



RAZVOJNI CENTER SRCA SLOVENIJE

DEVELOPMENT CENTRE
OF THE HEART OF SLOVENIA

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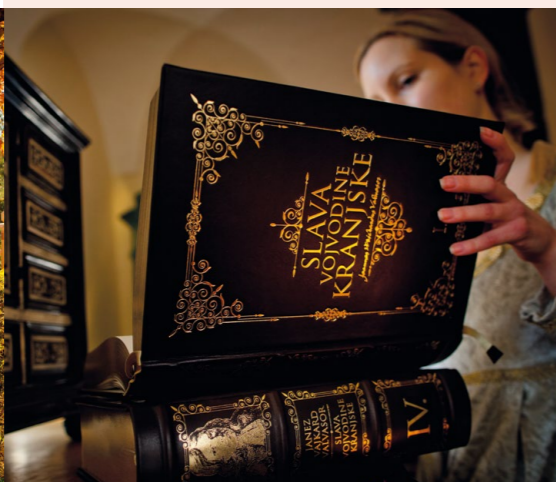
WWW.HEARTOFSLOVENIA.COM

THE HEART OF SLOVENIA is the area connecting the municipalities in the centre of Slovenia, in the hinterland of the capital city Ljubljana. It is developing into a recognisable tourist destination.

THE HEART OF SLOVENIA is the brand of the products arising from this area. It denotes only what bases on the endowment of the region, what is created by the people from the Heart of Slovenia.

THE HEART OF SLOVENIA is ambitious vision of the region of future. Development is based on integral intertwining of entrepreneurship, tourism, sustainable development of the environment with self-sufficiency.

DEVELOPMENT CENTRE OF THE HEART OF SLOVENIA is an organisation which has been leading, co-ordinating and connecting development projects of the area since 2000. By its reliability, professionalism and experiences!



DEVELOPMENT CENTRE OF THE HEART OF SLOVENIA

THE HEART OF SLOVENIA 2020. IN THE HEART OF EUROPE.

In the Heart of Slovenia we are always looking ahead. In 2020 we will be among strongest pulsating areas of Europe. This will be enabled by the realized projects of partnerships for projects exceeding the local and regional boundaries.



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DEVELOPMENT CENTRE
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LOCAL AND INTERNATIONAL. PROFESSIONAL AND NETWORKING BASED.

The team of the Development Centre of the Heart of Slovenia, in cooperation with numerous local, regional, national and European partners, realizes **PROJECTS TO ENHANCE THE LIFE QUALITY OF PEOPLE IN THE REGION.**

The members of the team are younger but experienced and excellently interconnected professionals for individual fields of development. They are included into international partnership network with almost **200 ORGANISATIONS FROM MORE THAN 30 COUNTRIES.**

The team of the Development Centre of the Heart of Slovenia at its work considers the needs of the local environment all the time. To realize this, it organizes, leads and coordinates networks, like the network of municipalities, the network of tourist bidders, network of kindergartens and schools, the network of farmers, the network of craftsmen, the network of entrepreneurs.

By operating in network it has been increasing competences of local stakeholders of various products and services, as well as their power of self-organizing.

Development Centre of the Heart of Slovenia has so far participated at **23 INTERNATIONAL PROJECTS** being run in the following programmes:

- **INTERREG IIIB ALPINE SPACE:** project RegioMarket
- **ALPINE SPACE:** project CO2-NeuTrAlp
- **CENTRAL EUROPE:** projects Listen to the voice of villages, Cultural Capital Counts
- **LIFELONG LEARNING:** projects Aktos, AcTour
- **MED:** projects CYCLO, Remida, Wider
- **SOUTH EAST EUROPE:** project FaRIInn
- **INTERREG IVC:** projects DANTE, IN-EUR, INN.O.VAge, LOCFood, RITS-net, Young SME's
- **EUROPE FOR CITIZENS:** projects LAGs4EU, Benefits of the European Union Enlargement for Regional Development
- **SWISS CONTRIBUTION:** project Local products
- **INTELLIGENT ENERGY EUROPE:** project Poly-Sump
- **HORIZON 2020:** project EUth
- And other programmes, e.g. bilateral cooperation



KEY PROGRAMMES FOR FUTURE:

- **SUPPORTIVE ENVIRONMENT FOR ENTREPRENEURSHIP**
- **LOCAL SELF-SUFFICIENCY WITH FOOD**
- **ACTIVE AND EVENTFUL TOURISM**
- **ACTIVE AGING**
- **CRAFTSMANSHIP**
- **RENEWABLE RESOURCES AND ENERGY EFFICIENCY**

FIRM BASIS AND STRATEGIC GOALS

The Heart of Slovenia is formed as the **SPACE OF OPPORTUNITIES**. The mission of the Heart of Slovenia is to enhance the life quality of people. By connecting municipalities, projects, various initiatives, products, services and individuals in the space of the Heart of Slovenia, new opportunities arise in the field of entrepreneurship, tourism and environment.

The Heart of Slovenia successfully develops:

- **SUPPORTIVE DEVELOPMENT ENVIRONMENT** for initiating different entrepreneurial and other activities;
- **SELF-SUFFICIENCY OF THE AREA** which is based on the use of own local natural resources and on the work of people living there;
- **HIGHER LIFE QUALITY OF THE INHABITANTS** of the Heart of Slovenia, also by preserving and strengthening the area identity.

THE ROLE OF THE DEVELOPMENT CENTRE OF THE HEART OF SLOVENIA:

- connecting municipalities, inhabitants, tourist bidders, entrepreneurs, farmers, societies, institutions ... ;
- being active according to the principle »bottom up«;
- bringing financial resources to the area of the Heart of Slovenia;
- training, educating and advising;
- opening sales paths and creating new market products;
- informing and promoting the area and services of the Heart of Slovenia;
- organizing events and conferences;
- preparing strategic documents for municipalities and the area.

VALUES OF THE HEART OF SLOVENIA

While connecting and operating, the Heart of Slovenia is driven by values of

- **UNIQUENESS AND CREATIVENESS** which strengthen the area identity;
- **SECURITY** based on sustainable development;
- **EXCELLENCE** which via all activities create trust into the brand of the Heart of Slovenia;
- **NETWORKING** is of key importance. All projects in the Heart of Slovenia arise by including and connecting people.