



## MINISTRY OF EDUCATION

### Bucharest University of Economic Studies

6 Piata Romana, sector 1, Bucharest, postal code 010374, Romania  
Tel. no.: +4021.319.19.00; +4021.319.19.01. Fax no.: +4021.319.18.99  
www.ase.ro; rectorat@ase.ro

## BLENDEN INTENSIVE PROGRAMME (BIP)

# SustainLife: Traditional Wisdom for a Modern World

## CALENDAR OF ACTIVITIES

### IN-PRESENCE ACTIVITIES

**October 21<sup>th</sup>, 2024** - Venue: *Bucharest of Economics Studies (Romana Square, no.9, Bucharest, Romania)*

(12:00 – 17:00 CET): **Via Predeal, Prahova, Romania; Venue: The Professional Development Center Complex Predeal: "Ion Gh. Roșca"**

(17:00 – 17:30 CET): **Official opening/Presentations of partners**

(17.30 – 18.30 CET): **Overview of the week activities and introduction to the game**

(Starting at 19:00 CET): **Free time**

**October 22<sup>th</sup>, 2024** – Venue: *The Professional Development Center Complex Predeal: "Ion Gh. Roșca" (Via Predeal, Prahova, Romania)*

(8:00 – 9:30 CET): **Breakfast**

(9:30 – 13:00 CET): **Visiting the Bran Castle, and the old town center of Brașov, highlighting significant historical landmarks important for preserving local traditions and national identity.**

(13:00 – 17:00 CET): **Free time for lunch in Brașov**

(17:00 – 19:00 CET): **Return to The Professional Development Center Complex Predeal: "Ion Gh. Roșca" (Via Predeal, Prahova, Romania)**

(Starting at 19:00 CET): **Free time**

**October 23<sup>th</sup>, 2024** – Venue: *The Professional Development Center Complex Predeal: "Ion Gh. Roșca" (Via Predeal, Prahova, Romania)*

(8:00 – 10:00 CET): **Breakfast**

(10:00 – 12:00 CET): **Sports activities**

(13:00 – 14:30 CET): **Lunch break**

(17.30 – 18.30 CET): **Sports activities**

(Starting at 19:00 CET): **Free time**

**October 24<sup>th</sup>, 2024** – Venue: *The Professional Development Center Complex Predeal: "Ion Gh. Roșca" (Via Predeal, Prahova, Romania)*

(8:00 – 9:30 CET): **Breakfast**

(10:00 – 16:30 CET): **Free Time in Predeal and surroundings**

(17.00 – 19.00 CET): **Debriefing and feedback**

(Starting at 19:00 CET): **Free time**

**October 25<sup>th</sup>, 2024** – Venue: *School of Economics (Via Columbia 2, Rome)*

(8:00 – 9:30 CET): **Breakfast**

(10:00 – 18:00 CET): **Return to Bucharest of Economics Studies (Romana Square, no.9, Bucharest, Romania)**

### **ONLINE ACTIVITIES**

**October 28<sup>th</sup>, 2024 (18:00-20:00 CET)** – Venue: *ZOOMs channel*

Sustainable practices: Gaining insight into environmental sustainability and implementing eco-friendly habits in daily life – Hoisting names and affiliations

**November 4<sup>th</sup>, 2024 (18:00-20:00 CET)** – Venue: *ZOOMs channel*

Environmental impact: Examining the relationship between traditional practices and environmental stewardship with a focus on the local environment- Hoisting names and affiliations

**November 11<sup>th</sup>, 2024 (18:00-20:00 CET)** – Venue: *ZOOMs channel*

Balanced diets: Highlighting traditional foods and the advantages of consuming locally sourced products - Hoisting names and affiliations

**November 18<sup>th</sup>, 2024 (18:00-20:00 CET)** – Venue: *ZOOMs channel*

Importance of Physical Sports Activities: The significance of regular physical activity and promoting traditional sports from Romania, Turkey, and Serbia - Hoisting names and affiliations

**November 25<sup>th</sup>, 2024 (18:00-20:00 CET)** – Venue: *ZOOMs channel*

Closing Meeting - Hoisting names and affiliations

## **Erasmus+ BIP programme**

### **SustainLife: Traditional Wisdom for a Modern World**

#### **Objectives and Description**

1. **Promote sustainability:** Increase awareness and adoption of sustainable practices in daily life, with a focus on preserving local traditions and cultural heritage. Emphasizes the importance of environmental stewardship within the context of one's own country.
2. **Enhance nutrition education:** Educate participants on the benefits of a balanced diet, highlighting traditional foods and the importance of local and sustainable food choices. Encourage the consumption of locally sourced organic products to support local agriculture and reduce the environmental impact.

3. **Encourage physical activity:** Foster a culture of regular physical exercise by promoting traditional sports, such as Oina in Romania and highlight the cultural significance of traditional sports and their role in maintaining physical health and social cohesion.
4. **Integrate environmental awareness:** Cultivating an understanding of the impact of environmental choices on health and quality of life and include activities that emphasize the preservation of the natural environment and the sustainable use of resources.
5. **Build community engagement:** Strengthen connections between participants, institutions, and the local community to support sustainable initiatives. Promote community-based projects that integrate sustainability with cultural and traditional elements, fostering a sense of belonging and shared responsibility.

### Methods:

1. **Virtual events:** organized to engage teaching staff and students in discussions aimed at identifying and resolving difficulties and barriers related to adopting eco-friendly practices, enhancing nutrition, encouraging physical activity, and raising environmental awareness. Special attention should be paid to preserving cultural heritage and traditional practices, including encouraging the consumption of locally sourced products, promoting traditional food, and supporting local sports activities.
2. **Community visits:** Implementing hands-on sessions on sustainable food practices that incorporate traditional and cultural elements to foster a sense of ownership and shared responsibility among participants and the local community.
3. **Physical workshops on traditional sports:** Conduct workshops on sports like Oina, highlighting their cultural significance and role in maintaining physical health while also incorporating modern sports activities for sustainability, dynamism, and appeal.

### Outcomes:

1. **Understanding environmental impact:** Cultivating a deep understanding of how environmental choices impact health and quality of life. Participants learned to appreciate the importance of environmental stewardship within the context of their own country.
2. **Adoption of eco-friendly habits:** Encouraging the adoption of eco-friendly habits and behaviors to enhance environmental quality. Participants are motivated to incorporate sustainable practices into their daily lives, preserving their local traditions and cultural heritage.
3. **Increased awareness and adoption of sustainable practices:** Raise awareness and increase the adoption of sustainable practices among participants and the broader community. The focus is on integrating these practices with cultural and traditional elements to create a lasting impact.
4. **Improved dietary habits:** Educate participants on the benefits of a balanced diet and sustainable food choices, leading to improved dietary habits. Emphasize the consumption of locally sourced organic foods to support both health and environmental sustainability.

5. **Promotion of traditional sports:** Foster a culture of regular physical exercise by promoting traditional sports, to improve overall well-being, and highlighted the cultural significance of traditional sports and their role in maintaining social cohesion.
6. **Strengthened community connections:** Strengthened connections between participants, institutions, and the local community to support sustainable initiatives.
7. **Enhanced social cohesion:** The integration of sustainable practices, health initiatives, and cultural traditions creates an inclusive and supportive environment.
8. **Lasting impact on well-being and environmental quality:** Emphasis on community engagement ensures that sustainable practices are supported and reinforced at the local level, creating a lasting impact on both individual well-being and environmental quality. The project exemplifies how coordinated efforts in sustainability, health, and cultural preservation can lead to significant improvements in quality of life, social cohesion, and environmental stewardship.

### **Virtual description**

The primary objective of this segment of the project is to facilitate dialogue between staff and students with the aim of pinpointing and addressing hindrances and impediments connected to embracing sustainable practices, enhancing dietary quality, promoting physical activity, and raising environmental consciousness.

To achieve the objectives of this segment of the project, it is essential to establish an open and engaging environment where instructors and students can freely share their thoughts and ideas on how to overcome the challenges associated with adopting sustainable practices, improving dietary quality, promoting physical activity, and increasing environmental awareness. This will enable us to identify the root causes of these hindrances and develop effective strategies to address them. In addition to these practices, it is equally important to promote intergenerational exchange and education to ensure that these cultural legacies are passed down and appreciated by future generations.

### **Weekly Online Seminars**

**Objective:** To provide participants with knowledge of sustainable practices, well-balanced diets, physical fitness, and environmental impact, while simultaneously preserving cultural traditions and promoting local culture.

**Topics covered:**

- *Sustainable practices:* Gaining insight into environmental sustainability and implementing eco-friendly habits in daily life.
- *Environmental impact:* Examining the relationship between traditional practices and environmental stewardship with a focus on the local environment. (Examples of good practices from Romania, Turkey, and Serbia.)
- *Balanced diets:* Highlighting traditional foods and the advantages of consuming locally sourced products. (Examples of good practices from Romania, Turkey, and Serbia.)
- *Physical sports activities:* The significance of regular physical activity and promoting traditional sports from Romania, Turkey, and Serbia (such as Oina in Romania) for individuals to maintain good health, preserve cultural heritage, and encourage social engagement through participation in these traditional sports.

**Timing and schedule:**

**Physical start date & end date**

Start date: 21st October 2024

End date: 25th October 2024

**Virtual start date & end date**

Start Date: 28th October 2024

End Date: 25th November 2024

**No. of credits: 4 (in according to curriculum)**