workshops, specialised counselling, guided tours through our house). In this way, we were promoting the Green Phone services and we presented a whole scale of topics for various target groups. The celebrations were crowned by the cultural *PoradnaFEST*, which included performances of musical groups, exhibitions, and scenic dance.

On 24<sup>th</sup> November, we hosted a full-day nationwide professional conference called **20 Years of Eco-Counselling in Brno**. 60 participants from the Czech Republic and others from abroad shared their experience and reflected on the future of eco-counselling in the Czech Republic in the European context. The contributions and conclusions are available at [www.veronica.cz/konference/](http://www.veronica.cz/konference/).

### Eco-Counselling Centre

The long-term project of the South Moravian Network of Eco-Counselling Centres, in which we played the role of a counselling centre, while providing methodological guidance and training supervision for other counselling centres in the region, ended in June. In the long run, we are one of the most important counselling centres belonging to the *Network of Eco-Counselling Centres (STEP)* and we help to run the network.

We ran a service called the **Green Phone** for Brno City Municipality, which provided people with eco-counselling free of charge. **We answered 1883 inquiries.** As usual, the most popular topics were the waste issue (294 inquiries), topics connected with energy and building (191), organic farming and fruit growing (182), and the grant programme Green Light for Savings (135). We regularly publish the answers on our website, which has also been re-organised in a more user-friendly way and graphically improved this year.

We updated the book *Praktický rádce – jak chránit životní prostředí v Brně* ("Practising Environment Protection in Brno – A Handy Guidebook").

We promoted tap water drinking in the second and updated edition of the brochure *Voda bez obalu* ("Naked Water").

Our library in Hostětín had 4,200 publications and 450 DVDs and video cassettes to offer.

### Inquiry Profile

Topic	Inquiries	Per cent
<i>Total</i>	1883	100 %
Waste, recycling	288	15 %
Energy / housing / building	218	12 %
Gardens, including natural gardens	181	10 %
Consumption, green procurement, company	148	8 %
Farming, including organic farming, fruit growing	143	8 %
Water / washing, cleaning	126	7 %
Animals, care of handicapped animals	118	6 %
Nature conservation / land trusts	111	6 %
Springs	80	4 %
Greenery / tree felling	74	4 %
Spatial planning	71	4 %
Other	325	17 %

### Well and Spring Counselling Centre

80 inquirers were provided with information on the quality of water from springs and bores in the vicinity of their place of residence or their holiday homes, the scope of the inquiries has been widening to embrace localities outside Brno and even localities abroad. The counselling activities were supplemented with a series of six trips to wells and springs around Brno.

### Natural Gardens Counselling Centre

We answered 181 gardening inquiries. Newly, we also provide field counselling for garden owners, who would like to apply for the *Natural Garden* medal. This service was used by 40 people from South Moravia Region.

### Counselling on Wood Felling

We received notifications of 91 administrative processes on tree felling in two Brno city districts, in which we were involved. We got involved in 6 other administrative

processes and actively promoted conservation goals. As part of the changes in the Petrov area (Cathedral in Brno), for instance, three big trees were felled to be replaced by a hedge and hydrangeas. We managed to negotiate an additional planting of several apple trees with Brno-Centre city district.

Our special counselling service of 25<sup>th</sup> October called *How Not to Fell Trees in Brno* became very popular with the public.

### **Online Shop and B&M Shop**

Our e-shop processed orders of more than 300 customers, and we sold nearly 3,000 books. We stored our B&M shop, which is a part of our eco-counselling centre, with a variety of new books, products of protected workshops, and Fair Trade products. Zelený Sysel eco secondhand bookshop, a unique public collection-like project, has recently been made accessible through our e-shop.

## **VIII. INTERNATIONAL COOPERATION**

We contributed to the international protection of the confluence of the Morava and the Dyje rivers. In order to start the protection, the NGO's Distelverain, Daphne, and Veronica established the **Trilateral Ramsar Platform** under the patronage of the WWF.

We established a continual expertise exchange with NGO's from Portugal, Poland, and Hungary in the Grundtvig project. In October, 4 of our employees and friends were discovering local organic farmers, markets, and clubs in Budapest with the Messzelátó organisation, in November, 2 our employees visited an educational farm of the Vertigem organisation to see an example of regional development in the Portuguese country.

Centre for sustainable rural development Hostětín became a host of more than **130 international visitors**. A group of French educators, many international university students, and representatives of some Slovak microregions and NGO's came for one or more days to see Hostětín.

## **IX. EMPLOYEES IN 2011**

Radka Batelková, Renata Bolečková, Radka Breznická, Kateřina Fojtů, Veronika Fišerová, Yvonna Gaillyová, Marie Holíková, Romana Košťálová, Olga Krejčířová, Jan Labohý, Jan Kyselý, Petr Ledvina, Veronika Lysáková, Jana Maděrová, Hana Machů, Kateřina Koželouhová Plesková, Jiřina Rapantová, Lucie Smutná, Alena Šuráňová (rozená Gbelcová), Jana Tesařová, Vendula Tomková, Mojmír Vlašín, Monika Vokálová, Dana Zajoncová, Mariana Zbořilová



## X. FINANCIAL REPORT

### Operation Statement

The exchange rate of CNB as of 31<sup>st</sup> December 2011, 1 EUR = 25.80 CZK

	CZK thousands	EUR thousands
<b>COSTS</b>		
Material costs	1 390	53,9
Services Other	1 900	73,6
Printing	623	24,1
Wage costs incl. social and health insurance	5 849	226,7
Other costs	206	8,0
Depreciation	910	35,3
Taxes and charges	17	0,7
Membership fees	23	0,9
<b>COSTS TOTAL</b>	<b>10 918</b>	<b>423,2</b>
<b>PRE-TAX OPERATING RESULTS</b>	<b>91</b>	<b>3,5</b>
<b>AFTER-TAX OPERATING RESULTS</b>	<b>91</b>	<b>3,5</b>
<b>TURNOVER</b>	<b>11 009</b>	<b>426,7</b>

<b>REVENUES</b>		
<b>Foundation grants, incorporate and natural persons donations</b>		
Partnership Foundation	230	8,9
Veronica Foundation	147	5,7
British Embassy Prague	141	5,5
Department of State, U.S. Embassy Prague	29	1,1
WWF International	37	1,4
Jan Pivečka Foundation	7	0,3
Other voluntary contributions and donations	18	0,7
<b>Contributions Total</b>	<b>609</b>	<b>23,6</b>
<b>Grants</b>		
Government grants	420	16,3
Cross-border SVK-CZ, Austria-CZ project grants	768	29,8
State Environmental Fund of the CR grants	2 251	87,2
Ministry for Regional Development of the CR grants	500	
City of Brno budget grants	33	1,3
South Moravian region budget grants	86	3,3
<b>Grants Total</b>	<b>4 058</b>	<b>157,3</b>
<b>Membership fees</b>	<b>5</b>	<b>0,2</b>
<b>Services</b>		
Revenues from sales – Veronica magazine and other printed materials	741	28,7
Revenues from sales – Veronica Hostětín Centre (food, accommodation, lease, trips)	1 556	60,3
Services for the City of Brno	126	4,9
Services for the Eco-Counselling network STEP	125	4,8
Services for South Moravia Region	3	0,1
Services Other	2 905	112,6
<b>Services Total</b>	<b>5 456</b>	<b>211,5</b>
<b>Revenues from sales of tangible investment goods</b>	<b>3</b>	<b>0,1</b>
<b>Revenues from financial property Total</b>	<b>37</b>	<b>1,4</b>
<b>Grant-acquired property depreciacion</b>	<b>831</b>	<b>32,2</b>
<b>Veronica printed matters activation</b>	<b>5</b>	<b>0,2</b>
<b>Internal services activation</b>	<b>5</b>	<b>0,2</b>
<b>REVENUES TOTAL</b>	<b>11 009</b>	<b>426,7</b>
<b>TURNOVER</b>	<b>11 009</b>	<b>426,7</b>

Acquired grants that have not been fully used will be available in the coming years.

## SUMMARY OF ASSETS AND LIABILITIES

<b>ASSETS</b>	<b>CZK thousands as of 31. 12. 2010</b>	<b>12. 2011</b>
<b>Intangible investment goods</b>	<b>28</b>	<b>28</b>
<b>Investment goods</b>		
Buildings	25 032	25 032
Low/value investment goods	2 456	2 592
sets of things in possession	897	819
Production units of permanent stands	107	107
Lots	46	46
Works of art	1	1
<b>Investment goods Total</b>	<b>28 539</b>	<b>28 597</b>
<b>Financial investment goods</b>	<b>30</b>	<b>30</b>
<b>Investment goods depreciation</b>		
Building depreciation	-3 735	-4 586
depreciation	-2 456	-2 592
sets of things in possession - depreciation	-494	-475
<b>Investment goods depreciation Total</b>	<b>-6 685</b>	<b>-7 653</b>
<b>depreciation</b>	<b>-28</b>	<b>-28</b>
<b>Inventory Total</b>	<b>434</b>	<b>430</b>
<b>Claims</b>		
Consumers	64	252
Calims of uninvoiced government grants	4 141	3 867
Claims Other	3 484	4 297
Provided operating reserves	0	35
Extra claims	35	35
<b>Claims Total</b>	<b>7 724</b>	<b>8 486</b>
<b>Short-term financial goods</b>		
Treasure	235	88
Bank accounts	917	2 159
Valuables	0	0
<b>Short-term financial goods Total</b>	<b>1 152</b>	<b>2 247</b>
<b>Other assets Total</b>	<b>35</b>	<b>42</b>
<b>ASSETS TOTAL</b>	<b>31 229</b>	<b>32 179</b>

<b>LIABILITIES</b>	<b>CZK thousands as on 31. 12. 2010</b>	<b>2011</b>
<b>Partnership assets</b>		
Equity	3 670	3 670
Funds	22 655	21 824
<b>Partnership assets Total</b>	<b>26 325</b>	<b>25 494</b>
<b>Trading income</b>	<b>-1 961</b>	<b>-1 870</b>
<b>Provisions</b>	<b>0</b>	<b>0</b>
<b>Current liabilities</b>		
Suppliers	166	183
Other liabilities	148	27
Personnel	296	322
Social security and health insurance liabilities	132	142
Other assessed taxes	25	29
Value added tax	67	179
Income tax	0	0
Conjectural liability accounts	0	0
Shot term financial support Other	200	412
<b>Current liabilities Total</b>	<b>1 034</b>	<b>1 294</b>
<b>Other investment liabilities</b>	<b>0</b>	<b>0</b>
<b>Other liabilities</b>	<b>800</b>	<b>0</b>

Although we are not obliged to audit our book-keeping, we had the audit done, and the audit report, including appendices and the auditor's statement, is available at our headquarters as well as on our website.

## **ACKNOWLEDGEMENTS**

We would like to thank our donors for their support. All of them are listed at [www.veronica.cz/dekujeme/](http://www.veronica.cz/dekujeme/).

Our work would not be possible without them.

### **Our projects in 2011 were significantly supported by:**

AEE – Arbeitsgemeinschaft Erneuerbare Energie NÖ-Wien

The British Embassy in Prague

Czech Union for Nature Conservation

EU – ERDF – Austria – Czech Republic Cross-border Cooperation Operational Programme

EU – ESF, OPVK

EEA and Norwegian Financial Mechanisms co-funding the Ministry of the Environment Rescue Programme for Specially Protected Species.

South Moravia Region

Forests of the Czech Republic

The Ministry for Regional Development of the Czech Republic

The Ministry of Foreign Affairs of the Czech Republic, the Transition Promotion Programme

The Ministry of Education, Youth and Sports of the Czech Republic

The Ministry of Foreign Affairs of the Grand Duchy of Luxembourg via Umweltberodung Lëtzebuerg NGO

The Ministry of the Environment of the Czech Republic

Jan Pivečka Foundation

Partnership Foundation as part of a Block Grant from the Czech-Swiss cooperation programme

Civil Society Development Foundation – the Bridging Programme

Veronica Foundation

The National Agency for European Educational Programmes (NAEP), Centre for International Services – Grundtvig partnership programme, part of the Lifelong Learning Programme

The National EVVO (environmental education) Network

NET4GAS. Closer to Nature

OAK Foundation via Partnership Foundation

The State Environmental Fund of the Czech Republic

The City of Brno

The Embassy of the United States of America in Prague

WWF

## **Veronica 1986–2011**

### **Twenty-five Years in the service of Nature and Landscape Conservation**

25 years of the Veronica magazine

20 years of Veronica Eco-Counselling Centre

20 years of Brno Organic Market

15 years of Hostětín reed-bed water treatment plant

10 years of Hostětín Apple Festival

5 years of our passive house in Hostětín

#### **25 Years of the Veronica Magazine**

The Veronica magazine has been published in Brno since Autumn 1986. It started as a bulletin of the Czech Union for Nature Conservation city committee, but today it is a magazine on nature and landscape conservation, distributed throughout the Czech Republic.

[www.casopis.veronica.cz](http://www.casopis.veronica.cz)

#### **20 Years of Veronica Eco-Counselling Centre**

Veronica Eco-Counselling Centre was opened in the House of Nature Conservation located in 9 Panská street in 1991. Since then, it has been providing assistance especially to Brno citizens in order to help them change their everyday habits in such a way that their environmental impact is as little as possible.

[www.veronica.cz](http://www.veronica.cz)

#### **20 Years of Brno Organic Market**

The Organic Market (Biojarmark) smoothened the way for products of organic farming to the eating tables of Brno citizens. It was first held in 1991.

#### **15 Years of Hostětín Reed-Bed Water Treatment Plant**

The plant was built in 1996 with a substantial help from Veronica. It broke the building prohibition and opened the door for other environmental projects in Hostětín.

#### **10 Years of Hostětín Apple Festival**

This is a celebration of traditional fruit varieties, of the environment-friendly management of our orchards in the White Carpathians, and of the processing of the fruit, mainly as Hostětín cider.

[www.mostarna-hostetin.cz](http://www.mostarna-hostetin.cz)

#### **5 Years of Our Passive House in Hostětín**

Built in 2006, this first Czech public building to comply with the passive standard provides a base for thousands of visitors seeking knowledge and time with nature.

[www.hostetin.veronica.cz](http://www.hostetin.veronica.cz)





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)**



Centre for sustainable rural development Hostětín  
86 Hostětín, 687 71 Bojkovice  
tel. 572 641 855, 572 630 670  
e-mail: [hostetin@veronica.cz](mailto:hostetin@veronica.cz)  
**[www.hostetin.veronica.cz](http://www.hostetin.veronica.cz)**

Bank account No.: 1342270339/0800  
CRN: 13693620  
VAT No.: CZ13693620

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