

THE PARTICIPATION OF BUSINESS ENVIRONMENT IN THE COMMUNITY SUSTAINABLE DEVELOPMENT

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Abstract:

Achieving social and economic cohesion of local communities and the functioning of public-private partnerships are the best solutions for specific problems of sustainable development (Crisan, 2007).

Development based on social cohesion and partnership raises, however, enough problems - besides the fact that it has a simple and enforceable legislation - it hits a certain resistance to change from the government (one that should be even initiator and promoter of such approaches).

Moreover, satisfaction of general public interest - as a key objective of government and as a measure of development - should be done in terms of increased efficiency of all categories of resources available or taken, including the private sector.

This paper examines some of the specific issues and limitation of this initiative of involving the private capital in sustaining the durable development.

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Undoubtedly, sustainable development means a greater consumption of resources, while on the short term, the benefits seem uncertain and rather less visible, and at least for now, inconclusive.

In these circumstances, a very important problem is even finding explanations for the involvement of private sector, that of finding the definition "hub" to arouse public interest, able to ensure social cohesion and curdling of a unit of action without which such a partnership (and also investment / consumption of resources) is justified.

In our opinion, just achieving sustainable development and an efficient administration can (and should be) such a nodal point (ground) to achieve cohesion / partnership and a contributing factor to a good relationship, mutually beneficial, between the administration and business environment.

Interesting to watch it and influence it will exert in that direction the manifestation of a phenomenon - the emergence of competition between public authorities, as a result of the battle for a more complex and convincing development of the administrative-territorial units they manage.

This is felt mainly through the emergence of additional resources that can be accessed mainly from international funds.

Thus, local communities have (and will have) the chance to access various funds and thus to fulfil their development aspirations by starting projects / investments - in the absence of international support - remain utopia field.

We appreciate that to have a real chance in this competition is needed, first, by:

- a clear vision for the future;
- a development strategy;
- major projects, well-founded;

- substantial resources (to ensure the required co-financing by the donor, that is the international community).

In these circumstances, the private sector must understand that responsibility to be there by public authorities (the default community) and to support them, financially, in the competition for attracting international funds.

We could say that the involvement of private entrepreneurs - as a supplementary source of funds - in the government effort to access international funding and development of projects is probably essential for economic and civic maturity of the business.

And he is being put in the hypostasis to decide - by implication or non-implication option - on the future size and community development in which they operate.

In this context, the business environment must take into account the effect of "snowball" that it creates a possible involvement - will strengthen local community development and public resources, and consequently, that of the business environment (which can provide, this way new resources that will become a base for absorbing new funds and so forth).

For, undoubtedly, the community development as a whole, is an essential precondition for development in the long term, the private sector.

Yet this reality is that just under its social investment, the private capital is the essence of collaboration with the public one.

Therefore, it seems extremely important that the message strictly actual, related to the existence of effective competition between governments (or authorities) government is known and understood by all local communities.

In fact, given that local autonomy is a good win, each community is required to assume greater involvement on the extent of all local actors.

The more citizens and business organizations (such as associative forms that seek profit thereof), as the double - the beneficiaries, but the main protagonists of economic, social and political life.

From this dual aspect, business organizations are obliged to do not compromise the chances of progress, to face more competition - on the free market and, more recently, in the local government system, which community they belong may lose competition with other administrative-territorial units ...

Hence, implicitly, the need to bring together the forces in face of competition!

This essentially calls into question a possible evolution of public administration to a "general market" phenomenon over which policy makers should consider more carefully.

In these circumstances, there is a need, with a greater acuity, of professionalization of the local elected officials and of growing their role in the process of management of community resources.

Where in the decentralization and local autonomy, all the money in the hands of mayors (or public administrators) and local councils, it is essential how the authorities will be prepared to manage them, how they involve and especially how they respond to their decisions.

Realizing this, at the level of the local authorities there are real concerns also to professionalize local elected officials, including publishing and promoting works strictly on professional criteria or by attending courses on topics of particular interest.

Only in this way that local resources are allowed, instead of being wasted (under the umbrella of general public interest meeting), to be used effectively (and possibly enhanced by modern methods of management and financing) by specialists able to do so eager to get involved and take on increasing responsibilities.

Precariousness of local resources (coupled with the absence / reduction of state intervention) requires efficient use of all available funds and, especially, move towards a local development / sustainable territorial under existing real opportunities, and obviously the priority interests of citizens.

The assumed development and strategic planning based on a careful strategic planification, whose main features are (Raceanu others, 2006):

- to develop (building on existing practices and the introduction of new opportunities for action)
 - operate in a well-defined territory
 - address macro issues (and not focus on isolated issues)
 - enjoy political support
 - bring new elements in the technical, managerial and financial field (including adapting successful experiences)
 - generate resources
 - establish a direct link between planning and implementation
 - based on the principles that make up civic trust - diversity, equity, accountability and transparency.

On the other hand, in my view, planning must be addressed, however, and a more pragmatic perspective.

Thus, since public money should be given (and will be given) more and more still under competitive projects, the planning process should become a routine exercise of the community and an opportunity to express social cohesion.

Normally, the community is that local government should impose its priority interests and expectations, giving them as should be used most effectively, the resources available (including to what extent they may engage in co-financing activities other side projects).

In such an exercise of collective ownership of the future is essential - we consider - to define the starting point and final target toward which the community.

Between these two points must be chosen - the multitude of possible variants - the best ways forward, responsibilities, deadlines and agenda / priorities.

All these options will be added together and together clear working documents, to reach decision makers in the efficient management of resources under general options.

On the other hand, should not be overlooked that a community is the sum of internal processes that operate independently of each other (but which are often correlated) and the evolution of individuality.

They occur in a stable equilibrium, provided by self-regulating mechanisms, which is based on a certain social cohesion.

In these circumstances, any external intervention may generate some brutal imbalance (or devolution), with different social effects, countered hard.

In this sense must be understood and planning exercises, in which priorities must be imposed by itself within the system - from citizen into administration - without major external political influences.

Unfortunately, however, the definition of common purpose and interest is becoming more difficult to achieve, especially in a very divided and stratified society, with individuals whom he separated often essential things.

Or, partnerships and social cohesion can not be achieved without the existence of incentives to parties to unite, without creating a climate of understanding, without finding the optimum operating mechanisms, without retaining balance and equal participation and decision of the parties and without ensuring independence of action and maintaining their identity.

In this context, public-private partnership (PPP) is a democratic exercise of Community cooperation between different categories of participants to society, based on awareness of progressing themselves.

Therefore, public authorities must have a catalyst, but also a mediator role between other participants in the partnership.

These attributes may receive additional connotations in current conditions, when aiming at the development area, the scale and composition of partnerships have other, more complex, when interests are diversified and complicated, and defining and prioritizing them becomes more complex.

Therefore, it is advisable, as soon as each community to learn and to acquire such planning exercises, cooperative and social cohesion, to move to a new stage, the growing of the inter-comunalitate under a specially designed legal framework.

Of course, public management, strategic planning exercise is a challenge.

Required by law, wanted by the politicians – and also as a tool for implementing electoral programs - and necessary in terms of a more reliable consumption of available resource, the exercise is agreed by many stakeholders: the state (and central institutions which it is), community Local (as resource owner and beneficiary of their recovery), local authorities and institutions (as instructed citizens), potential donors (interested in borrowing capacity and repayment of government), providers of public goods and service providers, authorities regulators, the media (who have such a "developed" the future evolution), etc.

In fact, the stakeholders have the opportunity to meet around a policy document, justifying them and support them - on behalf of general public interest - and steps, especially, may be the objective of social cohesion (that is, the usually given a subjective determination), able to mobilize resources and multiple energy.

In addition, through strategies and partnerships, by reference to documents that a higher level of involvement and representation, will be able to create a solid foundation for implementing and monitoring an appropriate opportunity of cost management decisions.

Unfortunately, the process is not as simple as it sounds, and great difficulty reasoning is precisely the scope of possible protagonists.

Even if the administration - the function of planning / forecasting of public management is natural - there is plenty enough deductions and factors that oppose change.

They impede the imposition of participative management as a way of working.

Therefore, such an approach should not be allowed to run by itself but must be boosted.

It should also be kept in mind that the time horizon of a strategy (at least 3-5 years) does not match the term most leaders of government have.

In such cases, it seems important to analyze the overlap of the two timelines, to eliminate the danger of occurrence of blocking or modifying the basic objectives pursued.

Furthermore, although more and more voices, especially in Romanian political space advocates increasing importance in defining the electoral programs of the main directions of development of a community, do not agree at all, this view.

Our arguments relating both to the need for continuity and stability - in terms of sustainability of development process - planning documents and how they relate to an entire political grouping.

For the purpose of government is to satisfy the community interest as a whole, not just a segment of it, however it may be significant.

Not to mention the fact that - by moving to a territorial approach to development problems - lower communities strategies should be linked, permanently, with those of communities that come into contact.

They also must be reported subsequently integrating community strategies, the higher level (regional, Euro-regional, national, etc.).

Beyond these issues linking the main actors of development, we advocate - and in terms of boosting processes - a significant rethinking of the content and spirit of partnership law, function and objectives.

In this regard, consider clear incentives to be given (but nuanced and well justified!), by the actors involved in these associations (and, in particular those in the private sector).

We also believe it is essential to find a clearer and easier way to put in work various resources, both public and private partnerships that bring members together.

Starting from the need to enhance the administrative capacity of public sector, we consider absolutely necessary - before any planning approaches and association - achievement at all levels of management diagnosis (of course, with legal diagnosis, economic-financial, public services or human resources), providing the size of government capacity to develop, implement and manage public policies and strategies, organizational flexibility, quality information system, the willingness to use modern management tools and innovative capacity, etc.

An extremely important for diagnosis - if management is not performing - other items may be placed in appropriate amount, reducing the contribution and importance in the completion process and resource efficiency involved.

Without such an approach, the risk of de-professionalization of the public managers appears, which may be required to find solutions to issues that are of interest only to those who were forced from power, not to those who give their work efficiency or have maximum impact overall development.

Moreover, the contractual relationship between development actors could be damaged by a series of compliance, reducing or distorting their responsibilities.

For example, the PPP contract format may vary depending on the specific situation of national legislation, the structure of public and private entities involved (Albăstroi, 2006).

Whatever the format used is important in this respect, the government's private partners are chosen also by economic criteria, so that capital, public and private, to be made into the efficiency and effectiveness.

Otherwise, the final part of any planned approach, namely to achieve a competitive advantage that the community is not done properly.

Interestingly, if we start from one of the definitions that advantage (Nicolescu, 1996) and "performance by an organization of products and superior service in terms meaningful to consumers, compared with similar supply of most competitors ", I would be tempted to put in doubt as long as the administration shows no real competition.

Lately, though, so how do I report above, it appears - especially in accessing European funds - the manifestation of strong competition.

Complexity of the issues just mentioned by us maintain the idea that developing a strategy to be positioned above any political influences, able to store as attributes of legitimacy and representativeness.

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