

Editorial: *How rich together are we today?*

What does being rich mean to us? How rich together are we today? What kind of cheap or expensive pleasures have we? What kind of concerns have we?

We are a little before the second „SANABUNA” Conference (which will be held in June this year). The first „SANABUNA” Conference took place on April 9, 2009, being held at the University of Medicine and Pharmacy „Carol Davila”, Bucharest, which approached the imperative of reflection and responsible action on the issue „*health-food-welfare*”, seeking to identify the new and necessary direction of attitudes which would allow the establishment of a partnership between the public and the private sector, a partnership meant to offer proper solutions for influencing the change in behavior in order to improve the economic - social health and responsibility. It is well known that the event's interdisciplinary character allowed covering certain new aspects, starting from the harmonization of the preoccupations related to building a truly better life, in the context of the pressure of the awareness concerning the connections between health, food and the different aspects of businesses and the imperative of identifying the right answers in the confrontation with the welfare reform, reconfiguring consistent ways with fundamental values, education being in the center of the adaptation, and solidarity could not be neglected. It is also well known that the conclusion was that the speech and action on the issue „*food-health-welfare*” must and can be modified in order to preserve our life, opening up our mind and hightening the spirits to cross the „*ocean of mistrust*” whose huge waves crash against the shores of economic- social constructions, going beyond the fragments of understanding, interacting, getting involved, communicating and learning how to realize the proper change of our behaviour as producers, distributors and individual and organizational consumers of the product that became part of our culture.

As we all know, it takes time to change behaviors, change being not linear and the deliberation being limited by a multitude of competing factors within the challenging framework of making justifiable choices. Thinking about this issue from the perspective of the emerging community behavior (blogs, social networks, social bookmarks, wisdom of crowds with stop-and-go patterns in evolution) as the new wave of audience, it raises the question of the right delivering message, gradually building the „moment of truth” of the „customer” interface.

We observe that yes we do change, we change consuming (knowledge, news, words, food etc.), and changing the subject of life conversation, speaking about another crisis, another recession, another global food crisis, about the confidence crisis, about preparing to face the hunger... of justifiable choices.

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