

COMMUNICATION OF HORUS AWARD AND PUBLICATION IN MEDIA

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Abstract: In this paper we present communication of Slovenian award for social responsibility Horus, from the beginning in 2009 until 2012. We are introducing mission of the reward, its vision and objectives. In paper we explain: what were the goals of communication, which communication channels and communication tools were used, which media reported about the project mostly and which journalists. And of course, we present who have been previous Horus winners too.

Key words: communication, reward, Horus, communication channels, communication tools, media, corporate social responsibility

KOMUNICIRANJE NAGRADE HORUS IN OBJAVE V MEDIJIH

Povzetek: V prispevku prikazujemo komuniciranje Slovenske nagrade za družbeno odgovornost Horus, od začetka v letu 2009 do leta 2012. Predstavljamo poslanstvo nagrade, njeno vizijo in cilje. Pojasnjevamo kakšni so bili cilji komuniciranja, katere komunikacijske kanale smo uporabili, katera komunikacijska orodja, kateri mediji so o projektu poročali največ in kateri novinarji ter kdo so bili dosedanji Horus nagrajenci.

Ključne besede: komuniciranje, nagrada, Horus, komunikacijski kanali, komunikacijska orodja, mediji, družbena odgovornost

1. How the story of Slovenian Award for Social Responsibility – HORUS starts and develops?

IRDO (the Institute for the Development of Social Responsibility) and PRSS (the Slovenian Association for Public Relations), each year under auspices of the President of the Slovenian Republic (2009-2012 Dr. Danilo Türk, 2013 Borut Pahor), publish their call for granting the Slovenian Award for Social Responsibility once a year (already from 2009 on). This is done in co-operation with numerous other interested professional organisations.

With the Slovenian Award for Social Responsibility – HORUS - we wish to award holistic approaches to social responsibility (SR). SR means a lot more than charity; it is honesty beyond that required by legislation, and without abuse.

The HORUS Award is intended for companies and institutes in Slovenia, which are aware of their SR and include SR in their work and management: in relation to the environment, to their employees and other company stakeholders, business partners and the wider social environment - and in product and service development. It is essential that SR is included in the strategic management of organisations (companies, institutes, associations) and in their business practices. This is also true in a time of crisis, as SR yields benefits in the long run.

The mission of the HORUS Award is to encourage ethics of interdependence, holistic behaviour, active innovation and business responsibility in Slovenian organisations. With the HORUS Award, we want to strengthen awareness about social responsibility, and to alert everyone about our interdependence, which some are not fully aware of. This makes them often one-sided rather than holistic, and therefore unsuccessful. We should remember that every individual is responsible for every action inside and outside his/her organisation. All individuals, together with their leaders, create an effective, responsible, or irresponsible, organisation. We want to promote good practice publicly, encouraging companies to have more responsible and effective operations.

The vision of the HORUS award is to become a leading Slovenian award concerned with balanced and innovative social responsibility. IRDO's archive of awarded award-winning companies has already become a

library of Slovenian good-practice examples of SR; it is an indispensable reference source of knowledge and recognition in this field.

Goals of the HORUS award are:

- Public awareness about the meaning/importance of social responsibility;
- Promotion of socially responsible companies' practice long term;
- Education about the latest practices of social responsibility in Slovenian and foreign companies;
- Awarding the most socially responsible organisations;
- Publishing a manual with examples of good practice of social responsibility.

»Like in the previous years, the results of assessment in this year show that the Horus candidates are already introducing innovative approaches concerning the social responsibility, they are planning their activities well, and are creating an equilibrium in their relations to their employees, buyers, environment, and broader society. Their practices are extremely interesting and educative, by exchange of opinions and suggestions in the framework of the Horus Award they can upgrade their practices even more efficiently,« said M.A. Franc Hočevar, head of the assessment commission of the Horus 2012 about the listed candidates.

Assessment took place in two un-linked rounds; holistic approaches to social responsibility were exposed, and so were their projects, activities, and monitoring of effects; there were 33 independent assessors, they formed several subgroups.

The Horus 2012 assessors in the 1 round of assessment came from its organizers, supportive partners, professional and other public circles): the big enterprises were assessed by – Ass. Prof. Dr. Jernej Belak, Barbara Pavlin, Lidija Novak, Prof. Dr. Roberto Biloslavo, and Davor Jakulin; the small and mid-size ones by: Jože Gornik, Aleš Kranjc Kušlan, Maja Rečnik, M.A. Petra Lesjak Tušek, M.A. Alenka Marovt, Robert Hernec; Slovenians abroad and general recognitions candidates by: dr. Zvone Žigon, Karidia Toure Zagrajšek, Mirjana Mladič, Tatjana Šeneker, and Polona Marinček. In the second round candidates were assessed – in the category of big enterprises by: Tatjana Novak, Drago Kos, M.A. Ajša Vodnik, Prof. Dr. Jožica Knez Riedl, M.A. Janko Burgar, M.A. Natalija Postružnik, Jože Smole; in the one of the small and mid-size ones: Jana Petkovšek Štakul, dr. Mirjam Galičič, Prof. Emer. DDr. Matjaž Mulej, M.A. Aleksandra Podgornik, and Assoc. Prof. Dr. Urša Golob Podnar; in the category of special recognitions Ass. Prof. Dr. Boris Jesih, Lidija Kramar, Alenka Jakomin, Dr. Breda Mulec, and Mojca Markizeti.

2. Horus winners in 2009-2012

Winners of Horus 2012

Among enterprises HORUS 2012 award was granted to: among the micro and small ones: Zobozdravstveni center Alfa Dental d.o.o., among the mid-sized ones: Mariborski vodovod, javno podjetje d.d., and among the big ones: UniCredit Banka Slovenija d.d. As a part of the HORUS award, the celebration included special recognitions, too. A special recognition and award for an entrepreneur with Slovenian roots working abroad was granted to Barbara Antolič (Dom Sveta Ana, Croatia), a special recognition to Borut Meršak (Slovakia), after death a special recognition to Jože Kastelic (J. Kastelic Limited, Toronto, Canada). A general special recognition was also received by the association Novi Paradoks, Slovenian association for quality of life, Slovenian Consumers Union, and Anton Komat. The assessment commission of HORUS 2012 granted a special recognition to those inhabitants of Slovenia, who are outstandingly aware of their personal and social responsibility.

Winners of Horus 2011:

Companies: BTC d.d. (in the category of big companies), Mariborski vodovod, javno podjetje d.d. (in the category of mid-sized companies), Lotrič laboratorij za meroslovje, d.o.o. (in category of small companies). Institutions: Zavod Naprej – zavod za varstvo, rehabilitacijo in kvaliteto življenja po poškodbi glave. Special recognitions: Marko Dolžan (Polfa Lodz SA, Poljska), Special recognition (award) for an entrepreneur with Slovenian roots located outside Slovenia; Jana Petkovšek Štakul in Barbara Pavlin, Recognition for journalists; Društvo Ekologi brez meja and Tomo Križnar, General recognition.

Winners of Horus 2010:

Companies: UniCredit Banka Slovenija, d.d. (in the category of big companies), Abbott Laboratories, d.o.o. (in category of small companies). Special recognitions: Jernej Zavrl (www.nfcsr.org), Vida Ogorelec Wagner (Umanotera).

Winners of Horus 2009:

Companies: Trimo Trebnje d.d. (in the category of big companies), Atech elektronika d.o.o. (in the category of mid-sized companies), Informa Echo d.o.o. (in the category of small companies).

Special recognition: Prof. Dr. Jožica Knez Riedl

3. Communication of HORUS award

The Horus name

Why did we choose the name HORUS for the Slovenian award for social responsibility?

HORUS is a god which represents the higher consciousness about the planet Earth and is responsible for human development; that is why he was chosen as a symbol for the Slovenian social responsibility award.

HORUS is one of the ancient and most famous Egyptian gods. The Egyptian word "her" (hor, har), from which the name origins, means "the one from above" or "distant one". In mythology, HORUS was presented as a divine falcon. It is also symbolically presented as a stylized eye – the symbol of the falcon eye. The eye has become a symbol for integrity, health, firmness and perfection.

The HORUS sign

Permanent development is always linked with the colour green. Green and blue have always symbolized the planet Earth. This is represented as the pupil in symbolized Horus eye. We can also see the upper and lower "pupil" as hands which are hugging the world. We can understand the eye symbol as the eye of God, which watches the Earth, us - or the eye of every one of us which reflects the Earth and everything we do with it – good and bad.

Communication goal

With HORUS award we wanted to raise awareness of the importance of corporate social responsibility in Slovenian companies, later institutions, increase the visibility of award, but also achieve a sufficient number of entries.

Horus communication start

In the year 2007 the idea of Horus award surfaced. But at the start of it we also knew the fact, that we have no money to finance this idea that is to be realized. Then we had to find other ways of communication to make the idea alive. We asked for promotional support several institutions, associations, experts and others, who believed SR is the only way for a better future, sending them several letters including idea description and proposal for collaboration. Many of them were prepared to help us with their volunteer expert, organizational work and/or with their free promotional channels.

The first Horus competition Call was prepared and published in March 2009 and the first companies were awarded in June 2009 at the 4th IRDO International Conference "Social responsibility and current challenges 2009".

Since the first call for HORUS award, in 2009, we have made great progress in the field of communication.

Partner organizations

First, we connected to a number of partner organizations that helped us with the promotion of award. Now there is more than 20 of them and we are very proud and glad that they have helped us spread the idea of SR.

The Horus award is a part of the national strategy of awareness-building aimed to increase SR, which is implemented by several professional-interest associations in cooperation with the IRDO Institute for development of social responsibility and PRSS – Public relations society of Slovenia. These two organizers enjoy support to Horus award from even 19 partner organizations and patrons: The American Chamber of Economy, Marketing association of Slovenia, Slovenian foundation for Business Excellence, Slovenian UN association for sustainable development, Slovenian association of NGO managers, Styrian Chamber of Economy, Employers' association of Slovenia, Association Manager, Government of RS Office for Slovenians abroad, Association of journalists of Slovenia, LSPR – London school for public relations, Network for social responsibility of Slovenia, Public agency for entrepreneurship and foreign investment of RS.

The auspices of the President of the Republic of Slovenia

With the auspices of the President of the Republic of Slovenia, we have given the award HORUS even greater meaning. »There is a permanently increasing number of individuals, organizations, enterprises, and institutions who care for the future of our country, our planet and all its inhabitants of today and tomorrow. I wish that there will be in future even more persons who respect the importance of solidarity, implement it in practice, and educate the coming generations for it. I wish to see strengthening of the virtues, personal and social responsibility, in order to thus create a better future. I cordially congratulate all awardees and receivers of recognitions of Horus 2012. I also cordially congratulate all inhabitants of Slovenia who care for our future and are peacefully active for honesty in all topics of our life«; this is what the President of the Republic of Slovenia and honorary patron of the HORUS award Dr. Danilo Türk wrote in the foreword of the Book about the finalists of Horus 2012. The book is available for free at www.horus.si.

The Horus 2012 communication with assessors and candidates

To implement the whole project, assessment of applications took place in 2 rounds. Assessments were made by organizers representatives, supportive partners, professional and other public experts. All signed special statement for business and personal data safety. Then they were sorted in sub-groups and rounds. After delivering of applications for assessment, they started to work and sent to organizer their assessments. After collecting them into common statistical and description form, in 1st round of assessment finalists were known and in 2nd round winners. Then the common assessment report was prepared, winners were announced at the Final Awarding Ceremony and assessment was published in Project proceedings and on web page. All candidates have got this report and special collection of their assessment to see what they can improve for the future too.

Production of communication tools



Horus roll up



Ste družbeno odgovorno podjetje, zavod, posameznik?

Prijavite se na razpis za nagrado HORUS 2012 do 23. oktobra 2012!

Kategorije:

1. **Za nagrado Horus 2012** (predlagate svoje podjetje ali zavod):
 - a. kategorija PODJETJA,
 - b. kategorija ZAVODI,
2. **Za posebna priznanja Horus 2012:**
 - a. novinar/ka,
 - b. podjetnik/ca s slovenskimi koreninami, ki deluje v zamejstvu oz. po svetu,
 - c. kandidat/ka po vašem predlogu, ki deluje v kontekstu družbene odgovornosti.

SEMINAR ZA PRIJAVITELJE IN DRUGE ZAJINTERESIRANE:

Ljubljana in Maribor v začetku oktobra 2012.

Več informacij in prijavní obrazci: www.horus.si.

Sodelujte, povežite in soustvarjajte slovensko družbeno odgovornost tudi vi!

Podporni partnerji: Ameriška gospodarska zbornica, Društvo za marketing Slovenije, Društvo novinarjev Slovenije, Londonska šola za odnose z javnostmi, Mreža za družbeno odgovornost Slovenije, Slovenska fundacija za poslovno odličnost, Slovensko združenje ZN za trajnostni razvoj, Slovensko združenje managerk in managerjev nevladnih organizacij, Štajerska gospodarska zbornica, Urad Vlade RS za Slovence v zamejstvu in po svetu, Združenje delodajalcev Slovenije, Združenje Manager.

Medijski partnerji: Večer, časopisno založniško podjetje, d.d., TŠmedia d.o.o.

Horus ad in newspaper Večer, 2012



Horus banner

For better communication with public Horus website was produced (www.horus.si) in Slovene and English languages, where all necessary information for potential applicants and other interested parties are published. Here you can find a questionnaire which must be completed for application to the program. The organizations can see it in advance and do self-assessments. As support for Web communication we also established a Facebook page.

For publishing ads in media each year several ads for printing media, banners for electronic media, websites, direct mailing (Call, Awarding Ceremony Invitation), printing mailing (Invitation), business letters etc. are produced.

In the final Ceremony all finalists get Horus recognition, winners also Horus award, unique artistic sculpture made from stone and with cosmograms.



Horus 2011 Award winners

All finalists, assessors, partner organizations, sponsors and winners are each year presented in Horus finalist proceedings, produced in Slovene language and delivered at the Horus Awarding Ceremony. For first two years proceedings were printed, from 2011 on they are only in electronic version (CD), all also available at Horus web page for free.





Horus 2012 awards and recognitions



Horus 2009 winners and organizers

Horus awards – artistic work of Marko and Marika Pogačnik

Horus award is something special, not easy to achieve, because winner has to be balanced, holistically aware of social responsibility and implementing it in several fields, the highest possible equal quality. So winner know about the importance of our interdependence, that's why he deserves to be awarded with unique artistic work, which Horus award each year is.



Horus 2009 awards



Horus 2010 awards



Horus 2011 awards



Horus 2012 awards

Awards for Horus were designed and developed by Marko and Marika Pogačnik from year 2009 on. On stone posts are carved cosmograms, who spoke about the qualities of co-creativity, cooperation and interconnection. Marika and Marko Pogacnik are coming from Šempas in Vipava Valley. Together they deal with art dedicated to the health of nature, earth and man. Together they tong cosmograms in the treatment of Mark's projects and regeneration of cities and regions around the world. Cosmograms signs are energy, able to disseminate the

information encoded in the room to provide support for certain qualities of place. First three cosmograms (2009 awards) were based on Mark's study of "father" tiles with animal motifs, built into the medieval buildings in Venice.

Collaboration with important Slovenian media

In the first years we connected with a number of important Slovenian media that entered media partnership of HORUS award, based on which we provided additional media space in order to achieve the fullest potential of applicants. In the last two years Slovenian media tightened their partnerships, so we get less media space. However, anyway the appearance of HORUS award in media award has grown.

Media partners of the Horus Award 2012 for example were: Večer, journals and publishing enterprise, d.d., Pravna praksa, TSmedia, d. o. o., med.over.net, and www.slovinci.si. Clipping Partner is Press Clipping d.o.o. Partners of the celebration in 2012 were: Slovenian national theatre Maribor, Office of government of RS for Slovenians abroad, and the Laško Group. In years 2009, 2010 also newspapers Dnevnik d.d. and Delo d.d. were partners.

We communicated with media more intensively about these topics:

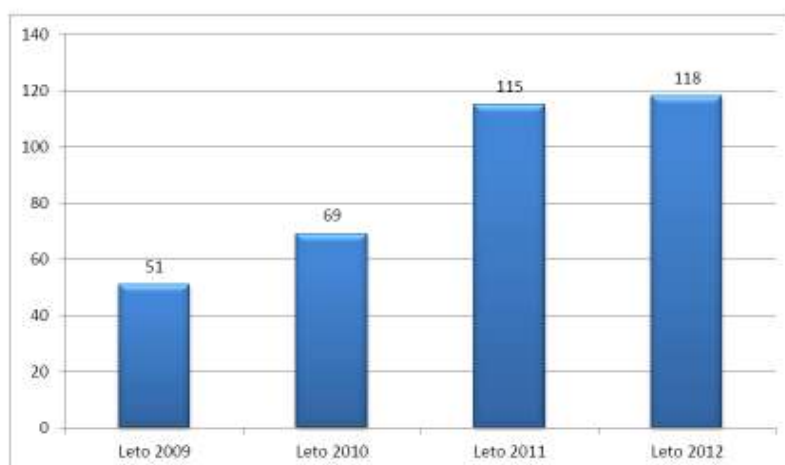
- the outcome of the call,
- training for applicants,
- reminder before the call closure,
- notice about the number of applications received,
- notification about the finalists,
- notification about the winners of Slovenian award for Corporate Social Responsibility HORUS.

Subsequently, we discussed with various media for individual posts or interviews with the winners, on the local and national levels. Each year we have sent them at least 3-6 public relation information on topics above.

In Press Clipping analysis from the years 2009-2012 we can see, how the term HORUS was published in Slovenian media. Methodology used: Source for analysis is a collection of 353 posts with keywords "HORUS" that we have seen in the period between 01.01.2009 and 31.12. 2012 published in Slovenian print and electronic media. The basis for the statistics posts, frequency printouts obtained from the database with a total subscriber password.

In four years, we reached 353 media publications in 88 different media. From the Picture 1 one can see that the number of published articles mentioning "Horus" in Slovenian media is growing.

SLIKA 1-1: Število objav po letih (N = 353)

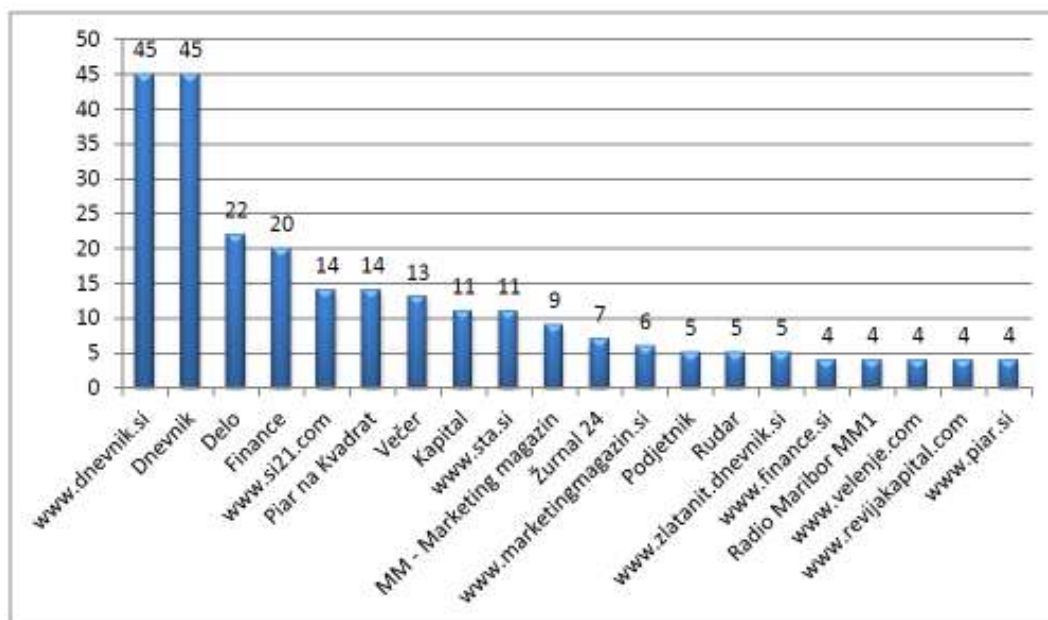


Iz datumskega grafikona je razviden trend objav v analiziranem obdobju.

Picture 1: Growing of Horus term publishing in Slovene media in years 2009 - 2012.

Source: Press Clipping d.o.o., 2013

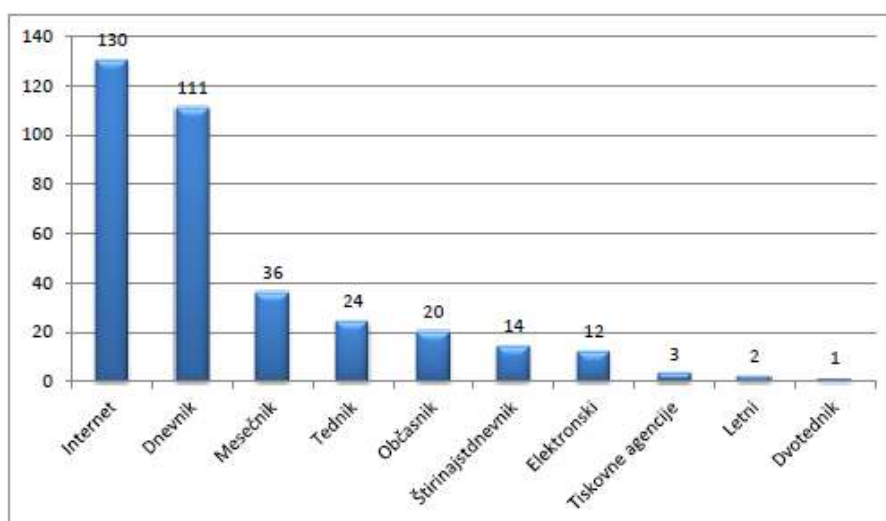
SLIKA 2-1: Mediji z največ objavami v publiciteti (N = 353)



Picture 2: Media with the most publications in public media in years 2009 - 2012
Source: Press Clipping d.o.o., 2013

Picture 2 shows the most publications in public media in years 2009 – 2012 were published in web page www.dnevnik.si, www.si21.com and www.sta.si. Among newspapers Dnevnik, Delo, Finance and Večer were publishing most. Among magazines most information was provided through PR magazine Piar na Kvadrat, Kapital and MM – marketing magazin.

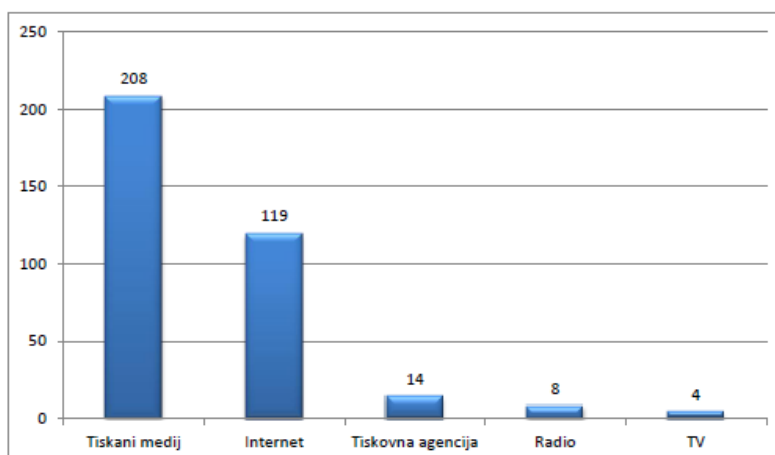
SLIKA 2-2: Število objav po zvrsteh medijev (N = 353)



Picture 3: Number of publications by genre of media
Source: Press Clipping d.o.o., 2013

From the Picture 3 we can see, that most of publications were published in printed media (111 in daily media), 36 publications in monthly printed media, 24 in weekly. In electronic media were 119 publications on web, 14 publications by press agencies and only 8 in radio and 4 on TV.

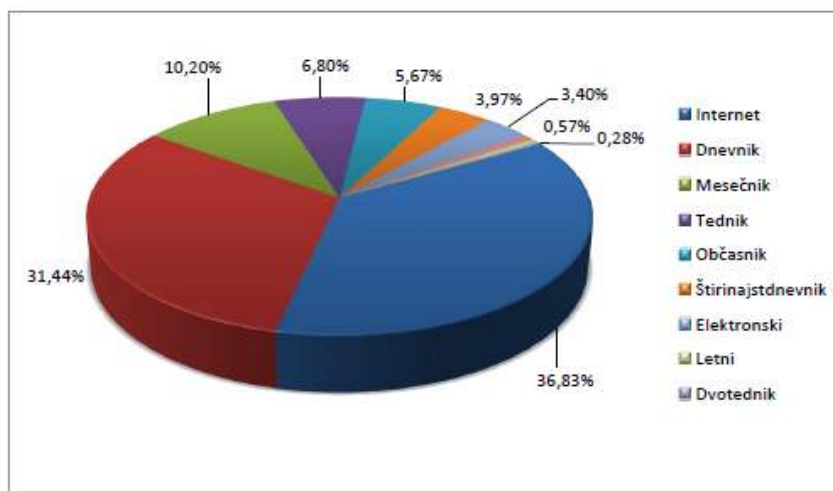
SLIKA 2-3: Število objav po tipu zvrsti medijev (N = 353)



*Picture 4: Number of publications by type of media genres
Source: Press Clipping d.o.o., 2013*

Picture 4 presents number of publications by type of media genres. Most of them were in printed media, then in internet and press agencies. In Picture 5 this is presented with %.

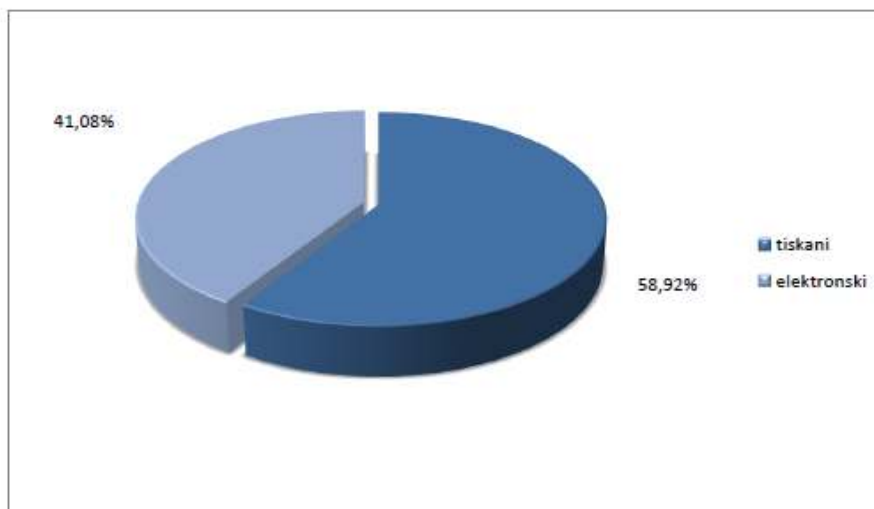
SLIKA 2-4: Objave po zvrsteh medijev – strukturni delež (N = 353)



*Picture 5: Posts by genre media - proportion
Source: Press Clipping d.o.o., 2013*

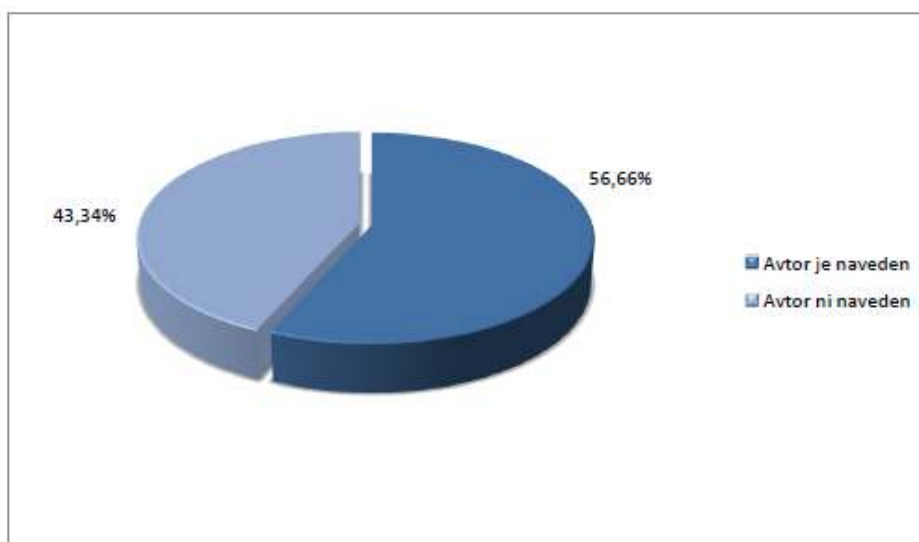
Picture 6 presents the proportion of the printed and electronic media, where we can see, most of publications were in printed media (58.92 %). Picture 7 shows, the proportion of authorized posts, where more than half of journalists are authorized (56.66 %).

SLIKA 2-5: Strukturni delež elektronskih in tiskanih medijev (N = 353)



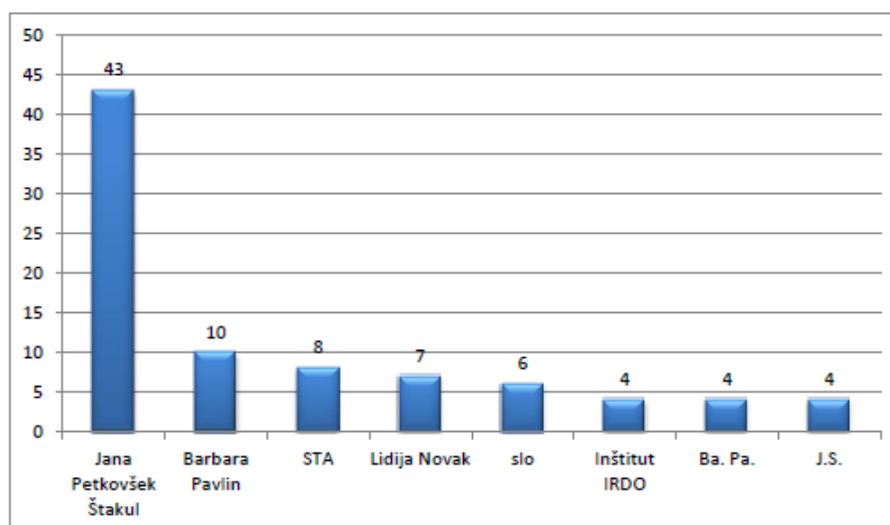
*Picture 6: Proportion of the printed and electronic media
Source: Press Clipping d.o.o., 2013*

SLIKA 3-1: Delež avtoriziranih objav (N = 353)



*Picture 7: Proportion of authorized postings
Source: Press Clipping d.o.o., 2013*

SLIKA 3-2: Avtorji z največjim številom objav v publiciteti (N=353)



*Picture 8: Authors with the largest share in the total publications
Source: Press Clipping d.o.o., 2013*

In Picture 8 journalist with highest number of publications were Jana Petkovšek Štakul and Barbara Pavlin (both also awarded in 2011 with special Horus recognition for journalists).



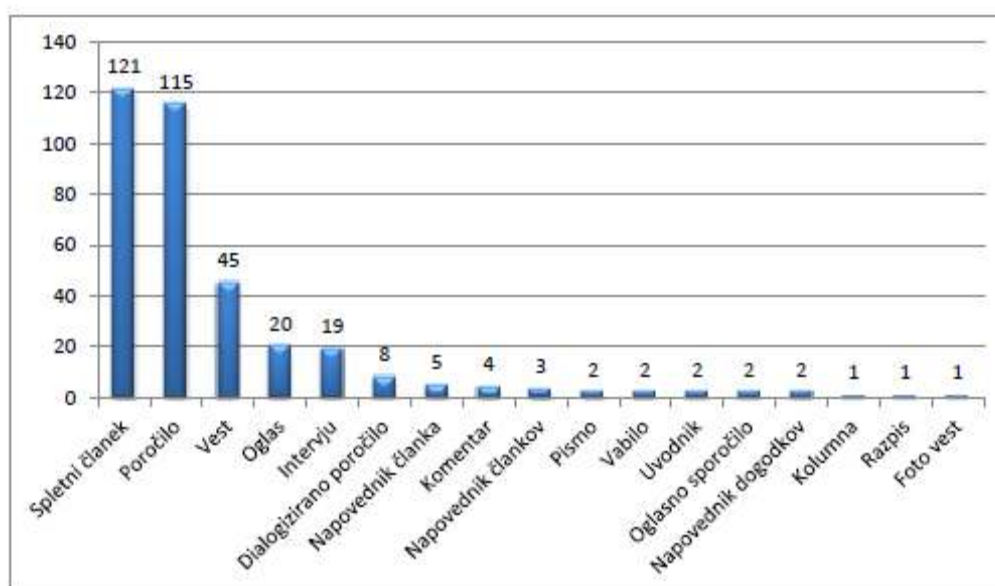
Jana Petkovšek Štakul, Dnevnik d.d.d



Barbara Pavlin, Delo d.d.

From the Variety of genre publicity Picture 9 shows that the most published are online articles, reports, news, advertisement...

SLIKA 4-1: Žanrska raznolikost publicitete (N = 353)



Picture 9: Variety of genre publications
Source: Press Clipping d.o.o., 2013

4. Conclusions

As we can see, the growing of included experts, organizations, partners, winners, also media reporting in the project Horus is higher from year to year. We are glad to see more and more companies in Slovenia responding to our call; this year we hope also to welcome more of them, both journalists and institutions.

Communication has had in this process of development the idea to a real project, implemented already for the 5th year now, a crucial role. We started without money, but with a lot of volunteers work, respect and collaboration and of course, good communication. It was not easy, but - we did it! Thanks to all included.

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