

**Organizer**

**In cooperation with:**

- European Academy of sciences and arts, Salzburg, A
- The International Federation for Systems Research (IFSR)
- Slovenian Research Agency
- The Institute of the Republic of Slovenia for Nature Conservation
- Ministry of Labour, Family and Social Affairs, Slovenia
- Styrian Chamber of Economy, Slovenia
- Umanotera, The Slovenian Foundation for Sustainable Development  
(In arrangement:)
- Ministry of the Environment and Spatial Planning, Slovenia
- Biotechnical Faculty, University of Ljubljana, Slovenia
- United Nations Global Compact Slovenia
- Several further organizations caring for natural environment

**The 5th IRDO international conference  
SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2010**

**SOCIAL RESPONSIBILITY: NATURE AND HUMANS**

Thursday and Friday, the 11<sup>th</sup> & 12<sup>th</sup> March 2010

Venue: conference room of the Štajerska gospodarska zbornica, Ulica talcev 24, Maribor, Slovenia

## CALL FOR PAPERS

**IF HUMANS RUIN NATURE, THIS IS CALLED DEVELOPMENT;  
IF NATURE DOES THE SAME, IT IS CALLED CATASTROPHE.**

*(Maori proverb)*

**Dear Sirs and Ladies,**

Social responsibility means that everybody behaves as a good person beyond social requirements defined in legislation, and habits. **It exposes giving up the dangerous one-sidedness in order to free all of us of its tough consequences and to attain more surviving possibilities, success and wellbeing, in a longer term, at least. The economic, social and natural crisis showing up in 2008 results from such dangerous one-sidedness.**

Since 1950 the population of the Planet Earth has grown 2,5 times and the consumption of natural resources for production, transportation, housing, food, medical care etc. has grown 7 (seven) times (since 1820 55 times, after earlier 3 (three) % per thousand years), while the Planet Earth has not grown. Instead, it has become more and more robbed, depleted. Thus, humans put our-selves in danger of quick extinction. **We depend on nature, and we influence nature for good and for bad. Come and help us detect and solve troubles in nature!**

We trust your **professional knowledge and practical experience**, interesting theories and different solutions for solving this problem. That's why we kindly invite you to share them with other authors and discussants, including doctors of science, top consultants, other experts and experienced practitioners, with **contributing your paper to the**

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Thus, much information will be collected at one spot to be applied in practice – therefore you should **not miss this conference!** Share your ideas, dilemmas, and views with speakers and other participants. The number of speakers is limited. Please find some crucial **instructions for authors of papers** attached.

Looking forward to enjoying your company at **the 5<sup>th</sup> IRDO conference on 11<sup>th</sup> & 12<sup>th</sup> March 2010 in Slovenia!**

Anita Hrast,  
Manager of IRDO Institute  
l.r.

DDr. Matjaž Mulej, Prof. Emeritus,  
Head of the 5<sup>th</sup> IRDO conference program  
committee and IRDO research unit  
l.r.

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## INFORMATION FOR AUTHORS OF PAPERS

### 1. Short presentation of the conference:

The IRDO conference named **SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES** has since 2006 created the tradition of making a short survey of the behaviour and development concerning the social responsibility and to expose in a conference a single topic pressing in the given period of time. The world top political bodies and local communities understand more and more that the visible problems concerning the nature and humans around the world are not problems of nature, but of people and related social responsibility. In previous years we have covered topics as: Social responsibility in general (2006), Managers' Role in the development of Social Responsibility in for-profit and not-for-profit organizations (2007), Social responsibility as contribution to stakeholders' long term success in market (2008), Work – a bridge to cooperation: relations with coworkers and different age generations (2009). In 2010 IRDO conference is focusing on **social responsibility: nature and humans**.

### 2. The IRDO 2010 Conference is aimed at:

- Informing the broader society about the role of social responsibility concerning nature, as the natural preconditions of survival of humankind's civilization (also: how to plan, innovate employer and employees activities concerning the care for nature (strategies, policies, everyday work, etc.), etc.);
- Sharing professional views, opinions, and experiences from theory and practice;
- Pointing out strengths and weaknesses of the current care for nature (including weaknesses in related legislation, and suggesting improvements in it);
- Promoting good practices to show what are the possibilities of better care for nature in Slovenia and several other countries in EU and elsewhere;
- Contributing professional contents for drafting the National strategy of development of social responsibility concerning the sustainability and other aspects of human survival;

The **first day of the Conference** is aimed at a few **invited international experts with rich experiences**, related workshops and discussions. The **second day** is open for everybody submitting theoretical and/or practical contributions accepted in a double blind review process by the conference board.

### 3. Suggested topics for contributions:

#### A. Care for nature:

- Natura 2000 and similar programmes,
- Biodiversity and loosing of plant and animal species,
- The best practices, related to the care for humankind's natural environment (awards, penalties), etc.
- Legislation promoting social responsibility toward care for nature

#### B. Use and abuse of the nature:

- Energy sources, nature pollution, waters, etc.
- General urban planning (state and local strategies...),

#### C. Economy and nature:

- Values, culture, ethics, and norms in enterprises and other organizations,
- Education and training for responsibility at work,
- Encouragement of creativity and innovativeness at work, etc.

#### D. Future of nature and nations:

- Raising awareness

- Family, youth and nature
- Government strategies for nature care
- Interdisciplinary scientific work for nature care

#### E. Other:

- Your suggestions for topics are welcome!

#### 4. Content, size, and language of your contributions:

Contributions should tackle **any of the topics** suggested above from viewpoints of theory and/or practical solutions concerning development of social responsibility in Slovenia and elsewhere (focusing on nature/environmental care). Especially welcome are concrete strategies, tactics, and proposals. Theoretical contributions should be backed by practical experiences and present the latter too, where existing.

**Paper abstracts** should be up to 250 words long and in **English** and **include up to 5 key words**. E-mail them to [anita.hrast@irdo.si](mailto:anita.hrast@irdo.si) by **10 December 2009**.

**Detailed instructions** for formatting of papers and other conference information will be sent to authors of accepted abstracts. Contributions should be **up to 4.000 words** long, in Times New Roman, letter size 10.

Conference papers will be published in **IRDO Proceedings** on CD, abstracts in hard copies (with CIP, ISBN/ISSN).

#### 5. Selection of submitted contributions:

Abstracts and papers will be accepted or refused after a double blind review.

Accepted papers will be sorted in two groups:

- Papers with 20 min oral presentation with ppt and 10 min discussion;
- Papers with 5 min oral presentation and posters for group discussion, based on exhibited posters.

#### 6. Methods, used at conference:

We will give priority to discussions and limit the number of traditional lectures. The Open Space Method will also be used. Official language at the Conference is English.

#### 7. Deadlines:

- **10 December 2009** – abstracts in English (and Slovene, if possible);
- **20 December 2009** – information about acceptance;
- **10 February 2010** – final papers in English;
- **25 February 2010** – information about the conference program;
- **5 March 2010** – submission of ppt presentations and posters;
- **11 & 12 March** – Conference in Maribor, Slovenia.

#### 8. Registration:

**The conference fee for authors of accepted contributions will be reduced to 75% of Conference fee (from 190,00 EUR to 142,50 EUR + VAT).** Doctoral students (authors of Papers) and IRDO Institute members have 50% discount on conference fee (from 190,00 EUR to 95,00 EUR + VAT).

Registration fee for authors should be paid on organizer account in 8th days after pre-invoice issuing, which will be sent to authors latest till 20<sup>th</sup> of February 2010. Authors and participants should make their own accommodation arrangements. More information: <http://www.maribor-tourism.si/slo/prenocisca/prenocisca.asp>.

#### 9. Foreseen participants and speakers at the 5th IRDO Conference:

- Heads and staff of natural environment offices in businesses, governmental, public, and non-governmental organizations;
- Technology, marketing, human resources and other experts and students
- Scientists and researchers;
- Journalists and other public opinion makers;
- And other interested individuals.

#### 10. Conference boards:

### Program committee:

- **Ddr. Matjaž Mulej**, *Prof. Emeritus, University of Maribor, Faculty of Economics and Business, and IRDO, head of the conference program board, of the IRDO Expert committee and IRDO research unit;*
- **Magdalena Tovornik**, *senior adviser to president of Slovenia about political affairs and member of the IRDO Expert committee;*
- **Franc Hočevar**, *M.A., adviser to president of Slovenia about medical and social care and humanitarian issues;*
- **Metka Štoka Debevec**, *coordinator of the inter-sectorial working group for social responsibility, the Slovenian Ministry of work, family, and social affairs;*
- **Dr. Mirjam Galičič**, *Institute of the Republic of Slovenia for Nature Conservation, acting manager*
- **Dr. Darij Krajčič**, **Assoc. Prof.** *general manager of Environment Directorate, Ministry of the Environment and Spatial Planning, Slovenia*
- **Prof. Dr. Mihael J. Toman**, *Biotechnical Faculty, University of Ljubljana, Slovenia*
- **Dr. Gerald Steiner**, *Assoc. Prof., Karl-Franzens University Graz, Austria;*
- **Dr. Filippina Risopoulos**, *Karl-Franzens University Graz, Austria;*
- **Prof. Dr. Roger Haw**, *Ansted University, British Virgin Islands, and Malaysia;*
- **Dr. Helmut Loeckenhoff**, *Independent researcher, Germany*
- **Dr. Michael Schaller**, *Sustainable University, Graz, Austria*
- **Dr. Robert Dyck**, *Prof. Emeritus, Virginia Tech University, Blackburg, VA, USA*
- **Dr. Mark Esposito**, *Assoc. Prof., Director of the MIB Program & Professor of Management & Behavior, Grenoble School of Business, Dean of Research & Professor of Management, Swiss Management Center*
- **Dr. Nadya Zhexembayeva**, *Vice-President of the UN Global Compact Slovenia and professor of sustainable development at the IEDC - Bled School of Management*
- **Dr. Boštjan Kos**, *Representative of Ministry of Agriculture, Forestry, and Food*
- **Vida Ogorelec Wagner**, *manager, Umanotera, The Slovenian Foundation for Sustainable Development*

### Organizational board:

- **Aleksandra Podgornik, M.A.**, *manager, Štajerska gospodarska zbornica (Styrian Chamber of Economy), Maribor;*
- **Mateja Kocjan**, *PR manager, Institute of the Republic of Slovenia for Nature Conservation; Nature conservation consultant, Public relations;*
- **Anita Hrast**, *Manager of IRDO Institute, head of the Conference organizational board;*
- **Polona Marinček**, *SSDO PRSS,*
- **Angelca Ademovič**, *Manager of Creditexpress d.o.o. and vice-head of the IRDO Institute board;*
- **Stanko Obradovič**, *Manager of Medis-M d.o.o. and head of the IRDO Institute board;*
- **Vinko Kurent, M.A.**, *vicepresident of Union of Entrepreneurs of Slovenia, Manager of Mikrodata GIS d.o.o., and member of the IRDO Institute experts board.*

**Further information:** available at the conference web site: [www.irdo.si](http://www.irdo.si) or:

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