

Jack Canfield:
I want your story for the next Success Principles book,
The Success Principles – Revised Edition 2014



Jack Canfield and Andreas G. Andiel,
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The GAFÉIAS Story

„You’ve got to read this book“ – these words spoken by a friend in the shadow of the (at that time) highest building in the world, the Petronas Towers in Kuala Lumpur, Malaysia, changed Andreas Andiel’s life. The book that he placed in his friends hands was of course a copy of the first edition of „The Success Principles“.

At that point in his life, Andreas had been a man of many different trades. He started out as a scientist, holding a for-life job at the Austrian Academy of Science. But he wasn’t happy. An ever growing uneasiness of not living his purpose made him question the sense of writing papers on topics that maybe three people worldwide would read and either appreciate or dispute. So when the opportunity arose, he took a golden handshake and quit his job – much to the dismay of his mother who was glad for her son to have a secure job as an established scientist at such a prestigious organization.

For years after quitting his scientific career – from 2001 until 2007, Andreas tried out different jobs, worked as a kitchen salesman and at a candy store, only to end up as an event organizer, actually working for a co-ed of his at the University of Vienna. But there was still a sense of something lacking.

All that changed on that day in 2007, as he puts it, he “started to devour the book right there in the shadows of the Petronas Towers”. The principles laid out in this “ingenious manual to start the life I desired” helped him finally find his purpose. After completing his life purpose statement as described in chapter 2 (TSP #2) in December 2007 he knew what he wanted to do.

His goal was to make a difference for the planet – help create more sustainability in a world that depleted its resources way too quickly.

Only the way wasn’t too clear yet. With one of his major traits – a never ending supply of persistence – he kept working and defining how his purpose could be accomplished. He himself put it this way, “Once you know that you don’t want to be mediocre anymore, you have got to move out of your comfort zone. And I did. At times that lead me right away into the panic zone, but eventually I learnt to deal with that, too.”

One day in 2009 Andreas was at an event of the European Association of Nuclear Medicine in Dresden, Germany. The congress attended a recital of works of Johann Sebastian Bach, the famous baroque composer in the historic St. Thomas church. Listening to the divine music suddenly “everything I read and practiced



according to Success Principle #3 Decide What You Want culminated". The vision of his own association and its activities formed in front of his inner eye. This was the birthing hour of what should become GAFÉIAS – Global Association for Environmental Investments and Sustainability of Economic, Social and Environmental Spheres.

In December 2009 the Austrian government granted the business permit for this social enterprise. Funny enough, all the experiences he had made to this point now supported his new found vision and purpose, his sales acumen, the arduous hours of putting together grant proposals as a scientist and how to build projects and events that will convince grant givers.

His ability to combine detailed scientific work and TSP #4 "Believe It's Possible" let him see the possibility when a former university colleague passed him a paper on a cactus fruit called "Opuntiae" as a neglected crop with high potential in many countries of Northern Africa, like Yemen and Ethiopia.

In March 2011 Andreas and his Ethiopian colleague had submitted the project proposal successfully to UNIDO, the United Nations Industrial Development Organization and they received a preparatory assistant fund of USD 30,000 to prepare the main project document in Ethiopia from November 2011 till March 2012. In August 2012 UNIDO approved the project *Establishing industrial processing and marketing of Beles-based food products for increased income in rural communities in Northern Ethiopia*. Together with UNIDO Andreas succeeded to negotiate the funding and received USD 1,000,000 partly from Fund of International Development, OFID - a unit of OPEC, and partly from Mashav Israel, a development organization based in Israel by end of February 2013.

In August 2013 the Kick off meeting in Addis Ababa's traditional Ghion Hotel took place, with two government ministers of the Ministry of Industry of Ethiopia, the presidents of three Ethiopian Universities and representatives from UNIDO, OFID, Helvetas, and Mashav Israel attending as stakeholder.

End of March 2014 the feasibility study had been completed, in June 2014 land and industry buildings had been given in kind contribution from the Ethiopian Ministry of Industry, renovation is taking place and the production machines have been ordered from an Israeli company. Operation start is scheduled for January 2015, 15,000 farmer who up to now again and again had to face periods of famine shall deliver 20.000 tons of cactus pear via 60 cooperatives to the new factory, exporting cactus pears, marmalade and juice to the Middle East and Europa and delivering for local markets and Addis Ababa.

And this is only the beginning. Currently Andreas is working on projects to re-build the agricultural structure of the African country of Gabun, a project called Oceans '14 that will help clean the oceans from plastic garbage and a human development academy for unemployed youth throughout Europe. All that fueled by a big dream, the refusal to be mediocre and taking one step at a time, again and again.

As told by Andreas Andiel and composed by Martin Laschkolnig

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