



Terra Parzival - European Regional Development Model

Slovenia, 2014-2020

“Das Heil einer Gesamtheit von zusammenarbeitenden Menschen ist um so größer, je weniger der einzelne die Erträgnisse seiner Leistungen für sich beansprucht, das heißt, je mehr er von diesen Erträgnissen an seine Mitarbeiter abgibt, und je mehr seine eigenen Bedürfnisse nicht aus seinen Leistungen, sondern aus den Leistungen der anderen befriedigt werden.»

Rudolf Steiner, GA 034, s213

But Terra Parzival is not just about history! We remember the future! Our challenge is the composition and development of society inspired through the formative forces of Art, striving to relate economy, sustainability and human rights on the high performance platform of resonance, realising the Macro Violin principle!

Welcome to join the co-creation!

Miha Pogacnik

for Terra Parzival team, www.terraparzival.eu

Gandin Foundation

IDRIART

SLOVENIA

December 2013

TERRA PARZIVAL® - REGIONAL DEVELOPMENT PROJECT INFO

WHAT?

Integral sustainability development model based on innovative economic **Macro Violin Approach**, t.i. placement of **formative forces of art** in the central point of all regional economic, educational, ecological, social, political and cultural activities. Project concept is based on over 30 years of social innovations and experience in coaching top leaders from over 100 world most important corporations done by Miha Pogacnik, world renown violinist, entrepreneur and Slovenian Cultural Ambassador.

WHERE?

The prototype: development model is placed in north-eastern region of Republic Slovenia (historically known also as "Lower Styria") on 2.170 km² with cca. 350.000 inhabitants. The area is among economically most underprivileged in the country, underdeveloped in EU standards, with over 40% unemployment among young people under 35 years, 17% lower GDB as Slovenia's average; but with excellent cultural and historical resources, clean nature, agricultural resources, fairly good infrastructure and high potential for renewable energy and health tourism (geothermal water, solar, water and wind energy).

Target market: NE Slovenia, Austria, Croatia, Italy, Germany.

WHEN?

Project duration is estimated from **1.1.2014 to 31.12.2020**, in line with EU financial instruments available for development projects in Slovenia.

WHO?

Project leader: Gandin Foundation (non-profit non-governmental organization, IDRIART partner association) with national and international consortium partners, municipalities, business clusters, BD farmers and other eco and green associations, cultural organizations, NGOs and civil society initiatives, tourist organizations, schools, media, national and EU agencies.

Target groups: young people (in formal and non-formal education, young entrepreneurs and start-ups, unemployed), farmers and farm owners, farming associations, Eco and BD clusters, self-employed craftsmen and entrepreneurs, tourist workers and associations, destination providers, hotels and geothermal spas, local municipalities, healing/medical centers, media.

Target sectors: innovative tourism, sustainable food production, socially responsible entrepreneurship, renewable green energies (geothermal, solar, wind), educational and economic supporting environments for development of employability skills.

HOW?

Through: co.creation of supportive environments called "**resonance platforms**" by innovative Macro Violin Approach on local and regional levels.

By: using ideas of the great European story of **Grail Knight Parzival** (Wolfram von Eschenbach) originating in Slovenia and innovative restoration and revitalization of existing cultural and historical monuments in the region.

By: networking, consortium and cluster building, individual mentoring and partner project support, education on entrepreneurship key competencies, ICT support, Terra Parzival® quality branding, cross-boarder and international co.operation, co.creation among business and youth sector, co.operation with successful anthroposophic economic models (e.g. SEKEM, GLS Bank), creation of financial supportive environments (treuhand, cooperatives etc.).

WHY?

To: enable economic growth of the region and foster sustainable healthy food production, to raise awareness of new energies and responsible use of them, to create new solidarity and co.creation / co.operation patterns in society, to place culture in the centre of socio-economic development, to create

a best practice prototype of regional development and from periphery co.create the European polyphonic (multicultural) identity.

PROGRAMME?

2014 - Development of project human sources, structures, supporting mechanisms and tools; development of resonance platforms and educational modules; identification and networking of regional consortium project partners through 28 resonance platform events; consortium partnership applications for EU and other national/local funding; Terra Parzival® branding; ITC support to target groups; development of innovative touristic products and destinations; 1st annual *Terra Parzival® Day*; Summer Art&Youth&Business *Questival* and *Macro Violin Events*; European conference and multidisciplinary Master Classes, overall promotion and media events.

2015 - Development of project office; project and consortium management; education and empowerment workshops on target sectors through *resonance platforms'* structure and other existing support tools; development of individual mentorship schema for young socially responsible entrepreneurs; 2nd *Terra Parzival Day* and organization of all project related *Macro Violin Events*.

2016-2020 - Project office fully operational with all regional supporting mechanisms and tools; management, monitoring and quality assessment of consortium projects and schemes; achievement of sustainability through solidarity financial mechanisms, business and ERDF.

OUTPUTS/PRODUCTS?

- *Terra Parzival® resonance platforms* - supportive and educational socio-economic structure on local and regional level with *Terra Parzival®* brand.
- *Mythological /experiential tourism* structure with destinations and corresponding web tools.
- Sustainable healthy food production and market chain on regional and cross-boarder level.
- Projects on renewable green energies.
- Co.creation of minimum 20 new working places, 5% touristic GDP growth in region annually (30% in 6 years), new partner connections for food production and distribution among 80% of existing farms.
- *Terra Parzival® Educational Center* for artful sustainable farming, responsible economic growth and inspired education.
- Mentoring schema for young socially responsible entrepreneurs.
- *European Commission on Identity* with seat o *Castle Borl* in Slovenia.
- Annual art&youth&business events, cultural *Questivals* and *Macro Violin Events*.

FINANCIAL SUSTAINABILITY?

2014 - Fundraising for **start-up capital** (cca. **150.00 EUR** annually for 2014 and 2015) to bridge the gap to EU funding inflow. Applications will be submitted for European Cohesion and Structural Funds: ESF (16%), ERDF (42%), SBRA (12%), LEADER (15%), REGIO (10%) and other funding sources (5%) for **3.778.000 EUR** for 2014-2020 period. *Terra Parzival RDP* was submitted to Slovenian authorities in august 2013 as part of *National regional development program for NE Slovenian Cohesion Region*.

2015 First inflow of EU and other project funding. Need for consortium projects pre-financing capital will be covered by fundraising for start-up funds, donations, membership fees and social banking instruments/loans (shared by consortium partners). Sustainability structure setting.

2016-2020 EU and other development project funding inflow continuum; sustainability achieved by membership fees, solidarity profit inflow from commercial activities and products of consortium partners; lowering of project office costs through sharing and co.creation possibilities.

European Identity - this is a high ideal, the challenge for all Terra Parzival's activities to be gradually evolving on the road towards "Polyphonic European Identity" and on the other hand for those who search and dare to be able to find the science of Grail as modern path of knowing.