

The value of our trade?

*The real voyage of discovery is not in discovering new lands, but seeing with new eyes.
(Marcel Proust)*



In this crisis we all need to ask ourselves **WHAT** is actually the value of our trade?
How can we create INCENTIVES and MEETINGS with meaning?
What really happens when people gather outside their usual working frame?
How can that be used for the companies best?

Only in the Norwegian language the word “ildsjel” exists, which has the translation “fire soul”. It describes those locals, who burn for living their dream, have the courage to do so and create their individual stories. They are the core of our programmes and in the last 15 years we have discovered that **THAT** simple value is what changes the dynamics in a group, brings people together and let them see each other with new eyes. It is that value, which inspires a “good” meeting and inspires change. Those moments are remembered forever. This precious value is what is lacking in our world today and it can be the essence and inspiration of meaningful meetings and activities.

We focus on climate pollution outside in the environment. What about the pollution of our inner climate, like depression, aggression, isolation, dissatisfaction, demotivation? Where is that inner flame, which says YES to our company, the community, the globe and us?

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 Meeting 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 Sámi 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. That same space, the fresh air and endless nature can be powerful elements in a company meeting or activities related to it.

The country reaches 2700 Kilometres from 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 invested the money even now still being enough for the country not to

suffer as much as others right now do.

Obama lately said:

“LOOK TO NORWAY” and he means that we are a good example for a healthy life-and working style.

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.

Concept- meaning and engagement

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.



A tiny village on the Swedish border is our destination. Here, due to outer circumstances a lot of reindeer herds and Sámi people moved and became part of the local culture. The Norwegian and Sámi culture are here perfectly blended, with a small and open-minded community. One of our "ildsjel" owns a cosy hotel in the area which is located right in mother nature with a huge open landscape behind, being ideal for our project, activities and meetings.

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

The idea is to use different frames for meetings like a "koia". This is a place the owners have built with their own hands and it can host up to 90 people. As break-out rooms we set up Lappish tents with an open fire place in the middle where themes can be deepened and ideas can be born, people can come closer together or get inspired by their surroundings.



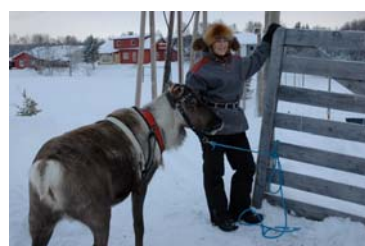
As part of the meeting we also can offer to build a typical Sámi gamma, a wooden construction (round, without windows) with which we would like to contribute to the bridging of culture and people, to inspire

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"**.



Dogsledding 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 the harnessing).



Another activity is to meet with an authentic Sámi couple who still today has a big herd of reindeers and lives partly in Mother Nature as their ancestors did. We get to know the deep rooted values of the Sámi people and their view to the world.

At the end of the journey the guests have experienced through working together with the Sámi people their wisdom and also the power of the Norwegian nature and local "ildsjel". We have a huge range of destinations covering all seasons.

Summit conference



How about a conference in a total different setting and with a spectacular view?

A medical doctor had a dream to save old houses. He collected them from throughout the area and built them up again right on the

Hardangerfjord. Nowadays it is a little “village” which never can be booked as an individual. Only groups are allowed.



We use Norway’s beautiful Nature for a literally summit conference – being held on a **glacier**.

The Folgefønna glacier is one of the few special glaciers in Europe to be reached nearly directly by



car. At the border we are equipped with harness, crampons, helmet and ice-axe and start walking towards the summit from where we have an incredible view over the Hardangerfjord.



Our guides are geologists and bring the glacier into a global perspective, focussing on themes like climate, history and mythology.

It is amazing what nature can teach us, when we look through the “right glasses”.



On the summit we have built up a big tent as the starting point and plenary “meeting room”. The basic material will be brought up but we have to find a creative way to make a conference without projector, screen and so on. Here the human qualities are demanded.

Our break-out rooms is the huge “room” of nature, inspiring to new ideas, concepts, solutions. Each working group continues their glacier walk, tied to each other, which is a perfect metaphor for being

united as a group. In between the walk they stop and discuss about their task/theme and then continue. The geologists /guides use their stories according to the task at hand. For lunch we just stop and eat a home-made sandwich we got from our hosts as food provisions.

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

**Would you dare thinking different with us?? Follow our regular
inspirational newsletters and visit us at IMEX Norway stand F 320
where you learn more about Norway and our ideas.**

Authenticore, Karenlyst Alle 11, 0278 Oslo- Email info@authenticore.no
www.authenticore.no