RAISING AWARNESS – MARKETING ACTIVITIES

11th DECEMBER 2008   NICOSSIA, CYPRUS

POLITICS

CONSTITUTION

HEAD OF A COUNTRY   PARLIAMAENT

POWER – *A PLACE* WHERE

DECISIONS ARE TAKEN

POLITICAL ENVIRONMENT DEPENDS
ON THE GOOD WILL OF ITS CREATORS,
THE LAW OF EACH COUNTRY
AND THE LAW OF EU

"Political culture"
as a factor contributing
to changes and development.

ACT POLITICALLY

➢ Honesty

➢ Responsibility

➢ Fairness

➢ Commitment

ACT POLITICALLY

Establishing a culture promoting
the norms of both collaboration
and continuous benefit to individuals
and the organization.

Social capital

Social capital refers to connections
among individuals social networks
trustworthiness.
It is closely related to what some
have called *civic virtue*.

Social capital

The quality of public life
and the performance of social
institutions are powerfully
influenced by norms
and networks of civic engagement.

Social capital

A strong link between the performance
of political institutions and the character
of civic life what they termed
the civic community.

Social capital

TRUST ◄———► CONTROLL

Social capital

➢ A sense of belonging

➢ Experience of social networks

➢ Relationships of trust

➢ Tolerance

BENEFIT TO PEOPLE

Social capital

Interaction enables people to build communities and knit the social fabric.
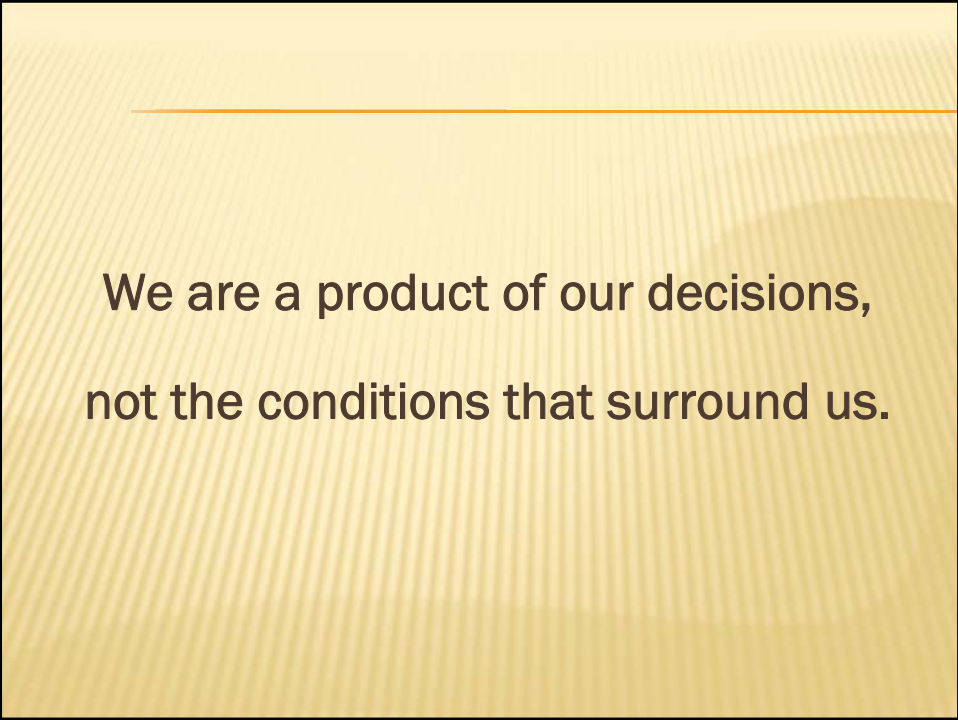
Social capital - conclusion

Informal educators provided

with a powerful rationale for their activities - the classic working environment is the group, club or organization.

Restoration or building civic society

hard to achieve.

We are a product of our decisions,

not the conditions that surround us.