

## **ACTIVITY REPORT for the year 2016**

The AMFITEATRU Foundation capitalized on accumulations and partnerships, concentrating resources towards structuring activities into programs with clear cultural, economic, and social outcomes, while also adding new internal and international approaches and collaborations.

Social economy, creative industries, scientific research, professional-scientific programs dedicated to healthcare, direct knowledge of local communities, improvement of project and activity contents, and the professionalization of hospitality are not mere statements or formal phrases/words, but are genuinely reflected in our programs.

### **Health**

- Program dedicated to the affirmation and capitalization of resources within the health system and of professional-scientific connections nationally and internationally.
- Financing and organization of the 8th edition of the International Health Tourism Forum, April 21–23, 2016, in Râmnicu Vâlcea.
- Financing and organization of the 9th edition of the International Health Tourism Forum, Bucharest, November 15–17, 2016.
- Organization of the conference on the theme "Updating the Management Guide for Nosocomial Infections", in collaboration with the National Authority for Quality Management in Healthcare, between June 30 and July 2, 2016, in Târgu-Mureș.
- Organization of 10 conferences in 2016 and forums within the professional-scientific program "Quality Management in Healthcare".

### **Cluster Administration**

- Administration of the "Glocal Romania" Cluster (<http://www.glocalro.org/>).
- Administration of the "Romania Health" Medical Cluster (<http://www.sanatateromania.ro/>; <http://www.healthromania.com/>)

Following the evaluation of the Romania Health Medical Cluster by the European Secretariat for Cluster Analysis (ESCA), it was awarded the "Bronze" label for Cluster Management Excellence. This process was carried out in accordance with the European

Cluster Excellence Initiative (ECEI), launched in 2009 by the European Union through the Competitiveness and Innovation Programme. The ESCA evaluation focused on the analysis of the management of the Romania Health Medical Cluster by the Amfiteatru Foundation across six dimensions: structure, management and coordination, strategy, financing, achievements, visibility, and services offered. This recognition is an important step for the evolution of the Romania Health Medical Cluster and its consolidation on the domestic and international market. The cluster is present on the European Commission platform <http://www.clustercolaboration.eu/>. Through the cluster, we are connected to European health programs, receive requests and partnership proposals for various projects and programs, and participate in professional-scientific activities, fairs, and national, European, and international meetings.

### **Community Development, Tourism, and Creative Industries**

- The program "Identities and Experiences of Communities" (<http://www.merg.in/>). Innovation and creativity form the strongest vector for community development and the capitalization of anthropic and natural resources. In this regard, the diversity of communities and resources in Romania constitutes an immense potential for development. Identity accumulations and specific traditions of creativity add value and can ensure the competitiveness of local products and services, whether we are talking about natural, cultural, or tourist products. Through the involvement of creative industries, research and development activities, these products can enter the national, European, and international value circuit through their uniqueness and local flavor.
- We are the promoters of the responsible tourism concept. (<http://www.turismulresponsabil.ro/>).
- National Salon of Tourist Photography (<http://www.snft.ro/>). The National Salon of Tourist Photography promotes talent and passion for photography, whether amateur or professional photographers. Launched in 2006, over time, over 3,500 contestants have registered for the event with more than 40,000 photos, viewed by over 200,000 visitors (on-site or online).
- WALK & SHOOT – photography and community exploration workshop. The "WALK & SHOOT" workshop is meant to be an experience specific to responsible tourism. The mission of these workshops is to create new, powerful experiences by capitalizing on history and lifestyle from the present.
- The program "Discover Sector 1" is a complex program for capitalizing on and promoting the anthropic and natural potential of Sector 1 (<http://www.merg.in/bucuresti/descopera-sectorul-1/>).

- Creative industries and tourism have become strategic capital for the development of local economies. We are witnessing the emergence of a new social category: the creative class, a class that includes researchers, artists, engineers, designers, writers, etc. Their activities enhance the identity accumulations of communities, making them visible and accessible. The capitalization and promotion under new conditions, especially technological ones, of identities, experiences, and local products has been a constant endeavor of the Amfiteatru Foundation, increasingly coherent and efficient.

## **Human Capital**

Old projects and programs were consolidated and modernized, ensuring quality theoretical content continuously adapted to the needs of practice and European and international trends.

- Over 150 graduates of courses in the tourism field.
- Over 200 graduates within courses in the healthcare field.
- Over 1,000 participants in forums, conferences, seminars, etc.

## **Studies and strategies, programs, socio-economic analyses for capitalizing on the anthropic and natural potential of communities**

- Studies about communities for the development of projects/programs/development strategies.
- Our works are based on a good knowledge of local resources but also of community development trends at the European level.
- The "Amfiteatru" Center for Education, Development, and Research (cedca.ro) holds the necessary accreditations and provides professional-scientific resources for internal and external programs.
- Preparation, documentation, and writing of projects for cross-border cooperation programs.
- Preparation, documentation, and writing of the project "Integrated local development in Belin commune", Center region, within the Human Capital Operational Program 2014-2020, Priority Axis 4 - Social inclusion and poverty reduction.

- Preparation, documentation, and writing of the project "Development of Crivăț commune through integrated measures", South Muntenia region, within the Human Capital Operational Program 2014-2020, Priority Axis 4 - Social inclusion and poverty reduction.
- Preparation, documentation, and writing of the project "Integrated measures for the development and capitalization of the potential of Letca Nouă commune", South Muntenia region, within the Human Capital Operational Program 2014-2020, Priority Axis 4 - Social inclusion and poverty reduction.
- Preparation, documentation, and writing of the project "Entrepreneurship - A chance for the future!", South Muntenia region, within the Human Capital Operational Program 2014-2020, 3. Jobs for all.
- Preparation, documentation, and writing of the project "Entrepreneurial support program in the Center region", Center region, within the Human Capital Operational Program 2014-2020, 3. Jobs for all.

## **PARTNERSHIPS AND COOPERATIONS**

- International collaborations regarding exports of services and know-how in the field of health tourism.
- Establishment of a health tourism network in the Balkans, in which the Amfiteatru Foundation played the role of the main "node".
- Constitution of an international professional-scientific network, with a stable core around the "International Health Tourism Forum".
- Conclusion of collaboration protocols with partners from Italy, France, Bulgaria, Greece, Turkey on the areas of expertise of the Amfiteatru Foundation.
- Development of partnerships dedicated to community development with RDAs (Regional Development Agencies), county councils, city halls, NGOs, professional and employer organizations.