

SHORT PRESENTATION

of

IRDO - Institute for the Development of Social Responsibility



What does the future hold?

It's time for us to act for understanding and applying of Social Responsibility, for all of us to survive and live in well-being.

KNOWLEDGE AND COLLABORATION - FOR MORE SOCIAL RESPONSIBILITY!

ABOUT SOCIAL RESPONSIBILITY

In 2001 the European Commission presented the European Union's view on corporate social responsibility in the green paper "Promoting a European Framework for Corporate Social Responsibility".

This defined Corporate Social Responsibility (SR) as "a concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis" (Source: Commission of the European Communities, 2001)

IRDO's activities are based on this definition, though IRDO Expert Board promotes a more holistic approach (Jozica Knez Riedl, Matjaz Mulej, 2006):

- SR of individuals
- SR of organizations (government, NGOs and community groups, academic and research institutions, companies and professional associations)
- SR at municipal, regional and national levels

"SR can be defined as community-conscious individual commitments to achieve collective social objectives." (based on Cooper, Vargas, 2004; Brandon, Lombardi, 2005)

ABOUT IRDO

The IRDO - Institute for the development of Social Responsibility (Slovenia) was founded in 2004 in order to research and accelerate the development of SR in Slovenia and elsewhere.

IRDO's main purpose is to promote the networking of key activists concerning SR, whether in government, business, other institutions and organizations, or civil society, and to share common activities and campaigns for raising awareness in society at large about the need and the importance of SR.

Mission

IRDO contributes to the development of SR in Slovenia and elsewhere through research, education, consultancy, networking and promotion. IRDO collaborates with Slovenian and foreign experts.

Vision

By 2010, we intend to be an internationally acknowledged team of researchers and experts in SR, making an important contribution to this field and to society as a whole.

WAYS TO WORK ON ACTIVITIES

IRDO EXPERT BOARD

The Board's membership is drawn from experts throughout all of the fields which IRDO covers. Through their experience and expertise, they guide the implementation of the Institute's programs and activities.

The head of IRDO's Expert Board is DDr. Matjaz Mulej, Professor Emeritus of the Faculty of Economics and Business, University of Maribor. He also heads the IRDO's Scientific Research Centre.

IRDO SCIENTIFIC RESEARCH CENTER (IRDO ZRC)

IRDO carries out research and development and scientific studies in its separate unit, the Scientific Research Center. Its Research Council directs the work of the Centre. IRDO's experts participate in Slovenian and foreign specialist conferences (WOSC, EMCSR, STIQE, and others) and publish their findings in leading journals.

MEMBERSHIP AND MEMBERSHIP BOARD

From March 2008 IRDO has founded IRDO Membership (members are individuals, corporations, institutions, organizations). Members are included in Membership Board whose main focus is to strengthen work and development of IRDO. Benefits for members:

- Better image for company and managers,
- Co-creation of work program and development of IRDO,
- Collaboration on thematic debates and conferences,
- Free access to information and novelties on web page and in e-publications.
- Discounts at use of IRDO products and services (education, consultation, research, ...)
- Practical experience exchange with other IRDO members,
- Additional promotion of IRDO members on web page, conferences, expert and other publications...

ACTIVITIES

IRDO's work includes:

- Research research projects: youth, examples of good SR practice in Slovenia and abroad, scientific papers, publications
- **Promotion** of SR Concept, strengthening media awareness of SR, and their support in its development, (SR award Horus, PR activities, SR clipping)
- Education (conferences, seminars, workshops...)
- Consulting and development services (collaboration in the creation of PR, marketing and sponsorship strategies, development of new socially responsible projects, products and services for customers, etc.
- **Publishing** (e-books, conference proceedings, handbooks...)
- **Information and collaboration** (business, government, media, civil society, associations) for information and experience exchange, strengthening of SR.
- Other activities.

Selected Activities of IRDO:

CONFERENCE SERIES "SR & Current Challenges"

The conference provides an insight, overview and forecast of SR in Slovenia and abroad. The development of SR is of wide social importance, and the links between its many activists must be strengthened. There is a special need for theoreticians and practitioners to meet and learn from one another, to deepen the impact of their respective work. The conferences, therefore, each year study SR a pressing topic with respect to government policy, business and the economy, the environment, ethics, education, the media, academic research and activist implementation. There have been from 2006 7 yearly conferences already. Further information and registration details are available at www.irdo.si. Each year different topic!

Project CSR - Code to Smart Reality - for Small & Medium Enterprises

IRDO was involved in Project CSR with the Chamber of Commerce & Industry of Slovenia (CCIS) through its regional Maribor chamber. The project started in May 2006 and finished in October 2007. It includes diverse workshops in all regional units of CCIS. A special training scheme for consultants in the spring of 2007 trained 24 new CSR consultants for Slovenia (e-learning method used in combination with face-to face learning). A handbook with best practices on CSR for SMEs was produced and prepared draft Code of conduct for SMEs (in connection with CSR). Project was co-financed by the EU and included several partners.

Publications as a publishing house:

- ✓ Four Proceedings from four conferences on SR including about 150 contributions on CD with abstracts in hard copy books
- ✓ Manual "Uvajanje družbene odgovornosti v poslovno prakso malih in srednje velikih podjetij v Sloveniji" a free manual with good practice cases, 2007
- ✓ Monthly IRDO e-news for members
- ✓ Regular clipping about SR and monitoring of the growth of number of publications about SR in Slovenian media with Press Clipping d.o.o. (since 2007)
- ✓ CD books such as:
 - BOŽIČNIK, Stanislav, EĆIMOVIĆ, Timi, MULEJ, Matjaž. Sustainable future, requisite holism, and social responsibility: (against the current abuse of free market society). Penang: Ansted Service Centre, Ansted University Malaysia, School of Environmental Sciences; Korte: SEM Institute for Climate Change; Maribor: IRDO Institute for Development of Social Responsibility, 2008,
 - EĆIMOVIĆ, Timi, MULEJ, Matjaž. The climate change system introduction = Uvod v sistem klimatskih, podnebnih sprememb. Penang (Malaysia): ANSTED University, ANSTED Service Centre; Korte: SEM Institute for Climate Change; Maribor: IRDO Institute for Development of Social Responsibility, 2008.
- ✓ Leaflets
- ✓ Exhibitions

Active participation in festivals and conferences

- ✓ Festival Kalidays, Ljubljana, Nov. 2007
 - Festival of the Society of students of marketing communication Kalidei
 - Participation type: call for contributions with posters related to SR
- ✓ Festival Magdalena, Maribor, May 2008, 2009
 - o IRDO's award for the most SR based contribution to the Festival Magdalena,
 - Co-organizing of the round-table in SR in advertisement
- ✓ International conference "Work for youngsters well-being for all", when Slovenia was presiding over EU, Brdo, Slovenia, April 2008
 - o Cooperation with the RS Ministry of work, family and social topics and Kalidej association
 - Call for contributions of creative youngsters under 30 years of age
 - o Posters Exhibition (contributions of creative youngsters 36 works, 7 finalists)
 - Conceiving and production of the program booklet of this international conference and proceedings with contributions of conference speakers

Informing, promotion, education

- ✓ Information to media, members, partners
- ✓ Organization of seminars, presentations, workshops, conferences

Research - IRDO ZRC

- ✓ About 100 scientific articles, conference papers, book chapters and expert articles were published by IRDO members in 2006-2012
- ✓ Research projects with partners such as 3-year projects commissioned by Public Agency of the Republic of Slovenia for Research
 - The development of new profession: youth worker, With Zavod RS za šolstvo and 18 partners: www.mladinski-delavec.si
 - Well-being of employees in Slovenia companies, with University of Maribor, Faculty of Economics and Business, Maribor.
 - Chance4change project: www.chance4change.eu

Horus – Slovene award for social responsible companies

Project was developed in 2008-2009 and implemented in 2009 for the first time as a pilot project. There were 11 finalists in three categories (small, medium and large companies). Winners of all years (2009-2011) you can see at web page www.horus.si. There are several Slovene associations co-organizing this competition. More then 29 members of the commission reviewed application forms of many finalists and on evening event Horus was each year awarded. Horus has become a national award— with additional categories (institutions, media, Slovenians abroad, NGO's.) etc.

WHAT DO WE NEED?

- ✓ Additional EXPERIENCE AND KNOW-HOW exchange on LEARNING AND SUSTAINABILITY for raising awareness about SR and CSR with different stakeholders.
- ✓ Collaboration with researchers, academics, universities, students, businesses and organizations anywhere in the world, who are interested in SR and who may want to include IRDO in their projects.
- ✓ Partnership with companies, institutions, individuals,
- ✓ Financial support for projects implementation,
- ✓ Further information: www.irdo.si

WHAT YOU CAN DO

You can significantly contribute to SR development!

Please contact us if you:

- Have any suggestions related to the development of SR
- Would like to collaborate with us
- Are interested in research
- Would like to know more about SR

We want to hear from researchers, academics, university students, businesses and organisations anywhere in the world, who are interested in SR and who may want to include IRDO in their projects.

CONTACT US

IRDO - Institute for the Development of Social Responsibility

Address: Preradovičeva ulica 26, SI-2000 Maribor

Mobile: +386 (0)31 344 883 Fax: +386 (0)2 429 71 04 e-mail: <u>info@irdo.si</u> web: www.irdo.si

Contact persons: Prof. Em. Ddr. MATJAŽ MULEJ: mulej@uni-mb.si, ANITA HRAST: anita.hrast@irdo.si

We can do more together!

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