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Zg. Medosi, Korte, Slovenia, March 2011

## The Individual Social Responsibility

The presentation “The Individual Social Responsibility”<sup>1</sup> has been prepared for presentation at National Research University, Moscow State University of Civil Engineering, for Eight International and Tenth Russian Scientific and Practical Conference Dedicated to the 90<sup>th</sup> Anniversary of Moscow State University of Civil Engineering, “Research of Modern Social and Economic Problems of Urban Development and Architecture”, April 19 – 21, 2011, and written by Prof. Dr. Timi Ecimovic.

### The Foreword

Philosophy of sustainable future of mankind is the search for knowledge and understanding of the nature and meaning of the universe and life. Now days not in practice or forgotten quality of human life – INDIVIDUAL SOCIAL RESPONSIBILITY could be part of the answer for sustainable future of Mankind.

“We may learn and research the *past*, we can see and understand the *present*, but predicting the *future* leads to nowhere”. The future is unpredictable. (Ecimovic, 1997).

Unfortunate are baby, child, adult whose mother, did not teach him that the learning is best ability and is best quality of humans (Ecimovic 2011).

Present global social order, life style, education, ethics and daily practice of globalisation age of humans needs to undergo a fundamental renewal to meet the needs of the life in the third millennium.

**The sustainable future of mankind<sup>2</sup> or harmony of our civilization with the nature of the planet Earth is an option for mankind to survive approaching impact of the climate change system and present societal crisis at the biosphere of the planet Earth, and global human society.**

The sustainable future of mankind is a most complex challenge for humans at Globalization Age.

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<sup>1</sup> The presentation of “The Individual Social Responsibility” is in line with the third book on “The Sustainable Future of Mankind - III”, Ecimovic at all, ISBN 978-961-92786-2-8, 2010, digital edition and as Kindle edition on Amazon.com. It is short resume of past, present, and future worked in co-operation with many excellent researchers world-wide.

<sup>2</sup> The sustainable future of mankind was discussed at the scientific trilogy »The Sustainable Future of Mankind«, Ecimovic at all, 2006, 2007 and 2010 displayed at: [www.institut-climatechange.si](http://www.institut-climatechange.si) .

## **The Abstract**

The presentation is a contemporary sciences approach to the present at the Globalization age. The present civilization or our mankind is facing the largest complex societal crisis, which is also closely inter-related with the impact of the climate change system or evolving planet Earth Biosphere »crisis«. The impact of the climate change system may in the long run change: biology, geography and living conditions within the biosphere, from suitable ones of the last 12.000 years, to environment not suitable for Homo sapiens to exist. The corporate and individual social responsibility is a part of our society with much more importance as we are thinking in the past and at present. The possibility for survival is closely connected with social technology/technique of the »Sustainable Future of Mankind« or harmony of our civilization with the Nature of the planet Earth<sup>3</sup>. The individual social responsibility will have to play a more important part in future, for coming generations and new great achievements of our civilization to overcome the crisis of living conditions within the biosphere of the planet Earth and present credit, energy, drinking water, and food crisis of our global society.

## **Key words:**

Sustainable Development; Sustainable Future; Individual Social Responsibility – ISR; The climate change system impact, energy, drinking water, food, credit and social crisis; Present Mankind Civilization; system thinking, requisite holism, social and societal technologies; The Nature of the planet Earth; Globalization; Leadership; World Government; Provisional World Parliament; and Constitution of the Earth Federation.

## **The Introduction**

Ending of the year 2008 opened new horizons for heavy crisis situations of present global mankind civilization. Because of poor leadership of USA in 2000 – 2008 not only USA society but also the whole global society is facing serious social crisis.<sup>4</sup> Multiple resources and societal crisis is entering an age of the climate change system and its impact as a crisis at the Biosphere, which is adding to the complexity of the situation in 2009. By 2011 we are facing and witnessing mass opposition to political leaders of number of countries as complex societal problem due to lack of individual social responsibility of common people and politicians as well.

The scenario of USA and the global mankind society entering globalization age or the energy, drinking water, food, credit and societal crisis has been excellently elaborated and presented at Global Future Analysis 2008 by Planck Foundation, [www.planck.org](http://www.planck.org) and the second presentation Global Resources Analysis draft version 2008 by Induscorp.nl at [volume1@induscorp.nl](mailto:volume1@induscorp.nl). Both analyses were managed by excellent researchers' teams. The brilliant social scientists have been dealing with mankind and its mankind-centric thinking. The teams' complex system thinking and their co-operation with nature scientists enabled a more complex but more truthful analysis.

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<sup>3</sup> Please see: Ecimovic et al: The Scientific Trilogy "The Sustainable Future of Mankind", displayed at [www.institut-climatechange.si](http://www.institut-climatechange.si) .

<sup>4</sup> Please see: Planck Foundation ([www.planck.org](http://www.planck.org) ): Global Future Analysis, 2008, ISBN 978-94-6012-001-5, and Global Resources Analysis by Induscorp, NL; e-mail: [volume1@induscorp.nl](mailto:volume1@induscorp.nl)

Actually, what is the missing part has been the nature and climate change system's impact and changes in the biosphere, which are going to have broad impact on the present living conditions and the natural environment for all creatures living on the planet Earth.

The group of enthusiastic philanthropist many years ago commenced ever lasting path of global human society leadership on direct democracy basis by The World Parliament, The Constitution of the Earth Federation, and The World Government.

## **The Discussion**

### **The issue of the individual social responsibility**

The history of mankind has been approximately 200.000 years. Discussing social creatures in the Nature of the planet Earth it is clear that mankind history is one of short ones. Longer history has social creatures like: ants, termites, many insects and be, and other animals and plants.

Human sciences have been very much developed towards knowing problems of humans and mostly neglecting the Nature. Out of many social creatures in the Nature be and be-keeping has been well researched.

The Nature with adequate environment or living space and quality of the creature assisted with genetic code and reproduction abilities is making survival of the species. During long history of the planet Earth many social creatures have been evolved and many of them survived up to present, but also unknown number of them has been extinct for ever.

One of important qualities inherited from the Nature from evolvment of each and one known species onward is *individual social responsibility*<sup>5</sup>. It is living quality which allows species long survival. In case of humans it has been present for long time, but with evolvment of urban civilization of recent time and somehow within life of modern Homo sapiens ("Homo urbanus"<sup>6</sup> Ecimovic 2006 and "Homo slumus"<sup>7</sup> Ecimovic 2009) from 18<sup>th</sup> century onward it has been lost and forgotten.

During the 20<sup>th</sup> century research and development has changed many qualities of human behaviour. In second half of 20<sup>th</sup> century the intensive urbanization and human reproduction explosion put global mankind community at the position of large gap between the Nature and living style of present humans.

"The Individual Social Responsibility" is a part of the Nature and could be defined as: ***The individual social responsibility from the natural sciences view point is ability of living creatures to respond to the living environmental qualities and needs for continuum of the creature and species.***

At present responsibility as "Corporate and Individual Social Responsibility C&ISR" is a part of the mankind economic environment. Countless number of words and pages has been presented on the topic of C&ISC and all of them include economic meaning.

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<sup>5</sup> »The Individual Social Responsibility« as part of the nature should be understood as part of the whole creature with abilities for survival on long term basis.

<sup>6</sup> »Homo urbanus« representative of Homo sapiens who is living in the urban environment.

<sup>7</sup> »Homo slumus« representative of Homo sapiens who is living in the slums of the urban environment.

The natural individual social responsibility as part of the natural sciences needs to be established. Rebirth of forgotten quality of humans is badly needed for long term survival under changed environmental/living conditions within the biosphere of the planet Earth.

Individual representative of Homo sapiens with individual social responsibility learned from mother, school and life will try to be in harmony with the Nature of the planet Earth.

The path to be followed is a path of whole life learning/long life education.

Responsible humans have possibility to survive in changed environmental conditions due to learning and implementing of the knowledge for day by day life and sustainable future of mankind.

### **The issue of the sustainable future of mankind**

The question which I am putting forward is the sustainable future of mankind.<sup>8</sup> The integrated complex system thinking style is needed for analysing it. Globalization age has its complex issues as they are, regardless mankind does see them or not.

The biosphere, which is the frame within which global mankind civilization has a living space, has evolved the situation of the climate change system impact, during the rise of the Globalization Age.

The Climate Change System<sup>9</sup> provides, makes, holds and guards living conditions within the biosphere of the planet Earth; it has a more important role as humans were thinking in the past. To these conditions all living creatures must adjust to survive.

A number of the extinctions of species, smaller and larger alike have resulted from changed environmental qualities, caused by changes within the climate change system.

Systemic thinking enables us, better than single specialists alone, to see that the Earth's biosphere is made as a synergy resulting from *interdependences, interactions and co-operation* of matter, energy, and information within the time frame, and has three bases – Water, Land and Air environments.

To be ready for changes, and mitigations due to the climate change system impacts, all of us single representatives of human race must learn more about the basics of the biosphere and the Nature.

A systemic approach to the climate change must consider the age of Globalization, the present status of our civilization, unnatural life of humans in poly/mega and similar urban centres, management of technologies without sustainability, lack of individual and corporate social responsibility<sup>10</sup>, uncontrollable human-population explosion including the pollution as outcome, short- and often medium- and even long-term ('side'-)effects of the: synthetic

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<sup>8</sup> Please see footnote 2.

<sup>9</sup> Please see “System Thinking and Climate Change System – (Against a big “Tragedy of Commons” of all of us)”, pp149 Ecimovic, Mulej, Mayur, 2002, ISBN 961-236-380-3, and “The Climate Change System – Introduction”, pp 35, Ecimovic, Mulej, 2008, ISBN 978-961-91826-5-9, and “The Nature” trilogy all displayed at: [www.institut-climatechange.si](http://www.institut-climatechange.si)

chemicals; modern technologies; GMO; GMP; weapons; combustion engines; transport system; nuclear technologies; industrial and agricultural production; energy production system pollution; national and international political distribution of power and administration, and their influences on the scientific global, national and local communities; they are causing a gap between needs and results of the cohabitation of Homo-sapiens-civilization with the nature on the planet Earth. This gap threatens this civilization to disappear.

This gap surfaces as the climate change system and global human community impacts: strong winds, large droughts and floods, tsunamis, earthquakes, large air pollutions by industrial, city life's, and transport system's (including the Internet!) emissions, changes in local climatic patterns, global warming, depletion of the ozone layer, pollution of all three basic parts of the biosphere: soil, seas/oceans and air. They are due to huge misunderstanding of the climate change system by the population in local communities around the Globe. Unfortunately, the economic theory declared all three to be free commodities, thus causing the economic practice to neglect them; this mistake leads to then current climate change problems essentially, although not exclusively.

Simple language for simple people and understandable explanations are needed for sustainable future of humankind.

Whether we shall understand the climate change system or not has a crucial importance for the local/global community life, and gives questionable chances to the long-term survival of mankind – it requires sustainable future. *Sustainability of local communities leads to the sustainable future of global human civilization*<sup>11</sup>. We think that the above discussion is opening path for discussion on sustainable future of mankind.

### **The sustainable future and harmony of the global society**

The sustainable future and harmony of the global mankind society and its coexistence with other creatures in nature and with the Earth's biosphere is the solution to the best of my knowledge, which should be adopted as the vision for its survival. We need a society-wide global approach and not the dilution of scarce financial means, for **it is impossible to buy the survival of mankind with a financial approach of what-ever quantity of money.**

What is needed is a New Approach<sup>12</sup> as introduction of global society system relations, values, ethics, contents and mechanisms, leadership, which should assist transcendence to sustainable future of Earth as a global society. I think it is necessary for survival of mankind to introduce

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<sup>10</sup>Social responsibility is an attribute of humans and their organizations. It prevents or diminishes, at least, the danger of humans' abuse of their influence leading to damage experienced by their co-workers, other business or personal partners, broader society or nature on which the human existence or quality of life, at least, depend. This is a short summary of definitions in international official documents. Other references see in social responsibility an upgrading of the innovation effort/support called improvement or total quality management or business excellence. Further references see it closely linked with systemic behaviour; yet further ones link it with efforts aimed at peace in the world (Hrast et al., ed., 2006, 2007, 2008, etc.). The current dangerous state of climate change system results to an essential extent from a lack of responsible behaviour of humans over centuries of industrialization and all times until today.

<sup>11</sup> For details see publications: »Our Common Enemy (The Climate Change System Threat)« by Ecimovic et al, 2006, and recent books: »The Nature» trilogy (2002, 2008, and 2010), all are displayed at: [www.institut-climatechange.si](http://www.institut-climatechange.si)

<sup>12</sup> New Approach as needs for restructuring of global society has been introduced by Prof. Dr. Slavko Kulic, IOM, from Zagreb, Croatia, but it is still within science and is waiting for better time to be understood and used.

sustainable future of mankind as harmony of local and global human society with the other contents of the nature on the Earth that are yet not fully known to us humans.

It would be easy to write many pages on sustainable development concept, but the purpose of this presentation is not to do it, but to indicate possibility for transcending from sustainable development to sustainable future as social technique needed for survival of mankind.

The transition from sustainable development to sustainable future should be devised with all possible co-operation of mankind, and with mitigations of the climate change system impact on the biosphere of the Earth.<sup>13</sup> The sustainable future is the most complex issue, which could be undertaken with consent of all mankind and dedication for fulfilment of its content. Let us see what the sustainable future concept contains. An indicative description is possible only by a short definition: **sustainable future of mankind is harmony of the mankind system/civilization with system of nature/biosphere of the planet Earth.**

I think the path for the sustainable future of mankind is putting forward the need for the World Government, Constitution of the Earth Federation and the World Parliament. Up till now good work of many humans towards sustainable development should be transcended toward a more complex sustainable future concept, societal technique, which includes following:

- Redirection of scientific work towards researching systems of the nature of the planet Earth, Solar System, Milky Way, stars and galaxies of the Cosmos/Universe and/or the basic environment Cosmos/Universe as presented after introduction of the Information Theory of Nature.<sup>14</sup>
- Redirection of the climate change research towards researching of the climate change system as a part of the planet Earth biosphere, and interdependences, interactions and co-operations within this system itself and other systems of the nature of the planet Earth.
- Transcending of the present education system towards education for understanding and use of human abilities, creative and other thinking processes as major tools for better work. Ethics, human values, tolerance, past and present achievements, knowing the mankind's heritage, and many more impacts should become a part of education system. One could add whole life or life long education, long distance learning and new methods of knowledge transfer allowed by new communication means, too. Public media matter too.
- Transcending from "Homo urbanus" to "*Homo of sustainable future*"<sup>15</sup> with new approach to life based on the long-term values and requisitely holistic behaviour using systemic thinking for the requisite wholeness of outcomes of the human activities from the daily work to leisure aimed at sustainable health.
- Establishment of the global human society with direct democracy, World parliament, Constitution of the Federation of the Earth, and World Government, but the one disabling any abuse and misuse of power-holders' impact over humans and their natural preconditions of sustainable life.
- Transcending of United Nations towards their integration with global society' needs for problem solving in co-operation with global governing institutions.

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<sup>13</sup> Please see complementary book »Our common Enemy« at [www.institut-climatechange.si](http://www.institut-climatechange.si) .

<sup>14</sup> "The Information Theory of Nature and .....", 2006, by Ecimovic, please see at [www.institut-climatechange.si](http://www.institut-climatechange.si)

<sup>15</sup> "Homo of Sustainable Future" has been novelty to make new definition of Homo sapiens in the third millennium,

- Decommission of biased and one-sided national governments and bureaucracies towards meeting needs of new global human system/civilization/society for all nations/humans to survive and to have decent life.
- Rethinking of military and security needs and establishment of responsible attitude (Individual social responsibility) of humans within the global human society.
- Rethinking of present living style practice, techniques, and technologies in use towards sustainable ones. Wars, transport, use of nuclear power and technologies, GMO, GMP, construction, land use, water use, air use, communications, energy, conservation practices, long term impacts of present over future possibilities, and many more should be looked at and proposed solution reviewed.
- Rethinking of the present research<sup>16</sup> and industrial production practices of producing without knowing the medium and long-term impacts over the biosphere of the planet Earth.
- Mitigation of the climate change system impact and its consequences within the biosphere and prevention of damages of present practices of humans on the Earth, and present short- and long-term living practice changes.
- Building up the new Homo sapiens (Homo of sustainable future) for the third millennium with the education and knowledge needed for common performances under challenges of the present and possible future evolutions.
- Stopping wars and riots, stopping practices, which are harming human society and its chances for survival; building up respect and peace philosophy; transcending the present financial and money system, which have become our civilization *Monster*, to introduce a new more equitable and motivating socio-economic system based on creativity, social responsibility, ethics of interdependence and cooperation rather than the current abuse of power causing terrorism; transcending the present media and free time practices and their influences on the global human society; and researching the medium and long term impact of those on humans.
- And many more changes, which should be worked out in co-operation of humans with abilities for it.

Of course, it is an optimistic scenario, which I am supporting and initiating its enhancement and long term realization.

### **A possible path to a sustainable future**

The path is to work with local communities and with sustainable future of local communities to enhance global society sustainable future or harmony with nature. The basis from Our Common Future, Rio Summit as Agenda for Change and Agenda 21 processes etc., New Approach, Our Common Enemy – The Climate Change System Threat and many more achievements of present and past humans should anchor the new approach for the global sustainable human society to be created or evolve. A major goal is education for the new profile of mankind's individuals, knowledgeable and thinking persons devoted to requisite holism and wholeness. Mankind needs such a transcending from present to future for survival.

Let me now connect the present time of the 2011 global human community situation with the climate change system, sustainable future of mankind, corporate and individual social responsibility, and global mankind community leadership – The World Government.

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<sup>16</sup> Any scientific research activities should be reviewed for medium and long term effect over the sustainable future of mankind.

## **Some challenges of the current Globalization age are requiring social responsibility and cooperation for sustainable future of mankind.**

On entering to “Globalisation Ages” the challenges for humanity are more complex and possibilities for survival of our civilisation are on the edge of ability and responsibility of mankind. The climate change system impact, very dangerous activities of national states entering wars, use of nuclear technologies, use of large number of synthetic chemical products and contemporary technologies from nuclear, particles acceleration, nano, digital, GMO, GMP, communications, transport to armaments, without knowing their medium- and long-term effect within the biosphere of the planet Earth, producing enormous quantities of all sorts of waste, having “Money Monster” leadership, losing working effects of very large share of human population with urbanization and national states’, international, and global administrations and services activities, being hardly able to feed the global human population, losing ability to ensure safe water for humans, losing possibility to have enough space for living including the ocean/sea level rise impact, and losing possibility to ensure quality air for breathing, are some of challenges we are facing at present, and likely we shall face them and the unknown and possibly more severe ones in future.

### **Abuse of money – a threat to the social responsibility and the sustainable future**

Individual social responsibility is very much connected with money system, an invention of humans from ancient time, and its abuse.

Money (Ecimovic et al, 2003) as a Homo sapiens’ invention/innovation has its origin in ancient history. People needed system of money for payment of goods and services, and to replace barter exchange. The eastern cultures were more advanced as the western. Chinese developed coins and coins-like money during the second millennium before Christ, and India followed. The first paper money was invented in China during the first millennium after Christ. Marco Polo, 1254 – 1324, reported about the use of paper money after visiting China. The first coins known in the Western world were produced in Lydia well before the Christ age, a kingdom in the western Turkey, thus its king guaranteed uniform value. Paper money was invented in the Western world much later; we know today, it was developed in the 18th century (The Bank of England established 1694, and first paper money in 18th century, Bank of England 50.00 pounds note), and was commonly in use by end of 19th century and 20th century.. At the beginning of 20th century, the money system was a nice and very helpful assistant to mankind.

From a nice assistant to the master – the money system needed only half a century. By the end of the Second World War in 1945, and within the following five years assisted by USA administration, Marshal Plan and development of society – the money evolved from servant/assistant to the master of our civilisation.

From master to monster – at the beginning of the third millennium our civilisation adopted a secondary role in society after “the master money”, which transformed itself from master to “monster”. Today “monster money” is deciding on right or wrong, dependence or independence, war or peace, values of services and commodities, people, nature, environment, and, sadly, even the scientific achievements. In the last hundred years an intensive knowledge gain of our civilisation was driven by development of better and more effective armaments for Homo sapiens’ destruction/killing/protection – FROM WHOM? The present wars always result in financial gain of nation, which wins the war.

At the beginning of third millennium our civilisation is in very bad shape; some nations such as G – 7 (G – 25) countries look like success stories (in short-term criteria), but the majority is stranded: 85% of humans lived with less than six US dollars a day (Nixon, 2004).

The recent impact of the climate change system clarifies the role of individual social responsibility and long-term values. All value of monster money system is not sufficient to protect or mitigate impact of the climate change system, and humans have to find ways for better life or sustainable future, but of course not with monster money system leadership, but in sustainability and harmony with the Earth biosphere.

Social responsibility has been a part of ancient people (Ecimovic statement for the purpose of this presentation) during and before the Stone Age. It is a part of heritage from the Nature to humans as social creatures, which was most essential for survival. In those ancient times humans would have no chance to survive without social responsibility integrated in their ethics and behaviour. Unfortunately, the present Homo urbanus has developed egocentric behaviour and ethics with no connections to ancient heritage, and no connections to life in the Nature. By 2030 we may expect up to 80 % of global human community to live in urban environments; this is why we have to develop learning methods and education, which will integrate system thinking, social responsibility, and many more topics and attributes needed for transition to sustainable future.

Individual social responsibility should be a part of each and every representative of human global community and integrated into the ethics of humans of 21<sup>st</sup> century and on. The global human community with integrated individual social responsibility would not need separate corporate social responsibility, which will – due to acting of people for the benefit of all including the biosphere – become a tool of humans' individual social responsibility.

## **Conclusions and recommendations**

My intention was to present situation, reasons and solutions but not all of them, because it is task for the team of many more researchers. I hope that my task of putting together a clear picture of the present situation of global mankind society and the biosphere of the planet Earth was reasonable, and even more if it will lead to better research in future I shall have (hopefully) the great pleasure to be a part of commencement.

My recommendations are:

1. Rebirth of individual social responsibility for each and every human of the global human community,
2. Distribution of the knowledge needed for survival of “Homo of sustainable future” or 21<sup>st</sup> century as: System theory, thinking, synthesis and analysis, The Nature and the climate change system,
3. Rethinking of the role of money monster master system within the global mankind community,
4. Rethinking of present governing national and international systems,
5. Rethinking of present urban life stile of humans, constructions, consummation, pollutions and attitudes towards basic values of both mankind and The Nature.

I wish to all human's sustainable future, long life, prosperity, respect, peace and decent life!

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