

Okoli 600 prispevkov v desetih letih – letos okoli 70

Matjaž Mulej

Nekako se moram prisiliti, da verjamem, da je letošnja konferenca IRDO že deseta. Začelo se je tako, da sem predlagal konferenco, s katero bi izvedel, h kakšni dejavnosti me je z oznako družbena odgovornost pravzaprav pritegnila Anita Hrast, prijateljica moje hčerke Nastje. Anita je hudo garala za vseh deset konferenc, od nobene ni imela nič zasluzka, tudi stroški niso bili vedno povsem pokriti. Čestitam. Meni je lažje, imam pokojnino.

Konferenco IRDO so udeleženci vsako leto pohvalili, a le delno so se vračali. Vsako leto smo izbrali drugo izpostavljeno temo. Dokaj številna podjetja so s pomočjo nekaj novinarjev ustvarjala javni vtis, da je družbena odgovornost enako dobrodelnosti, kar se niti slučajno ne ujema z uradno mednarodno sprejeto opredelitvijo, da gre za **odgovornost za vplive na družbo**.

Gre za **preživetje človeštva**. Preprečiti poskušamo svetovno vojno, h kateri vodijo monopoli, ki jih je ustvarila neoliberalna ekonomska teorija pod izgovorom, da je za človeštvo najboljši povsem svoboden trg. Bi bil najboljši, a so ga uničili s pomanjkanjem njihove družbene odgovornosti. Tako pa ima bogastvo samo en odstotek prebivalstva sveta in samo 15 % živi z vsaj šest dolarji na dan; milijonarjev je za 0,2 % prebivalstva. Kajti neoliberalna ekonomska teorija, ki uradno prisega, a brez empiričnih dokazov, na povsem svobodni trg kot najboljšo pot k prijetnemu življenju vseh ljudi, je družbeno odgovornost prepovedala, češ da omejuje svobodo podjetij, trg pa baje tako ali tako preprečuje njihove nepoštenosti. Praksa je pokazala, da to ni res, saj vodi v monopole: med 30 milijoni proučenih organizacij jih manj kot 750 obvladuje 80 % svetovnega trga; v davčnih oazah so skrite ogromne vsote, menda večje od seštevka BDP ZDA in Japonske; naravnih virov zmanjkuje; narava je zasvinjana; zato je življenje nezdravo; hkrati poteka zdaj okoli 30 vojn in globalna vojna proti terorizmu; 85 posameznikov ima toliko imetja kot 3,5 milijarde ljudi ali polovica človeštva; 'ekonomski morilec' Perkins pove, da so vlade, tudi ameriška, zgolj ali vsaj predvsem orodje za dobičke nekaj najbolj vplivnih podjetij in v škodo drugih ljudi; celotni svetovni dolg dosega 286 % svetovnega DBP (Japonska 400, ZDA in Kitajska okoli 220 %). Itd. Svetovna vojna torej teče, ker najbolj vplivni živijo brez družbene odgovornosti za svoje vplive, brez upoštevanja svoje soodvisnosti z drugimi in z naravo, zato brez zadostne in potrebne celovitosti. Videti je, da sovražijo svoje otroke in vnuke, tako zelo kratkoročne in ozke kriterije uporabljajo za svoje odločitve. Tudi v Sloveniji se šele prebija sprejemanje vsaj etičnih kodeksov, ki so bili del tematike prve konference IRDO pred desetimi leti (tedaj so predstavili novinarsko in zdravniško, zdaj bi naj uvedli občinske in državno, univerzitetne itd.). Ljudem je pač pristranskost privzgojena in pozabijo, da tedaj, ko skrbiš za dolgoročne in širše posledice svojih vplivov, ne nehaš skrbeti zase, nehaš samo biti pretirano sebičen in zato škodljiv za druge (ki se ti bodo maščevali tako ali drugače) in zase (saj npr. denarja, spravljenega v davčne oaze, dejansko ne potrebuješ za normalno življenje in nimaš od njega nobene koristi).

Pomanjkanje vpogleda je del razlogov za tako nevarno stanje. ISO 26000 iz leta 2010 med svojimi načeli takoj po 'uradni odgovornosti' zapiše preglednost. Trud organizacij, kot je 'Transparency International', trud komisije zoper korupcijo, pravo (če ni pri sodbah enostranskih podlag) – vse to pomaga, a ni nujno dovolj. Družbena odgovornost vse to zajema, a zajema tudi 'spoštovanje vseh deležnikov, vladavine prava, mednarodnih norm, človeških pravic in etičnost kot poštenost in zanesljivost'. Na letošnji konferenci se ne spuščamo v njihovo delo, ampak bo okoli sto avtorjev iz več držav z okoli 70 prispevki dalo dopolnila k njihovim informacijam.

Kar se tiče slovenskih politikov, smo predsedniku države Borutu Pahorju hvaležni, da nadaljuje tradicijo dr. Janeza Drnovška in prof. dr. Danila Türka s častnim predsedovanjem konferenci. Hvaležni pa smo tudi predsedniku Vlade RS prof. dr. Miru Cerarju, da bo kot prvi izmed predsednikov vlade RS prisoten, četudi ne osebno, ampak po svojem državnem sekretarju Matevžu Frangežu. Upamo, da je to korak bližje k strategiji za razvoj družbene odgovornosti v Sloveniji, ki bi jo po priporočilu Evropske unije morala Slovenija sprejeti že pred štirimi leti.

Matjaž Mulej

Vodja programskega odbora konference IRDO 2015

About 600 contributions in ten years – this year about 70

I must somehow force myself to believe that the IRDO 2015 conference has already the number ten. It started by my suggestion for IRDO to sponsor a conference so I might detect what kind of activity I was actually attracted to by Anita Hrast, a friend of my daughter Nastja. Anita has been working hard for all ten conferences; she earned nothing from any one of them; not even costs have been covered every year. Congratulations! It is easier for me having my retirement money.

The IRDO conference was praised by its participants every year, but only a part of them returned. We exposed another topic every year. Quite some enterprises, helped by journalists, generated the public impression that social responsibility is equal to charity, which is very far from the internationally agreed definition: the point of social responsibility lies in **responsibility for one's impacts over society**.

It is about **humankind's survival**. We are trying to prevent a world war to which the world is being led by monopolies resulting from the neoliberal economic theory under its excuse that the totally free market is the best for humankind. The totally free market would be the best, unless ruined by monopolies' lack of social responsibility. Thus, wealth belongs to one single percent of humankind and only 15% of humankind live on more than six USD a day; millionaires make 0.2% of humankind. Namely, the neoliberal economic theory that swears, but has no empirical evidence, to have in the totally free market the best way to well-being of all people, prohibited social responsibility; they see in it an obstacle to companies' freedom, while market is said to prevent their lack of honesty. Practice denied this statement; it generates monopolies: among 30 million investigated organizations less than 750 control 80% of the world market; tax heavens are hiding tremendous sums, said to be higher than GDP of US and Japan combined; natural resources are running out; nature is destroyed, making life unhealthy; currently about 30 wars are fought plus the global war against terrorism; 85 individuals have as much property as 3.5 billion people have combined; the 'economic killer' Perkins reports that governments, USA included, are only or first of all, at least, tools for profits of the few most influential companies to the detriment of people; the entire global debts reach 286% of the total global GDP (Japan 400%, USA and China around 220%). Etc.

The world war is here, because the most influential ones live without their social responsibility for their impacts, without consideration of their interdependence with other and with nature, hence without requisite holism. They seem to hate their children and grandchildren; so short-term and narrow are criteria they are using for their decisions.

In Slovenia, too, passing the ethical codes is only trying to be accepted; they were a topic of the very IRDO conference ten years ago (then, journalist and medical doctors presented their ethical codes; now local communities, government, and universities etc. should generate them). Humans are, unfortunately, educated to be one-sided and forget that one does not stop caring for one-self when one takes care of the long-term and broader consequences of one's impacts; one only stops being too selfish and therefore causing damage to others (who will take revenge one way or the other) and to them-selves (e.g. the money hidden in tax heavens, is actually not necessary for one's normal life; hence one has no benefit from it).

The lack of insight belongs to reasons for such a dangerous situation. ISO 26000 from 2010 includes in its principles, right after 'accountability', the transparency. Effort by organizations such as 'Transparency International', the anti-corruption commission and law (if judgments do not have one-sided bases) – all of them help, but do not suffice necessarily. Social responsibility covers all this, but it includes also 'respect for all stakeholders, for the rule of law, for international norms, for human rights, and ethical behavior, including honesty and reliability. In this conference we do not touch the work of these organizations, but about hundred authors with about 70 contributions from several countries will provide additions to their information.

What about the Slovenian politicians, we are grateful to Borut Pahor, President of the Republic of Slovenia, to continue the traditions of Dr. Janez Drnovšek and Prof. Dr. Danilo Türk by his honorary patronage of this conference. We are equally grateful to the President of the Government of Slovenia Prof. Dr. Miro Cerar for being present as the first ever president of the government, although not in person but via his state secretary Matevž Frangež. We hope that this is making a step closer to the strategy on development of social responsibility in Slovenia, which should have been passed four years ago, according to the recommendation of the European Union.

Matjaž Mulej,
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