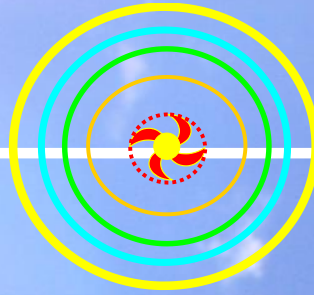


# TOWARDS A GREEN SLOVENIAN INTEGRAL ECONOMY

**Prof. Dr. Ronnie Lessem**  
**TRANS4M Center for Integral Development, Geneva**

**MAY 23RD**

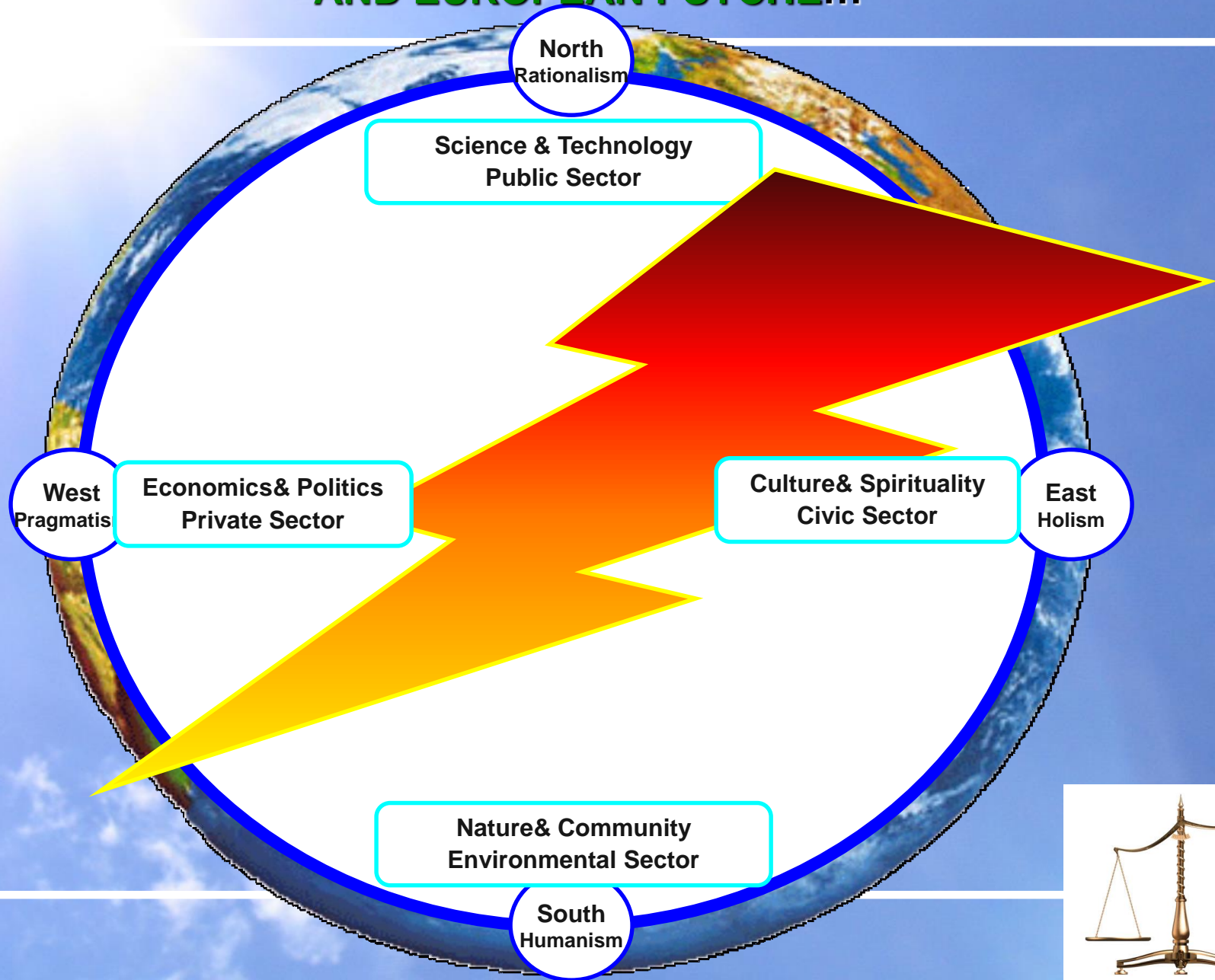


# TOWARDS A GREEN SLOVENIAN INTEGRAL ECONOMY

**Prof. Dr. Ronnie Lessem**  
**TRANS4M Center for Integral Development, Geneva**

**THE INTEGRAL BACKDROP**

# THE SPLIT IN THE WORLD'S AND EUROPEAN PSYCHE...

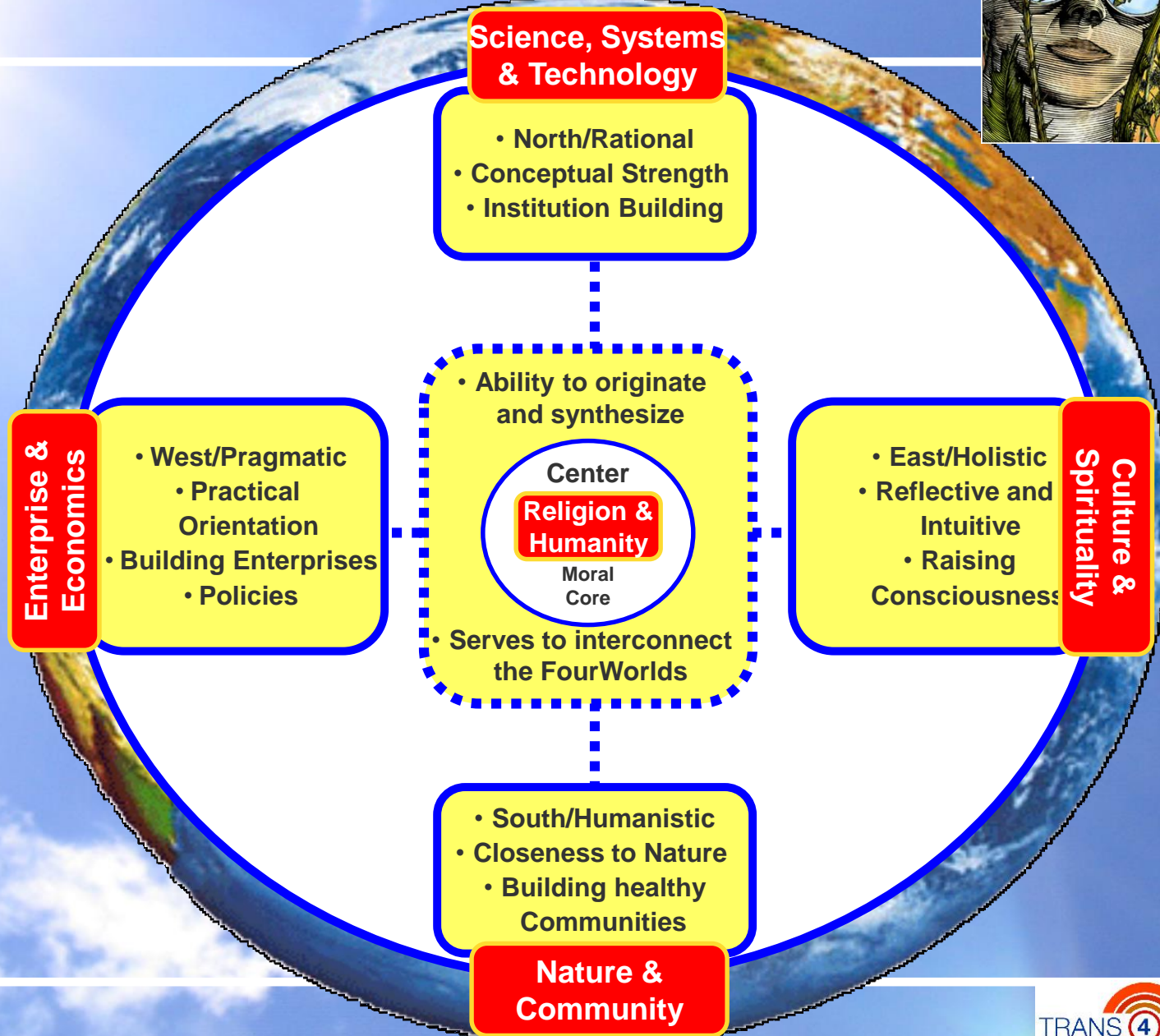


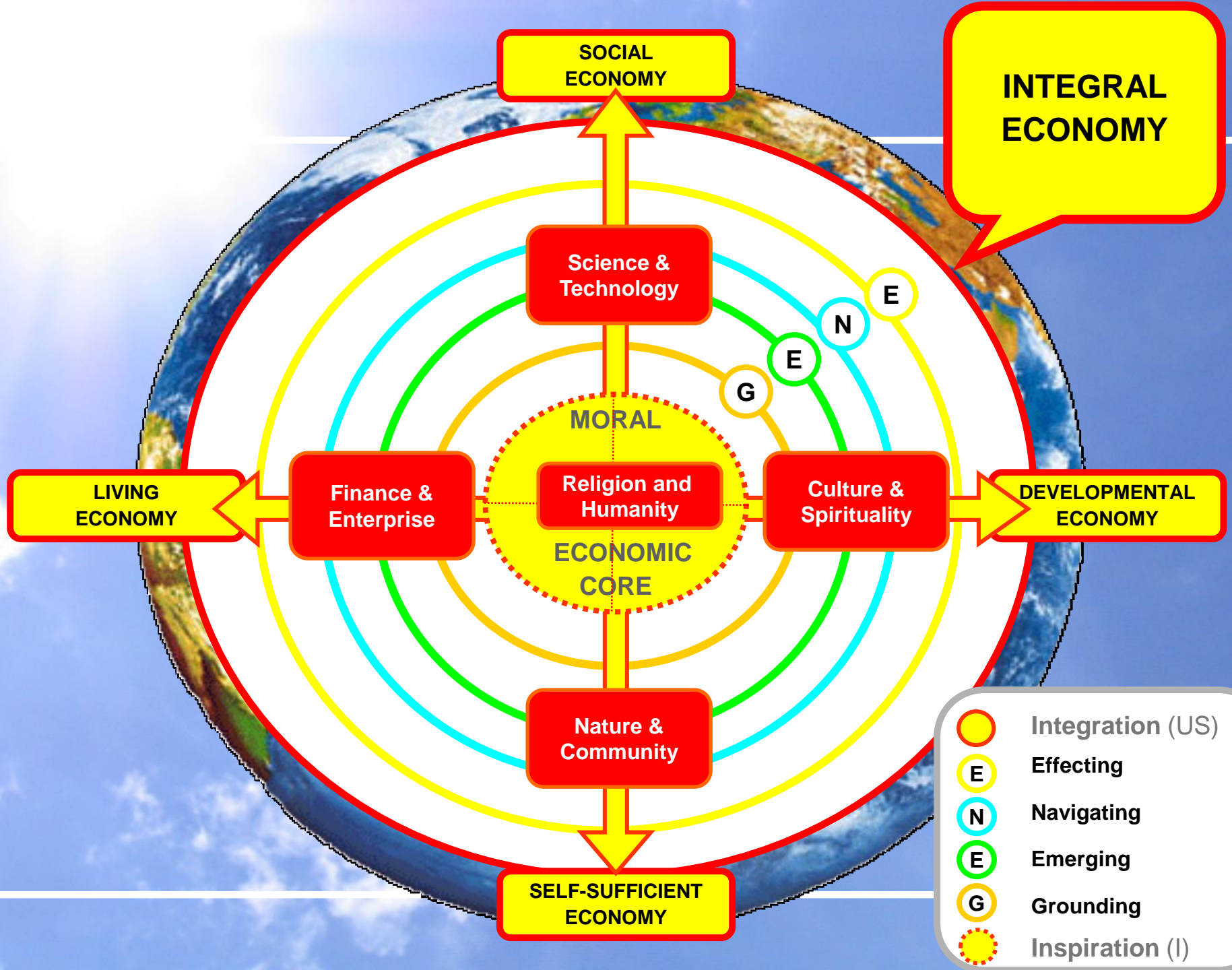
# TRANSCULTURAL CONTEXT RECOGNIZING ALTERNATIVE WORLDVIEWS

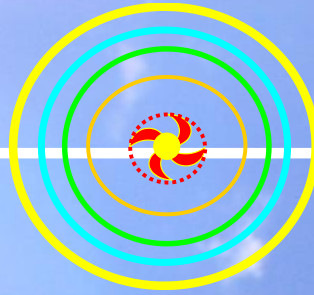


*Both local/regional and global in orientation, and can be applied to understand dysfunctional imbalances and functional, dynamic balance.*

*It works on an individual, organisational and societal level.*





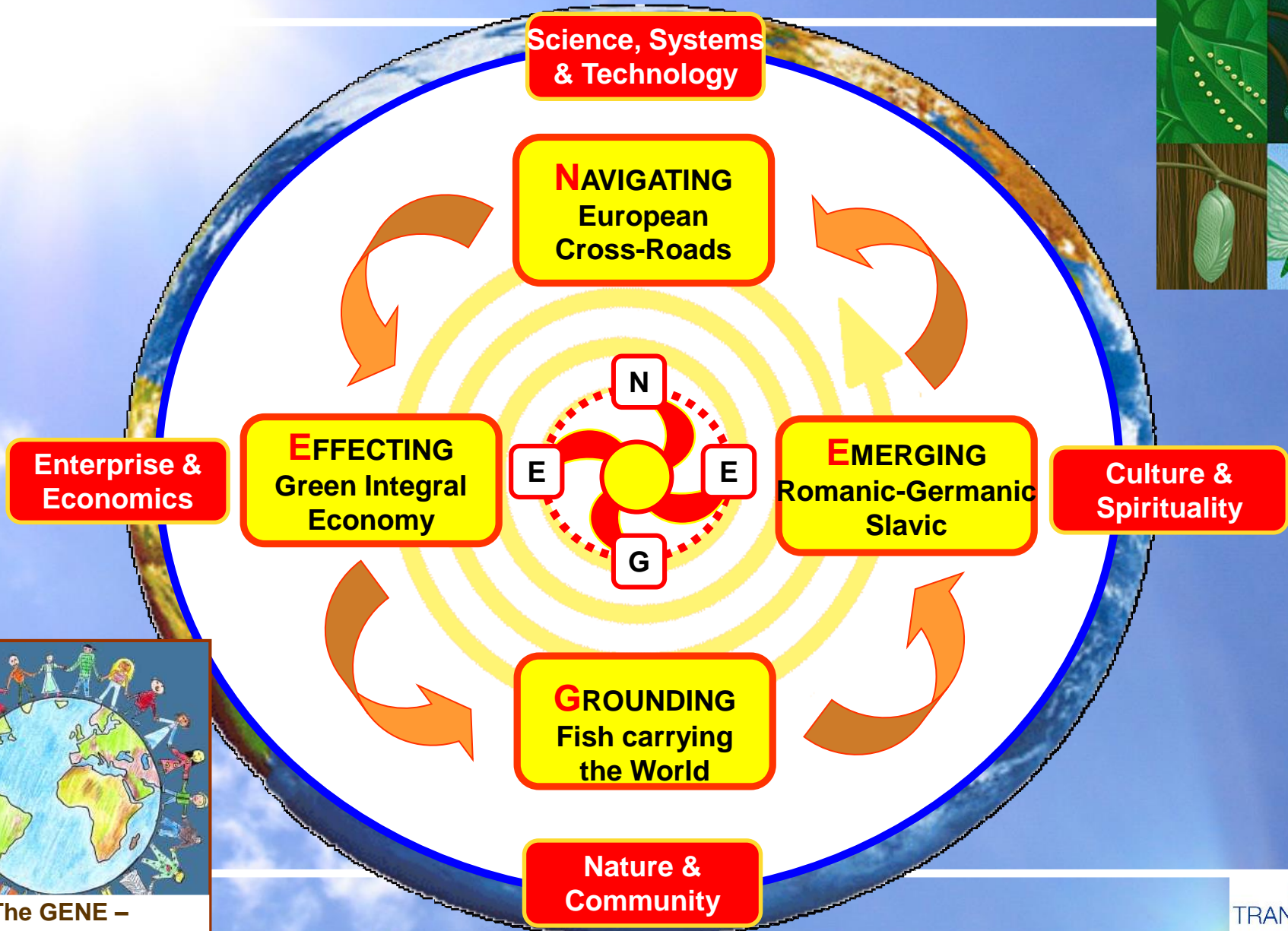


# TOWARDS SUSTAINABLE TOURISM IN SLOVENIA

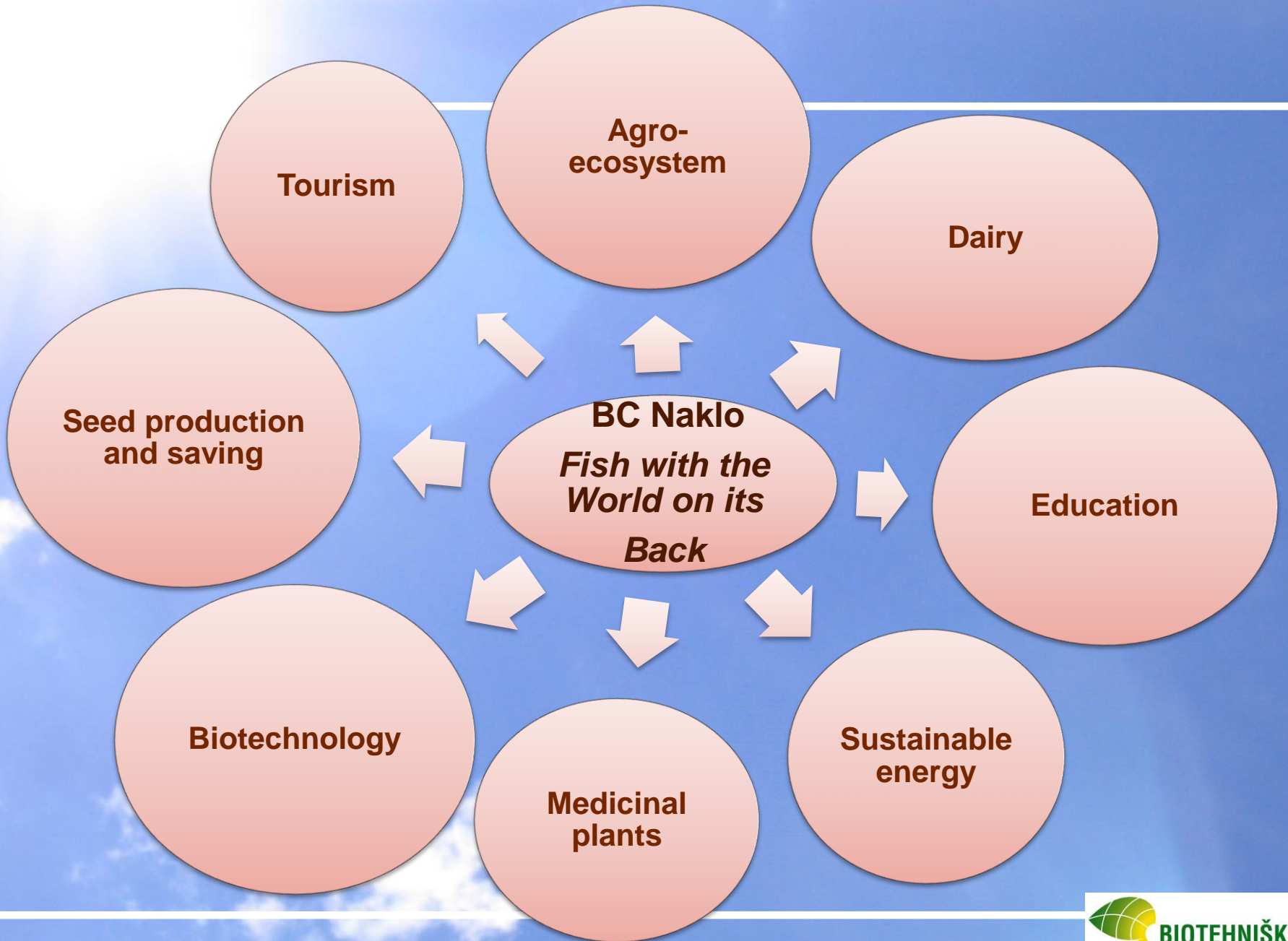
**Prof. Dr. Ronnie Lessem**  
**TRANS4M Center for Integral Development, Geneva**

**THE INTEGRAL APPROSCH**

# SUSTAINABLE TOURISM : NATURAL MYTHOLOGY TO GREEN ECONOMY



The GENE –  
embedded in 4 Worlds







three valleys in unison :  
*romanic, germanic, slavic*



**SOLCAVASCO OCAL,  
NATIONAL SOVENIAN &  
EUROPEAN REGIONAL  
DEVELOPMENT**

**Provides social, cultural and  
environmental sustainability:**

build on and by integrating **cultural and  
natural heritage**



# Our Values

We Operate at the European  
Cross-Roads

Our values  
define  
us

Develop  
intercultural  
relations

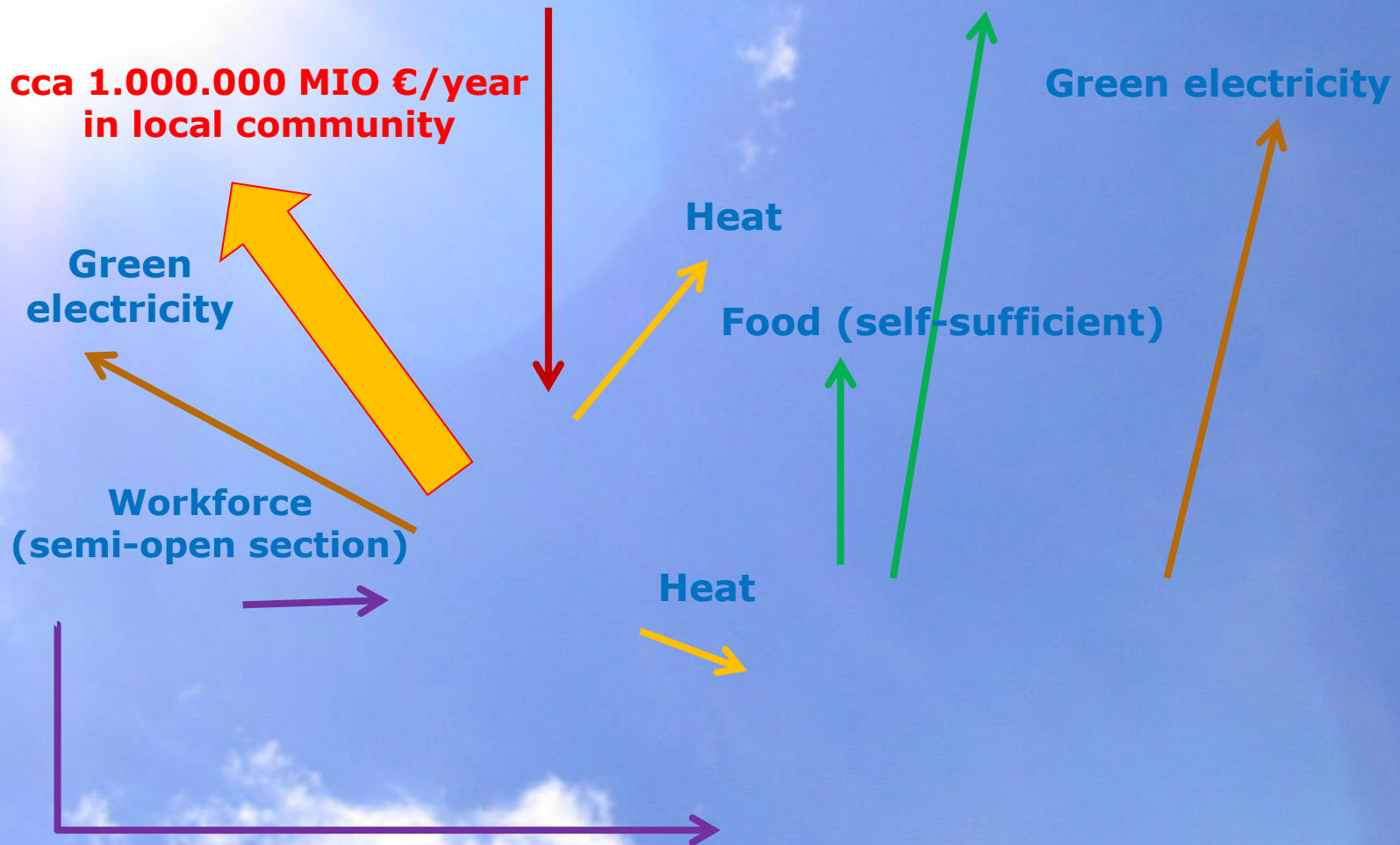
Promote  
our national  
heritage

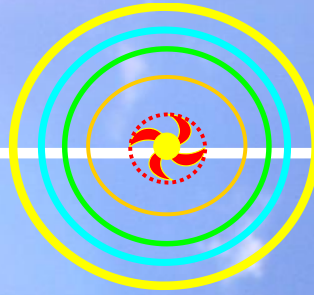
Develop  
cooperation,  
team  
work

Exchange  
our  
experiences

# Green development model of Šentrupert Municipality

Local energy source  
(wood chips)





# **TOWARDS A GREEN SLOVENIAN INTEGRAL ECONOMY :**

## ***BIODYNAMIC AND GREEN PRODUCTION***

**Prof. Dr. Ronnie Lessem**  
**TRANS4M Center for Integral Development, Geneva**

**Integral cases : sekem and interface**



**SEKEM IN EGYPT**  
*Biodynamic  
Agriculture*

**Science &  
Technology**

**SCIENTIFIC LIFE**  
Heliopolis University  
for Sustainable Development /  
Heliopolis Academy  
(undertakes Research  
in all Aspects of Life)

**CULTURAL LIFE**  
eopSekem Foundation  
/ Cultural (Music,  
Theatre, Dance etc.)  
and Educational  
Activities  
(Kindergarten,  
Schools, Vocational  
Training ) / Sekem  
Hospital and Health  
Services

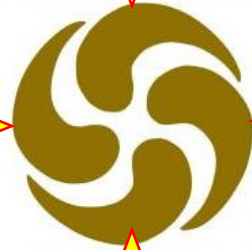
**Culture &  
Spirituality**

**NATURAL AND SOCIAL LIFE**  
Healthy Communities /  
Biodynamic Agriculture /  
Restoring the Soil's Fertility /  
Raising Environmental  
Awareness / Cooperative of  
Sekem Employees / New  
Cooperative Working Models

**Nature &  
Community**

**ECONOMIC LIFE**  
Sekem Group of  
Companies /  
Economics of Love /  
Economic and  
Ecological Policies /  
Practicing Democracy  
at Work

**Economics &  
Politics**



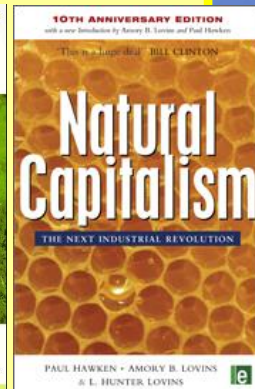
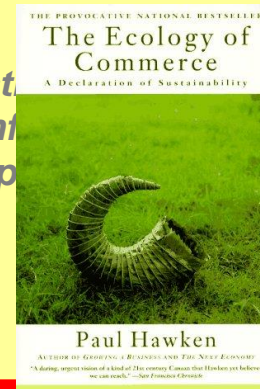
# GREEN PRODUCTION

## INTERFACE CARPETS

***'The prototypical company of the 21<sup>st</sup> century is strongly service oriented, resource-efficient, wasting nothing, solar-driven, cyclical, strongly connected to its constituencies – building social equity – its customers and suppliers.'***

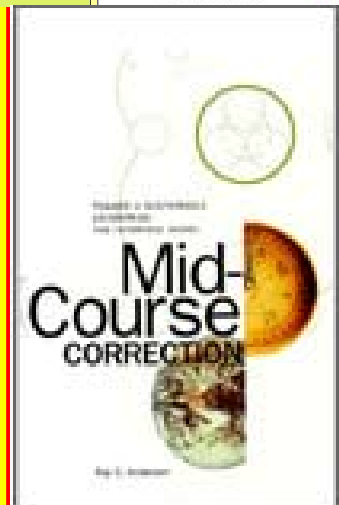
**Ray Anderson**

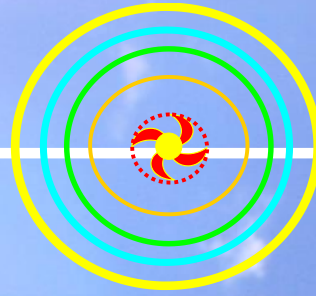
*Sources: Ray Anderson – Mid Course Correct (Towards a Sustainable Enterprise) / Andersen – Confessions of a Radical Industrialist / Paul Hawken – Natural Capitalism / Paul Hawken – The Ecology of Commerce*



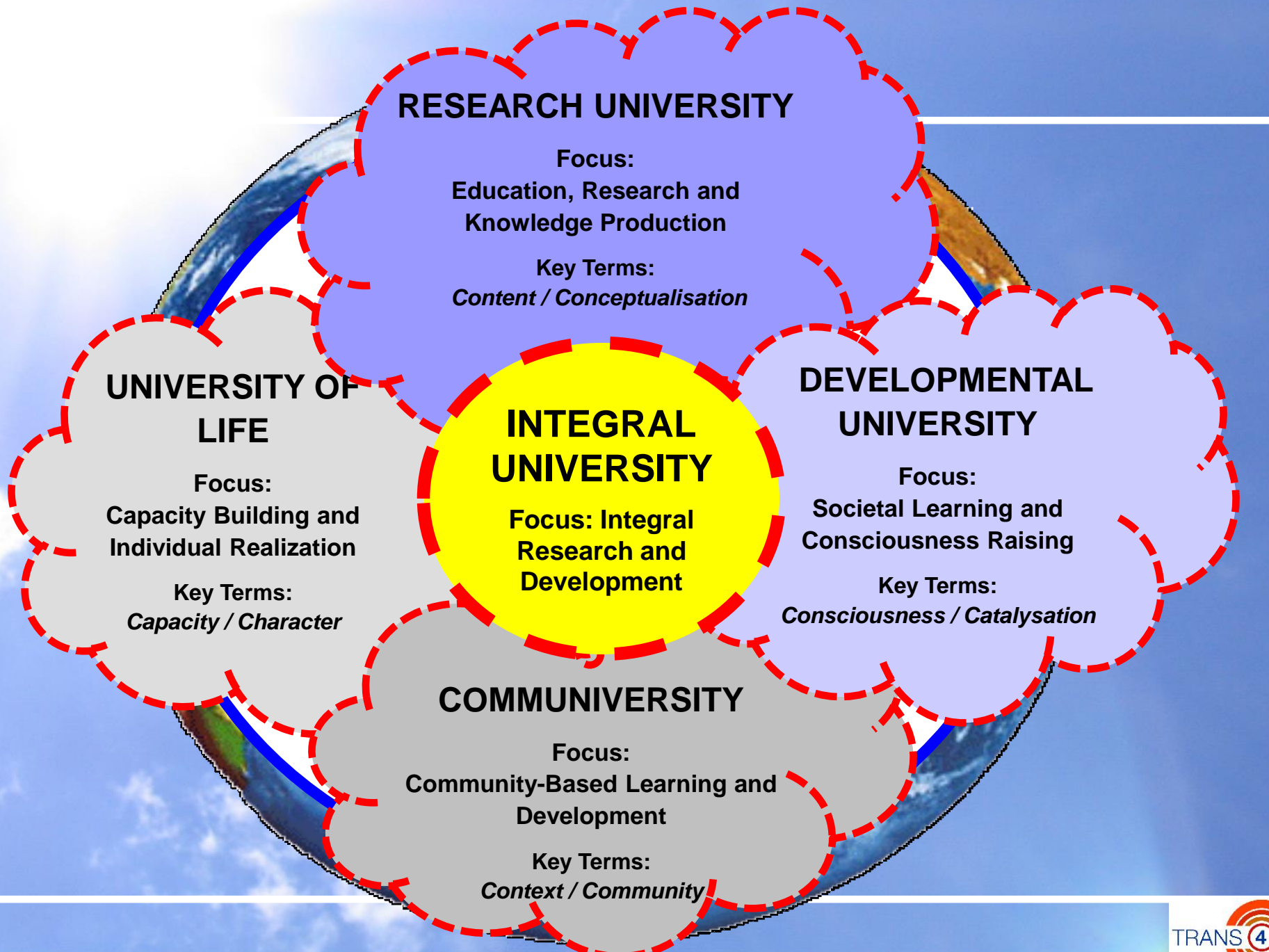
### SUSTAINABLE ENTERPRISE

- The Sustainable Enterprise is a restorative Enterprise, modeled after Nature (often inspired by Biomimicry); it puts back more than its take out from the Earth. A Strategy to achieve that is: reduce, reuse, reclaim, recycle and redesign.





# TOWARDS AN INTEGRAL UNIVERSITY



## RESEARCH UNIVERSITY

**Focus:**  
Education, Research and  
Knowledge Production

**Key Terms:**  
*Content / Conceptualisation*

## UNIVERSITY OF LIFE

**Focus:**  
Capacity Building and  
Individual Realization

**Key Terms:**  
*Capacity / Character*

## DEVELOPMENTAL UNIVERSITY

**Focus:**  
Societal Learning and  
Consciousness Raising

**Key Terms:**  
*Consciousness / Catalysation*

## INTEGRAL UNIVERSITY

**Focus: Integral  
Research and  
Development**

## COMMUNIVERSITY

**Focus:**  
Community-Based Learning and  
Development

**Key Terms:**  
*Context / Community*