

Newsletter Authenticore January 2008- 10 years Authenticore

Dear Reader,

The change of climate is in everybody's mouth and has influenced even the Nobel-price committee by giving Al Gore and his engagement the Nobel price honour.

Effects of a climatic change will more often appear everywhere around the globe. Northern Norway for example has been until now an absolute snow-safe area at Christmas time. For the first time in December we got plus degrees and a huge storm, which melted all snow within 48 hours.

A little catastrophe for the locals, who are dependent of it for a successful winter tourism – first of all the building of the Alta-ice hotel, one of the few ice hotels worldwide.

140 Germans had booked since a long time a very special incentive journey: To build together with the locals the Alta ice hotel.

One of the first questions coming to my mind after a talk with my local partner were:

How can we deal with unpredictable changes? How will we master in the future challenges like this, no matter if they happen during our programmes or in everyday life? What can we learn from it? What is really important? I understood that those situations come with an incredible potential, to discover what everyone is capable to do and how we can build on one another. The human being, the capability to stick together and to create something together, will come more and more into focus.

After having Plan B, we actually got some snow and colder weather, so that we could build our project.

With overwhelming spirit our group from Germany started to build a little palace out of ice.

What they all took home from this very special journey up in the North was first of all the certainty how much power you can find in team projects and cooperation. Everyone gave his or her best and a deep ownership was created.

We can learn a lot from the people up in the north of Europe, who are deeply rooted in their magnificent nature, knowing since a long time how much they are dependent of the warmth and solidarity between them, in order to survive.

With this in mind I wish you an engaged 2008!

Karina Fürst

Engagement instead of consumption 140 Germans mean with team spirit and ardour



In every human lies a spark, which only needs to be lightened! To engage, to take responsibility and burn for something – that might be the desire of everyone. That is what we experience again and again during our programmes and that is the value of our “ildsjel- firesoul” (see December newsletter) concept.



Between Christmas and New Year 140 Germans experienced high up in the North what it means to build an ice-hotel, even though a sudden climate change threatened the entire programme. .After a short time of shock we created Plan B based on local involvement of families and traditions. Luckily some snow came and it got colder again.

Instead of pure consumption of a scooter and dog sledding tour we offered i to build the ice hotel together with the locals. We won the competition over our neighbouring country and now the task started to make it happen. The locals are, as much as most guests, used to offer consumption programmes and were very surprised when we got this possibility. Together we created the tasks of building the 2000m² big igloo built out of 600-m³ snow and ice.



We planned to work 2 days and divide the group , one part starting with a scooter discovery in the mountains where the light disappears at 13:00 while the other



half engaged in the construction.



Another element we totally changed was the fact that we gave all responsibility back to the group and did not created a rotation system. We defined 7 tasks; everything from building the entrance hall, making ice sculptures and ice

glasses, the ice bar, taking ice blocks out of the frozen lake and making an ice wall with the company logo on.

Then we asked the guests to find 7 team leaders and everybody to sign up for what they would most enjoy. When they wished to change activities the team leaders had to find the key and way to do that.



NOBODY changed his or her task and an enormous creativity was set into motion. Everybody had ownership and pride in what they decided to do and

at the end of the 2 days we actually took out 45 tons of ice from the lake, the group building the ice bar did not even stop for lunch because they wanted to finish it.



Another group build the ice wall with the company logo and we made at least 30 sculptures, which will be seen throughout the winter into the ice hotel.

We saw the engagement of absolutely everybody and NOBODY complained. Even the locals were totally surprised because they REALLY got help to build the hotel, what they NEVER expected.



In addition to working the entire day, we even slept in warmed up Lappish tents and spent the evening around a huge fire together with the local co-workers.

We ended the stay in Alta with a dinner in a building where slate is cut and we decorated it in a Christmas style. The locals gave a price to the best ice sculpture (a stay at the ice hotel this winter) and at the end we even saw the NORTHERN LIGHTS.

Not only the ice hotel was growing during those days in the ninth year of its existence, but also we saw that the way we think is right and that it is important to walk new ways - to dare to be different!!

This was the start for our **10-year anniversary year** and we can promise you that this is just the beginning of what we are able to do.

DO YOU DARE TO THINK DIFFERENT TOGETHER WITH US ?

