



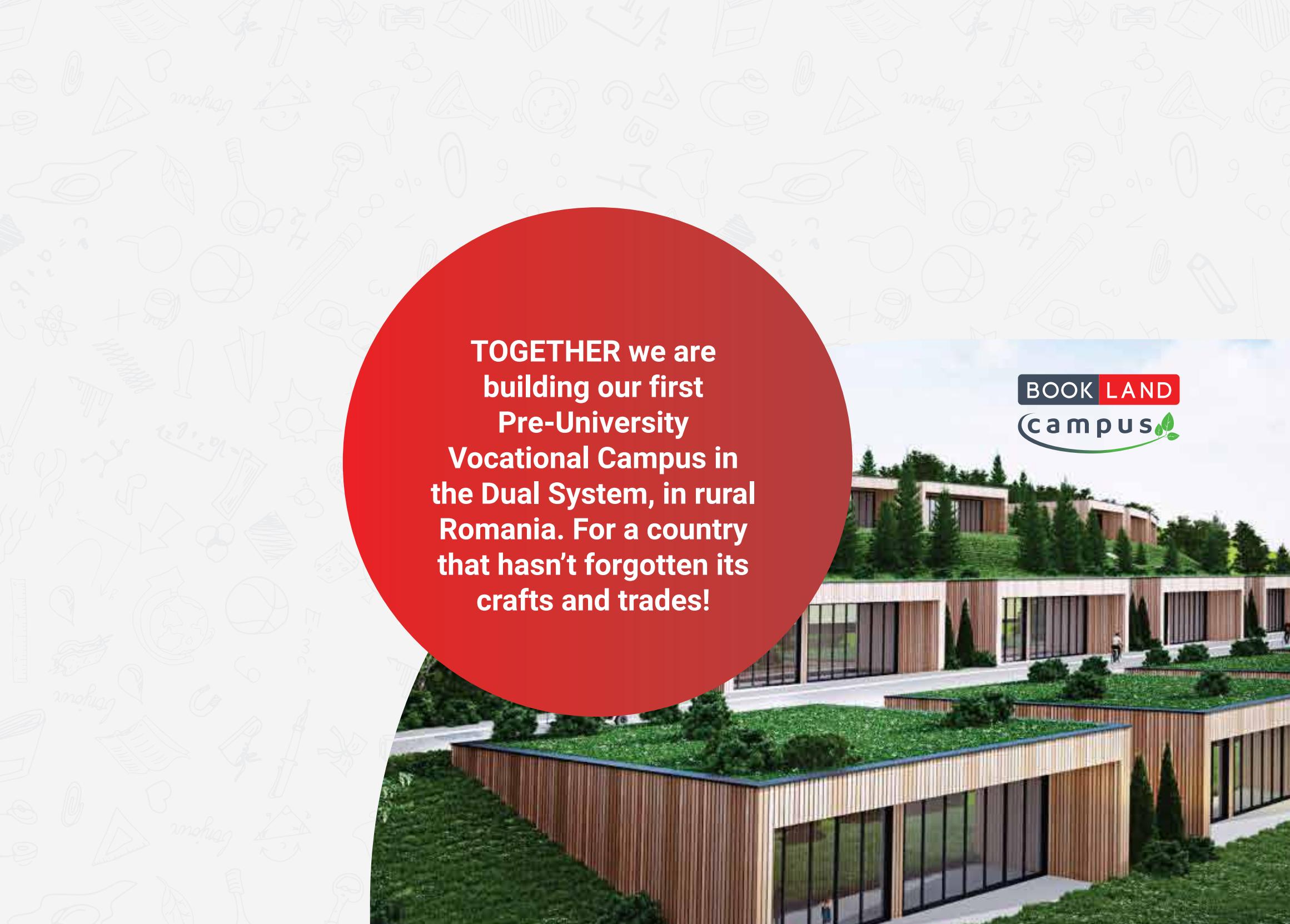
TOGETHER we are building the

BookLand Campus

and changing the future of Pre-university Vocational Training in the Dual System, in rural areas.

- A modern school campus, built on 7.2 ha, with all pre-university educational cycles (primary, secondary, highschool, vocational)
- 100% cost free for the students
(300 children in the first school year / 1200 at maximum capacity)
- Vulturesti commune, Arges county
- Opening in 2025
- The first of a national network of campuses we will build in rural areas, in each county





**TOGETHER we are
building our first
Pre-University
Vocational Campus in
the Dual System, in rural
Romania. For a country
that hasn't forgotten its
crafts and trades!**

BOOK LAND
campus 



BookLand Association, in a nutshell

For over 15 years, **BookLand Association** has been contributing to highlighting the importance of education & personal development through the **BookLand Evolution Meetings**, which facilitate dialogue between high school students and different personalities, through the **BookLand Cultural Camps**, which offer children a mix of educational & fun activities, through the **BookLand Scholarships** that provide exceptional students from the village with the chance to attend high school and college without any financial worries, but especially through the **Renovation & Endowment of Schools**. "**Together We Build People**" brought together **hundreds of private companies**, local authorities, teachers who joined hands to contribute to the renovation and endowment of village schools. This public-private partnership was possible due to the common objective of reducing school dropout, offering students access to quality education in safe, modern and friendly buildings. The result? **80 rural schools renovated & equipped** in 4 years, 15,000 children annually who come to school with joy and better academic results!

In 2025, BookLand Association will inaugurate the first **Vocational Pre-University Campus in the Dual System** in the countryside, the place where education meets sustainable economic development, ensuring jobs, stability and a better standard of living for young people. BookLand's exemplary mobilization was recognized among the good practices encouraged by the Romanian Government in the **Voluntary National Report of Romania**, presented at the United Nations Forum on Sustainable Development (New York, 2023).

TOGETHER, for a country
that knows its **TRADES!**

A new vision based on meaning + real solutions for education in rural areas

1

We encourage the sustainable development and prosperity of rural communities. In the BookLand Campus, **young people** will have **access to education, but also to learning a trade**, and all this in their own community. Thus, **they will stay with their families** and earn their living in their country, not abroad.

2

We will provide **all pre-university educational cycles** (primary, secondary, highschool, vocational in the dual system). We will help children discover, as early as grade 0, the most in-demand jobs in their county, guiding them to **explore their vocation** and cultivating their strength of character through **respect for work and love for their country**. Thus, they will make an informed decision that will ensure their professional stability.

3

We are revolutionizing vocational training through this **national project**. The lessons we are learning in Arges will define a **best practice** for future vocational campuses we will build in the countryside, in each county around the country, in the next maximum 50 years. BookLand graduates will thus become **a model** for all **qualified** employees in Romania.

By investing in BookLand, you invest in:



Education



Vocational Training



Society



Environment



Sustainable Architecture



Circular Economy



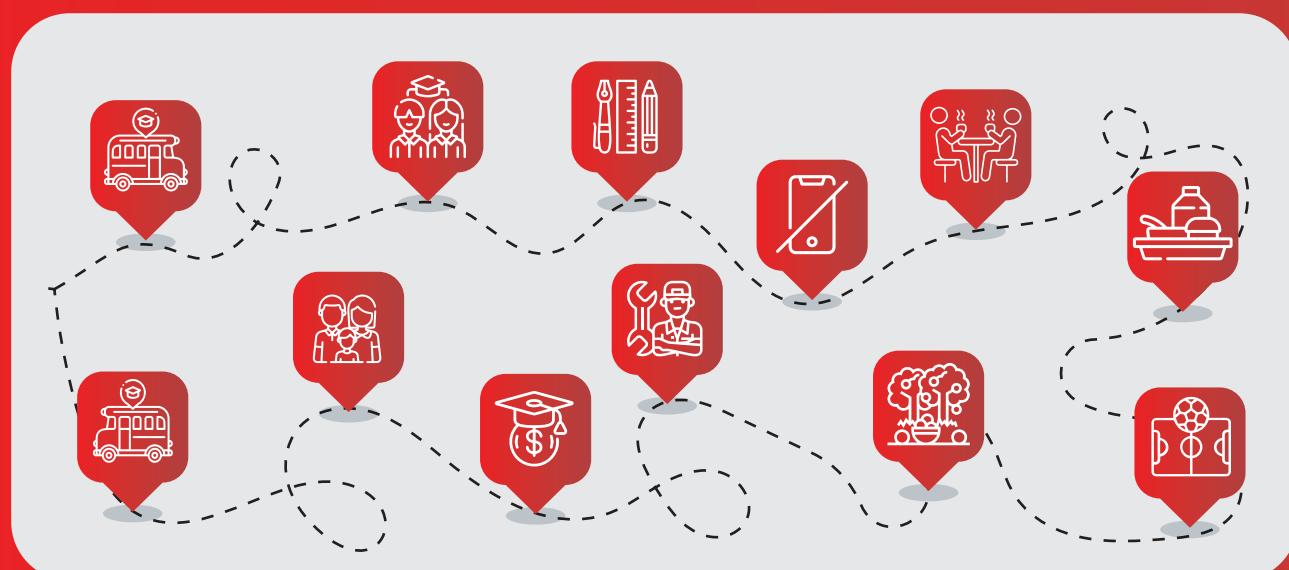
Self-sustainable Communities

A DAY IN THE BOOKLAND CAMPUS

Go back in time and imagine you're a child again... It's early morning, and the school bus arrives. Your schoolmates are wearing neat, tidy uniforms just like you, and there's no worry about carrying that heavy bag, because everything is waiting for you in your locker at school. You don't have a mobile phone; it's more fun to socialize in real life. Besides, you can concentrate better during class. As you enter the canteen you ask yourself what goodies your older classmates – who want to become chefs – have prepared. Before you know it, your plate is filled with a nourishing and healthy breakfast. Your hard-working classmates have fetched the eggs from the coop! And some are carrying baskets filled with vegetables from the garden to the kitchen (of course, lunch will be prepared soon!). On the table there is fresh cow milk and steaming bread, fresh out of the oven... Mm! The bread is as delicious as the one mother would make! Breakfast has ended, now let's go to class!

You love school because the teachers are good and caring, and the classrooms are beautiful. As you look out the window, from your seat you can admire the nature, the squirrels, the bunnies that romp through the huge garden. During the break you exercise on the sports field and maybe go for a walk in the Botanical Garden. Time flies and it's already lunch time. Once again, your plate is filled with goodies. The afternoon continues with all sorts of activities (in the orchard, in the greenhouse, at the animal farm) and everyone participates. You do your homework at school, with your teachers' help. Every day you peek in the workshop halls, where high school students practice for their majors... Golly, they do so many things!

The mechanics are working on the engines and learning to repair them. At the confectionery and pastry workshop there is a sweet bustle! Future trade workers are busy with calculations, merchandising, administration, and inventories. The practice they attend at the employer's headquarters makes them proud of their future job. You can't wait to take those big scholarships and make mother proud by supporting the family! From now on, you dream of mastering a craft that you will learn in school. But first, you need to grow up a little and figure out what suits you best, with the help of our vocational counselors. The afternoon draws to an end, and the bus takes you back to your family. You are loved, both at school and at home. Above all, you feel safe and taken care of **in your own country, not abroad!**



The most complex BookLand educational project

The Dual System Professional Pre-University Campus will open its doors in 2025, in Arges County, to train the specialists in production and services that this country needs.

In just 4 years (2020-2023), BookLand Association has renovated and equipped 80 schools and kindergartens in 70 rural communities so that, annually, more than 15,000 children can continue learning. With the help of hundreds of private companies, which redirected 20% of their profit tax, but also with the help of authorities and the local communities, we brought the long-awaited change and proved that we can do it too!

By giving equal opportunities to children from the villages where we left a piece of our soul, we managed to contribute to the reduction of school absenteeism and better school performance. We offered these children an example. We opened new horizons and perspectives for them. We treated them with respect. And the results we achieved through the National School Renovation Program motivated us to do even more. So, we have decided to go all the way...



We are BUILDING our first Dual Vocational Campus in the village of Vulturesti, Arges County

Why a vocational school in the dual system? Because having a skilled trade is like carrying a lifelong treasure, and guaranteed jobs after completing classroom learning and hands-on training gives young people under 26 a real advantage. **Why in the rural area?** Because while in the city, vocational school may be seen by some as a 'last resort', for young people in rural areas, the chance to develop their skills and study at a school that guarantees scholarships and jobs is a life-changing opportunity.

The BookLand Campus will cover **72,000 square meters** and include **54 buildings**: among them 4 social enterprises, 11 vocational training workshops, 5 laboratories, 4 event halls, and 4 residential buildings for volunteers and special guests. The remaining 26 buildings will each contain two classrooms, totaling 52 classrooms. The campus will offer all levels of pre-university education: primary, middle, high school, and post-secondary, and will be able to serve up to 1,200 students once fully operational.



Modern school,
100% cost free for students



Primary, middle, high school,
and post-secondary education



Over 300 students in the
first year (2025–2026) and
1,200 at full capacity



Vulturesti commune,
Arges county



Opening in 2025



72,000 m² &
54 planned buildings



5 laboratories & 26 buildings
with 2 classrooms each



4 social enterprises
& 11 vocational
training workshops



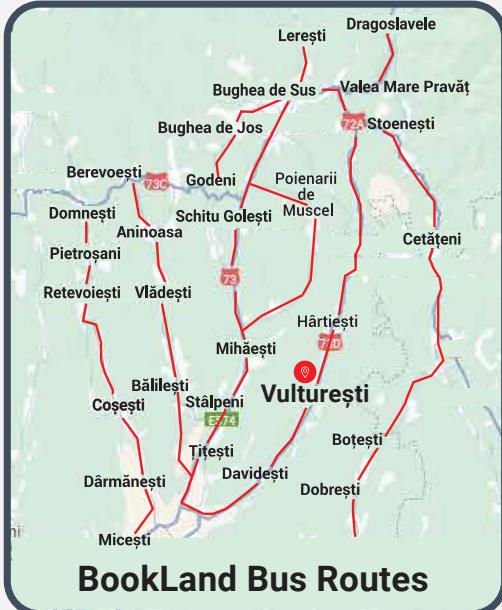
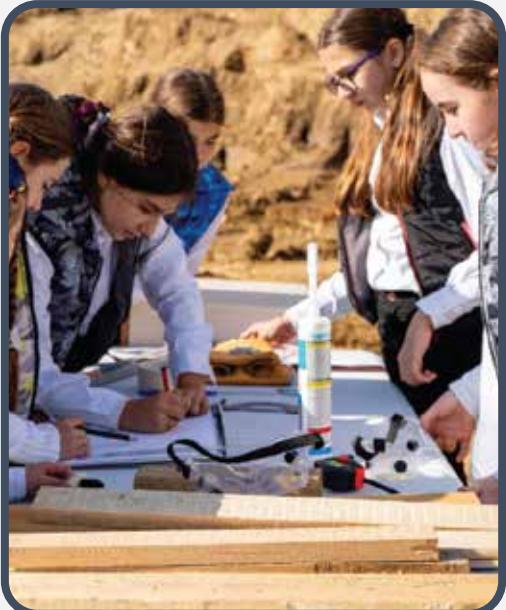
4 event halls



4 residential buildings
for volunteers & special guests

In the BookLand Campus, students don't even have to bring a pencil to school!

Absolutely everything is offered to them for FREE, as BookLand supports the costs of education and professional training from sponsorships received from private companies and its own social enterprises: cafeteria, bakery, laundry, tailoring workshop, hair and manicure salon, event hall.



BENEFITS FOR CHILDREN:

- car transportation from home to school, and back
- breakfast & lunch
- brand new uniform (2 sets) & cleaning services
- textbooks
- education for all cycles: primary / middle / high school
- homework done under the guidance of teachers (afterschool)
- involvement in extracurricular activities (sports, dance, music, theater, book club / chess / debate, personal development workshops/ financial education / ecological education / civic education/ entrepreneurship, first aid courses and many others).
- excursions & hikes & camps
- the opportunity to contribute to the school magazine / radio / podcast
- meetings with various personalities & mentoring programs
- vocational counseling to choose the right job
- opportunity to test different jobs, even at a young age
- multiple professional classes from which to choose a qualification
- opportunity to learn in a system adapted to the labor market
- paid internship in top industries under the guidance of experts & with modern equipment
- professional scholarship of up to 1,500 lei/month for 3 years of dual vocational school
- merit / excellence scholarship
- practical training in the Campus laboratories, including with specialists from other countries
- student exchange programs with other dual schools
- gaining solid experience while still in school
- nationally recognized qualification & priority in employment
- ensuring a stable job & a good salary
- preparation for the baccalaureate & admission to college.



Education in the dual system, an excellent alternative for the professional/technological training of 8th grade graduates aged up to 26 years.

The Dual System is based on the **concept of public-private partnership** in which the economic operator identifies the need for training and becomes a professional training provider in partnership with the school. Thus, from an academical point of view, the student is prepared by the educational unit, while the economic operator develops his practical skills, motivation for work and integration in the organizational culture.

Based on the partnership contract between the economic operator and the school, the operator - with the support of the teachers - will select the students, update the curriculum and textbooks. And, most importantly, it will ensure the 2,000 hours of practice, through which the student acquires the experience and skills necessary for his future workplace.

Why invest in the Dual System?

Eliminate recruitment costs by training skilled workers in the Dual vocational system! In addition, you **ensure the necessary long-term qualified workforce**, and the workers in your team will be familiar with the procedures and organizational culture within your company as early as the internship period. Which means that you will be able to **increase internal productivity and reduce the degree of mobility of the human resource**.

What does this mean in term of benefits, especially if you opt to fully cover your "investment" by redirecting 20% of your profit tax to BookLand Association:

1

Fiscal facilities through the Fiscal Code granted as providers of professional training (deductibility)

2

Involvement in the decision-making system in the Campus Board of Administration

3

Reduced costs with the selection, recruitment and retention of the workforce

4

Additional workforce (including during school holidays, up to 6 hours/day)

5

Recognition on the labor market / Employer brand

EU and the Jobs Crisis

For employers, investing in upskilling, reskilling and adequately preparing people for tomorrow's jobs has become more important and should be at the top of every business leader's agenda.

In 2018, 42% of employers in 21 countries across Europe could not **find workers equipped with the right skills**. By 2023 this number had risen to an alarming **75%**! Moreover, the situation is far worse for companies who need workers with technical abilities, for which there is an even larger deficit between the employer's needs and the number of skilled candidates.

How can we fix this?

In 2018 **more than 80% of Romanian employers faced difficulties in recruitment**, citing the lack of necessary skills & competences (it should be mentioned that only 58% of employers mentioned this in 2023). We cannot ignore the fact that these past few years have brought about a revitalization of the concept of professional dual training in Romania, with more and more young people accessing dual education & completing their education while they learn a trade and develop their competences. **We have to invest in the vocational training system!** It is a solution that has yielded results and which prepares today's youth for the reality of the work place.





How do we implement Vocational Educational Training TOGETHER?

The economic operators select the students (proposed by BookLand) with whom they sign practical training contracts, get involved in choosing the content of the curriculum, collaborate with us to establish practical tutors in the Campus and get involved in the active and up-to-date training of young people. Students on internships do not fall under the scope of the Labor Code, and the economic operator does not have to draw up an individual employment contract.

Students choose the qualification and the economic operator where they will learn a sought-after and well-paid trade. They can continue their studies at high school (evening classes), and after passing the Baccalaureate they can choose to study at post-secondary school or go further, in dual (or theoretical) higher education. Students sign individual practical training contracts with the economic operator & BookLand Campus; after graduating from vocational school, this turns into a work contract. Students receive a monthly state scholarship & additional scholarship, as well as meals and transportation provided by the economic operator.

„2 in 1“ or the best theoretical and practical training

The vocational dual system is based on a mix of theory and practice, thus throughout the 3 years of education, students have the following schedule:

- **Year I** – 80% theory, 20% practice
- **Year II** – 40% theory, 60% practice
- **Year III** – 28% theory, 72% practice

Through the partnerships BookLand will carry out with economic operators in the region, students will be selected / tested according to the skills and preferences expressed, they will sign contracts, receive scholarships and, at the end of their professional training, they will have guaranteed jobs, for which they will be well prepared.

1

We identify labor force needs according to the specializations of our partner companies

2

We obtain approvals for training students, depending on each specialization

3

We ensure the provision of 100% modern equipment and technology in all teaching/training areas

4

We develop a modern school curriculum and a plan to promote our educational offer

5

We invite the best teachers, foremen and tutors to join us

6

We enroll students from rural areas from the entire Arges county, who will be able to access the education cycles in the BookLand Campus (primary, secondary, high school & post high school)

7

Students who are already enrolled in BookLand Campus (where we will teach children as early as grade 0), but also young people up to 26 years old who will enroll the Campus for dual education, will benefit from evaluation and guidance, in order to choose a job that suits them.

An accentuated gap: EDUCATION in Romania vs the European Union

We want to contribute to **correcting the failure of education** in a country where 1 in 3 rural students drop out of school after the 8th grade, 4 out of 10 do not pass with a grade of 5, and 9 out of 10 are functionally illiterate!

In recent years, the education system in Romania has faced a decrease in the number of students, reduced access to quality education, poor test results, and a high level of school dropout. Only 17% of adults aged 25 to 74 have higher education, 61% have secondary education, and 22% do not even have high school education. The Bulgarians are ahead of us, 26% of them having completed higher education. And the early school leaving rate in Romania (16%) is double the European average (8%).

Currently, not even half of those who start school pass the Baccalaureate exam. What expectations should we have about the data coming in from rural areas? However, we are aware of the state of the nation: 22% of Romanians (above the European average of 20%) say that improving the quality and access to education would have the most positive impact on their lives.



We have never been this low.

However, the current statistics can be changed for the better.

Professional education in the dual system brings multiple advantages for children from families with limited financial means, as a vocational school helps them and provides financial assistance even throughout the schooling period.

25% of children from rural areas drop out of school after completing middle school

Socio-economic status influences the educational course, and for the 25% of children who drop out of school after graduating 8th grade, the consequences are long-term. These children risk facing a high level of poverty; many of them become day laborers from a young age or leave the country for menial jobs.

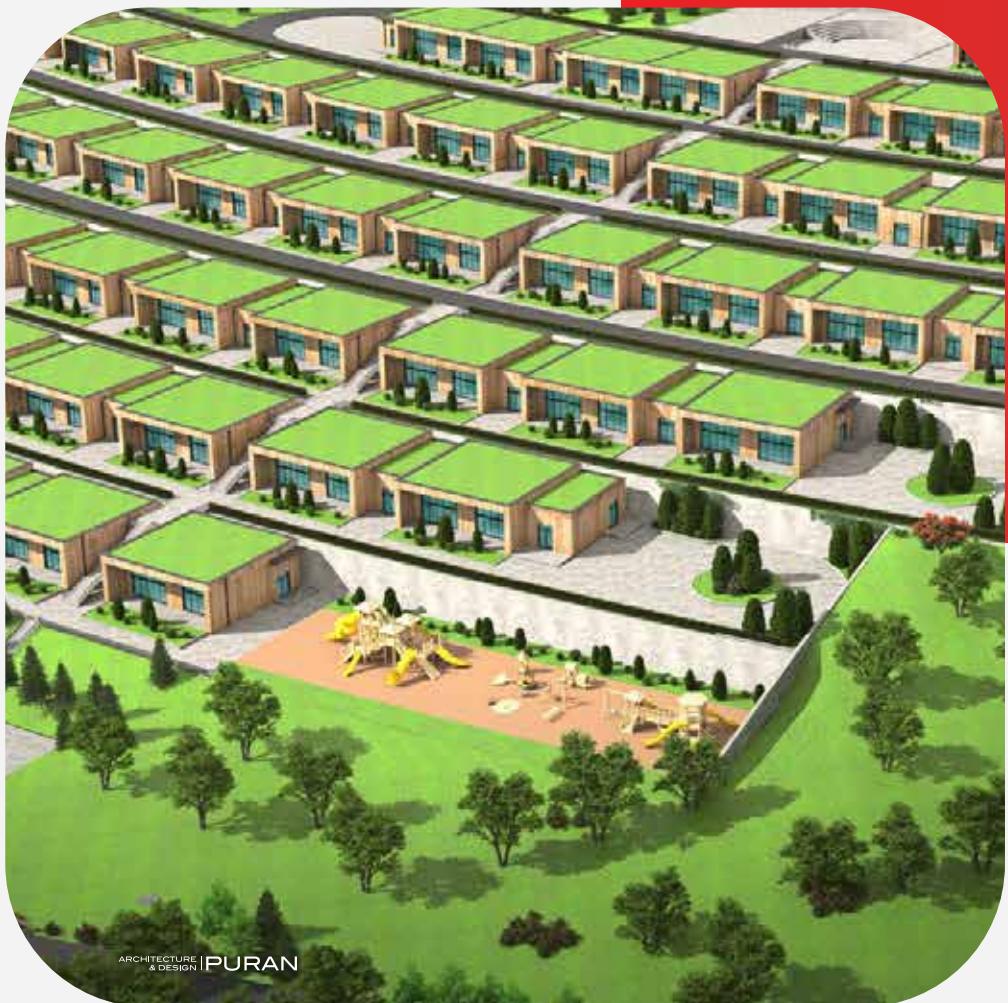
The school drop out rate is 1.5 times higher in rural schools

Poor school results and absenteeism are precursors of school drop out, so it should not surprise us that currently the drop out rate is 1.5 times higher in rural schools than in urban schools. Poor students lag behind the wealthiest, and their access to secondary education is limited.

9 out of 10 Romanian children are illiterate

Only 11% of school children understand a written text and are capable to extract and synthesize information and then to evaluate it, according to a Report published in 2023 regarding the literacy level of students in Romania. What does this mean? Only 1 in 10 children is functionally literate and can interpret hypotheses or draw conclusions. Experts point out that the situation is a particularly serious one.





Dual education: a possible educational route for at least 50% of school children vs. 12% in the present

Before the Revolution, vocational or professional schools trained over 200,000 students annually. These schools were established to support factories and enterprises where young people did their practice and where, upon finishing their studies, they were employed. After 1989, the factories and companies were closed and this automatically led to the disappearance of these schools, hence the perpetual labor force crisis.

Out of the nearly 780,000 students registered in high school and post-secondary education for the 2024-2025 school year, only 96,000 were in a vocational education program (of which 35,000 were in the 9th grade). Moreover, students who graduated from the eighth grade but did not enroll in post-secondary education opted to drop out of education altogether, so **today, 1 in 4 children who enter the first grade do not finish high school**.

"We have this new concept in education, which is better defined in the legislation, of dual education: companies together with schools in the pre-university area build the curriculum together, they do the evaluation together, both the academic evaluation and the professional assessment, and they also offer scholarships. Thus, labor market insertion can be done directly through the company that supported the academic program. In other words, dual education covers, if you will, this gap between school training and practice, wherever it exists."

**Daniel David,
Minister of Education**



They can do it. So can we!



In **Germany**, there are over 330 specializations, the employment rate of graduates is 90% and 500,000 people obtain the certificate of professional competences annually, with more than 400,000 companies involved in the process.



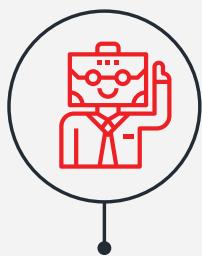
In **Switzerland**, high school students choose their preferred specialization and are encouraged to look for and sign the employment contract with the company they want to work for.



In **Austria** there are similar programs for any age group, not just for high school graduates.



In **Bulgaria** there are 159 schools with dual classes and 654 companies involved (compared to Romania, where only 200 companies have signed similar partnerships so far).



The first BookLand campus will open its doors in September 2025.



Scalable model for creating a national network of campuses



10 million euros investment from funds attracted exclusively from the private sector



300 students/first year in primary, middle, high school, post-secondary cycles (1,200 at maximum capacity)



+50 teaching staff and auxiliary staff employed



20-30 local economic agents involved in the training of future employees



+80 educational and related events organized annually on campus



+5,000 local community representatives positively impacted



Impact:

- ✓ Reducing the inequality of opportunities
- ✓ Access to quality education
- ✓ Reducing the rate of drop out from the educational system
- ✓ Correlation of the dual education curriculum with the demand on the labor market
- ✓ Increasing school performance
- ✓ Economic and social development of the local community

Who needs the graduates of the Dual Professional Education System?

Any company producing goods or providing services. **Finding well-trained workforce is a challenge, and the dual education system can solve this problem.** Through partnerships with BookLand Association, economic operators will recruit students for internships and offer them work contracts.

The retention rate among young employees is promising. In 2022, **more than half of the graduates certified in this system remained employed** in the companies with which they signed the employment contract. BookLand's objective: **over 75% retention!**



"The best specialists will come out of the BookLand Campuses, which will be built exclusively in the countryside, where a handful of trade is still regarded as a handful of gold. This will be possible because we will correlate the students' skills – which we will have plenty of time to get to know, and the students will discover themselves as well, all throughout primary and secondary education – with the specializations we offer, as a result of prior discussions with economic agents. Practically, through our close collaboration with the employers and by understanding their needs, we will be able to prepare those professionals required by employers in each county."

**Mihaela Petrovan,
President of BookLand Association**



An investment for the future

The construction and all the necessary materials for the Campus and its adjacent facilities will cost over **10 million EURO**. It is an investment that could be presented in numbers at least 10 times higher. But one of the things we learned by renovating over 80 schools in just 4 years is to be efficient with time, with budgets and with all the resources we allocate to a project.

How will we support ourselves?

EXPENSES



1,5 million EUR/year

Salaries, taxes & utilities on Campus

INCOME



500,000 EUR/year

From economic agents with whom BookLand Association will sign vocational training contracts for the students in the Dual System classes



500,000 EUR/year

From the social shops that will function on Campus



500,000 EUR/year*

Sponsorships

*Sponsorships in products & services are not included in this sum.

SOCIAL SHOPS that will be opened on Campus & will generate income:



Canteen • Coffee shop • Teahouse



Bakery • Pastry shop • Cake shop



Hairdressing & manicure salon



Tailor shop



Repair shop



Laundromat



Event hall



Amphitheatre



Field – Sports hall

The Campus will also generate income by selling tickets to events & weekend activities organized in various recreation spaces.



VULTURESTI, the place where we build a better future for the entire Arges county

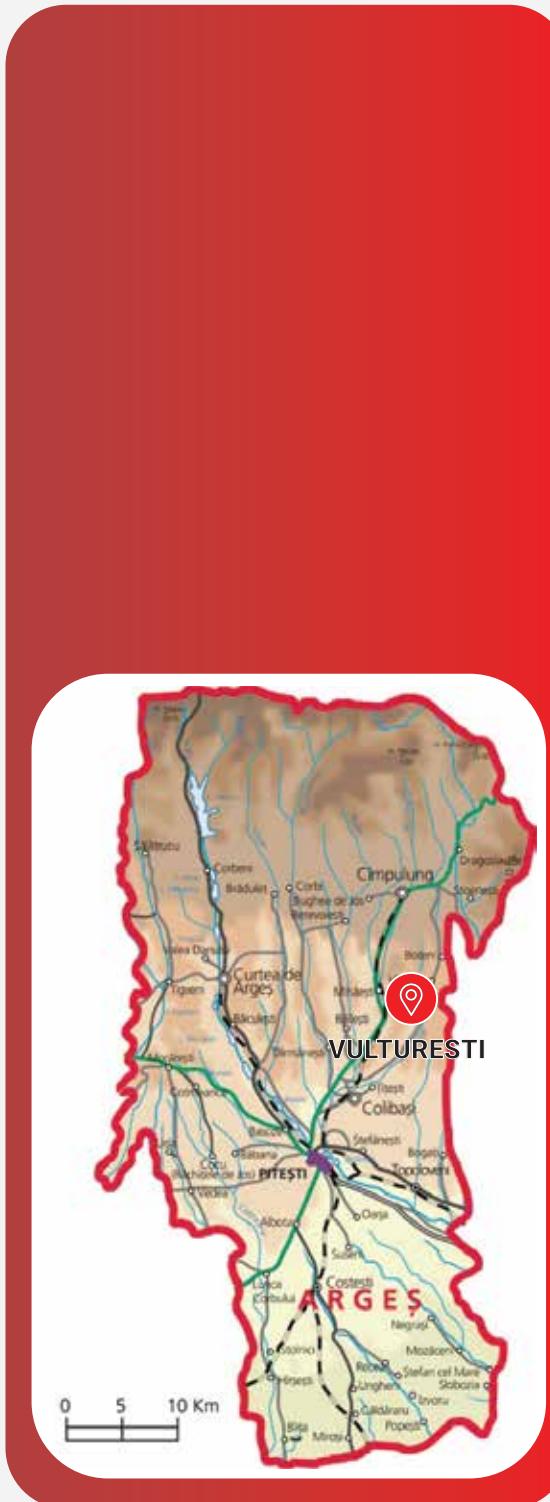
Vulturesti commune is located in Arges county, 31 km from Pitesti, 18 km from Mioveni and 141 km from Bucharest. Documentary attested since 1512 in a charter signed by ruler Neagoe Basarab, when it is mentioned as a village of mosneni (or free people) that did not belong to the boyars or any monastery, it takes its name from the proud eagles that would find shelter in the centuries-old beech and oak forests on the nearby hills. Located in a picturesque area, on the Argesel corridor, the commune of 48 km² now includes 3 villages: Vulturesti, Barzesti and Huluba, and a community of over 2,700 inhabitants.

Access to services & infrastructure in Vulturesti

- ✓ Automated public lighting system
- ✓ Centralized water supply system
- ✓ Fixed telephony, mobile and internet services
- ✓ Transport for people and goods under development
- ✓ Utilities and environmental infrastructure
- ✓ Road infrastructure (modernized roads)
- ✓ Centralized heating supply system
- ✓ Touristic and leisure infrastructure
- ✓ Cultural infrastructure
- ✓ Establishment of the natural gas network and connection of households

Legend

- ✓ Well developed
- ✓ Poorly developed
- ✓ Medium/Partially developed
- ✓ Improvement plans



Development potential for the future

- Favorable location, in the vicinity of a major automotive industrial pole
- Important forest resources
- Considerable gas resources already being exploited
- Agricultural development
- Young workforce available for training/retraining
- Development of existing family businesses (tailor, shoemaker, small carpentry workshops)
- Investments attracted by local authorities

BookLand Campuses – A National Network

After the first BookLand Campus opens its doors in Vulturesti village, Arges county, this experience and good practices will form the foundation on which we will build a national network of campuses.

We aim to design and build dual-system vocational pre-university campuses in every county in the country in the next ~50 years. Thus, young people from rural areas will benefit from 100% modern facilities that will open up job opportunities that their parents never dreamed of!



Take action and support education!

The best investment is investing in PEOPLE. Help us build a Campus that will change the future of professional education and that will train the specialists in products and services that the country needs! And it will be the best CSR investment you can make.



FOUNDER package – 500.000 €

Your contribution is the key without which nothing would be possible. Together, we lay the foundations for a sustainable + lasting educational model, encouraging children in rural areas to achieve their potential.



PIONEER package – 200.000 €

You provide the foundation on which we can build thoroughly, and which gives us the stability and the security of a job well done. Your contribution will never be forgotten by the future generations.



VISIONARY package – 100.000 €

Having a vision puts imagination into perspective. It means truly supporting a revolutionary educational model that will ensure the young generation a prosperous future here, at home, and not abroad.



ARCHITECT package – 50.000 €

Your involvement supports BookLand's long-term programs and bring the most ambitious projects to a successful conclusion. Change in education needs vision, constant action and sustained investment.



BUILDER package – 20.000 €

We build together and we rely on your support. We are working together for the good of the local community and we are grateful to have you by our side!



CRAFTSMAN package – 10.000 €

You are there when we need assistance. You give us advice, you encourage us. One brick at a time, we continue to build for the future, knowing that every detail is important.



APPRENTICE package – 5.000 €

You support the transformation of rural Romania and share our beliefs: our country needs education as well as its trades and skilled labourers. Together, we help children discover their vocation.



TRAINEE package – 2.000 €

A penny saved is a penny gained. Whether you choose to contribute with services, products or money, we assure you that your donation will make a difference!



BENEFITS FOR SPONSORS



FOUNDER package – 500.000+ €

Media & Newsletter

- ✓ Mention in press releases issued to mass-media (local and national media) – 6
- ✓ Exclusive mention in press releases issued to local & national media – 2
- ✓ Logo insert in the sponsor Billboard in newsletters sent to managers/professionals and the national school network (+50.000 top contacts) - 8
- ✓ Mention of the Sponsor's active involvement in supporting BookLand in newsletters sent to managers/ professionals and the national school network (+50,000 top contacts) – 4

Website

- ✓ Logo insert on Homepage, with URL link
- ✓ Logo insert in Partner section on Campus dedicated page, with URL link
- ✓ Logo insert on Campus dedicated page, with the mention "A project with meaning + solutions supported by Sponsor Name"

Social media

- ✓ Tagging (alongside sponsors in category) in photo posts on social media - 24 x FB/ IG/ IN/ GMB
- ✓ Tagging in photo albums posted on social media - 50 x FB/ IG/ IN/ GMB
- ✓ Videos (1 min) with the Sponsor's exclusive mention - 8 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard in videos dedicated to ambassadors/special guests - 12 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in other videos testimonials by students / teachers / authorities / partners / workers etc.) - 36 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in educational videos - 50 x FB/ IG/ IN/ YT/ TT
- ✓ Product Placement: sponsor's products included in "Cronica Muncitoresca" - 5 PP x FB/IG/IN/YT/TT

Branding & Events

- ✓ Logo insert on the spider/stage screen at the Campus inauguration event
- ✓ Display of branding materials + key note speech at the Campus inauguration event
- ✓ Display of branding materials at the BookLand Gala
- ✓ Key note speech at the end of school year event in the BookLand Campus
- ✓ Lifetime: Logo insert on the Totem placed at the Campus entrance
- ✓ Lifetime: A star with the sponsor's name in the Campus entrance area („hall of fame“)

- ✓ Lifetime: A sign with the Sponsor's name placed on the door of a classroom / laboratory / workshop / library / event hall / amphitheatre etc.
- ✓ Lifetime: Space design: urban furniture & artwork
- ✓ Branding through artistic graffiti on one of the Campus support walls
- ✓ Dedicated branding in a commercial-recreational space: tables/ umbrellas/ canopies/ packaging (in our social enterprises: Restaurant, Cafe, Bakery, Hair Salon, Event Hall, Pharmacy, Laundry)
- ✓ Branding through green/plant installation in the Campus Garden
- ✓ Branding on the Train wagon (transportation to Campus during "Open Doors" weekends)
- ✓ Dedicated branding on school supplies used by Campus students
- ✓ Name of a product/service with the Sponsor's name (in Campus enterprises)
- ✓ Possibility of organizing activations under the brand umbrella on Campus
- ✓ Mention (verbal) and thanks during events organized by BookLand or in which the association participates (conferences, galas, award ceremonies, etc.) – 6

Editorial projects

- ✓ Logo in the Campus Album, photo-video project (print & electronic)
- ✓ 1 Full Page extra dedicated content for Sponsor in the Campus Album
- ✓ Logo in the Trades Manual + section allocated to the Sponsor's industry/field
- ✓ 1 Full Page extra dedicated content for Sponsor in the Trades Manual
- ✓ Logo insert exclusivity on the BookLand Campus Map (print)
- ✓ Chapter dedicated to the Sponsor's industry/field of activity as part of the studies conducted by BookLand + mention in dedicated communication materials

Special Projects

- ✓ Visit / Tour of Campus construction site + communication of activity on social media
- ✓ Organization of an educational project inspired by the Sponsor's activity (workshops, discussions with employees, demonstrations, job shadowing activities, etc.). The structure will be adapted to the Sponsor's requirements and availability.
- ✓ Optional: Presence of a representative in the Campus Advisory Board (as co-chair of the board, along BookLand Association President)
- ✓ Optional: Scholarship offered by the Sponsor to Campus students with good results
- ✓ Optional: Excellence Scholarship offered by the Sponsor to Campus students with outstanding results in certain areas/domains of special interest for the Sponsor

- ✓ Optional: Participation of an employee from the Sponsor's team as a trainer in the BookLand Camps, to support a workshop (+visibility on BKL social media channels)
- ✓ Upon request: 4 free-of-charge access passes to BookLand Summer camps (2 passes/camp x 2 camps), for the Sponsor's employees
- ✓ Optional: Organization of workshops / courses with the involvement of the Sponsor's employees for the benefit of students from rural areas
- ✓ Optional: Invitation of a top management representative / expert recommended by the Sponsor as a mentor for a "BookLand Evolution Meeting" (filmed at the Sponsor's HQ)
- ✓ Upon request: 2-day teambuilding on the construction site; the additional cost of 130 euro/day/person for transport, accommodation & meal will be supported by the NGO. Please note, however, that the costs of purchasing and personalizing any promotional/work equipment will be budgeted separately.
- ✓ Upon request: Organizing a craft workshop at the Sponsor's location for employees (the transport of the craftsmen and the costs of the materials will be added separately).
- ✓ Upon request: Participating in the Sponsor's events with DIY handmade crafted objects or artistic moments prepared by BookLand Campus students.
- ✓ Upon request: Dedicated account manager through the "Volunteer Gift" program, to keep in touch with employees who want to volunteer on the Campus construction site.

Monitoring & Reporting

- ✓ Photo + video archive to inform the Sponsor on Campus construction progress & so that the Sponsor can create their own communication materials
- ✓ Dedicated video with yearly results & highlights of the partnership and its impact
- ✓ Media + social media monitoring in BookLand communication - Monthly (upon request)
- ✓ Upon request: Detailed reporting according to the Sponsor's reporting format





PIONEER package – 200.000+ €

Media & Newsletter

- ✓ Mention in press releases issued to local & national media - 5
- ✓ Logo insert in the sponsor Billboard in newsletters sent to managers/professionals and the national school network (+50.000 top contacts) - 8
- ✓ Mention of the Sponsor's active involvement in supporting BookLand in newsletters sent to managers/ professionals and the national school network (+50.000 top contacts) - 2

Website

- ✓ Logo insert on Homepage, with URL link
- ✓ Logo insert in Partner section on Campus dedicated page, with URL link
- ✓ Logo insert on Campus dedicated page, with the mention "A project with meaning + solutions supported by Sponsor Name"

Social media

- ✓ Tagging (alongside all sponsors in the category) in photo posts on social media - 12 x FB/ IG/ IN/ GMB
- ✓ Tagging in photo albums posted on social media - 50 x FB/ IG/ IN/ GMB
- ✓ Videos (1 min) with the Sponsor's exclusive mention - 4 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in the videos dedicated to ambassadors/special guests - 12 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in other videos (testimonials given by students / teachers / authorities / partners / construction workers etc.) - 36 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in educational videos - 50 x FB/ IG/ IN/ YT/ TT
- ✓ Product Placement (PP): the sponsor's products included in "Cronica Muncitoresca" - 3 PP x FB/IG/IN/YT/TT

Branding & Events

- ✓ Logo insert on the spider/stage screen at the Campus inauguration event
- ✓ Display of branding materials + key note speech at the Campus inauguration event
- ✓ Display of branding materials at the BookLand Gala
- ✓ Lifetime: Logo insert on the Totem placed at the Campus entrance
- ✓ Lifetime: A star with the sponsor's name in the Campus entrance area „hall of fame”
- ✓ Lifetime: A sign with the Sponsor's name placed on the door of a classroom / laboratory / workshop / library / event hall / amphitheatre etc.
- ✓ Lifetime: Space design: urban furniture & artwork
- ✓ Branding through artistic graffiti on one of the Campus support walls
- ✓ Dedicated branding in a commercial-recreational space: tables/ umbrellas/ canopies/ packaging (in our social enterprises: Restaurant, Cafe, Bakery, Hair Salon, Event Hall, Pharmacy, Laundry)

- ✓ Branding on the Train wagon (transportation to Campus during "Open Doors" weekends)
- ✓ Dedicated branding on school supplies used by Campus students
- ✓ Name of a product/service with the Sponsor's name (in Campus enterprises)
- ✓ Possibility of organizing activations under the brand umbrella on Campus
- ✓ Mention (verbal) and thanks during events organized by BookLand or in which the association participates (conferences, galas, award ceremonies, etc.) - 3

Editorial projects

- ✓ Logo in the Campus Album, photo-video project (print & electronic)
- ✓ Logo in the Trades Manual + section allocated to the Sponsor's industry/field
- ✓ Chapter dedicated to the Sponsor's industry/field of activity as part of the studies conducted by BookLand + mention in dedicated communication materials

Special Projects

- ✓ Visit / Tour of Campus construction site + communication of activity on social media
- ✓ Organization of an educational project inspired by the Sponsor's activity (workshops, discussions with employees, demonstrations, job shadowing activities, etc.). The structure will be adapted to the Sponsor's requirements and availability.
- ✓ Optional: Presence of a representative in the Campus Advisory Board
- ✓ Optional: Scholarship offered by the Sponsor to Campus students with good results
- ✓ Optional: Participation of an employee from the Sponsor's team as a trainer in the BookLand Camps, to support a workshop (+visibility on BKL social media channels)
- ✓ Optional: Organization of workshops / courses with the involvement of the Sponsor's employees for the benefit of students from rural areas
- ✓ Optional: Invitation of a top management representative / expert recommended by the Sponsor as a mentor for a "BookLand Evolution Meeting" (filmed at the Sponsor's HQ)
- ✓ Upon request: 2-day teambuilding on the construction site (a cost of 130 euros / day / employee for transport-accommodation-meals is added). The costs of purchasing and personalizing any promotional/work equipment will be added separately.
- ✓ Upon request: Organizing a craft workshop at the Sponsor's location for employees (the transport of the craftsmen and the costs of the materials will be added separately).
- ✓ Upon request: Dedicated account manager through the "Volunteer Gift" program, to keep in touch with employees who want to volunteer on the Campus construction site

Monitoring & Reporting

- ✓ Photo + video archive to inform the Sponsor on Campus construction progress & so that the Sponsor can create their own communication materials
- ✓ Media + social media monitoring of Sponsor's mentions in BookLand communication - Monthly (upon request)
- ✓ Upon request: Detailed reporting according to the Sponsor's reporting format



VISIONARY package – 100.000+ €

Media & Newsletter

- ✓ Mention in press releases issued to mass-media (local and national media) - 3
- ✓ Logo insert in the sponsor Billboard in newsletters sent to managers/professionals and the national school network (+50.000 top contacts) - 4
- ✓ Mention of the Sponsor's active involvement in supporting BookLand in newsletters sent to managers/professionals and the national school network (+50.000 top contacts) - 1

Website

- ✓ Logo insert on Homepage, with URL link
- ✓ Logo insert in Partner section on Campus dedicated page, with URL link

Social media

- ✓ Tagging (alongside all sponsors in the category) in photo posts on social media - 10 x FB/ IG/ IN/ GMB
- ✓ Tagging in photo albums posted on social media - 50 x FB/ IG/ IN/ GMB Videos (1 min) with the Sponsor's exclusive mention - 2 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in the videos dedicated to ambassadors/special guests - 12 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in other videos (testimonials given by students / teachers / authorities / partners / construction workers etc.) - 36 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in educational videos - 50 x FB/ IG/ IN/ YT/ TT
- ✓ Product Placement (PP): the sponsor's products included in "Cronica Muncitoresca" - 1 PP x FB/IG/IN/YT/TT

Branding & Events

- ✓ Logo insert on the spider/stage screen at the Campus inauguration event
- ✓ Display of branding materials + key note speech at the Campus inauguration event
- ✓ Display of branding materials at the BookLand Gala
- ✓ Lifetime: Logo insert on the Totem placed at the Campus entrance
- ✓ Lifetime: A star with the sponsor's name in the Campus entrance area „hall of fame“
- ✓ Lifetime: A sign with the Sponsor's name placed on the door of a classroom / laboratory / workshop / library / event hall / amphitheatre etc.
- ✓ Lifetime: Space design: urban furniture & artwork
- ✓ Branding through artistic graffiti on one of the Campus support walls
- ✓ Dedicated branding in a commercial-recreational space: tables/ umbrellas/ canopies/ packaging (in our social enterprises: Restaurant, Cafe, Bakery, Hair Salon, Event Hall, Pharmacy, Laundry)

- ✓ Branding on the Train wagon (transportation to Campus during "Open Doors" weekends)
- ✓ Dedicated branding on school supplies used by Campus students
- ✓ Name of a product/service with the Sponsor's name (in Campus enterprises)
- ✓ Possibility of organizing activations under the brand umbrella on Campus
- ✓ Mention (verbal) and thanks during events organized by BookLand or in which the association participates (conferences, galas, award ceremonies, etc.) - 1

Editorial projects

- ✓ Logo in the Campus Album, photo-video project (print & electronic)

Special Projects

- ✓ Visit / Tour of Campus construction site + communication of activity on social media
- ✓ Organization of an educational project inspired by the Sponsor's activity (workshops, discussions with employees, demonstrations, job shadowing activities, etc.). The structure will be adapted to the Sponsor's requirements and availability.
- ✓ Optional: Presence of a representative in the Campus Advisory Board
- ✓ Optional: Scholarship offered by the Sponsor to Campus students with good results
- ✓ Optional: Participation of an employee from the Sponsor's team as a trainer in the BookLand Camps, to support a workshop (+visibility on BKL social media channels)
- ✓ Optional: Organization of workshops / courses with the involvement of the Sponsor's employees for the benefit of students from rural areas
- ✓ Optional: Invitation of a top management representative / expert recommended by the Sponsor as a mentor for a BookLand Evolution Meeting (at the Sponsor's HQ)
- ✓ Upon request: 2-day teambuilding on the construction site (a cost of 130 euros / day / employee for transport-accommodation-meals is added). The costs of purchasing and personalizing any promotional/work equipment will be added separately.
- ✓ Upon request: Organizing a craft workshop at the Sponsor's location for employees (the transport of craftsmen & cost of materials to be added separately).
- ✓ Upon request: Dedicated account manager through the "Volunteer Gift" program, for employees who want to volunteer site

Monitoring & Reporting

- ✓ Photo + video archive to inform the Sponsor on Campus construction progress & so that the Sponsor can create their own communication materials
- ✓ Media + social media monitoring of Sponsor's mentions in BookLand communication - Monthly (upon request)
- ✓ Upon request: Detailed reporting according to the Sponsor's reporting format



ARCHITECT package – 50.000+ €

Media & Newsletter

- ✓ Mention in press releases issued to mass-media (local and national media) - 3
- ✓ Logo insert in the sponsor Billboard in newsletters sent to managers/professionals and the national school network (+50.000 top contacts) - 4

Website

- ✓ Logo insert on Homepage, with URL link
- ✓ Logo insert in Partner section on Campus dedicated page, with URL link

Social media

- ✓ Tagging (alongside all sponsors in the category) in photo posts on social media - 8 x FB/ IG/ IN/ GMB
- ✓ Tagging in photo albums posted on social media - 10 x FB/ IG/ IN/ GMB
- ✓ Videos (1 min) with the Sponsor's exclusive mention - 1 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in the videos dedicated to ambassadors/special guests - 12 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard included in other videos (testimonials given by students / teachers / authorities / partners / construction workers etc.) - 12 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard included in educational videos - 40 x FB/ IG/ IN/ YT

Branding & Events

- ✓ Logo insert on the spider/stage screen at the Campus inauguration event
- ✓ Branding through artistic graffiti on one of the Campus support walls
- ✓ Dedicated branding in a commercial-recreational space: tables/ umbrellas/ canopies/ packaging (in our social enterprises: Restaurant, Cafe, Bakery, Hair Salon, Event Hall, Pharmacy, Laundry)
- ✓ Possibility of organizing activations under the brand umbrella on Campus

Editorial projects

- ✓ Logo in the Campus Album, photo-video project (print & electronic)

Special Projects

- ✓ Visit / Tour of Campus construction site + communication of activity on social media
- ✓ Optional: Participation of an employee from the Sponsor's team as a trainer in the BookLand Camps, to support a workshop (+visibility on BKL social media channels)
- ✓ Optional: Organization of workshops / courses with the involvement of the Sponsor's employees for the benefit of students from rural areas

Monitoring & Reporting

- ✓ Photo + video archive to inform the Sponsor on Campus construction progress & so that the Sponsor can create their own communication materials
- ✓ Media + social media monitoring of Sponsor's mentions in BookLand communication - Yearly



BUILDER package – 20.000+ €

Media & Newsletter

- ✓ Mention in press releases issued to mass-media (local and national media) - 1
- ✓ Logo insert in the sponsor Billboard in newsletters sent to managers/professionals and the national school network (+50.000 top contacts) - 4

Website

- ✓ Logo insert on Homepage, with URL link
- ✓ Logo insert in Partner section on Campus dedicated page, with URL link

Social media

- ✓ Tagging (alongside all sponsors in the category) in photo posts on social media - 6 x FB/ IG/ IN/ GMB
- ✓ Tagging in photo albums posted on social media - 5 x FB/ IG/ IN/ GMB
- ✓ Videos (1 min) with the Sponsor's exclusive mention - 1 x FB/ IG/ IN/ YT/ TT
- ✓ Logo insert in Billboard included in the videos dedicated to ambassadors/special guests - 12 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard included in other videos (testimonials given by students / teachers / authorities / partners / construction workers etc.) - 4 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard included in educational videos - 40 x FB/ IG/ IN/ YT

Branding & Events

- ✓ Logo insert on the spider/stage screen at the Campus inauguration event
- ✓ Branding through artistic graffiti on one of the Campus support walls
- ✓ Dedicated branding in a commercial-recreational space: tables/ umbrellas/ canopies/ packaging (in our social enterprises: Restaurant, Cafe, Bakery, Hair Salon, Event Hall, Pharmacy, Laundry)
- ✓ Possibility of organizing activations under the brand umbrella on Campus

Editorial projects

- ✓ Logo in the Campus Album, photo-video project (print & electronic)

Special Projects

- ✓ Visit / Tour of Campus construction site + communication of activity on social media

Monitoring & Reporting

- ✓ Photo + video archive to inform the Sponsor on Campus construction progress & so that the Sponsor can create their own communication materials
- ✓ Media + social media monitoring of Sponsor's mentions in BookLand communication - Yearly



CRAFTSMAN package – 10.000+ €

Media & Newsletter

- ✓ Logo insert in the sponsor Billboard in newsletters sent to managers/professionals and the national school network (+50.000 top contacts) - 4

Website

- ✓ Logo insert on Homepage, with URL link
- ✓ Logo insert in Partner section on Campus dedicated page, with URL link

Social media

- ✓ Tagging (alongside all sponsors in the category) in photo posts on social media - 4 x FB/ IG/ IN/ GMB
- ✓ Tagging in photo albums posted on social media - 4 x FB/ IG/ IN/ GMB
- ✓ Logo insert in Billboard included in the videos dedicated to ambassadors/special guests - 6 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard included in other videos (testimonials given by students / teachers / authorities / partners / construction workers etc.) - 4 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard for educational videos - 30 x FB/ IG/ IN/ YT

Branding & Events

- ✓ Logo insert on the spider/stage screen at the Campus inauguration event

Editorial projects

- ✓ Logo in the Campus Album, photo-video project (print & electronic)

Special Projects

- ✓ Visit / Tour of Campus construction site + communication of activity on social media

Monitoring & Reporting

- ✓ Photo + video archive to inform the Sponsor on Campus construction progress & so that the Sponsor can create their own communication materials
- ✓ Media + social media monitoring of Sponsor's mentions in BookLand communication - Yearly



APPRENTICE package – 5.000+ €

Media & Newsletter

- ✓ Logo insert in the sponsor Billboard in newsletters sent to managers/professionals and the national school network (+50.000 top contacts) - 4

Website

- ✓ Logo insert on Homepage, with URL link
- ✓ Logo insert in Partner section on Campus dedicated page, with URL link

Social media

- ✓ Tagging in photo albums posted on social media - 2 x FB/ IG/ IN/ GMB
- ✓ Logo insert in Billboard included in the videos dedicated to ambassadors/special guests - 3 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard included in other videos (testimonials given by students / teachers / authorities / partners / construction workers etc.) - 2 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard included in educational videos - 20 x FB/ IG/ IN/ YT

Special Projects

- ✓ Visit / Tour of Campus construction site + communication of activity on social media

Monitoring & Reporting

- ✓ Photo + video archive to inform the Sponsor on Campus construction progress & so that the Sponsor can create their own communication materials
- ✓ Media + social media monitoring of Sponsor's mentions in BookLand communication



TRAINEE package – 2000+ €

Website

- ✓ Logo insert on Homepage, with URL link
- ✓ Logo insert in Partner section on Campus dedicated page, with URL link

Social media

- ✓ Logo insert in Billboard included in the videos dedicated to ambassadors/special guests - 1 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard included in other videos (testimonials given by students / teachers / authorities / partners / construction workers etc.) - 1 x FB/ IG/ IN/ YT
- ✓ Logo insert in Billboard for educational videos - 10 x FB/ IG/ IN/ YT

Monitoring & Reporting

- ✓ Photo + video archive to inform the Sponsor on Campus construction progress & so that the Sponsor can create their own communication materials
- ✓ Media + social media monitoring of Sponsor's mentions in BookLand communication - Yearly

In just 4 years, we managed to renovate and equip 80 schools and kindergartens. **TOGETHER we will also build the Campuses that will change the future of the Romanian education system**, positively impacting the labor market, Romania's image and self-respect. TOGETHER we can bring real change in the lives of the children from the villages and communes of Romania!



"We will be able to show how education forms strong characters: a day at BookLand school starts with a healthy breakfast, with classes taught by passionate teachers, with breaks full of exercise and outdoor activities, followed by an equally healthy lunch and afterschool sessions where we will do lessons, as well as practical activities in the kitchen, the orchard-garden or our own shops, contributing to the smooth running of the campus. Each student will have clear responsibilities, as we intend to cultivate their respect on all levels. Manuals, supplies, transport, school uniforms and access to various activities will be fully provided by us. Basically, we will operate like a private school, but with zero fees! Moreover, we will pay some of the biggest scholarships to our high school students, supporting the best graduates to pass the Baccalaureate exam and encouraging the excellent ones to pursue higher studies. In this mission we rely both on ourselves – as we plan to open social enterprises and shops on the Campus, in order to be self-sufficient – and on the hundreds of Partners who have joined us in recent years, investing in creating better learning conditions for children from rural areas. And the good we do will shape a better future!"

BookLand, an NGO that changes destinies through EDUCATION

In a country full of young people with potential and big dreams, but lacking opportunities, we promote the right to **quality education and thorough vocational training** in rural communities. At the same time, **we inspire young people and support them to develop harmoniously**, helping them voice their opinions. We organize meetings and cultural trips, workshops and personal development camps, and create content on topics of interest for high school students.



56,5K followers
647K monthly reach



7K followers
600K monthly views



7,5K followers
109K monthly reach



19K followers
110k monthly views



2,5K followers
37K monthly reach

*Data recorded by the 25th of June 2025.

BookLand's activity has been recognized in various competitions, galas and events:



1st Prize - Dual Education
with BricoDepot Foundation
[Romanian Sustainability & CSR Awards](#), 2025



Diploma of Excellence
for outstanding results
["Romania esti TU" National Gala](#), 2025



2nd Prize
with Vodafone Romania & Technology Foundation _VOIS Romania, – [Romanian Sustainability & CSR Awards](#), 2024



3rd Prize
with Brico Depot – [Romanian Sustainability & CSR Awards](#), 2024



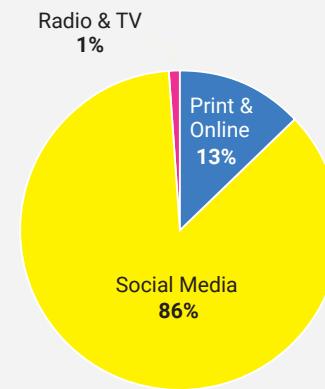
Special Prize
["Developing Sustainable Romania"](#), Gala Intact Media Academy, 2023



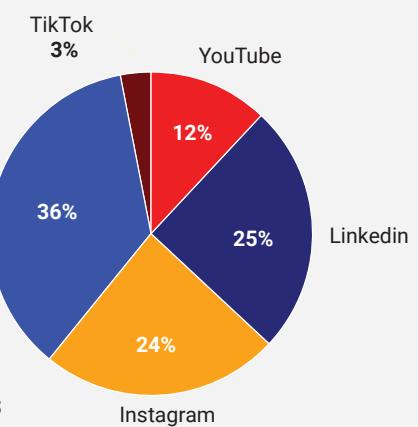
"Initiatives for the Rural Environment" Award, Student Representative Gala, National Students Council, 2024

Media & social media appearances in 2024

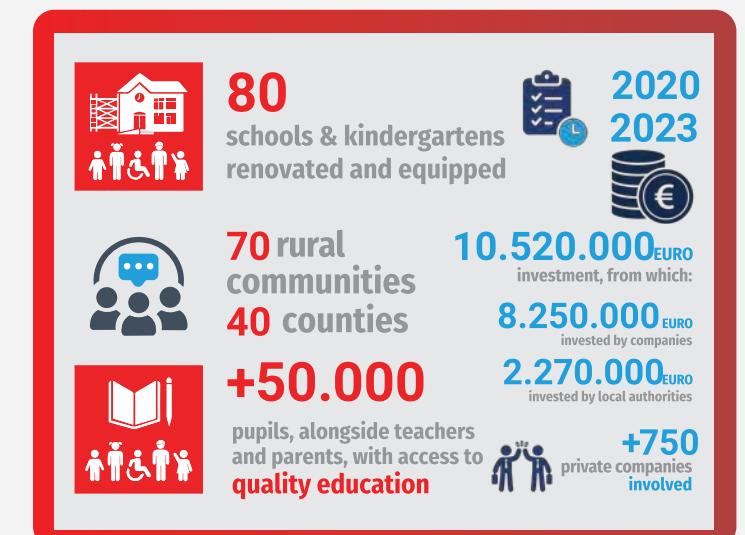
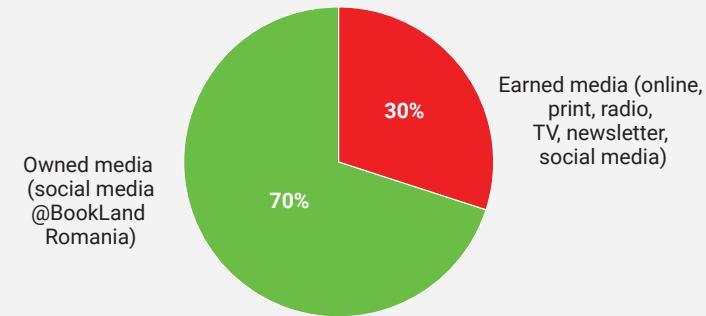
Communication channels



Social Media



Type of appearances



“High School Years”: a CAMPAIGN for an educated Romania, that learns a profession!

To be honest, we might not have started building this Campus if we hadn't seen our villages becoming increasingly deserted. And if we had not understood, by renovating 80 rural schools and kindergartens across the country, what huge potential these children have! Our young people from the countryside need to know that they are not left to fend for themselves. Under the motto "**TOGETHER** for a Romania that learns a **PROFESSION**," in 2024 BookLand launched an invitation to all those who share its vision and resumed its traditional **image campaign "High School Years,"** this time donations being collected for the BookLand Campus. Everyone who resonated with the campaign's message was invited to send an SMS with the text **CONSTRUIM** to **8845**, to make a monthly donation of 2 euros. The campaign was conducted online and on TV, with the spot "High School Years (in BookLand's vision)" being broadcasted by national and local TV stations and in cinemas.

HIGH SCHOOL YEARS 2024
as seen by BookLand



MAKING OF:
The story behind a fun video



MAKING OF:
High School Years



Are you planning a **HANDS-ON TEAMBUILDING** event for your company?

You can be sure that on the BookLand Campus construction site you will have a memorable experience and the involvement of your team will bring about a long-term, meaningful change for the better. If you share our belief that change is possible through education, then join us for a **Hands-On Teambuilding!** What could possibly give your colleagues more satisfaction than knowing that they contributed with their own hands to helping create better learning conditions for children from rural areas, who will thus have a chance for quality education and prosperity?



Teambuilding on the construction site: TOGETHER we are building a Campus



We proudly communicate your company's involvement on our social media platforms.



1 day of Teambuilding = 6-8 hours on the construction site (you can choose 1 or multiple days of activities)



Vulturesti commune, Arges county



Your team, working alongside our specialists

Available upon request:



Transport



Accommodation



Personalized equipment



Home-cooked meals



Entertainment



The Manual of Trades

The Manual of Trades, our first book, developed with the support of partners, specialists, practitioners, teachers, students, and private companies, aims to present **~40 FUTURE trades** that are already in high demand today. Many of these trades will be taught and practiced by young people at the first Professional Pre-university Campus in the Dual System, which we are building in the village of Vulturesti, Argeș County – a place where they will receive both theoretical education and practical training.

We're replacing the question “What do you want to be when you grow up?” with “What do you think suits you best?”

Today, children's answers either come spontaneously, or they are innocent and funny inventions, or things suggested by adults. However, while for kids in the city this question (What do you wanna do when you grow up?) may simply become ambiguous as they grow older, for children in rural areas, real options barely exist. Officially, 30% of them are at risk of dropping out of school due to poverty, ending up as day laborers, welfare recipients, or emigrants.

The reality is that the traditional education system **is not equipped to provide the necessary guidance in choosing a profession**. And in cases where young people do manage to continue their studies, the important decisions for their future are made “on the fly,” based on unqualified advice, turning them from potential skilled workers into unemployed graduates who either can't find work in their field of study or realize too late that their choice was the wrong one.



Over 40 trades, each thoroughly documented, will be presented so that students can understand what working in a certain industry involves, what they will study, and what skills they need to excel in the chosen field, what employment opportunities they will have by specializing, what the salary ranges look like, and what the demand is on the labor market.



What does each trade actually involve?

We present in detail the activities and specific responsibilities of each occupation, using easy-to-understand language. We show which trades are most in demand and explain why they are and will remain indispensable. We paint a complete picture of the skilled worker who will not only have theoretical knowledge but also solid practical training.



Opportunities

We explain the fields of activity and job prospects for each specific trade. By the way, we guarantee that graduates of the BookLand Professional Campus will set the standard among skilled employees in Romania!



Skills & Educational Requirements

We show children the competencies, inclinations, and innate or acquired traits that are real advantages for each particular trade. We will describe the necessary training steps for each of the trades young people can learn.



Testimonials

Skilled workers describe in their own words what their trade means to them and the challenges they faced at the beginning of their journey. They explain key terms specific to their occupation, tools, and equipment. They share from their own experience what helped them become better and offer young people practical advice they consider useful.

An Essential Guide in the Class Room

Accurate information leads to informed decisions—especially when you're at an age where you're just starting to understand yourself, yet you're expected to make a choice that will shape the rest of your life. No wonder half of Romanians end up working in fields entirely different from what they studied... or that at any given time, 50% of employees would change jobs for a slightly higher salary.

Made available to students in **both print and digital formats**, the Manual of Trades will be an **indispensable tool during guidance counseling classes**, helping students in grades 5 - 8 discover the steps they need to take to pursue the career they feel drawn to.



Why a Manual of Trades?

Because young people need to discover and develop the skills they're born with—or acquire—so they can become truly skilled professionals. Not everyone needs to attend university, especially if the field they choose doesn't align with their actual career path.

EDUCATIONAL CONTENT. BookLand inspires Romania's youth.

BookLand Evolution Meetings

In a world full of noise, where everyone seems to have something to say, we promote quality and authenticity. That's the promise we made to young people: to stand by them and offer real inspiration and true values. For them, we created the BookLand Evolution Meetings – a monthly event where we invite mentors who have followed their dreams and achieved excellence to answer young people's questions and guide them by sharing their own experiences.



500+ highschool participants



150+ materials published online



29 mentors invited



Dialogues Without Borders

After each BookLand Evolution Meeting, participants are invited to join a Dialogue Without Borders, where they continue to debate topics of interest. Why is this exercise important? Because it gives them the freedom to express themselves as they wish and to support their points of view with arguments. Moreover, it's an opportunity to learn from other young people who feel and experience the same things they do.



1 dialogue/month



16 materials already published



164 highschool participants

BookLand Evolution Mentors



ANDI VASLUIANU

Theatre and Movie Actor



ADELA PARVU

Designer & TV host



DUMITRU PRUNARIU

Astronaut, Engineer & Member of the Romanian Academy



DRAGOS PATRARU

Journalist, TV host & Author



DIALOGUES WITHOUT BORDERS

The Artist, between Freedom and Constraints

[Play video](#)



DIALOGUES WITHOUT BORDERS

Google vs. Memory

[Play video](#)

BookLand Inspirational

This series delivers a monthly dose of information filtered through the creative perspective of a young writer. The result, in the three years since we launched this project: over 60 high-quality, well-researched videos offering advice on challenging topics! Moreover, each video provides a powerful boost to young people's general knowledge—especially since today, many of them choose to get their information directly from YouTube.



326K views



13,5K hours viewed



94,3% of followers are between 18-24 years old

Lifetime results x YouTube playlist until June 25th 2025

Full Stop. And a New Beginning

Put a full stop. And believe in yourself—all the way. We bring to young people (and not only them) real-life stories shared by individuals who are searching for or have already found their way back to themselves. We explore how people can lose their path, but also how they can reinvent themselves by leaving behind addictions, challenges, disappointments, failures, or painful losses. The video series already includes 22 published testimonial-style episodes, with a new valuable experience shared every month!



171,5K views



7,9K hours viewed



60,5% of followers are between 18-24 years old

**Lifetime results x YouTube playlist until the 25th of June 2025*

Discover our selection of inspirational videos!

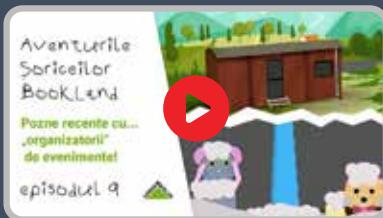


The Adventures of the BookLand Mouse Explorers

In this 100% original animated series, the BookLand Explorers, two cute little mice, experience countless adventures around the Campus, starting from the very first day of construction. They sneak between the builders' feet, sometimes even causing a bit of mischief, and once the gates open for students from rural areas, they make new friends and attend classes and hands-on activities. We laugh together, but we also draw conclusions that shape the moral values we want to instill in children.



Aventurile Soriceilor:
Capitanu-Soricel, naufragiat nitel...



Aventurile Soriceilor:
Pozne recente cu... „organizatorii“ de evenimente!

BookLand Cultural Camps

The smartest way for kids to have fun.

What do we offer? Unforgettable experiences in some of the most beautiful places in the country, freedom of expression, workshops with inspiring mentors, and lots of physical activity. For one week, we blend adventure with educational activities, hands-on workshops with socializing, and the joy of learning with creativity, all in a balanced mix. An active vacation where vocations are discovered and a positive attitude is cultivated! How do we achieve this? By putting education and fun into the same equation so that learning is cool.



52 Summer Camps
organized between
2013-2025



40+ national and
international
locations



1800+ participants
(ages 6 to 19 y.o.)



200+ trainers



PARTNERS



Verbund

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ARCHITECT

ARCHITECTURE & DESIGN | PURAN



BUILDER



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9 Dr. Clunet Street,
District 5, Bucharest



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