

Ethical advertising as part of social responsibility

With a good practice social project example »When I raise myself, I raise Maribor«

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Abstract

Ethical advertising is a socially responsibility of each advertiser. As each company has its influence on the society, ethical advertising is also social responsibility of each company in any market.

It is advertising ethical towards the client, the media, the public and the environment. It means ethical behavior to the employees and to society. It is a promotion of activities, products and services which support the human as the individual in the development of his/her personality and spirit, and therefore contribute to the formation of a global ethical community, responsible to the humankind and to the nature, and it is much more.

In this spirit, companies Etika d.o.o., Pupillam, so.p., Enjo Slovenija and other companies and individuals in 2015 began the social responsibility project called »When I raise myself, I raise Maribor«. The essence of the project is that everyone has to take responsibility for his/her life in his/her hands. That include the work, environment and social impact of each individual. The project involves social-responsible individuals and the companies to develop more ethical society.

Keywords: Ethical advertising, Raise, Maribor, Ethics, Etika d.o.o.

1 Introduction

Is ethical advertising necessary in the society today? Is ethical advertising even possible? Is it possible to create even an ethical society?

2 Ethics

2.1 What is ethics?



Ethics is an old Greek word, which means “Discussion about good and bad”. So, ethics does not automatically means something good. Your ethics depends on the level of your consciousness.

Picture 1: The levels of the Consciousness



2.2. What has ethics common with social-responsibility?

Ethics means awareness of social-responsibility. Do we have such an awareness as individuals, as companies, as a society? Ethical awareness is something we count on today and in the future to be able to create more ethical, that is more social-responsible society.

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2.3. What is Socially Responsible Society?

The Socially Responsible Society is the Society of awareness, awareness that we are all connected, we are all the one, living on the same world, depending on each other and on our environment.

3. Ethical advertising

Ethical advertising is one of the ways to creating of a more ethical society.

Ethical advertising is the ethical way of advertising, promoting and informing about ethical, socially responsible and sustainable projects, products and services. Ethical advertising is the kind of advertising, which is ethical toward not only the client, but also employees, the media, the public and the environment.

Ethical advertising is the way of advertising that promotes the activities, products, services and projects, like natural health or ecology, which support the man as the individual in the development of his personality and spirit, without harm to the others including a nature. Therefore ethical advertising contributes to the formation of a global ethical society on social and ecological responsibility basis. Ethical products & services:

- Organic food and drinks,
- Eco-cleaning products,
- Bio cosmetics,



- Clean technologies,
- Eco-tourism...

Ethical advertising...

- It is advertising ethical towards the client, the media, the public and the environment. It means ethical behavior to the employees and to society.
- It is a promotion of activities, products and services which support the man as the individual in the development of his/her personality and spirit, and therefore contribute to the formation of a global ethical community, responsible to the humankind and to the nature.
- It is creating the new, more ethical media and media approaches.
- It is the production of quality advertisements, designing presentation materials, web and Facebook pages etc...
- It is the promotion of good news and nonviolent contents (of movies, rubrics, news).

All classical promoting ways can be done also in ethical way of advertising, e.g.:

- Media-buying and media-planning;
- Event marketing;
- Managing the social media and so on;
- Promoting ethical (that is socially responsible, sustainable) projects, product and services.

4. Ethical Advertising as a Social Responsibility Case

Advertising has big influence on a big number of people. So it is important that advertisers are aware of their big influence regarding all different target groups like children, for example, on their values as more important. We can say the advertisers bear huge Social Responsibility.

4.1. Is ethical advertising possible at all?

It should be natural do to advertising ethically. The question implies that situation in advertising today is not so...so ethical. Today we have a problem in advertising; instead of spreading the real information about something, advertisers see only the profits from sales, in the first place. Who cares about truth, different opinion or victims like health or environment victims are; they just have to sale using aggressive advertising, that's it. But, I believe that ethical advertising is possible. Not only possible, it is very urgent for us - people living on this planet that advertising become ethical as soon as possible; otherwise we are all in danger.

4.2. Ethical advertising standards

For this reason I develop the Ethical advertising standards and tools in my company called Ethics Ltd, in Slovene "Etika d.o.o."

a) IES – Internal Ethical Standards

1. Internal Code of Ethics
2. Statement of Ethical Business
3. Corporate Social Responsibility Strategy



b) EAT – Ethical Advertising

4. Online (web) application for verification and (self-) evaluation of ethical advertising.
5. Education for obtaining standard for ethical advertising.
6. Standard of ethical advertising.
7. Certificate of Ethical advertising / Certificate of Ethical advertiser

Picture 2: Ethical Advertising Standard logo



4.3. Good praxis samples of the ethical advertising as a social Responsibility

Picture 3: The biggest Cleaning event in Slovenia: LET'S CLEAN SLOVENIA IN ONE DAY

2010, 2011, 2012



Pictures 4 and 5: Eco flash mobs (hidden camera)



Picture 6: Organization and promoting the event: Sri Sri Ravi Shankar for Slovenia without Stress.





There is an ethical project, an example of the good praxis that I would like to introduce to you more detailed. It is called WHEN I RAISE MYSELF, I RAISE MARIBOR.

5. A good practice social project example »When I raise myself, I raise Maribor«

5.1. In the beginning

In spring 2015 a group of entrepreneurs from Maribor declared: “We are tired of complaining about how everything is difficult in life, including both personal life and business life. We are tired of passivity and beliefs of Maribor that nothing can be changed.

The project, which is aimed to become a movement in cities across Slovenia, is awareness, non-commercial and charitable nature by the organizers on a voluntary basis. How is this possible, how could you come to the realization of such ideas?

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These entrepreneurs were 6 Maribor Citizens: Iris Magajna, President of the Society Pupillam, social enterprise, Miro Mihec, director of ethical advertising Ethics doo, Alenka Kuegerl, a representative of Enjo Slovenia, the company for cleaning without chemicals, Motivator and then radio speaker Jerneja Krapše, and Anita Mitendorfer, family photographer. They created website www.ocistimo.info and Facebook page ‘Ko dvignem sebe’ and started to publish successful stories about famous Maribor Citizens. They involved or interviewed sport manager Tone Vogrinec, boxing champion Dejan Zavec, pop-rock star Slavc Kovačič and a quite big number of entrepreneurs and other people like Petra Škarja, Lenka Puh, Danilo Burnač, Mateja Muršak, Samo Lubej, Marko Soršak, Boris Krabonja, Boštjan Bračič, Maja Pipan and more more others.

Dr. Dr. Matjaž Mulej was one of the first who recognized the meaning of this project and became the first ambassador, who promotes and wears the T-shirt with logo of the project in almost all events. His famous statement is: “Social responsibility is the personal responsibility of each individual.”

The petitioners involved also Dr. Dr. R. Edward Freeman, a professor of Ethical business at University of Virginia, USA. One of his famous statement is: »We can be the generation that makes business better«.



In the beginning, we have to re-defined our visions, missions and the balance between voluntary contribution and our jobs. That was time we work a lot on ourselves, on selves developing.

Picture 7: The Team



The project was first presented in March 2015 at Developer Conference of Maribor city. In June 2015 we launched the project with an event called World Day of Environment in shopping center Qlandia Maribor, when we planted a ginkgo tree and herbs in the front of the center.

In June 2015 we were nominated for Ethical leader 2015 at Feel leadership conference in Brdo pri Kranju. After that we started with free self-development workshops for individuals and small companies.

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Picture 8: The part of the Team and Prof. Dr. Edward Freeman at Fell Leadership Conference 2015



We worked hard for the project to become movement. We present movement ‘When I raise up myself, I raise up Maribor’ at Europark shopping center in Maribor in October 2015. The event was called “Happy Autumn” regarding the ex-famous dialect song festival called Vesela jesen in Slovene. So we include famous singers from those times like Edvin Fliser and Jože Kobler. The effect was good, more people joined the movement.

In October 2015 we organized one more event in Qlandia shopping center, called Eko Fair. This was announcement for 1. Festival ‘When I raise myself, I raise Maribor’. We promoted first the festival on Radio Maribor, TV Maribor, in Večer newspaper and some other media. We gained the support from Municipality of Maribor regarding advertising 20 billboards around Maribor, B1 posters and Citylights. The festival became well known.



Our core team had to carry all costs of the activities we have been working on. So, we had to market the movement and the festival. Some sponsors supported us, like Mariborski vodovod, Dravske Elektrarne, Trgovine Jager, some small companies and most of all, the Movement for justice and development, established by former president of Republic of Slovenia Dr. Janez Drnovšek.

5.2. The 1st Festival ‘When I raise myself, I raise Maribor’

The 1st Festival ‘When I raise myself, I raise Maribor’ was successful. The Festival was held in a big hall of the Slovene national theatre SNG Maribor on November 12 2015 in front of almost 800 people. They enjoyed the life stories of successful people, giving them the example how to rise up themselves. We had on stage famous artist like Alfi Nipič, ex Avsenik singer, Vinko Šimek, Edvin Fliser, Slavc Kovačič, Boštjan Bračič etc.

Picture 9: Full big hall of the Slovene national theatre SNG Maribor at ‘The 1st Festival When I raise myself, I raise Maribor’



Author: S. Rajh

Picture 10: Dr. Dr. Matjaž Mulej on the stage in big hall Slovenian National Theatre in Maribor:

“When you honestly move and activate yourself, you become responsible to the society. That is social responsibility of each individual.”



In the festival people were signing on the 6 meters long flag with the logo of the movement. In December we raised up the flag with almost 500 signatures on the Square of the Freedom in Maribor center.



Picture 10-13: Signing and rising up the flag with almost 500 signs



5.3. Socially Responsible activities in 2016

In March 2016 we organized the 1st Congress of Sustainable, Socially Responsible and Ethically oriented entrepreneurs in the castle in Maribor center. The theme was: Discovering the points of internal power through cooperating. The Speakers were Tadej Slapnik, government Secretary for social business, Mr. Danilo Burnač, Dr. Dr. Matjaž Mulej and others.

In the same place in May 2016 we organized the conference called ‘Company = Family’ to connect family companies in Maribor to show the good practices and show, how to raise the personal and business effectiveness. The speakers were Marko Lukič, Tanja Skaza, Aleš Babič, Božidar Govedič, Anita Hrast from IRDO institute, Mihaela Jeler, Alenka Kuegerl and Iris Magajna.

5.4. The 2st Festival When I raise myself, I raise Maribor

On 16th November 2016 we are organizing the 2nd Festival ‘When I raise myself, I raise Maribor’, which will be held in City Hotel Maribor. In the afternoon a conference is planned called Zdrav človek = zdravo podjetje = zdrava družba, which means Healthy person = healthy company = healthy society, The Conference is about promotion of health in workplace. Health and safety in the workplace is important and it is the interest of both employer and employee. We will raise awareness of the individual in the company for accepting responsibility for both their lives, the company, as well as one’s impact on society, to work together to build a more ethical, socially responsible and sustainable community.

In the afternoon in the City Hotel there will be held the festival with almost 30 workshops, seminars. The goal is business networking, education and rising ourselves. At the end of the day we will separate the Raise: there will be music, dancing and meeting each other.

3 The findings and conclusions of the paper with thoughts and suggestions for further research



The challenge in creating more ethical and social responsibility is how to raise awareness of the people, especially businessmen. Me, my company and movement When I raise myself, I raise Maribor are trying to prove, that the ethical and socially responsible project, product and services are effective enough to involve more companies to raise their positive impact on the surrounding society.

So, in future, we will do more socially responsible project and promote ethical values to contribute to developing more ethical and more social-responsible society. This includes organizing events like seminars, workshops and conferences, this includes ethical advertising and developing new ethical advertising standards.

