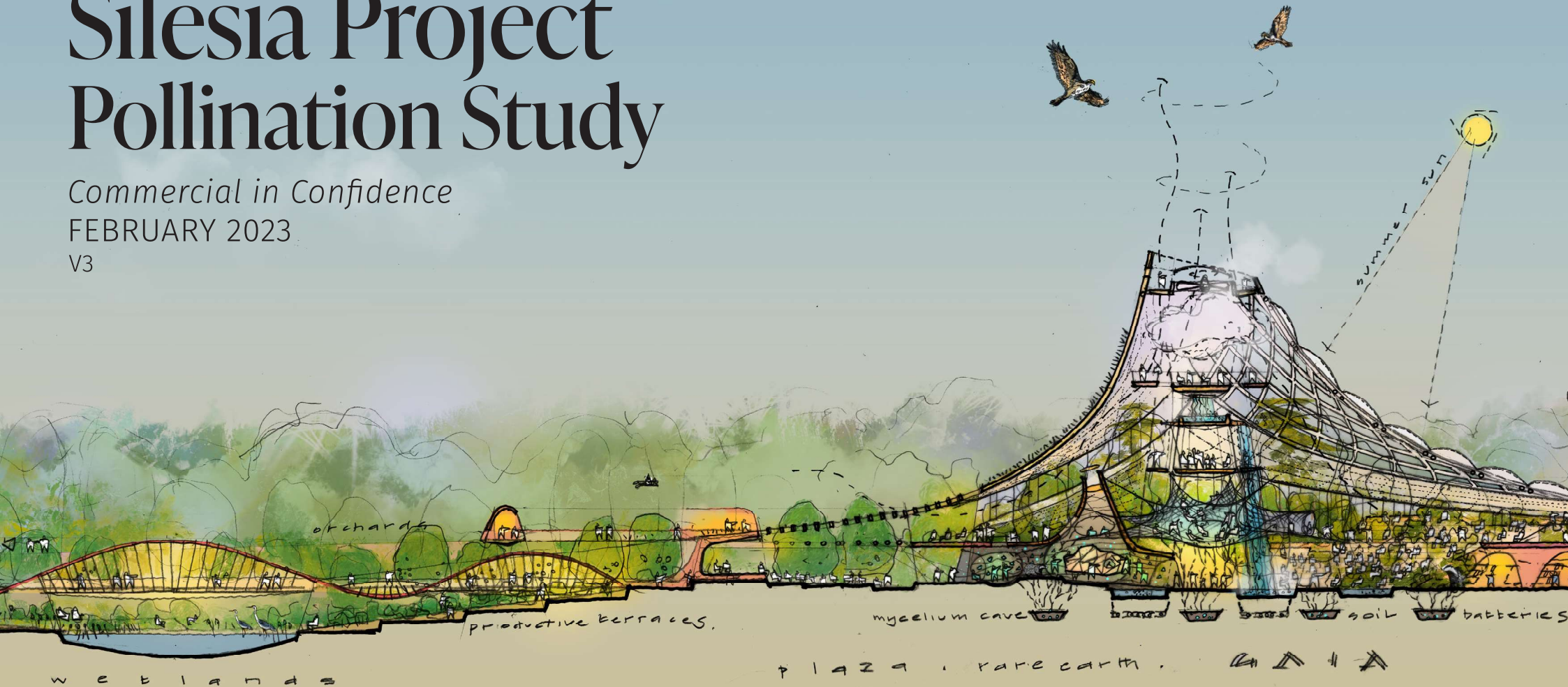


# Silesia Project Pollination Study

Commercial in Confidence

FEBRUARY 2023

V3



# 1.1 Introduction

**The Eden Project is developing new projects around the world as part of its global response to the planetary emergency. A location in Central Europe is a top priority for the Eden Project because the region plays a pivotal role in the global response to climate change.**

The key to this transformation is engagement: understanding and reconnecting people at all levels – from local to global, public to politicians.

In the UK, the Eden Project attracts millions of visitors, provides education programmes from school to postgraduate, runs culture-change and leadership courses for businesses and engages with international politics, including supporting COP26 and hosting the G7 conference.

An Eden Project in Silesia would be a focal point for the crucial conversations needed to catalyse dramatic positive change.





# 1.2 Executive Summary

Over the past six months, Eden Project and our experienced enhanced Design Team have been on a journey. In collaboration with the Silesian University, we have been working to create a new and exciting opportunity for both the people of Silesia and beyond.

It has been a journey that has ventured through the history of the region, exploring folk stories, industrial change and political transformations in the chosen location for the Silesia Project in Lipiny.

The Eden Project Mission is to create a movement that builds relationships between people and the natural world to demonstrate the power of working together for the benefit of all living things.

This mission is underpinned by our four principles:

- › Reconnect people with nature and each other
- › Live and breathe systems thinking
- › Use regenerative sustainability
- › Demonstrate positive transformation

This basis has enabled us to ask ourselves - **How do Eden's mission and principles relate to the opportunities that the Silesia Project represents?**

Over the past 21 years, Eden Project has developed and adapted its Cornwall site from visitor attraction into a living campus. We have taken what we have learnt into this process to develop a truly unique hybrid of a living breathing campus for learning and an engaging visitor destination.

Guided by our experience, we have developed a venue that embodies five core components:

1. A university campus like no other
2. A destination for national and international visitors
3. A regional learning and doing hub in the centre of Europe
4. A home for regenerative partners
5. A new cultural hub for local communities

The core Eden team have worked with industry leaders on architectural, structural and sustainability considerations so that the design is an exemplar of building in response to the planetary emergency.

These design principles are embodied in our primary building – The Gaia. This main iconic venue will be home to the principle experiential space of the project. Here, we will create learning spaces like no other – an extraordinary range of theatrically imagined ecosystems that provide contexts for different types of learning in spaces that will generate awe, inspiration and excitement. This venue will provide a new way of revealing the importance of ecological and systems thinking by physically, emotionally and intellectually immersing visitors in natural phenomena, flows and ecosystems.

Lastly, a fundamental aspect of our process has also been ensuring that we are creating a project that benefits the local area. One that the community can use, contribute to, work at and use as inspiration to create new exciting ventures of their own.



# A Venue by Numbers...

FTE Created  
(Site)

200 PLUS STUDENT  
PRACTICE

Construction One off  
Impact

2,1b CZK

Annual  
Induced Visits

48,000

Extra days  
stayed

14,500

Project whole  
park Attendance  
(Stable)

530,000

Schools Stable  
Attendance

52,000

Resident  
Catchment

8.1m

Total Education  
Market at opening

368k

Total Visitor Market  
at opening

3.4m