

INTEGRALNA ZELENA EKONOMIJA ZAHTEVA DRUŽBENO ODGOVORNOST KOT PRENOVO VREDNOT, KULTURE, ETIKE IN NORM V PRAKSI

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Povzetek: Načela mednarodnega svetovalnega standarda ISO 26000 in njegovi trije osrednji pojmi – odgovornost vsakogar za vplive na družbo, soodvisnost in celovitost – so uvedli kot model za pot iz sodobne globalne družbeno-ekonomske krize. Podpirajo ga napredna podjetja, OZN, Evropska unija in ISO. Načela modela 'integralna zelena ekonomija' delujejo v isto smer. Težko se bodo uresničila, če ljudje v njih ne bodo videli svojih koristi in spoznali, da so podobna načela v praksi že delovala za svetovno vrhunske organizacije. Tukaj ta spoznanja na kratko povzemamo.

Ključne besede: družbena odgovornost, ekonomska merila družbene odgovornosti, 'integralna zelena ekonomija', ISO 26000

INTEGRAL GREEN ECONOMY REQUIRES SOCIAL RESPONSIBILITY AS RENEWED VALUES, CULTURE, ETHICS AND NORMS IN PRACTICE

Abstract: Principles of the international advisory standard ISO 26000 in its three central concepts – responsibility of everybody for his or her impacts on society, interdependence and holism – were introduced as a model for the way out from the current global socio-economic crisis. ISO 26000 enjoys support from progressive companies, UNO, European Union and ISO. Principles of the model 'integral green economy' work in the same direction. But these models will be hard to implement, unless people see in them their own benefits and detect that comparable principles have already worked in practice for the world top organizations. Here we brief these findings.

Key words: economic measures of social responsibility, Integral green economy, ISO 26000, social responsibility

The selected problem and viewpoint of consideration of it here

The model of (corporate) social responsibility and the model 'integral green economy' have much in common; they are good models enjoying a poor response of practitioners and politicians who are essentially impacted by the neoliberal economic theory. Unfortunately, in practice the latter causes, under the label of its effort to attain a totally free market, global monopolies that are perhaps the most powerful ever and tools for decision making that uses the most one-sided and short-term, but globally influential principles and criteria. These monopolies – owned by businesses or by governments – are extremely dangerous for existence of the current civilization. This danger caused the making of both models – social responsibility. In relation to other contributions this one is limited to a summary of the attributes of social responsibility, its connection with the integral green economy and the model of economic measures enabling a better than so far acceptance of the two models by people.

The basic statements of ISO 26000 on social responsibility and conditions adverse to it

The international standard organization (ISO) published on 26 October 2010 the ISO 26000 (ISO, 2010). ISO 26000 stresses that social responsibility supports sustainable behavior, care for nature belonging to the seven core subjects in ISO 26000. Since ISO includes in its membership almost all countries, this means a global level acknowledgement that social responsibility, as everyone's responsibility for their impacts on society (i.e. humans and nature) is the way out from the current crisis. The essence of the given crisis is well clarified by the two items connecting the core subjects of ISO 26000:

- Interdependence instead of the (bosses') conceited feeling of independence, and the (subordinates') equally destructive feeling of dependence,
- Holism instead of one-sidedness, i.e. one's no more closing inside a single profession, viewpoint, wish, but practicing as much interdisciplinary creative cooperation as possible.

Both items cover values, culture, ethics and norms (VCEN) that direct the application of knowledge and skills. VCEN are also essentially targeted by the 'integral green economy' concept. Both of them have the same aim: to help the world find its way out from the given blind-alley into which the world has been brought by neoliberalism, because neoliberalism made room – under the title of the totally free market – for such monopolies (by businesses and/or governments) that:

- Less than 750 out of 30 million studied organizations control 80% of the world market;
- 85 (eighty five) out of seven billion people own as much property as the other 3.5 billion people own collectively, while the 85 persons most probably have no economic need for their property;
- The entire global amount of debts (of governments, enterprises, banks and households) has grown to 286% of the entire global GDP (Japan:400%; China 217%; USA 233% (NYT, in Večer 10 Feb. 2015);
- All millionaires make 0.2% of humankind today, while persons with less than six USD/day were 85% of the global population before the current crisis, already;
- Etc.

Hence it is no wonder that European Union tries to strengthen social responsibility. But it is a wonder that we can no way get any government of Slovenia to accept the EU's initiative – encouragement – obligation to generate and implement the Slovenian strategy for the development of social responsibility. There are four universities in Slovenia, but only the University of Maribor passed its Strategy for a 'Sustainable and socially responsible University of Maribor', including its related action plan for 2014-2020. It is not yet normal for municipality councils, Parliament and Government of Slovenia, its Ministers, their staff members, and other organizations that have a public role and impact to have at least a code of ethics.

European Union: for strengthening the ethics of social responsibility

In October 2011 the European Commission supported the implementation of the international standard on social responsibility (SR) ISO 26000, and other documents on promotion of social responsibility. Its reason to do so is quoted very explicitly: SR is beneficial to companies, humans and the entire society; SR opens the way from the current socio-economic crisis. SR is also seen as a contribution to the realization of the sustainable development and to the very competitive and social-market economy. European Union's novelty is, first of all, its suggestion to its member states and big enterprises to take an action for promotion of SR. EC finds the strategic approach to SR increasingly important for enterprises' competitiveness. SR may support crisis management, cost saving, access to capital, relations to purchasers, human resource management and innovativeness. For Slovenia, the strategic support to SR matters especially, since the current crisis does not tackle economics and finances only, but also societal relations and values, interpersonal relations and the entire life style.

Principles and core subjects of social responsibility according to ISO 26000

The ISO 26000 7 principles are: 1. Accountability (for one's impact), 2. Transparency (of data); 3. Ethical behavior (based on honesty, equal rights, holism including the care for humans, animals and environment, and obligation to consider the impact of activities and decisions on stakeholders' interests); 4. Respect for stakeholder interests, 5. respect for the rule of law, 6. Respect for international norms of behavior; and 7. Respect for human rights (ISO 2010: 10-14). These principles are realized by working on possible activities in a way that permanently all seven principles are considered.

Chapter seven in ISO 26000 suggests seven steps of the procedure of introduction and diffusion of social responsibility into the organization: 1. The relationship of an organization's characteristics to social responsibility, 2. Understanding the social responsibility of an organization, 3. Practices for integrating social responsibility throughout an organization, 4. Communication on social responsibility, 5. Enhancing credibility

regarding social responsibility, 6. Reviewing and improving an organization's actions and practices related to social responsibility, and 7. Voluntary initiatives for social responsibility.

On this basis, SR supports: competitive advantage, reputation, capacity to attract and retain coworkers or members, customers or users, capacity to keep moral, ambition and productivity of employees, favorable views of investors, owners, donators and financiers, as well as relations to enterprises, government bodies, media, suppliers, and social community in which the organization operates.

In economic terms, SR prevents troubles experienced by coworkers and other business, personal and societal partners, who these troubles make go on strikes, cancel contracts, have poor health, be absent from work due to careless handling of raw materials, especially poisonous ones, and other ruining of the natural environment that is a precondition for human existence etc.; all of these human attributes must be renewed, usually with a high cost. (Accountancy tends to report of these cost nothing or little, because they are opportunity costs and benefits.)

Decades ago, unfortunately, the neoliberal economists prohibited social responsibility; therefore the crisis is here. The abuse of impact caused the crisis; neither the market alone nor the government alone nor the international law did not know how or wanted to prevent the abuses. Therefore several authors see that the current humankind has no capitalism or socialism, but the feudal capitalism: differences between the influential and less influential persons in income, freedom etc., are similar to the feudal ones, only fictitiously the ways of implementation of the practice differ. The big entrepreneurs, especially the global ones and bankers, are untouchable like feudal masters used to be. The debts of countries are becoming impossible to master; even USA are facing bankruptcy, China is expecting her crisis, not to mention the old, aging, lazy and spoiled Europe. North Africa showed that the abusing power-holders face hard consequences sooner or later.

For details see Mulej and Dyck, editors, 2014.

The decisions by UNO, ISO and EU, as well as associations of progressive organizations to support (corporate) social responsibility are, hence, based on serious economic reasons: *humankind urgently needs a new way out from the current blind alley into which humankind has been brought by the contemporary combination of the global impact with the short-term and narrow-minded behavior of the influential ones who came to the top due to neoliberalism. The alternative is the requisite holism, which is expressed in ISO 26000 by the concepts of interdependence and holism and supported by the cited seven principles.* The imposed fictitious needs do not lead out from the crisis; people accept them less than less. Economics of needs is replacing economics of greed and consumerism.

Social responsibility as an approach to integral green economy

The above cited benefits are easier to realize, if humans incorporate into their principles, VCEN and practice the concept of the integral green economy:

- The concept 'integral' matches interdependence and holism;
- The concept 'green' matches the care for sustainable behavior aimed for humankind to stop destroying its own preconditions of existence;
- The concept 'economy' matches careful handling of resources and satisfaction of needs, but the real rather than fictitious need of 'greed and consumerism' that ruin the natural preconditions of human survival much beyond the unavoidable level.

Though, the current practice teaches us that the model of the integral green economy may be in danger of remaining a beautiful model on paper and shelf, if people do not detect their own benefit in the model. Therefore, the model must contain, like the model of SR, economic indicators. Three suggestions are standing out, at least:

- Replacement or completing up of the GDP (Rašič, 2015);
- General suggestions (Sanchez Bajo, in: Roelants, B. (2013);
- Mulej (2014).

The concept by Katja Rašič would take too much room to include in this short paper; it would deserve special attention in the future work on the model of both social responsibility and integral green economy. The same is true about the model by Claudia Sanchez Bajo. Thus, we will summarize very briefly only our own suggestion-

Economic indicators of social responsibility following the patterns of informal social responsibility from the global practice

Neither social responsibility nor integral green economy concepts are self-sufficient; they lead to the business excellence by innovation of the non-technological attributes of humans, backed by economic reasons. Therefore the economic indicators of the socially responsible organizations should include:

- (1) Normal and regularly paid gross incomes of all employees;
- (2) Normal investment funds;
- (3) Business excellence in criteria of EFQM,
- (4) Managers' in owners' revenues in sums that are as high as not causing the wondering questions of people 'for which purposes do they need this money except for demonstrating their compensation for frustration of the persons with minority-values complexes, i.e. mentally ill ones',
- (5) Permanent circles of business partner in both supply and sales who are proving their business excellence and socially responsible as exceptionally innovative,
- (6) No business with legal disputes,
- (7) Prevailing of the long-term and broad measures of the business success over the short-term and narrow-minded ones,
- (8) Absence of abuses of impact over people and natural preconditions of humankind's survival, including a crucial care for preventive effort aimed at health of coworkers and other participants in the entire value chain,
- (9) Remuneration of the influential ones on a long-term basis, including the payment in shares,
- (10) Organizational and owners' relations which are as close as possible to the Mondragon cooperatives model from the Spanish Basque land that has been successful for over six decades,
- (11) Choosing of persons on the influential jobs according to the model of the 'visionary companies' that have been detected by Collins and Porras (1997, 2001),
- (12) The leadership style matches the Creech's model 'five pillars of total quality management', which means interdependence of the total quality of products and processes and organizing of them based on cooperative management/leadership and respective enthusiasm of their coworkers,
- (13) One applies methods of creative interdisciplinary cooperation such as 'six thinking hats', 'lateral thinking' etc. E. De Bono (in Slovenia: Nastja Nulej), our USOMID, synergy of them etc.,
- (14) Organizations renew their business and management style according to our HORUS model,
- (15) Organizations pay their coworkers in line with the model of innovative business (Mulej et al., 2008),
- (16) Government generates and maintains conditions making the country and its regions attractive by the model 3T (tolerance attracts talents and makes technology investment sense making) and innovative (Florida, 2002/2005; Potočnik, 2011),
- (17) Government makes monopolies impossible for the market to be a really free market with equal rights and duties of everybody, including the government's monopolies (monopoly does not mean existence of a single supplier or buyer, but absence of any abuse).

The way to make this model the reality reads: nobody can supply anything to any organization in the public sector, which is cared for by the government, unless meeting all above criterial best of all competitors.

Some conclusions

Social responsibility and the 'integral green economy' guide people from the current blind alley of the existing economic model that is based on one-sided and short-term criteria of socio-economic efficiency and effectiveness rather than on the long-term and broader ones, which are preconditions of human survival. Greed and consumerism must be replaced by combination of economic efficiency and sufficiency for humankind to survive. The neoliberal monopolies must be away for the same reason. Otherwise the 3rd World War is to close as the crucial danger for humankind of today. Behavior that is actually based on the extremely selfish hatred against the next generation, although people pretend to love their children and grandchildren, is too dangerous to keep being normal: greed, consumerism and easy life. The current crisis of affluence of 15% of humankind and of too poor life of the other 85% may not go on. It must be replaced by social responsibility and integral green economy for humankind to survive.

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