



Anca Marcu – Primar al Comunei Cojocna



THE INNOVATION JOURNEY

After completing her pedagogical education, she began her career as a schoolteacher in her home village of Cojocna. She then moved to Spain where she worked various jobs.

When Anca returned to her multicultural home village in Romania, she decided to directly influence local development by running for local councilor. Despite initial resistance to a woman leading in public administration, she was actively engaged in the community, discussing issues and potential solutions with residents, and giving particular attention to all ethnic groups. Her efforts paid off when she was elected vice-mayor, and afterwards as Mayor.

Anca initiated key projects such as the revitalization of the Cojocna Baths, which is under the administration of the local authority; she established a committee to investigate the failing resort, which had been a financial drain; environmental initiatives like introducing the village's first recycling program promoting protected areas and spearheaded tree planting campaigns.

THE INNOVATION IMPACT

Anca's initiatives significantly enhanced the local infrastructure and public services. The transformation of the Cojocna Baths into a profitable enterprise revitalized a key local asset, generating revenue that could be reinvested into the community. Her environmental projects, including the introduction of a recycling program and the creation of public parks, not only beautified the village but also

promoted sustainability. These projects improved the quality of life for residents and set a standard for responsible community management.



Anca's health campaigns had a profound impact on the accessibility of healthcare in her village. By organizing medical services locally, she reduced the barriers residents faced in accessing specialized medical care, such as pediatric and cardiology services. These initiatives demonstrate how local administration can play a crucial role in enhancing public health.

One of the most lasting impacts of Anca's journey is the shift in social and cultural attitudes towards women in leadership within her community. By successfully managing major projects and navigating the complexities of local politics, she challenged prevailing stereotypes and proved that women can lead effectively in roles traditionally dominated by men. Her leadership inspired other women in the community and nearby areas to pursue active roles in public life and seek leadership positions.

USEFUL LINKS

[Cojocna Baths](#)

[Cojocna Commune](#)