

Soroptimist International Union of România

“SOROPTIMIST ROMÂNIA” is a multiannual project of the Soroptimist International Union of Romania (USIR), that invited in 2025 single clubs from the Republic of Moldova TO participate. Both countries have developed the candidacy of the art of traditional blouse (IA) with embroidery on the shoulder (Altiță), which was included by UNESCO in the List of Intangible Cultural Heritage of Humanity in 2022.

Culture is more than heritage or tradition — it’s the way we connect, create and understand one another. It shapes our identity, drives creativity, and builds resilient, inclusive societies.

Brought together under the theme “*Traditions and meanings: IA (the traditional blouse) sewn in various geographical areas of Romania and the Republic of Moldova*”, the activities reflect traditional popular culture, its understanding and the transmissibility of intangible cultural heritage elements.

The project concludes this stage with the online event on **November 10, 2025**. The reason for choosing the online format is for the possibility to enlarge the participation of members and guests from as many SI clubs as possible on all continents.

Event language: English

AGENDA

18:45 – 19:00	<i>Participants arrival /connected</i>
19:00 – 19:10	Welcome, Dana Constantinescu, USIR President
19:10 – 19:15	Purpose and meeting layout, Madlen Șerban, USIR member since 1993, moderator
19:15 – 19:35	The blouse with shoulder embroidery (IA). Traditions, meanings and humanity value. Dr. Ioana Repciuc, chair of the Romanian National Commission for the Safeguarding of Intangible Cultural Heritage <i>Focal point of Romania - the UNESCO 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, Romanian Academy, Iași branch</i>
19:35 – 20:05	Soroptimist Română IA: key results, Rodica Măciucă, USIR project coordinator
20:05 – 20:20	IA, component of the traditional costume. Dr.Elena Iagăr, former member of the Romanian National Commission for the Safeguarding of Intangible Cultural Heritage
20:20- 20:35	How we communicate the traditions? Map of Romania woven into traditions, Măriuca Mihăilescu, Once upon a time founder
20:35 – 21:00	Debates
21:00 - 21:10	Instead of conclusion