

LAUNCH 1st issue, 17 APRIL 2018

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...

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“The SRDA Center is seen as a logical and responsible outgrowth of the work that has been done over the past decade on the part of researchers, politicians, and industry regarding specific issues that are affecting our global community.”

Spyros Pappas, President



“The ability to interact, to create and to design instruments, communications, services and tools that were once only speculations, have become new and emerging realities.”

Arthur Pober, Vice-President / Acting President



“We provide input, share knowledge and develop strategies to address social concerns, societal opportunities and new technologies, serving citizens and consumers at large.”

Stephan Dreyer, ICT Expert

“Equality is one of the core values of the European Union. Legal provisions guaranteeing equality or prohibiting discriminatory measures are therefore to be found in Europe's Human Rights frameworks, as well as EU Law.” Analysis of the Main Trends in the Recent Case Law, by SRDA for PAL project 2016-2017



EC / DG JUST funded project: JUST/2014/RDIS/AG/DISC/8115



Way Ahead●● Living up to our name / by Matti Alderson

The Center for Social Responsibility in the Digital Age (SRDA) is gaining increasing momentum in a number of sectors, compiling and disseminating material produced to inform and support those tasked with navigating increasingly complex digital environments across a myriad of sectors.

But what how does the SRDA propose to contribute? To begin to formulate policy and strategy it is essential to understand what the organisation is, does and aims to do in the future. Our reputation and credibility depend on it, though we must, of course, set priorities both in financial and personnel terms.

‘Social Responsibility’ (#SocRespo) is not an abstract concept, but one that should be ingrained in our interaction with others. Both individually and collectively, in our public pronouncements and private judgements, our standing and credibility will be measured when it can be taken for granted that our conduct mirrors our words.

Many readers of this [1st Newsletter](#) will have no recollection of a time before the term ‘Digital’ impacted on almost every aspect of their lives, both personal and professional. Even those who do will almost invariably agree that they have benefitted from the extraordinary and exponential advances in technology that we now take for granted.

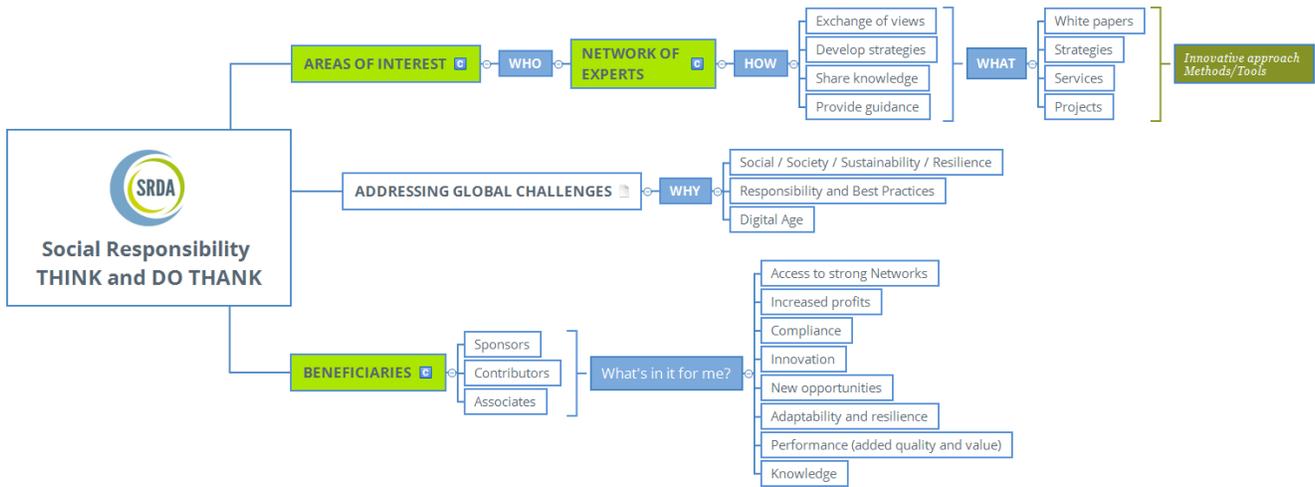
The ability to reap these benefits is, in the SRDA’s experience, enhanced when its independence is underpinned by the broadest available expertise to ascertain, report and assess the challenges it imposes and the opportunities it provides.

The formulation of responsible and effective policy and strategy is the cornerstone of any organisation. But for the SRDA this means more than writing future plans only for them to languish in a drawer. It means seeking areas to probe and listening to those suggested by others, being adaptable and responsive to changes in our areas of expertise. It would also be naïve to assume that any matrix defining every aspect of ‘social responsibility’ towards corporations or consumers will avoid unintended consequences, so listening to others is also essential.

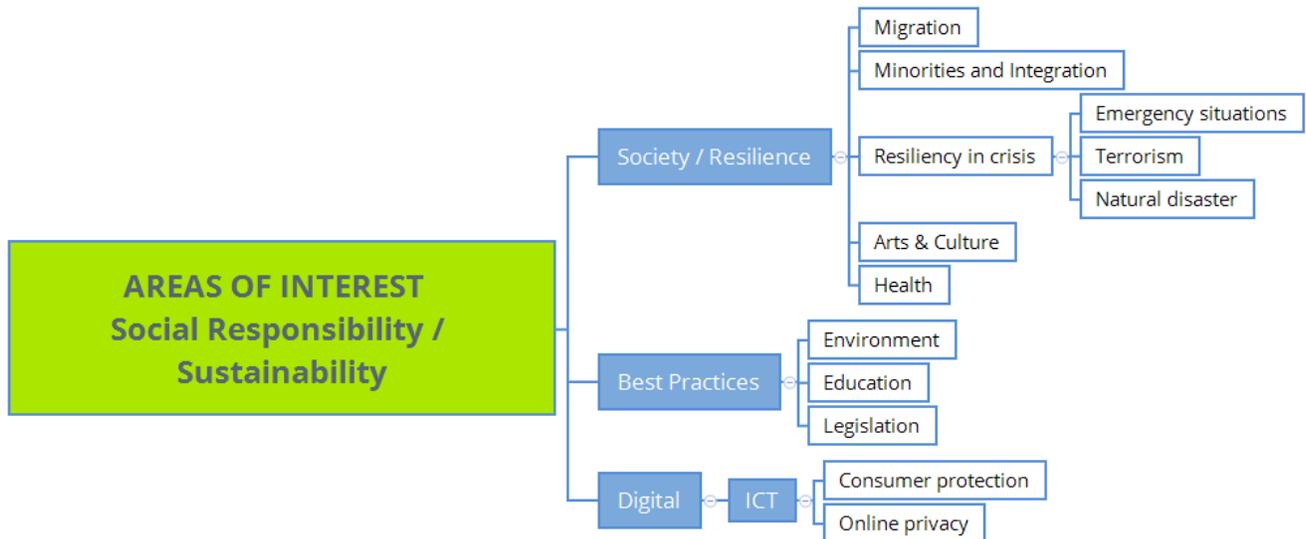
So, let us know what you think!

#SocRespo solutions, in a diversified world ●●●

WHO are we?



WHAT do we offer?



#ARTICLES

Arts & Culture

- **Why XtrA-Art & Culture? / by Arthur Pober**

SRDA is encouraging to rethink the issues and complexities that we face in today's world by using the arts, culture and the new technologies to seek ways of uniting together, to better answer the challenges that this younger generation is faced with-- SRDA will be the platform to support cross border projects in this vast and creative field.

Minorities & Integration

- **Trust, a leitmotif / by Arthur Pober**

1. "The primary goal allowed the communities to begin to talk with each other, rather than at each other, fostering honest communications that would eventually lead to trust. The most important finding in this exercise was that trust is the key element for inclusion."

2. "While case law has been able to address (...) incidents within the area of education, there is no relevant case law regarding employment.

The underlying social tensions are a pertinent problem, as coping with ingrained prejudices and reservations, with traditional legal instruments being stretched to their limits. All of this culminates in a uniformly recognized lack of trust on both sides.

To address these challenges, the SRDA offered a programme for training and awareness. All the major components of the SRDA training (...) reinforce the concepts of acceptance and trust, recognizing and appreciating one's strengths and weaknesses as well as cultural sensitivity in fostering better communication and trust. (...)

The goal of the training programme is to take the next step to our final objective of a climate of acceptance and trust where by equality and the rights of persons that are enshrined in the Treaty, the Charter and International Human Rights conventions are promoted and protected."

(excerpts from (2) PAL project* articles 'Getting to know PAL' 1. TRUST, the Key Ingredient for Inclusion & the Law; 2. Career Opportunities, and TRUST

*"Fighting discrimination and anti-Gypsyism in education and employment in EU" (PAL) - JUST/2014/RDIS/AG/DISC/8115)

- **Talking responsibly and communicating positively / by Matti Alderson**

In recent years, SRDA has introduced a number of initiatives into its programme of work focussing on the exclusion and prejudice experienced by the Roma/Gypsy/Traveller (RGT) populations. The accumulation of extensive written, collective and individual expertise about the disadvantages members of these disparate communities face, though not definitive, has provided legislators, NGOs, membership and support organisations with practical and pragmatic insights into discrimination against them. This has proved particularly worthwhile in the challenging areas of education and employment, while also acknowledging the detriment experienced in health, living conditions, freedom of choice and movement and to children.

Cultural clashes are endemic between the RGT groups and the static populations around Europe, none more so than in the UK. One aspect of the distrust experienced by each, and the prevalence of prejudice against the minority RGT groups, is the way in which the latter's lifestyles are reported in the media. Most people know little about RGT culture except what they learn from media reporting, which in the UK is frequently pejorative. This in turn leads to both overt and unwitting preconceptions against 'the outsiders', creating an unhealthy suspicion of wrongdoing where none may exist. The result is a lack of tolerance on both sides, aggravated by there being little positive resolve to reach a better understanding.

The media is not wholly to blame, of course, and the RGTs' choice frequently to remain separate and culturally distinct while their antagonists complain, sometimes with justification, about some of their activities, compounds the hostility.

Is there a solution that SRDA can broker with its increased and independent expert advice and information? None presents itself in the short-term, but more direct interaction within a better and more informed environment might be a path to real communication: not

Integration but increased trust and understanding.

Environment

- **Storm water runoff, a valued asset / by Dan Radulescu**

According to the Intergovernmental Panel on Climate Change 2014 Synthesis Report, powerful statements can be made: "human influence on the climate system is clear, and recent anthropogenic emissions of greenhouse gases are the highest in history. Recent climate changes have had widespread impacts on human and natural systems". The report goes

further to point out that "warming of the climate system is unequivocal, and since the 1950s, many of the observed changes are unprecedented over decades to millennia. The atmosphere and ocean have warmed, the amounts of snow and ice have diminished, and sea level has risen". The report also states that the surface temperature is projected to rise under all scenarios considered and "it is very likely that heat waves will occur more often and last longer and that extreme precipitation events will become more intense and frequent in many regions". All these predicted changes, are not only data forecasts, they are witnessed all around us, through evident and unusual phenomena, ranging from extreme precipitation events to severe droughts, from flooding to melting glaciers, and everything else in between. In addition, the tendency to migrate to urban areas is still strong and that adds to the pressures on the urban infrastructure. These changes have a profound effect on the urban areas, and especially in Europe, where most people are already living.

All these phenomena require decision-makers and professionals to reconsider the existing paradigm in managing urban water resources and to move toward an integrated urban water management, with a focus on sustainability and resilience. As a component of this new paradigm, management of urban storm water runoff went through a similar change in philosophy, from a very efficient system to collect, convey and dispose of, to an upgraded approach in which both water quality and quantity are addressed in a balanced way. Storm water runoff, instead of being considered as a nuisance, to be valued as an asset, and attempting to control the quantity and quality close to the source, using nature-based solutions, that allow capture, for re-stocking the water supplies, focusing on "green solutions" and a better balance between the "green", "blue", and "gray" infrastructure options.

To address these challenges and to implement the nature-based solutions, SRDA is proposing the European Center for Low Impact Development (EUCLID) (see **Projects**).

Education

● **Education, an essential element-- What does SRDA offer?... / by Irina Little**

Social Responsibility (#SocRespo) rests on education. It starts early, with the essential '7 years of home upbringing'-- as they teach us common sense, respect and shape our character. Later, they are enhanced by a solid and reliable schooling system, meant to continue the educational process.

At the time we realize the importance of 'value & quality' vs 'material things & quantity' we reach the level of ponder and comfort of an educated life. It is usually the time we start caring for the needs of others and start taking action.

Nowadays, the Digital Age helps develop more effective and efficient ways of dealing with #SocRespo challenges. SRDA tries to find solutions, by assisting in various ways with a selected pack of services: from research to representation, to organizing experts' roundtables and project proposals on most important issues.

Consumer Protection/Online privacy

- **Cambridge Analytica and Facebook: A foretaste of social responsibility debates becoming mainstream / by Stephan Dreyer**

The public outrage regarding personal data of around 87 million people being scraped out of a social network by third parties is just the beginning of a major trend in public discourse. We observe a slow, but steady increase of debates that focus on social responsibility of powerful new players in the digital economy. Law of course seems to come in handy as a potential reaction to control and make these players compliant - and the upcoming GDPR is a fine example of how much stir new regulations can create in industry. But since traditional command-and-control regulation finds its limitations at borders, in anonymity of wrongdoers and complex questions of (un)liability frameworks, it seems that we will have to find new ways to negotiate social responsibility on a global scale. We will have to identify new forms of shared responsibility, cooperative transparency and inclusive societal feedback loops. Where agile management has been around for almost two decades, it's time that modern forms of governance become agile, too. SRDA is here to identify, to pilot and to evaluate these evolving forms of collective regulation, participatory co-regulation and joint cross-border rule-making.

Projects

- **Songs for the 21st century, New Vision project / by Arthur Pober**

The initiative is set in the birthplace of thought, philosophy, the home of radical new ideas and philosophies and the need to bring these ideals to reality- Greece.

Set in the amphitheatres of Greece the project seeks to awaken the new voices of the 21st Century.

The New project seeks to join industry, education and the arts to foster a forum to create the opportunities and initiatives that can bring together countries and peoples into a truly global family to attack these global problems and initiatives with a new strong unified voice.

- **#SocRespo is built on #education / by Irina Little**

Education starts at home, with those closest to us-- they observe, guide and correct the wrong doings. They are #FAMILY. *Family plays the utmost role-- the a,b,c(s) & 1,2,3(s), one foot in front of the other, our upright posture and our enquiring minds.*

... then, schooling kicks in, where mentors expand our universe and make us eager to learn. They are #TEACHERS. *Teachers stimulate us, encourage us, and enable us to remember were we started, and how far we have gone.*

Everything in one's life derives from the presence, or from the absence, of #education.

Thus, SRDA decided to start working on a New educational programme; there will be more on this endeavour, in our next issue of 'Focus on #SocRespo', in July.

- **BPME: An International Programme on Best Practices Management Essentials, a Dialogue (INTERGRAM: the BPME Dialogue) / by Irina Little and Daniela Cretu**

BPME was designed to help students and young professionals cope with the ongoing challenges of today's society.

The global professional environment undergoes a sustained remodeling process, in order to keep up with the new business trends. This 'upgrade' will continue to challenge the educational system worldwide, while the focus will shift toward the obvious need for placing professional standards at a higher level.

Raising awareness related to Social Responsibility issues means stimulating the young generation to moral involvement during these transformations, as well as making them understand the new business world— by acting as guides, pointing out the good paths, teaching, sharing, suggesting solutions to problems, and, most importantly, by listening to what they have to say while engaging them into interesting dialogues (RO pilot project; excerpt from the Summary)

- **3R: Resilience in Crisis - Building the Paradigm for Transformative Dissemination of Empowerment / by Arthur Pober**

Within the past two decades, society has faced the challenges of navigating through the aftermaths of some of the most devastating natural disasters and terrorist attacks.

The unforeseen nature of these situations have generated a sense of helplessness and frustration that has left the world and the individual in a critical junction for its survival.

In examining in the aftermath of these critical situations it has become apparent that there needs to be a new global approach to living in this new world of potential disruption.

The 3R (Resilience, Reserves, Rebuild) paradigm generates an atmosphere and understanding to create—Transformative Dissemination of Empowerment in Crisis Situations. (excerpt from the Concept Proposal)

- **BPIB: Best Practices in Insurance Business: Assuming a Civic, Honest and Moral Attitude / by Irina Pricop and Ioana Balasa**

The global insurance environment undergoes a sustained remodeling process, to keep up with the new business trends. This 'upgrade' will continue to challenge the insurance system worldwide, while the focus will shift toward the obvious need for placing professional standards at a higher level. Raising awareness related to Motor Third Party Liability (MTPL) insurance issues means stimulating both the insurers and the third parties to assume civic, honest and moral attitude within the relationship temporarily born between them as well as acting as guide, pointing out the good paths, educating, sharing, suggesting solutions to problems, and, most importantly, understanding the meaning of the greater good. (RO pilot project; excerpt from the Summary)

- **EUCLID: European Consortium for Low Impact Development / by Dan Radulescu**

The creation of a Consortium of academic affiliated studies and research centers (universities) throughout Europe, to promote the identification, testing, dissemination, training and education of professionals and administrators on topics of urban low impact development, implementation of urban green infrastructure, and promotion of other smart growth, sustainable development concepts-- This concept fulfills a specific component of the wider Green Infrastructure and Integrated Urban Water Management initiatives promoted by the EU. (RO pilot project; excerpt from the Concept Proposal)



“Social responsibility is the essence of enlightened self-interest for any organization: it reinforces reputation with legislators and peers, and strengthens consumer trust.”

Matti Alderson, Vice-President of Strategy and Policy

Welcome, Matti Alderson, Vice-President in charge with Strategy, Policy and so much more!

Fruitful quarter-- we will meet again in July!

Thank you for reading us 😊

Irina Little, Secretary General



Last but not least...

web spring refreshing!

coming soon,

SRDA with an xTRA-ART social responsibility twist...