



7th IRDO international conference
SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2012
**INNOVATION OF CULTURE TOWARD MORE SOCIAL RESPONSIBILITY
- THE WAY OUT OF SOCIO-CULTURAL CRISIS**
Maribor, Slovenia, 8th - 10th March 2012



THE CONFERENCE PROGRAM

Opomba: Organizatorji si pridržujemo pravico do spremembe programa.
Note: Organizers reserve the right to change the program.

1st day: 8th March 2012

URA/HOUR			PROGRAM	
8:30	-	9:00	Registracija udeležencev	Registration of participants
9:00	-	10:00	UVODNI NAGOVORI UVODNI NAGOVORI	WELCOME SPEECHES
10:00	-	10:30		
10:30	-	11:00	ODMOR	BREAK
11:00	-	12:00	NOVINARSKA KONFERENCA	PRESS CONFERENCE
10:30	-	12:00	PLENARNA PREDAVANJA	PLENARY TALKS
10:30		11:00	MARIBOR 2012 - Evropska prestolnica kulture - ZAVRTIMO SKUPAJ	MARIBOR 2012 - European Capital Of Culture - THE TURNING POINT
11:00	PA	11:20	Prof. Dr. Dr. h. c. Timi Ećimović, SEM Institute for Climate Chang, Slovenia et all	"THE WORLD THINKERS' PANEL ON THE SUSTAINABLE FUTURE OF HUMANKIND" DECLARATION
11:20		11:40	Prof. dr. Danijel Rebolj, rektor Univerze v Mariboru	SUSTAINABLE AND SOCIALLY RESPONSIBLE UNIVERSITY OF MARIBOR
11:40	DP	12:00	Mag. Bojan Radej, svobodni raziskovalec na področju razvoja evalvacijske metodologije, soustanovitelj in predsednik Slovenskega društva evalvatorjev, publicist, prostovoljec.	INVESTIGATION OF COMPLEX MANAGERIAL PROBLEMS - THE CASE OF POLITICS EVALUATION
12:00	-	13:00		
13:00	-	14:00	ODMOR ZA KOSILO	Lunch break
14:00	-	16:00	VZPOREDNA PREDAVANJA, RAZPRAVE	PARALLEL TALKS AND DISCUSSIONS
E. Pravo in družbena odgovornost				moderator: Vinko Kurent, mag.
	E		Dr. Hellmut K. Loeckenhoff, Independent Researcher, Backnang, Germany.	Workshop: JUSTICE, JUSTNESS: HOW TO ACT RIGHT PIVOT OF THE ETHICS OF INTERDEPENDENCE
	E		Primož Vallant, founder and representative of WikiLeaks.si, Vallant.si nonprofit foundation, Civil initiative for the protection of rule of law, welfare state & nature	WHY ARE WE AGAINST ACTA AND WIKILEAKS.SI APPROACH TO SOLVING WORST SOCIETAL PROBLEMS
	E		Metka Penko Natlačen, univ. dipl. prav., strokovna vodja projekta o nesodnem reševanju sporov ARDS	CULTURE OF SOCIAL DIALOGUE AT ALL LEVELS AS EXIT FROM THE SOCIAL CRISIS? OR MEDIATION - FORGOTTEN CULTURE OF DIALOGUE
	E		Irena Tomažin, univ. dipl. iur., director of JETO5 d.o.o., legal adviser at Inštitut Ekvilib	THE MECHANISMS FOR PREVENTING AND RESOLVING CONFLICTS THROUGHOUT ORGANIZATION AS INNOVATION OF WORKPLACE CULTURE

C. Ekonomika in kultura družbene odgovornosti				moderator: Stanko Obradovič	
	C		Michael Parzefall, general manager, Danone Slovenija	VKLJUČENOST PODJETJA DANONE V SKUPNOST Z GLOBALNEGA VIDIKA IN SLOVENIJE	DANONE'S COMMUNITY INVOLVEMENT FROM GLOBAL POINT TO SLOVENIA
	C		Ass. Prof. Dr. Gerald Steiner	KRIZA IN INOVACIJA - SOODVISNA POJAVA, DVE PLATI ISTE MEDALJE	CRISIS AND INNOVATION AS INTERRELATED PHENOMENA: TWO-SIDES OF THE SAME COIN+A46
	C		Anastasia Chertishcheva, fifth year student, Ural Federal University (Yekaterinburg, Russia), Dr. Zhanna Belyaeva, Associate professor Ural Federal University	GRADNJA INOVATIVNEGA DRUŽBENO ODGOVORNEGA MODELA POSLOVANJA V RUSIJI	BUILDING AN INNOVATIVE SOCIALLY-RESPONSIBLE BUSINESS MODEL IN RUSSIA
	C		Tatjana Tomažin Dakić, Jeto5, d.o.o.	OD OSEBNE DO DRUŽBENE ODGOVORNOSTI S POMOČJO COACHINGA	FROM PERSONAL TO SOCIAL RESPONSIBILITY WITH COACHING
	C		Melita Romih, vodja projekta Zlata nit 201, Jana Petkovšek Štakul, urednica Zaposlitve&kariera, Dnevnik	DNEVNIKOV IZBOR NAJBOLJŠIH ZAPOSLOVALCEV ZLATA NIT - PREDSTAVITEV PROJEKTA IN DOBRIH PRAKS	GOLDEN THREAD - DNEVNIK NEWSPAPER'S SELECTION OF BEST EMPLOYERS - PRESENTATION OF THE PROJECT AND GOOD PRACTICE
	C		Martina Semič	USTVARJALNOST IN INOVATIVNOST V GRADBENIH PODJETJIH	CREATIVITY AND INNOVATION IN CONSTRUCTION COMPANIES
A. Sodobna znanost in kultura v luči družbene odgovornosti				moderator: prof. dr. Jožica Knez Riedl	
	A		Dr. Emira Bečić, Ministry of Science, Education and Sports, Croatia, Dr. Dr. Matjaz Mulej, Prof. Emer. University of Maribor, Faculty of Economics and Business, Slovenia, Dr. Jadranka Švarc, Institute of Social Sciences Ivo Pilar, Croatia	TRAJNOSTNA KULTURA - PODPORA S KAZALCI: PRIMERA HRVATSKE IN SLOVENIJE	CULTURE OF SUSTAINABLE DEVELOPMENT – SUPPORT BY INDICATORS: CASES OF CROATIA AND SLOVENIA
	A		BRICAGE Pierre, Faculté des Sciences, Université de Pau et des Pays de l'Adour (UPPA), France	DRUŽBENA IN OKOLJSKA ODGOVORNOST ČLOVEŠTVA 2. O ČLOVEKOVIH POSEGIH V ŽIVEČA OMREŽJA: PREŽIVELE BODO SAMO ZDRUŽBE ZA SOODVISNO MEDSEBOJNO DELITEV PREDNOSTI IN NEUGODNOSTI (ARMSADA)	SOCIETAL AND ENVIRONMENTAL RESPONSIBILITY OF MANKIND. 2. ABOUT MAN INTERVENTIONS IN THE LIVING NETWORKS: ONLY WILL SURVIVE THE ASSOCIATIONS FOR THE RECIPROCAL AND MUTUAL SHARING OF ADVANTAGES AND DISADVANTAGES (ARMSADA).
	A	32	Andreja Škvarč, Zavod RS za varstvo narave	IZOBRAŽEVANJE O OHRANJANJU NARAVE, TRAJNOSTNEM RAZVOJU IN DRUŽBENI ODGOVORNOSTI NA INTERAKTIVNI IN IZKUSTVENI NAČIN	EDUCATING ABOUT NATURE CONSERVATION, SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY THROUGH AN INTERACTIVE AND EXPERIENTIAL APPROACH
	A		Prof. Dr. Dr. h. c. Timi Ećimović, SEM Institute for Climate Chang, Slovenia et al.	DEKLARACIJA PANELA SVETOVNIH MISLECEV O TRAJNOSTI BODOČNOSTI ČLOVEŠTVA	"THE WORLD THINKERS' PANEL ON THE SUSTAINABLE FUTURE OF HUMANKIND" DECLARATION

2nd day – 9th March 2012

URA/HOUR			PROGRAM	PROGRAM
8:30	-	9:00	Registracija udeležencev	Registration of participants
9:00	-	11:00	PLENARNA PREDAVANJA	PLENARY TALKS
9:00	PA	9:30	Prof. Jožica Knez-Riedl, Ph. D., University of Maribor, Faculty of Economics and Business and Eva Kaučič, Bachelor of Science in Economics Student of the Post Graduating Studies of University of Maribor Faculty of Economics and Business	THE ATTITUDE TOWARDS PUBLIC COMMONS – THE MIRROR OF THE INDIVIDUAL AND COLLECTIVE CULTURE
9:30	DP	10:00	Dr. Zbigniew Klos, Professor, Ph.D. (Eng.), Dr Sc. Poznan University of Technology, Vice-Dean of Faculty of Machines and Transportatio, Poland	SHAPING THE ORGANIZATIONAL CULTURE – EXAMPLES, PREVENTION OF SOCIO-CULTURAL CRISIS
10:00	BP	10:30	Michael Winger	PRINCIPLES OF INNOVATION/THE INNOVATION IMPERATIVE
10:30	BP	11:00	Bistra Kubaroska, Challenge:Future, Project coordinator of YOUTH for Youth competition, mag. Andreja Kodrin, Challenge:Future, President and Founder	ENCOURAGEMENT OF CREATIVITY AND INNOVATIVENESS IN SOCIETY TOWARDS INDIVIDUAL ECONOMIC INDEPENDENCY THROUGH SOCIAL IMPACT
11:00	-	11:30	ODMOR	BREAK
11:30	-	13:00	KRATKA PREDSTAVITEV VZPOREDNIH PREDAVANJ	SHORT PRESENTATIONS OF PARALLEL TALKS
13:00	-	14:00	ODMOR ZA KOŠILO	LUNCH BREAK
14:00	-	16:00	VZPOREDNA PREDAVANJA, RAZPRAVE	PARALLEL TALKS AND DISCUSSIONS
B. Socializacija kulture in družbene odgovornost			moderator: dr. Andrej Fištravec	
	B		David Vaillancourt	CULTURAL INNOVATION - THE LIFEBLOOD OF CHANGE MANAGEMENT IN BUSINESS
	B		Mahnaz Vaillancourt	CULTURAL EVOLUTION, IN PRACTICE
	B		Tomaž Bole, Gallus J. Carniolus zavod/Institute, Slovenia	CULTURE OF DONATION
	B		Almir Flisar, DreamEhtic Change	EMPATHY, INTERDEPENDENCE AND SUSTAINABILITY
D. Razvoj posameznih, organizacijskih in družbenih kulturnih politik družbene odgovornosti			moderator: zasl. prof. ddr. Matjaž Mulej	
	D		Mateja Bečela, mag., Jadranka Gajič, mag., doc. dr. Urša Golob	THE MEANING OF SOCIAL RESPONSIBILITY IN THE MEDIA INDUSTRY
	D		Mitja Kopina, University of Maribor, Faculty of Economics and Business, Slovenia, Alenka Naglič, University of Maribor, Faculty of Economics and Business, Slovenia	CAPITALISM 2.0 VS CO-CREATION 1.0: DESTRES – CREATIVE MODEL FOR DEVELOPMENT OF SUSTAINABLE AND RESPONSIBLE SOCIETY
	D		Daniel Popovič, Section for the promotion of universal basic income, Slovenia	UNIVERSAL BASIC INCOME AS A PRECONDITION OF SOCIAL RESPONSIBILITY
	D		Anna Kopyrina, fifth year student, Ural Federal University (Yekaterinburg, Russia), Dr. Zhanna Belyaeva, Associate professor Ural Federal University	CROSS-CULTURAL COMPETENCES AS CORE VALUES OF SOCIAL RESPONSIBILITY OF BUSINESS
	D		Anita Hrast, director of IRDO Institute, Slovenia, Dr. Dr. Matjaz Mulej, Prof. Emer. University of Maribor, Faculty of Economics and Business, Sloveni, Lina Ademovič, student	BUSINESS ETHICS CODEXES IN NGO'S AND BUSINESSES
G Socialno podjetništvo kot družbeno odgovorna inovacija podjetništva			moderator: mag. Vesna Kovačič	
	G		mag. Vesna Kovačič, DOBA Faculty of Applied Business and Social Studies, Maribor, Slovenia	CULTURAL EMPRISONMENTS/CAPTIVITIES AND SOCIAL RESPONSIBILITY
	G		Katarina Hözl, predsednica Slovenski Forum socialnega podjetništva, Slovenija	PRESENTATION: SOCIAL ENTREPRENEURSHIP FORUM
	G		Tadej Slapnik	LAW FOR SOCIAL ENTREPRENEURSHIP
	G		Katja Krivec, strokovni vodja DCA, Marjan Sedmak, predsednik MZU Ljubljana, Slovenija	PRESENTATION: LIVING CENTERS OF ACTIVITIES FOR OLDER

3rd day – 10th March 2012

URA			PROGRAM	PROGRAM
8:30	-	9:00	Registracija udeležencev	Registration of participants
9:00	-	11:00	PLENARNA PREDAVANJA	PLENARY TALKS
9:00	PB	9:20	Anita Hrast, director of IRDO Institute, Slovenia, Dr. Dr. Matjaz Mulej, Prof. Emer. University of Maribor, Faculty of Economics and Business, Slovenia, Sabina Kojc, student, Tatjana Novak, director, Press Clipping d.o.o.	DEVELOPMENT OF SOCIAL RESPONSIBILITY AND THE IMPACT ON CHANGING SOCIAL CULTURE
9:20		9:40	Mirjana Mladič, Narodni dom Maribor, Slovenija	LENT FESTIVAL INNOVATIVE AND CSR APPROACHES IN ORGANISATION AND COMMUNICATION
9:40	PB	10:00	Barbara Pia Jenič, Zavod Senzorium, The Generosity Experience, Slovenia	"THE GENEROSITY EXPERIENCE"; PRESENTATION ABSTRACT
10:00	F	10:20	Dragica Turjak, Maribor Public Library	LIBRARY – OPEN SPACE FOR ALL
10:20	F	10:40	Iva Roj, študentka ekonomije in naravovarstva	CULTURE OF READING E-BOOKS
10:40	F	11:00	Mag. Bogdan Dobnik, dipl. soc. del., Ozara Slovenija, nacionalno združenje za kakovost življenja	BOOKS FOR RAISING AWARENESS ABOUT MENTAL ILLNESS AND SUICIDE
11:00	F	11:20	Katja Majer, akademska kiparka, Bachelor of Arts (sculptor)	THE WORK OF THE POGAČNIK FAMILY AS AN EXAMPLE OF INNOVATIVE APPROACH IN SPREADING OF SOCIAL RESPONSIBILITY
11:00	-	11:30	KRATKA PREDSTAVITEV VZPOREDNIH DELAVNIC	SHORT PRESENTATIONS OF PARALLEL WORKSHOPS
11:30	-	12:30	ODMOR ZA KOSILO	LUNCH BREAK
12:30	-	14:00	VZPOREDNE DELAVNICE	PARALLEL TALKS AND DISCUSSIONS
F. Kultura / umetnost v praksi v luči družbene odgovornosti				moderator: Iva Roj
			DELAVNICE	
			F1: GEOMANTIJA	
	F		Karin Lavin	SENZIBILITY BUILDING PROGRAM: EDUCATIONAL PROGRAM ON INNOVATING OF CULTURE TOWARD SOCIAL RESPONSIBILITY
	F		Aleksander Ostan	URBAN PLANNING AND ARCHITECTURE FROM THE VIEWPOINT OF SOCIAL RESPONSIBILITY
	F		Robi Lavin	GEOMANTIA AND HOLISM
			F2: LITERARNA	
	F		Barbara Pia Jenič, Zavod Senzorium, The Generosity Experience, Slovenia	"THE GENEROSITY EXPERIENCE, 3RD CHALLENGE, LALABAJKE: JEAN GIONO: THE MAN WHO PLANTED TREES
D/2. Razvoj posameznih, organizacijskih in družbenih kulturnih politik družbene odgovornosti				moderator: zasl. prof. ddr. Matjaž Mulej
			D1: AKCIJSKA	
	D		Dr. Dr. Matjaž Mulej, Prof. Emer. University of Maribor, Faculty of Economics and Business, Slovenia, Irdo Institute, dr. Andrej Fištravec, IRDO Institute	EU'S ACTION PROGRAM (FALL 2011) AND NEW DEFINITION OF SOCIAL RESPONSIBILITY AFTER ISO 26000



7. IRDO mednarodna konferenca
DRUŽBENA ODGOVORNOST IN IZZIVI ČASA 2012
INOVIRANJE KULTURE ZA VEČ DRUŽBENE ODGOVORNOSTI -
KOT POT IZ SOCIO-KULTURNE KRIZE
 Maribor, 8. - 10. marec 2012



MARIBOR2012
 Evropska prestolnica kulture



Inštitut za razvoj družbene odgovornosti

Additional information / Dodatne informacije:

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 zasl. prof. ddr. Matjaž Mulej, e: mulej@uni-mb.si, Anita Hrast, e: anita.hrast@irdo.si, GSM: 031 344 883