

# **Social responsibility and territorial development**

**Adrienn Reisinger PhD**

**university assistant professor**

**Széchenyi István University, Győr, Hungary**

**radrienn@sze.hu**

**27 06 2013**

**Pécs**

- Social Responsibility
- Individual Social Responsibility
- Social Participation
- Questionnaire research in Hungary among citizens



# Responsibility

- Responsibility means that a person or an other social and economic actors **take the consequences** of his or her action consciously. → the actors are aware of the positive and negative effects of their decision and they do not shift it off to other actors



# Who can be responsible?

- citizens,
- organisations, institutions (firms, **civil/nonprofit organisations**, health and education institutions, other public institutions, etc.)
- state



# Two ways of responsibility

- **individual responsibility**: only the individual interest count
- **social/economic responsibility**: the goal of the actors is to care about the social happenings, so the way of thinking is at *community* level, not at individual



# Types of responsibility

- self personal responsibility
- **individual social responsibility – ISR**
- corporate responsibility
- corporate social responsibility – CSR
- civil/nonprofit responsibility
- civil/nonprofit social responsibility
- institutional responsibility
- institutional social responsibility



- **for other people:** caring about other people (for example behaving in a way that cause no negative consequences to others), helping to poor people, donating to charity issues, helping people suffering from the negative effects of disasters, etc.
- **for local public issues** (public services),
- for development of the settlement or a region: participation in the development process
- **for the environment:** people are aware of the environmental issues
- **for civil/nonprofit organisations** in the following ways:
  - establishing of an organisation
  - membership in an organisation
  - donations
  - one per cent donation of personal income tax
  - as an employment
  - as a volunteer



# How citizens can take responsibility for the society?

- at **individual level**,
- at **organisational level**, when citizens join to a civil/nonprofit organisation and help to other people through their activity in the organisation.





- If the citizens and other actors take responsibility for the society, it means that they are **participate** in the everyday life of a settlement or in the development of a territorial unit.
- The social participation means that the citizens and civil/nonprofit organisations **have the opportunity** to communicate their ideas, opinions about what is going on at their settlement or region or country.



# Two main aspects of the participation

- **With local or regional decision-makers:** mainly participating in the development of a settlement or a region; making laws.
- **Citizens themselves** through individual or civil/nonprofit organisation actions: issues which do not need local authorities are mainly local affairs which are affected people living in a certain settlement or village.



# How can citizens participate?

- Participatory budgeting
- Citizens' Jury
- Consensus Conference
- City Conferences
- Citizen Parliament
- Future Planning
- Deliberative Poll
- Blogs, on-line forums
- Interviews, questionnaires
- *Public hearing*
- *General meetings*
- Etc.



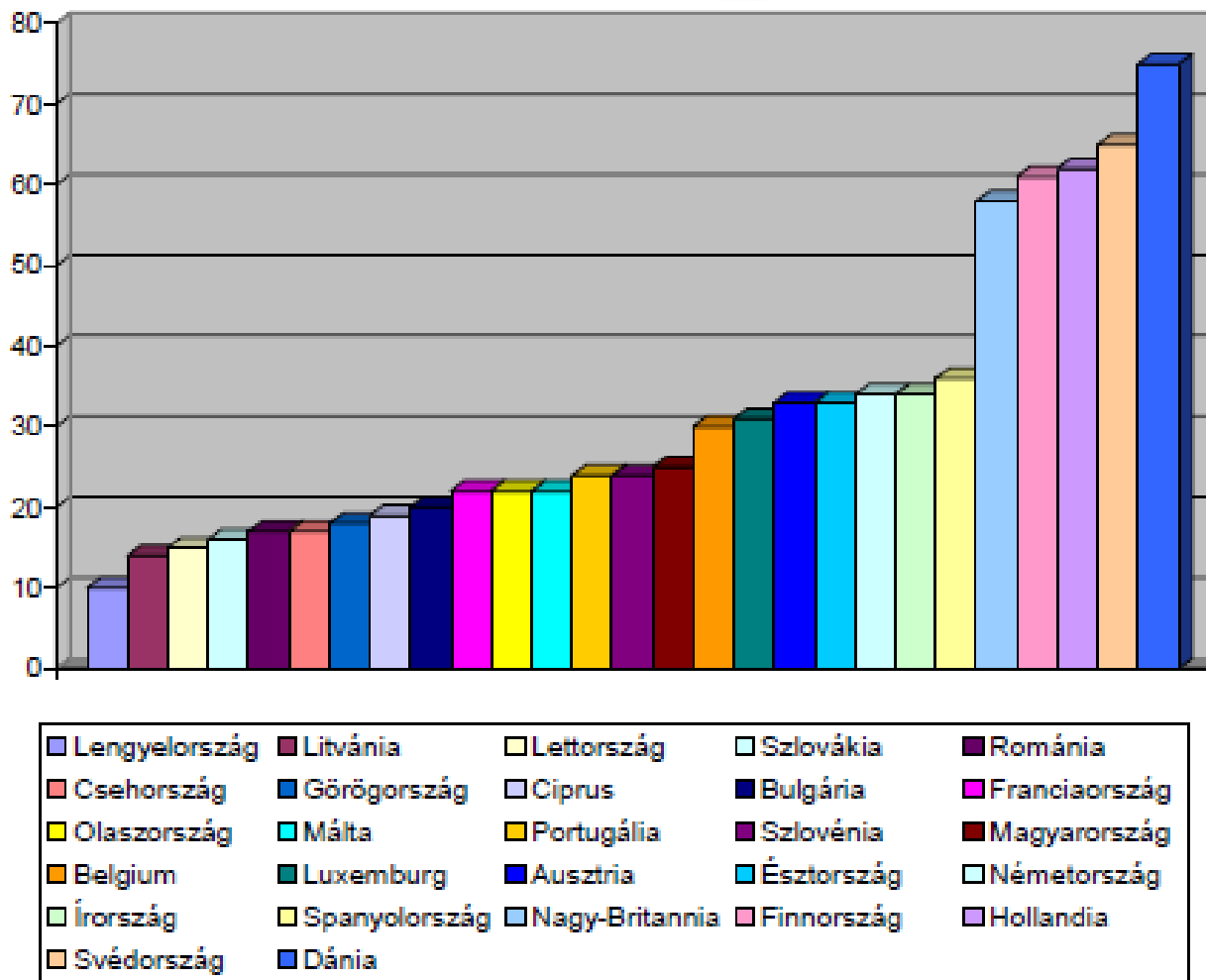
# Why is the social responsibility the base of the development? – The positive effect of the participation

- If people are taking part in shaping their environment, they take responsibility of their surroundings → it has a lot of positive effects
  - Balanced budget
  - People will feel better themselves
  - Decisions and projects can be profitable for long term
  - Development serve also the interests of local actors not just of the politicians
  - Trust can be deepen
  - Strengthens the democracy



# The base of participation and responsibility: **Trust**

## The level of trust in the EU, 2004, %



# QUESTIONNAIRE RESEARCH: THE CASE OF HUNGARY

- The goal of the research
- Questionnaire (off-line and on-line) research between April 2012 and March 2013 (I have the first results)
- **N = 1 071** (our sample does not represent the Hungarian citizens)
- About half of the sample is under the age of 30, so there are a lot of students (35%).
- The ratio of women is 65%.
- The ratio of people who have higher education degree is about 37%, much higher than the average in the society.
- About  $\frac{3}{4}$  of our sample live in a town or city.



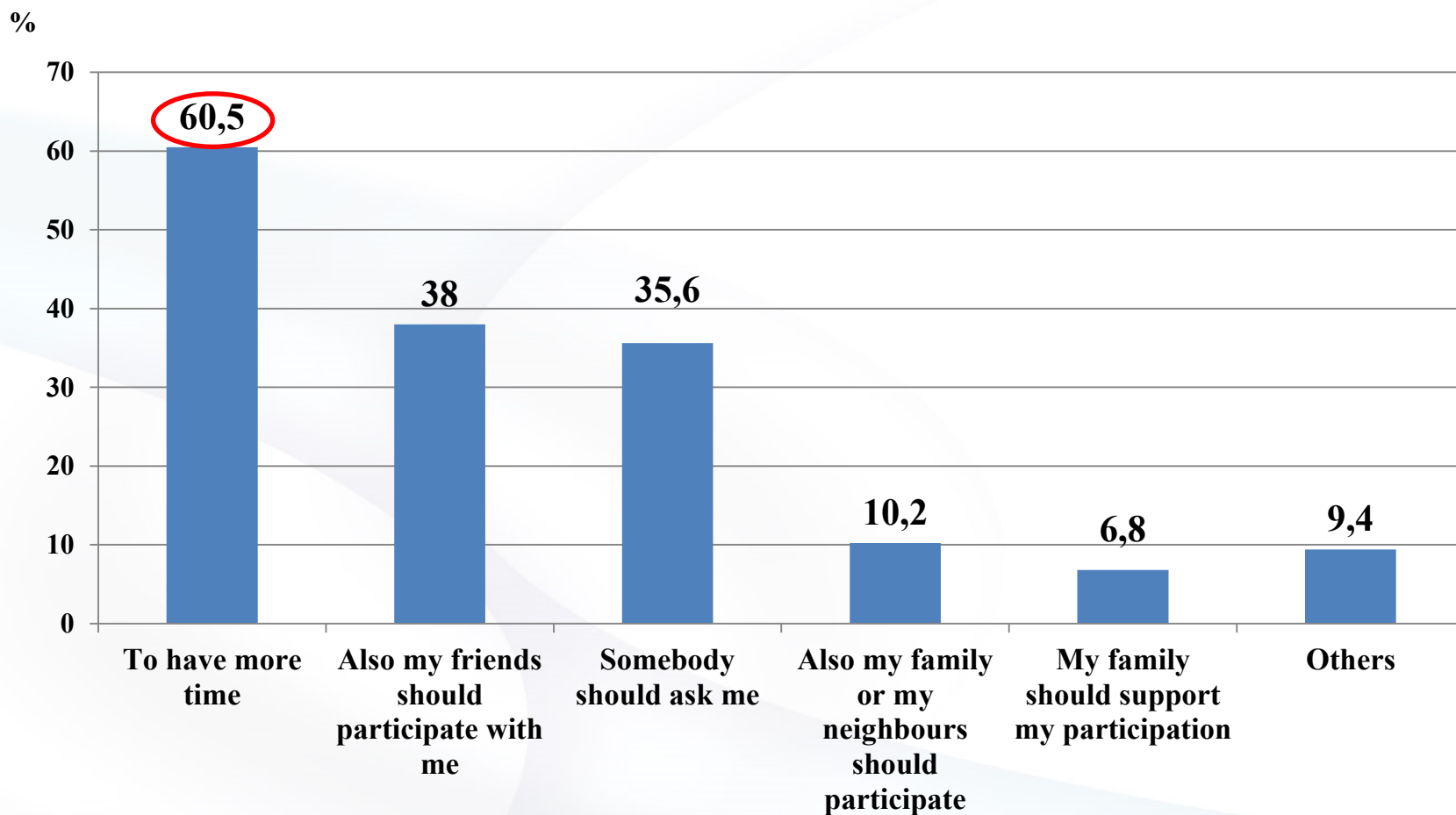
# How active are citizens in their society?

- 60,6% have participated in local community actions already:
  - Recovery of schools, community institutions
  - Cleaning of buildings
  - Collecting litters
  - Helping poor people
  - Etc.





# What are the barriers of participation? N=413



# Are people asked about their opinions by the local governments?

→28,2% yes

→The way of asking:

- Questionnaire 55,7 %

- Forums 39,2%

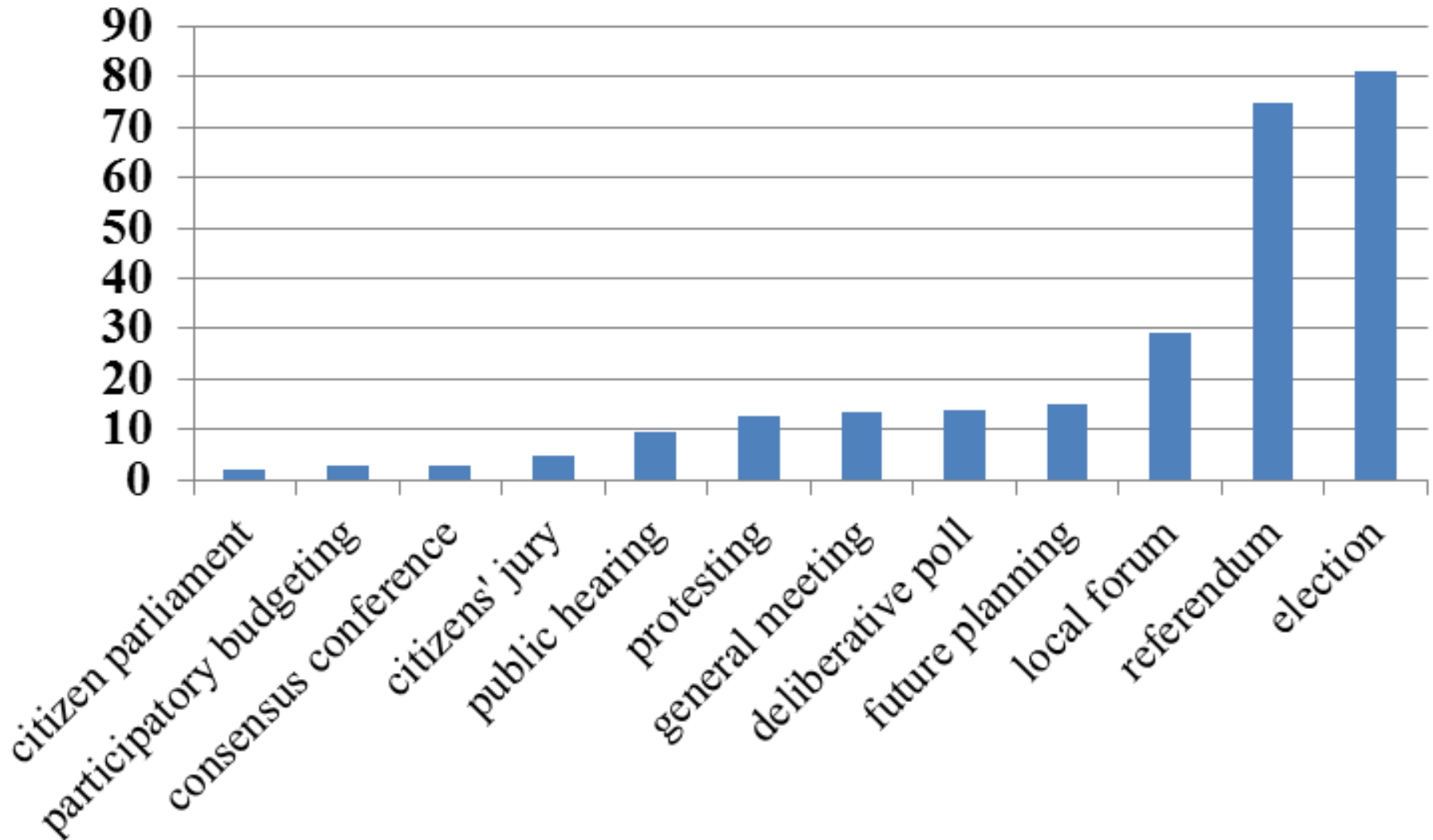
- Interviews, phone, personally: only few people said

→81,8% of them took the opportunity to talk about their opinions

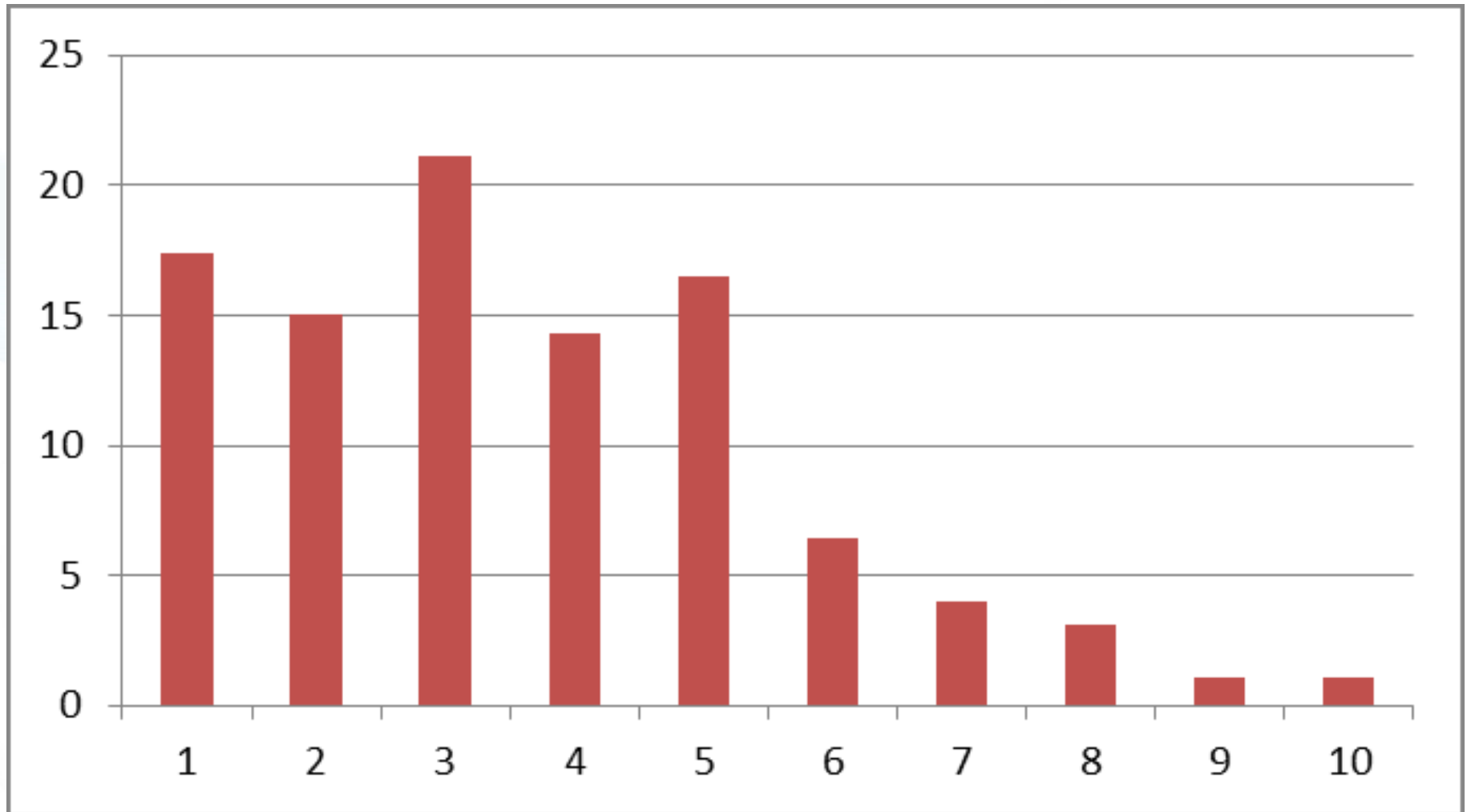
→ correlation: age, qualifications, type of the settlement, income



# What kind of method did people participate to tell their ideas about the settlement? %, N=1053



# Attitude of the effect on the settlement by the citizens from 1 to 10 scale, %, N=1 027



- Social responsibility is the base of regional development
- What kind of opportunities have citizens in their settlement to participate?
- Only few of the citizens are asked by the local government to tell their ideas → most of them took the opportunity
- $\frac{3}{4}$  of the citizens feel that they do not have effect on their settlement.



**THANK YOU FOR YOUR  
ATTENTION!**

