

Natura 2020 Tourist Association

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? Frequently Asked Questions (FAQ)

1. What is the Natura 2020 Association?

The Natura 2020 Tourist Association is a non-profit organization, founded as the **Milan Robič Research Association** (2013).

It integrates science, nature, and personal experience through **Gnothi seauton**, aiming to connect research and personal development into a vision of an innovative, learning, and healthy society.

It is driven by over **70 members** – esteemed researchers from across Slovenia.

2. What does Gnothi seauton mean?

Gnothi seauton translates to “Know Yourself” as the leader of your own life:

- **FIRST STEP – Precision (sue tempore):** right person, right situation, right time (P–S–T)
- **GOLDEN RATIO – Balance (sectio aurea):** to be – to do – to have
- **DIAMOND PROJECTILE – Reliability (studium generale):** roles, tasks, skills

It represents the path of a man of words – trust, innovation, and cosmopolitan leadership in the 21st century.

Lesson: If you are not a trustworthy leader, you are part of the problem.

3. What are the three world wonders of the Šumik Primeval Forest?

-  **Golden Waterfall of Lobnica** – a waterfall that turns golden once a year; a symbol of alchemy.
-  **Triple Rock Face of Jezernik** – carved into a 24-meter-high rock next to Veliki Šumik waterfall.
-  **Murmuring Pearl of Pohorje** – a 400-million-year-old geological pearl; symbolizing healing power and sustainability.

These wonders form the added value of sustainable tourism **I LOVE Natura 2020: Wood. Stone. Water.**

4. Why join?

- ✓ Support the UN Sustainable Development Goals (SDG 3 – Health, SDG 4 – Education)

- ✓ Enhance sustainable reputation and social responsibility
- ✓ Exclusive involvement in **VIP promotional activities** of I LOVE Natura 2020
- ✓ Limited to **70 members from Slovenia** – prestige and personal influence

5. Who is behind the association?

Founder and Coordinator: Milan Robič, economist and researcher, author of the trilogy:

- *I Will Become President of the State* (2012, 2023)
- *Ethics of Virtue* (2013, 2024)
- *Gnothi seauton* (2016, 2023)

6. How does participation work?

Participation is made through a **donation contract**.

A copy of the signed contract is returned to you; electronic versions are also possible.

7. What does VIP membership entail?

VIP membership provides:

- Personal guidance and mentorship through the **Gnothi seauton** method
- Access to personalized experiences and events
- Ambassadorial role in promoting sustainable tourism and science
- Co-creation of innovations and future values

8. How do I apply or join?

 natura2020.si

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