



Get your own IRDO Certificate  
**HEAD of Corporate Social Responsibility  
and Sustainable Development**



## CERTIFICATE HEAD OF CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT

### Invitation to the 2nd International IRDO Training for Corporate Social Responsibility & Sustainable Development

#### GET YOUR OWN CERTIFICATE!

We are pleased to invite you to participate in the **2nd International IRDO Training for Level 1 in Corporate Social Responsibility (CSR) & Sustainable Development (SD)**. This training includes three engaging seminars and workshops on **Managing Social Responsibility and Sustainable Development of the Company/Organization**, culminating in an exam that grants you the prestigious **IRDO Certificate!**

#### Why Social Responsibility and Sustainable Development?

CSR provides a competitive advantage, requiring businesses to recognize their impacts on the community and environment. Since 2017, large companies in the EU must report non-financial aspects in their annual reports. From 2024, **European Sustainability Reporting Standards (ESRS)** are mandatory for large enterprises, with voluntary standards soon available for small and medium-sized businesses. **Non-EU companies** aiming to operate in the EU must also comply with these regulations.

Social responsibility is a strategic tool to achieve sustainable development aligned with the **United Nations 2030 Agenda** and **European Commission's CSR Strategy**. The business landscape is evolving with regulations such as ESG, ESRS, CSRD, and CS3D. It is crucial to stay informed and prepared!

#### Why Join the Training to obtain IRDO Certificate?

By enrolling in this program, you will:

- ✓ Become a **successful leader** in CSR & SD for your organization.
- ✓ Receive an **electronic ABC manual** on CSR & SD.
- ✓ Obtain the **IRDO Certificate: Head of Social Responsibility & Sustainable Development.**



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### Key Benefits for Your Organization:

- Enhanced business opportunities in the EU & global markets.
- Improved corporate reputation and profitability.
- Increased productivity and innovation among employees.
- Stronger partnerships and stakeholder engagement.
- Greater media visibility and public recognition.

### Who Should Attend?

- ✓ Directors and department heads implementing SR & SD strategies.
- ✓ SR coordinators seeking to align with new laws and mandatory reporting.
- ✓ Professionals and young leaders aspiring to **earn the HSRSD Certificate** and boost career prospects.

### Program details:

- **Format:** Online seminars + workshops + certification.
- **Duration:** Three 2-hour online sessions + 2-hour certification awarding event.
- **Additional Resources:** Recorded lectures, assignments, and an exam (~15 hours total commitment).
- **Instructors:** Leading experts including Anita Hrast, MSc, Prof. Emeritus Matjaž Mulej, PhD, PhD, & Miro Mihec, Sandra Abramović, Horus Awardees, and other distinguished professionals.
- **Group Size:** Limited to **6-20 participants** (subject to sufficient enrolment).

### Competencies you will acquire:

- ✓ Understanding the connection between **personal & corporate responsibility** and SD.
- ✓ Developing a **SR & SD policy and strategy** for your company.
- ✓ Preparing **SR & SD reports** compliant with EU regulations and global standards.
- ✓ Engaging stakeholders and fostering corporate social responsibility.
- ✓ Access to SR networks and insights into **best industry practices**.
- ✓ Knowledge of **EU and national legislation** on SR & SD.

### Upcoming seminar dates:

- Held **ONLINE** at scheduled dates throughout the year.
- The schedule includes **three 2-hour sessions plus a certification awarding ceremony**.
- Participants will have access to recorded lectures and additional study materials.

This is your opportunity to stay ahead in the evolving business landscape. Secure your spot today!

**Current dates in 2025 are attached to this invitation.**

For more information and to register, please contact us at: [www.irdo.si](http://www.irdo.si), [info@irdo.si](mailto:info@irdo.si)



**CERTIFICATE HEAD OF CORPORATE  
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**Content of the seminars for obtaining IRDO Certificate**

| Title                                                                                             | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>ABC on (Corporate) Social Responsibility and Sustainable Development</b></p>                | <ul style="list-style-type: none"> <li>– Understanding the basics of (C)SR and SD: origins, development, and key concepts.</li> <li>– Overview of EU and International policies and key documents on CSR.</li> <li>– Integrating SD and CSR into company strategy and operations.</li> <li>– Stakeholder engagement in economic, environmental, and social aspects.</li> <li>– Introduction to ESG principles and their impact on business.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>Personal and social responsibility and sustainable development</b></p>                      | <ul style="list-style-type: none"> <li>– The role of personal and social responsibility in today's world.</li> <li>– Connection between values, ethics, and corporate behaviour.</li> <li>– The impact of upbringing and personal choices on sustainability.</li> <li>– Balancing individual and global well-being for sustainable change.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p><b>Key areas of corporate social responsibility</b></p>                                        | <ul style="list-style-type: none"> <li>– Fair business practices and sustainable value chains.</li> <li>– Human rights in business: fostering ethical work environments.</li> <li>– Circular economy and environmental protection as business assets.</li> <li>– Community engagement for enhanced corporate reputation and success.</li> <li>– Building CSR and SD networks in Internationally.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><b>Strategic planning and reporting on corporate social responsibility, good practices</b></p> | <ul style="list-style-type: none"> <li>– Strategic planning and CSR reporting: aligning with the latest EU directives &amp; standards (CSRD, ESRS, etc.).</li> <li>– Case studies of Slovenian and international CSR leaders.</li> <li>– Standards and certifications (ISO26000, GRI, ESRS..) for CSR integration.</li> <li>– Enhancing brand reputation through CSR initiatives.</li> <li>– Measuring social impact and creating meaningful annual SR &amp; SD reports.</li> </ul> <p><b>Additional Topics:</b></p> <ul style="list-style-type: none"> <li>– European Commission incentives for sustainable reporting (Article 70c of the CDC, NFRD).</li> <li>– Five key strategies for implementing sustainable management in a company.</li> <li>– Expanding and fostering a "sustainable culture" within the organization.</li> <li>– Understanding and utilizing the double materiality matrix for CSR.</li> <li>– Frameworks for ESG, ESRS, and GRI reporting.</li> <li>– Essential CSR practices for maintaining market competitiveness.</li> </ul> |
| <p><b>Final activities for obtaining the certificate</b></p>                                      | <ul style="list-style-type: none"> <li>– Practical work &amp; Electronic Exam: Online assessment covering all key seminar topics.</li> <li>– Certification Ceremony: Official awarding of the IRDO certificate in the final (4th) meeting.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

*The organizers reserve the right to change the dates and program of the education.*

### HOW TO PARTICIPATE: ONLINE (via ZOOM)

It is necessary to attend at least two seminars, perform practical tasks and additionally take a written exam (electronically) at the end of education in order to obtain the certificate. There will be a combination of online discussion (2 hours), completing assignments, online lectures and other activities. Check out our schedule:

| DAY   | CONTENT                                                                                                                                                                           |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DAY 1 | Introductory meeting and presentation of participants, lecturers, work programme, exchange of previous experiences, practices, findings, distribution of tasks                    |
|       | Lectures on the topic of day 1, independent video tour, possible breaks in between                                                                                                |
|       | Preparation of tasks by the next day                                                                                                                                              |
| DAY 2 | Discussion on the topic of lectures on the 1st day, presentation of the participants' tasks, announcement of lectures for the 2nd day                                             |
|       | Lectures on the topic of the 2nd day, independent video tour, possible breaks in between                                                                                          |
|       | Preparation of tasks by the next day                                                                                                                                              |
| DAY 3 | Discussion on the topic of lectures on the 2nd day, presentation of the participants' tasks, announcement of lectures for the 3rd day                                             |
|       | Lectures on the topic of the 3rd day, independent video tour, possible breaks in between                                                                                          |
|       | Preparation of assignments until the next day, exam                                                                                                                               |
| DAY 4 | Discussion on the topic of lectures on the 3rd day, presentation of the participants' tasks, announcement of the award ceremony                                                   |
|       | Awarding of certificates and evaluation of the work performed, announcement of the possibility of obtaining further IRDO certificates (2 <sup>nd</sup> and 3 <sup>rd</sup> level) |

### You will get the following content:

- ✓ 1<sup>st</sup> Seminar: ABC on (Corporate) Social Responsibility and Sustainable Development and Personal Responsibility
- ✓ 2<sup>nd</sup> Seminar: Key Areas of Corporate Social Responsibility
- ✓ 3<sup>rd</sup> Seminar: Strategic planning and reporting on corporate social responsibility & sustainability, good practices
- ✓ Exam for obtaining the IRDO Certificate Head of Social Responsibility and Sustainable Development of the Company / Organisation
- ✓ 4<sup>th</sup> Seminar: Final meeting: Awarding certificates to participants in the selected period

### Price per participant:

| Price per participant: (indicate the performance and price)         | ONLINE PERFORMANCE                  |
|---------------------------------------------------------------------|-------------------------------------|
| Price per participant (including VAT 22%)                           | <input type="checkbox"/> 690,00 EUR |
| Price for IRDO members (including VAT 22%) (20 % discount included) | <input type="checkbox"/> 552,00 EUR |

#### Notes:

- The price includes 4 meetings, an exam, grading assignments, lectures.
- Members of the Institute for the Development of Social Responsibility - IRDO are granted a 20% discount!
- To obtain the certificate, it is necessary to attend at least two seminars and additionally pass a written exam at the end of education. For exceptions, the applicant agrees separately with the organizer.
- Payment: at least 7 days before the start of education.
- Each subsequent participant from the same company receives a 10% discount.
- In case of cancellation of participation up to 5 days before the start of the training, the organizer retains 30% of the application fee. In case of cancellation of participation within 3 days before the start of the training, the organizer retains 70% of the application fee. A refund of the registration fee is no longer possible at a later date.



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Certificate No.: I1-2024-1

**CERTIFICATE HEAD OF CORPORATE  
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Accredited to

**YOUR NAME AND SURNAME**

SINCERE CONGRATULATIONS ON YOUR DECISION  
TO OBTAIN IRDO CERTIFICATE!

SIGN UP TODAY TO COLLABORATE.  
REGISTER at [INFO@IRDO.SI](mailto:INFO@IRDO.SI)!

**We look forward to work with you!**

**ADDITIONALLY: INTERNAL and/or INDIVIDUAL EDUCATION and COUNSELING**

If you need individual training, consulting in the field of social responsibility or internal training of your employees, please let us know at the e-mail address [info@irdo.si](mailto:info@irdo.si).

We will prepare an individual offer specifically for your needs in this area.

## REFERENCES

In which companies and organizations do some employees already have our certificate?

- ✚ A1 Slovenija, d. d.
- ✚ ABRASIV MUTA d.o.o.
- ✚ Advantage Austria
- ✚ Arnes - Academic and Research Network of Slovenia
- ✚ CUDV Radovljica
- ✚ Decathlon Ljubljana, d.o.o.
- ✚ Land of Herbs, Margita Vehar s.p., Beekeeping and Herbalism,
- ✚ Dimer d.o.o.
- ✚ DOBA Faculty of Applied Business and Social Studies Maribor
- ✚ DOSOR home of elderly citizens d.o.o.
- ✚ Dravske elektrarne Maribor, d.o.o.
- ✚ Amnesty International Slovenia
- ✚ Society Youth Guild
- ✚ Association for the Development of Volunteer Work Novo mesto
- ✚ Faculty of Economics and Business, University of Maribor
- ✚ Acsen D.O.
- ✚ Etika d.o.o.
- ✚ Faculty of Design
- ✚ Faculty of Pharmacy UL
- ✚ Faculty of Management UP
- ✚ Gatehub d.o.o.
- ✚ Gen d.o.o.
- ✚ IAZM
- ✚ IBM Slovenija, d.o.o.
- ✚ IDentiks d.o.o.
- ✚ IEDC-Bled School of Management
- ✚ IN, d.o.o.
- ✚ Insights d.o.o.
- ✚ Institute for Youth Policy
- ✚ Institute of Systems
- ✚ Layout
- ✚ JZ Cene Štupar - Centre for Education Ljubljana
- ✚ Kizomba.si, Lyrics, Barbara Pavlin, s. p.
- ✚ Cooperative of Hoteliers Maribor
- ✚ Creative communication Simona Roškar s.p.
- ✚ Lidl Slovenija d.o.o., k.o.,
- ✚ Life Learning Academia d.o.o.
- ✚ Maribor Development Agency
- ✚ Mariborski vodovod, public company, d.d.
- ✚ Marles Hiše Maribor D.O.O.
- ✚ Martina Rauter s.p., public relations, education and consulting
- ✚ MEGA M d.o.o.
- ✚ Ministry of Foreign Affairs, Human Rights Division
- ✚ Youth Council of Slovenia
- ✚ Sea of Knowledge d.o.o.
- ✚ Nil d.o.o.
- ✚ Nevija d.o.o.
- ✚ Nova KBM d.d.
- ✚ Pivoborn Laško Union D.O.
- ✚ Maribor Police Department
- ✚ Pošta Slovenije d.o.o.
- ✚ Preporod - Marjan Videnšek, s.p.
- ✚ Press Clipping d.o.o.
- ✚ Pristop d.o.o.
- ✚ PROHIT d.o.o.
- ✚ Regional Development Agency of the Ljubljana Urban Region
- ✚ Rubikon GRAL, marketing management d.o.o.
- ✚ Saubermacher - Komunala Murska Sobota d.o.o.
- ✚ Sila and Modic consulting, Iztok Sila s.p.
- ✚ Snaga, d.o.o.
- ✚ Studio Images, Patricija Šenekar s.p.
- ✚ Students of FM Koper, Sustainable Development Management
- ✚ Students of FOV Kranj UM, Organization and Management of Information Systems
- ✚ TAKTIKA AKTIV, Event Management - Event Organization Company Ltd.
- ✚ Telekom Slovenije, d. d.
- ✚ Tenovis d.o.o.
- ✚ Tjaša Lipič s.p.
- ✚ TUV AUSTRIA SERVIS d.o.o.
- ✚ Unior d.d.
- ✚ University of Maribor, Faculty of Arts
- ✚ URI Soča
- ✚ Emendo Gavce Plant
- ✚ MEPI Institute – International Recognition for Youth
- ✚ Zavod Nefiks
- ✚ Employment Service of the Republic of Slovenia, Central Service
- ✚ Health Center Izola
- ✚ Health Center Radeče
- ✚ Employers' Association of Slovenia
- ✚ Association Manager

## Presentation of the lecturers



**Anita Hrast, MSc.**, is the co-founder and director of the IRDO Institute for the Development of Social Responsibility and Nabium d.o.o., a marketing agency. She has also co-founded and served as secretary of the Ozara Society, Slovenia's National Association for the Quality of Life, and was director of the Verus marketing agency. Her diverse experience includes roles as a journalist, advertising director at SPEM, project manager in PR and marketing, product manager, and procurator at Forum Media Publishing House.

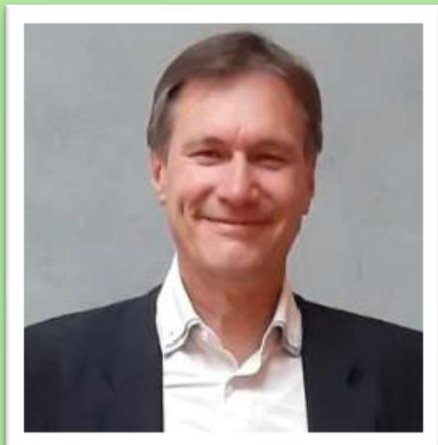
As an economist with a B.Sc. in Communication - Marketing and Marketing Communication, Anita also completed her Master's degree in Management of Non-Profit Organizations at the Faculty of Social Sciences, University of Ljubljana, in 2016. As a researcher, she publishes papers on social responsibility in various journals and presents at Slovenian and international scientific conferences. She develops new communication approaches, projects, and services for clients, and builds networks with Slovenian and international organizations. Anita is a senior lecturer at the DOBA Faculty of Business and Applied Social Studies in Maribor, where she teaches undergraduate and postgraduate courses. She holds an ECQA certificate as a trainer in social responsibility and has served on the international evaluation committee for the European Social Innovation Competition in 2020 and 2021.



**Prof. Emeritus Matjaž Mulej, PhD., PhD.**, holds dual PhDs in Economic Sciences (Systems Theory) and Management (Innovation Management) and is a Professor Emeritus of Systems Theory and Innovation. He is renowned for his development of the dialectical theory of systems and the theory of innovative business, particularly relevant in transition conditions. His work has been published in over 40 countries, and he has served as a scholar in six. Dr. Dr. Matjaž Mulej has authored and edited over 60 books and anthologies and has been a visiting professor and researcher for 15 semesters, including at Cornell University, USA.

He is a member of three international academies of sciences and arts. With over 2,500 published works in the Register of Researchers, Dr. Dr. Mulej has approximately 350 citations in 50 countries and over 40 articles in leading international journals. He has 115.000 readings of publications, and according to this he belongs to 0,28 % of the most important scientists in systems science globally. He was also Dean and Vice-Rector of the University of Maribor from 1997 to 2001. His contributions are recognized in the International Encyclopaedia of Systems Theory and Cybernetics, 2nd edition, and other similar publications. Additionally, Dr. Dr. Mulej is a co-founder of the IRDO Institute and the honorary citizen of the city of Maribor (awarded in 2013). Norbert Wiener Memorial Gold medal was awarded to Matjaž Mulej in 2019.

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**Miro Mihec, B.Sc.**, is an entrepreneur, lecturer, organizer, promoter of ethical advertising (for 26 years). He is also the director of the ethical advertising company Etika d.o.o. since 2007 ([www.etika.si](http://www.etika.si)) and a lecturer on ethics, social responsibility and sustainable development, ethical advertising and marketing for social enterprises. He is also involved in the field of social economy, where he is a co-founder of the Social Economy of Slovenia Cooperative. He was a co-organizer and co-leader of the project "Maribor, European Capital of Social Economy 2018" - <http://socialnaekonomija.si/category/maribor-eu-prestolnicase/>, and he is co-creating a new project - the European Business School for Social Economy (in the making).

He was a co-organizer of the project "Let's Clean Slovenia in One Day" (2010-2018) <http://2010.ocistimo.si/>, <https://ocistimo.si/> as part of the Clean up the world campaign, he is a co-founder of the project I Buy Responsibly, co-founder of the association Day Center of Activities for the Elderly TOTI DCA, so.p. (2012, [www.dca-maribor.si](http://www.dca-maribor.si)) and co-founder and president of the VGC Maribor Association, so.p. - MULTI-GENERATIONS CENTER MARIBOR ([www.vgc-maribor.si](http://www.vgc-maribor.si)). At the IRDO Institute he obtained certificates at all three levels of leadership and management training and reporting on sustainability and social responsibility. He is also a guest lecturer at the Celje School of Economics, College of Applied Sciences.



**Sandra Abramovic, Ecological Engineer and Specialist in E-Business**, and Strategist for Corporate Social Responsibility (CSR) & Sustainable Development (SD). She is the Co-Founder & CEO of INova, an organization dedicated to fostering innovation and sustainability, as well as the Founder of Dress for Success Serbia & UAE, an international initiative that empowers women through professional development and economic independence. Additionally, she established the Middle East Business Association in Serbia, promoting cross-regional business cooperation. With over 20 years of experience, Sandra has built an extensive career in business development, project management, strategic consultancy, fundraising, and international project coordination. She has worked across multiple sectors, including marketing, media, IT production, and public relations, collaborating with governments, international organizations, and corporate entities to drive impactful social initiatives. Her expertise extends to anti-discrimination policies, social inclusion strategies, and sustainability-driven business models.

Sandra is deeply committed to women's empowerment, social responsibility, sustainable fashion, and economic independence, having directly influenced the lives of over 5,000 individuals, including women entrepreneurs, minority groups, and children with autism. She integrates fashion, arts, and digitization into her initiatives, using fashion shows, multicultural exhibitions, and sustainable business models to highlight the importance of sustainability and cultural heritage. Beyond her work in women's empowerment, Sandra actively fosters strategic cooperation, cultural exchange, and economic relations between Serbia, the Balkans, the EU, the US, and the UAE.

**Other Invited Speakers:** *Guests from Practice and Past IRDO Certificates Recipients*





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Registration and information: IRDO Institute, [info@irdo.si](mailto:info@irdo.si), +386 (0)31 344 883.

### Interested in more?

- ✚ How to become a member of the IRDO Institute: more at the [www.irdo.si](http://www.irdo.si)
- ✚ How to apply for the Slovenian Horus Award for Social Responsibility: [www.horus.si](http://www.horus.si)
- ✚ How to contribute to the development of society as an author: apply as an author to the 20th International IRDO Scientific and Business Conference Socially Responsible Society 2025, ONLINE performance. More: [www.irdo.si](http://www.irdo.si)



IRDO - Institute for the Development of Social Responsibility is the leading Slovenian organization for social responsibility and sustainable development of companies, non-governmental organizations and institutions. It is a national partner organization of the largest European CSR network CSR Europe. It awards the Slovenian Horus Award for Social Responsibility ([www.horus.si](http://www.horus.si)), organizes international conferences on the topic of social responsibility ([www.irdo.si](http://www.irdo.si)) and trains young people for entrepreneurship, non-governmental work and active job search.

You can also make an important contribution to social responsibility, so work with us, and become our members!

**A mosaic of  
knowledge,  
values and  
cooperation  
for more social  
responsibility.**

Collaborate with us!  
[www.irdo.si](http://www.irdo.si)



IRDO  
**MOZAIK**



### Will you be with us?

After obtaining the certificate, we will exchange experience together several times a year and network, thus mutually strengthening our common knowledge and enriching our business practice. You are kindly invited to join our international network of sustainability experts!

## TESTIMONIALS



*The IRDO's International Training Certificate in Social Responsibility and Sustainable Development (Level 1) was a great learning experience for me.*

*This incredible learning training, guided by outstanding trainers Anita Hrast, Miro Mihec, and Sandra Abramovic, was both insightful and inspiring.*

*I'm grateful to have shared this experience with amazing colleagues like Ana Djordjevic, Dagmar Turkova, and Jhansi Mamilla—exchanging perspectives from our countries, and learning together for a sustainable future.*

*At the end of the training, you will have a better understanding of the SR & SD, key areas of CSR, how to prepare an SD and CSR policy and strategy in a company, how to prepare a report on CSR activities in a company including non-financial indicators in accordance with current legislation and the latest standards. You will learn the current legislation, documents and standards, guidelines of the EU and Slovenia in the field of SD and CSR, and many more related to that field.*

*I highly recommend this training to anyone looking to deepen their expertise in CSR and sustainability practices.*

**Joana Naçi, Managing Director, Impact Assessment Institute, Albania**



*The IRDO Certificate course for the **Head of Social Responsibility and Sustainable Development (1st Level)** equipped us with essential knowledge and practical skills to effectively implement and manage social responsibility (SR) and sustainable development (SD) practices in organizations.*

*The program explored key frameworks such as ISO 26000 and the UN's SDGs, combining theoretical foundations with real-world case studies and interactive learning.*

*We developed expertise in stakeholder management, sustainability reporting, and aligning organizational strategies with global sustainability goals. With participants from diverse nationalities, the course provided an invaluable platform for sharing and peer-reviewing practices across different countries, fostering mutual learning. The expert guidance from trainers Anita Hrast, Miro Mihec, Matjaž Mulej, and Sandra Abramovic was truly outstanding.*

**Jhansi Lakshmi Kishore Mamilla, India & Slovenia**