

Information for media!

HORUS 2012

Receivers of the Slovenian 'Social Responsibility Award' HORUS 2012 are known

The HORUS 2012 award was granted to: UniCredit Banka Slovenija d.d., Mariborski vodovod, javno podjetje, d.d., and Zobozdravstveni center Alfa Dental d.o.o. A special recognition and award was granted Barbara Antolič from Croatia, a special recognition to Borut Meršak (Slovakia), after death a special recognition to Jože Kastelic (Canada). Special recognitions were also received by Anton Komat, Slovenian Consumers Union, Association Novi Paradoks and all those inhabitants of Slovenia, who are aware of their personal and social responsibility.

(Maribor, 4 December 2012) IRDO – Institute for development of social responsibility and PRSS – Slovenian Public Relations Association, under honorary auspices of the President of the Republic of Slovenia Dr. Danilo Türk, and in partnership with numerous professional-interest organizations, announced on 4 December 2012, in Kazino Hall of SNG Maribor, receivers of the Slovenian 'Social Responsibility Award' HORUS 2012. Among enterprises HORUS 2012 award was granted to: among the micro and small ones: Zobozdravstveni center Alfa Dental d.o.o., among the mid-sized ones: Mariborski vodovod, javno podjetje d.d., and among the big ones: UniCredit Banka Slovenija d.d. As a part of the HORUS award, the celebration included special recognitions, too. A special recognition and award for an entrepreneur with Slovenian roots working abroad was granted to Barbara Antolič (Dom Sveta Ana, Croatia), a special recognition to Borut Meršak (Slovakia), after death a special recognition to Jože Kastelic (J. Kastelic Limited, Toronto, Canada). A general special recognition was also received by the association Novi Paradoks, Slovenian association for quality of life, Slovenian Consumers Union, and Anton Komat. The assessment commission of HORUS 2012 granted a special recognition to those inhabitants of Slovenia, who are aware of their personal and social responsibility.

»Like in the previous years, the results of assessment in this year show that the Horus candidates are already introducing innovative approaches concerning the social responsibility, they are planning their activities well, and are creating an equilibrium in their relations to their employees, buyers, environment, and broader society. Their practices are extremely interesting and educative, exchange of opinions and suggestions in the framework of the Horus Award, they can upgrade their practices even more efficiently,« said M.A. Franc Hočevar, head of the assessment commission of the Horus 2012 about the listed candidates. Assessment took place in two un-linked rounds; holistic approaches to social responsibility were exposed, and so were their projects, activities, and monitoring of effects; there were 33 independent assessors.

The finalists of the HORUS 2012 Award include all enterprises who received 51% of all possible points in the first assessment round. Among the big enterprises these are: **IBM Slovenija** d.o.o., **Ljubljanske mlekarne** d.d., **Tuš Holding** d.o.o., **UniCredit Banka Slovenija** d.d., and **Zavarovalnica Triglav** d.d., among the mid-size ones: **Butan plin** d.d., and **Mariborski vodovod**, javno podjetje d.d., and among the small ones: **Zobozdravstveni center Alfa Dental** d.o.o. Finalists in the category Entrepreneur with Slovenian roots working abroad include: **Barbara Antolič**, Dom Sveta Ana (Croatia), **Borut Meršak**, Kovintrade Bratislava s.r.o. (Slovakia), and **Jože Kastelic**, J. Kastelic Limited, Toronto (Canada), who was granted this recognition after death. Candidates and receivers of the general special recognition are: **Novi Paradoks**, Slovenian association for quality of life, **Slovenian Consumers Union**, and **Anton Komat**.



»There is a permanently increasing number of individuals, organizations, enterprises, and institutions who care for the future of our country, our planet and all its inhabitants of today and tomorrow. I wish that there will be in future even more persons who respect the importance of solidarity, implement it in practice, and educate the coming generations for it. I wish to see strengthening of the virtues, personal and social responsibility, in order to thus create a better future. I cordially congratulate all awardees and receivers of recognitions of Horus 2012. I also cordially congratulate all inhabitants of Slovenia who care for our future and are peacefully active for honesty in all topics of our life«; this is what the President of the Republic of Slovenia and honorary patron of the HORUS award dr. Danilo Türk wrote in the foreword of the Book about the finalists of Horus 2012. The book is available for free at www.horus.si.

In 2012, the assessment took place in two rounds; assessors formed several subgroups. The Horus 2012 assessors in the 1 round of assessment came from its organizers, supportive partners, professional and other public circles): the big enterprises were assessed by – Ass. Prof. Dr. Jernej Belak, Barbara Pavlin, Lidija Novak, Prof. Dr. Roberto Biloslavo, and Davor Jakulin; the small and mid-size ones by: Jože Gornik, Aleš Kranjc Kušlan, Maja Rečnik, M.A. Petra Lesjak Tušek, M.A. Alenka Marovt, Robert Herbec; Slovenians abroad and general recognitions candidates by: dr. Zvone Žigon, Karidia Toure Zagrajšek, Mirjana Mladič, Tatjana Šeneker, and Polona Marinček. In the second round candidates were assessed – in the category of big enterprises by: Tatjana Novak, Drago Kos, M.A. Ajša Vodnik, Prof. Dr. Jožica Knez Riedl, M.A. Janko Burgar, M.A. Natalija Postružnik, Jože Smole; in the one of the small and mid-size ones: Jana Petkovšek Štakul, dr. Mirjam Galičič, Prof. Emer. DDr. Matjaž Mulej, M.A. Aleksandra Podgornik, and Assoc. Prof. Dr. Urša Golob Podnar; in the category of special recognitions Ass. Prof. Dr. Boris Jesih, Lidija Kramar, Alenka Jakomin, Dr. Breda Mulec, and Mojca Markizeti.

The Horus award is a part of the national strategy of awareness-building aimed to increase social responsibility, which is implemented by several professional-interest associations in cooperation with the IRDO Institute for development of social responsibility and PRSS – Public relations society of Slovenia. These two organizers enjoy support to Horus award from even 19 partner organizations and patrons: The American Chamber of Economy, Marketing association of Slovenia, Slovenian foundation for Business Excellence, Slovenian UN association for sustainable development, Slovenian association of NGO managers, Styrian Chamber of Economy, Employers' association of Slovenia, Association Manager, Government of RS Office for Slovenians abroad, Association of journalists of Slovenia, LSPR – London school for public relations, Network for social responsibility of Slovenia, Public agency for entrepreneurship and foreign investment of RS. Media partners of the Horus Award 2012 are: Večer, journals and publishing enterprise, d.d., Pravna praksa, TSmedia, d. o. o., med.over.net, and www.slovinci.si. Clipping Partner is Press Clipping d.o.o. Partners of the celebration are: Slovenian national theater Maribor, Office of government of RS for Slovenians abroad, and the Laško Group. The Horus award enjoys honorary auspices of Dr. Danilo Türk, president of the Republic of Slovenia.

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Sporočilo za medije!

HORUS 2012

Znani so prejemniki Slovenske nagrade za družbeno odgovornost HORUS 2012

Nagrajenci HORUS 2012 so: UniCredit Banka Slovenija d.d., Mariborski vodovod, javno podjetje, d.d. in Zobozdravstveni center Alfa Dental d.o.o. Posebno priznanje in nagrado je prejela Barbara Antolič iz Hrvaške, posebno priznanje je prejel Borut Meršak (Slovaška), posthumno priznanje pa gre Jožetu Kastelicu. Posebna priznanja so prejeli še Anton Komat, Zveza Potrošnikov Slovenije, Društvo novi Paradoks in tisti prebivalci Slovenije, ki se zavedajo svoje osebne in družbene odgovornosti.

(Maribor, 4. december 2012) IRDO – Inštitut za razvoj družbene odgovornosti in PRSS – Slovensko društvo za odnose z javnostmi, pod častnim pokroviteljstvom predsednika RS dr. Danila Türka in v partnerskem sodelovanju s številnimi strokovno – interesnimi organizacijami, sta danes, 4. decembra 2012, v Kazinski dvorani SNG Maribor, razglasila prejemnike Slovenske nagrade za družbeno odgovornost HORUS 2012. V kategoriji podjetja so nagrado HORUS 2012 prejeli: mikro-majhna podjetja: Zobozdravstveni center Alfa Dental d.o.o., srednje velika podjetja: Mariborski vodovod, javno podjetje d.d. in velika podjetja: UniCredit Banka Slovenija d.d. V okviru nagrade HORUS so bila na prireditvi podeljena tudi posebna priznanja. Posebno priznanje in nagrado za Podjetnico s slovenskimi koreninami, ki deluje v zamejstvu oz. po svetu je prejela Barbara Antolič (Dom Sveta Ana, Hrvaška), posebno priznanje je prejel Borut Meršak (Slovaška), posthumno priznanje gre Jožetu Kastelicu (J. Kastelic Limited, Toronto, Kanada). Splošno posebno priznanje so prejeli še društvo Novi Paradoks, Slovensko društvo za kakovost življenja, Zveza Potrošnikov Slovenije in Anton Komat. Ocenjevalna komisija HORUS 2012 je podelila še posebno priznanje tistim prebivalcem Slovenije, ki se zavedajo svoje osebne in družbene odgovornosti.

»Tako kot v minulih letih tudi rezultati letošnjega ocenjevanja kažejo, da kandidati že uvajajo inovativne pristope na področju družbene odgovornosti, da dobro načrtujejo svoje aktivnosti in da ustvarjajo uravnotežen odnos tako do zaposlenih, kot do kupcev in okolja ter širše skupnosti. Njihove prakse so izredno zanimive in poučne, z izmenjavo mnenj in predlogov, v okviru nagrade Horus, pa jih lahko še učinkoviteje nadgradijo,« je o prijavljenih kandidatih povedal mag. Franc Hočevar, predsednik ocenjevalne komisije za nagrado Horus 2012. Ocenjevanje je potekalo v dveh ločenih krogih, poudarek je bil dan celovitim pristopom k družbeni odgovornosti, njihovim projektom, aktivnostim ter spremljanju učinkov, ocenjevalo pa je 33 neodvisnih strokovnjakov.

Med finaliste nagrade HORUS 2012 so se uvrstila vsa podjetja, ki so dosegla vsaj 51% vseh možnih točk v prvem krogu ocenjevanja. V kategoriji velikih podjetij so se v drugi krog ocenjevanja uvrstili: **IBM Slovenija** d.o.o., **Ljubljanske mlekarne** d.d., **Tuš Holding** d.o.o., **UniCredit Banka Slovenija** d.d. in **Zavarovalnica Triglav** d.d., v kategoriji srednje velikih podjetij: **Butan plin** d.d. in **Mariborski vodovod**, javno podjetje d.d. in v kategoriji majhnih podjetij: **Zobozdravstveni center Alfa Dental** d.o.o. Za posebno priznanje - Podjetnik s slovenskimi koreninami, ki deluje v zamejstvu oz. po svetu so bili finalisti: **Barbara Antolič**, Dom Sveta Ana (Hrvaška), **Borut Meršak**, Kovintrade Bratislava s.r.o. (Slovaška) in **Jože Kastelic**, J. Kastelic Limited, Toronto (Kanada). Slednjemu je bilo podeljeno posthumno priznanje. Za splošno posebno priznanje pa so se potegovali in ga tudi prejeli: **Novi Paradoks**, Slovensko društvo za kakovost življenja, **Zveza potrošnikov Slovenije** in **Anton Komat**.

»Vedno več je posameznikov, organizacij in podjetij, ustanov, ki jim ni vseeno za prihodnost naše države, našega planeta in vseh njegovih prebivalcev, tako sedanjih, kot prihodnjih. Želim si, da bi v prihodnje bilo še več tistih, ki bi spoštovali pomen solidarnosti, jo udeleževali v praksi in jo privzgojili prihodnjim rodovom. Želim si, da bi krepili pozitivne vrednote in osebno ter družbeno odgovornost ter tako skupaj ustvarjali boljšo prihodnost. Vsem nagrajencem in prejemnikom priznanj HORUS 2012 iskreno čestitam. Iskreno čestitam tudi vsem tistim prebivalcem Slovenije, ki vam je mar za našo prihodnost in ki si aktivno in mirno prizadevate za pošteno ravnanje na vseh področjih našega življenja«, je v uvodniku k Zborniku finalistov Horus 2012, ki je brezplačno dostopen na spletnem mestu www.horus.si, zapisal predsednik RS in častni pokrovitelj nagrade HORUS dr. Danilo Türk.

Letošnje ocenjevanje je potekalo v dveh krogih ocenjevanja, ocenjevalci so bili razdeljeni v več podskupin. Člani ocenjevalne komisije nagrade Horus 2012 v 1. krogu ocenjevanja (iz vrst organizatorjev, podpornih partnerjev projekta, strokovne in drugih javnosti) so bili: velika podjetja – doc. dr. Jernej Belak, Barbara Pavlin, Lidija Novak, dr. Roberto Biloslavo in Davor Jakulin; majhna in srednje velika podjetja: Jože Gornik, Aleš Kranjc Kušlan, Maja Rečnik, mag. Petra Lesjak Tušek, mag. Alenka Marovt, Robert Hernec; Slovenci v zamejstvu in po svetu in splošna priznanja: dr. Zvone Žigon, Karidia Toure Zagrajšek, Mirjana Mladič, Tatjana Šeneker in Polona Marinček. V drugem krogu ocenjevanja so kandidate ocenjevali, v kategoriji velika podjetja: Tatjana Novak, Drago Kos, mag. Ajša Vodnik, dr. Jožica Knez Riedl, mag. Janko Burgar, mag. Natalija Postružnik, Jože Smole; majhna in srednje velika podjetja: Jana Petkovšek Štakul, dr. Mirjam Galičič, zasl. prof. ddr. Matjaž Mulej, mag. Aleksandra Podgornik in izr. prof. dr. Urša Golob Podnar ter v kategoriji posebna priznanja doc. dr. Boris Jesih, Lidija Kramar, Alenka Jakomin, dr. Breda Mulec in Mojca Markizeti.

Nagrada Horus je del nacionalne strategije osveščanja za več družbene odgovornosti, ki jo na ta način izvajajo številna strokovno-interesna združenja v sodelovanju z Inštitutom za razvoj družbene odgovornosti - IRDO in PRSS - Slovenskim društvom za odnose z javnostmi. Skupaj s tema organizatorjema, letos nagrado Horus podpira kar 19 partnerskih organizacij in pokroviteljev: Ameriška gospodarska zbornica, Društvo za marketing Slovenije, Slovenska fundacija za poslovno odličnost, Slovensko združenje ZN za trajnostni razvoj, Slovensko združenje managerk in managerjev nevladnih organizacij, Štajerska gospodarska zbornica, Združenje delodajalcev Slovenije, Združenje Manager, Urad Vlade RS za Slovence v zamejstvu in po svetu, Društvo novinarjev Slovenije, LSPR - Londonska šola za odnose z javnostmi, Mreža za družbeno odgovornost Slovenije, Javna agencija RS za podjetništvo in tuje investicije. Medijski partnerji nagrade Horus 2012 so: Večer, časopisno založniško podjetje, d.d., Pravna praksa, TSmedia, d. o. o., med.over.net in www.slovinci.si. Partner klipinga je Press Clipping d.o.o. Partnerji podelitve so bili: Slovensko narodno gledališče Maribor, Urad Vlade RS za Slovence v zamejstvu in po svetu in Skupina Laško. Častni pokrovitelj nagrade Horus je dr. Danilo Türk, predsednik Republike Slovenije.

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