

# Why Sustainability & Innovation & Entrepreneurship?

**Responsible Management –  
A Global Challenge for the Corporate and Academic World**

**Mag. Violeta Bulc**

[violeta.bulc@vibacom.si](mailto:violeta.bulc@vibacom.si)

[www.violeta.si](http://www.violeta.si)

[www.vibacom.si](http://www.vibacom.si)

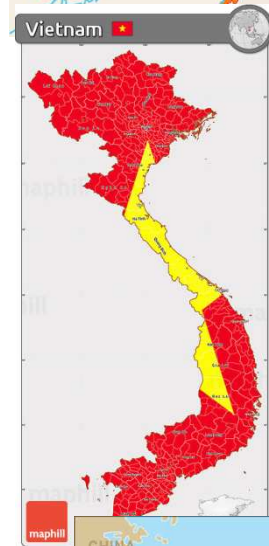
[www.incomovement.eu](http://www.incomovement.eu)

[www.themagicofcontribution.eu](http://www.themagicofcontribution.eu)

PRME Conference & Signatory Act DACH

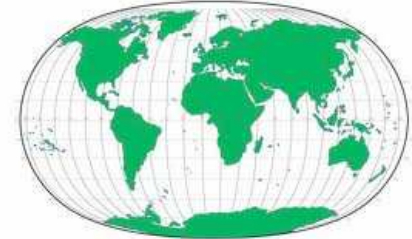
20th - 22nd February, 2014

vibacom

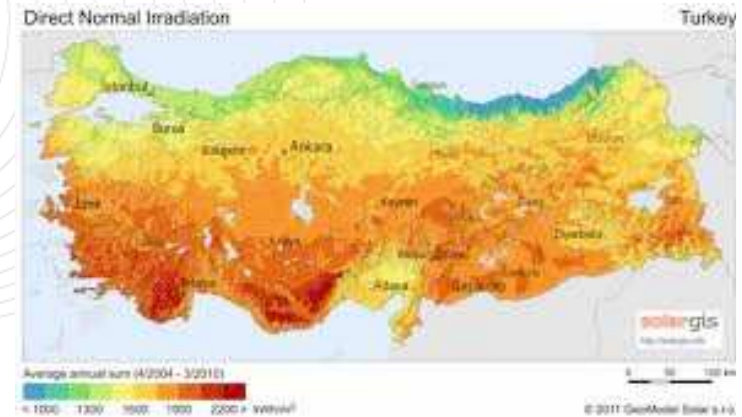


It all started in  
2011/12: Scotland,  
California, Austria,  
Australia, England

**Vibacom in  
2012 - 2014**



Slovenia—  
an intuitive heart  
of Europe  
*for intuitive travel in  
the countryside*







sustainability  
innovation  
social entrepreneurship

**evolution**



# Sustainable Innovation Strategies: the power of the networks

The future of the human race, and our role within the ecosystem of the Planet is at a critical point,

and our involvement an imperative **responsibility** for all beings. It is a matter for our business's and personal social behavior: a matter of our values, our attitudes and actions.

**Innovation** and the philosophy of **sustainability**, together with strategies and resultant outcomes are opening new perspectives on life, they are enabling companies to base their growth and success on their unique competences, perspectives, and markets as recognized by their needs and behaviour. Such an approach to the global economy is giving more and more power to

**horizontal networking**, global interaction, global market niches, new business and

**social modeling**. All these visions are leading to an increased awareness about the potentiality of innovation as the main source for value-creation itself. It is manifest in

technological, organizational and social innovation and supported by **system thinking**,

**system science and an holistic understanding** of business, opportunities, and impacts.



THE KEY WORDS

**EVOLUTION**

**7 FORCES OF CHANGE**

**SUSTAINABILITY**

**SOCIAL ENTREPRENEURSHIP**





individuals

(physical, intellectual,  
emotional, spiritual,  
energy-wise, social)

**involution of**

consciousness  
**evolution of**

systems  
innovation  
organization



**Evolution** is the change in the inherited characteristics of biological populations over successive generations.

Evolutionary processes give rise to diversity at every level of biological organization, including species, individual organisms and molecules such as DNA and proteins. Source: <http://en.wikipedia.org/wiki/Evolution>, June 2013

emergence of a new...

**Civilization** is a society with a high level of cultural and technological development and specifically, a society that has agriculture and a city or territorial state. <http://en.wikipedia.org/wiki/Civilization> , July 2013

**Involution** occurs when something turns in upon itself.

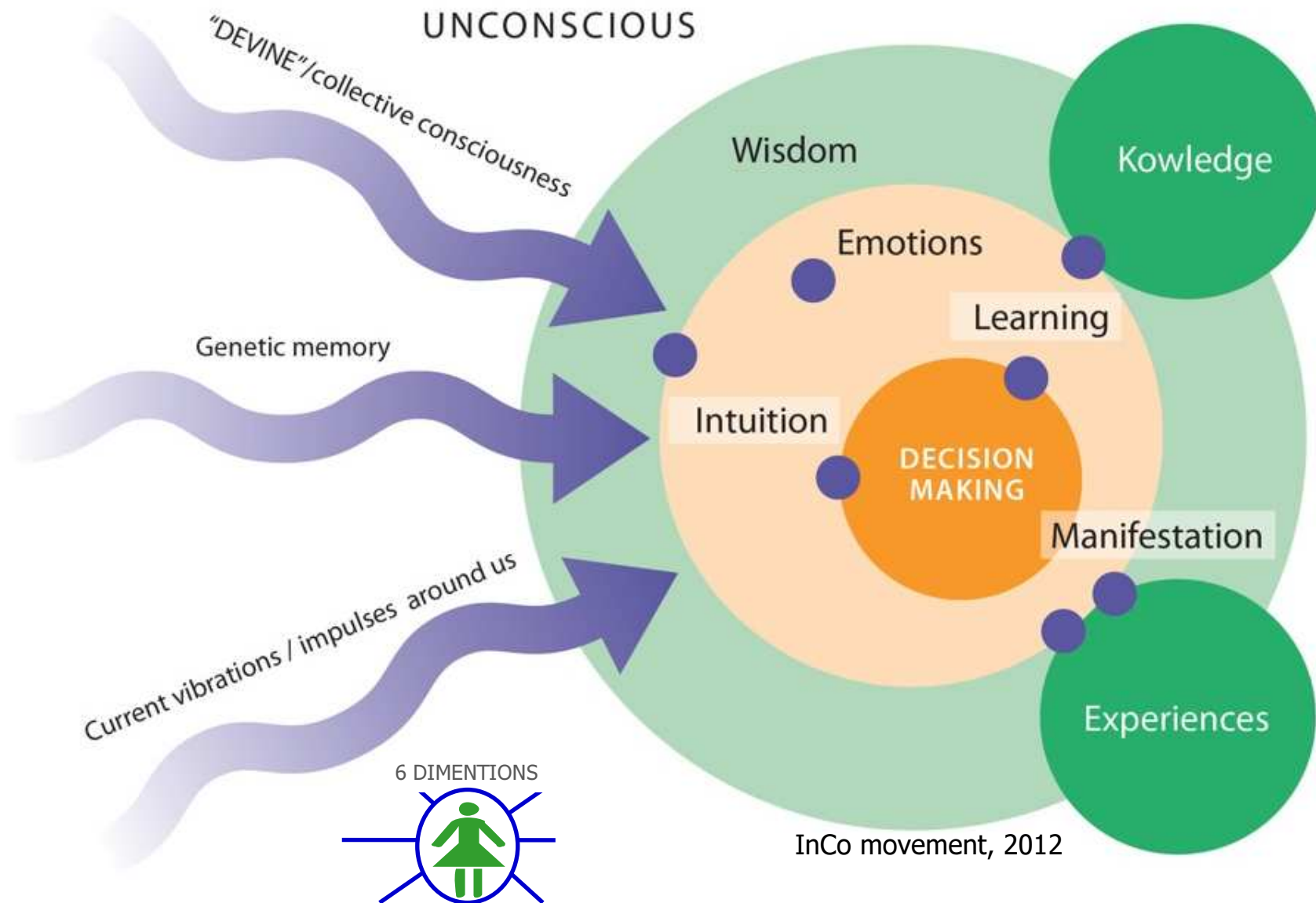
Involution (medicine), the shrinking of an organ (such as the uterus after pregnancy)

Involution (philosophy), a "turning in" on one's self.

Involution (Meher Baba), the inner path of the human soul to the self

Involution algebra, a \*-algebra: an algebra equipped with an involution Source: <http://en.wikipedia.org/wiki/Involution>, June 2013

# Holistic decision making

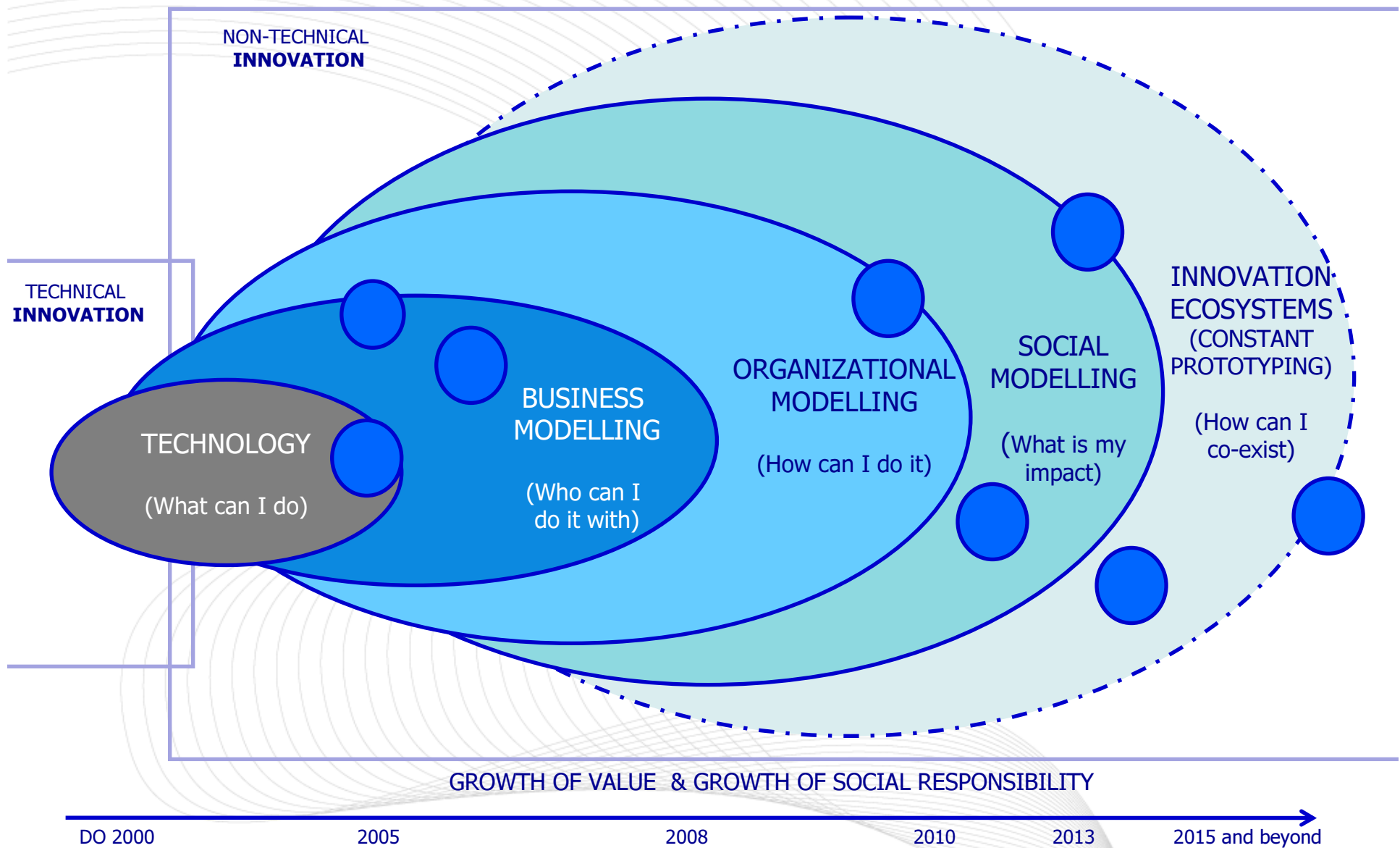




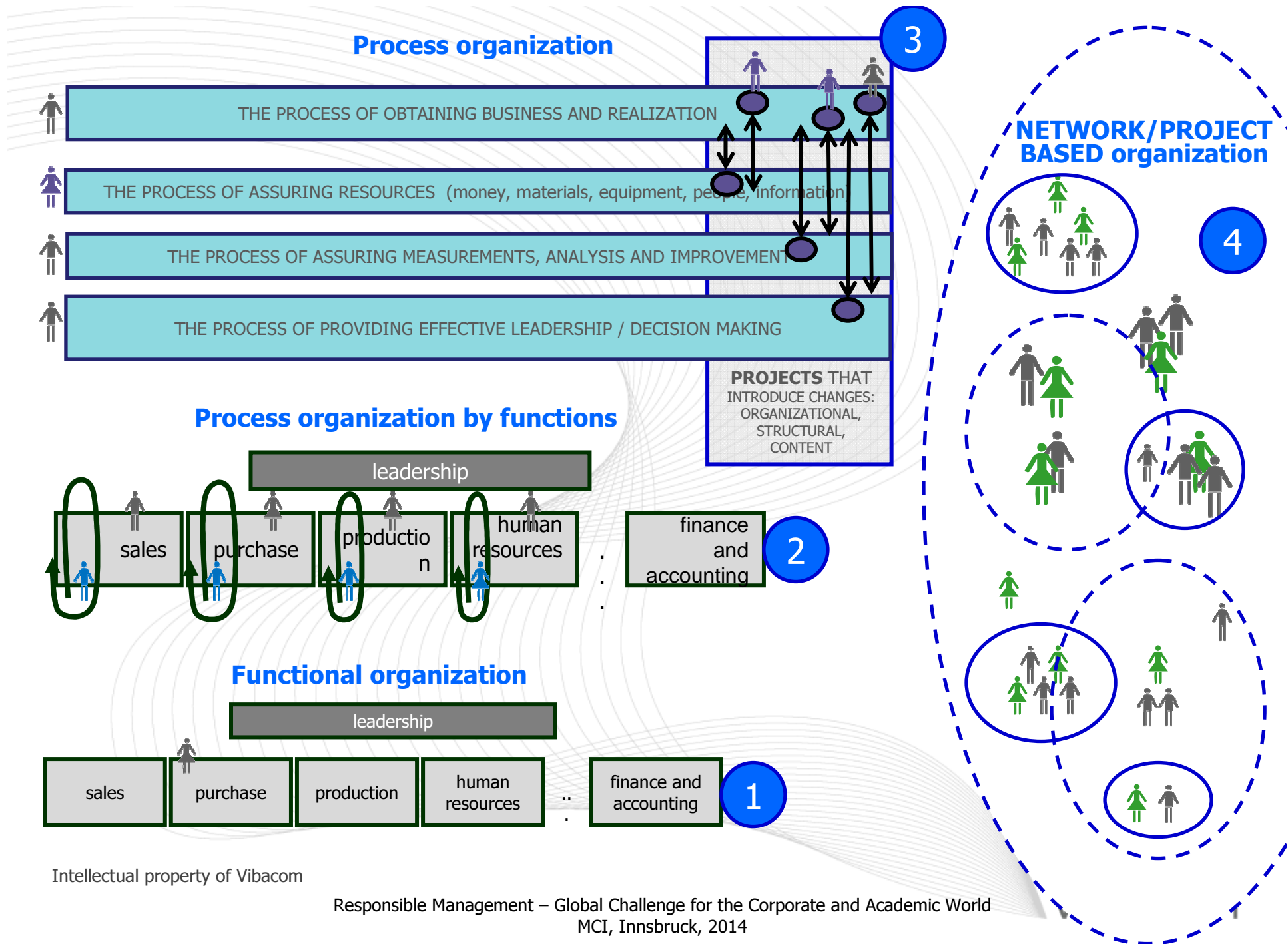
## SYSTEM EVOLUTION

Obedience	Knowledge	Creativity	Unconscious
Working environment	Learning environment	Thinking environment	Self-conscious environment
Productivity	Quality	Innovation	Intuition

\*intellectual property of Vibacom d.o.o.,  
2006







**destructive**



**technology?**

**WiFi**

pollution (Africa)

remote wars

obsessive behaviour (addictions)

anti-social behaviour (social detachment,  
harassment)

TM

Google

NINESIGMA

medicine (diagnosis, anatomy, physiology)

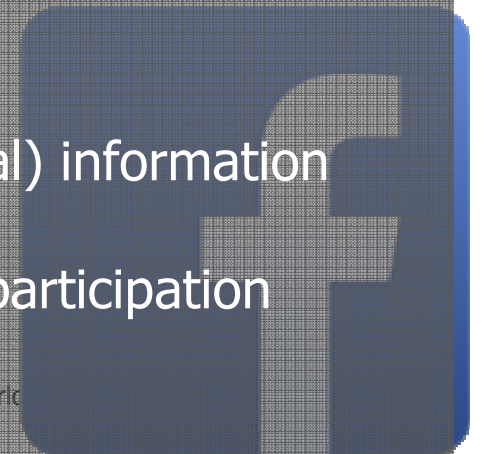
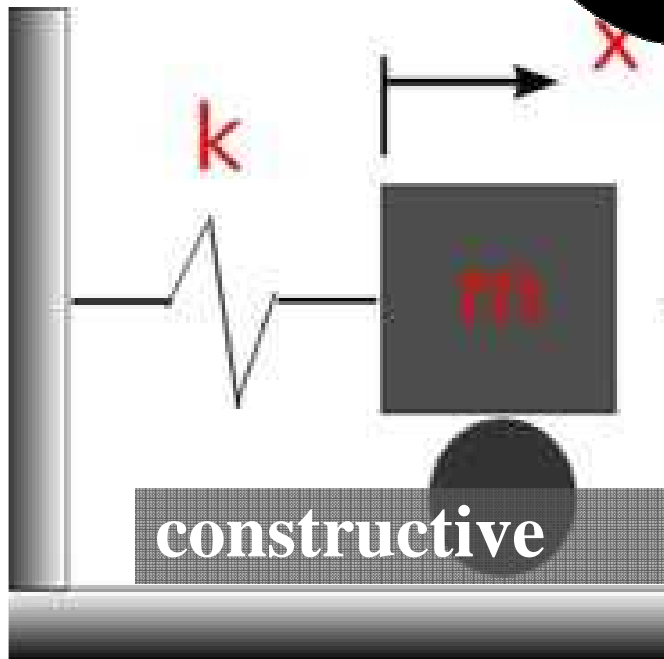
access to (global) knowledge, experiences (at a  
local level)

communication, access to (global) information

cooperation, co-creation, mass participation

(global) communities

**constructive**





A classical painting of two hands, one light-skinned and one dark-skinned, clasped together in a firm grip. The hands are rendered with detailed shading and texture, emphasizing the skin tones and the strength of the grip. The background is a neutral, light brown color.

# 7 forces for change

social responsibility  
social entrepreneurship



from  
chains to  
nets

from linear to  
multi-dimensional  
growth

from  
functions  
to projects

from plans to  
models

7

from green to  
smart

from labour to  
people

from  
analytical to  
systemic





**sustainability  
social entrepreneurship**



**evolution  
involution**





In ecology **sustainability** is how **biological systems endure and remain diverse and productive.**

<http://en.wikipedia.org/wiki/Sustainability> , 20.2.2014

**Sustainable development** is an organizing principle for human life on a **finite planet**. It posits a desirable **future state for human societies** in which living conditions and resource-use meet human needs without undermining the sustainability of natural systems and the environment, **so that future generations may also have their needs met.** Sustainable development ties together concern for the carrying capacity of natural systems with the **social and economic challenges** faced by humanity.

[http://en.wikipedia.org/wiki/Sustainable\\_development](http://en.wikipedia.org/wiki/Sustainable_development) , 20.2.2014





**Social responsibility** is an ethical theory

that an entity, be it an organization or individual, has an

**obligation to act to the benefit society at large.**

Social responsibility is a duty every individual has to perform so as to maintain a balance between the economy and the ecosystems.

[http://en.wikipedia.org/wiki/Social\\_responsibility](http://en.wikipedia.org/wiki/Social_responsibility), 28.1.2014

**Social entrepreneurship** is the process of **pursuing innovative solutions to social problems.** More specifically, social entrepreneurs adopt a mission **to create and sustain social value.** They pursue opportunities to serve this mission, while continuously adapting and learning. They draw upon appropriate thinking in both the **business and nonprofit** worlds and operate in all kinds of organizations: large and small; new and old; religious and secular; nonprofit, for-profit, and hybrid. [http://en.wikipedia.org/wiki/Social\\_entrepreneurship](http://en.wikipedia.org/wiki/Social_entrepreneurship), 28.1.2014





# SUSTAINABILITY

## SOCIAL ENTREPRENEURSHIP

### CASES

BTC (corporate)

Heart of Slovenia (local community)

InCo Movement (civil movement)

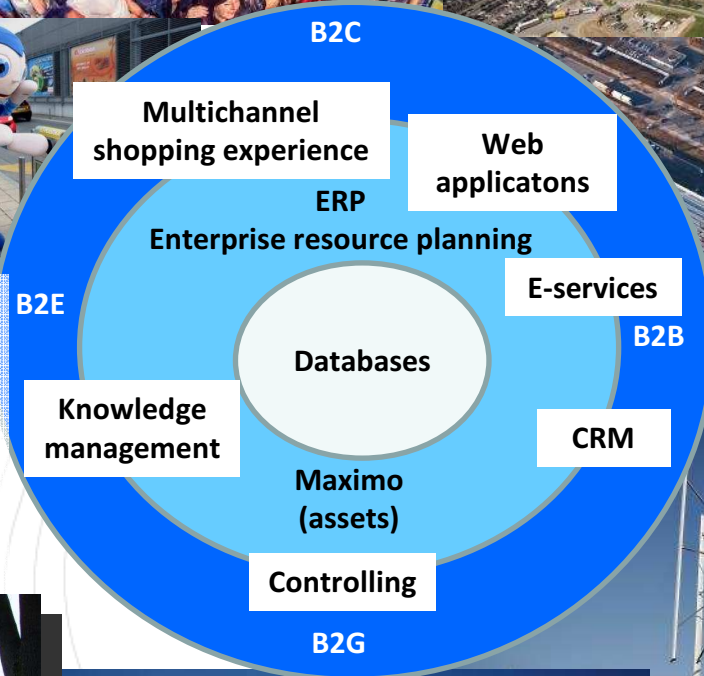
Challenge:Future (global project)





Efficiency of operations  
Value Add  
Capacity Building  
Branding  
Networking  
Co-creation  
**SCR**

[www.btc.si](http://www.btc.si)





20 transnational projects  
11 different programmes  
26 countries, 160 EU partners  
total value of 2.5 mio EUR

**FIELDS OF WORK:**  
Cultural heritage  
Tourism products  
and destinations  
Entrepreneurship...

Self-sufficiency with food:  
connecting 176 farmers  
supplying 69 institutions  
distributed 145,7t of food



over 4,000 entrepreneurial  
advisory services  
over 450 training courses  
over 12,000 participants  
over 700 jobs created



**OD MESTA DO VASI,**  
*od narave do ljudi*

**SRCE SLOVENIJE**

[www.srce-slovenije.si](http://www.srce-slovenije.si)

Srce Slovenije / The Heart of Slovenia

★★★★★ (14 ratings)  
1,178 likes · 177 talking about this · 4,525 were here

**Mobile application**  
[www.e-turist.si](http://www.e-turist.si)

Update Page Info Follow

Likes 1,178 Map Events

550 issued publications  
130 events (so)organised  
4,300 media publications



First caravanning destination in Slovenia  
10 new rest areas for campers  
3 friendly campsites for motorhomes  
70 providers



Local self-sufficiency  
ICT development  
Sustainable mobility  
and transport  
Energy efficiency and  
renewable energy sources  
Active aging  
Intergenerational interaction  
Social responsibility  
Innovation

Cycling guide  
32 different bike routes  
4 types of cycling  
1,448 km total length of bike routes  
100 providers







# www.themagicofcreation.si

View My September 2012 archive on the [Creative Commons](#) website

**Contribution** by Prof. Aleksander Kraljevič: "Kopja je namrečena vsem tistim, ki so se priporočili sodelovati s delavnico čisti na drugačen način... Tko župnik? pravi..." Kopje kaže nekakšno interpretativno močnega in močnega glavnega, v celoti nastajajo v slovesnem prostoru..."

The magic of the right thing - live, 2.10.2013

An interview with Vuketa Babić about the iKaC Book: "The Magic of Contribution" was broadcasted live on the web portal [Otvor.si](#).

The interview is available at <http://www.ineuron.com/en/TheMagicOfContribution/> (or on the [youtube](#)) and some photos in the [photogallery](#)

**THE MAGIC OF CONTRIBUTION**

From inspiration through innovation to invention and beyond,  
inspired by the power of the magic moment

**THE MAGIC OF INVENTION**

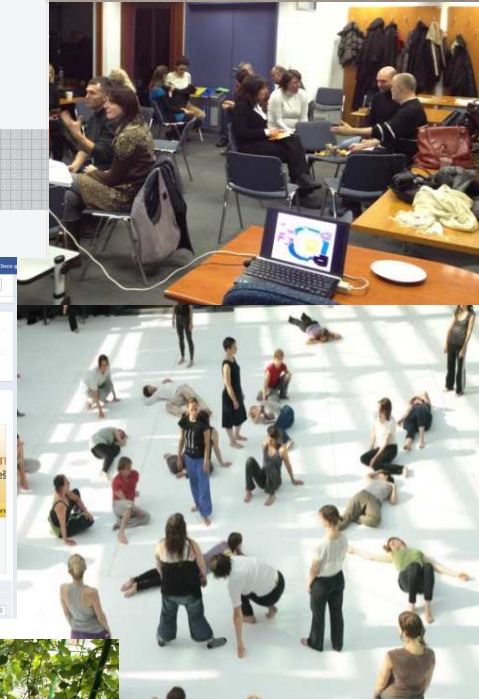
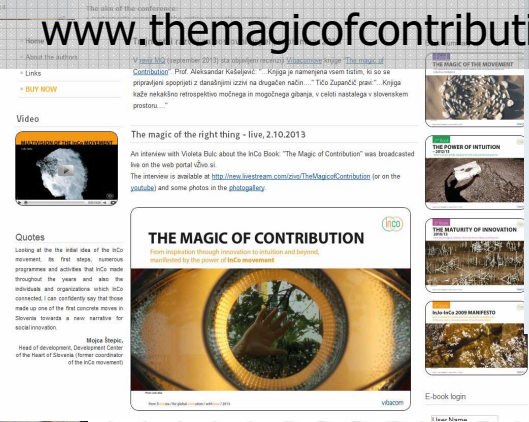
From inspiration through innovation to invention and beyond,  
inspired by the power of the magic moment

**THE MAGIC OF INNOVATION**

From inspiration through innovation to invention and beyond,  
inspired by the power of the magic moment

**THE MAGIC OF INVENTION**

From inspiration through innovation to invention and beyond,  
inspired by the power of the magic moment







36.500  
community  
members

35 challenges  
Until 2014

volunteering  
hours  
210.000

1.469  
innovative  
ideas

270.000  
lives  
impacted

<http://www.challengefuture.org/>



**Latest buzz and hottest news**

Rifat's EqualTo = Impact

Mentorship: Talent Jumpstart Time is coming soon!

Minutes with Jose Antonio Morales!

**weekly hot topic**  
Reading Crisis  
The reading crisis - is it one of the dominant 21st century phenomenon? Join discussions here!

**tip of the week**  
Ready to share your best story of failure in the year 2013?  
Take a look at these tips to help you dive in the latest C/F Quick Expert Challenge!

**last tweet #challengefuture**  
Loading tweets...

**C/F Summit**

Challenge Future Summit 2013

**C/F Events**

Most Innovative School 2013

**C/F Chapters**

Rifat's EqualTo = Impact

**comments**

Rifat Sagar commented  
Thank you Hiral CF is my...

Hina Hazrat commented  
Inspiring... Well done Rifat and...

eliametia letshelp commented  
looking forward to the program

**forum**



TEAM STATUS

Team complete

Need some **HELP?**

Up Initiative (GUI) and Sustainable Living Lab (SL2). All 3 members of the team have worked closely with SL2 through organizing school workshops and helped facilitate juveniles who use the SL2 workshop to complete their community service order. During their time at the village, they also participate in farming, communal cooking and maintenance every weekend along with other passionate volunteers.

Melanie is a second year Political Science student at Singapore Management University from Malaysia. She hopes that one day she can study social science modules with practical applications through design and even engineering. Siddharth is a third year Mechanical Engineering student at National University of Singapore. After attending the HEAL practicum organized by Sustainable Living Lab, Siddharth believes that he can become a humanitarian engineer who can help resolve many food security issues that affect the poor the most. Amrullah is about to start his education at the liberal arts program at NUS-Yale College. As a local Singaporean, he draws inspiration from the cultural diversity around him to create social media designs.

The three of us have many different interests and backgrounds, but we all share the same vision that one day that the future education system creates visionaries who will be courageous enough to create the change needed to save our world.

#### Members



Siddharth Rajgopalan  
→ CREATOR →  
22 years  
National University  
Singapore  
Singapore



Melanie Tan  
22 years  
Singapore  
Management University  
Singapore



Muhammad Amrullah Bin Zainal Abidin  
22 years  
Yale-NUS College  
Singapore



Sweta Shah

Congratulations!!

17th August, 2013 @ 8:50 AM CEST



shibam sarbswa

well done guys....!!  
best of luck... :)

9th June, 2013 @ 4:54 PM CEST



Muhammad Amrullah Bin Zainal Abidin

Dear supporters and judges, from the bottom of our hearts our team would love to thank you for the great support. Thank you Abror, Muhammad Ali, Jovana, Apoorva, Branko great comments and thank you to the judges for making this a dream to all of us. Do touch, my email is [runeorion@gmail.com](mailto:runeorion@gmail.com) and my skype id is muhammadrullah and I war your ideas and let's collaborate to make the world a better place!

20th May, 2013 @ 11:55 AM CEST



Branko Rumenović

All the best, vote for you

12th May, 2013 @ 9:10 AM CEST



Apoorva Jain

Great presentation.  
Pl have a look at our idea too in diff challenge  
<http://www.challengefuture.org/teams/1732>

9th May, 2013 @ 8:09 AM CEST



A large, light-colored rock with a dark shadow cast on the water. The rock is rectangular and has some darker spots on its surface. The shadow is long and dark, extending from the rock towards the bottom left. The water is dark and textured with ripples.

It is our personal  
responsibility  
to see beyond...

by Lado jakša



**DANKE!**

[violeta.bulc@vibacom.si](mailto:violeta.bulc@vibacom.si)

[www.violeta.si](http://www.violeta.si)

[www.vibacom.si](http://www.vibacom.si)

[www.incomovement.eu](http://www.incomovement.eu)

[www.themagicofcontribution.si](http://www.themagicofcontribution.si)

[www.sunofart.net](http://www.sunofart.net)

