



For immediate release in media!

## Let us write and implement the National strategy of social responsibility!

**(Maribor, 10 March 2014) 131 participants of the 9th IRDO International conference on social responsibility, which took place on 6th and 7th March 2014 in Maribor passed several conclusions with their common denominator that one needs equilibrium of the personal and societal care for health of individuals and social systems, including organizations, enterprises. This effort would benefit from the Strategy of social responsibility of Slovenia; Slovenia belongs to rare European countries without it. Therefore it must be written and implemented as soon as possible.**

IRDO Institute for the Development of Social Responsibility and University of Maribor sponsored, in cooperation with supporting partners, on 6<sup>th</sup> and 7<sup>th</sup> March 2014 the already 9<sup>th</sup> 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 commerce, 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. They found that **prevented actions in the broader society should be implemented with concrete strategies to improve health of inhabitants**. Promotion of health on job means a shared effort of employees and company for better health and well-being of people at work. The offer of vitality programs must be diverse and encourage employees to try several activities in their free time. Employees must adapt to new labor practices. Adaptability of workers on job is bigger, if the work and family life are connected.

**In Slovenia, awareness is too poor of what are human rights**. They must, first of all, be put in order inside one-self, and then also there where one works. Organizations (including enterprises) are tools of humans and act therefore with a shared organism composed of all their individuals. Hence, responsibility is always responsibility of all organizational employees. Enterprises should actively work on human rights in them. 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.

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.

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.

University of Maribor as 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.

The government must be more active than now in preparation of its national strategies 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.

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**Additional information:** IRDO - Inštitut za razvoj družbene odgovornosti, [WWW.IRDO.SI](http://WWW.IRDO.SI)

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