



**IRDO Joint Conferences on  
SOCIALLY RESPONSIBLE SOCIETY 2021  
10-11 June 2021, (online performance)  
Maribor, Slovenia, European Union**

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**16th IRDO International Scientific Conference  
SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES  
2021: Challenges and opportunities of digitalisation for  
sustainable future  
10th June 2021, ONLINE (in English)**

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**Conclusions of 16<sup>th</sup> IRDO conference  
on social responsibility and digitalization, 10 June 2021**

The United Nations Sustainable Development Goals are coordinating the use of natural resources towards climate action, water resources, sanitation and other social management goals. They require mechanisms to balance organizational interactions. At the 1<sup>st</sup> day of the IRDO International Scientific conference authors expressed following conclusions:

1. **Piciga:** We are following the vision of Integrating multiple potentials for sustainable development and pursuing the basic vision of well-being for all, while maintaining a healthy natural environment. Ambitious 2030 Agenda with 17 SDGs has to be strongly supported by equally ambitious and integrally framed, holistic, trans-disciplinary and trans-sectoral policies for sustainable development, and the Integral Worlds approach, emphasizing dynamic balance among four mutually reinforcing dimensions or worlds and the centre, represents such a conceptual framework and process. The proposal for an Integral Green Europe with the basic vision of well-being for all, while maintaining a healthy natural environment, builds on the applications of Integral Worlds approach in the case of Slovenia, by smartly integrating multiple national and European potentials for sustainable development, placing fundamental values, underlying the European cultural heritage, in the centre of the model, rooting sustainable development in nature and community, and revisiting the economic paradigm. Digitalization can support the process.
2. **Espejo:** The Viable System Model offers a paradigm towards understanding autonomy at as many recursive levels as necessary and today's digital technologies have the potential to support it. The systemic underpinnings for sustainable development goals require actions as proposed by a digitalized Viable Systems Model. Today's abilities to manage complexity are vastly enhanced with big data, they are not necessarily more effective. Organisational structure improvements may help managing complexity.
3. **Steiner et al:** An alternative model to the failings of the established process, the concept of Corporate Social Empowerment (CSE) can be used as the proactive next development stage of CSR: Active participation of corporate actors in social transformation towards a sustainable, resilient and fair society that is better prepared to weather the future crises. We are striving towards new forms of corporate-societal collaboration for enhanced adaptive

capacities and sustainable transformations in the 21st century. CSE applies to all organizations.

4. **Steffelbauer et al:** We have to look at several seminal technological-social innovations and consequent societal transformations from antiquity to the present under the lense of social empowerment and liberation.
5. **Ovin et al:** Recognition of neglected markets could improve social responsibility. The lack of capability of preceding liberal democrat policy who did not recognize emerging of new markets and did not regulate them on time. Failing to recognize that some developments that we consider as problems, really are representing certain markets at work is limiting our possibilities to deal with these issues, thus causing deficiencies of social responsibility. Although not considered and treated as markets, the examples presented in our paper clearly show the need for market regulation.
6. **Tal:** Leaked documents may lead to a more transparent, responsible, and just conduct of organizations and governments. Anonymous online attacks constitute a social and political protest against the conduct of organizations and governments around the world.
7. **Mulej et al:** Regional management should be requisitely holistic to benefit regional population and protect regional natural attributes. Digitalization can support efficiency. Social responsibility shall be included in Total Quality Management criteria. HORUS criteria support measurement.
8. **Perko et al:** The data producers (individuals, environment, social groups) own the data and share it according to individual values and social norms. The data sharing concept should be examined by a transdisciplinary project to deliver a new meta-level holistic perspective. In iterative process, project members and stakeholders should interact, to co-develop these new perspectives. If examining the data sharing connect, we will use the approach to acquire a joined set of requisitely holistic perspectives.
9. **Zupančič:** We need to reduce the digital gap between urban and rural areas, to enable quality life, inclusion and independent living for ageing population, to facilitate new working forms and to modernise public service to be accessible to all.
10. **Bergant:** A solution regarding the value-added law and in implementation of value added is the main information of organization's success. A concept of surplus added-value statement concerns the interests of all stakeholders. Digitalization can support it.
11. **Dubey et al:** Cashless transfers or financial inclusion is in threat until we include poor and rich on the ground of digital literacy, e.g. in India.
12. **Sterger:** Building Information Modeling (BIM) provides significant savings; the most important limitation for its application are human resources. We have to properly train staff in the field of new technologies for digitalization in terms of smart cities.
13. **Sket:** The process of developing new technological solutions demands cooperation of universities, governmental policies, and SMEs (triple helix). The CSR of enterprise is another source that inspires employees for innovations and their transfers to market.

Success is sustainable, if introducing strategies and management in these clusters. Digitalization can help.

14. **Roškar:** Market companies' cooperation can bring an additional opportunity to create a more socially responsible mission and create greater social effects, while for social companies' cooperation can strengthen market orientation providing additional business opportunities.
15. **Hrast:** An upgrade of training from the basic certificate to the IRDO certificate of Strategists for Social Responsibility and Sustainable Development enables obtaining knowledge through practical online training. Online certification attracts much larger number of candidates. Digital transformation is critical to learner and institution success. Students are expecting a personalized and connected learning experience delivering value. Employed students need flexible options to refresh existing skills or learn new ones to keep pace with employment opportunities.
16. **Zimmermann et al:** Networks, institutions, and individuals believe that sustainable development is increasingly in favour of virtual conferences. Digitalization is seen as a great opportunity for them although many participants prefer face-to-face meetings.
17. **Wlasak:** The freely accessible online platform *Sustainicum Collection* provides a collection of over 270 teaching materials that are contributed by university teachers from many European Universities who want to share their good practices in ESD – many of them are also applicable in online teaching.
18. **Novak:** ICT enables the teachers to improve their teaching and learning by a bigger inclusion of students into the teaching process. Besides that, ICT makes the students more motivated and their learning experience enriched, primary school included.
19. **Mihec:** Advertising has a huge impact on people in the environment. Advertising agencies shall take advantage of the accelerated digitization to implement and communicate ethical advertising, because they have no strategy about it.
20. **Zovko-Stele et al:** Remote services supported by modern technology are not only an option used in a crisis such as an epidemic, but can be successfully employed in situations during relatively normal circumstances, for example, on-line applications or tools or when working with clients who are threatened by social interaction. But despite many advantages, in the field of educational and therapeutic work remote services cannot replace face-to-face contact.
21. **Vutolen, Bračič:** set of new activities connecting the student perspectives and capabilities and the job-related properties are proposed.
22. **Lampret Prešeren, Bračič:** A survey of Slovenian students' views on the Covid-19 epidemic and distance learning regarding communication, concentration, motivation and focus on the importance of digitalization and learning digital literacy was presented.
23. **Zick et al:** Due to the pandemic, universities and colleges in Austria and Slovenia had to move educational activities online. We analysed the digital strategies of universities and

found that some universities are already actively incorporating digital transformation into their plans. We emphasize that it is the social and digital responsibility of educational institutions and professors to educate students into critical, responsible citizens who, with the help of digital tools during education, provide them with knowledge for a competent transition to the labour market.

On behalf of the authors of the 1<sup>st</sup> day of the IRDO International Scientific Conference, the conclusions were prepared by:

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