

Editorial: *SANABUNA International Congress, a good team work to inspire to action, and win- win-win*

There is a direct connection between “**SANABUNA**” philosophy and our well known expressed opinion concerning the importance of the quality of team relations, as well as the quality of the network in initiating partnerships, along with establishing a fluid and flexible process for planning sequential stages so as to adequately managing the probability to capitalize on the opportunity to satisfy the customers and transforming them in team members. Each new “**SANABUNA**” step towards a clearer understanding of the transformation context meant a higher motivation to bridge the gap of the timeline and the urgency and to allow to envision new possibilities and encourage emergence, conveying the right message to action and win-win-win (concept approached by us starting from 1991) across multiple levels. As has been noted, the speech and action on this “**Health, Nutrition, Fitness and Wellbeing**” movement must lead all stakeholders beyond the fragments of understanding, interacting, getting involved, communicating and learning how to realize the proper change of our behavior requiring a new thinking, a new policy, a proper education located in the heart of adaptation, and proving solidarity in building trust. There is no more doubt that nutrition represents the bridge between agriculture and health, and food is one of the greatest contemporary actors on the political scene, as well as the fact that public health aspects are often marginalized amid the competing interests of producers, processors, wholesalers, retailers, caterers and consumers. We are all consumers and we all agree with Tony Blair¹ that “*growing our economies in a way that creates opportunities for everyone, supplying high quality health and education services, ensuring safety and security*” are **the biggest global challenges we face**, and that is why we must be involve in this actual dynamically changing and ongoing process, and recognizing, re-imaging and re-innovating our direct experience within the “organization”.

Starting from the real pressure of the awareness concerning the connections between health, nutrition and the different aspects of businesses and the imperative of identifying the right answers in the confrontation with the welfare reform, we underlined the real need for an adequate *Value Chain Management*, supply chain visibility being critical for the customers, hence the importance of using a value chain mapping to reduce incertitude in the designed demand. As we highlighted on diverse occasion, the competency of health care service providers to deliver superior outcome to the patient inevitably relies on the capability of engineering, performing, and managing quality of health care services throughout the entire *health care service-value network*. We have seen that it is essential to fill the research gap due to the complexity of inter-disciplinary issues across *health care service marketing*, health care service-oriented business modeling, information technologies, and workforce management, by moving the health care system forward by understanding and serving the patient and by designing efficient systems of health care service delivery, while clarifying how health care service affects the marketplace, the economy, and government policy.

“Agenda 21” emphasized health as indispensable to sustainable development, health and development as the process of improving the quality of human life being intimately interconnected, the quality of the environment and the nature of development being major determinants of health. There is a strong actual pledge for urgently implement the policies that improve health and promote sustainable development, and to include universal access to health care, health co-benefits from sustainable policies in different sectors, and health-related indicators in the metrics of sustainable development.

A proof of the continuity of our involvement with responsibility also constitutes the interest aroused by Professor Eliot Sorel’s proposal to include on the “*SANABUNA International 2013*” Agenda the topic “*Global Cities: Health, Education, Culture & Development*” (<http://www.cityindicators.org/>), making a comparison between Central Europe and South-East Europe (considering as potential, Athens, Budapest, Belgrade, Bucharest, Chişinău, Kiev, Sofia, Warsaw and Vienna) *in partnership with the Bucharest City Hall and big cities (Craiova, Pitesti, Ploieşti, Iaşi etc.) and not only*. And this in the context of having other issues discussed in Falticeni (<http://www.sanabuna.ro/the-second-international-congress-health-nutrition-fitness-and-wellbeing-for-central-southeast-europe-sanabuna-2012-took-place-on-the-19th-21st-october-at-the-art-museum/>) such as: “*The local Agenda 21 – local sustainable development plan of Fălticeni Municipality*” (Project PNUD ROM 98/012, 0033238

¹ Tony Blair – Leading Transformation in the 21st Century, McKinsey&Company - Government designed for new times: A global conversation, MCG_Government_designed_for_new_times.pdf, Thu, October 11, 2012

– Technical expertise provided by the National Centre for Sustainable Development– Romania; International consultancy – SiMARC Foundation, Inc USA); project draft “*Fălticeni Challenge 2012-2013*” (list of activities and objectives; intermediary stage; final stage; results provided per stages); the electronic message sent via the network “European Retail Academy” by Mr. Andres Coca-Stefaniak (<http://uel.academia.edu/AndresCocaStefaniak>), following the „Open Days 2012“ in Brussels (http://ec.europa.eu/regional_policy/conferences/od2012/theme.cfm): the new EU funding programmes 2013; Community Led Local Development Concept (http://ec.europa.eu/regional_policy/conferences/od2012/doc/community_en.pdf; http://ec.europa.eu/regional_policy/conferences/od2012/doc/urbact_clld.pdf) influencing these funds.

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Professors Remus Pricopie, Eliot Sorel and Theodor Purcarea at the Second International Congress “Health, Nutrition, Fitness and Wellbeing for Central & Southeast Europe”, SANABUNA 2012