

Na poti k paradigmi »Inovativna trajnostna/sonaravna/vzdržna družbeno odgovorna družba«

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Povzetek

Raziskovalno vprašanje (RV): Ključno raziskovalno vprašanje je, kako naj s systemskega vidika človeštvo preživi in kakšna je odgovornost sedanjih generacij, da bodo prihodnje lahko preživele. Kakšen vpliv imamo posamezniki, podjetja in civilna družba na naravno okolje, gospodarstvo in družbo? Kakšne so naše vrednote in kako te vplivajo na razvoj družbene odgovornosti v svetu? Ključno raziskovalno vprašanje je, kako oblikovati Inovativno trajnostno/sonaravno/vzdržno družbeno odgovorno družbo, da bodo tudi prihodnje generacije na Zemlji lahko preživele.

Namen: Cilj raziskovanja je prispevati za ključne svetovne in EU usmeritve na področju družbene odgovornosti in trajnostnega razvoja. V 18-letni zgodovini delovanja inštituta IRDO smo zbrali številna gradiva različnih avtorjev na to temo. V prispevku predstavljamo, kaj smo v tem obdobju naredili.

Metoda: Za izvedbo raziskave smo uporabili metodo opazovanja, analizo sekundarnih virov podatkov, analizo primarnih virov podatkov iz IRDO projektov ter sintezo zbranih gradiv. Izhodišče za analizo podatkov sta bila systemska teorija in deležniški pristop.

Rezultati: Kot rezultat opravljenega dela štejemo številna gradiva, ki jih je IRDO izdal v 18 letih obstoja – znanstveni in strokovni članki, knjige - monografije, zborniki IRDO konferenc, zborniki finalistov Slovenske nagrade za družbeno odgovornost Horus, zborniki in druga gradiva IRDO projektov. S soavtorji pravkar dokončujemo trilogijo »Bases for an Innovative Sustainable Socially Responsible Society«, ki jo bomo – na osnovi vabila – ponudili mednarodnemu založniku. Uvedba (več) družbene odgovornosti pomeni netehnološki inovacijski proces. Kot bomo v prvem zvezku naše knjige na kratko predstavili, gre za ustvarjanje inovativne trajnostne družbene odgovorne (ITDO) družbe, ker je ITDO družba nujno potrebna, da človeštvo najde pot iz trenutne socialno-ekonomske in okoljske krize, da bi preživelo kot vrsta. Zato razširjamo koncept družbene odgovornosti iz omejenega, imenovanega družbeno odgovornost podjetij (CSR), na zadosti in potrebno celosten koncept ITDO družbe. To je naš naslednji korak po konferencah IRDO (Hrast et al, 2006-2021; glej www.irdo.si), predvsem pa po naši knjigi Uvod v politično ekonomijo družbene odgovorne družbe (Mulej et al., 1979).

Organizacija: Raziskava poteka v interdisciplinarnem sodelovanju soavtorjev in prispeva h krepitvi zavedanja menedžerjev in organizacij, kako naj vnašajo globalne usmeritve v svoje poslovanje, kako naj se zavedajo svojih vplivov in kako naj zmanjšujejo negativne ter povečujejo pozitivne vplive svojega delovanja na družbo, okolje in gospodarstvo

Družba: Ugotovili smo, da je družbeno odgovornost podjetij ustvaril kapitalizem, ne socializem (Idowu, 2012), potrebo po njej pa (poslovni bolj kot državni!) monopoli in zlorabe, t. j. neoliberalizem, ki je razgradil državni kapitalizem, ki je rešil trojno svetovno družbeno-ekonomsko krizo 1914-1941, t. j. dve svetovni vojni in veliko depresijo, ki ju povezuje. (Mulej, Merhar, Žakelj, 2019). To se tiče tako gospodarstva, kot okolja in družbe.

Originalnost: Raziskava prispeva k inoviranju družbe in opozarjanju na pomen vrednot ter medsebojne soodvisnosti. Pregled virov kaže, da je prva o ITDO družbi na svetu.

Omejitve/nadaljnje raziskovanje: Omejitve raziskave so številne, saj je težko zaobjeti zgodbe celotnega sveta v eno samo raziskavo. Potrebno je pogledati izbrane vidike iz različnih zornih kotov, kar zahteva specializirana znanja. DO in TR sta se v zadnjih letih zelo uveljavila, zato so že potrebna specifična znanja in s tem tudi raziskovanja po posameznih področjih poslovanja in v vseh sektorjih družbe.

Ključne besede: okolje, družba, gospodarstvo, inovacije, podjetje, trajnostni razvoj, družbeno odgovornost

Zasl. prof. ddr. Matjaž Mulej, (med drugim) častni občan Mestne občine Maribor je ustanovni predsednik IASCYS (2010-2012), ki je doslej sprejela samo okoli 60 članov, četudi lahko kandidirajo vsi, ki se ukvarjajo s teorijo in aplikacijo teorije sistemov in kibernetike, torej več deset tisoč strokovnjakov. Je edini iz Slovenije izpolnil merila. Je tudi član Evropske akademije znanosti in umetnosti, Salzburg (2004), in Evropske akademije znanosti in humanitet, Pariz (2004), a iz Newyorške akademije znanosti (1996) je izstopil. Bil je gostujoči profesor in raziskovalec na tujih univerzah 15 semestrov. Pod njegovim doktorskim mentorstvom je nastalo med drugim več novih teorij sistemov in kibernetik slovenskih avtorjev. V celoti je (po podatkih Sicris) objavil v skoraj 50 državah skoraj 2.500 tekstov, od tega 70 knjig (skoraj vedno s soavtorji) in zbornikov, od tega v zadnjih 15-tih letih več kot 30 o družbeni odgovornosti kot netehnološkem inovacijskem procesu, ki uveljavlja sistemsko ravnanje, da bi človeštvo našlo pot iz sedanje globalne družbeno-ekonomske krize, ki grozi prerasti v 3. svetovno vojno in uničenje naravnih pogojev za preživetje človeštva. K slednjim objavam je prispevalo preko tisoč avtorjev z vseh celin. Nedavna knjiga je prva na svetu o družbeno odgovorni družbi, ne le firmi (Uvod v politično ekonomijo družbene odgovorne družbe, uredniki in avtorji Matjaž Mulej, Viljem Merhar, Viktor Žakelj, nadaljnji soavtorji Mira Zore, Anita Hrast, Tadej Slapnik, Katja Rašič, Ludvik Toplak in Borut Ambrožič, založnik Kulturni center Maribor, 2019). Od leta 1974 razvija Dialektično teorijo sistemov, s katero podpira tudi razvoj teorije in prakse netehnoloških inovacij in družbene odgovornosti. 12. medalja WOSC (Svetovne organizacije za sisteme in kibernetiko, Lincoln, UK, stare 50 let), imenovana po Norbertu Wienerju, avtorju kibernetike, in 4. v zadnjih 20 letih je bila leta 2019 dodeljena zasl. prof., dr., dr. Matjažu Muleju iz Univerze v Mariboru, Ekonomsko-poslovne fakultete (teorija sistemov in inovacij), za izjemne prispevke k razvoju teorije sistemov in kibernetike. O takih temah je svetoval okoli 500 organizacijam.

Nomi Hrast je študentka Ekonomsko-poslovne fakultete v Mariboru. Od leta 2015 je kot mlada prostovoljka in sodelavka aktivna v številnih lokalnih, državnih in mednarodnih projektih in organizacijah. Delovala je v Mestnem mladinskem svetu Maribor, UNICEF-u, Evropskem mladinskem parlamentu in Dijaški skupnosti v Mariboru. Dve leti je bila članica predsedstva Dijaške organizacije Slovenije, trenutno je najbolj aktivna v Študentski organizaciji Univerze v Mariboru. Ima več kot 100 ur izvajanja sofinanciranih projektov na področju mladine v MOM v MMSM, UNICEF, Evropskega mladinskega parlamenta, Dijaške skupnosti v Mariboru, Dijaške organizacije Slovenije in Študentske organizacije Univerze v Mariboru. Je tudi prodekanja za študentska vprašanja - Univerza v Mariboru, Ekonomsko-poslovna fakulteta in soustanoviteljica IRDO – Inštituta za razvoj družbene odgovornosti.

Mag. Anita Hrast je direktorica inštituta IRDO – Inštituta za razvoj družbene odgovornosti (od 2004 dalje). Bila je tudi soustanoviteljica in sekretarka društva Ozara, Slovenija – Nacionalno združenje za kakovost življenja, direktorica marketinške agencije Verus, novinarka v različnih medijih, direktorica oglaševanja (SPEM), vodja projektov v PR in marketinških agencijah, produktna menedžerka in prokuristka v Založbi Forum Media (razvoj novih izdelkov). Je ekonomistka in univ. dipl. komunikologinja, smer trženje in tržno komuniciranje. Leta 2016 je na Fakulteti za družbene vede Univerze v Ljubljani zaključila magistrski študij menedžmenta neprofitnih organizacij in s tem pridobila naslov magistra znanosti. Kot raziskovalka (ARRS, [28701]) raziskuje in objavlja prispevke s področja družbene odgovornosti v različnih revijah in na slovenskih ter mednarodnih znanstvenih konferencah. Raziskuje in razvija nove pristope v komuniciranju, nove projekte in storitve za različne naročnike (podjetja, mediji, organizacije, posamezniki) ter se povezuje s številnimi slovenskimi in mednarodnimi organizacijami, strokovnjaki. Je predavateljica na znanstvenih, poslovnih in strokovnih srečanjih, od leta 2011 je nosilka predmeta Organiziranje neprofitnih organizacij na DOBA fakulteti za poslovne in uporabne družbene študije v Mariboru. Leta 2012 je pridobila certifikat ECQA za trenerja na področju usposabljanja kandidatov za vodjo za družbeno odgovornost. Ima več kot 100 ur izvajanja sofinanciranih projektov na področju mladine po Sloveniji vsako leto na področju dela z mladimi. V letih 2020 in 2021 je sodelovala v mednarodni žiriji na evropskem tekmovanju za socialne inovacije in Impact Prize (EUSIC).

Towards a paradigm "Innovative sustainable / socially responsible society"

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Abstract

Research Question (RQ): The key research question is how, from a systemic point of view, humanity should survive and what is the responsibility of current generations for the next generations to be able to survive. What impact have individuals, business and civil society on the natural environment, the economy and society? What are our values and how do they affect the development of social responsibility in the world? The key research question is how to create an Innovative / Sustainable / Socially Responsible Society so that future generations on Earth can survive.

Purpose: The aim of the research is to contribute to the world and EU key directives, focusing on responsibility and sustainable development. In the 18-years history of the IRDO Institute, we have collected numerous materials by various authors on this topic. In this article, we present what we have done during this period.

Method: For the implementation of this research we have used the method of observation, analysis of secondary data sources, analysis of primary data sources from IRDO projects and synthesis of collected materials. The starting point for data analysis were systems theory and stakeholder approach.

Results: As a result of the work done, we consider many materials published by IRDO in 18 years of its existence - scientific and professional articles, as well as books-monographs, proceedings of IRDO conferences, proceedings of finalists of the Slovenian Horus Award for Social Responsibility, proceedings and other materials of IRDO projects. We are currently finalizing the trilogy "Bases for an Innovative Sustainable Socially Responsible Society" with co-authors, which we will offer to an international publisher on the basis of an invitation. The introduction of (more) social responsibility is a non-technological innovation process. As we will briefly present in the first volume of our book, it is about creating an innovative sustainable socially responsible (ISSR) society because an ISSR society is urgently needed for humanity to find a way out of the current terrible socio-economic and environmental crisis to survive as a species. Therefore, we are expanding the concept of social responsibility from a limited one, called corporate social responsibility (CSR) to a sufficiently and necessary comprehensive (i.e. requisitely holistic) concept of an ISSR society. This is our next step after the IRDO conferences (Hrast et al, 2006-2021; see www.irdo.si), and especially after our book Introduction to the Political Economy of Socially Responsible Society (Mulej et al., 1979).

Organization: The research is organized as an interdisciplinary cooperation. It contributes to the awareness raising of managers and organizations on how to implement global trends in their business, how to be aware of their impacts and how to reduce the negative and increase the positive impacts of their operations on society, environment and economy.

Society: We found out that corporate social responsibility was created by capitalism, not socialism (Idowu, 2012), and the need for it (business more than state!) monopolies and abuses, e. g. neoliberalism, which dismantled state capitalism, which solved the triple world socio-economic crisis of 1914-1941, e. g. two world wars and the great depression that connects them (Mulej, Merhar, Žakelj, 2019). This applies to the economy as well as the environment and society.

Originality: The research contributes to the innovation of society and draws attention to the importance of values of social responsibility and interdependence.

Limitations / further research: The limitations of the research are many, as it is difficult to cover the stories of the whole world in one research. It is necessary to look at selected aspects from different angles, which requires specialized knowledge. SR and SD have become very established

in recent years, so specific knowledge is already needed, and thus also research in individual areas of business and in all sectors of society.

Key words: environment, society, economy, innovation, enterprise, sustainable development, social responsibility

PhD, PhD Matjaž Mulej, Prof. Emeritus, honorary citizen of the Municipality of Maribor (et cetera) is the founding president of IASCYS (2010-2012), which has so far accepted only about 60 members, although all those involved in the theory and application of systems theory and cybernetics, more than ten thousand of experts, can apply. He met these criteria as the only one from Slovenia. He is also a member of the European Academy of Sciences and Arts, Salzburg (2004), and the European Academy of Sciences and Humanities, Paris (2004), but withdrew from the New York Academy of Sciences (1996). He has been a visiting professor and researcher at foreign universities for 15 semesters. Under his doctoral mentorship, several new theories of systems and cybernetics by Slovenian authors were created. In total, according to Sicris, he has published almost 2,500 texts in almost 50 countries, including 70 books (almost always co-authored) and proceedings, of which more than 30 in the last 15 years on social responsibility as a non-technological innovation process that enforces systemic action to help humanity find its way out of the current global socio-economic crisis, which threatens to escalate into World War III and the destruction of the natural conditions for human survival. Over a thousand authors from all continents contributed to the latter publications. The recent book (Introduction to the Political Economy of Socially Responsible Society, editors and authors Matjaž Mulej, Viljem Merhar, Viktor Žakelj, further co-authors Mira Zore, Anita Hrast, Tadej Slapnik, Katja Rašič, Ludvik Toplak and Borut Ambrožič, publisher Kulturni center Maribor, 2019) is the first in the world about socially responsible society, not just companies. Since 1974, he has been developing the Dialectical Theory of Systems, which also supports the development of the theory and practice of non-technological innovation and social responsibility. The 12th WOSC Medal (World Organization for Systems and Cybernetics, Lincoln, UK, 50 years old), named after Norbert Wiener, author of Cybernetics, and the 4th in the last 20 years, was awarded in 2019 to Prof. Emeritus Matjaž Mulej, PhD, PhD, from the University of Maribor, Faculty of Economics and Business (systems and innovation theory), for outstanding contributions to the development of systems theory and cybernetics. He consulted on these topics about 500 organizations.

Nomi Hrast is a student at the University of Maribor, Faculty of Economics and Business in Maribor. Since 2015, she has been active as a young volunteer and collaborator in numerous local, national and international projects and organizations. She has worked at the Maribor City Youth Council, UNICEF, the European Youth Parliament and the Student Community in Maribor. She was a member of the presidency of the Student Organization of Slovenia for two years, and is currently most active in the Student Organization of the University of Maribor. She has more than 100 hours of implementation of co-financed projects in the field of youth at Maribor Municipality and youth organizations, UNICEF, the European Youth Parliament, the Student Community in Maribor, the Student Organization of Slovenia and the Student Organization of the University of Maribor. She is also the Vice-Dean for Student Affairs - University of Maribor, Faculty of Economics and Business and co-founder of IRDO - Institute for the Development of Social Responsibility.

Anita Hrast, M. Sc. is the director of the IRDO - Institute for the Development of Social Responsibility (since 2004). She was also a co-founder and secretary of Ozara, Slovenia - National Association for Quality of Life, director of marketing agency Verus, journalist in various media, director of advertising (SPEM), project manager in PR and marketing agencies, product manager and procurator at Forum Media (development of new products). She is an economist and has B.Sc. in marketing communication. In 2016, she completed a master's degree in management of non-profit organizations at the Faculty of Social Sciences, University of Ljubljana, and thus obtained the title Master of Science. As a researcher (ARRS, [28701]) she researches and publishes articles in the field of social responsibility in various journals and at Slovenian and international scientific conferences. She researches and develops new approaches in communication, new projects and services for various clients (companies, media, organizations, individuals) and connects with many Slovenian and international organizations, experts. She is a lecturer at scientific, business and professional meetings, and since 2011 she has been the lecturer of Organizing of Non-Profit Organizations study at the DOBA Faculty of Business and Applied Social Studies in Maribor. In 2012, she obtained the ECQA certificate for a trainer in the field of training candidates for CSR. She has more than 100 hours of implementation of co-financed projects in the field of youth work in Slovenia every year. In 2020 and 2021, she participated at the international jury in the European competition for social innovation and Impact Prize (EUSIC).
