

# FOCUS on Social Responsibility quarterly SRDA Newsletter



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- SRDA believes in challenges, research, studies, projects, that find solutions to today's complicated life;
- SRDA believes in education that makes us mindful of today's #SocRespo issues, and dares us to take action.



*“Social Responsibility  
rests on education.*

*It starts early...*

*it never ends...”*

*92*

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## #ARTICLES

### Arts & Culture

- **One step further: Fusing culture and the arts, as a forum for broken wings / by [Arthur Pober](#)**

SRDA sees culture as a universal language to bridge turbulent waters into a harmony of a unified voice. It uses culture to provide a 21<sup>st</sup> century model of using the arts, to approach global trauma - mechanisms for better understanding and creating necessary coping skills.

Given our turbulent times in this age of anxiety, fight, flight or freeze is the response that affects us when the trauma response gets triggered and we can't react in a new way. This happens not only to adult survivors, but also to children who have survived abuse, sex trafficking, neglect and displacement.

*Trauma erodes the ability to trust. Trauma is defined as a deeply distressing or disturbing experience, whether a single event or recurring, often when one perceives their own life to be in danger.*

The overall effect of fusing culture and the arts as a forum that helps rebuild confidence and discover new approaches and dynamics, to offer a unified strategy and plan to rely on when disasters occur; the ability to express anger and eventually express their own dramas and place it in the contexts of the social disasters, allows the community to rebuild confidence and discover new leases on life.

The experiences in the upcoming projects are focusing on moving past trauma and into spotlight-- creating through the arts a vehicle that challenges the themes related to violence and trauma and focus on personal mastery national identity future visions and community.

### Minorities & Integration

- **The Fourth Estate and how the media affects and influences the public's view of the Roma/Gypsy/Traveller (RGT) communities / by [Matti Alderson](#)**

The media, in its increasingly diverse multitude, is now frequently disseminated without any moderator such as an Editor. Nor does the broad and burgeoning range of opinionated social media subscribe to a fair and balanced Code of Practice. Indeed, the Internet and social media have shifted the ground so that opinions, however strongly held or ill-informed, become the

accepted norm and are repeated in a spread and volume that newspapers, radio and TV reports could never hope to emulate.

Of course, it is an essential democratic safeguard to test those elected to power, at every level. The media's influence in all its guises, also extends - whether wittingly or unwittingly - to those unelected commentators and pundits who either support or confront our representatives, or simply seek to express their own opinions.

There is, however, a potentially damaging side to untrammelled opinions. Minority communities and the individuals within them, for example, can experience unwarranted prejudice that can range from dismay and dejection to physical threats when people's ill-informed views are fanned by the oxygen of publicity.

How might this affect the RGT populations negatively, when they each have strong bonds within their groups? If, as is typically the case, it is their tradition to remain largely separate from the settled societies they live alongside, this static group will have only the print and broadcast media and individuals' social media reports to inform them about RGT lifestyles. Influencers and members of the public will therefore learn about RGT lifestyles and choices from the media, without knowing anyone personally from those communities.

Travelling as a way of life has changed significantly over the years. According to one recent report in the UK, almost 60% of 'travellers' now live in a house or a static chalet rather than touring the country from site to increasingly rare site. Given the constant diet of negative publicity against them, the fact that members of these groups, though no longer on the move, largely choose to avoid labelling themselves as such when seeking work, education and healthcare. Underlying, and often overt prejudices are ever-present.

So, how does all this inform the work and counsels of the SRDA? First of all, this is undoubtedly an issue that requires a substantial degree of 'social responsibility' from those commentators who might affect the lives, livelihoods, education and social acceptance of this minority community. If justified, genuine dissatisfaction and disagreement is understandable between differing interest groups. But if it is biased then what may begin as a cathartic sneer or a rant that escalates because of the scale of digital coverage may fan the flames prejudice, with a consequent deleterious effect on others.

## Environment

- **Making more sustainable and resilient societies, a reality / by [Dan Radulescu](#)**

All around the world significant progress has been made in treating municipal wastewater. Significant investments were made in the infrastructure, the technologies implemented, in training the personnel and maintaining the works that have been put in place. Therefore, significant improvement has been made in protecting the quality of receiving waters and of the aquatic resources. Despite those important efforts and achievements, starting with studies and research performed in 1970's in the United States and other parts of the world, it was revealed that municipal storm water runoff passed through separate storm sewers and combined sewer overflows occurring during storm events discharged untreated wastewater in receiving waters. Consequently, those untreated discharges continued to violate water quality standards established through very ambitious laws, such as the Clean Water Act, enacted initially in 1972 in the United States.

A recent study [1] performed at the request of the European Commission to assess the impact of storm water overflows from combined waste water collecting systems on water bodies (including the marine environment) in the 28 European Union member states identified a number of areas where additional steps must be taken to “improve the knowledge base and better assess the impacts of storm water overflows: a) better understanding of the impact of storm water overflows on the quality of the receiving water body; b) better assessment of health risks, based on the exposure of human activities to contaminated water; c) an approach to monitor storm water overflows.”

To address this issue, the European Union has launched several policies that aim to control the quality and quantity of urban storm water, among other goals of the policy agenda on Nature-Based Solutions and Re-Naturing Cities [2,3]. In this era of obvious climate change turbulences, implementing green infrastructure and nature-based solutions seem to be the appropriate approach that may strengthen the cities resiliency when facing these new challenges. Furthermore, significant research is dedicated through Horizon 2020, the EU Framework Programme for Research and Innovation, focusing, among other topics, on sustainable urban development, climate change adaptation and mitigation, disaster risk reduction. Through its diverse team of experts, SRDA has the know-how, the enthusiasm and

the dedication to promote and work with willing partners in making the goal of more sustainable and resilient societies a reality.

[1] Milieu Ltd. *Assessment of impact of storm water overflows from combined waste water collecting systems on water bodies (including the marine environment) in the 28 EU Member States*. European Commission, 2016.

[2] European Commission. *Supporting the Implementation of Green Infrastructure – Final Report*. Directorate-General for the Environment. 2016.

[3] European Commission. *EU policy document on Natural Water Retention Measures. Technical Report - 2014 – 082*. Directorate-General for the Environment. 2014.

- **News & Projects from outside the EU: Modernization of Local Public Services (MLPS) in the Republic of Moldova / by [Adriana Pienaru](#)**

Starting in 2010, the German Development Cooperation, through GIZ, is implementing the project "Modernization of Local Public Services (MLPS) in the Republic of Moldova". The project is implemented in cooperation with the partners of central, regional and local level and aims to improve the general conditions for the implementation of the citizen-oriented regional development policy in the priority sectors for the provision of local public services. The main partner in the project implementation process is the former Ministry of Regional Development and Construction (MRDC), at present the Ministry of Agriculture, Regional Development and Environmental Protection.

Within the first phase of the project implementation (2010-2016) within the intervention area II Regional Programming and Planning, support was provided to the North, Central and South Regional Development Agencies in the elaboration of the Regional Sector Programs in 4 sectors: water supply and sanitation; energy efficiency in public buildings, regional and local roads infrastructure and waste management. These documents serve as a basis for identifying, planning, developing and implementing future projects in the respective sectors.

At present, in the Administrative Territorial Unit of Gagauzia, support for the institutional development of the Regional Development Agency of ATU Gagauzia was granted, as well as support to create the Regional Development Strategy 2017 - 2020 of ATU Gagauzia. The MLPS project has given assistance to the RDA ATU Gagauzia in order to elaborate 3 regional sector programs in the field of: water supply and sanitation; energy efficiency in public buildings, regional and local road infrastructure.

In March 2018, the elaboration of the sector program in the field of water supply and sanitation for the Regional Development Agency of ATU Gagauzia and identification of possible project concepts have been finalized, providing guidance and support to the development of the water sector as well as to the regionalization of Water Supply and Sanitation (WSS) services.

The support included 2 phases, as follows:

**Phase I.** The analysis of the WSS sector situation in the Gagauzia region and the elaboration of conclusions, proposals and recommendations.

**Phase II.** The identification of water and wastewater project ideas and elaboration of possible project concepts for project ideas that will be selected following the evaluation criteria.

- **News & Projects from outside the EU: Strengthening the Institutional Capacity of Georgian Local Self-Governments on Project Cycle Management / by [Adriana Pienaru](#)**

The project, which is co-funded by the World Bank and by the Swiss Cooperation Office, is assisting the Municipal Development Fund of Georgia (MDF) under the Ministry of Regional Development and Infrastructure (MRDI) of Georgia, in raising the capacity of the Georgian Municipalities in Project Cycle Management, with special emphasis on infrastructure cycle management.

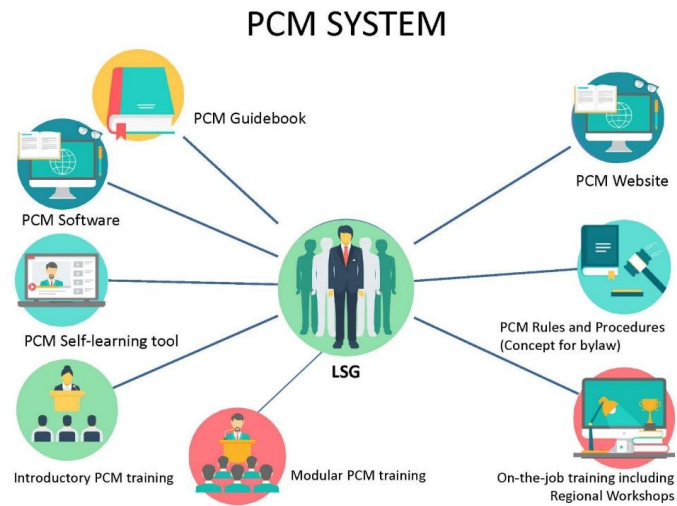
The project aims to strengthen the institutional capacity of the Municipalities to formulate, develop, select, procure, manage and monitor infrastructure projects implemented on their territory. The final objective is to support the economic and social development process in the Municipalities and thereby contribute to improving the lives of the local population.

The project is supporting this process by carrying out a series of activities over the three-year period of its implementation, focusing on the following:

- Training the Municipal staff in the basic aspects of Project Cycle Management as a means of raising their capacity in managing infrastructure projects;
- Assistance to the Municipalities in the development of a tool that will enable them to set up a project pipeline consisting of infrastructure and investment projects;
- Assistance to the Municipalities in the installation of a software that will help them manage their project pipelines;

- Development of Guidebooks and other tools such as a PCM website that will assist inter-Municipal communication process and support them in the project identification and management process.

The PCM System can be illustrated as in the figure below:





## Education



● #EDU #RESPO / by [Irina Little](#)

Everyone needs an equal opportunity to quality education— this will help evolution follow its best course.

*While Linda Darling-Hammond’s quote is several years old, it remains relevant today „The new mission of the schools is to prepare students to work at jobs that do not yet exist, creating ideas and solutions for products and problems that have not yet been identified using technologies that have not yet been invented.” Responses to Globalisation / The Education System in Singapore*

What was the SRDA’s starting point? It was Best Practice (BP) guiding principles and BPs were used in SRDA’s educational programme as the backbone of all our project proposals.

Along with these BP guidelines, we believe in teamwork and crossborder collaboration.

To produce the best results in the European Union, the messages coming from the European Commission encourage EU countries to work together and exchange views and expertise on European-funded projects, using BP models to help reach a common denominator across a consortium. One of the primary conditions to achieve this goal is that those responsible for preparing future generations for an ever-evolving world must be well taught and up to speed with New Technologies, to New Business Strategies. It is also essential to have an awareness and respect for changes in the Environmental which, lately have produced more damage than ever before, and nature will not stop at that.

There is a notable gap between the different levels of education in European countries and around the world. These gaps are informed and separated by three distinct factors:

1. A low budget for education;
2. A nonqualified / unprofessional teachers' group;
3. A political class that chooses to keep the young generations uneducated in order to manipulate more easily and effectively its future electorate.

**Education translates into respect, values, morals and responsibility towards others: education means being aware of everything that surrounds you, reacting to needs and having a proper attitude toward people and things.**

*Signed: #SRDA #EDU #RESPO*

## **Consumer Protection / Online privacy**

- **Draft ePrivacy regulation - Safeguarding our privacy, while endangering the value chain of online behavioral advertising / by [Stephan Dreyer](#)**

Who thought that the GDPR and its application was already hard to digest when it comes to implementing it in practice, there is the next big thing in privacy legislation looming ahead. The draft ePrivacy regulation (proposed by the Commission in January 2017; <https://ec.europa.eu/digital-single-market/en/news/proposal-regulation-privacy-and-electronic-communications>) is currently debated in the European Council. It will update the Cookie Directive (a 2009 amendment to the E-Privacy Directive) and specify the GDPR's data protection provisions in the field of electronic communications. While many provisions seem reasonable and almost agreed on, there are three issues that will be heavily discussed in the upcoming months. First, the draft regulation only allows for use of processing and storage capabilities as well as the collection of information of end devices if the user has given consent (Art. 8). Yes, this would also apply to all forms of cookies. And yes, this would include the prohibition to make user consent a condition to use a service. Moreover, it obliges browser manufacturers to provide a default "no cookies, please" (Art. 10).

While the underlying objective - giving back control to users when it comes to third party tracking of behavioral ad services - is well intentioned, these measures combined will be able to pull the rug from under the current online advertisements' feet. The Council, and later on the European Parliament would be well-advised to find a more balanced way to safeguard the

individual users' rights to privacy and data protection *and* to still enable legitimate business models especially in the area of news and content-related online industries. The latest amendment proposals by the Bulgarian Presidency already show potential paths for more balanced approaches here ([https://iapp.org/media/pdf/resource\\_center/Draft-ePriv-Reg-May-2018.pdf](https://iapp.org/media/pdf/resource_center/Draft-ePriv-Reg-May-2018.pdf)), but one can expect many more options in the upcoming months here. Now is a good time to join the discussion, best with constructive proposals. Otherwise the ePrivacy Regulation might put a lot of currently free news and information behind paywalls, creating an unintended overspill with potentially negative consequences for the information society.

## #PROJECTS

proposed by SRDA

- **Tobacco Intervention Programme-- the 'TIP Project' / by [Arthur Pober](#)**

“The programme is designed to educate and develop a new culture of responsibility— the SRDA social responsibility for preserving our environment; in doing so, we utilise our vast knowledge not only to protect our resources, but also to ensure the health of all.

...

One of the largest and continuing challenges is to further the education and implementation of reducing the use of tobacco and eventually create a tobacco free environment.

In employing both, a behavioural and psychological model, the programme seeks to encourage sociological responsibility and sustainable behaviour to protect both, smokers and non-smokers.

...

In short, this initiative combines the personal and psychological behaviour, and with this programme, the sociological responsibilities to create a tobacco free environment.

...

(...) it is the overall MISSION of this current initiative to add a component to educate people to respect the environment, in addition to making changes in their healthy lifestyle and behavioural choices.

...

This project's MISSION is also to focus on the conscious-raising of social responsibility by cognitive behavioural strategies, to improve the social responsibility for protecting the environment.

...

To ensure the success of the programme, previously supported initiatives and proven programmes that have generated positive results have been integrated and modeled for this project.” (excerpt from the ABSTRACT)

... for more info on below proposals, please see 1st Newsletter issue.

- **Songs for the 21st century, New Vision project / by [Arthur Pober](#)**
- **#SocRespo is built on #education / by [Irina Little](#)**
- **BPME: An International Programme on Best Practices Management Essentials, a Dialogue (INTERGRAM: the BPME Dialogue) / by [Irina Little](#) and [Daniela Cretu](#)**
- **3R: Resilience in Crisis - Building the Paradigm for Transformative Dissemination of Empowerment / by [Arthur Pober](#)**
- **BPIB: Best Practices in Insurance Business: Assuming a Civic, Honest and Moral Attitude / by [Irina Pricop](#) and [Ioana Balasa](#)**
- **EUCLID: European Consortium for Low Impact Development / by [Dan Radulescu](#)**

### #CONTRIBUTIONS

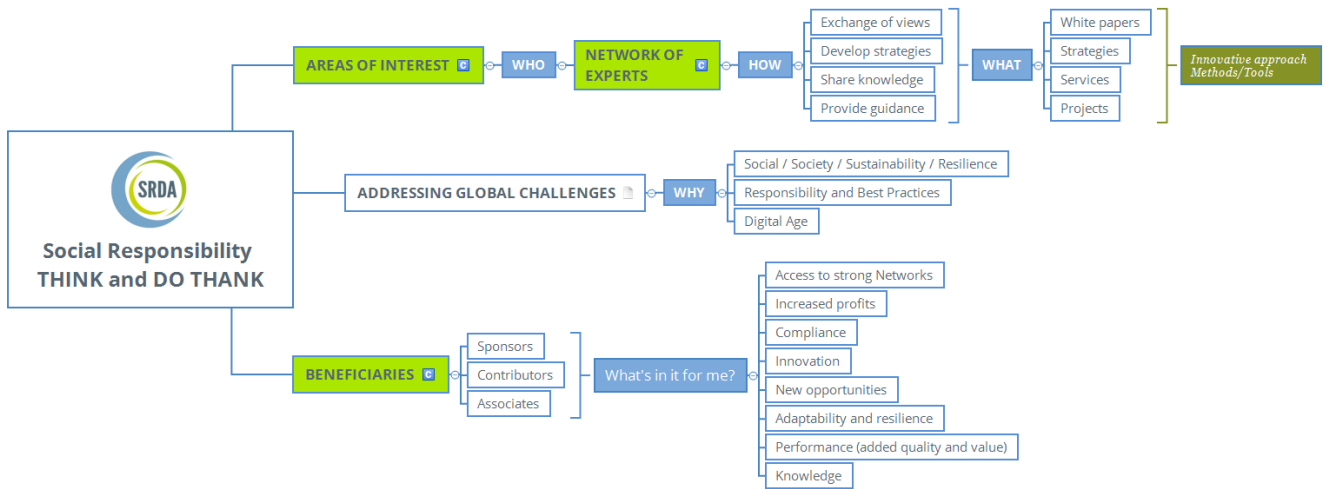
- **[#SRDAedu](#) [#SocRespo](#) [#OER](#) [#UNESCO](#)**

SRDA responded to an open invitation, and recently submitted comments to the call 'Draft UNESCO Recommendation on Open Educational Resources (OER)' v39 of Resolution 44, 'Desirability of a standard-setting instrument on international collaboration in the field of OER'— in preparation of the 40th session of next year's Conference, in Paris. We are looking forward to see the outcome, in 2019.

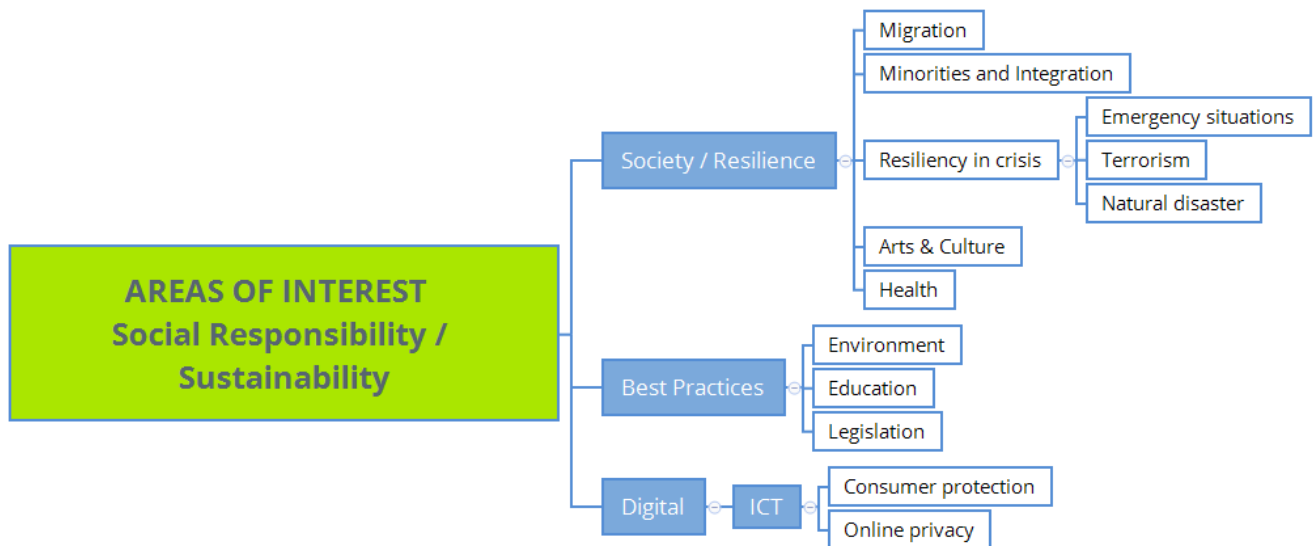


#SocRespo solutions, in a diversified world ●●●

### WHO are we?

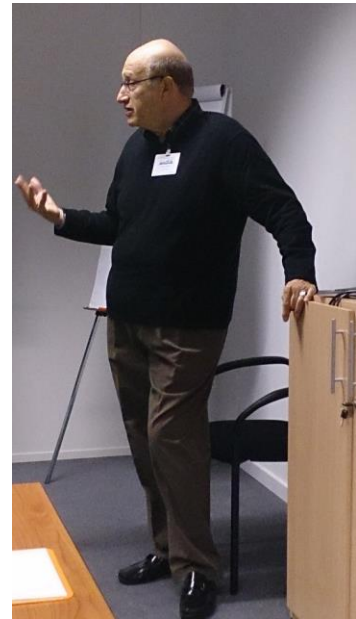


### WHAT do we offer?





## *The contributing Team*



*Matti, Stephan, Arthur*

*Adriana, Dan, Irina*



Thank you for reading us-- see you in October!

