

ABOUT PRODUCTIVE THINKING IN PROJECT CREATION

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Introduction

The European Union is currently faced with manifold challenges within and beyond its borders. Internally, growing inequality undermines its potential to create prosperity and provide stability. Six million people lost their job during the crisis, more than 120 million people are at risk of poverty and fourteen million youth (15-29 years) are not in education, employment or training

Beyond the need to find new sources of growth and employment, the need to deliver quality public services and renew the legitimacy of public policy-making across Europe put additional strain on governments. At the same time, the inclusion of fairness in the objectives of the European Commission means that social dialogue should be enhanced in order to meet the social demands of inclusive growth.

The innovation divide is evident, private investment in research and innovation is falling short of the target, while there is a growing brain drain mostly from regions strongly hit by the crisis and the austerity that followed.

Externally, the Union's neighborhood has become an area of high risk with an increasing number of open conflicts challenging Europe's security. Developments like the crisis in Ukraine and the increasing influence of radical Islam in the Middle East and Africa put the EU's reactive capacity to a test. They pose immediate threats to Europe's security and trigger asylum seeking and immigration that puts pressure on EU external borders and relevant policies – from migration to humanitarian assistance and development cooperation.

Migration is one of the stringent problems [1] that Republic of Moldova is facing today.

According to World Bank data, in our country about 700 thousand citizens are working abroad, which constitute about half of the working

population. Meanwhile, the sociologists consider that the real number of Moldovan migrants exceeds one million. Around a quarter among them decided not to return to home [2].

From the above presented we conclude the negative impact of migration such as family breakdown, brain migration, the abroad money transferred dependence of Moldovan young, crisis in the rural sector, rapid liquidation of small and medium enterprises.

In this way, mass migrations contribute to a demographic decline, economic potential decrease of the country that leads to devaluation of the national currency, predominance of imports, narrowing of the manufacturing sector.

The main reasons for population exodus are considered (*Figure 1*) population low-income in the country (45%), lack of jobs in the country (24.5%) and poor condition of rural localities (15.6%). One of the Moldovans migration reason is considered also the lack of professional career opportunities (10.2%).



Figure 1: The graphical presentation of the main reasons of population migration from the RM

The study reveals that the majority of respondents would prefer to work in EU countries (53.4%), but also in Canada, in the USA (27.4%), in CIS countries (13.7%), and 5.5% (37 people) - in Australia [3].

Due the effectuated examination the main rural sectors which are affected by the crisis of the absence of work places in rural sector in the Republic of Moldova were identified the necessity to create small and middle enterprises (SMEs) in:

- The ecology, education, and health sector,
- The small rural industry sector,
- The middle rural industry sector, and
- The regional industry sector.

The figures presented above show the timeliness and the necessity of a project that has as an ultimate goal the improvement the situation with the absence of work places in rural sector of the Republic of Moldova. The project is addressed to the specialists to help them in initiating, implementation, and development of individual and collective SME from rural sector of the Republic of Moldova.

1. The project environment.

One of the pillars of the Republic of Moldova crisis solving we hope to be the involvement of Members of "Parlament 90" those, who established the State of the Republic of Moldova declared its independence and initiated the development of a new state in Europe. These are not statements or "strong words", but a cry of the unsatisfied soul regarding the country's evolution that was created by the first democratic parliament of Republic of Moldova. Today we have a crisis in the Republic of Moldova, a catastrophic situation of the republic's population especially in rural sector: an exodus huge of the population from the villages, it is a situation of deep crisis, a situation of the Republic of Moldova pre-default.

Social Association "Parlament 90" must intervene to improve the crisis of the Republic of Moldova.

I. Rural sectors affected by the crisis of migration in the Republic of Moldova

Mostly the rural sector of the Republic of Moldova is affected at such small and middle enterprises (SME) as: „ Ecology, Education, Health”, „The small rural industry”, „Rural Middle Industry”, and „Regional Industry” Sectors.

1.1. The „ Ecology, Education, Health” Sector

In this sector are affected different branches of

human rural activities of the types:

- regional ecology;- human, ground, water, and air ecology;- barber shop;- bathroom;- library;- science, school, kindergarden;- culture, theatre;- small light;- medical & pharmacy place;- post & Internet.

For such directions of rural sector human activities can be supported by the SMEs of Micro and Mini types.

1.2. The „The small rural industry” Sector

In this sector are affected different branches of human rural activities of the types:

- ecology in the small industry sector;- human, ground, water, and air ecology;- security;- oil mills;- mills;- bakery;- collection of individual households production (PGI);- processing, drying, storage PGI;-realization PGI;- shoemaker workshop;- tailoring;- garbage

For such directions of rural sector human activities can be supported by the SMEs of Mini types.

1.3. The „Rural Middle Industry” Sector

In this sector are affected different branches of human middle rural activities of the types:

- ecology in the middle industry sector;- human, ground, water, and air ecology;- mechanization of rural activities such as: sowing, harvesting, territories preparing;
- collection of collective households production (PGC);- processing, drying;-conservation PGC;- storage, realization PGC;- series, planting, monitoring;- fruits, planting, care, orchard monitoring;- winemaking, planting, care, vineyards monitoring;

- vegetalnes, initiation, care, monitoring;- water supply;- fishing, local resources monitoring;- cattle occupation, local resources monitoring;- swine, goats, local resources monitoring;- shepherd, local resources monitoring. For such directions of rural sector human activities can be supported by the SMEs of Mini & Middle types.

1.4. The „Regional Industry” Sector

In this sector are affected different branches of human middle rural regional activities of the types:

- ecology in the regional industry sector;- human, ground, water, and air ecology;- water

monitoring; pools, lakes, rivers;- solar, water and wind power;- bioenergetics;- dump goods energetics;- roads;- irrigation;- fishing, local resources monitoring;- cattle, local resources monitoring;- pigs, goats, local resources monitoring;- sheeping, local resources monitoring.

For such directions of rural sector human activities can be supported by the SMEs of Middle types.

2. Cracking Creativity projecting method.

Most people of average intelligence, given data or some problem, can figure out the expected conventional response to the problem. Typically, we think **reproductively**, on the basis of similar problems encountered in the past. When confronted with problems, we fixate on something in our past that we worked before. Then we analytically select the most promising approach based on past experiences, excluding all other approaches, and work a clearly defined direction toward the solution of the problem. Because of the apparent soundness of the steps based on past experiences, we become arrogantly certain of the correctness of our conclusion.

In contrast, geniuses think **productively**, not reproductively. When confronted with the problem, they ask themselves how many different ways they can look the problem, how they can rethink it, and how many different ways they can solved it, instead of asking how they have been taught to solve it. They tend to come up with many different responses, some of which are unconventional, and probably, unique. With productive thinking, one generate as many alternative approaches as one can, considering the least as well as most likely approaches. It is the willingness to explore all approaches that is important, even after one has found a promising one.

We propose teaching productive thinking in our training process in lieu of reproductive thinking. The creative-thinking techniques will show the specialists from rural sector SMEs how to generate the ideas and creative solutions they need in their business and personal life. Each technique contains specific instructions and an explanation of why and how it works. When the specialists use the techniques, they will rethink

the way they see things and will look at the world in different way.

The techniques change the way the specialists think by focusing their attention in different ways and giving them different ways to interpret what they focus on. The techniques will allow them to look at the same information as everyone else and see something different. It is not enough to understand the strategies. To create original ideas and creative solutions, the specialists from rural sector SMEs must use the techniques.

If the specialists from rural sector SMEs organize their thinking around these strategies, they will learn to see what no one else is seeing and how to think what no one else is thinking.

The Cracking Creativity Method is organized into two parts.

Part I presents strategies of geniuses who look at problems differently from the conventional ways we have been taught. They will learn how to look at their problem in many different ways.

Part II presents seven creative thinking strategies that geniuses use to generate their breakthrough ideas and creative solutions. These are the strategies that are common to the thinking styles of geniuses in science, art, and industry throughout history. These strategies will show the specialists from rural sector SMEs how to multiply their ideas and how to get ideas they cannot get using their usual way of thinking.

Part I: "Seeing what no one else seeing" incorporate two strategies: "Knowing how to see" and "Making Your thought visible". These strategies demonstrate how geniuses generate a rich variety of perspectives and conjectures by representing their problem in many different ways, including diagram-matically.

The Part II's first strategy "Thinking fluently" presents a set of timeless and solid principles on how to produce a quantity of ideas. In addition to producing many ideas, an important aspect of genius is the means to produce original and novel variations in ideas, and for this variation to be truly effective, it must be "blind". The next five strategies, "Making novel combinations", "Connecting the unconnected", "Looking at the other side", "Looking in other worlds", and "Finding what You're not looking for" demonstrated how geniuses get novel and original ideas by incorporating chance or

randomness into the creative process in order to destabilize their existing patterns of thinking and reorganize their thoughts in new ways. The last strategy, "Awakening the collaborative spirit", presents the conditions for effective group brainstorming and a collection of world-class brainstorming techniques.

3. Project objectives

Social Association "Parlament 90" have to intervene to improve the crisis of the Republic of Moldova by initializing the Horizon 2020's Project "Anti - migration management in the rural field of the Republic of Moldova". For the better evolution of the Project the consortium sets five major objectives that have to be achieved in 24 months. These objectives are:

3.1. Problems of migration crisis in the rural sector of the Republic of Moldova supported by the AO „Parlament 90”.

First objective of the project includes:

- analytical and statistical data collection;
- stabilization the activities of the AO "Parlament 90" and consortium group,
- international collaboration of AO in order to involve the developed countries in the society and economy of the Republic of Moldova,
- creation and management of the „Center of Consulting and Project Management”,
- involvements of the "Parlament 90" Association in creation of the European projects of SMEs for the rural sector of the Republic of Moldova,
- evolution and sustainability of the European projects of SMEs in the rural sector of the Republic of Moldova

3.2. Suspension of labour force migration from the Republic of Moldova

Second objective of the project includes:

- analysis of the entire situation and the demographic aspects in the rural sector of North-East-West-South (NEWS) regions of Republic,
- correlation between the basic labor force and the population which is not capable to work: elders, handicapped, children,
- creation a data base for evidence of the employed, free, in search, periodic labor force,
- evidence of the skilled labor force: unqualified, in perspective of qualification,
- provide programs of EU wages, ensure the

sustainability of the project.

3.3. Management the process of returning of labour force in the Republic of Moldova

Tired objective of the project includes:

- registration the labor force working abroad with periods of their work evolution of the foreign labor force ("foreign") with its periods of evolution: the year of foreign work beginning, country of activity, constant occupation, temporary occupation, vagrancy,
- creation the possibility of returning of labor force from abroad in the Republic of Moldova,
- fitting the work activities in the already created SMEs,
- fitting in creation of SME,
- management the processes of returning the labor force in the rural sector of the Republic of Moldova,
- management the sustainability of the project during the implementation of this objective.

3.4. Management the process of creation of small and middle European enterprises in the rural sector of the Republic of Moldova

Forth objective of the project includes:

- creation the SMEs of Republic of Moldova in the "Ecology, education, health", the "Small Industry", the "Middle Industry", and in the "Regional Industry" Sectors;
- management the sustainability of SMEs
- management the creation process of work places with European remuneration
- management the process of their occupation into the European SMEs in the rural sector of the Republic of Moldova.

3.5. Employment in the European SMEs in the rural sector of the Republic of Moldova

It includes:

- creation of workplaces in the European SMEs in the rural sector in such sectors as:
 - the Ecology, education, health,
 - the Small Industry,
 - the Middle Industry, and
 - the Regional Industry;
- management the sustainability of workplaces in the SMEs with European remuneration in the Republic of Moldova.

Suggestions and Sustainability.

While this context demonstrates a need to reflect on the past to better understand the emergent instability and risks, it also provides the opportunity to actively contribute to shaping more inclusive, innovative and reflective societies that empower and protect all citizens in Europe and can help to enhance the EU's capacity to tackle regional and global geopolitical changes. This requires the development of a long-term vision and pathways to support policymakers, public and private actors to deliver on it. Horizon 2020 has the scope and breadth to take on this task.

This Societal Challenge 6 Work Programme addresses key challenges of the beginning of 21st century like radicalization and migration that appear in cross-cutting way in several Topics throughout the Work Programme and complementarily with Societal Challenge 7 - Secure societies "Protecting freedom and security of Europe and its citizens". Many of the Topics of this Work Programme aim also to reduce the gap between institutions and citizens - through better understanding, analysis and practical solutions - in order to build a more trustful European society. Many Topics also integrate the gender dimension as a key element of inclusive societies.

Modes of economic organization relying on creativity and collaboration are driven by continuously increasing interconnections in society and have further been triggered as a response to the crisis.

In many European cities and communities, citizens, together with public and private sectors, are engaged in jointly identifying issues and needs, trying to solve problems through innovative and inclusive responses. They co-create the future through new solutions that have the potential to ensure sustainability, participatory governance, openness and transparency in policies and markets, the respect of the rule of law and social cohesion. Inside the Union, this process could lead to more inclusive, collaborative and participative societies via greater engagement of all involved parties. In the same vein, it could also help to reinforce the necessary measures to reverse inequalities within societies, including reviving social dialogue.

For the Union's role in the world, the above mentioned external risks can be faced

effectively, and the external opportunities can be better implemented if the EU's foreign policy players possess insightful knowledge and are fully empowered to jointly address risks, and if international research and innovation dialogue and cooperation are enhanced. All these efforts to make Europe a more resilient continent internally and in its external relations will be greatly helped if informed by reflections of Europe's cultural and social diversity and a thorough understanding of its past.

At the end of the project with deployment duration of 24 months follows to decrease the number of labour migration from Republic of Moldova by 40% by creating new working places and the grafting of abilities of working according to European and international standards. Under the project has been raised the ideological and cultural spirit of the citizens. The small and medium enterprises acquires knowledge and skills about drawing up draft of local, regional and national projects and the attraction of investments into the country in order to increase the economical, cultural, technological level and increasing the quality and quantity of the products for export. All these skills will be obtained following the development of the project in question. This will contribute to raising the living standards, the wage increase, will open the perspective of increasing the market share at nationally and internationally level of domestic production. Likewise, the project provides raising the living standards in the rural area of Republic of Moldova.

With the increasing number of medium and small enterprises (SMEs) of European type in the rural area of Republic of Moldova, the chances of adhering to EU space will grow and will open up new perspectives for the entire Republic.

Using presented Teaching Method in our training process of the specialists from rural sector of the Republic of Moldova it can be obtained the maximum effect of the Project.

The selected teams of specialists from rural localities of the Republic of Moldova will be initiated in preparation of the real projects of SMEs in their localities. These trained specialists will create the real SMEs in republican rural sector.

Will be achieved the possibilities to incorporate

and employ a lot of people without work in the feature created SMEs in rural sector of the Republic of Moldova. Such project's results will constitute the partial solution of the poverty in republican rural sector and the partial solution of migration process from the Republic of Moldova.

References

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