

1st International Conference

INTEGRAL GREEN ECONOMY FOR A BETTER WORLD

Slovenia, 17th - 19th September 2013



INVITATION

**to a unique & co-creative Conference-Process
focusing on Integrated Approaches to Planning the Transition to a
Green, Self-Sufficient, Culturally Embedded and Socially Inclusive
Economy in Slovenia, Europe, and the World**

**featuring Slovenia as an Emergent Model of an Integral Green Economy
with the Participation of Slovenian Role Models
and Global Thought and Action Leaders**

CONFERENCE HIGHLIGHTS

Starting from an analysis of the parlous state in the global economy, the Conference aims at:

- **Introducing New Economic Thinking & New Practice:** Presenting a comprehensive overview of emerging alternative economic thinking and practice based on sustainable approaches to economics, aligned with an integral “four worlds and center model”, articulated in terms of a relevant Moral Economic Core (Center), Self-sufficient Economy (South), Developmental Economy (East), Social Economy (North), and Living Economy (West), and associated, respectively, with four transformational economic paths.
- **Building on and Co-Creating Real Life Cases, locally and globally:** Based on growing awareness of the wealth of impulses for economic renewal in Slovenia, in relation to all four economic paths, the conference introduces distinctive real-life cases representing the emergent integral economy – locally, regionally, nationally and internationally. We directly engage with feasible, ready-made Slovenian projects representative of the above, building on their unique embeddedness in the Slovenian culture at the European crossroads.
- **Reviewing and upgrading the vision of the Integral Green Slovenian Economy (IGSE):** The conference will consider viable measures to lead Slovenia out of the present serious economic, financial and political crisis, as well as its crisis of values, and will help in shaping a long-term strategy for sustainable development, with the objective, ultimately, to establish Slovenia as a pilot country of an integral green economy within Europe and the World.
- **Connecting the Integral Green Economy in Slovenia with present EU Development Policies:** Set in the context of the EU 2020 Strategy for smart, sustainable and inclusive growth, and exploring, among others, the emerging concepts of green economy, social entrepreneurship and social responsibility, and, subsequently, sketching an evolving integral strategy for Europe as a whole.

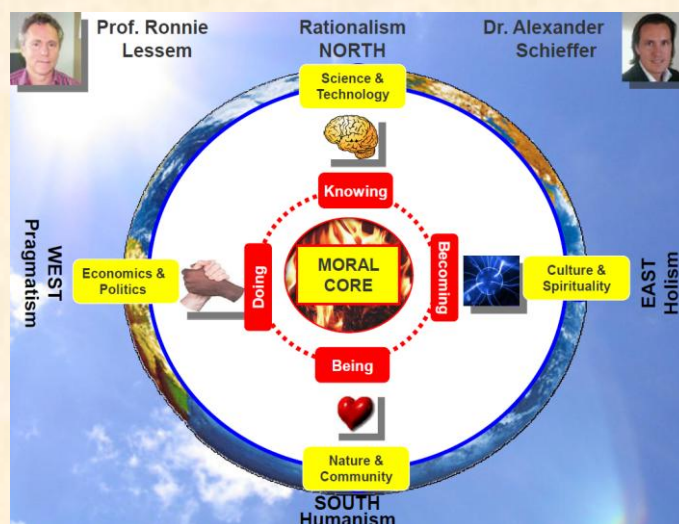


AGENDA/THE PROGRAMME

DAY 1 / TUESDAY, SEPTEMBER 17, 9:00 – 18:00 / LOCATION: RECTORATE OF THE UNIVERSITY OF MARIBOR

DAY 1	TUESDAY, 17. 9. 2013
8:30–9:00	REGISTRATION
9:00–9:30	OPENING ADDRESSES THE STRENGTHS OF SLOVENIA
	INTRODUCTION: FROM DESTRUCTION TO A NEW BEGINNING
9:30–10:15	The emergence of Integral Economics – The Framework *: An overview and integration of historical and emerging alternative economic thinking - across disciplines, cultures, from individual to societal transformation. A comprehensive presentation of Integral Economics. (Dr. Ronnie Lessem, Dr. Alexander Schieffer, Trans4m, Switzerland)
10:15–10:40	The emergence of Integral Economics – The Practice *: Alternatives do exist! Presentation of seminal integral models: SEKEM in Egypt (Dr. Ibrahim Abouleish)
10:40–11:00	Interactive discussion
11:00–11:30	Active coffee break
11:30–13:00	The emergence of Integral Economics – The Practice * : Alternatives do exist! Presentation of seminal integral models: Sarvodaya in Sri Lanka (Dr. Vinya Ariyaratne), Mondragon in Spain; Deutsche Telekom in Germany (Dr. Reza Moussavian), Virgin Money and ethical investors.
13:00–14:00	Lunch time
	CO-CONSTRUCTION: CO-CREATING NEW ECONOMIES
14:00–14:15	Maribor as an Integral City: The vision of Maribor as the first integral city in Slovenia (Dr. Andrej Fištravec, The Mayor of Maribor)
14:15–15:00	Proposal for the Integral Green Slovenian Economy. ** Expanding existing integral Strengths: engaging with concepts in the framework of the EU and Slovene development policy and culture (cultural heritage) that are already consistent with the theory of integral economics (e. g., sustainable development, green economy, corporate social responsibility, social entrepreneurship, rural development, social inclusion, cooperatives, lead market concept, education for sustainable development, global education, ...). (Dr. Ronnie Lessem, Trans4m, Switzerland; Dr. Darja Piciga, Ministry of Agriculture and the Environment of the Republic of Slovenia; Ddr. Matjaž Mulej, IRDO, Maribor)
15:30–16:00	Discovering the moral and spiritual core of the new Slovenian economic model (Marko Pogačnik)

15:00–15:30	Coffee break
16:00–17:45	Exploring distinctive cases – international and national – of each economic path: self sufficiency, developmental economy, social and living economies. 1-2 international, 3-4 Slovenian cases / session (parallel sessions and posters)
16:00–18:00	Conclusion of Day 1



- * Video lectures on INTEGRAL ECONOMICS by Dr. Ronnie Lessem available on:

http://videlectures.net/integralnaslovenija2013_ljubljana/

videlecturesnet
exchange ideas & share knowledge

<http://www.youtube.com/watch?v=aI8H0vzVZqs>

- ** Proposal for INTEGRAL GREEN SLOVENIAN ECONOMY: IGSE is available on:

<http://www.trans-4-m.com/>

More information on Integral Worlds Approach:

<http://www.trans-4-m.com> and www.dpiciga.com.

DAY 2 / WEDNESDAY, SEPTEMBER 18 9:00 – 18:00 / LOCATION: RECTORATE OF THE UNIVERSITY OF MARIBOR

DAY 2	WEDNESDAY, 18. 9. 2013
8:30–9:00	REGISTRATION
	CO-CONSTRUCTION (Continuation): INTEGRALLY DOWN-TO-EARTH
9:00–9:40	Opening remarks and reports from the sessions of Day 1: Presenting Slovenian cases of integral green economy (integral green local and regional models, organic and biodynamic agriculture, sustainable enterprises, R&D and innovation models for green economy, green cooperatives and social enterprises, models of sustainable tourism, civil society initiatives and projects, Development Cooperative e TRI, Challenge: Future, Centre for School and Outdoor Education, BC Naklo, EKOCI - The eco-civil initiative of Slovenia, instruments of national development policy ...)
9:40–10:10	Terra Parzival - European Regional Development Model for Slovenia 2014-2020 (Miha Pogačnik, Slovenian Cultural Ambassador and founder of Terra Parzival; Elena Begant, Expert Advisor on Regional Development)
10:10–12:30	Elaborating Slovenian cases of integral green economy (Pro-Action Café)
12:30–13:00	Highlights from Pro-Action Café (plenary)
13:00–14:00	Lunch time
14:00–16:00	Reviewing and upgrading the vision and outline programme of the Integral Green Slovenian Economy (IGSE)**: viable measures to lead Slovenia out of the present serious economic, financial and political crisis, as well as crisis of values, and as a long-term strategy for sustainable development, and, ultimately, establishing Slovenia as a pilot country of an integral green economy. Connecting Integral Economics and IGSE with the present EU development policies, particularly in the context of the EU 2020 Strategy for smart, sustainable and inclusive growth, and, subsequently, sketching an evolving integral strategy for Europe as a whole. (Working groups, coffee while working)
16:00–17:30	CONTRIBUTION Revealing the global relevance (Panel of global thinkers)
17:30–18:00	Concluding thoughts

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<http://www.youtube.com/watch?v=aI8H0vzVZqs>

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DAY 3 / THURSDAY, SEPTEMBER 19, 9:30 – 18:30 / LOCATION: BIOTECHNICAL CENTRE NAKLO

Exploring potentials of Upper Carniola and other Slovenian regions for an integral development towards sustainability (highlighted education, employability, securing a livelihood).

DAY 3	THURSDAY, 19. 9. 2013
9:00–9:30	Registration
9:30–10:00	Welcome coffee and press conference
10:00–10:30	Opening addresses with a short cultural programme
10:30–11:20	Harvesting of the first two days with keynote thoughts from the eminent guests (Dr. Ronnie Lessem, Dr. Alexander Schieffer, Trans4m, Switzerland; Dr. Ibrahim Abouleish, SEKEM, Egypt; Dr. Vinya Ariyaratne, Sarvodaya, Sri Lanka; Dr. Reza Moussavian, Deutsche Telekom, Germany).
11:20–12:00	TOWARDS AN INTEGRAL UNIVERSITY: Co-Creating an Integral University as a key Catalyst for Integral Green Economy in Slovenia (Dr. Ronnie Lessem, Dr. Alexander Schieffer, Trans4m, Switzerland; Dr. Ibrahim Abouleish, SEKEM, Egypt; Dr. Vinya Ariyaratne, Sarvodaya, Sri Lanka; Dr. Reza Moussavian, Deutsche Telekom, Germany, Dr. Darja Piciga, CMDC, Switzerland)
12:00–12:30	Coffee break
12:30–14.00	TOWARDS AN INTEGRAL UNIVERSITY: Education and training for an Integral Green Slovenia (Elaborating and connecting Slovenian and international cases) (Pro-Action Cafe)
14:00–15:00	Lunch time
15:00–16:30	Guided tour of Biotechnical Centre Naklo
16:30–17:45	From education and training to creating new jobs and securing a livelihood (Workshops in parallel sessions, coffee while working)
17:45–18:30	Reports from parallel sessions and Conclusions

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<http://www.youtube.com/watch?v=al8H0vzVZqs>

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More information on Integral Worlds Approach: <http://www.trans-4-m.com> and www.dpiciga.com.

CONFERENCE LOCATIONS

RECTORATE OF THE UNIVERSITY OF MARIBOR
Address: Slomškovo trg 15, 2000 Maribor, SLOVENIA

BIOTECHNICAL CENTRE NAKLO
Address: Strahinj 99, 4202 Naklo, SLOVENIA



REGISTRATION AND FEE

Registration and payment of fee are obligatory for all participants of the conference. Registration can be made electronically on [E-registration](#).

Fees for participants (*VAT is included*)

1 day	30,00 EUR
2 days, 3 days	60,00 EUR

After the registration to the conference an invoice is issued by Biotechnical centre Naklo. Fees must be paid before the beginning of the conference, deadline 14th September 2013. After 12th September fees are not refundable.

Participants who paid the fees are entitled to:
coffee, juice, water and snacks during the breaks

The payment of fees should be made to Biotechnical Centre Naklo/Biotehniški center Naklo
Account numbers: 01100-6030698292 and reference n.: 04-2013-09

Transactions from abroad:

Biotehniški center Naklo, Strahinj 99, 4202 Naklo
IBAN: SI56011006030698292
SWIFT: BSLJSI2X
Bank: BANKA SLOVENIJE, Slovenska 35, 1505 Ljubljana SLO
Purpose of transfer: Integral Economy

CONTACTS AND INFORMATIONS

Information about participation in the programme:

Dr. Darja Piciga, Secretary, Environment Directorate, Ministry of Agriculture and the Environment
e-mail: darja.piciga@gmail.com

Information on the registration, fee, agenda:

Milena Jerala, Higher Vocational College Manager, Biotechnical Centre Naklo, Slovenia
e-mail: milena.jerala@bc-naklo.si

Website and other links: <http://www.bc-naklo.si/index.php?id=2525>

We reserve the right to update and change the agenda.

ORGANISED AND SUPPORTED BY:



Biotechnical Centre Naklo, Slovenia



TRANS4M Center for Integral Development,
Geneva, Switzerland



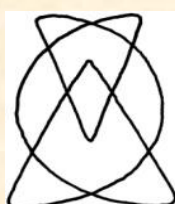
University of Maribor
University of Maribor
Maribor, Slovenia



CMDC Cercle mondial du consensus,
Geneva, Switzerland



Municipality of Maribor, Slovenia



Marko Pogačnik and VITAAA
Slovenia



Development Cooperative e TRI,
Ecology, Ergonomics and Ethical
Economy, Lendava, Slovenia



Ustanova Gandin Fundacija /
Terra Parzival



Centre for School and Outdoor
Education (CŠOD), Slovenia

Wings Wide Open Institute
Maribor, Slovenia



Association of Slovene Higher
Vocational Colleges, Slovenia



UMANOTERA, The Slovenian
Foundation for Sustainable
Development, Ljubljana, Slovenia



Heliopolis University for
Sustainable Development
Cairo, Egypt



Social incubator, Institute for
research and development of
social innovations
Ljubljana, Slovenia



IRDO – Institute for the Development
of Social Responsibility
Maribor, Slovenia



International Sustainable
Energy Organisation
Geneva, Switzerland



Youth Network No Excuse
Slovenia (MZBI)



International Conference EDUvision
Slovenia



Green Slovenia, Fit media
Celje, Slovenia



Organising Committee of the
Conference VIVUS, Naklo, Slovenia



Society La Vita - inspiration
for the quality of living



EKOICI, The eco-civil initiative of
Slovenia



Factory of sustainable tourism,
GoodPlace, Ljubljana, Slovenia

IN COOPERATION WITH:



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KMETIJSTVO IN OKOLJE

Ministry of Agriculture and the Environment of the Republic of Slovenia



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA GOSPODARSKI
RAZVOJ IN TEHNOLOGIJO

Ministry of Economic Development and Technology of the Republic of Slovenia

RATIONALE

Slovenia as well as other communities in the globalised World urgently need new approaches to address global and local challenges and to develop sustainable economies and societies. Modern economics, from the perspective of many societies, has failed, and thus has economic development to a large extent. The crisis that southern and eastern Europe especially faces today is the result of a narrowly based economic approach which is in effect a combination of western and northern Anglo-Saxon and respective German economic models. It has been shown that this partial economic model does not work in Southern Europe in particular. A number of problems are also reflected in Western and Northern Europe (cf: Mark Blyth, *Austerity: History of a Dangerous Idea*). Therefore, austerity interventions, without measures to transcend the traditional concepts of growth towards holistic development, all too often do not work. An integral economic approach is needed drawing on the best, in theory and practice, of the north and west, south and east, thereby contesting an overwhelmingly forceful mainstream paradigm. The integral theory of economics, building on these models, has evolved over decades at the Center for Integral Development Tran4m in Geneva (Prof. Ronnie Lessem, Prof. Alexander Schieffer): towards a viable integral economic perspective that works dynamically with the richness and diversity of the whole variety of economic Approaches of all Four Worlds and the Center (culturally and archetypally), and by building on the inner foundations of each living system (e.g. Nature & Community in the South).

The Integral Worlds Approach is a new transcultural and transdisciplinary orientation towards social and economic transformation, claiming that every social system needs to find, in order to be and stay sustainable, a dynamic balance between its four mutually reinforcing and interdependent 'worlds' (South: the realm of nature and community; East: culture and spirituality; North: science and technology; West: finance and enterprise) and its 'center' (the moral core). In Integral Economy, an overriding economic theme can be found in each of the four realms:

- The 'southern' natural and communal realm promotes the self-sufficient community-based economy (e.g. *Sentrupert Municipality in Slovenia; Chinyika, Zimbabwe; Grameen Bank, Bangladesh; SEKEM Initiative, Egypt*).
- The 'eastern' cultural and spiritual realm promotes a developmental culture-based economy (e.g. *Biotechnical Centre Naklo in Slovenia; Sarvodaya, Sri Lanka*).
- The 'northern' scientific and technological realm promotes a social knowledge based economy (e.g. *Gorenje Group in Slovenia; Mondragon Cooperatives, Spain*).
- The 'western' realm was promoted in the past through a neoliberal market economy; but below the surface can be seen the gradual emergence of a "living" life-based economic realm – which is basically a creative revisiting of the Anglo-Saxon economic model with a strong focus on ecology and sustainability (e.g. *Group Jelovica, Slovenia; Interface, USA*).
- The moral economic core is related to the innermost value base to be found in each society which is either related a religious and/or secular, humanist articulation of such a value base (e.g. *SEKEM Initiative, Egypt*).

With the practical cases mentioned above, it will be demonstrated that we do not need to start from scratch, but that almost all societies hold locally relevant impulses for economic renewal, on which we can build. Slovenia has already started this process on the level of national policy, i.e., with the draft Strategy for the transition to a Low-Carbon Society by 2050, Strategy for the Development of Slovenia's Tourism 2012-2016, Slovenian Industrial Policy 2014-2020, draft Rural Development Programme 2014-2020, the draft Slovenia's Developmental Strategy and Partnership Agreement 2014-2020. Based on the findings about the possibilities for the implementation of a model of integral economy in Slovenia, unveiled during the conferences on Integral Green Slovenia (enabled by the Ministry of Agriculture and the Environment between May 21 – 24), Tran4m presented a comprehensive proposal for an **Integral Green Slovenian Economy (IGSE)** that has already been partially included in the programming documents for the 2014-2020 period. Such a path out of the crisis is in line with the EU 2020 Strategy - a strategy of smart, green and inclusive growth, while taking into account the important concepts, supported by EU policies (e.g. the green economy, social entrepreneurship, corporate social responsibility, smart specialisation, lead market, ...).