

SOCIAL INNOVATION – MODERN INSTRUMENT FOR SOLVING THE PROBLEMS OF LOCAL COMUNITIES

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In present there is a certain perception along free time of the young. Messenger, internet and television are the new recreation and amusement ways that favours sedentary life, in the detriment of tourism and fresh air walks.

The counteract of the phenomenon can be materialized through social innovation principles, concepts that suppose a new vision upon sustainable development of local communities.

The elaboration of Suceava city development strategy has to take into account the potential problems of the community. The green spaces that are insufficient and the complete detach of the young from nature can be the strategic points of the new strategy. This work wants to offer possible solutions regarding sedentary life problems of the „Messenger Generation” and the lack of green entertainment areas.

Keywords: social innovation, development strategies, local authorities, Messenger Generation, Active Park

Social Innovation – the Changing Vector

The concept of the social innovation supposes a new perception on the continuous development of the local communities. The social innovation produces interest because it can solve some esthetical-administrative problems, reducing the negative economic impact on the green areas. It is referring to the social needs, concomitant unparalleled with the developing of new products, services and organizations that activates in solving the contradictory aspects.

Innovative societies (local authorities) are those whom, in one moment of their evolution, should respond to some challenges, being in the situation to innovate. Either it was about the integration of the socio-cultural disparities, assimilating the results of a scientific revolution or economic development, the administration of some regions or populations, those societies should manifest receptivity in front of the market needs, trying to bring a surplus of novelty and originality to the area.

In this way it was proved that: societies that are opened on the knowledge exchanges with other averages, implementing of the modern technologies, know-how and those whom manifest a special sensibility on the new elements and concepts, insufficient thoroughly, are more innovative, developing an efficient and complex politic establishment. On the other hand, ethnocentric and autarchic closed societies are not innovative and, un-disposing of a differential political establishment; lose the collation with averages much more dynamic and much well organized.

The sophistication of the life way and the diversification of the cultural models, creation, imposing and acceptance of new rules means the birth of the social innovation as system of transformative collective activity. Civic spirit supposes the capacity of the imaginative anticipation and so, of the original adapting on the average and unknown situations. Multilateral life style of the human groups with the social innovation also meant the apparition and development of the social systems interactions – biosocial, ecosocial, economical, cultural, communicational, political – and also, setting up the comprehensive durable texture inside the global society.

The identity crises and the indifference on the contemporaneous socio-technologic evolution, on the background of their inadaptability to the modern times tasks, do not allow the harmonious development of all the Romanian social averages. For example, it is eloquent the North-East Developing Euroregion situation, known on the media plan, as being the poorest region of the European Union. Even if an improvement is observed of the life stile in Romania north-east area, locally, the discrepancy are more and more evident, and this, on the background of the missing coherence and weakly managerial initiative.

Starting from here, the hypothesis as per the dispatch between social innovation and a comprehensive model of the politic helps the society in understanding, proving to be an IQ test and collective cohabitation.

The three E, base directions (empower, educate, enhance) that fundament the power of the local authorities follow on the implementation and realization of the social innovation principles. Local authorities represent the community and, as following, taken decisions, have to be in the citizen service. Also, town halls must take all measures needed to educating and inoculating the responsible spirit in citizen's line and not finally, the society must be encouraged to identify the responsible measures dispatch with natural frame, on the preventing environment pollution and the autochthon sustainability potential, concomitant with socio-cultural inheritance dissemination to the next generations.



Pylons of the Social Innovation

Source: <http://www.socialinnovationpark.org/>

All categories of stakeholders can be involved in actions of social innovation; from the big international actors, to little economic agents, from the enterprising interested on their own image, ONG, to the local authorities or large public. Most of the times, social innovation is the best solution in maintain the biodiversity in the areas affected by human activity.

Messenger Generation

Climatic modifications conditioned, mainly by the ingravescence of the greenery effect, will have a special impact regarding the future perception of children on nature. Natural environment loses more and more land and people are totally emotionless, hypnotized by the technological liveliness and caught up with open eyes in the modern world traps.

The big guilty people of the false valuable scale of our children: television and internet, are easy to identify just to a superficial analyze of the environment. Epochal discoveries of the last 50 years, facilities that in the Romanian society, from the absence of an alive option, became the traps flaws, making the human idiotically, to not think anymore, to not actuate anymore, are double edged weapons. Those two modern information averages can satisfy the unusual thirsty of knowledge of today young's but, many times this valuable informational springboards seems to generate a lot of adverse reactions. Messenger Generation mix up the internet discussion carried with friends with that addressed to a stranger. Unfortunately, the reading absence it is observed to young people from our days in their way of expressing. The wrong use of different terms, semantic incoherence, propositions without subject or predicate and suburb expressions dominate in the communicational language of children and adults. The internet and the television that monopolize almost all the time are the main factors that influence them the language transformation.

School is the one that must find methods and means to attenuate the harmful effects of television and internet, with assuming the educational management. To come to the long-expected behaviour changes, it is needed that the main educational factors: family and school to action convergent upon child. As like, influenced by own life experience, family has the trend to consider that it is enough to take care only to

satisfy the primary needs of the child (food, clothes, daily expenses), ignoring the importance of the affective communication and of the development of belong feeling, at school comes the hard task to form and educate the child.

Unfortunately, at school and kindergarden it is studied much less than sufficient „The knowledge of the environment” but, very trendy are foreign languages, mainly English, and computer skills. The contact with the environment is for the young people from town a real adventure or, worse, a punishment that they had to execute during the summer vacation.

In these conditions, shouldn't surprise anyone the fact that in many children's conception: cows are pink, rabbits eat just carrots, mouses scare cats, the fruit of the beech is acorn or that tamagotchi are some very cute animals.

The association: grass, water and forest are synonym for most of the young people with fun. The interference of those three elements represents the place where in weekend music is listened, “mici” are served (traditional Romanian food made with meat) and specially, they can enjoy themselves with a lost of bear. The beauty of some of these places does not raise very much the interest because the reason that for the trees shadow, grass freshness and water coolness are searched is based on the space need to organize parties with friends. At apartment house you can not organize something like this because there isn't enough space and neighbours forbid you to manifest like a “rebel”.

The Green Areas Crises in Suceava

The air pollution in the urban area with exhaust gas, massive land clearings, growing urbanization, restraint of the green areas and vegetal protection chains, the stress, the phonic pollution, the unemployment and the high temperatures during the summer are specific elements in the urban area. The relation between the climacteric changes and the interest manifested towards the nature is in inverse proportion. We are living in a hostile environment where the nature is a simple piece of scenery, strongly anthropized.

The vegetation, fundamental element of the natural environment, is an important factor in the self purification of the atmosphere, this being the reason why we cannot conceive its lack in the urban arrangements. So, the main purpose of the green spaces arrangement in the urban zone is the improvement of the environment status. It also must not be neglected the esthetical and social contribution of the vegetation, which supposes the disconnecting and the relaxation of the citizens.

The Suceava city does not have very much green area, parks and pleasure zones. According to the data supplied by the County Statistics Department, the Suceava city had in 2005, 29,79 square meter of green space/inhabitant, much under the 50 square meters/inhabitant recommended by the World Organization of Health.

Only in three years, the measures of green spaces expansion, actions initiated by the local authorities of Suceava, supposed the allocation of over one million lei for planting 130.000 trees, most of them on the houseful associations domain. Such initiatives are welcomed, but unfortunately the involvement of the citizens in this action was not very deep. Most of the young people are impassive and totally not interested of the natural environment or the quality of the breathable air from Suceava city.

In these conditions, the application of some strategic policies with innovative character must be done, measures which to pursue the creation of a free green zone, sheltered from the restrictive human economic actions, even in the centre zone of the city. It is in view, in a first phase, The Şipote Dendrology Park located between the ultra central zone „22 December – House of Culture of The Syndicates and The Reign Citadel of Suceava. By actions like: „*The nature protest against The Internet*” or „*The secrets of green therapy*”, „the Messenger Generation” is especially aimed, together with the population segment between 25 and 40 years. The main purpose is the return of the young people and adults in the middle of the nature, realizing about the importance of the parks, the intensification of the civic spirit and special respect towards the environment. If the initiative will be a successful one, such actions could be directed also towards The Zamca Forest, planning to be expanded in the future for other green areas from the meadow of the Suceava River or the ICAR zone.

The Şipote Dendrology Park and its extension – The Park of The Citadel, are under the direct administration of The Forest Department Suceava. Although the City Hall of Suceava initiated all the necessary steps for this forest in order to go from the public domain of the state in the local public domain, The Suceava Local Council did not really manage to take in custody this green area. The uncertain statute

of this forest is to be seen in the cleanliness and the negligent aspect of this green area. In the future, a long term strategy: 30-50 years, of development of the Suceava City must be conceived, which to include also the durable development of the Șipote area.

Nature Rediscovery

For the walks lovers, this forest-park has immeasurable sentimental value. The beauty of the zone is incontestable, but the lack of lanes, banks and the presence of the nettles and PETs discourage the entertaining actions. So, some solutions with social character must be found, solutions to permit the town inhabitants, and especially young people, the spending of the spare time in the middle of the nature.

How can the Suceava young people be convinced that the plants and animals species are menaced with disappearance, when they still exist, and especially how we sensitize the people in this respect? Since we do not have the support of the public, but only declaratively it is very difficult to offer an incentive to the citizen in this respect. We are going in this way to the situations on the territory of the communicational marketing, of the social responsibility and of innovation.

Starting from the lack of time allocated for walks, continuing with brainless questions at first sight such as „do I have internet access there?” and continuing with the superficial perception of the nature, seen only as a scenery object – most of times the people going for a walk with the dog in the park without observing the nature -, all these strongly impose the social innovation.

What if the Șipote Dendrology Park would have the aspect of a zoo in the air, with deer, stags, wild rabbits, foxes and squirrels protected by law? What if the modern technology would be combined with the nature charm and the practical utility of a park? What if we would adopt a tree? What if we would stay and talk with that tree? It would be weird, but I think that it would be very thrilling. The concept of *Active Park* would be probably the most adequate for this forest.

The transformation of the forest from the centre of the city into a zoo park would be a novelty for Romania. What can be more pleasant than to walk your lover around some deer, to look around for squirrels or to admire bored little rabbits that run from here to there? All these under the discreet, but attentive observation, of a closed circuit video system. The persons which make an attempt on the silence and the liberty of the animals will be severely amended, being liable of prison if they do not respect ad-litteram the regulation of the park.

The idea of a tree adoption seems not only roty, but also attractive, even interactive. Starting from the premise that the number of the trees is limited and their value is immeasurable, the people that want, especially young people, from Suceava, but also from other areas, can adopt for a reasonable sum around 20 lei, one, maximum two trees from the park. The relation of kindred is valid for 2 years, with the possibility of prolongation for a year more, if the Suceava adoptive parents visit the „child” tree at least two times a month talking and caressing it. The adoptive parents from other localities have the moral obligation to visit their „son” at least two times a year. The tree will have a name, will have its own birthday and will be easy to identify using a code given by the geographical localization with the help of the GPS. At the park entrance, the ones interested can hire for 3 hours (tariff 5 lei) a GPS which can be used at the identification of the adopted tree location, the establishment of the geographical coordinates and will facilitate the transmission of the visit confirmation signal to a command centre. In case that the ritual is not respected, the parents will be degenerated from the parental rights.

By introducing a personal code the custodian will have free access to wireless internet 15 meters around the adopted tree. An IT platform connected to the internet will also exist, and will show online the list of the adoptive parents, its photo, the identification dates of the tree in keeping and the stage of the bilateral meetings. At the end of every year, from the most devoted parents will be nominated, the father, respectively, the mother of the year. The happy model parent will be promoted by the mass-media and, if he/she wants, can keep the „son” for the rest of his/her life, but with the respect of the ritual.

Conclusions

All these can be possible only after the preliminary arrangement of the park, organizing which supposes the realization of lanes and tracks for cyclists, the planting of the turf, the securization of the zone, the promotion of such a project and the declaration of this area as natural interest protected zone. Starting from

this social innovation, the marketing strategy is to try the transformation of the park into the city symbol together with the Reign Citadel.

Grace to the social innovation principles such ideas will get to new relating and interaction concepts between man and nature. The respect towards the nature will be priority and the presence of such oases, green and quiet, in the urban centres can bring the young people in the middle of the nature. Only in this way the perception of nature will be different and the social innovation will not miss from the regional development strategies.

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