



Conclusions of the 9th IRDO international conference 'Social responsibility and current challenges 2014: Health – personal and / or social responsibility?'

131 participants of the 9th IRDO international conference that took place on 6th and 7th March 2014 in Maribor passed several conclusions. Their common denominator reads: we need equilibrium of the personal and work life, personal and societal care for health of individual and social systems, incl. organizations and enterprises. For it, Strategy of social responsibility in Slovenia, which Slovenia has not yet; hence it must be written and implemented as soon as possible.

IRDO Institute for the Development of Social Responsibility and University of Maribor organized, in cooperation with supporting partners, on 6th and 7th March 2014 the already 9th IRDO International conference 'Social responsibility and current challenges 2014: Health – individual and/or social responsibility?'. The conference patronage belonged to the President of the Republic of Slovenia Borut Pahor. 37 contributions of 55 authors from 11 countries were presented. The conference was organized in cooperation with IASCYS International academy for systems and cybernetic sciences, Vienna, European academy of sciences and arts, Salzburg, CSR Europe, Enterprise 2020, Styrian chamber of economy, Association Manager, and others partners. Conference sponsors Prohit d.o.o., Medis-M d.o.o., Morje znanja d.o.o. and Identiks, kartični sistemi d.o.o. Press Clipping was the clipping partner, media partners were Večer ČZP d.d., ekomagazin.si and med.over.net. Conference participants included scientists, researchers, entrepreneurs, professionals, students, and many others.

After presentations and discussions in several sections the conference speakers and participants passed several conclusions:

(A.) Physical, mental and societal health as a component of personal and/or societal responsibility:

1. The hedonistic orientation toward the present and future time crucially impacts health-risky behavior. Preventive actions in broader society should be undertaken with concrete strategies to improve population's health.
2. Youngsters' perception of stress has remained relatively stable over the recent four years (about 20% feel stress at least a few times a year). Gender decisively impacts the subjective health of the Slovene youth.
3. Music is a mental food (relaxation, disburdening, stress reducer). The classic music is an efficient method to equilibrate one's mind in the current dis-equilibrium times.
4. In society, one needs creation of new forms of co-habitation to establish inter-generation dialogue, to diminish social exclusion of elderly and to improve social well-being.
5. There are many useful ways of improvement of memory that is becoming today a trouble for many persons, both younger and older.



6. The social responsibility triangle consists of non-governmental organizations, responsible individuals and responsible society; it can support attainment of the set goal to reduce mortality caused by cancer and other chronic conditions by 25% in the world.
7. Equilibrium between the private and work life, the personal and societal care for health of individuals and social systems, including organizations, enterprises is needed.

(B.) Health and well-being on job – equilibrium between the work and free time

1. Well-being is a part of social responsibility. **Promotion of health on job means a shared effort of employees and society to improve health and well-being of people on job.**
2. Employees value the care for their health and well-being. Employers must care for employees. Various vitality programs must be offered and encourage employees to try several activities in their free time.
3. Employees must adapt them-selves to the new work practices. Adaptability of workers on job is bigger, if the link between work and family is implemented.
4. More ethical values on job are needed.

(C) Human rights and entrepreneurship

1. In Slovenia, the awareness of human rights is too small. They must, first of all, be put in order inside one-self, and then on job. Organizations (enterprises included) are in hands of people; hence they work as shared organisms of all individuals. Therefore responsibility is always responsibility of enterprise's employees.
2. Enterprises should work on human rights inside enterprises.
3. A legal and institutional infrastructure must be established for promotion of respect of social rights, including in enterprises. A crucial role can be played by **United Nations' guidelines for respect of human rights in businesses** for which a **national action plan** must be prepared.
4. Human rights are often understood as something negative; awareness of them must become positive. Communication campaigns about the essence of human rights and the reasons for respecting them must be planned and implemented.
5. The OECD National Contact Point in Slovenia received no complaints concerning the human rights. This means that both the **OECD guidelines for multinational companies** and the by **United Nations' guidelines for respect of human rights in businesses** are too poorly recognizable in Slovenian businesses. The awareness of these Guidelines must be increased; one must generate action plans, discussions about human rights and networks of related organizations.

(D) International, European, national and local measures supportive of social responsibility in legislation and policies concerning health

1. Slovenia has excellent potentials to become a model of the integral green economy in Europe and to leave the economic, social and moral crises with dignity. This vision has been developed for 2.5 years already; authors build their concept on successful cases in Slovenia and globally by integral connection of EU's development policies and in cooperation with the crucial authors and practitioners of the integral economy in the world.



2. Linking of research, policy and practice in the public sector and more broadly should contribute to a bigger (corporate) social responsibility.
3. Because of many positive effects of sugar production in Slovenia this crop must return to Slovene fields.
4. University of Maribor is a sustainable and socially responsible university; it includes social responsibility in programs of its members. The same should be adopted by all universities in Slovenia and around the world.
5. The government must be more active than now in preparation of its national strategy on social responsibility. International exchange is needed; its agenda must include social responsibility more actively. Stakeholders' dialogue, a written strategy and implemented activities with a proactive role of the Government of Slovenia are very necessary.

At the conference end on Friday the ASRIA awards of the ANSTED University were handed; two of them were given to co-establishers of the IRDO Institute that celebrates its ten years of existence (ddr. Matjaž Mulej, Anita Hrast).

The accompanying conference program included the 'Health Bazar'. Several products and services concerning health were presented.

In Maribor, on 6th and 7th March 2014

On behalf of speakers and participants of the 9th IRDO international conference

Emer. Prof. DDr. Matjaž Mulej, head of the IRDO Experts board and RB of the Scientific research center and of the Conference program board