



ALL ABOUT

ECONOMY FILM DAYS

**An international film festival
at the University of Bucharest
March 27 – 29, 2018**

Venue:

Faculty of Law

Bulevardul Mihail Kogălniceanu 36-46

Amphitheater II



HOCHSCHULE
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ALL ABOUT

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Need

One of the consequences of the economic crisis of 2008 was the loss of confidence into so called “mainstream economics”.

Academic economics, as taught at universities around the globe, was neither able to foresee the crisis, nor to propose efficient and uncontroversial countermeasures.

The overly abstract and mathematized language of contemporary economics is today being criticized for being too remote and cryptic.



ALL ABOUT

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Approach

There is a growing public demand for an economics striving for clarity, methodological pluralism, social responsibility and ethical sensitivity.

A new public perception of economics has to be created – as a social science willing to incorporate the broader concern for the common good into its theoretical edifice and able to explain the consequences of economic decisions to a wider audience.



ALL ABOUT

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Initiator

Prof. Dr. Paul H. Dembinski

Paul Dembinski is a professor at Fribourg University, Switzerland, and Director of the Observatoire de la finance in Geneva. In 2017, he launched AREF, the Association for the Renewal of Research and Teaching in Economics and Finance, which gathers leading Swiss specialists in economics and finance with the aim to reform the way economics is understood.

The International Film Festival is one way to reach a wider audience with economic subjects.



ALL ABOUT

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Co-initiator and Festival Director

Mag. Michael Derrer, Hochschule Luzern and ASCENT AG

As a specialist for the renewal of didactics in economics, he recognizes the value of films to affect the viewers, provoke discussion and sensitize to the importance of economic issues.

As a business consultant, he has the role of an interface between internationalizing Swiss companies and the economic environment of East and Central European countries.

www.michaelderrer.info



ALL ABOUT

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Aims and Principles

Humanism

The economy is not a machine, but a result of choices.

By elucidating ethical dilemmas, films enable individuals to make responsible decisions.

Democracy

The economy concerns us all - its discussion must not be restricted to specialists.

Better-informed citizens are a prerequisite for sustainable development.

Dialogue

Business does not have to be afraid of critique - it is a condition for adaptive change.

The festival is an occasion for companies to present projects of corporate social responsibility.

Optimism

It is possible to improve the economic environment, in which we live and work.

The festival illustrates attempts to bring about change.

Intellectual exchange

Discussions between critical filmmakers, academia, business as well as Swiss and local students lead to new insights.

Values

We promote transparency, democratic discussion of proposals from across the political spectrum, and constructive critique leading to consensus and mutual understanding.



ALL ABOUT

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Formula

Documentary films

Screenings of the most insightful recent documentaries about economy-related topics, followed by a discussion.

Fictional films

A fictional movie is preceded by the lecture of a keynote speaker, with the aim to sharpen the viewers' perception.



ALL ABOUT

ECONOMY FILM DAYS

The Festival's first edition took place in Gdańsk, Poland in 2017



Visual impressions: <https://youtu.be/MwwegOkGnxA>



ALL ABOUT

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DIN BUCUREȘTI
— VIRTUTE ET SAPIENTIA



www.unibuc.ro

Organizers

The University of Bucharest is a leading academic centre adhering to the principles of academic integrity and critical thinking. As one of the leading higher education institutions in South-Eastern Europe, it actively contributes through research and teaching to the development and use of knowledge.



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ASCENT⁺

www.ascent-ag.ch

Organizers

ASCENT Swiss Business Management AG is a consulting company specialized on the support of Swiss companies in East and Central Europe.

Since its creation in 2005, more than 100 companies and organizations relied on its guidance, in order to achieve security, faster results and reduced costs in their activities abroad.



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WebConnect

We connect your business to web

www.web-connect.ro

Organizers

Since 2008, WEB CONNECT is known as a holistic communications agency offering the full suite of solutions for communications and public relations, which reach target groups at the right time and in the right setting.



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Coorganizers

Lucerne University of
Applied Sciences and Arts

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www.hslu.ch

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FR**
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www.unifr.ch

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Association for the Renewal
of Research and Education
in Economics and Finance



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Target Audience



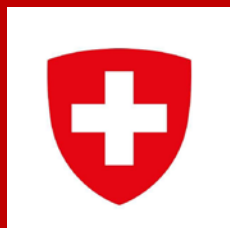
- Leading Romanian teachers of economics, business and social sciences
- Future business executives and specialized staff
- Bucharest business community



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The event is supported by



Embassy of Switzerland in Romania

www.eda.admin.ch/romania



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Join us.

Free entrance.

www.economy-filmdays.info





ALL ABOUT

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