

Authenticore and the philosophy of “Ildsjel” (fire soul)

The real voyage of discovery is not in discovering new lands, but seeing with new eyes.

(Marcel Proust)



Only in the Norwegian language the word “ildsjel” exists, which has the meaning of “fire soul”. It describes those locals, who are engaged with passion to fulfil their dreams. They burn for something, live their dream and create their individual stories. They are the core of our programmes and the added value being inspired and LOVE ones work. We believe that the human meeting and meaningful activities are the future

demands of our trade.

We see that our clients are more and more interested in concepts woven into the programmes.

I really want to touch the human core, which is the power that says "yes" to life. When the core is inspired, the result is a glaring sense of meaning, interest, connectedness and joy - or in other words - an authentic experience, which brings people magically together in the HERE and NOW and builds cultural bridges."

Karina Fürst

Founder of Authenticore

We invite you to get inspired by some ideas and concepts we have offered and realized.

First of all : Why Norway?



Norway is still a quite “unknown” destination in the incentive market with elements very few others have to offer, like the Fjords which only exist in New Zealand and Chile, the magical northern lights or midnight sun high up in the North. Another example are the Sami people (also called Lappish people) having the same roots than the Native American from USA or the remnants of the Vikings already having ventured through most parts of the world between 850 and 1050 AC.



With 4.8 million inhabitants and about 5 % populated, Norway has the luxury of SPACE, fresh air and wild nature. Just 15 minutes from Oslo 1000km cross country tracks invite to a tour on the weekend and stop in cabin and enjoy a warm chocolate around an open fire or even make ones own fire on the way.

The country reaches with 2700 Kilometres from middle European South to the Arctic North, bordering Russia.



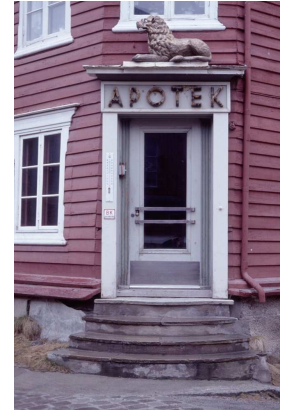
Norway was one of the poorest countries in Europe and after December 1969, when the oil was found, became one of the richest in the world. In contrary to other oil rich countries, Norway is thinking about its future generations and has created a fund investing the oil money and only living from the interest.

The Norwegians are feeling responsible not only for themselves but also the “family of mankind”. In this Scandinavian Country exists a brilliant sense for political correctness and responsibility. For example regarding development aid from United Nations conventions the Norwegians are one of the few countries worldwide that fulfil the multilateral agreements or even top it, in particularly referring to financial issues.

Røros- as an example



Røros is a 350 years old former copper mine village, situated close to the Swedish border and just 30 minutes flight from Oslo. Its historical centre, which is exactly preserved as it was at that time and is listed on the UNESCO Heritage is an attraction for visitors from all over the world.



Røros welcomes the guests with this original charm and makes you feel at home.

While the men worked hard in the copper mines, the women administer the small farms.



The former forests have been cut at that times in order to melt the copper and the landscape changed dramatically over the centuries, as well as the temperatures. The landscape of today reminds of Northern Norway.

That is the reason why the Sámi people from the high north came with their reindeer herds to this area and several thousand reindeers are today filling the wide mountain stretches .

Concept- bridging cultures

We would like to lift our concept of the **"ildsjel-firesouls"** up to another level where we not only focus on the local people, but also on social and future values connected to people, nature and culture.

The core focus is a broader theme of a journey:

- the outer and inner journey
- the journey to a country representing both modernity and tradition and
- the journey to wisdom based on the Sami people (the Norwegian native Americans living normally high up in the north).

In addition we connect the theme of resources to the journey, the outer and inner recourses.

- **Nature** as the outer and representing the immense space of this country. The inner space is being connected to nature and find the inner peace and being in the HERE and NOW.
- **Water.** A resource which will be more important than oil in the future and Norway having enormous amounts of it.- Our electricity in Norway is ONLY water-based. On the inner level it stays for feelings and flow, another important aspect of having a life with quality.
- **Ildsjel.** People who live their dream and burn for something, a seldom value in today's hectic and materialistic world, yet of utter importance for a successful team. We will meet and BE together with those ildsjel.



The last element we include is **WISDOM.** The Sami people have been the natives of Scandinavia and like their equals, the Native Americans; they were nomads and lived with reindeers as their equals had buffalos. They were worshipping nature and lived in harmony with it. Their belief and life was suppressed in the moment the white

Europeans/ Norwegian missionaries came up north and forced them to give up their language and belief, basically their soul. As in USA the alcohol was a great instrument to destroy their moral. Only in 1976 their language was reintegrated into the school system and today they have their own parliament.



As mentioned above they came to Røros because of the outer circumstances for their reindeer herds and became part of the local culture.

35 minutes away from Røros is the tiny village of Brekken, where the Norwegian and Sami culture are perfectly blended.

It is a place on the Swedish boarder with a small and open-minded community. Here lives one of our "ildsjel", Jorid Pettersen. She and her husband own a cosy hotel and located right in mother nature with a huge open landscape behind, being ideal for our project and activities.

We would like to **bridge contrasts and cultures.** The contrast of **city-village**, different cultures and traditions.



The idea is to set up a community building project from the old tradition of the Sami people, a "gamma". This was the place where the people gathered around a fireplace, told their stories and came together in the cold and dark winter nights.

It is a wooden construction (round, without windows) with which we would like to contribute to the bridging of culture and people, to inspire understanding, respect and valuing of each others "differences". (The attached picture is the big version of it.) We build a small one out of wood, which will be given to the local community **as a meeting place for "bridging culture and differences"**.

We see this also a gesture to the local school where the sami culture can be communicated and experienced



We would divide the group in smaller groups and in addition to the building project we have the following activities:

- Dog sledding
- scooter tour
- excursion on snow shoes, thereby learning about the nature and animals

Dog sledding is a great metaphor for leadership and enthusiasm. Our "ildsjel" Kjetil, the local musher tells us his "secrets" and insights to create a successful team. The leading dog has special gifts and the puppies are introduced to their work by JOY. That is why they LOVE their work and ALWAYS give their best. We can learn a lot from it. Each team of 2 harnesses their own dogs and learns their names (only for the starting group).

Another activity is a scooter tour into the mountains where we can easily see reindeers.



At the end of the journey the guests have experienced through working together with the Sami people their wisdom and also the power of the Norwegian nature and local "ildsjel". We involve the local school and major to enhance the quality of our action.

***He who returns from a journey is not the same as he who left
Chinese proverb***

