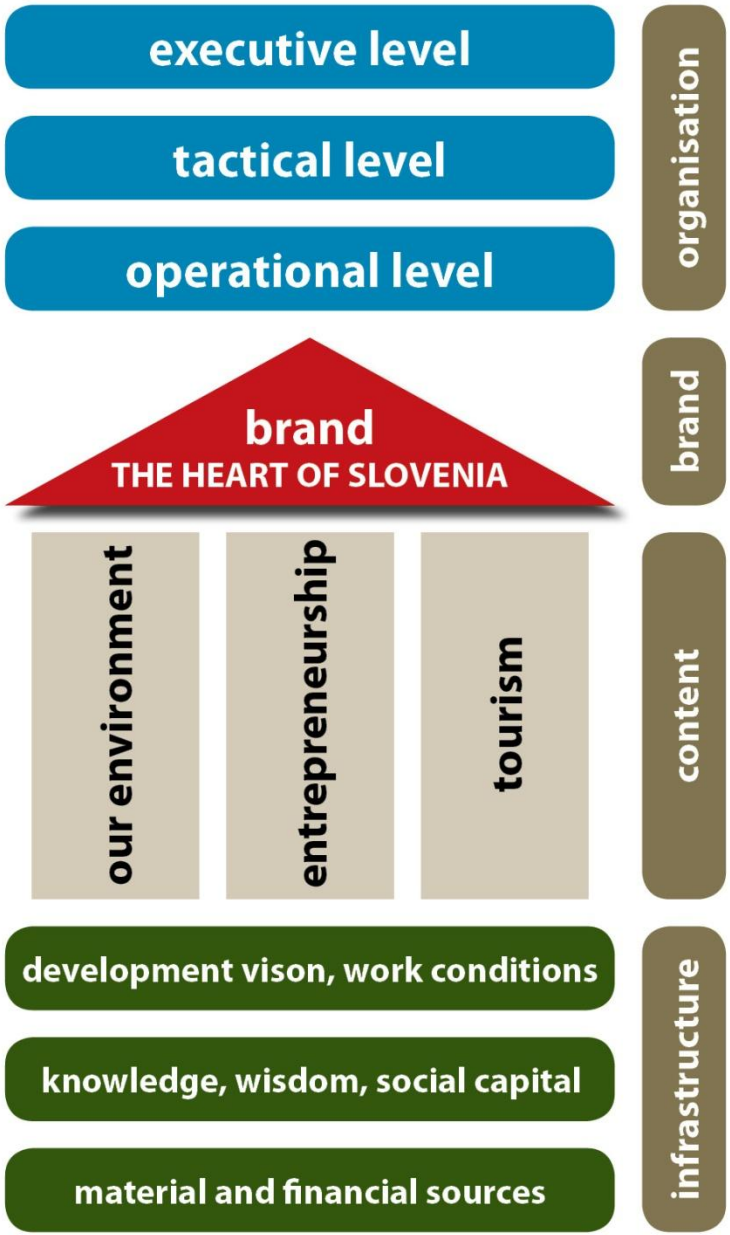
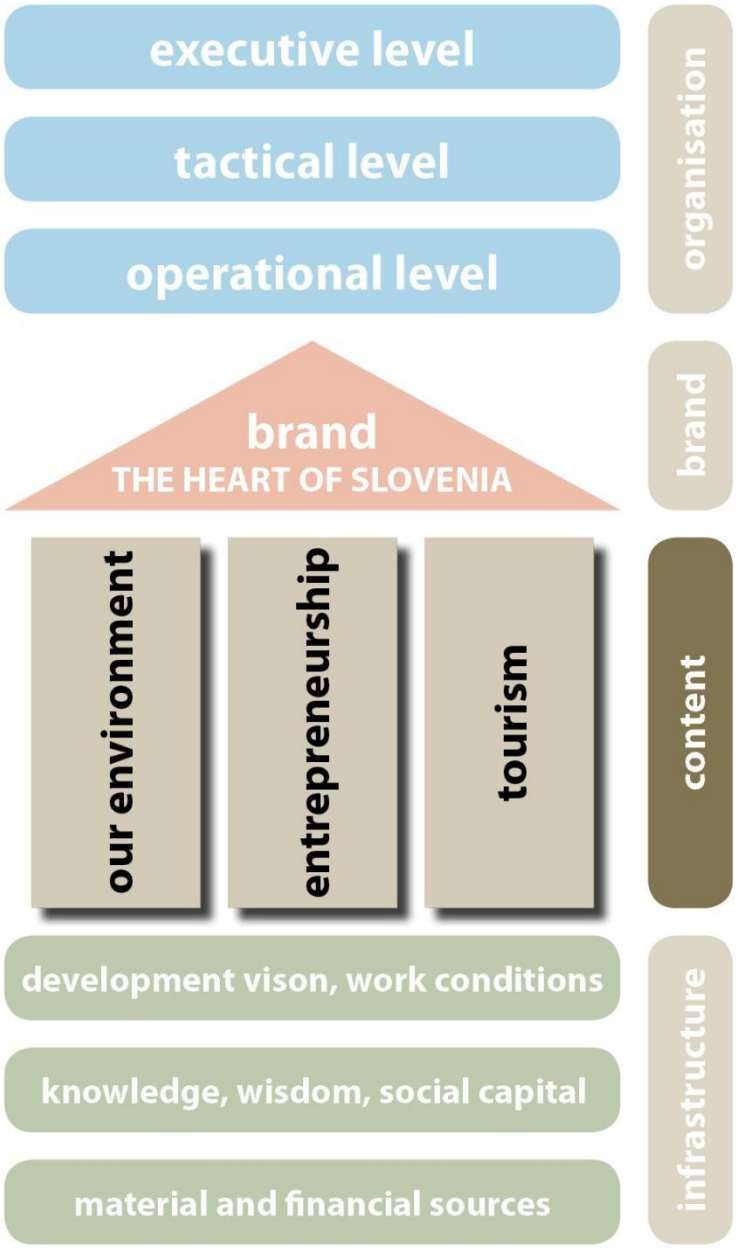
THE BUSINESS MODEL OF THE HEART OF SLOVENIA

Ana Savšek

Development Centre Litija

Ljubljana, 21th April 2011


executive level
tactical level
operational level
organisation
brand
THE HEART OF SLOVENIA
brand
our environment
entrepreneurship
tourism
content
development vison, work conditions
knowledge, wisdom, social capital
material and financial sources
infrastructure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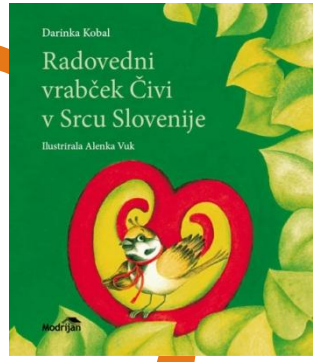
Our environment



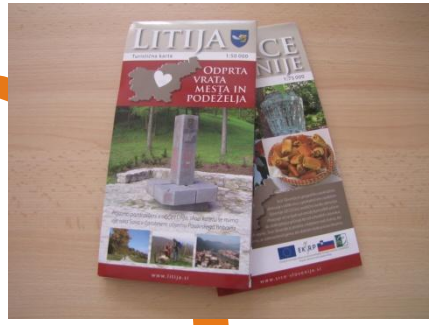
Entrepreneurship

SRCE SLOVENIJE

Tourism

POZDRAVLJENI V SRCU SLOVENIJE!
WELCOME TO THE HEART OF SLOVENIA!

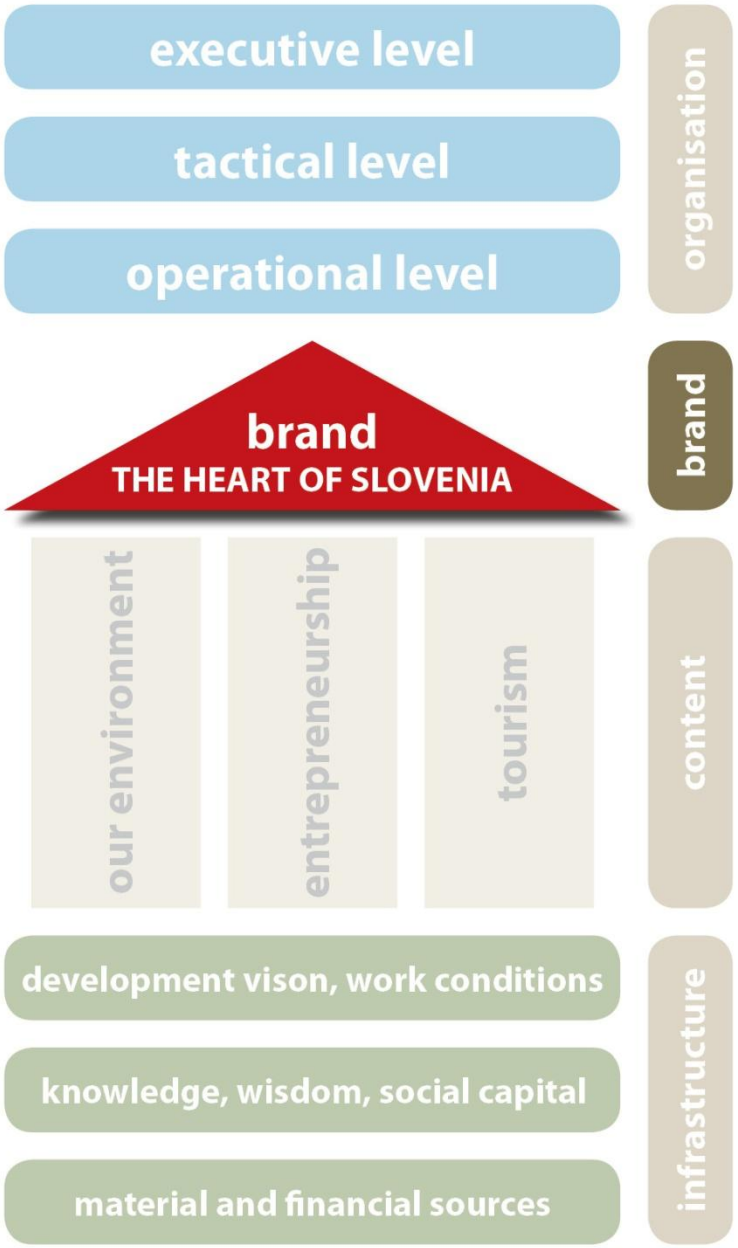
Izleti in ekskurzije v Srce Slovenije
Pohodništvo, kolesarjenje in jahanje


LITIJA
ODPRTA VRATA MESTA IN PODEŽELJA

DOBRODOŠLI V SRCU SLOVENIJE!

Janna

Levstikov pohod
v Srcu Slovenije
SRCE SLOVENIJE
Sobota,14. novembra 2009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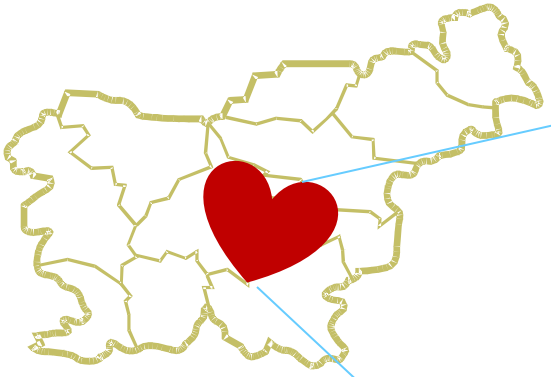
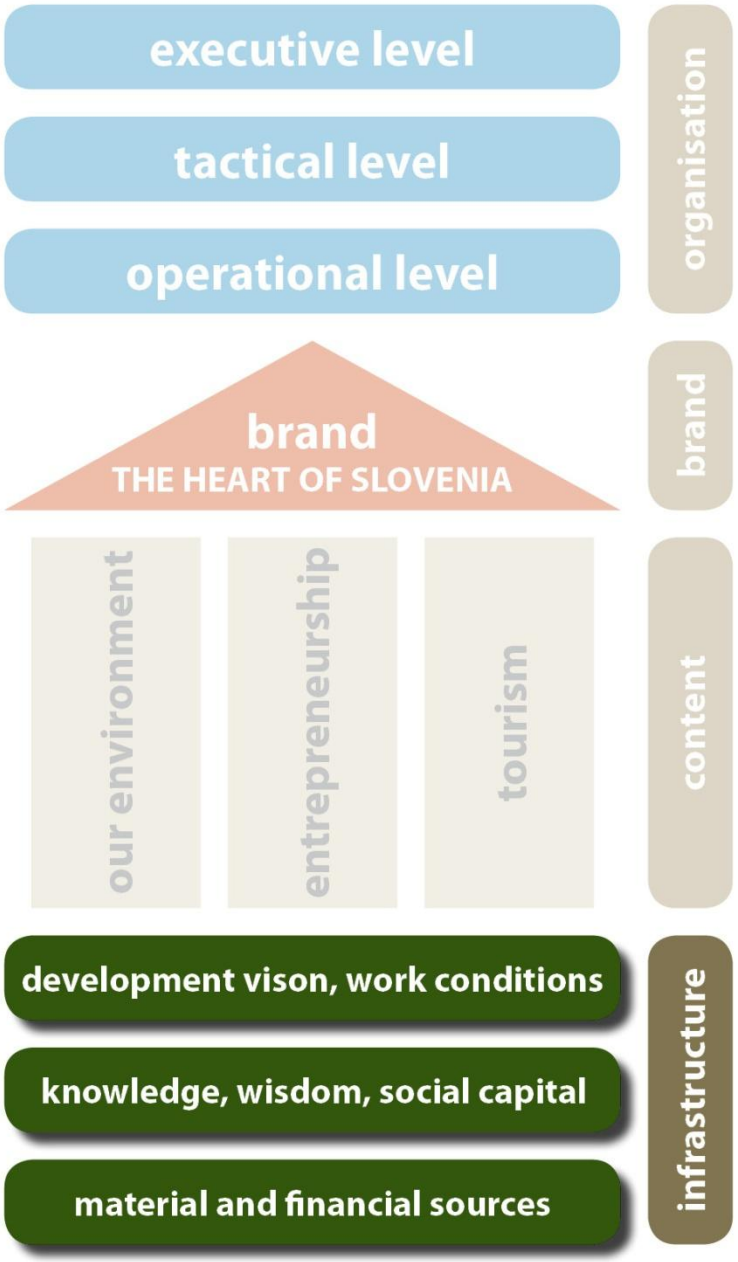
The Heart of Slovenia -
area in the shape of heart



- 16 municipalities
- 1.555 km2 (7,7% area of SLO)
- 196.000 inhabitants
- GEOSS as focal point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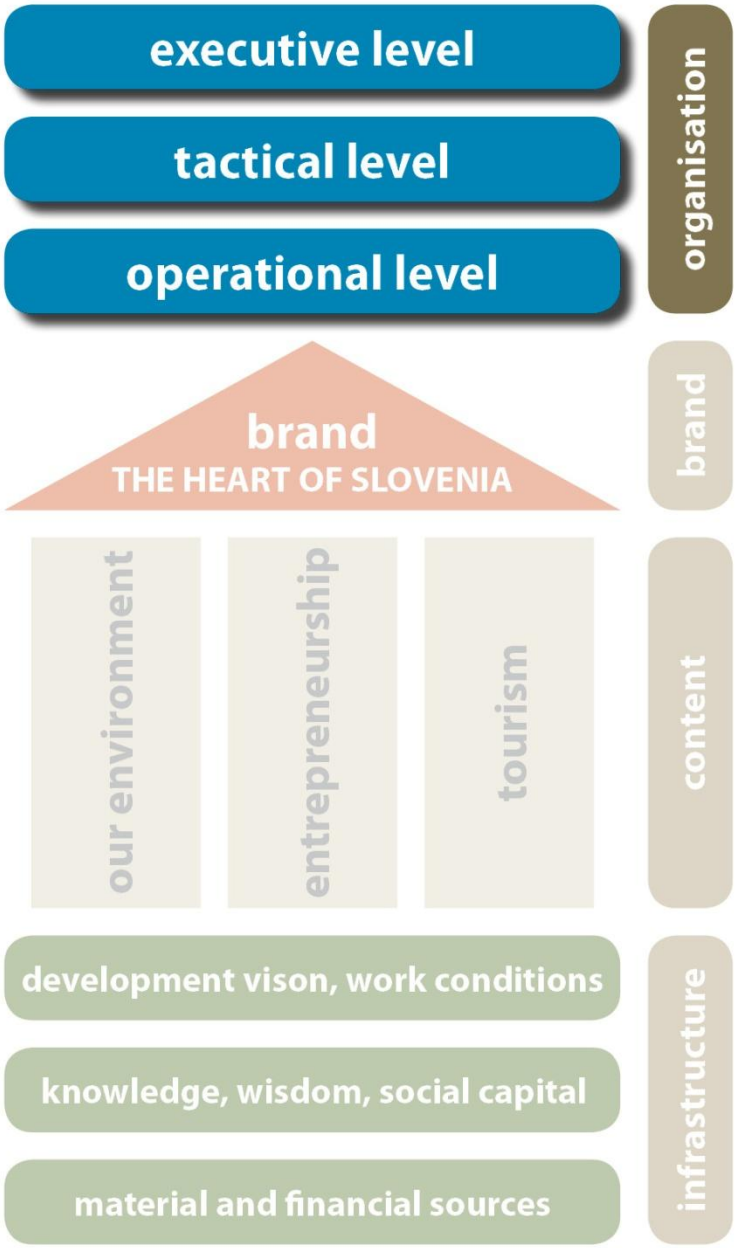
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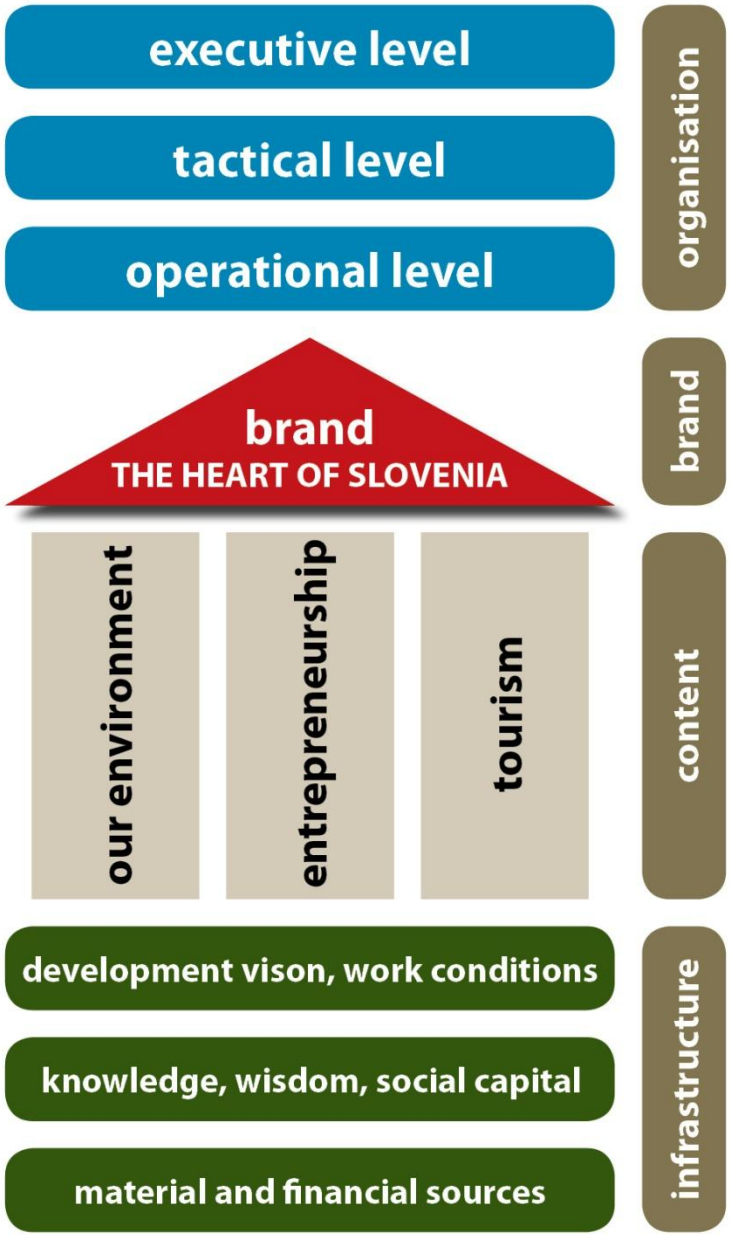
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