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To NaCuHeal International Board
Proposal for Strategic Orientation
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NATURE CULTURE HEALTH INTERNATIONAL AS A CULTURE BUILDING PROJECT

The NaCuHeal original mission is to “Create meeting places for holistic thinking and creativity to improve health, environment and quality of life.” During its initial period of development in Norway, NaCuHeal has been focused on *physical* places where people meet to engage in salutogenetic nature and culture activities. My proposal is that NaCuHeal International should extend the NaCuheal mission internationally, on the Internet, and *to all walks of life*. The most important change will be to aim to turn the work place, the municipality, the daycare center, the school... into “meeting places for holistic thinking...” because it is there that the problems (endangering nature, culture and health) have their roots, and where true solutions can be created.

According to this proposal, the NaCuHeal International will develop as a a culture-building project. NaCuHeal Intrnational itself will become a (primarily virtual) meeting place where its member individuals and institutions will re-create their basic patterns of operation based on the the organization’s visionary orientation - the wholeness of nature-culture-health.

Metaphorically, the resulting NaCuHeal International will be like an island with a lighthouse. To the growing number of individuals, including business and community leaders who are becoming aware that the modern world has become a rough ocean and that we are headed in a wrong direction, NaCuheal International will offer the guiding vision and the safe space required for reconstruction and rebuilding.

This broadening of orientation has a number of advantages, of which I highlight two: much higher potential impact, and much larger potential membership.

Regarding the first, consider the following quotation from Aurelio Peccei, the co-founder and first president of the Club of Rome:

Let me recapitulate what seems to me the crucial question at this point of the human venture. Man has acquired such decisive power that his future depends essentially on how he will use it. However, the business of human life has become so complicated that he is culturally unprepared even to understand his new position clearly. As a consequence, his current predicament is not only worsening but, with the accelerated tempo of events, may become decidedly catastrophic in a not too distant future. The downward trend of human fortunes can be countered and reversed only by the advent of a new humanism essentially based on and aiming at man's cultural development, that is, a substantial improvement in human quality throughout the world.

According to this proposal, Nature Culture Health International will assume the role of an international organization that facilitates such development.

Regarding the second advantage, consider some large international corporation, for ex. Honda Motor Co, and the question "Why this corporation would be a member of Nature Culture Health International?" The ready answer within the proposed enlarged strategy will be "In order to be (and to be identified as) part of the solution and not part of the problem." Within the Nature Culture Health International meeting space, new-thinking companies will be able to meet new-thinking customers and partners and develop new patterns of work and cooperation. New-thinking municipalities, schools,... will find guidance and support for re-organization.

A possible disadvantage of this proposal is that it may be perceived as too engaging or too ambitious. My answer is that the times are calling for bold projects, which address the fundamental issues, because only such projects will inspire us to engage with enthusiasm and optimism, and because nothing less than that may be useful in the long run (see for ex. <http://www.worldshiftnetwork.org/action/background/article/8.html>).

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