

# ACTIVITY REPORT

2019

2019 was a natural continuation of the Foundation's activities. We capitalized on past professional experiences, developed new partnerships, and re-launched internal and international connections.

Expertise and, above all, the fact that we persevered in a context affected by low predictability brought important collaborations as well as access to new resources derived from participation in domestic and European competitions.

Continuing the work of affirming identities of all kinds (professional, cultural, geographical, artistic, ethnic, etc.), we mobilized old and new energies and accumulations into varied programs and projects that are actually supported by the "fabric" of our own model, rooted in economic anthropology and the recognition of the power of intangible heritage. We start from the idea that any community has the potential to offer well-being to its inhabitants by using natural and anthropic specifics through its social capital.

We adapt to our own programs the principle that, from an economic point of view, identity is today thought of as a financially competitive resource. At the same time, it becomes an instrument for social cohesion and quality of life. Consequently, we act so that the care and preservation of identity is always the primary objective. This is taken into account in our interventions to highlight the privileged role of identity as an instrument for growth, economic positioning, and branding.

Nobel Laureate George Akerlof, who in 2000 published "Economics and Identity", a reference work on this subject, states that identity is probably the most important economic decision an individual makes.

In 2019, we structured our work around several axes:

**Production of professional**, artistic, scientific, and educational content ensures competence and is the guarantee of a correct reciprocal relationship with the beneficiaries of our work. Content quality is essential, based on our international connections and the latest specialized literature.

- 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 "Supporting social inclusion and innovation through the development of new social enterprises in the Center Region" under the Human Capital Operational Program 2014-2020, POCU/449/4/16/Consolidating the capacity of social economy enterprises to operate in a self-sustainable manner;
- Preparation, documentation, and writing of the project "Supporting social inclusion and innovation through the development of new social enterprises in the North-East Region" under the Human Capital Operational Program 2014-2020, POCU/449/4/16/Consolidating the capacity of social economy enterprises to operate in a self-sustainable manner;

**Activities in the health field** represent an important share through the professional-scientific program "Clinical Risk Management", dedicated to affirming and capitalizing on the resources of the health system and professional-scientific connections nationally and internationally. The main activities were:

- Organizing the 9th edition of the International Health Tourism Forum in collaboration with the National Authority for Quality Management in Healthcare (Bucharest, October 28-29, 2019);
- Organizing 8 editions of the "Clinical Risk Management" conference series, in collaboration with the National Authority for Quality Management in Healthcare;
- The Romania Health Medical Cluster (<http://www.sanatateromania.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.clustercollaboration.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.

**Transfer of knowledge into projects**, events, and useful tools designed for the concrete needs of the beneficiaries of our work.

- "#FAPTE: Amurgului Urban Regeneration\*\*", a project that will help implement complex measures for a total of 300 people, children and adults, to increase access to and participation in education, solve study/vocational training and employment problems, improve living conditions, increase access to social services, and improve the general health status of the population;
- "CALEIDO – Multiethnic Theater Festival", a project that will help increase access for at least 800 inhabitants of District 5 to cultural life and support independent theater in the context of multiculturalism;
- "Essential Romania", a project that will help create an active community space - in the area of the Palace of Parliament, the Romanian Academy, and the People's Salvation Cathedral, through a series of concerted actions materialized as cultural-educational events meant to engage the citizens of District 5 in community life;

We continued the implementation of projects launched in previous years:

- "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;
- "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 start of 50 local businesses;
- "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, and the promotion of the local economy through the start of 35 local businesses;

**Partnerships** give strength to programs and open up opportunities. The year 2019 meant the development of new strategic partnerships with institutions such as the Romanian Academy, the "Ștefan Iordache" Cultural Center of District 5, the Association of Tourism Journalists and Writers of Romania, city halls, high schools, NGOs, and economic operators.

The program dedicated to responsible tourism experienced significant development in the ended year, thanks to these partnerships. Worth mentioning are the participation and conferences within the spring and autumn editions of Romania's Tourism Fair, the Responsible Tourism Forum, the Danube Identities conferences, and responsible tourism courses.

Through strategic partnerships, the program broadened its audience and reach so that the information, ideas, and concepts presented would reach representative publics. High school and university students from specialized institutions, future professionals in the hospitality field, were present. They complemented the regular public - entrepreneurs, specialists, teachers, representatives of local and central authorities, journalists, animators, and people passionate about the field.

The Foundation's team today consists of a stable core that goes beyond the phrase "human resources". Every person is important, even if not irreplaceable, certainly hard to replace. In addition, we are surrounded by prestigious collaborators, some of whom have joined the permanent team over time. Thus, we have managed to provide content and implementation tools for projects, programs, partners, and beneficiaries.