

## I'm a New Man for the Earth!

Veolia Environnement Club of Biodiversity has celebrated five years of existence; it was therefore a special occasion to present environmental protection projects, as Jules Verne's *20,000 Leagues Under the Sea* novel inspired us: "The planet does not need new continents, but new men".

The 5<sup>th</sup> edition was organized by Veolia Environnement and Apa Nova Bucharest during June 27<sup>th</sup> -30<sup>th</sup>, 2013, in the Danube Delta, under the auspices of the Romanian National Commission for UNESCO, generically called **I'm a New Man for the Earth!**, gathering almost 300 people among whom foreign delegations members, ambassadors, DDBRA (Danube Delta Biosphere Reserve Authority) representatives, central and local authorities, environmental NGOs, mass media, as well as participants in 16 European countries.

The highlight of the program was restocking the Danube with sturgeons, action initiated two years ago by Apa Nova. During these days, the Danube was restocked with 1,000 sturgeons, and the event took place in the splendid port area of Tulcea.





Before releasing the sturgeons, there was a flash mob on Tulcea's riverfront, an action meant to draw the attention of all the citizens of Tulcea on what was going to happen.

Apa Nova Bucharest is the first company in Romania to have used twice the CO2 emissions calculator by the Generatia Verde Association ([www.generatiaverde.ro](http://www.generatiaverde.ro)), in order to estimate the amount of emissions produced for the organization of the previously mentioned event. All activities performed during this event (transport, energy consumption) have been monitored and introduced in the calculation of the CO2 emitted.

Also, there was a true cultural exchange within the activity called Traditions and customs, when each delegation had the opportunity to dance or to sing a traditional song, to promote traditional costumes or specific culinary arts.

During those days, a series of albums were launched by the "Club of Biodiversity":

"Bridge over Water. Arch over Time"; "Habitats with conservation value in Bucegi Natural Park"; "Natural habitats in the Danube Delta"

