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**PLANNING & REPORTING about SOCIAL RESPONSIBILITY**  
*(Newest scientific and practical views with case studies)*  
**Wednesday and Thursday, 18 - 19 March 2015,**  
**Maribor, Slovenia, Europe**

**SOCIAL INNOVATION PANEL: Integral Green Slovenia as a new, socially responsible model of sustainable development for Europe, *How to convince decision-makers in Brussels?***

**Dr. Darja Piciga, Andrej Kranjc, MSc (CHAIRS)**

DATE: Wednesday, 18 March 2015, 12.00 – 16.00

**SOCIALNO-INOVACIJSKI PANEL: Integralna zelena Slovenija kot nov, družbeno odgovoren model trajnostnega razvoja za Evropo, *Kako prepričati odločevalce v Bruslju?***

**Dr. Darja Piciga, mag. Andrej Kranjc (PRESEDUJOČA)**

DATUM: Sreda, 18. 3. 2015, 12.00 – 16.00

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*The contributions are based on Integral Green Slovenia, the forthcoming second volume in the Gower Ashgate Integral Green Society and Economy Series and will be introduced by 10-13 panellists.*

**Abstract**

Panellists will show how the theoretical framework of Integral Economics and Integral Development is being applied in an original and practical way in the context of European policies and institutions. Starting from the moral economic core and introducing four economic paths (self-sufficient community-based economy, developmental culture-based economy, social knowledge based economy and “living” life-based economy), the Slovenian integral green path will be presented and substantiated with practical examples:

- Agriculture, particularly organic farming (including bio-dynamics) as a sector that plays a very important role in the transition to an integral green economy. Prominent cases of Nature and Community Based Self Sufficiency.
- Traditional resource management knowledge – The case of Commons.
- The case of Solčavsko, internationally renowned best practice of sustainable tourism and developmental, culture based economy.
- The Heart of Slovenia - a story of innovative ways of connecting people and as integral intertwinement of entrepreneurship, tourism and self-sufficiency.
- Kindergarten Oton Župančič from Slovenska Bistrica, with its unique approach to the education of infants and young children and to the personality development of employees, in close association with

children families and communities, is strengthening knowledge and wisdom, as well as social responsibility for nature, heritage and values.

- Biotechnical Centre Naklo as an educational research centre for organic agriculture and sustainable development illustrating how economic self-sufficiency and nature-based-education come together.
- From traditional cooperatives (with seminal historical figures Janez Evangelist Krek and Dr. Andrej Gosar) to various models of establishment of cooperatives, social entrepreneurship and economic democracy in Slovenia today, we will build the argument for Slovenia as a social, knowledge-based economy.
- Domel from Železniki, one of the leading technology based enterprise in the country, which has become the leading example of an integral approach in Slovenia's corporate world, is proving that an alternative route out of the economic crisis is possible - with a successful model of employee ownership, which is close to the model of cooperatives and social entrepreneurship.

Building on the country's potentials for all four, mutually reinforcing integral economic paths, and fundamental values underlying its cultural heritage, we will show that Slovenians have the opportunity, in both theory and practice, to co-evolve a national model of integral economy with prominence to social knowledge-based economy and the sustainable development goals – that is an Integral Green Slovenia. Furthermore, this unique process of social innovation is purposely building on the paradigm of sustainable development that encompasses four dimensions (i.e., economy, environment, society, culture), with particular emphasis on values of sustainability and social responsibility.

The panel is oriented toward policy and decision makers in the EU, concerned with environmental, economic and social policy. We are planning to reach, in a period of a few months after the IRDO Conference, the European Parliament and other policy and decision makers on EU level. Drawing the threads together of our integral green argument, we shall relate that to several existing policies for sustainable development, with a view to “smart integration” of such. Overall, we shall be making the case for an alternative to economic austerity that is simultaneously oriented to knowledge creation, sustainable development and the creation of new sources of livelihood. Slovenia, a small country located at the heart of Europe, is thereby introduced as a pilot case in point, with an authentic identity. IRDO scientific audience, social innovators and influential Slovenian personalities on EU level will be invited to co-create the supportive argumentation for this national project.

**Keywords:** integral green economy and society, sustainable development, social responsibility, social knowledge-based economy, Slovenia, European Union

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*Prispevki temeljijo na knjigi Integral Green Slovenia, nastajajočem drugem zvezku v Gower Ashgate seriji o integralnih zelenih družbah in gospodarstvih, in jih bo predstavilo 10 – 13 panelistov.*

#### **Povzetek**

Panelisti bodo pokazali, kako se teoretski okvir integralne ekonomije in integralnega razvoja uporablja na originalen in praktičen način v kontekstu evropskih politik in institucij. Slovenska integralna pot, ki začenja z moralnim ekonomskim jedrom in vpeljuje štiri ekonomske poti (samozadostno, v skupnost vpeto gospodarstvo, razvojno gospodarstvo, ki nadgrajuje lastno kulturo, socialno na znanju temelječe gospodarstvo in trajnostno gospodarstvo življenja), bo predstavljena in utemeljena s praktičnimi primeri:

- Kmetijstvo, še zlasti ekološko (vključno z bio-dinamičnim), je področje, ki igra pri prehodu na integralno zeleno gospodarstvo zelo pomembno vlogo. Pomembni primeri na naravi in skupnosti temelječe samozadostnosti.
- Tradicionalno znanje o upravljanju z viri – primeri agrarnih skupnosti.
- Primer Solčavskega, mednarodno priznane odlične prakse trajnostnega turizma in razvojnega, iz kulture izhajajočega gospodarstva.
- Srce Slovenije – zgodba inovativnega povezovanja ljudi in integralnega prepletanja podjetništva, turizma in samooskrbe.
- Vrtec Otona Župančiča iz Slovenske Bistrice, z edinstvenim pristopom k vzgoji predšolskih otrok in osebnostnemu razvoju zaposlenih, ki preko otrok povezuje starše in lokalno skupnost, krepi znanje, vednost ter družbeno odgovoren odnos do narave, dediščine in vrednot.
- Srce Slovenije – zgodba inovativnega povezovanja ljudi in integralnega prepletanja podjetništva, turizma in samooskrbe.
- Biotehniški center Naklo kot izobraževalni in raziskovalni center za ekološko kmetijstvo in trajnostni razvoj, ki ponazarja, kako se lahko zlijeta ekonomska samozadostnost in na naravi temelječe izobraževanje.
- Od tradicionalnih zadrug (s ključnima zgodovinskima osebnostma Janezom Evangelistom Krekom in dr. Andrejem Gosarjem) do različnih modelov ustanavljanja zadrug, socialnega podjetništva in ekonomske demokracije v Sloveniji danes, bomo gradili argumentacijo za Slovenijo kot socialno, na znanju temelječe gospodarstvo.
- Domel iz Železnikov, eno vodilnih tehnoloških podjetij v deželi, ki je postalo tudi vodilni model integralnega pristopa v slovenskem poslovnem svetu, dokazuje, da je možna alternativna pot izhoda iz krize – z uporabnim modelom lastništva zaposlenih, ki je blizu modelu zadrug in socialnemu podjetništvu.

Gradili bomo na potencialih dežele za vse štiri, medsebojno se podpirajoče integralne ekonomske poti in na temeljnih vrednotah naše kulturne dediščine ter pokazali, da imamo Slovenci priložnost, da soustvarimo nacionalni model integralnega gospodarstva s poudarjenim socialnim, na znanju temelječim gospodarstvom, v ospredju pa so tudi cilji trajnostnega razvoja – to je Integralna zelena Slovenija. Poleg tega ta edinstven proces socialnega inoviranja namerno gradi na paradigmi trajnostnega razvoja, ki vključuje štiri razsežnosti (to je gospodarstvo, okolje, družbo, kulturo), s posebnim poudarkom na vrednotah trajnostnosti in družbene odgovornosti.

Panel se obrača k odločevalcem in načrtovalnim politik v EU, ki se posvečajo okoljski, gospodarski in socialni politiki. Načrtujemo, da bomo v nekaj mesecih po IRDO konferenci dosegli Evropski parlament ter druge odločevalce in razvojne načrtovalce na ravni EU. Sintezo integralnih zelenih argumentov bomo povezali z obstoječimi politikami trajnostnega razvoja, ki jih bomo »pametno integrirali«. Na splošni ravni bomo predstavili primer alternative ekonomski politiki varčevanja, ki je istočasno usmerjen v ustvarjanje znanja, trajnostni razvoj in vzpostavljanje novih virov preživljanja. Na ta način bomo Slovenijo, majhno državo v srcu Evrope, vzpostavili kot pilotni primer integralne zelene ekonomije s pristno identiteto. Znanstveno publiko IRDO konference, socialne inovatorje in vplivne slovenske osebnosti na EU ravni bomo povabili k soustvarjanju argumentacije v podporo temu nacionalnemu projektu.

**Ključne besede:** integralno zeleno gospodarstvo in družba, trajnostni razvoj, družbena odgovornost, socialno na znanju temelječe gospodarstvo, Slovenija, Evropska unija