

Corporate social responsibility depends on managers, first of all

The 10th IRDO International conference took place in Maribor, Slovenia, on 18-19 March, 2015; its topic was Planning and reporting on social responsibility. 128 authors from 8 countries participated and presented 75 contributions. Proceedings on CD include all ten conferences of so far.

(Maribor, 23 March 2015) 145 participants of the 10th IRDO international conference, which took place on 18-19 March 2015 in Maribor, passed several conclusions. The shared message of all of them reads: Social responsibility (SR) must be incorporated in the educational system; governors and managers of enterprises and other organizations know advantages of SR too poorly, still today; first of all, the government leaders of the country must adhere to SR, since the motivated and hard-working individuals alone cannot attain a proper common outcome.

IRDO Institute for the development of social responsibility and University of Maribor, in cooperation with their supporting partners sponsored on 18-19 March 2015 the already 10th IRDO international conference 'Social responsibility and current challenges: Planning and reporting on social responsibility'. President of the Republic of Slovenia Borut Pahor was its honorary patron. 128 authors from 8 countries presented 75 contributions. Most contributions reported about practical experience from abroad and various Slovenian organizations from enterprises to hospitals. Based on presentations and discussions in several sections the speakers and other participants passed several conclusions as follows:

1. The personal and social responsibility makes a part of everybody's life.
2. Corporate social responsibility depends on bosses' values, first of all.
3. Planning of and reporting about the social responsibility generates competitive advantage of enterprises and other organizations.
4. Setting measurable objectives and measurement of social effects are necessary for the development of social responsibility.
5. Linking of the theoretical and practical knowledge is urgent for the development of a responsible individual.
6. Non-governmental organizations (NGOs) should introduce social responsibility into their practice and supporting networks.
7. The Integral green Slovenia can be a new, socially responsible model of sustainable development. Complete conclusions are presented on the website of the IRDO Institute.

The jubilee conference was accompanied by the book – biography of the Emer. Prof. DDr. Matjaž Mulej titled 'Življenje je učitelj: od figalam do družbene odgovornosti'; the book was published by IRDO - Institute for the development of social responsibility as a part of celebration of its ten years of existence.

»Slovenia is, first, a component of the world; second, she is a component of the European Union, which is trying to find the way out from the current civilization's blind alley and hence requires EU member states to develop social responsibility by being its shining example provided by power holders and big enterprises; third, Slovenia is a country that has not passed its strategy for development of its SR. The current government has in the program of its strongest party the SR, but it has realized SR too partially so far. We hope that the conference will help us make a step forward toward SR of all Slovenia. How can this be attained – this was published by IRDO Institute several times«, Emer. Prof.

DDr. Matjaž Mulej, conference program committee head criticized. Namely, Slovenia should have passed its strategy for development of SR four years ago, according to the recommendation of the European Union.

The IRDO Institute has been working for 11 years already and has organized every year its conference on social responsibility providing to the Slovenian society a lot of knowledge on SR. *»The 2015 proceedings includes contributions of all authors to all ten IRDO conferences. Thus, it brings to students, entrepreneurs and everybody else with interest in SR a very beneficial collection of knowledge on SR, which is from today on available for free on IRDO website. We invested ten years of efforts and proved that Slovenia, too, is capable of creating a conference on SR that is comparable internationally. With the Institute IRDO we generated a centre of linking and professional knowledge on SR. IRDO is the only specialized institution on SR in Slovenia, covering SR only. Perhaps, in future, we will have to work on something else, since the conferences do not cover their costs completely. But, so far, we united our forces to help Slovenia and the world live better; we do not know about the future,«* Anita Hrast, general manager of the Institute IRDO and head of the conference organizational board, says.

University of Maribor was the scientific partner of the conference, the College of accountancy was its professional partner, The Public agency SPIRIT Slovenia and Ministry for economic development and technology of RS were its national partners. The IRDO Institute sponsored the conference in cooperation with supporting partners, which are: International Academy for Systems and Cybernetic Sciences, Vienna (IASCYS), European Academy for Sciences and Arts, Salzburg, CSR Europe - Enterprise 2020, Employers' Association of Slovenia, Association Manager, The Chamber of economy of Styria, Maribor, DOBA Faculty of applied business and social studies, Maribor, Association CAAP so.e., Prizma Foundation for improvement of employment possibilities, Slovenian Standards Institute (SIST), Slovenian association for quality and excellence, Public relations society of Slovenia (PRSS), Society for marketing of Slovenia.

Press Clipping was the clipping partner. Media partners: TSmedia d.o.o. (planet.si, najdi.si), Večer, časopisno založništvo podjetje, d.d., Radio Marš, RTV Slovenija - TV Maribor, Radio Maribor in Med.Over.Net. Sponsors of the conference: Prohit d.o.o., Medis-M d.o.o., Identiks, kartični sistemi d.o.o., Etika d.o.o., Intera d.o.o., Vino Frešer, and Pohorska kavarna. Donators of the conference: Lidl Slovenija d.o.o. k.d., Tiko-Pro d.o.o. and Zadruga Dobrina. Nova KBM d.d. was the general sponsor of the conference.

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Additional information: IRDO - Inštitut za razvoj družbene odgovornosti, WWW.IRDO.SI

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Photo-gallery is available on www.irdo.si, photos in a higher resolution at the address anita.hrast@irdo.si.