

A STRATEGIC VISION FOR CONSOLIDATION THE EUROPEAN UNION 'S INTERNATIONAL RELATIONS

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Abstract:

Considering the international relations that European Union undertakes in the economic, social, political and defense spheres and following the analysis of the position of this organization worldwide, the paper presents a possible strategy that strengthen the international relations of the European Union, on various levels. Moreover, given the importance of the economic, political, defense, and social levels, the proposed objectives, channeled on those levels, aim at emphasizing the importance of the international body in terms of international relations.

It is particularly important for the European Union to maintain and to consolidate its position as an important player in international relations. Through the correct and coherent application of a unitary strategy, this goal can be achieved and it is able to generate positive effects, of any nature and at any level of the European Union and its citizens, but also of the world's population. In the current period, marked by the COVID-19 pandemic, there is more than ever the need for strong international relations, based on cooperation and mutual trust.

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Introduction

The vision of the European Union concerning international relationships is to ensure sustained development of the community in report with its priorities.

As concerns the mission of the European Union regarding international relationships, it is oriented in three main directions:

- Economical, for ensuring the position as world leader in international transactions, by developing activities of collaboration with greater economic powers of the world.
- Social, ensuring the citizens have a reliable living
- National security, strengthening relations with neighboring countries as well as those from around the world.

From a strategic point of view, the objectives of the EU concerning international relationships is concentrated on three main directions, for ensuring the position of a deciding power worldwide. Due to the complexity of international relations and the effects they generate and directly influence the space of the European Union, consolidation will be based on both classical and new means. Additions will be made and the way of managing international relations will be improved, be they economic, security and defense or social, and their implications.

1. Strategic objectives in economic terms

In economic terms, the priority objectives are materialized in:

- maintaining the highest values of imports and exports worldwide;
- maintaining the position of undisputed leader on a dynamic world market, whose characteristics are rapidly changing;
 - increasing research-development-innovation activities transferable in practice, especially in the context of global transfer to a knowledge-based economy;
 - intense orientation towards a knowledge-based economy in order to align with the leading states that also represent its main competitors worldwide in the knowledge transfer market (USA and Japan). This goal contributes to facilitating access to one of the few current

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unlimited resources, namely knowledge, capable of generating innovation that inevitably leads to the progress of society as a whole;

- Maintaining existing trade agreements and renegotiating their clauses, where appropriate, in order to facilitate and strengthen the European Union's trade in products with its partners;

- Concluding new trade agreements with interested countries around the world in the context of the accentuation of the phenomenon of globalization which makes its effect felt at the level of all markets and further at the level of trade and even of the world economy;

- Increasing the competitiveness of products obtained within the borders of the European Union by ensuring a high level of quality; products at fair prices capable of being absorbed by the target markets;

- Expanding the borders of the European Union by encouraging new states to develop and be able to join the European construction. The proposed objective is to increase the productive potential of the European Union and at the same time to increase the bargaining power with the states of the world;

- Reactivation of entrepreneurship by stimulating and supporting entrepreneurial initiatives that will lead in the next period to increase the number of companies in production and services, active and market-oriented both within the borders of the European Union but especially outside them;

- Strengthening the Common Agricultural Policy, so that it is able to meet the needs of the citizens of the European Union, and not only, and also amplify its reform process designed to ensure three factors of major importance in terms of agriculture: productivity, competitiveness, sustainability;

- Reorganization of the industrial sector by developing production units with small and medium capacities so that they become competitive both on the European Union and on the world market, allowing the reduction of dependence on large industrial suppliers worldwide (China - except Hong Kong, USA, Japan, Russia);

2. Strategic objectives in terms of political and defense relations

In terms of political and defense relations, the priority objectives are materialized in:

- Avoiding conflicts by promoting diplomacy in economic, social and political relations based on identifying potential problems causing conflict and resolving them before they worsen, both at Member State level and in relation to world countries;

- Streamlining the management of conflicts in order to maintain peace by training and directing the competent bodies and agencies;

- Promoting clear and effective communication that does not allow misinterpretation of messages issued by policy makers and that could harm citizens;

- Avoiding internal conflicts of a civil nature by detaching certain responsibilities and functions from newly created bodies that deal strictly with their fulfillment and that have as finality the facilitation of the relations between the state power and civilians;

- Permanent observation and analysis of the factual situation of the political and military context to identify potential sources of conflict for better prevention and in case of conflicts already erupted to be prepared to respond promptly and effectively to resolve them;

- Development and strengthening of civil and military missions and operations, by training personnel involved in their deployment, so that they will be able to fulfill their purpose of crisis management in a fast time and to avoid their accentuation;

- Creating a database on crime at European level linked to international databases that would allow the competent bodies access to information on criminals and crimes committed by them to reduce the crime rate;

- Keeping the European citizen away from crisis areas by mobilizing law enforcement and preparing them to evacuate these areas while minimizing loss of life;
- Correlating the policies of the European Union with the policies of other states in the world in order not to jeopardize peace and to harmonize the development of relations of any kind by making decisions that do not adversely affect other states.
- Ensuring the continuity of policies in order to deepen the reform processes, by elaborating them on long levels of time, able to avoid crises and conflicts worldwide.

3. Strategic objectives in social terms

At the social level, the priority objectives are materialized in:

- Ensuring a fair standard of living for the citizens of the European Union, without, however, adversely affecting that of the citizens outside it. This objective can be materialized by mentioning and creating new paid jobs corresponding to the efforts able to support the needs of each individual;
- Elaboration of a legislative framework regarding the inclusion in activities of any kind of persons who are part of disadvantaged categories (people with special needs, people with disabilities, women, minorities, etc.) or who come from countries with low level of development;
- Increasing the share of energy from alternative sources, designed to protect the environment, in total energy used in the European Union by promoting accessibility to these sources, reducing the costs they involve through measures to support this sector;
- Sustainable development of society by intensifying the attention paid to the rational use of existing resources and by using alternative, environmentally friendly methods to ensure the continuity and prosperity of today's society without jeopardizing the activities of any kind of future generations;
- Strengthen the capacity to mobilize in terms of humanitarian support by responding in a timely manner to the emerging needs of the population of very underdeveloped countries in the world or in those countries where the danger of natural disasters is increased.
- Increasing the level of education and training by creating strong partnerships between schools / universities / research centers / training centers in the European Union and the states of the world and by facilitating students' access to them by formulating measures that support smart growth based on the triangle knowledge: research, development, innovation;
- Maintaining the status of a good neighbor of the European Union in relation to the states in its immediate vicinity of its borders (and not only) by developing diplomatic relations of cooperation and mutual aid, at all levels and oriented in all directions;
- Increasing the degree of representation and involvement of the European Union in internationally established organizations in the field of health in order to contribute to the eradication of diseases with a high risk of spreading and creating pandemics;
- Facilitating people's access to information regarding the movement from / to the European Union to support tourism and travel in the interest of work, by clearly highlighting the conditions and procedure related to these mobilities / trips / secondments;
- Intensify efforts to protect human rights, with special reference to children's rights, by complying with the provisions of the current legislative framework on fundamental rights and warning where appropriate about violations.

All the above-mentioned objectives, both social, economic, political and defense, have as their core the status of the European citizen in relation to the world's population. The purpose of these objectives is to strengthen the position of the citizens of the European Union globally by ensuring a fair standard of living, well-being and security.

These objectives also highlight the role and place of the European Union as an important player in the sphere of its international relations with the states of the world and its intention to consolidate and even improve its position.

4. Options regarding better international relations of the European Union

These options symbolize strategic methods of action for reaching imposed objectives through this strategy. These options propose assuring with resources: financial, human, information and material.

4.1. Achieving with financial resources

Achieving the objectives of the proposed strategy requires financial funds, hereinafter referred to as financial resources. In the context of the discussion regarding the financial resources necessary to achieve the objectives proposed by the strategy for consolidating the international relations of the European Union, the way of establishing the budget of the European Union is considered. The strategy can be supported from this budget. When forming the financial resources necessary for the presence of this strategy, a part of the EU budget is allocated, which is formed from the contributions that the member states have to it, in different proportions, according to the GDP.

However, the financial efforts are directly reflected in the results obtained by their recipients, who through them meet their own objectives that will ensure economic growth ultimately reflected on the consolidated budget of the European Union and implicitly on the degree of economic development.

These financial resources can be covered by the Member States of the European Union because they have the capacity to finance such a strategy that generates direct beneficial effects on the social, economic and political and defense context.

It should be noted that the implementation of this strategy cannot materialize without these financial resources and other sources of their origin except for the contribution of the Member States to the EU budget;

Also, the risks, foreseen or unforeseen, generated by any attempt to modify or stabilize the European Union in relation to the states of the world due to the complexity of these steps and the considerable efforts involved, must not be omitted. The coverage of these risks is exclusively related to the correct and at the same time coherent management of these funds whose destination must be permanently clear and transparent.

Failure to take these risks into account can influence and even prevent the application of this strategy or the achievement of some of the objectives listed, which leads to negative effects whose consequences, in some cases can be very serious, on the development of harmonious international relations.

4.2. Achieving with material resources

Any strategy chosen will involve the need for material resources. The importance of providing these resources derives from the way they are procured and made available, as well as the way they are used. They represent both a framework for carrying out activities and a means of achieving the objectives highlighted by this strategy.

The options regarding the provision of material resources necessary to achieve the objectives of the strategy refer to the possibilities of procuring them. Procurement can be carried out according to the legal framework in force regarding public procurement. It is possible to proceed to free tenders, the adjudication criterion, the tender criterion, the price-quality criterion, the competitive dialogue for the acquisition of the best materials at the best prices. The most appropriate option that represents the optimal solution to obtain a good quality-price ratio is that of free negotiation, the other options favoring corruption in some cases or discounting quality.

The evaluation of these varieties reflects their importance in the possibilities of reducing the costs that the procurement of materials and their provision entails.

In providing material resources, flexibility and adaptability are also required. The provision of material resources allows the improvement of the time for fulfilling the objectives, and in the field of international relations time has an extremely great importance, in this way increasing the European Union's response capacity to world requirements.

The EU 's opportunities for diversification are another option of greater importance, as it allows the activities carried out to allow its range of activities to be broadened by sharing the same resources and skills.

Options regarding material resources are multiple due to the various effects they generate on the one hand and the different and multitude of sources from which they can be procured. An impediment in this respect can be found in the rigorous legislation on public procurement that the European Union promotes and applies and which leads to delays and further to the difficulty of fulfilling the objectives of the strategy.

4.3. Achieving with human resources

In order to achieve the strategic objectives proposed by this strategy to strengthen the international relations of the European Union, the provision of human resources is highlighted as an option. Human resources are the most important resource as they depend on the development of the entire chain of activities and events related to the achievement of objectives. The importance of human resources in achieving the objectives is closely related to its psychological nature and its ability to act directly on the course of applying a strategy. This resource is able to either reduce the time required to achieve the objectives or increase it through the decisions and level of understanding held by each individual participating in the implementation of the strategy.

International relations through this essential characteristic of being based on the human factor as it involves communication, negotiation, diplomacy, collaboration, coordination, etc. gives human resources a special importance in the application of this strategy and the achievement of objectives.

The European Union can move towards a new system of staff recruitment and selection by establishing new selection criteria. Also, the computerization that facilitates the development of activity through the existence of a database that monitors behavior of the employees, but also the hours worked, the due salaries, the productivity and the quality of work acquires a special importance.

This area has high stressors, so staff must be well trained. There is also a direct dependence between strengthening international relations and the intellectual level at its disposal.

The results of a good selection and recruitment of staff as well as an adequate training of them are manifested directly on the time to achieve the objectives by:

- the ability to identify and avoid or, where appropriate, to correct risks;
- complex investigations to anticipate possible unfavorable situations and avoid them;
- decision and control power.

The provision of human resources through the very contribution it brings to the fulfillment of the objectives and the application of the strategy implies an increased attention, but it also has a high degree of sensitivity due mainly to the multicultural environment in which the staff operates.

4.4. Achieving with information resources

The importance of achieving with information resources derives from the need to constantly know the state of the world environment: political and defense, social and economic.

Providing with these resources consists in collecting, sorting and interpreting all the information in order to achieve the strategic objectives in the shortest possible time and at the lowest possible cost level.

Whether it is about information from the external / internal environment of the European Union, the geopolitical context, the staff area, their finality is directly reflected in the effectiveness of the proposed strategy.

In a society that wants to be based on knowledge, information becomes essential. Information is the center of the knowledge triangle, along with the idea. By analyzing the angles of the knowledge triangle, the role and place of information can be established as follows: research cannot be carried out with and without information, without research there can be no innovation and therefore no development; if there is information needed for research but the results of this research are not passed on, development and innovation cannot be discussed, and if the information flows to innovation and is not passed on, innovation cannot be put into practice.

Thus, information, through its rapid spread facilitated by the development of high-tech industries, helps to achieve the objectives of the strategy and correct them in real time and also generates positive effects by reducing time and costs and contributing to creating competitive advantage.

The application of the proposed strategy and the achievement of its objectives are strictly dependent and directly related to the possession of information and its use.

5. Establishing the necessary resources to achieve the objectives

Achieving the objectives proposed by the European Union's strategy for strengthening international relations cannot be done without resources. The necessary resources are those related to: human, material, financial, informational resource. Without these resources the strategy cannot be applied and its objectives cannot be achieved.

The level of resources required is determined on the one hand according to the possibilities of those who contribute to their provision and on the other hand by the European Union's desideratum on the level at which this strategy is applied.

The competitive advantages obtained from the implementation of the strategy are manifested at economic, social and political and defense.

In economic terms, the implementation of the strategy entails a series of competitive advantages. The leading position on the world market (and the global spread) required obtaining products that could be competitive in terms of quality but also in terms of price.

The presence of the strategy aims to obtain a competitive advantage by:

- price;
- the quality of products.

This strategy aims to obtain superior products in terms of quality (which ensures a competitive advantage), and for this purpose are used raw materials and materials, packaging, quality labor. A superior product in terms of quality meets the needs of customers, needs that are constantly changing and growing.

As concerns the competitive advantage offered by the price of the product, it is consolidated in accessibility.

The strategy thus changes the quality in the sense of increasing it and the price in the sense of decreasing, thus obtaining competitive advantages.

Socially, the competitive advantage materializes in focusing on the needs of European citizens and ensuring security, a fair standard of living, favorable jobs and working conditions, opportunities for professional and personal achievement, but without disadvantaging the world's population. Also, another competitive advantage is that of a cleaner and healthier environment through the special attention paid to the protection and conservation of the environment.

In terms of political and defense relations, the European Union's competitive advantage lies in its ability to protect itself and / or defend itself from crises and conflicts. A secure European Union with a low crime rate is also a competitive advantage.

The competitive advantages that the presence of the strategy generates represent strong arguments for maintaining the role of important actor of the European Union in the international relations.

The strategy is a long-term one and is carried out over a period of 10 years in order to achieve the proposed objectives.

Time is of the essence in implementing this strategy as reducing it entails a reduction in costs, but also a faster fulfillment of indicators. Also, the elaboration and permanent monitoring of a time axis with the afferent actions as well as the observance of the established terms mean the success of the present strategy.

Conclusions

The European Union is currently involved in strengthened and stable international relations, which give it an important place and role in the world through economic, social, political and defense guidance. However, these relations must be maintained and, where appropriate, improved. This requires time and resources, but the positivity of the effects generated, fully explains the decision to provide the time and resources needed for the European Union's international relations.

On the other hand, in the social sphere, through its priority of fixing in the center of decisions the European citizen, with his well-being and the increase of his standard of living, implies the development of international relations of cooperation, collaboration, consultation with the states of the world. The EU's power in the economic sphere through its leading position in international trade is also given to it by international relations undertaken by concluding agreements with the states of the world and by establishing the conditions for the harmonious development of trade and commercial transactions.

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