

ACTIVITY REPORT

2018

In 2018, we consolidated the programs from the previous year through direct interventions in local communities, the professionalization of hospitality, and the affirmation of anthropic and natural identities, using education and scientific research as core tools.

Health

We organize conferences and activities within the professional-scientific program "Quality Management in Healthcare" in order to affirm and capitalize on resources within the health system, develop the medical system through learning, and spread best practices among professionals. The main activities were:

- The 10th edition of the International Health Tourism Forum in collaboration with the Ministry of Tourism, held in Bucharest between April 19–20, 2018;
- The conference „The efficacy and efficiency of training personnel in medical units regarding the surveillance, prevention, and limitation of Healthcare-Associated Infections”, in collaboration with the National Authority for Quality Management in Healthcare, February 22, 2018, Iași;
- The conference „Modern means of prevention and combating healthcare-associated infections”, in collaboration with the National Authority for Quality Management in Healthcare, March 29, 2018, Bucharest;
- The conference „Implementation of the General Data Protection Regulation (GDPR) in the medical system”, in collaboration with the National Authority for Quality Management in Healthcare, May 3, 2018, Bucharest;
- The conference „Quality management in outpatient healthcare units”, in collaboration with the National Authority for Quality Management in Healthcare, June 22, 2018, Iași;
- The conference „The patient and the quality of health services”, in collaboration with the National Authority for Quality Management in Healthcare, October 25, 2018, Bucharest;
- The conference „Clinical audit and patient care—part of quality management in healthcare”, in collaboration with the National Authority for Quality Management in Healthcare, December 12, 2018, Bucharest;
- Administration of the "Romania Health" Medical Cluster (<http://www.sanateromania.ro/> <http://www.healthromania.com/>) 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/>).

We contribute through content and services to the capitalization of natural and anthropic potential. We include the way of life, crafts, traditional industries and occupations, the results of modernity, the communities' relationships with the surrounding environment, unique natural resources, local products, and services. In 2018, 370 articles were published - previews and reviews of events in communities, 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 2018, 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 4,000 contestants registered with more than 41,000 photos, viewed by over 250,000 visitors (on-site or online). This year we launched the photographic challenge "Exploring Communities" - the photos entered in the contest had to make us want to start searching for communities and their occupations; whether we are talking about communities that culturally shape Romania before we even called it that, or born yesterday, as the saying goes. The best photos were rewarded with a mountain weekend, vouchers for Walk & Shoot photography workshops, and Merg.În guides, and the exhibition took place at Gallery.

- **Organization of the International Forum for Responsible Tourism** (6th edition, May 10–13, 2018, National Museum of Romanian History, Bucharest).

The event brought together approximately 100 participants, representatives of national and local authorities, specialists from creative industries, tourism, and urban planning, opinion leaders, project and program developers, entrepreneurs with results in the development and marketing of specific products and services of responsible tourism. Besides specialists and local entrepreneurs who have already

adopted the principles of responsible tourism, we had the great pleasure of having Dr. Harold Goodwin with us, to whom international responsible tourism owes a lot. Following the course held by him, participants received a diploma accredited by the **International Centre for Responsible Tourism**.

- **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. 2018 was a turning point in the life of this way of discovering communities in Bucharest: we grouped the workshops around photographic genres. Thus, 9 workshops were organized, which were coordinated by 5 professional and renowned photographers from Romania. Approximately 70 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.
- 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 100 graduates of courses in the tourism field.
- Over 300 graduates of courses in the healthcare field.
- Over 2,500 participants in forums, conferences, seminars, etc.

We initiated the implementation of the following projects:

- "Integrated local development in Belin commune", a project that will help the balanced socio-economic development of Belin commune (Covasna county), by offering integrated professional training programs, labor market mediation for 400 people, educational programs for 150 children, and the promotion of the local economy through the launch of 35 local businesses.

- "Development of Crivăț commune through integrated measures", a project that will help the balanced socio-economic development of Crivăț commune (Călărași county), by offering integrated professional training programs, labor market mediation for 400 people, educational programs for 110 children, and the promotion of the local economy through the launch of 50 local businesses.
- We continued 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 launch of 45 local businesses.

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

- Over 20 studies on communities aimed at developing projects/programs/development strategies based on a sound knowledge of local resources as well as 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 the project "Increasing the quality of life of the elderly in Bucharest and promoting active aging by providing social services", South-Muntenia region, under the Human Capital Operational Program 2014-2020.
- Preparation, documentation, and writing of the project "Improving the level of professional competencies and increasing employment in the Center Region", under the "Human Capital Operational Program 2014-2020.
- Preparation, documentation, and writing of the project "Improving the level of professional competencies and increasing employment in the North-East Region", under the "Human Capital Operational Program 2014-2020.
- Partnership for the preparation, documentation, and writing of the project "#FAPTE- Amurgului Urban Regeneration", under the "Human Capital Operational Program 2014-2020.

Partnerships and Cooperations

- Development of partnerships dedicated to community development with RDAs (Regional Development Agencies), county councils, city halls, NGOs, professional and employer organizations.
- Participation in 18 professional-scientific events for promoting or debating community development issues.
- Cooperation with responsible tourism and hospitality organizations in Europe.
- We were accepted as a member of ICRT (International Centre for Responsible Tourism), the global network for responsible tourism.
- We became a member of the LAG initiated at the level of District 5, "Together We Develop District 5".