

Raising Awareness on (C)SR: 15 years of IRDO Institute activities

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Abstract

The IRDO - Institute for the Development of Social Responsibility (Slovenia) was founded in 2004 as non-profit organization 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 for, and the importance of, SR. IRDO's activities are based on ISO 26000 and the EU definition of (C)SR, though IRDO Expert Board promotes a more holistic approach and understands SR as commitment for more SR of individuals, SR of organizations (government, NGOs and community groups, academic and research institutions, companies and professional associations), SR at municipal, regional, national and international levels. The IRDO expert board is drawn from experts throughout all of the fields which IRDO covers (business, government, NGO's, media, interest and expert organizations...). Through their experience and expertise, they guide the implementation of the IRDO Institute's programs and activities.

IRDO has its own scientific research centre and over 140 members from business, public institutions and civil society. 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, companies, NGO's, public institutions, individuals and is National Partner Organization at CSR Europe Network. In 2005 IRDO started a conference series called *Social Responsibility and current challenges*. It became a series of yearly international conferences, covering another related topic every year. (See www.irdo.si.) The starting point of IRDO's book series were provided by several international authors on social responsibility. We can state that within 15 years IRDO has published beyond thirty (30) books and conference proceedings with several international publishers with contributions by about 1.000 authors from all continents.

The most recent book is the very first one, globally, on social responsibility of society, not of corporations only. The book is in Slovene and titled INTRODUCTION TO POLITICAL ECONOMY OF THE SOCIALLY RESPONSIBLE SOCIETY. The book was in June 2019 granted the recognition of the Styrian Chamber of Economy as a non-technological innovation.



The dilemma of current humankind is clear: either a socially responsible society or the third World War and extinction. Feel free to make your choice as soon as possible. Thanks for your worry and action.

Key words: social responsibility, research, conference, publishing, social innovation, business

Krepitev zavedanja o DO(P): 15 let aktivnosti inštituta IRDO

Povzetek

IRDO - Inštitut za razvoj družbene odgovornosti (Slovenija) je bil ustanovljen leta 2004 kot neprofitna organizacija za raziskovanje in pospeševanje razvoja DO v Sloveniji in drugod. Glavni namen inštituta IRDO je spodbujanje mrežnega povezovanja ključnih akterjev na področju DO, bodisi v vladi, podjetjih, drugih institucijah ali v civilni družbi, ter ustvarjati skupne dejavnosti in kampanje za ozaveščanje v družbi na splošno o potrebi in pomenu DO. Dejavnosti inštituta IRDO temeljijo na opredelitvi korporativne družbene odgovornosti v ISO 26000 in dokumentih EU. Strokovni svet inštituta IRDO spodbuja bolj celosten pristop in razume DO kot zavezanost posameznikov in organizacij (vlad, nevladnih organizacij in civilne družbe, akademskih in raziskovalnih skupin, ustanov, podjetij in strokovnih združenj) za več DO. Prav tako spodbuja razvoj DO na lokalni, regionalni, nacionalni in mednarodni ravni. Strokovni svet inštituta IRDO je sestavljen iz strokovnjakov na vseh področjih, ki jih IRDO pokriva (podjetja, vlada, nevladne organizacije, mediji, interesne in strokovne organizacije...). Člani strokovnega sveta s svojimi izkušnjami in strokovnim znanjem usmerjajo izvajanje programov in dejavnosti inštituta IRDO.

IRDO ima svoj center za znanstvene raziskave in več kot 140 članov iz podjetij, javnih institucij in civilne družbe. IRDO prispeva k razvoju DO v Sloveniji in drugod prek raziskav, izobraževanj, svetovanj, mreženja in promocije. IRDO sodeluje s slovenskimi in tujimi strokovnjaki, podjetji, nevladnimi organizacijami, javnimi institucijami, posamezniki in je nacionalna partnerska organizacija mreže CSR Europe. Leta 2005 je IRDO prvič začel s konferenco, imenovano Družbena odgovornost in izzivi časa. Postala je serija letnih mednarodnih konferenc, ki vsako leto pokrivajo po eno temo, vezano na DO. (Glej www.irdo.si.) Izhodiščna točka knjižnih serij IRDO je sodelovanje več mednarodnih avtorjev o družbeni odgovornosti. Lahko rečemo, da je IRDO v 15 letih objavil več kot trideset (30) knjig in zbornikov z več mednarodnimi založniki s prispevki približno 1000 avtorjev z vseh kontinentov.

Najnovejša knjiga je globalno prva o družbeni odgovornosti družbe, ne le korporacij. Knjiga je v slovenskem jeziku in ima naslov UVOD V POLITIČNO EKONOMIJO DRUŽBENO ODGOVORNE DRUŽBE. Knjiga je junija 2019 prejela priznanje Štajerske gospodarske zbornice za netehnološko inovacijo.

Dilema sedanjega človeštva je jasna: bodisi družbeno odgovorna družba bodisi tretja svetovna vojna in izumrtje. Prosimo vas, da se odločite čim prej. Hvala za vašo skrb in ukrepanje.



Ključne besede: družbena odgovornost, raziskave, konferenca, založništvo, socialne inovacije, gospodarstvo

