

Making a socially responsible society

Keynote

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Abstract

Social responsibility (SR) is a non-technological socio-economic innovation process. The global community finds SR unavoidable in documents passed by United Nations Organization (by UN Global Compact etc.), International Standards Organization (by ISO 26000, in 2010). European Union supports SR in several documents directly and indirectly and suggests EU member states to make their strategies for promotion of SR. The response, e.g. in Slovenia seems to be poor or unclear, at least, and it seems to depend on political will of enterprise owners and managers as well as politicians and their officials. To me, trained as development economists, systems scientist and innovation promoter, SR is the above named process, rather than a matter of charity, but a socio-economic development phase to replace the current neo-liberal destruction of capitalism. The three basic concepts with which capitalism replaced feudalism, were clearly expressed by the French revolution: **freedom, equality, brotherhood**.

The rather prevailing entrepreneurial spirit provided power to persons forgetting about these three concepts and generating a society, which abuses the vast majority of humankind in different way rather than less than the previous socio-economic development phases under the names of slavery and feudalism used to. Both of them were sent to history due to inefficiency in term of satisfying the human needs. The neoliberal capitalism faces the same inefficiency due to its one-sided abuse of natural resources, of humans outside the very tiny percentage of the rich ones, destruction of human standard of living by having potential investment capital idle in the so called tax heavens, and several further forms of leaving **freedom, equality, brotherhood aside** rather than in the center of care and effort.

SR was introduced as the new alternative. But it does not have time to become the prevailing global reality, the youngsters are telling the adults in Spring 2019 on a global basis with full right. In 2006-2019, 2013, 2014, 2016 and 2019 we asked the same with our conferences, books and visiting editorships (in 3 global journals on systems theory and cybernetics), including about 30 books, article collections and proceedings with contributions of about 1.000 authors (including several ten authors contributing this time). The common denominator might be best expressed by our book titles **Social responsibility beyond neoliberalism and charity**, and **Stop hating your children and grandchildren**, and help us make a **socially responsible society**. Practice *responsibility for your influences on humans and nature, i.e. society, interdependence, and holistic approach by practicing your accountability, transparency, ethical behavior, respect for interests of stakeholders, for the rule of law, for international norms, and for human rights*. This means **systemic behavior**, applying systems theory and systems thinking in practice.



In this framework I am addressing the process of making the socially responsible society. My talk presents briefly in English what I wrote in Slovene in the 5th chapter of our book on INTRODUCTION INTO THE POLITICAL ECONOMY OF A SOCIALLY RESPONSIBLE SOCIETY (2019, published by Kulturni center Maribor, based on a project by IRDO and part of a project by University of Maribor, Faculty of Economics and Business, with no sponsors).

Key words: socially responsible society, systemic behavior, IRDO, capitalism

Ustvarjanje družbeno odgovorne družbe

Plenarno predavanje

Povzetek

Družbena odgovornost (DO) je netehnološki socialno-ekonomski inovacijski proces. Globalna skupnost ugotavlja, da je DO neizogibna, v dokumentih, ki so jih sprejeli Organizacija združenih narodov (UN Global Compact itd.), Mednarodna organizacija za standarde (po ISO 26000, leta 2010). Evropska unija podpira DO v več dokumentih neposredno in posredno ter predlaga državam članicam EU, da pripravijo svoje strategije za promocijo DO. Odgovor, npr. v Sloveniji se zdi vsaj slab ali nejasen in zdi se, da je odvisen od politične volje lastnikov in upravljavcev podjetij ter politikov in njihovih uradnikov. Po mojem mnenju, ki sem študiral kot razvojni ekonomist, sistemski znanstvenik in pospeševalec inovacij, je DO prej omenjeni proces, ne pa stvar dobrotelčnosti, ampak socialno-ekonomska faza razvoja, ki nadomešča trenutno neoliberalno uničevanje kapitalizma. Trije temeljni pojmi, s katerimi je kapitalizem zamenjal fevdalizem, so bili jasno izraženi v francoski revoluciji: **svoboda, enakost, bratstvo**. Prevladujoči podjetniški duh je dal moč osebam, ki so pozabile na te tri koncepte in ustvarjale družbo, ki zlorablja veliko večino človeštva na drugačen način in ne manj kot prejšnje faze družbeno-gospodarskega razvoja pod imeni suženjstva in fevdalizma. Oba sta bila poslana v zgodovino zaradi neučinkovitosti v smislu zadovoljevanja človeških potreb. Neoliberalni kapitalizem se sooča z enako neučinkovitostjo zaradi enostranske zlorabe naravnih virov, ljudi izven zelo majhnega odstotka bogatih, uničenja človeškega življenjskega standarda s puščanjem potencialnega investicijskega kapitala v ti. davčnih oazah in z več drugih oblik **zapuščanja svobode, enakosti, bratstva** namesto da so v središču skrbi in truda.

DO je bila uvedena kot nova alternativa. Vendar nima časa, da postane prevladujoča globalna resničnost, mladi to odraslim spomladi 2019 govorijo na globalni ravni s popolno pravico. V letih 2006–2019, 2013, 2014, 2016 in 2019 smo enako prosili tudi skozi naše konference, knjige in gostujoča uredništva (v 3 globalnih revijah o teoriji sistemov in kibernetiki), tj. s približno 30 knjigami, zbirkami člankov in zborniki s prispevki približno 1.000 avtorjev (vključno s temi nekaj desetimi avtorji). Skupni imenovalec se lahko najbolje izrazi v naslovih naših knjig ***Družbena odgovornost onstran neoliberalizma in dobrotelčnosti*** ter ***Nehajte sovražiti svoje otroke in vnuke*** ter nam pomagajte ustvariti **družbeno odgovorno družbo**. Prakticirajte **odgovornost za svoje vplive na ljudi in naravo, tj. na družbo, medsebojno odvisnost in celovit pristop z izvajanjem svoje odgovornosti, preglednosti, etičnega vedenja, spoštovanja interesov deležnikov, pravne države, mednarodnih norm**



in človekovih pravic. To pomeni **sistemsko vedenje**, ki v praksi uporablja teorijo sistemov in sistemsko razmišljanje.

V tem okviru obravnavam proces ustvarjanja družbeno odgovorne družbe. Moj nagovor pove na kratko v angleščini, kar sem napisal v slovenskem jeziku v 5. poglavju naše knjige o UVODU V POLITIČNO EKONOMIJO DRUŽBENO ODGOVORNE DRUŽBE (2019, ki jo je izdal Kulturni center Maribor, po projektu IRDO in delu projekta Univerze v Mariboru, Ekonomsko-poslovne fakultete, brez sponzorjev).

Ključne besede: družbeno odgovorna družba, sistemsko vedenje, IRDO, kapitalizem

