



Proposal for the Integral Green Slovenian Economy: Engaging with concepts in the framework of the EU and Slovene development policy and culture that are already consistent with the theory of integral economics

1st International Conference
**INTEGRAL GREEN
ECONOMY**
FOR A BETTER WORLD
Slovenia, 17th - 19th September 2013

Dr. Darja Piciga

Implementation of IGSE through the
Ministry of Agriculture and the Environment

darja.piciga@gmail




Slovenia's Development Strategy for 2005-2013 (SDS 2005)

Key development goals:

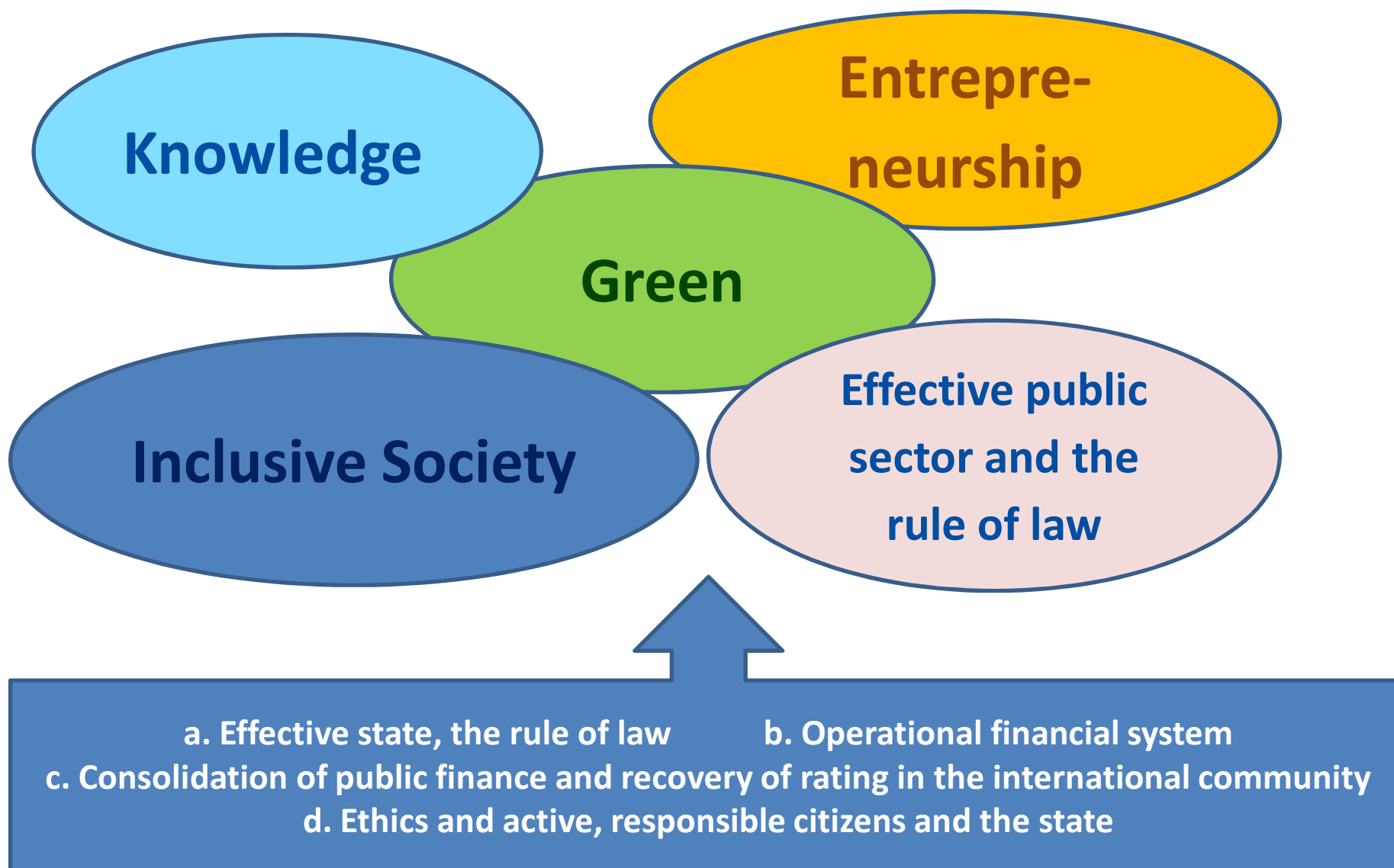
- (i) the economic development goal – to reach the average level of economic development in the EU in 10 years ;
- (ii) the social development goal – to improve the quality of life and welfare;
- (iii) the intergenerational and sustainable development goal – to apply the principles of sustainability across all areas of development, including sustained population growth; and
- (iv) Slovenia's development goal in the international environment – to become an internationally distinctive and renowned country.

The overall national development strategy is considered also the strategy for sustainable development.

Development Report 2012, IMAD, GRS

- ! economic development: 
- ! the welfare of the population: 
- ! no substantive shifts towards a sustainable reduction of the environmental burden 

Slovenia's Development Strategy 2014 – 2020 (draft, April 2013): Identified Priorities



2011 - 2012:
Draft Strategy
for Transition of
Slovenia to a
Low-Carbon
Society by 2050

June 2012:
Strategy for the
Development of
Slovenia's
Tourism
2012-2016xc

February 2013:
SIP - Slovenia's
Industrial Policy
(for 2014- 2020)

GREEN ECONOMY
SOCIAL ENTREPRENEURSHIP
SOCIAL RESPONSIBILITY
(values)
... ..

2012 - 2013:
Slovenia's
Development
Strategy (Draft)
for 2014 – 2020

Programme of
Development
Priorities and
Investments
(Draft)
2014-2017

Other
documents
(strategies,
programmes, ...)
IN PREPARATION

Slovenian Industrial Policy – SIP for 2014 – 2020

Adopted by: The Government of the Republic of Slovenia in February 2013

The responsible body: Ministry of Economic Development and Technology

SLOVENIAN INDUSTRIAL POLICY GUIDELINES FOR ECONOMIC DEVELOPMENT:

- **IBE: IMPROVING THE BUSINESS ENVIRONMENT (3.1.) (38 guidelines - G):**
 - Functioning of the rule of law
 - Friendlier administrative environment
 - A more flexible labour market and education adapted to the economy
 - An encouraging tax environment
 - **Environmental, energy and spatial policy**
 - Comprehensive business innovation support environment
 - Improving access to affordable sources of finance
 - Creating an environment which encourages creativity, entrepreneurship and innovation (CEI)
 - Effective management of companies, especially state-owned enterprises
 - **Encouraging corporate social responsibility**
- **EI: STRENGTHENING ENTREPRENEURSHIP AND INNOVATION - FOCUSING SUPPORT ON NEW, INNOVATIVE AND GROWING COMPANIES (3.2) (8 G)**
- **PITA: RESPONSE TO SOCIAL CHALLENGES - ORIENTATION OF SUPPORT TO PROMISING INDUSTRIAL AND TECHNOLOGY AREAS (3.3) (3 G):**
 - PTI: Priority technology areas
 - KIS: Key industrial sectors
- **LDI: ACTIVITIES FOR THE LONG-TERM DEVELOPMENT OF INDUSTRY (3.4) (7 G)**

New sources of growth

It is necessary to find new sources of economic growth and development which are based on smart specialisation that takes into account previous investments and competencies.

New sources of growth are represented primarily by responses to social challenges with the introduction of a new paradigm of development, resulting from concepts of green growth (OECD), the green economy (UNEP) and a materially-efficient and low carbon society (EC), which are based on improving efficiency (energy, material, environmental and social) instead of relying on increasing consumption of space, raw materials and energy.

Therefore, SIP defines priority areas based on the challenges, opportunities, existing competencies, capabilities and natural resources, in order to promote the development of technologies and their application in industrial sectors.

Slovenian Industrial Policy – SIP

Table 3: Identified challenges and opportunities and focus on priority technological and industrial areas

Challenge	Priority technology areas*	Key industrial sectors*
Environmental-energy challenge and efficient use of natural resources, based on sustainable production and consumption	Environmental technologies (technologies for the efficient use of energy, including the economical use of energy, renewable energy technologies, technologies for increasing material efficiency etc.)	Energetics / 'Smart' systems
		Sustainable construction
		Manufacturing (especially wood-processing, metal and electrical industry and electronics)
		Chemical and process industry
Sustainable mobility	Technologies for sustainable mobility	Automotive industry
Food, health and ageing population	Biotechnology and other challenge-related technologies	Pharmaceutical industry
		Food-processing industry and sustainable food production
		Sustainable tourism
Potential KET - Key Enabling Technologies	Nanotechnology, micro- and nano-electronics, photonics, biotechnology, advanced materials, advanced manufacturing and process technologies	ICT
		Electrical industry and electronics
		New materials
		Metal-processing industry, engineering and tool-making

49.	3.3.	<p>Implementation of systemic measures to promote the wider use of environmental and energy-efficient devices/products and services, for example by:</p> <ul style="list-style-type: none"> - Enforcing the Ecodesign directive, energy labelling of household appliances, European environment label, etc. - Encouraging and promoting voluntary initiative of industry to employ the best environmental management practices, with the European Directive for the Eco-Management and Audit Scheme (EMAS), ISO14001, - Improving standardisation procedures and certification schemes. 	MAE, MEDT
53.	3.4.	<p>Promoting tourism in accordance with the Slovenian Tourism Development Strategy (sustainable tourism development, promoting Slovenia as a trademark and tourist destination).</p>	MEDT
55.	3.4.	<p>The development of systemic solutions for the early identification of problems and opportunities and for responses for companies which can be defined as ‘companies of national importance’ according to their impact on the entire Slovenian economy, regardless of current state involvement in ownership.</p>	MEDT
56.	3.4.	<p>Promoting restructuring to improve the competitive position of enterprises by promoting the introduction of new business models, organisational and financial restructuring, the improvement of business processes, etc. In this context, support for training to implement socially responsible corporate restructuring and facilitate people's adaptation to change.</p>	MEDT, MLFSA




Despite the inclusion of environmental issues in these documents,

.... not effectively integrated environmental considerations into economic development priorities.

The main constraint: compartmentalisation of planning and implementation within individual government agencies.

Slovenia is among the first countries that have already drawn a comprehensive strategy for a transition to a low carbon society !

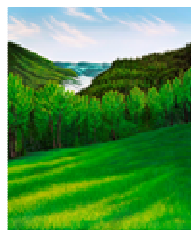
 **Holistic, integrative,
cross-sectoral approach
Inter-ministerial cooperation**

Government Office for Growth, 2008:

The scenario planning exercise, described in the report
**Development Scenarios for Slovenia to 2035. Trends
and opportunities in the times of climate change**



“Clueless”



“Green Oasis”



“Chameleon”

The scenario planning exercise, described in the report
**Development Scenarios for Slovenia to 2035. Trends
and opportunities in the times of climate change**
undertaken in 2008 by the Office for Growth



DENIAL → Clueless

- **AWARENESS AND EDUCATION
(VALUES, ATTITUDES)**

- **TEHNOLOGY DEVELOPMENT**

→ **Green Oasis**

- **ADAPTATION TO EFFECTS OF CLIMATE CHANGE**
- **REDUCING GHG EMISSIONS (CAUSES)**
- **DEVELOPMENT OPPORTUNITIES**
- **WELL-BEING**
- **GLOBAL COOPERATION**

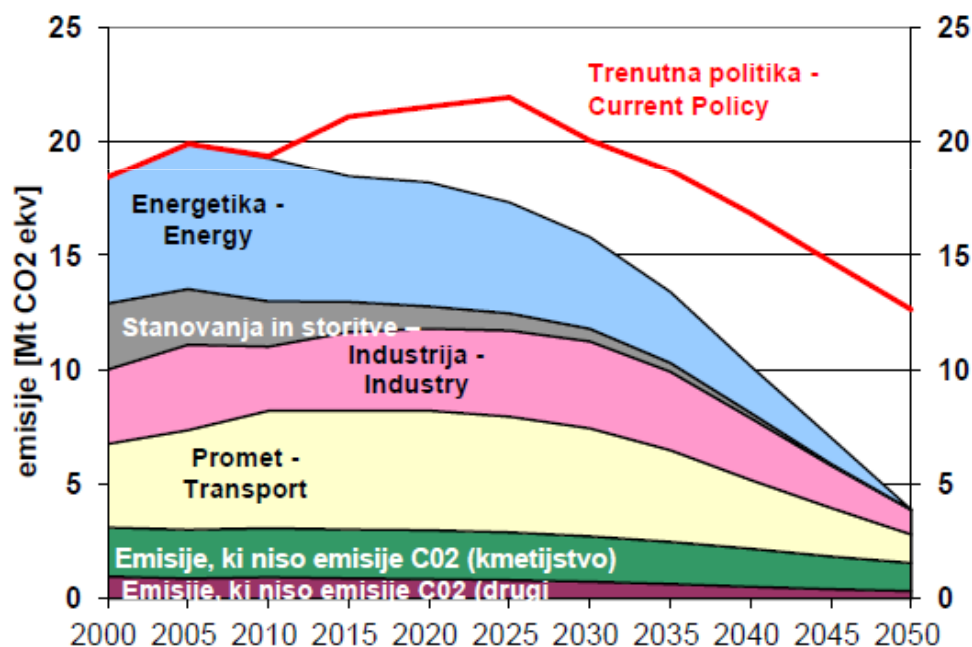


TOO LITTLE AND TOO LATE → Chameleon

Holistic Vision of a Low-Carbon Future: Slovenia

***DRAFT STRATEGY FOR THE TRANSITION OF SLOVENIA TO A
LOW CARBON SOCIETY BY 2050*** (www.svps.gov.si)

Gov. Office of Climate Change March 2011 – March 2012



*The vision of Slovenia as
a low carbon society in 2050
is a highly integrated and
inclusive society with
an excellent business sector
and a high quality of life,
space and natural
environment.*

**Establishment of the
Government Office of Climate Change
in 2009**

**Abolition of the
Government Office of Climate Change
in 2012**

INTEGRAL
APPROACH
WORLDS



Prof. Ronnie
Lessem

Rationalism
NORTH

Dr. Alexander
Schieffer



INTEGRAL
ECONOMICS

WEST
Pragmatism

Economics &
Politics



Doing



MORAL
CORE

Becoming



Culture &
Spirituality

EAST
Holism

Knowing



Science &
Technology



Being

Nature &
Community

SOUTH
Humanism

2011 - 2012:
Draft Strategy for
Transition of
Slovenia to a Low-
Carbon Society by
2050 - with
integral character!

GREEN ECONOMY
SOCIAL ENTREPRENEURSHIP
SOCIAL RESPONSIBILITY
(moral core)
... ..

2012 - 2013:
Integral Approach
in Slovenia's
Tourism Strategy,
Industrial Policy,
& Slovenia's
Development
Strategy (Draft)
for 2014 – 2020

Integralna zelena Slovenija

Prof. Ronnie Lessem, soavtor integralne ekonomije, v Sloveniji

Okvirni program obiska: 21. – 24. maj 2013

Vsi dogodki bodo v angleškem jeziku, brez prevoda. Podrobnejši program bo posredovan prijaviteljem na dogodka in objavljen na spletnih straneh organizatorjev.

torek, 21.5. 08.30-12.00	UVODNI POSVET: INTEGRALNA EKONOMIJA V SVETU – TUDI PRI NAS? LOKACIJA: <i>Velika sejna dvorana, Gregorčičeva 27, Ljubljana</i>
	<ul style="list-style-type: none">• Prof. Ronnie Lessem: predstavitev teorije in odličnih primerov integralne ekonomije (Mondragon, SEKEM, trajnostno bančništvo, trajnostna podjetja, ...)• Dokumenti in predlogi dokumentov razvojnega načrtovanja Republike Slovenije z integralnimi elementi (dr. Darja Piciga, deležniki in odločevalci)• Predstavitev izbranih primerov dobre prakse iz Slovenije
sreda, 22.5. 16.00 – 19.30	Z ZELENIM GOSPODARSTVOM IN SOCIALNIM PODJETNIŠTVOM DO DELOVNIH MEST ZA MLADE (Forum slovenskega podjetništva, Socialni inkubator in Mladinska zveza Brez izgovora Slovenija) LOKACIJA: <i>Hostel Celica, Ljubljana, Metelkova 8</i>
četrtek, 23.5. 10.00 – 12.00	MARIBOR KOT INTEGRALNO ZELENO MESTO (Župan Mestne občine Maribor, Univerza v Mariboru - Rektorat in RAZ:UM, IRDO - Inštitut za razvoj družbene odgovornosti) LOKACIJA: <i>Rektorat Univerze v Mariboru, Maribor, Slomškov trg 15</i>
četrtek, 23.5. 14.00 – 17.00	ZAKLJUČNI POSVET: INTEGRALNA ZELENA SLOVENIJA - KAKO NAPREJ? LOKACIJA: <i>Ministrstvo za izobraževanje, znanost in šport, Ljubljana, Masarykova 16</i>
	Prof. Ronnie Lessem: Slovenija kot model integralnega gospodarstva in družbe – priporočila Prof. Ronnie Lessem: Predlogi za nadaljnji razvoj primerov integralne prakse v Sloveniji Razprava in zaključki
petek, 24.5. 09.00 – 12.00	EKOLOŠKO KMETIJSTVO in LOKALNA SAMOOSKRBA Z INTEGRALNE PERSPEKTIVE LOKACIJA: <i>Biotehniški center Naklo, Naklo, Strahinj 99</i>

Pridržujemo si pravico do spremembe programa.

Prosimo, da se za udeležbo na posameznih dogodkih prijavite na tej [povezavi](#) najkasneje do enega dne pred dogodkom. Prijavljanje na posamezne dogodke bo možno do zapolnitve razpoložljivih prostih mest.



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KMETIJSTVO IN OKOLJE



MESTNA OBČINA
MARIBOR



Obisk prof. Ronnieja Lessem je omogočilo Ministrstvo za kmetijstvo in okolje Republike Slovenije, ki tudi koordinira izvedbo programa.

Prof Ronnie Lessem, co-author of Integral Economics, in Slovenia.

May 21 – 24, 2013

5 conferences – workshops

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

- http://videolectures.net/integralnaslovenija2013_ljubljana/
- <http://www.youtube.com/watch?v=a18H0vzVZqs>

** **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

**Integral Green
Economy of
Slovenia**

Knowledge based SOCIAL ECONOMY
GORENJE GROUP , Slo/ *MONDRAGON COOPS, E*
Social Inclusion – Social Entreprises – Social
Responsibility – Innovation, Technology and Env.

Science &
Technology

**Life based
LIVING
ECONOMY
(GE)**

Finance &
Enterprise

JELOVICA , Slo/
INTERFACE, USA
Going “Green”
is a way of
Business

**Culture
based
DEVELOP-
MENTAL**

Culture &
Spirituality

ECONOMY
BC NAKLO, Slo /
SARVODAYA, SL
Sustainable
Tourism

MORAL CORE
(under discussion)

Nature &
Community

Community based SELF SUFFICIENCY
ŠENTRUPERT, Slovenia / *CHINYIKA, Zimbabwe*
Local Food, Energy and Community

*Draft
Partnership
Agreement
SI - EU
2014-20
July 4, 2013*

Because of the depth of the crisis and due to fundamentally changed international circumstances Slovenia today needs a consideration of a new development model which, taking into account the expected future challenges, builds on integration of all the existing potentials and, inter alia, represents a framework for efficient implementation of already adopted and promising guidelines.

A new development model will be implemented by introducing a more integrated approach to development planning that takes into account the economic, social, environmental and cultural dimensions - ie connecting measures into comprehensive, integral green local, regional and national development models, with a strong food (especially organic food) and energy self-sufficiency, set up at an authentic Slovenian culture and value base, and by integration of natural heritage.

Therefore, it is also necessary to set up new, sustainable and long-term models of socio-economic activity that go beyond the classical notion of labor market and social security (such as new ways of securing a livelihood), and to establish a knowledge network which promotes individual, enterprise, local community and societal development. Slovenia has excellent resources/gifts and the opportunity to develop a new, inclusive and wholesome development model based not only on the economy of growth, but to equally take into account the sustainable and the social dimensions of development - ie:

Slovenia, as a pilot country of integral green economy.

SOME OF THE PROPOSED GUIDELINES:

Thematic objective 3: Enhancing the competitiveness of small and medium-sized enterprises

- The Social Entrepreneurship Act was adopted in 2011, the strategy for the development of this area is being prepared, we already have a few good practices. In the coming years we can expect a more systematic support for this activity, including EU funds – according to expert reviews this sector represent the potential to provide more than 50,000 new jobs in the activities which are socially useful. In addition to the promotion and education and training, systemic measures in helping companies in difficulty, such as a priority purchase of the right to equity shares for internal buying, social entrepreneurship and socially responsible investors, are also important to achieve these objectives.
- “In accordance with the orientation in the green economy and social entrepreneurship, as well as for the implementation of the principles of corporate social responsibility it is essential to establish a system for the acquisition of the TNI by socially responsible investors (such as ethical banks, sustainable and social enterprises, etc.). Slovenia is losing on the scale of the desired host foreign investment. In companies with German capital (more than 550 companies with German capital, employing more than 46,000 people) dissatisfaction due to corruption increased the most in 2013. “

SOME OF THE PROPOSED GUIDELINES cont:

Thematic objective 9: Promoting social inclusion and combating poverty

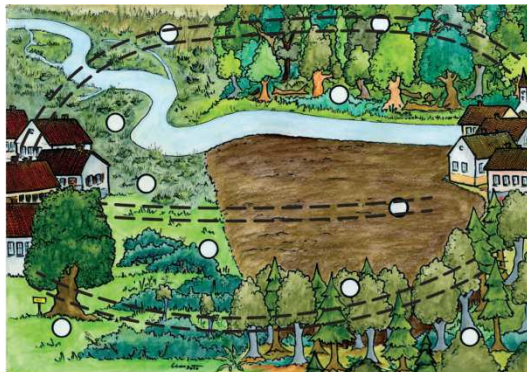
- “Creation of sustainable, long-term solutions must derive from an integrated approach, taking into account economic, social, environmental and cultural dimensions of development and introduction of new models – such as the establishment of a programme to ensure that the most vulnerable unemployed and inactive, especially young people, are given the chance of survival on their own work in a way that they use in a sustainable way the currently unused sustainable sources (such as self-sufficiency in organic food prepared by the treatment of arable land).”

Thematic objective 10: investing in education, skills and lifelong learning

- “Competences that are relevant for an active confrontation with global, regional and local challenges are being comprehensively developed through the education for sustainable development (education and training for sustainable development).”
- “Additional effects can be achieved through synergy, integral approach in terms of a network of knowledge that promotes individual, company - organization - local community and social development: integration and upgrading of existing programmes (formal and informal, permanent and short-term) for the integrated and socially responsible development.”



Koledar prof. Gamsa o podnebnih spremembah



Thank you very much for your attention!

...

The condition required for greater competitiveness is an effective coordination and planning of the links between the individual policies, with a well considered exploitation of the full potential in these areas, which shows as emphasised support for measures leading to the simultaneous achievement of goals in various areas.

...

The vision of SIP is

- to improve the business environment,**
- to support entrepreneurship and innovation,**
- and to develop promising technological and industrial areas that correspond to social challenges,**

in order to create the conditions for the continuous restructuring of existing industries into energetically, materially, environmentally and socially effective industries of knowledge and innovation, leading to longer-lasting and better employment opportunities, as well as increased integration in international business.

- This is the main objective of SIP, which is reflected in the increase in value added per employee (productivity), and the increase in the number of jobs for highly educated and vocationally trained staff of all generations.**

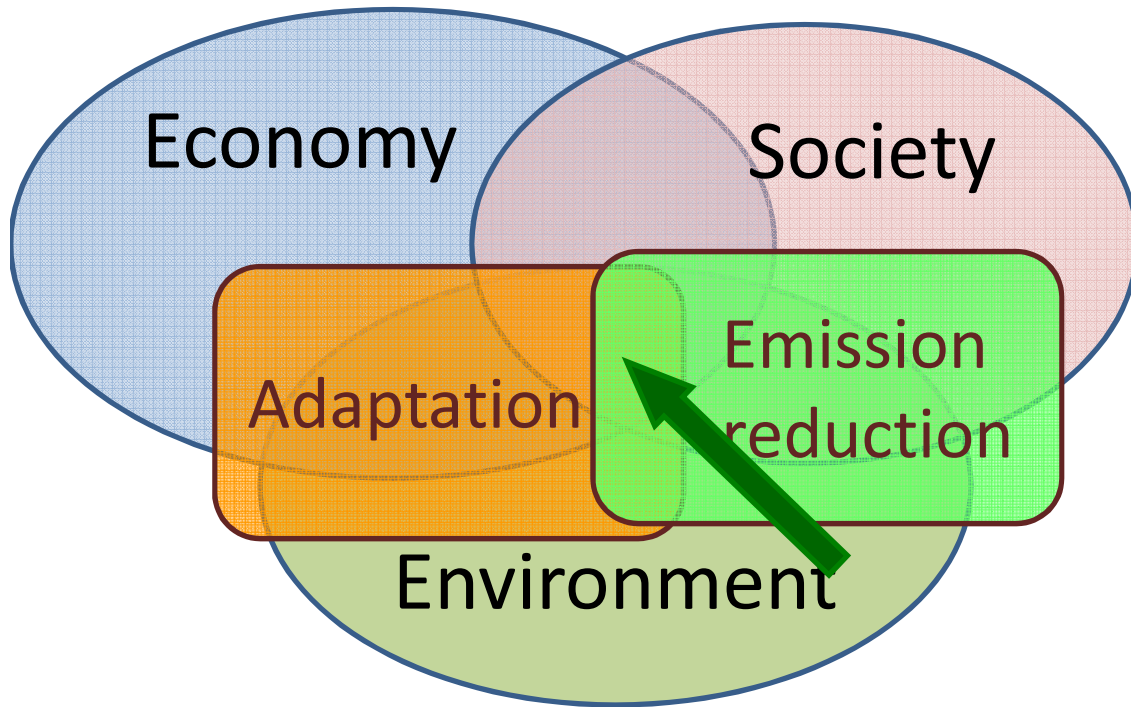
Con. No.	CHAPTER OF SIP	SIP GUIDELINES 2014-2020	RESPONSIBLE MINISTRIES
6.	3.1.2.	<p>Efficient, transparent and cost-effective public procurement. The state acts as a cost-effective and development-oriented (green) contracting authority which ensures professionalism and ethics in doing business in all stages of the procurement and the execution of projects. In this context, it is also important to promote green and innovative procurement for the integration of experts in the field and science in joint pilot and demonstration projects. Introducing quality criteria and expanding the environmental criteria in public procurement procedures.</p>	MF, MEDT, all portfolios
9.	3.1.3.	<p>Adaptation of education and training systems to the needs of the economy, to ensure their own knowledge base also in accordance with the economy, taking into account the development guidelines and projections, such as the expected increase in demand for green jobs. In this context, the promotion of professional and vocational education; updating school programmes to be aimed at obtaining practical knowledge and experience; the inclusion of education for sustainable development; strengthening the qualifications and competencies of individuals, for example for teamwork and the use of systemic, critical and creative thinking; training for shortage occupations; encouraging lifelong learning; promoting socially responsible entrepreneurship and the involvement of young people in entrepreneurial activities; the introduction of mechanisms for the transfer of knowledge between generations and transfer of expertise from abroad to Slovenian companies, etc.</p>	MESCS, MLFSA, MEDT

Con. No.	CHAPTE R OF SIP	GUIDELINES	RESPONSIBLE MINISTRIES
10.	3.1.3.	Promoting the employment of older and young workers - programmes for the employment of older workers and incentives for first employment of young people.	MLFSA
11.	3.1.4.	Establishing an efficient and transparent tax environment with carefully considered amendments to tax legislation (e.g. in the direction of green tax reform).	MF
15.	3.1.5.	Smart and development-oriented environmental legislation that is in accordance with EU Directives (focusing on a materially-efficient and low-carbon economy, taking into account short-term costs and burdens of industry). In this context, the elimination of unnecessary administrative burdens arising from approximately 500 regulations relating to the environment.	MAE
16.	3.1.5.	Ensuring a long-term energy strategy , with commitments to provide the economy with a competitive and sustainable energy supply and achieve optimum energy import dependence. In this context, the adoption and implementation of the National Energy Concept.	MISP

17.	3.1.5.	The optimum organisation of companies dealing with energy activities for their development and for a reliable, sustainable, cost-competitive and environmentally acceptable supply of energy to the Slovenian economy, and for transparent trade in electricity and natural gas. Attention will also be devoted to distributed generation, by taking into account the production prices of such energy and environmental savings.	MISP
18.	3.1.5.	Incentives for energy efficiency (EE) and renewable energy sources (RES). In this context, also the establishment of the framework to implement the programme to reduce energy consumption in accordance with the adopted commitments of the Republic of Slovenia in the energy-climate package to 2020 (implementation of obligations in accordance with the Energy Efficiency Directive 2012/27/EU and the Action Plan of EE).	MISP
22.	3.1.5.	Preparation of projections (priority programme) of major demonstration/pilot projects of 'smart' objects/systems (intelligent buildings, traffic, health-care, communities, cities) with the participation of stakeholders (regions, municipalities, industry, financial structures), based on Slovenia's Development Strategy, NDP and Operational Programmes for the new financial perspective of the EU for 2014-2020.	MISP, MEDT
30.	3.1.7.	Promoting entrepreneurship for young people, women, social entrepreneurs and micro-entrepreneurs.	MEDT, MLFSA

32.	3.1.8.	Comprehensive promotion of creativity, entrepreneurship and innovation (CEI) , and entrepreneurial culture as positive values (for example, through public media, participation in events, business meetings and trade fairs in the field of entrepreneurship and crafts, etc.); promotion of CEI also in companies and informing on good practices.	MEDT
33.	3.1.8.	Including contents from the area of CEI at all levels of formal education (from kindergarten to university) and training teachers and mentors to introduce pedagogical methods to promote CEI skills.	MESCS
36.	3.1.10.	The formation of priority areas and measures for the promotion of social responsibility in accordance with the United Nations guidelines on human rights ('UN Guiding Principles').	MLFSA, MEDT, MFA
37.	3.1.10.	Supporting projects that promote the formation and exchange of good practices in the field of social responsibility in companies. In this context, the promotion of mentor and investment participation of socially responsible and social enterprises, and the support of investments with a social impact.	MLFSA, MEDT, MFA
38.	3.1.10.	Promotion of corporate social responsibility by considering social responsibility in the allocation of resources through public tenders.	MEDT

43.	3.2.	Promoting research and development in companies by recruiting and training researchers and developers, promoting the mobility of highly qualified staff, by creating and disseminating interdisciplinary development groups in companies and promoting employee innovation.	MEDT, MESCS
47.	3.3.	<p>Promoting research and development activities and investments in priority technology and industrial areas that address social challenges, in accordance with the concept of smart specialisation. In this context, in particular:</p> <ul style="list-style-type: none"> - - - Adoption and implementation of action plans on the initiative of the economy for individual areas where certain problems exist (for example: Action plan ‘Wood is beautiful’ - to connect wood-processing industries) or where it is necessary to make systemic changes for the introduction of breakthrough technologies (for example, electro-mobility - necessary amendments to legislation, infrastructure solutions). 	MEDT
48.	3.3.	Promoting the transition to a green economy by promoting innovation and the entry of new green products to the market and by considering impacts on the environment (so-called green indicators: share of EE, RES, recycling, reducing the use of hazardous substances and discharges) in the allocation of resources through public tenders.	MEDT, all portfolios



Thematic area	Emission reduction	Adap-tation
Energy	✓	✓
Transport	✓	✓
Low carbon technologies	✓	✓
Buildings	✓	✓
Industry	✓	✓
Services	✓	✓
Agriculture	✓	✓
Solid waste	✓	✓
Spatial planning	✓	✓
Forests, sinks, biodiversity	✓	✓
Waters	✓	✓
Health	✓	✓
Natural disasters	✓	✓

S T R A T E G I C	A P P R O A C H	Reducing emissions through green growth	Green Growth
			Green Taxes
			Public Expenditure
			Green Tax Reform
		Adaptation	Improving predictions and assessment of vulnerability
			Integration of adaptation objectives into sectoral policies
			Funding
		Horizontal strategies	Innovation and Education
			Local and Regional Initiative
			Awareness and Communication
			Active Role in International Community

***DRAFT STRATEGY FOR THE TRANSITION OF SLOVENIA TO A
LOW CARBON SOCIETY BY 2050 (EDUvision 2011)***

OPPORTUNITIES FOR GREEN ECONOMY – INTEGRATED POLICY AREAS

- **Energy efficiency** including intellectual services, equipment, building insulation and energy efficient buildings.
- **Renewable energy** including production and installation of equipment (hydro and solar power, biomass, geothermal), their management and maintenance.
- **Construction** including renovation and energy restoration of buildings, renovation and construction of railways, rehabilitation of road network with the objectives of energy efficiency and the promotion of public transport.
- **Metal processing, electronic and electric industry** with low-carbon products ranging from components for electric vehicles to smart energy grids - sectoral green growth strategy by 2020 already developed.
- **Agriculture and forestry** establishing supply networks in sustainable food and energy wood.
- **Related health-spa, recreation, catering and tourism** that build on natural and cultural heritage of Slovenia.
- **Local communities** providing local services (including kindergartens, schools, care for the elderly ...) that reduce the demand for transport.