

# **STUDENT POSTER SECTION**

as part of the »12th Annual International  
**Business, Law and Economics Conference**«  
organized by ATINER & MLC Ljubljana

## **BOOK OF ABSTRACTS**

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**STUDENT POSTER SECTION** as part of the »12th Annual International Business, Law and Economics Conference« organized by ATINER & MLC  
Ljubljana

**Authors:** Milica Sekulić, Kaja Beliš and Tija Melkič, Tonia Stojčević and Tarin Tavčar, Paulo Ventura, Pija Lucija Kralj, Mineja Podgornik Pulec, Jasna Smikov and Maj Dobnik

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# 1. EDITORIAL

The Student Poster Section of the 12th Annual International Conference on Business, Law & Economics, which has been held from 5-7 of May 2025 in Athens, represents a vibrant showcase of emerging academic talent. Hosted jointly by ATINER and B2 Business School, this section features a diverse group of students whose projects address today's most pressing social, environmental, legal, and technological challenges—with a special emphasis on practical relevance and social responsibility.

This year's contributors come from a range of academic institutions and disciplines. Pija Lucija Kralj from Faculty for Social work explores the right to healthy nutrition as a fundamental human right, presenting Slovenia's integrated approach that combines public policy, education, and digital innovation. Her work highlights the use of national tools such as the CLAS food database and the PISKR meal planner, along with school-based nutrition programs that promote lifelong healthy habits.

From Portugal, Paulo Ventura of Bragança Polytechnic University critically examines the complexity of online terms and conditions. His poster applies Legal Design and consumer protection principles to assess whether major platforms truly ensure informed digital consent—raising crucial questions about fairness and transparency in digital spaces.

Milica Sekulić from the Faculty of Tourism Studies engages audiences through a humorous and interactive BuzzFeed-style quiz designed to promote systems thinking and sustainability. Her approach shows how humor and gamification can be powerful tools for public engagement.

In the field of sustainable tourism and winemaking, Kaja Beliš from B2 Business School and Tija Melkič from Faculty for Social Science of University of Ljubljana investigate how Slovenian wineries are transitioning to greener operations.

A standout contribution comes from Tonia Stojčević and Tarin Tavčar, who applied the COCD Box method to co-create sustainable tourism solutions in collaboration with Vinakoper. Their poster presents innovative, feasible ideas—from eco-market events to VR storytelling—that merge tradition with green transition strategies.

Projects by Jasna Smikov from the Faculty for Food Nutrition from University of Ljubljana, Maj Dobnik from Faculty of Design and Mineja Podgornik Pulec from the Sigmund Freud Faculty further explore the promotion of sustainable, healthy lifestyles through intergenerational education and data-driven analysis—showcasing both qualitative depth and social outreach.

Each student was supported by experienced mentors and produced work that combines academic rigor with practical impact. These posters are more than visual presentations—they are entry points into active conversations about sustainability, well-being, ethics, and innovation.

We warmly congratulate all participants and mentors for their dedication and vision. The future is in good hands—with such a project work students not only learning but actively shaping the world around them.

**Assoc. prof. dr. Danijela Brečko**

## 2. PRESENTATION OF ATINER



ATINER (*Athens institute for education and research*) was established in 1995 as an independent world member-based association of academics and researchers. Athens was chosen as the meeting place because of its long history and culture. ATINER's mission is to act as a forum where academics and researchers from all over the world can meet to exchange ideas on their research and discuss the future developments in their disciplines. Homer (3000 years ago) was the first to call such meetings symposiums, a word that today is used by many languages to describe academic meetings. In Classical Athens of the 5th Century BCE, such academic meetings reached their colophon of glory, especially those with Socrates' participation. The epic ergo of Plato's Symposium can be considered as the archives (book proceedings) of just one of many such academic meeting.

ATINER aims to revive Athens' long historical tradition by organizing and hosting international conferences and symposiums as well as promoting research and producing publications. Since 1995, ATINER has organized more than 400 such international academic meetings, attended by academics from close to one thousand universities and other academic institutions from 120 different countries and around the world. It has published more than 200 books. In 2012, the Association launched a series of conference paper publications with close to 1500 papers on various subjects, and in 2014 a series of e-journals.

Academically, the association is organized into six Divisions and thirty-five Units. Each Unit organizes at least an Annual International Conference and undertakes various small and large research projects. ATINER encourages other Institutions to participate as joint members in these research projects.

For more information visit: <https://www.atiner.gr/>

### 3. PRESENTATION OF MLC LJUBLJANA



MLC Management and Law College Ljubljana<sup>1</sup> was established with the aim of organizing modern studies in the field of business and law, which is oriented in practice and gives students knowledge and skills for a successful business future. This means that the companies that want to conquer competitive markets in the future, will be interested in the personnel with such selected business and legal knowledge and skills. With this, MLC Ljubljana wishes to enrich the higher education offer in Slovenia and the region, since it is the only one that offers such management and law studies, although similar studies are already well-established abroad.

MLC Ljubljana explores the interdisciplinary field of management and business law and their connection in the business environment. It is important to be aware of the importance of interaction between these areas in business decision-making. Management decisions must always be legal in order not to lead to adverse reactions. Consequently, the legal decisions of the managers can be too daring or, on the contrary, because of the lack of knowledge of the law, they are not daring enough. Likewise, on the other hand, lawyers lack knowledge of the content and nature of management and find it difficult to assess and consider its characteristics. Due to the need to connect both areas, research and education of management and law have been developed in a meaningful connection.

The Faculty builds an individual relationship with the student and ensures a high degree of adaptation of studies to the individual's life circumstances. In partnership with the leading institutions, it also offers certified education for all those who already have a higher education degree, specially shaping the offer of specific skills for leaping into the emerging digital business models and related legal and managerial skills. Students acquire a lot of practical knowledge of entrepreneurial law, management and leadership and practical skills for the needs of entrepreneurship. In this way, well-trained businessmen, analysts and web marketing experts and successful leaders are created.

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<sup>1</sup> By the decision of the Slovenian Quality Assurance Agency for Higher Education (decision no. 6031-3/2021/21, dated 20 March 2025), MLC Management and Law College Ljubljana was merged with B2 Ljubljana School of Business

## 4.PROGRAM OF STUDENT POSTER SECTION

Tuesday, 6th May 2025 on ZOOM, from 13:00 to 15:00 (Athens Local Time)

### Student poster section Program:

Time	Tuesday 6th May 2025	
13:00	Assoc. prof. dr. Danijela Brečko	Welcome, Introduction of topics
	Students	Poster topics
13:05	Milica Sekulić	System thinking and sustainability quiz
13:20	Kaja Beliš and Tija Melkić	Wine Not Be Green? Exploring Sustainable Winemaking Through Consumer Views and Industry Insight
13:35	Tonia Stojčević and Tarin Tavčar	“Harvesting Ideas with the COCD Box method: Separating the Ripe from the Green
13:50	Paulo Ventura	“Do You Really Accept the Terms?”: a Legal and Design-Based Evaluation of Online Terms and Conditions
14:05	Pija Lucija Kralj	The Right to Healthy Nutrition: A Slovenian Perspective
14:20	Mineja Podgornik Pulec	Healthy Lifestyle: An Analytical Report
14:35	Jasna Smikov and Maj Dobnik	Healthy Lifestyle for a Healthier Future - Promoting Awareness of Healthy, Sustainably Produced Food and Movement
14:50	Assoc. prof. dr. Danijela Brečko	Conclusion



## **5. ABSTRACTS and POSTERS**

## 5.1 System thinking and sustainability quiz

**Author:** Milica Sekulić, Master's student of Faculty of Tourism, Slovenija

**Mentor:** Sabina Vlašič, *Msc, lecturer*

In today's world, where our actions have an ever-increasing impact on the environment, understanding sustainability and systems thinking is more important than ever. Unfortunately, many people are still unfamiliar with these crucial concepts.

As part of our project, we aimed to raise awareness about sustainability and systems thinking by creating a humorous quiz. We chose humor as a tool because we believe it can make complex topics more accessible and engaging for a wider audience. Our quiz was created using the BuzzFeed platform, and the content was based on materials provided by Prof. Dr. Tadeja Jere Jakulin, who introduced us to the key principles of sustainability and systems thinking through her presentation.

Using this knowledge, we developed a series of quiz questions designed to encourage reflection and inspire action towards minimizing our environmental footprint. We see the quiz as an innovative tool to spread knowledge and promote sustainable behavior in a fun and approachable way.

We hope that our quiz will reach a broad audience, spark curiosity, and motivate people to integrate sustainability and systems thinking into their everyday lives. Just scan the QR code to take the quiz – and always remember: sustainability is a journey, not a destination!

# SYSTEMS THINKING AND SUSTAINABILITY QUIZ

Milica Sekulić, Faculty of Tourism Studies

Sabina Vlašić, Msc. Lecturer, Management and Law Faculty



## Introduction

We live in a world where our actions increasingly affect the environment, so sustainability plays a vital role in preserving it. Despite this, many people do not fully understand this concept, so in this part of our research, we focused on raising awareness about sustainability and systems thinking through a humorous quiz.

## Materials and methods

Quiz was made with BuzzFeed using materials from prof. dr. Tadeja Jere Jakulin.

## Literature cited

Lecture and presentation about systems thinking and sustainability by prof. dr. Tadeja Jere Jakulin

## Results



You can scan this QR code and try out our quiz!

## Conclusions

Quiz is a very interesting tool for spreading knowledge and raising awareness among people in various situations. We hope that our quiz will reach as many people as possible and help them better understand the concept of sustainability and systems thinking, and start acting accordingly to them.

Sustainability is a journey, not a destination!

## **5.2 Wine Not Be Green? Exploring Sustainable Winemaking Through Consumer Views and Industry Insight**

**Authors:** Kaja Beliš is a master student in the Management and Law program on MLC Ljubljana, Slovenija; Tija Melkić is the first-degree student from Faculty of Social Science in the University of Ljubljana, Slovenija

**Mentor:** Assoc. prof. dr. Danijela Brečko

Leading Slovenian wineries are increasingly integrating sustainability into their operations across different areas. Vinakoper, Vinakras, Klet Brda, and Jeruzalem Ormož demonstrate a variety of approaches that combine environmental care, innovation, and community support.

Their initiatives include the use of renewable energy, eco-friendly vineyard management practices, and more. Many emphasize strong collaboration with local communities and have obtained recognized sustainability certifications.

Although each winery has its own focus and strengths, all contribute to a broader green transition in the wine sector, highlighting the growing importance of responsible production, environmental stewardship, and sustainable tourism.

# Wine Not Be Green? Exploring Sustainable Winemaking Through Consumer Views and Industry Insight

**Authors:** Kaja Beliš and Tija Melkič, **MLC Ljubljana**

**Mentor:** Assoc. prof. dr. Danijela Brečko, **MLC Ljubljana**



## Introduction

Sustainability in agriculture and food production is increasingly demanded by consumers. In the wine industry, sustainable practices such as organic farming, renewable energy use, and eco-friendly packaging are becoming key decision factors. This research investigates both the consumer perspective and actual industry practices in Slovenian wineries to understand how sustainability is perceived, implemented, and communicated.

## Materials and methods

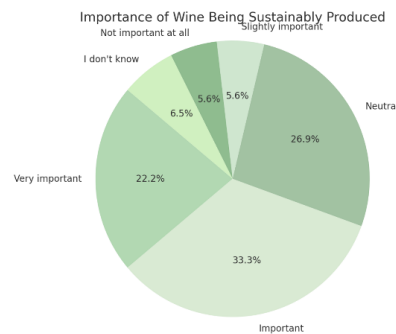
108 participants provided insights into their awareness, expectations, and values regarding sustainable wine. Secondary research was conducted by systematically reviewing publicly available online sources.

## Literature cited

Survey conducted by students, April 2025  
Vinakoper.si  
Vinakras.si  
Klet-brda.si  
Jeruzalem-ormoz.com

## Results

Survey results show that consumers recognize the importance of sustainability in winemaking. Most respondents associate sustainable wine production with eco friendly farming practices, protection of natural resources, and minimal environmental impact. Consumers expressed willingness to pay a higher price for sustainably produced wines and showed strong interest in green wine experiences. However, sustainability information is checked occasionally, suggesting that wineries have an opportunity to better communicate their efforts. The finding highlight a clear consumer preference for quality, local origin and environmental responsibility in wine production.



Leading Slovenian wineries are increasingly integrating sustainability into their operations across different areas. Vinakoper, Vinakras, Klet Brda, and Jeruzalem Ormož demonstrate a variety of approaches that combine environmental care, innovation, and community support. Their initiatives include the use of renewable energy, eco-friendly vineyard management practices and many more. Many also emphasize strong collaboration with local communities and have obtained recognized sustainability certification. Although each winery has its own focus and strengths, all are contributing to a broader green transition in the wine sector, highlighting the growing importance of responsible production, environmental stewardship, and sustainable tourism.

## Conclusions

Consumers are sustainability-conscious, but often lack full understanding. The wine industry in Slovenia appears to be transitioning toward greener practices, yet communication gaps remain.

There's a strong opportunity to align public perception with real practices through better transparency, labeling, and experiential marketing.



### 5.3 Harvesting Ideas with the COCD Box method: Separating the Ripe from the Green

**Authors:** Tonia Stojčević is the first-degree student in the Management and Law program on MLC Ljubljana, Slovenija; Tarin Tavčar is first-degree student from Faculty of Tourism, Slovenija

**Mentors:** Sabina Vlašić, *Msc. lecturer* and Vinko Stupar

The purpose of this study was to explore ways in which Vinakoper can enhance sustainable production and strengthen brand recognition. Using the COCD Box method, we developed innovative ideas that bridge the connection between wine, nature, and the local community. These ideas are designed to attract tourists while reinforcing the company's commitment to sustainability.

In this process, we examined various concepts based on their feasibility and innovation. The key goal was to identify ideas that would foster long-term growth and sustainability for the company.

By focusing on practicality and creativity, we selected the most promising concepts that align with both market needs and sustainability objectives. Ultimately, we believe these approaches will not only improve the company's competitiveness but also contribute to the development of more sustainable tourism and wine-related experiences.

Our findings indicate a significant shift in the way ideas are evaluated, with an emphasis on both feasibility and innovation as key drivers of long-term success. Using the COCD Box method, we identified concepts that align with market trends and contribute to sustainability goals. By focusing on ideas that are both practical and creative, we are confident they will have a lasting impact on Vinakoper's growth and sustainability. Moving forward, we will prioritize the implementation of these ideas, ensuring they are in line with the company's long-term objectives. The next step will be to transform these concepts into actionable plans, driving future growth and enhancing the company's reputation within the market.

# Harvesting Ideas with the COCD Box Method: Separating the Ripe from the Green



## Examples of Selected Ideas and Final Selection:

- **QR Codes on Wine Labels**  
Customers could scan the QR codes on the bottles to access information about the sustainable production of each wine.
- **Virtual Vineyard Experience with VR Glasses:**  
We proposed offering a virtual tour of the vineyards, showcasing grape harvesting, vine growing, and wine production.
- ✓ QR Codes on wine labels
- ✓ Virtual Vineyard Experience with VR Glasses
- ✓ Thematic Wine Tastings: "Wine and Health"
- ✓ Election of the King and Queen of the Wine Cellar
- ✓ Open House Day with an Eco Market

### Authors:

- Tonia Stojčević
- Tarin Tavčar

### Mentors:

- Sabina Vlašič,  
Msc. lecturer
- Vinko Stupar

## Results:

As a result, we selected a set of promising solutions that offer realistic implementation opportunities and contribute to the company's long-term growth and visibility.

### COCD BOX:

- **Blue method:** focuses on selecting ideas that are practical, realistic, and feasible for immediate implementation.
- **Yellow method:** highlights optimistic, innovative, and creative ideas that show great potential for future development.
- **Red method:** captures wild, unconventional, and currently unrealistic ideas that could inspire future innovation.



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## Idea Generation:

In selecting the best concepts, we used the COCD Box method, which helps categorize ideas based on their feasibility and innovativeness

Each team member contributed approximately 120 ideas related to sustainable development in tourism.

## Evaluation and Categorization:

We used the COCD Box method to categorize ideas based on their feasibility and innovative potential.

We prioritized ideas that were both realistic to implement and aligned with the company's sustainability goals.

## **5.4 “Do You Really Accept the Terms?”: a Legal and Design-Based Evaluation of Online Terms and Conditions**

**Author:** Paulo Ventura, Master's degree in Human Resources Management and MBA in Business Administration and Management from the Universidad Isabel I and the European Business School in Barcelona, Spain.

**Mentor:** Assoc. prof. dr. Rute Couto

In an increasingly digital world, consumers are regularly prompted to accept Terms and Conditions (T&C) to access online services, yet few understand what they are agreeing to. This poster presents a brief interdisciplinary investigation into the length, complexity, and accessibility of T&C from major digital platforms.

Combining legal analysis with user-centred design principles (Legal Design), the study evaluates whether current practices comply with legal obligations of clarity and transparency under EU consumer law. Using content analysis and readability metrics, the poster visualises how inaccessible many T&C documents remain.

The research identifies common issues - excessive length, dense legal jargon, lack of visual aids - and highlights emerging best practices. It concludes by recommending that businesses adopt Legal Design approaches to ensure informed consent and reduce legal risk. This work contributes to the debate on digital fairness and the future of contract accessibility.



# “Do You Really Accept the Terms?”: a Legal and Design-Based Evaluation of Online Terms and Conditions

Author: Paulo Ventura, Bragança Polytechnic University

Mentor: Rute Couto, Bragança Polytechnic University



## Introduction

Consumers routinely accept **Terms and Conditions (T&C)** when using digital platforms, but few read or understand them.

This lack of clarity raises concerns about transparency, digital fairness, and legal validity.

This study examines whether current practices meet the standards established in EU consumer protection law.

## Materials and methods

We analysed T&C from **4 major platforms**, assessing length, readability, and use of visual aids, using EU consumer law as a benchmark.

## Results

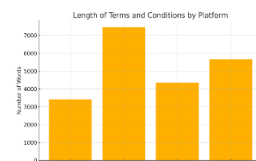
Average **word count**: 5 220 words

Estimated **reading time**: 22 minutes

Flesch **readability score**: Difficult (avg. 36.2/100)

Only 1 of the 4 platforms included **simplified summaries or visual aids**

Frequent use of **vague or technical language**



### Examples of legal jargon found in Terms and Conditions:

- “You grant us a royalty-free, perpetual, irrevocable license...”
- “We may use your content to develop AI tools...”
- “You agree to binding arbitration in the jurisdiction of our choice...”
- “To the extent that laws allow this...”
- “You agree to defend, indemnify, and hold us harmless from any and all claims...”
- “We reserve the right to cancel orders in our sole discretion...”

## Conclusions

- Most T&C analysed are **inaccessible and overly complex** to the average user and fall short of transparency requirements.
- **Legal Design** can help bridge this gap by making digital contracts clearer, more engaging, and easier to understand.
- Clearer contracts are essential for **fair digital markets** - and improving their design is key to both legal compliance and rebuilding user trust.
- Future work will explore user responses to redesigned contract formats and assess how Legal Design enhances comprehension and trust.

### Literature cited

Bakos, Y., Marotta-Wurgler, F., & Trossen, D. (2014). Does Anyone Read the Fine Print? Consumer Attention to Standard-Form Contracts. *The Journal of Legal Studies*, 43, 1 - 35.  
Ducato, R. (2018). House of Terms: Fixing the Information Paradigm with Legal Design.  
Eishout, M., Elsen, M., Leenheer, J., Loos, M., Luzak, J., Study on consumers' attitudes towards Terms and Conditions (T&Cs) – Final report, Publications Office of the European Union

### Acknowledgments

We would like to thank opDC – Portuguese Association of Consumer Law for their support and insights .

### Further information

Please contact [paulojcv@sapo.pt](mailto:paulojcv@sapo.pt) if you have a question or comment.

Student Poster Section as part of »12th Annual International Conference on Business, Law & Economics« organized by ATINER and MLC Ljubljana (6st May 2025)

## 5.5 The Right to Healthy Nutrition: A Slovenian Perspective

**Author:** Pija Lucija Kralj, Master's student from Faculty for Social Science in the University of Ljubljana, Slovenija

**Mentors:** Assoc. prof. dr. Danijela Brečko and Teja Jenko

Lucija Pija Kralj's address highlights Slovenia's comprehensive approach to healthy nutrition as a fundamental human right. Recognizing the role of balanced diets in public health, Slovenia integrates nutrition education from early childhood through national programs and school initiatives.

Tools like the CLAS food database and the PISKR meal-planning app support evidence-based policies and healthy meals in schools. The "Respect Food – Respect the Planet" campaign teaches children the link between food, health, and sustainability. Despite progress, challenges remain, including rising obesity rates and undernutrition among the elderly.

The National Program on Nutrition and Physical Activity 2015–2025 aims to address these through multi-sector cooperation, education, and promotion of physical activity. Schools play a vital role, offering integrated nutrition education and hands-on activities.

As Slovenia advances toward healthier, more sustainable food systems, its model demonstrates how policy, technology, and education can secure the right to healthy nutrition for all citizens.

# The Right to Healthy Nutrition: A Slovenian Perspective

Master student Pija Lucija Kralj, Faculty of Social Sciences Ljubljana

Assoc. prof. dr. Danijela Brečko, MLC Management and Law College  
Ljubljana



## Introduction

This project explores how Slovenia frames healthy nutrition as a human right through integrated educational, policy, and digital strategies. We ask: How effective are early-life interventions and state-supported digital tools in shaping lifelong dietary habits? We hypothesize that Slovenia's cross-sectoral, data-driven approach offers a replicable model for improving public health through food systems.

## Materials and methods

We analyzed Slovenia's national nutrition strategy documents, educational programs, and digital platforms such as CLAS and PISKR. Data were triangulated with public health statistics and case studies

## Literature cited

Jakob, M., Zupan, C., & Gregori, M. (2024). Slovenia as a transnational example for healthy food systems. *Food Policy*, 173, 102325. <https://doi.org/10.1016/j.foodpol.2024.102325>

Ministry of Health of the Republic of Slovenia. (2015). *National Nutrition Strategy for the Republic of Slovenia 2015-2025*. Ljubljana: MZ. [https://www.mz.gov.si/images/stories/2015/2015\\_nutrition\\_strategy.pdf](https://www.mz.gov.si/images/stories/2015/2015_nutrition_strategy.pdf)

Ministry of Education, Science and Sports of the Republic of Slovenia. (2023). *National Strategy for Digital Education 2023-2027*. Ljubljana: MIZP. [https://www.mizp.gov.si/images/stories/2023/2023\\_digital\\_education\\_strategy.pdf](https://www.mizp.gov.si/images/stories/2023/2023_digital_education_strategy.pdf)

Prešern, J. (2017). *Nutrition and food systems in Slovenia: A review of the current situation and future perspectives*. Ljubljana: MZ. [https://www.mz.gov.si/images/stories/2017/2017\\_nutrition\\_and\\_food\\_systems\\_in\\_slovenia.pdf](https://www.mz.gov.si/images/stories/2017/2017_nutrition_and_food_systems_in_slovenia.pdf)

## Results

**Why Cross-Sector Cooperation Matters:** Healthcare, education, agriculture, and social services are working together to design better food systems. Nutritionists, physical activity specialists, and policymakers must collaborate to ensure the health of every citizen — from preschool to retirement.



**Looking Ahead:** Slovenia is developing centralized digital platforms for food and nutrition data, enabling better tracking of food quality, reducing sugar and salt in processed foods, and creating smarter, data-driven interventions for healthier living.

## Conclusions

Slovenia's integrated approach—linking policy, education, and digital tools—demonstrates that the right to healthy nutrition can be operationalized across sectors. Its measurable impact on school food systems and early health education is especially promising in combating rising obesity rates. Next, we aim to evaluate long-term outcomes and explore how this model might be adapted in other European contexts.



## Further information:

If any questions after presentation you can contact me:  
[pjalucija.kralj@gmail.com](mailto:pjalucija.kralj@gmail.com)

## 5.6 Healthy Lifestyle: An Analytical Report

**Author:** Mineja Podgornik Pulec is the first degree student from Faculty of Arts in the University of Ljubljana, Slovenija

**Mentors:** Assoc. prof. dr. Danijela Brečko and Katja Simić

This research poster presents an analytical overview of attitudes and habits related to healthy lifestyles among different age groups. The study aims to identify patterns in physical activity, nutritional behavior, and awareness of healthy living principles. The data were collected through a structured survey distributed among diverse respondents and analyzed to detect key trends and challenges.

The results indicate that although most participants are aware of the importance of a healthy lifestyle, there remains a significant gap between knowledge and daily practice. Sedentary behavior, irregular eating habits, and limited engagement in physical activities were highlighted, particularly among younger and working-age adults. Conversely, older respondents demonstrated more consistent routines, especially when part of structured community programs.

The findings emphasize the need for targeted awareness campaigns, better access to educational resources, and more supportive environments that encourage long-term healthy behavior across generations. The research supports the development of tailored public health strategies that integrate education, motivation, and community-based interventions.

This poster contributes to the ongoing discussion on how societal, behavioral, and psychological factors influence well-being and offers recommendations for fostering a culture of health through informed action.

## Healthy Lifestyle: An Analytical Report

Author: Mineja Podgornik Pulec, Faculty of Arts, University of Ljubljana

Mentors: Assoc. prof. dr. Danijela Brečko, MLC Ljubljana and

Katja Simić, Športna unija Slovenije



### Introduction

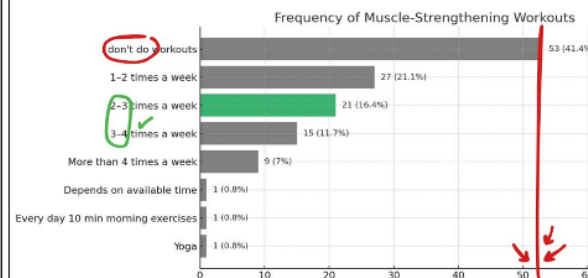
We often talk about a "healthy lifestyle"—but are we truly living it? This project explored how Slovenians of different age groups manage physical activity, nutrition, sleep, and screen use.

We hypothesized that knowledge of health guidelines does not always lead to healthy habits.

### Materials and methods

Data were collected via an anonymous online survey (Google Forms), open to the general population. Participants answered questions about lifestyle habits, including movement, eating, sleep, and digital device use.

At the end, respondents received personalized feedback based on national guidelines.



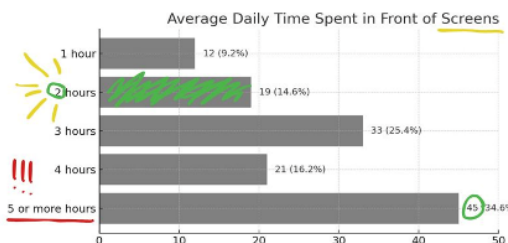
### MOVEMENT



### DIGITAL DEVICE USE



Too much phone = NO concentration



### Conclusions

While most respondents meet basic hydration and sleep recommendations, strength training and fruit/vegetable intake fall short.

Younger people report higher screen use and lower physical activity, despite better access to health information.

Next steps: Develop age-targeted awareness campaigns and practical tools for daily healthy choices.

### Literature cited

Author, J. 2012. Article title. Journal of Something 1:1-2.

### ONLY USE IF YOU WANT!

#### Further information

Please see <https://colinpurrington.com/tips/poster-design> for more templates and tips. I'm at colinpurrington@gmail.com if you have a question or comment.

## **5.7 Healthy Lifestyle for a Healthier Future - Promoting Awareness of Healthy, Sustainably Produced Food and Movement**

**Author:** Jasna Smikov is a student from Biotechnical Faculty in the University of Ljubljana, Slovenija; Maj Dobnik is first degree student from Faculty of Design, Slovenija.

**Mentors:** Sabina Vlašić, Msc, lecturer and Katja Simić

We live in a world where our daily actions increasingly impact the environment, making sustainability not just a concept, but a necessity for the preservation of our planet. Yet, despite its importance, many people still struggle to fully grasp what sustainability and systems thinking mean.

To address this gap, our project focused on raising public awareness through creative, accessible tools. One of our main outputs was a humorous online quiz, created on the BuzzFeed platform. The quiz was developed using content and concepts introduced by Prof. Dr. Tadeja Jere Jakulin, who provided us with foundational knowledge on sustainability and systems thinking. Drawing from her presentation, we crafted a series of playful and reflective questions designed to engage users in a lighthearted way while encouraging deeper understanding and behavioral change.

Humor proved to be a powerful educational medium, making complex ideas more approachable and memorable. The quiz is suitable for a wide range of audiences and has the potential to inspire meaningful action toward more sustainable lifestyles. You can access the quiz by scanning the QR code and remember—sustainability is a journey, not a destination.

In addition, our awareness campaign included a public service announcement created by Maj Dobnik, which focuses on the growing issue of screen time overuse. The visual message encourages people—especially younger generations—to reflect on how much time they spend in front of digital screens and to consciously seek a healthier balance between online and offline life. This advertisement is a reminder that digital well-being is also part of a sustainable, healthy lifestyle.

Together, the quiz and the screen-time campaign form a holistic, youth-led effort to inform, inspire, and shift everyday habits in a more sustainable direction.



## Healthy Lifestyle for a Healthier Future - Promoting Awareness of Healthy,



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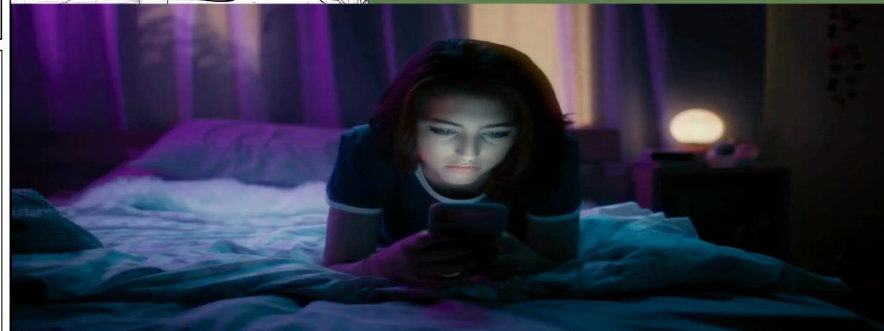
### Introduction

Our project explores the impact of lifestyle and dietary habits across generations, developing workshops and educational materials to foster healthier practices. By implementing these workshops in schools, kindergartens, and senior centers, we aim to engage diverse groups in adopting sustainable nutrition. The outcome will be shared through an informative film, a questionnaire, and public presentations to raise awareness and drive lasting change.



### Materials and methods

At MLC University, a special program for adolescents was carried out, focusing on critical thinking about nutrition, physical activity, and mental well-being. As part of the activities for students, an educational video, a worksheet, and a survey were created to actively engage participants and gather feedback. For children, we developed a coloring book and a structured workshop program to promote healthy eating in an interactive and age-appropriate way. An educational film for children was also produced to complement the workshops. In the coming weeks, workshops specifically tailored for children and senior citizens will be implemented. The results of all activities have been presented to both professional and public audiences.



### Literature cited:

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### Conclusions

The project provides valuable insights into how diverse generations engage with sustainable eating and active living.

By involving faculties, kindergartens, and senior centers, we create a multi-generational impact that fosters long-term behavior change.

Interestingly, while awareness of healthy habits is high, actual daily practices often fall short, showing where targeted support is still needed.

Next, we aim to expand the program, reaching more communities to amplify its influence on public health.

QR code for our Healthy lifestyle questionnaire



Student Poster Section as part of »12th Annual International Conference on Business, Law & Economics« organized by ATINER and MLC Ljubljana (6st May 2025)

# 6. PARTICIPANTS

*(in alphabetical order)*

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- Zala Zadnik, MLC Ljubljana

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- Paulo Ventura, Universidad Isabel I and the European Business School in Barcelona, Spain

## 6.3 Mentors

- Assoc. prof. dr. Danijela Brečko, MLC Ljubljana
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- Teja Jenko, Sport Union of Slovenija
- Katja Simić, Sport Union of Slovenija
- Vinko Stupar, Vinakoper d.o.o.
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