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Timișoara Municipality

**CRIES**  
Resources Center  
for Solidarity and  
Ethical Based  
Initiatives



*inter-réseau européen des  
initiatives éthiques & solidaires*

# „Fair of Ideas for a Co-responsible Society”

## Program Presentation

**Timisoara, 02-04 December 2009**  
**French Cultural Center**

## 1. Agenda of „Fair of Ideas for a Coresponsible Society”:

<b>Date and location</b>	02nd of December 2009, French Cultural Center Timisoara
18.00-18.40	<b>Opening Gala of „ Fair of Ideas for a Coresponsible Society”</b>
	<b>Mr. Gheorghe CIUHANDU</b> , Mayor of Timisoara; <b>Mrs. Christine GENT</b> , President of IRIS Platform; <b>Mr. Eric BAUDE</b> , Director French Cultural Center, Timisoara; <b>Mr. Dan BEDROS</b> , Honorary Consul of France at Timisoara (to be confirmed);
18.30-20.00	<b>Documentary film „Home”, by Yann Arthus-Bertrand</b>
	„Home” is a documentary full of impressive images that addresses the topic of human fingerprint on Earth’s biodiversity, thoroughly proving the way nature’s equilibrium was broken. This Film deals in a reliable fashion with devastating effects upon nature, but also provides alternative models of development and behavior aimed at environmental protection.

<b>Date and location</b>	03rd of December 2009, French Cultural Center Timisoara
10.00-10.30	<b>Plenary session: Project presentation and working program</b>
	Mihaela VEȚAN, President of CRIES- Resources Center for Ethical and Solidarity-based Initiatives
10.30-13.00	<b>Session I: Parallel workshops regarding alternative models of sustainable development</b>
	<b>Workshop 1:</b> „Alternative models to sustain professional employment for marginalized people: social enterprises, social entrepreneurship and microlending”
	<b>Workshop 2:</b> „Fair Trade promotion and local trade”
	<b>Workshop 3:</b> „The role of responsible behavior in developing sustainable societies”
13.00-14.00	Lunch break: buffet with local produces realized by citizens
14.00 – 15.30	Conclusions
15.30 – 16.00:	Coffee break
16.00 – 17.30	<b>Session II Parallel workshops focused on identifying measures to improve wellbeing indicators</b>
	<b>Workshop 1:</b> „Governance and coresponsibility”;
	<b>Workshop 2:</b> „Interaction and coresponsibility”;
	<b>Workshop 3:</b> „Personal development and coresponsibility”
19.30	Dinner in town

<b>Date and location</b>	04th of December 2009, French Cultural Center Timisoara
10.00-18.00	<b>“ALTERNATIVE”: Exhibition to promote a responsible behavior”</b> includes three thematic divisions
	<b>„Promoting produces/services made by marginalized people and fair-trade produces”</b> Participants in this section: 7 organizations (private and public organizations) which work with disadvantaged peoples and one organization (Koala Fair Trade Cluj) which will expose fair-trade handcrafts. The visitors can buy gifts and find out more about services provided by these organizations;
	<b>„Healthy consumption and local products”</b> Participants: small local producers and members of ASAT(Association for Sustaining the Peasant Agriculture)
	<b>„Everyday initiatives of responsible behavior”</b> Participants: persons engaged in promotion of alternative transport, handmade clothes and jewelry, recycling, responsible consumption.
13.00-15.30	<b>Debate - „Social Responsibility in the perception of young people from Timisoara”</b>
	The debate is organized with the support of Debate Association and high schools from Timisoara.
16.00-18.00	<b>Plenary Session Conclusions of Session II - identifying measures to improve welfare standards</b>
	Discussions between citizens will be also represented by pictures, realized by students from Art High School Timisoara.

## Annex 1: Detailed Presentation of workshops, Session I

### Workshop 1: „Alternative models to sustain professional employment for marginalized people: social enterprises, social entrepreneurship and microlending”

This workshop’s goal is to identify alternative initiatives that can be developed in Romania in order to increase employment for marginalized people.

In Romania, a coherent unitary legal framework regulating social economy doesn’t exist; therefore our aim is to identify ways of intervention that can be implemented within current context. Experiences of some Western European states in social economy (social enterprises) points in favor of developing pilot projects that would determine and constitute the base for specific legal assessment.

In Romania, employment support for marginalized people mostly consists in professional counseling, support for professional training and unemployment benefits. Along with these initiatives there are a number of alternative means for assisting employment, but they are underdeveloped. We retain here some forms of social enterprises for disables peoples, financial support for start-up of business developed by disadvantaged peoples (micro lending), and professional integration of disadvantaged peoples in enterprises (using national facilities).

Main objectives of this workshop are:

- Presenting and analyzing existent models of intervention at the European level: social enterprises;
- Analyzing Romanian situation: presenting alternative tools that are already used in order to improve employment for marginalized people;
- Identifying necessary steps for improving employment in social economy field;

The workshop is coordinated by Justine Constant, ENSIE Representative (European Network for Social Integration Enterprises) and Maria NIEVES (Spain).

**Speakers:** Justine Constant (ENSIE), Maria Nieves (Spain), Roxana Damaschin (NESsT), Florica Chereches (Integra Romania), Anda Nitusca (Kromberg&Schubert)

**Guests:** representatives of professional integration of marginalized people organizations, organizations developing social economy projects, organizations willing to develop social enterprises, cooperatives.

#### Program of the workshop:

Time	Description
10.30-11.00	‘Main characteristics of social enterprises: theoretical and practical perspectives’ <b>Justine CONSTANT</b> , Ensie (Belgium) end <b>Maria NIEVES</b> (Spain);
11.00-11.20	“Romania: some models of occupational integration in the field of social economy”, <b>Roxana DAMASCHIN</b> , Manager for Enterprises Development Romania, NESsT;
11.20-11.40	«Sustaining start-up for business realized by marginalized peoples», <b>Florica CHERECHES</b> , Director Integra Romania;
11.40-12.00	„Professional integration of disadvantaged peoples in multinational companies: Kromberg&Schubert experience”, <b>Anda NITUSCA</b> Human Resources Department Kromberg&Schubert
12.00-13.00	Discussions about the necessary steps for improving employment in social economy field
13.00-14.00	Lunch break
14.00-14.30	Constructing conclusions for panel meeting
14.30-15.30	Panel meeting: conclusions of workshops

## Workshop 2 „Fair Trade promotion and local trade”

The inventory of different current initiatives in Romania highlights a narrow degree of development of Fair Trade concept and small number of organizations dealing with promotion and selling fair trade products. In Romania exists little knowledge about fair trade among citizens. The main problems identified in Romania regarding the fair trade promotion are:

- consumers' behavior is mostly based on price criteria, thus cheaper supermarkets products are preferred;
- difficult economical and social situation in Romania leads to poor interest and solidarity for third world countries („we have too big economic problems to care for others'»);
- there is an emerging market for ecological products whose costs often exceeds the double of conventional products prices; not necessarily because of the production's and distribution's costs;
- limited number of fair trade retailers; often this products are commercialized as luxury products (retailers speculate the availability of consumers with bigger incomes to pay a higher prices as a mean to show their social status);
- fair-trade products are mainly sold in on-line shops. The low sales rate makes fair trade shops inefficient;
- generally, the organizations who promote fair trade movement usually don't deploy activities only regarding to fair trade, but they connects them to other campaigns/activities focused on environmental protection, sustainable development and responsible consumption (relatively new in Romania);

This workshop is focused on finding ways to promote Fair Trade concept, appropriate to social and economical context in Romania. Main objectives are:

- presenting and understating „fair-trade” concept;
- presenting different forms of promotion and selling of fair trade products;
- presenting and analyzing existent initiatives that promotes fair trade and local trade in Romania;
- identifying directions for improving fair trade initiatives

This workshop is coordinated by **Christine GENT**, President of IRIS Platform and Representative of WFTO (World Fair Trade Organization).

**Speakers:** Christine GENT (WFTO), AnaMaria POP (Koala Fair-Trade Cluj), Bogdan BRĂDĂȚAN («Green Basket»), Sara and Douglas McFarlane (Low Living Impact), Karla HAȚEGAN (Intern CRIES).

**Guests:** representatives of organizations promoting peasant agriculture (ASAT and others), citizens interested by fair-trade.

### Program of the workshop:

Time	Description
10.30-11.00	'Fair-trade: theoretical and practical perspective" <b>Christine GENT</b> , WFTO Representative;
11.00-11.20	"On-line selling of fair trade products", <b>AnaMaria POP</b> , Representative Koala Fair Trade, Cluj;
11.20-11.40	„Trading ecological and fair trade products: Cluj consumer's choices", <b>Tudor BRĂDĂȚAN</b> , Representative of «Green Basket», Cluj;
11.40-12.00	„Fair Trade Towns in the new member states", <b>Karla HAȚEGAN</b> , Intern CRIES;
12.00-12.20	"Low Living Impact Initiative", <b>Sara and Douglas McFarlane</b> , Low Living Impact, Huedin;
12.20-13.00	Discussions about the necessary steps for improving fair trade promotions
13.00-14.00	Lunch break
14.00-14.30	Constructing conclusions for panel meeting
14.30-15.30	Panel meeting: conclusions of workshops

### Workshop 3. „The role of responsible behavior and consumption in developing sustainable societies”

Developing sustainable societies rests on increasing responsible behavior on a daily basis at different levels: consumption, transportation, apparel etc.

The main goal of this workshop is to establish methods for consolidating existing initiatives in Romania through promotion and support of synergies between them.

Main objectives are:

- presenting initiatives and tools used in campaigning for responsible behavior of citizens;
- identifying further actions involving different actors from Timisoara and Romania.

This workshop is coordinated by Pia Valota, Representative of ASECO (Alliance for Social and Ecological Consumer Organizations) and Joel OBRECHT, Representative of URGENCI.

**Speakers:** Pia VALOTA (ASECO), Joel OBRECHT (URGENCI), Sorin KOSZ (Realitatea TV Timișoara), Bogdan GIOARĂ (Reper 21), Ana Maria TEODORESCU (Cloud Factory), Raluca IONESCU (Freecycle Timișoara), Romina FAUR („Green Bicycle”).

**Guests:** organizations promoting responsible behavior, citizens.

Time	Description
10.30-10.50	‘The role of social and ecological consumption: different examples of Western Europe’, <b>Pia VALOTA</b> , ASECO;
10.50-11.10	“Responsible behavior and consumption in the everyday life”, <b>Joel OBRECHT</b> , URGENCI
11.10-11.25	„The role of media in campaigning for responsible behavior”, <b>Sorin KOSZ</b> , Director Realitatea TV Timisoara (to be confirmed);
11.25-11.40	“Reper Verde: different initiatives to promote responsible consumption”, <b>Bogdan GIOARĂ</b> , President Reper 21 Bucharest;
11.40-11.55	„How to be more responsible in everyday life: the story of recycling stuffs”, <b>Ana Maria TEODORESCU</b> , Representative of Cloud Factory Association, Timisoara;
11.55-12.10	“More than an exchange between objects: Freecycle Initiative”, <b>Raluca IONESCU</b> , Freecycle Timisoara;
12.10-12.25	„Green Bicycle”, <b>Romina FAUR</b> , Representative of „Verde pentru Biciclete” Timisoara
12.25-13.00	Discussions: What we can do together?
13.00-14.00	Lunch break
14.00-14.30	Constructing conclusions for panel meeting
14.30-15.30	Panel meeting: conclusions of workshops