

## Invited speakers / Lecturers

Friday, 15 **Andrej Beloglavec**

April  
19:45



### ***Guidelines of waste treatment in EU***

The presentation will focus on the waste hierarchy in the EU (disposal, recovery, recycling, re-use and prevention) touching also upon recycling and resource efficiency. Attention will also be given to targets in EU waste legislation, trends in recycling of municipal solid waste and landfilling. Infringement of EU legislation, especially as concerns illegal dumping, will be highlighted, focusing on the responsibilities that Member States have on the enforcement of legislation. The key legislative acts in this respect are the waste framework directive, the landfill directive and the waste shipment regulation. Future trends in waste policy will be briefly analysed, with special emphasis on illegal dumps, including successful examples in waste management from across the EU.

**Andrej Beloglavec** is the Acting Head of the Representation of the European Commission in Slovenia. He is an economist by training, but has been dealing with EU issues throughout most of his professional career, especially after he moved from Rome, where he grew up, to Ljubljana in 1996. After working for two and a half years in the Slovenian civil service, where he dealt with EU pre-accession funds, he worked for the Delegation of the European Commission in Slovenia as an economic adviser. Since Slovenia's accession to the EU he is employed at the Representation of the European Commission, where his primary task is that of reporting on major EU-related political and economic developments in Slovenia and presenting EU topics to stakeholders and the general public.

Saturday, 16 April  
9 - 10:30



## **Nastja Mulej**

### **Round table - Organization of mass projects, Project Management**

*Six thinking hats* - Edward de Bono has developed a method of parallel thinking, where thinkers present their thoughts and opinions in parallel with the thoughts of others in a group and don't attack them. The method of Six Thinking Hats is a practical example of the parallel thinking method. With this method we finally have a constructive alternative to arguments, proving who's right and long winded meetings. In normal thinking we strive to accomplish everything at once. The Six Hats method allows us to overcome the chaos. Instead of trying to do everything at once, we separate individual aspects of thinking and thus devote full attention to every aspect of the process. We groups ways of thinking to get a holistic overview at the end. When thinking about a problem we wish to solve, it is much better to divide up our thinking, direct it and reassemble it at the end. To better remember the whole concept, the different ways of thinking are symbolized as 'hats' - something we put on our head, indicating which way we are thinking, and then remove again.

**Nastja Mulej**, M.Sc. is a Certified Instructor of Edward de Bono Thinking Methods: CoRT, Six Thinking Hats and Lateral Thinking. Major in Marketing (1995) and Minor in Finances (1992), University of Maribor (1995), another major in Sociology, University of Ljubljana (1998) and M.Sc. in Communication Studies at the University of Ljubljana (2004). Since 2006 she has worked as a certified instructor of de Bono methods. She has translated and published two crucial de Bono books into Slovenian: *Six Thinking Hats* and *Lateral Thinking*. Now she works on adapting CoRT (direct teaching of thinking in schools) into Slovenian. She spent 10 years at New Moment, the new ideas agency spreading in 10 countries as Head of New Ideas department. She worked as lecturer at 3 Colleges - subjects: Innovation Management, Brands, Creative Thinking, Business Communication, HR Management). She is author of hundreds of articles on marketing, public relations, advertising, creativity, teaching thinking as skill etc.

Saturday,  
April

16 **Sandi Češko**

9 - 11



***Round table - Organization of mass projects, Project Management***

**Sandi Češko** is co-founder of one of the first Slovenian computer company ORIA, and the co-founder of Studio Moderna, the leading direct marketing company in CEE, and ranks amongst the most successful business entrepreneurs in Slovenia. He is undoubtedly a proven business innovator. He was a member of the Supervisory boards in numerous companies (Telekom Slovenia, etc.), member of the first Slovenian Senate. He is a member of the International Advisory Board of the DMA (Direct Marketing Association), member of the Clinton Global initiative and member of the board of Balkan Children and Youth Foundation and member of the Business Advisory Council of faculty of Economics in Ljubljana and member of the Supervisory of IEDC - Bled school of management.

Saturday, 16 **Nada Serajnik Sraka**  
April

11 - 13



### ***Planning large communication campaigns***

The goal of the workshop is to provide the volunteers with the key knowledge in planning the communication strategy for the cleanup execution in their countries. Participants will be working in groups on the baseline communication task: How would you bring the project into every household in the country? The participants will first consider their own environments in order to recognise the communication needs for their projects. Then they will listen to the vast and diverse experiences of the five countries – Estonia, Slovenia, Latvia, Romania and Montenegro, where the clean-up actions has already taken place. Further, the experiences will be upgraded by the essentials of strategic communication planning which have to be respected in the overall plan of every clean-up action. In the last part of the workshop the participants will be given the opportunity to set up the communication plans which can be later used within their clean-up actions, using the strategic guidelines, practical recommendations and lessons learned during the workshop.

**Nada Serajnik Sraka** is senior communications advisor with the expertise in various fields of communication management. For the past 16 years she has acted as communication professional on various posts in the Government Communication Office in Slovenia. She has BA in Geography and English Language, Faculty of Arts, University of Ljubljana and a master degree in communication at the Faculty of Social Studies in Ljubljana. She has also earned the designation Accredited Business Communicator (ABC) by International Association of Business Communicators. She is the founding member of Public Relations Society of Slovenia (PRSS) and IABC Slovenia and also one of the Past Presidents of IABC Slovenia and Presidents of PRSS. She regularly writes and lectures about various aspects of public relations and communication management. In 2009 she published a book *Communication Campaigns - A Manual for planning, managing and evaluating communication campaigns*.

Saturday,  
16 April  
15 - 17

**Vesna Stanić, Jure Habjanič, Brigita Femec**

***Covering project costs - challenge for the toughest***

At the beginning speakers will represent why company decide to support community projects like Let's do it Slovenia. What marketing and business objectives should be answered on sponsee's side before first contact to potential sponsor? You won't get template for general sponsorship letter, but you will learn how to make sponsorship offer that will make impact on potential sponsor - it will light the fire in sponsor's eyes! The workshop answers the question how to sell sponsorships with passion and numbers.



**Vesna Stanić** has a BSc in Political Science and she is currently working as an independent expert on the management and sponsorships activation with different Slovenian and international companies as well as NGOs operating in the fields of sport, culture and social issues. She is regularly writing articles on sponsorships and marketing for magazine Marketing magazin, for the marketing section in the daily newspaper Dnevnik and for magazine Sokol. She attends the most important workshops on sponsorships organized abroad, for instance IEG Annual Conference, Future Sponsorship Conference, Global Sports Forum Barcelona, Sports & New media seminary, Sports marketing 360°. In the Balkan region, she attends marketing, advertising and media festivals, such as the Weekend media festival, the Golden Drum, the Slovenian Marketing Conference, etc.



**Jure Habjanič** started his professional career at company Kliping, where he still works. Student work, which was connected to different media, brought him - despite a BSc in Political Science and later in HRM - to the agency, which lives and breathes with the media. He participated in the development and monitoring of web reports from the very beginning and closely cooperated with clients in different areas, first in company Pristop and later at Kliping, after it "became independent". A large part of the path, which led to the position of the head of sales department at Kliping, was also devoted to the research on the importance of media monitoring and analysis of media reports, which is especially significant in a period, when measuring media appearance became a necessity for all organizations. He attends numerous conferences on PR and marketing and is lately intensively focusing on organizations, which are only just introducing this area into their operations. It is almost impossible to imagine fundraising in the areas of sport, culture and NGOs without adequate knowledge and a professional approach.



**Brigita Femec**, Head of analysis and research at Kliping, has been involved with research and the media, first through smaller media projects at former agency Cati, current Valicon, which developed into the management of the National Readership Survey (NRB), since her student years. Her work was already at the time strongly under the influence of media consulting and education of clients. After two years as the head of the NRB project, she assumed the position of the head of research at the biggest Slovenian newspaper company Delo for one year. During this period, she was appointed onto the NRB Expert Committee, where she gathered additional experience as the supervisor of the biggest project in the area of research and analysis of readership on the national level. She has been managing the analysis and research department at Kliping since 2007. She is aware of the fact that constant professional training is necessary for successful work, which is the reason for her attendance at the latest European Summit on Measurement in Barcelona. In her work, she is constantly trying to raise the awareness of clients about the importance of analyses and research in the planning of more intensive communication campaigns and for a more efficient development of the media image of the company, its products or services in the public.

Sunday, 17 **dr. Lučka Kajfež Bogataj**  
April

9 - 9:45



### ***World consumption of natural resources***

Planet Earth is finite but anthropogenic pressures on the Earth System have reached a scale where major environmental change can no longer be excluded. Today mainstream economics seems to believe that economics exists independent of the laws of biology, chemistry and physics. The situation requires new thinking on global economy and search for alternative economic models.

Economic growth needs huge amounts of resources to function in EU. Apart from consuming minerals, metals, concrete and wood, humans burn fossil fuels and uses land to satisfy our needs of its citizens. Demand for materials is so intense that between 20 and 30 % of the resources we use are now imported. At the other end of the materials chain, the EU economy generates around six tons of waste per person every year. With the boom in international trade, EU consumption and production may potentially damage ecosystems and human health not only within but also far beyond its borders.

It is high time to increase resource efficiency of the EU economy. New policies are needed for sustainable growth. One of them is promoting a more resource efficient and greener economy based on smart waste management concepts. Ambitious policy framework should favor waste prevention at the EU and national levels, including, for example, a shift from income taxes to consumption taxes or the extension of producer responsibility. The highest waste-prevention potentials are estimated for manure and food waste by reducing meat consumption; food and vegetable waste by better planning and logistics in the food industry; beverage packages by better packaging design; construction and demolition waste by better planning of construction activities, paper waste by reducing unwanted advertising; waste from chemical products and refined chemical products by reduced fuel consumption of cars; waste from metal products by more efficient use and eco-design; and waste from vehicles, equipment, machines and instruments by technological innovation.

When we manufacture goods, we embed energy and water in them: that is, their very existence means we have already spent a certain amount of energy or water, no matter what we then do with them. So, to reduce waste is actually way to reduce energy and water consumption.

After high school in Kranj, **prof. Lučka Kajfež Bogataj** graduated at the Faculty of Mathematics and Physics in 1980. She wrote her doctoral thesis at the Biotechnical Faculty in Ljubljana. She continued with post-doctoral studies in Sweden and the USA. Since 1997 she is professor, lecturing at the Biotechnical Faculty and the Faculty of Mathematics and Physics in Ljubljana. Since 1996, she is head of the Centre of Biometeorology at the Biotechnical Faculty. In the period 2002-2008 she was a member of the Intergovernmental Panel on Climate Change in Geneva. Since 2006 she has been member of the State Committee of global climate observation system (GCOS) within the WMO. Her research work is focused on the field of climate change, applied meteorology. She is coordinator of several national and EU research projects. She has published about 90 scientific, more than four hundred professional and popular articles and the monograph *What does climate change bring along?* in 2008. She has received numerous awards in Slovenia and abroad.