

ACTIVITY REPORT

2017

The AMFITEATRU Foundation continued the projects and programs in its key fields of activity: creative industries, tourism, healthcare, and human capital. The year 2017 was one in which we capitalized on past experience - scientific research, professional-scientific activities dedicated to healthcare, direct knowledge of local communities, professionalization of hospitality, social economy - and explored new directions and opportunities, specifically targeting the improvement of contents and working tools.

Health

Activities in this field are grouped into the professional-scientific program "Quality Management in Healthcare", dedicated to affirming and capitalizing on resources within the health system and professional-scientific connections nationally and internationally. The main activities were:

- Organization of the conference "Guide to the Management of Healthcare-Associated Infections, 2nd Edition", in collaboration with the National Authority for Quality Management in Healthcare, between April 27–29, 2017, in Târgu-Mureș.
- Organization of conferences and forums with new themes, reflecting European and global trends in the field, with a participation of over 1,000 specialists and managers, teaching staff, and researchers from the country and abroad.
- Administration of the "Romania Health" Medical Cluster (<http://www.sanateromania.ro/>; <http://www.healthromania.com/>) which received the "Bronze" label awarded by the European Secretariat for Cluster Analysis (ESCA), a process 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 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. In 2017, 370 articles were published – previews and reviews of community events, interviews with important representatives of tourism or culture, presentations and descriptions of heritage objectives, as well as other cultural objectives representative of the community. In 2017, **the merg.in platform** had over 77,000 views, and posts on the platform's Facebook page reached over 132,000 people.

- **National Salon of Tourist Photography** (<http://www.snft.ro/>). Promotes talent and passion for photography, whether amateur or professional photographers. Launched in 2006, it is the longest-running event of its kind. Over the course of 11 years, over 3,500 contestants registered with more than 40,000 photos, viewed by over 200,000 visitors (on-site or online).
- **Organization of the International Forum for Responsible Tourism** (4th edition, May 2017; 5th edition, September 2017). The two events brought together approximately 200 participants, representatives of national and local authorities, specialists from creative industries, tourism, and urban planning, opinion leaders, project and program developers, and entrepreneurs with results in the development and commercialization of products and services specific to responsible tourism. Viewpoints, case studies, and presentations of national and European best practices were brought forward, all serving as arguments in favor of consolidating identities for sustainable development, guiding our approach toward concrete outcomes useful to promoters, entrepreneurs, and communities.
- **WALK & SHOOT** – photography and community exploration workshop. The WALK & SHOOT workshop is designed 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. In 2017, 9 workshops were organized, coordinated by 5 professional and renowned photographers from Romania. Approximately 50 amateur photographers participated. We address the community of photographers, photography enthusiasts, those passionate about Bucharest, and, of course, those at the very intersection of these passions. Actors from independent theater scenes, contemporary artists, craftsmen, and artisans are involved and thus supported within the workshops.
- **Cosy Romania Week** took place from September 25 to October 1, 2017, a week of events celebrating Romania's attractions and identities, ranging from craftsmen to festivals, through gastronomy, urban regeneration, or education. Cosy Romania starts from the premise that any community is attractive, with tourism thus becoming a consequence and a form of recognition of the community's anthropic and natural values.

- 2017 was designated by the UN as the International Year of Sustainable Tourism for Development with the aim of increasing the sector's contribution to economic growth and social and environmental improvement. The essential idea behind this endeavor is the need for a greater awareness of the wealth of heritage of different civilizations and a better appreciation of the inherent values of different cultures. Cosy Romania Week also meant international exposure and participation, being recognized and featured by two of the most important communication platforms at the level of the European Union: Tourism 4 Development 2017 and Cluster Collaboration. We thus managed to register a Romanian project in the circuit of the World Tourism Organization.
- The program "Discover District 1 - communities, heritage, cultural values, and traditions" is a program for capitalizing on and promoting the anthropic and natural potential of District 1.
- The program "CALEIDO Multicultural Independent Theater Festival" is the only multicultural theater festival in Romania that promotes ethnic diversity in the cultural field. At the 2nd edition of the festival, 10 plays were performed. Through the themes of the plays, the ethnicities or orientations of the actors or playwrights, the Festival involved communities of ethnic minorities such as the Roma community, the German community, the Hungarian community, and also the LGBT+ community, thus becoming an event that supports not only ethnic and cultural diversity, but also sexual minorities. This edition was attended by 1,045 spectators, and over 50,000 people came into contact with the festival's content via the Facebook page and website.
- Administration of the "Glocal Romania" Cluster (<http://www.glocalro.org/>).

Human Capital

The projects and programs launched in previous years were further developed to have high-quality theoretical content continuously adapted to the needs of practice and new trends.

- Over 200 graduates of courses in the tourism field.
- Over 250 graduates of courses in the healthcare field.
- Over 3,000 participants in forums, conferences, seminars, etc.

We initiated the implementation of the project "Integrated measures for the development and capitalization of the potential of Letca Nouă commune", a project that will help the balanced socio-economic development of Letca Nouă commune (Giurgiu county), by

offering integrated professional training programs, labor market mediation, and the promotion of the local economy through the start of 45 local businesses.

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

- Studies on communities aimed at developing projects, programs, and development strategies based on a sound knowledge of local resources as well as community development trends at the European level.
- Participation in the elaboration of joint strategies regarding the development, enhancement, and innovation of a tourism product within the project "Development and promotion of a common natural heritage tourism product: the route «protected natural heritage within the Romania-Bulgaria cross-border area»", 15.2.1.068.
- Elaboration of the risk management strategy for excessive insect populations in the Romania-Bulgaria border area.
- 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 "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 "Adaptation of workers, enterprises, and entrepreneurs to change and increasing competitiveness in the North-East Region", within the Human Capital Operational Program 2014-2020, OCU/227/3/8/ Increasing the number of employees benefiting from new human resources management tools, methods, practices, etc., and improved working conditions in order to adapt activity to the dynamics of economic sectors with competitive potential identified according to the NCS / areas of smart specialization according to the SNCDI.

- Preparation, documentation, and writing of the project "Increasing competitiveness and adaptation to change of workers, enterprises, and entrepreneurs from the South-Muntenia Region", within the Human Capital Operational Program 2014-2020, OCU/227/3/8/ Increasing the number of employees benefiting from new human resources management tools, methods, practices, etc., and improved working conditions in order to adapt activity to the dynamics of economic sectors with competitive potential identified according to the NCS / areas of smart specialization according to the SNCDI.

Partnerships and Cooperations

- Consolidation of the health tourism network activity in the Balkans, in which the Amfiteatru Foundation played the role of the main "node".
- Development of partnerships dedicated to community development with RDAs, county councils, city halls, NGOs, professional and employer organizations.
- Cooperation with responsible tourism and hospitality organizations in Europe.