

# WE KINDLY INVITE YOU TO THE



**IRDO**  
Institute for  
the Development  
of Social  
Responsibility

CSR EUROPE  
Enterprise 2020  
smart sustainable inclusive  
www.enterprise.org

8th IRDO international conference  
**SOCIAL RESPONSIBILITY AND  
CURRENT CHALLENGES 2013**  
**EDUCATION AND COMMUNICATION  
FOR MORE SOCIAL RESPONSIBILITY  
(IZOBRAŽEVANJE IN KOMUNICIRANJE  
ZA VEČ DRUŽBENE ODGOVORNOSTI)**  
Maribor, Slovenia, 7th - 9th March 2013

**We need to get the right information at the right time to behave socially responsibly.  
We need to understand the concept of social responsibility and to communicate it to others.  
Then our awareness about social responsibility benefits will rise, we'll be more responsible.  
And our culture will change toward a more responsible society.**

#### Organizer:



#### In partnership with:



#### Under honorary auspices of:

Borut Pahor, President of the Republic of Slovenia

#### And in cooperation with:

- International Academy for Systems and Cybernetic Sciences, Vienna,
- European Academy of sciences and arts, Salzburg,
- CSR Europe, Enterprise 2020,
- Chamber of Commerce and Industry of Štajerska, Maribor, Slovenia,
- Faculty of Arts - Department of Sociology, University of Maribor, Slovenia
- Municipality of Maribor,
- Slovenian Research Agency.

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## Dear Ladies and Sirs!

The IRDO conference named SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES has since 2006 created the tradition of making a rich survey of the behaviour and development concerning the social responsibility (SR). European Union defines SR as one's responsibility for one's impacts on society. The IRDO conference exposes a selected topic pressing in the given period of time.

The world top political bodies and local communities understand more and more that the visible problems concerning the nature and humans, including economy, around the world are not problems of nature, but of people and related SR. SR is insufficiently practiced.

The IRDO international conference "Social responsibility and current challenges" will be held in the 8th consecutive year. Except the first one, all the further five conferences were international. Such will be also the **8<sup>th</sup> IRDO conference on Social responsibility and current challenges 2013: "EDUCATION AND COMMUNICATION FOR MORE SOCIAL RESPONSIBILITY"**. Conference will be held on **7<sup>th</sup> - 9<sup>th</sup> March 2013 in Maribor, Slovenia**, and presents a bridge between the knowledge and practice.

Interesting theories and other solutions will be exchanged between lecturers - scientists, consultants, operational experts ... All three days the international lecturers will share their extensive experience, knowledge and discuss it with participants in workshops.

**We invite you to develop social responsibility and innovative culture. Help us to draw conclusions about the future; attend the conference. You will find us at the venue: University of Maribor, Slomškov trg 15, 2000 Maribor, Slovenia.**

The conference is organized in cooperation with the University of Maribor and numerous other organizations. A number of topical issues will be addressed, as it will be attended by **more than 70 authors' contributions involving 94 authors from 14 countries** (Slovenia, Austria, France, USA, Macedonia, Uganda, Poland, Germany, Montenegro, Turkey, Spain, the Netherlands, United Kingdom, and Belgium). In the plenary lectures and in discussion groups you will be able to cooperate with renowned consultants, experts, practitioners, and researchers.

Talk about your ideas, dilemmas and views with the speakers and conference participants. **See the program at [www.irdo.si](http://www.irdo.si) and sign in as soon as possible**, because the number of participants is limited. Applications will be accepted until 5th March 2013. Till the 25th February 2013 the registration fee is 20% lower. Members of the Institute IRDO and partners have additional discount, IRDO members, the unemployed, pensioners and students may attend the conference free of charge (with prior notification).

On behalf of the Institute IRDO and co-organizers you are kindly invited!

Anita Hrast,  
Manager of IRDO  
and Head of the 8<sup>th</sup> IRDO conference  
Organizational Committee  
*m. p.*

Dr. Dr. Matjaž Mulej, Prof. Emeritus,  
Head of Research board of IRDO Scientific research centre  
and Head of the 8<sup>th</sup> IRDO conference Program Committee  
*m. p.*

# PRESENTATION OF THE CONFERENCE IRDO 2013

## The aim of the conference

The IRDO conference named SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES has since 2006 created the tradition of making a rich survey of the behaviour and development concerning the social responsibility and to expose in a conference a single topic pressing in the given period of time.

We are the only one in Slovenia in this field, also because we associate the theory with the profession, the scientific aspect with the practical demonstrations of use, and connect professions inter-disciplinarily to provide a more holistic approach to solving the problems of modern society and humans in it.

## The IRDO 2013 Conference is aimed at:

- Sharing professional views, opinions, and experiences from theory and practice, concerning values, culture, ethics and norms (VCEN), expressed as social responsibility (SR) via education of youngsters (or whatever age) and communication;
- Pointing out strengths and weaknesses of the current practice of promotion and implementation of SR among different stakeholders (employees, teachers, media, business, government, NGO's, etc.);
- Promoting good practices to show what are the possibilities and results of SR in Slovenia, EU and elsewhere;
- Contributing professional contents for drafting the National strategy of development of social responsibility;
- Reformulations of contemporary socioeconomic measures supportive of SR of youngsters (of whatever age);
- Informing the broader society about the advances in practice of SR.

## Short presentation of the IRDO conference history

Topics covered so far include: Social responsibility in general (2006), Managers' Role in the development of Social Responsibility in for-profit and not-for-profit organizations (2007), Social responsibility as contribution to stakeholders' long term success in market (2008), Work – a bridge to cooperation: relations with co-workers and different age generations (2009), Social responsibility: nature and humans (2010), Youth in focus of world changes (2011). In 2012 IRDO conference focused on Innovation of culture toward more social responsibility - the way out of socio-cultural crisis. In 2013 Maribor is 'The European capital of youth' and the 8<sup>th</sup> IRDO conference is making a contribution to it with the above title and topic.

As so far (2006-2012), we expect a significant response in meeting of the scientific and professional audience. The previous IRDO conferences have shown that in Slovenia there is no continuous monitoring of development of SR, and even much less are there specific possibilities for integration of practitioners' and scientific public about SR. Therefore, the conference is actually

a bridge between scientists and practical experts from Slovenia and abroad. The participation (up to 200 participants each year, growth in the number of contributors (2012 - in two days over 90 authors from Slovenia and from abroad, this year we are expecting more, and only the selected ones will give lectures) has shown that especially in the professional and scientific community there is growing interest in knowledge about SR and its promotion.

### Why to research and listen to topics of SR education and communication?

In October 2011, European Union published its action plan for promotion of social responsibility (SR) and urged governments of EU member states and big enterprises to promote social responsibility and be its role models along with all other organizations with public influence; this includes business, governments, non-profit organizations, individuals, schools of all levels, and **youngsters of all ages**.

EU calls for application of, among others, ISO 26000 standard on social responsibility in each organization. Its 7 core subjects include **organizational governance, human rights, labour practices, the environment, fair operating practices, consumer issues, and community involvement and development**. The crucial novelties linking them are interdependence and holistic approach.

The timing of both documents' publication says that SR is supposed to **help humankind find its way out from the current socio-cultural crisis: as the new culture**. But for this aim we, first, need to get the right information at the right time to behave socially responsibly. We need to understand the concept of social responsibility and to communicate it to others. Then our awareness about social responsibility benefits will rise, we'll be more responsible and our culture will change toward a more responsible society, offering a better life.

Along the same lines, Enterprise 2020 is an ambitious initiative launched by CSR Europe in 2010 to address the European and global challenges which are increasingly bringing into question our current patterns of living, working, learning, communicating, consuming and sharing resources. IRDO Institute is a National partner organization (from Slovenia) of CSR Europe. In the context of the EU's Europe 2020 strategy, Enterprise 2020 highlights the contribution that businesses can make to achieve the EU goals for building a smart, sustainable and inclusive economy delivering high levels of employment, productivity and social cohesion by 2020. Since its launch, Enterprise 2020 has become the European movement for companies committed to developing innovative business practices and working together with their stakeholders to provide solutions to emerging societal needs by practising principles/values of SR.

**ISO26000:2010** addresses criteria of socially responsible behaviour by its 7 principles: 1. accountability, 2. transparency, 3. ethical behaviour, 4. respect for stakeholder interests, 5. respect for the rule of law, 6. respect for international norms of behaviour, and 7. respect for human rights. Many humans, especially youngsters, are educated in this culture, but not all.

**Values** reflect and influence human attitudes and habits, supporting either the dangerous irresponsibility of so far or the necessary social responsibility of humans as individuals and their organizations all way from family, friends, enterprises, communities, countries, to the entire humankind. The current alternative is clear: either we humans perish in the next (world) war, or SR becomes the prevailing values & culture – attitude and habit, ethics and norm of our behaviour. But this includes also all of us (of any age) willing to update our knowledge, communication, values and habits.

## Program of the conference

See the program in the attachment!

*Note: Organizers reserve right to change the program.*

**Every day the morning program** is aimed at several **invited international experts with rich experiences**, related workshops and discussions. Their presentations are followed by open-space style presentations of abstracts of all afternoon speakers. **The afternoon program** is open for everybody submitting theoretical and/or practical contributions accepted in a double blind review process by the conference board. The third day interesting views on the Slovenian student uprising and work in the area of social responsibility will be presented.

All conference participants will receive conference proceedings. Proceedings have a long-lasting professional value, since they allows many readers to transfer the collected knowledge in their own business and other everyday practice.

## Sections

- A. Education models, programmes and projects concerning social responsibility
- B. Communication of SR
- C. Round table on social responsibility in higher education
- D. Roundtable: Intuitive decision-making for more social responsibility
- E. Development of individual, organizational and societal SR policies
- F. Youth and creativity, SR strategies, projects
- G. IRDO Institute yearly meeting of members
- H. Innovation and Entrepreneurship
- I. Student Session: Presentation of some eminent B.S., master's and doctoral theses of Slovenian students from different faculties
- J. ROUNDTABLE: "The Slovenian protests and five Maribor uprisings"

## Organizers and conference board

**The honorary sponsor of the conference** is Borut Pahor, the President of the Republic of Slovenia.

**The conference is organized by** IRDO – Institute for the Development of Social Responsibility and University of Maribor, Slovenia and in cooperation with International Academy for Systems and Cybernetic Sciences (IASCYS), Vienna, European Academy of sciences and arts, Salzburg, CSR Europe, Enterprise 2020, Chamber of Commerce and Industry of Štajerska, Maribor, Slovenia, Faculty of Arts - Department of Sociology, University of Maribor, Slovenia, Municipality of Maribor, Slovenian Research Agency.

### Program committee:

- **Matjaž Mulej, Ph. D. Ph. D.**, Prof. Emeritus, University of Maribor, Faculty of Economics and Business, and IRDO, Head of the IRDO Expert committee and Head of the IRDO Scientific-research centre board; Head of the 8<sup>th</sup> IRDO conference Program committee;
- **Andrej Fištravec, Ph. D.**, Head of IRDO Scientific research centre and Vice-Head of the 8<sup>th</sup> IRDO conference Program committee, senior adviser of National Education Institute;
- **Daniel Rebolj, Ph.D.**, Prof., Rector of the University of Maribor, Slovenia
- **Lučka Lorber (FF UM), Ph.D.**, Vice-Rector for Development of the University of Maribor, Slovenia
- **Hermína Pika Radmilović, M. A.**, Head of the Centre for the development of quality, University of Maribor, Slovenia
- **Ana Kuntarič, Ph. D.**, Alpe Adria University Klagenfurt, Austria;
- **Andrej Naterer, Ph.D.**, Assistant professor, Department of Sociology, Faculty of Arts, University of Maribor,
- **Breda Mulec, Ph. D.**, Minister's Office, The Government Office for Slovenes Abroad,
- **Emira Bečić, Ph. D.**, Researcher, Ministry for Science, education and sports, Republic of Croatia, Zagreb, Croatia.
- **Filippina Risopoulos, Ph. D.**, Karl-Franzens University Graz, Austria;
- **Gerald Steiner, Ph. D.**, Assoc. Prof., Karl-Franzens University Graz, Austria, and Harvard University, Boston, MA, USA;
- **Sandra Bašič Hrvatin, Ph. D.**, Prof., Research Associate, Communication and Media Studies, University of Primorska, Slovenia;
- **Gergely TÓTH, Ph.D.**, Associate professor, Department of Economics and Social Sciences, University of Pannonia, Georgikon Faculty, Keszthely, Hungary,
- **Helmut Loeckenhoff, Ph. D.**, Independent researcher, Germany;
- **Mark Esposito, Ph. D.**, Professor of Management at Grenoble School of Management, France;
- **Pierre Bricage, Ph.D.**, Professor, Secretary General, International Academy for Systems and Cybernetic Sciences (IASCYS), Vienna;
- **Robert Dyck, Ph. D.**, Prof. Emeritus, Virginia Tech University, Blacksburg, VA, USA;
- **Roger Haw, Ph. D.**, Ansted University, British Virgin Islands, and Malaysia;
- **Suzana Žilič Fišer, Ph. D.**, Prof., University of Maribor, Slovenia;
- **Urša Golob, Ph. D.**, Prof., Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia;
- **Veysel BATMAZ, Ph.D.**, Professor, Istanbul University, İletişim Fakültesi, Istanbul, Turkey;
- **Zbigniew Klos, Ph.D.**, Professor, Poznan University of Technology, Poland.

### Organizational committee:

- **Anita Hrast**, Manager of IRDO Institute, Head of the 8<sup>th</sup> IRDO conference Organizational committee;
- **Andrej Fištravec, Ph.D.**, Head of IRDO Scientific research centre, senior adviser of National Education Institute, Vice-Head of the 8<sup>th</sup> IRDO conference Organizational committee,
- **Iztok Slatinek**, independent professional associate at the Centre for the development of quality, University of Maribor, Slovenia
- **Janca Andrej Vidmar**, a senior clerk in the Department for International Co-operation and mobility programs, University of Maribor, Slovenia
- **Angelca Ademovič**, Manager of Creditexpress d.o.o., Maribor; vice-head of the IRDO Institute board;
- **Aleksandra Podgornik, M. A.**, manager, Štajerska gospodarska zbornica (Styrian Chamber of Economy), Maribor;
- **Natalija Postružnik, M.A.**, Vice-head of IRDO Institute Expert board,
- **Mirjana Mladič**, Vice-head of IRDO Institute Expert board,
- **Sabina Kojc**, IRDO project manager,
- **Lina Ademovič**, IRDO project manager,
- **Aleš Jambreč**, IRDO project manager,
- **Iva Roj**, IRDO project assistant.

## Participants

### As participants and / or lecturers in this conference will participate:

- scientists, researchers,
- representatives of government,
- culture workers,
- heads of departments in businesses, government, and non-governmental organisations,
- professionals and assistants in various fields,
- media and others.

## Working methods

All three days the conference will start with a few plenary lectures and short presentations of the later talks, followed after lunch with parallel discussion groups, workshops – under the rules of the method of “open space”. Principles of organizing meetings by the method of open space are:

1. Conversations are more interesting than lectures.
2. Talks are bidirectional, thus allowing the debate and leading to more information.
3. After the morning plenary session lectures every author has one minute to tell what he or she will be talking about in discussion groups. After that the speaker marks the time, room and topic in the conference schedule.
4. In the afternoon, the work takes place in discussion groups in which the authors give a brief introduction, but generally the work takes the form of responses to questions and comments.
5. Groups are formed freely and simultaneously; each participant can participate in several groups.
6. The time for discussion has the same length as the plenary lectures.

The conference will use the classical form of lectures with ppt presentations (20 minutes presentation, 10 minutes discussion), especially for the invited speakers. Contributors, who will present in the form of lectures, will present their contributions in the shorter form – e.g. a poster with key messages summary and discussion / presentation by the method of 'open space'.

## Conference proceedings

All conference participants (all participants, except those exempted from fees – students, unemployed, and pensioners) will receive conference proceedings. Proceedings have a long-lasting professional value, since they allow many readers to transfer the collected knowledge in their own business and other everyday practice.

Proceedings have been highly sought primarily by researchers, students and professional public, and in libraries; the ones of previous IRDO conferences are sold out, mostly. In the proceedings there are published bilingual (English, Slovenian) abstracts and full texts of authors (on CD).

# REGISTRATION

**Register before 25th February 2013 and save 20% of your fee!**

FEES by types of participation (in EURO, VAT is not included)	Conference participation in EUR	
	2-3 days	1 day
<b>Lower fee – registration by 25 Feb. 2013</b>		
Enterprises, public institutions	152	80
Non-profit organizations and individuals	40	32
<b>Full fee - registration after 25 Feb. 2013</b>		
Enterprises, public institutions	190	100
Non-profit organizations and individuals	50	40
<b>Two or more delegates from the same organization</b>	<b>10% lower total fee</b>	
Authors (25% lower fee); invited speakers are free of fee	142,50	
IRDO members (individual, organizations), undergraduate students, jobless, and retired persons*	Free of fee	
<b>Members of co-organizers of the conference: pay 20% less!</b>		

#### Notes:

- Fee includes: presence at the conference, proceedings, lunch, refreshments in breaks, participation in the evening event. VAT is added to the cited conference fee.
- Hotel rooms are NOT included in fee, neither is traveling.
- \*Undergraduate students, jobless and retired persons prove their status with documents on registration. They pay no fee. Students register to the conference presenting their status documents.
- Conference works in English and Slovenian languages.
- Invited speakers in PLENARY SESSIONS do not pay conference fee, but pay their own accommodation and traveling costs.
- All other authors pay reduced Conference fee (-25%) as written in table left. Authors pay Conference fee for 3 days, with 25% discount, also if they are present at the Conference only 1 or 2 days.
- If participation is for 2 days at least, participant shall pay the whole conference fee.

#### Payment data:

Name: IRDO – Inštitut za razvoj družbene odgovornosti (IRDO – Institute for the Development of Social Responsibility)  
Address: Preradovičeva ulica 26, SI-2000 Maribor, Slovenia  
Bank: Nova KBM d. d., Maribor  
Bank account: SI560 4515-0001074492; SWIFT KBMASI2X

**Payments:** One single lowering of fees only is available. On the basis of registration the bill for fee will be issued. Registration fee should be paid to IRDO account in 8 days after the bill issuing.

Notes: Single lowering of fees only applies. On the basis of registration the bill for fee will be issued. In case of cancellation before 20 Feb. all fee is repaid, before 1<sup>st</sup> March 2013 - 70% is repaid; after 4<sup>th</sup> March 2013 no fee is repaid. Cancellation can be sent to e-mail [info@irdo.si](mailto:info@irdo.si) or by fax +386(0)2 429 7104 or by regular mail to the address below in blue print.

#### Accommodation:

It is arranged by conference participants on them-selves. The nearest hotels are: Hotel Piramida, Hotel Orel, Hotel City. More information: <http://maribor-pohorje.si/accommodation.aspx>

**The number of participants is limited, therefore you are kindly asked to register as soon as possible.**

**Fill in the attached registration form and send it to IRDO by e-mail at: [lina.ademovic@irdo.si](mailto:lina.ademovic@irdo.si) or fax at +386 (0) 2 429 7104!**

#### Additional information:

IRDO – Institute for the Development of Social responsibility, Preradovičeva ulica 26, 2000 Maribor, Slovenia,  
E-mail for registration: [lina.ademovic@irdo.si](mailto:lina.ademovic@irdo.si), fax: + 386 (0)2 429 71 04, **Conference web page:** [www.irdo.si](http://www.irdo.si),  
Prof DDr. Matjaž Mulej, e: [mulej@uni-mb.si](mailto:mulej@uni-mb.si), Anita Hrast, GSM: 031 344 883, e: [info@irdo.si](mailto:info@irdo.si)