





## "Cultivating our desert together – co-creating hope for a better future!"

#### 1<sup>st</sup> Habiba Innovation Lab

**Purpose based Community & Regional Development** 

Project Kick-off
Nuweiba, South Sinai, Egypt – November 3<sup>rd</sup> – 8<sup>th</sup> 2025

**Documentation: Henrik Langholf** 



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## "Without innovation, there is no way we can overcome the challenges of our time."

António Guterres, Secretary-General of the United Nations







### "We haven't even begun to understand the field of possibilities we live in!" Nora Bateson







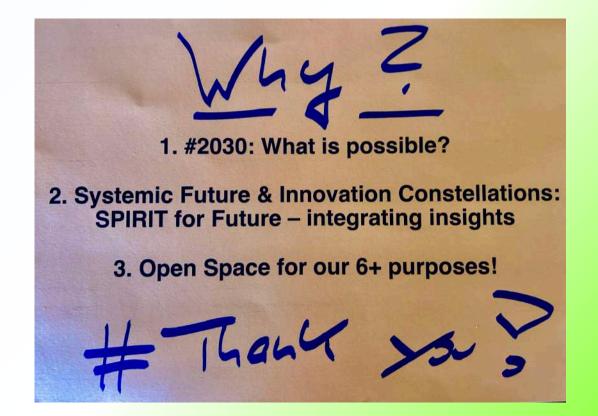
# "When a complex system is far from equilibrium, small islands of coherence in a sea of chaos have the capacity to shift the entire system to a higher order."

Ilya Prigogine, Nobel Prize-winning chemist















#### Regional Innovation Labs\_Time for New Sunrises!

Some regions appear to live their full potential and want to do much more so, some have 'blind spots' to be seen and developed, others might have even experienced 'dark nights of the regions soul', in terms of catastrophic events like nature catastrophes, terror acts, wars or similar. Others might be afraid of the effects of global warming in the future, of (em)migration or disinvestment to come.

Regional Innovation Labs are for regions where a small group of determined people feels a deep sense of urgency for change with view to the upcoming years until 2030. The central event of the Labs is a one week gathering for bringing people together from within the region and from connected global regions (through twin cities, partnerships, customers & suppliers to the regional industry, etc.). This annual happening offers an open space for the inquiry of the needs from the land, the people and the economy, for developing ideas and visions and to work on solutions in a rapid prototyping manner. Afterwards the activities are carried out in self-responsibility, connected through a project-office which is based in the region at the site of one of the founding members, until next years Lab has come!

The idea of the Regional Innovation Labs is to build up a momentum which leads to "positive social tipping points" which vibrate out much further than the region itself. The **HABIBA INNOVATION LAB** is a prototype for establishing Regional Innovation Labs − inspired by the **Emotional Innovation Solutions™** approach. It has been initiated by Maged El Said, designed & facilitated by Henrik Langholf and co-hosted by Lorena Rancati & Ann La-Forker. There was a committed core team of 12 participants, all in all about 20 people connected with the activities during the course of the week.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." 7
Margaret Mead



#### Where?







#### The Invitation



A new task for humanity. A new field for innovative experiments: **Cultivating the desert of the land, cultivating the desert of disconnection between people.** Bringing together what belongs together!



This is not a normal workshop, lab or conference. It's more like a choir exercising: What's your tone, your song you are singing with your life? What's your gift to the community? What emerges, when we express our voice and listen to each other? What's the song we sing together? What happens, when our spirits connect and new hope is born?





### **Our Agenda**





November	Monday 3rd	Tuesday 4th	Wednesday 5 <sup>th</sup>	Thursday 6th	Friday 7 <sup>th</sup>	Saturday 8 <sup>th</sup>
Morning	Surprise visit of the Mayor of Nuweiba: Generalmajor ʿAbd ar-Raḥmān Muḥammad Bahāʾ ad-Dīn عبدالرحمن	Excursion part 2: Exploring the impact at Habiba Organic Farm, host & guide: Maged  Innovation Constellation Work #1: The New Community Farm, Case Giver: Alissa & Ahmed	Governor of Southern Sinai & lots of people from Nuweiba region visiting: Exploring the connection  Identifying our "Burning Care Question" & Stakeholder Interviews	Excursion to the canyon & oasis, invitation by Bedouin Family at the Mango plantation, guide: Maged	Innovation Constellation Work #3: Foundation of the Tree Nursery, Case Giver: Gerhard Innovation Constellation Work #4: My call to Sinai, Case Giver: Johanna	At the Learning Center (Organic Farm) Exploration of Mageds case: The foundation of the Environmental Institute Nuweiba Visit of the Mayor of Nuweiba Final Ceremony: Showers of Appreciation
Afternoon	Kick-off & & Welcome! Check-in: Who is who?  Excursion part 1: Exploring the impact & at Karima's Farm Camp, hosts & guides: Ahmed & Alissa	Intro: The Approach behind the Habiba Innovation Lab - Emotional Innovation Solutions™ - by Henrik Agenda setting	Western Women meet Bedouin Women: Talks on Integrity  Making an over 30 years matured vision a reality: Foundation of Humanitree Nursery – by Gerhard & partners	Innovation Constellation Work #2: Integrity For Future on tour, Case Giver: Ann	Innoaction Roadmap: Steps to take – towards Nov. 10 <sup>th</sup> , 2031  Online call with connected friends in Germany, Portugal & Uruguay: Sharing our insights	Invite for sunset on top of a mountain by "Salman from the desert", followed by dinner in his families home
Evening		"SHAGRHA: Fruitful tree – Fruitful life" Project presentation by Omar Sameh ElDeep	Visit of the Mayor of Nuweiba  Check-out	Visit of the Mayor of Nuweiba  Check-out	Celebration Time at the Camp Fire "Dancing in the moonlight"	



### **Open Space – Meeting Principles**



Show up – Be fully present – Tell the truth – Let go of outcomes!



- The Law of the two feet!
- T It begins, when it begins!
- Who ever is there, they are the right people!
- What ever happens, it is the best thing that can happen!
- **?** Over is over!

Past is over Future not yet here So whadda we got? NOW!





#### **Open Space – Meeting Principles**



Learning happens where our knowing ends...
Where we meet our gaps, if content-wise or emotionally.

When you feel a "gap" within you during our Habiba Innovation Lab, get in contact with somebody about it.

Ask for a sharing, a hug, some advice or support, a massage, a walk on the beach, a 1:1 Coaching Session, e.g. a "Pearl Dive" with Ann or "I release-Session" with Henrik...

Codeword: #Courage for Gaps!





#### The Approach



#### **Emotional Innovation Solutions™ by Henrik Langholf**

"Evolution is happening, also through us!"

Emotional innovation solutions are the result of a process that transforms emotional stuckness in innovative projects into emotional drive, which enables you to reach your next milestone and your critical mass of customers "one day earlier".

There are a multitude of problems in innovation management that cannot be solved primarily by more money, more staff, more time, more ideas, more processes, more technology, more publicity, more customers, etc., because the causes lie on an emotional level. Without emotionally intelligent innovation facilitation, there is no way we can realize the innovations we need!

A lack of precision in the questions asked, suboptimal dynamics in the innovation team, indecisiveness in leadership, counterproductive behavior on the part of investors, and people who are simply not in the right place can significantly slow down the development, market launch and growth of innovative projects. The Emotional Innovation Solutions™ approach helps to identify and solve these problems.

The approach is based on 9 principles and corresponding methods which increase your capacity to sense the emerging future you want to contribute to. In a nutshell:

#### **Emotions**

are the language of our inner selves, that we need to acknowledge.

#### **Innovations**

are the promise of a better future, which we can sense.

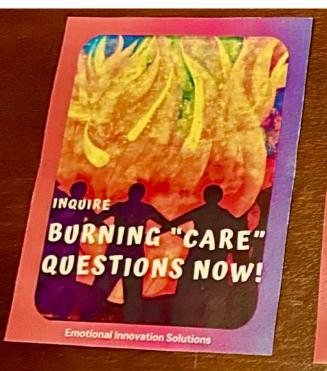
#### **Solutions**

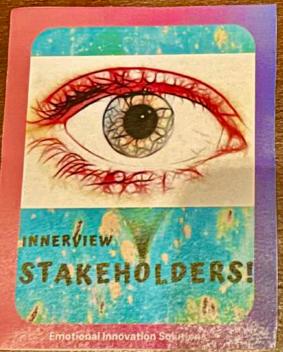
refers to our ability to solve challenges on the path to a future we desire from within.

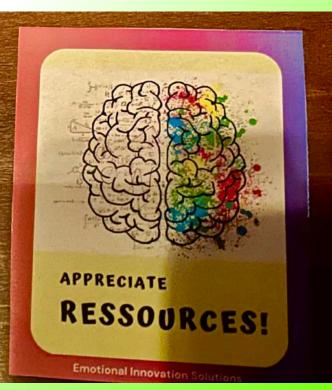


## The Approach 9 principles











## The Approach 9 principles

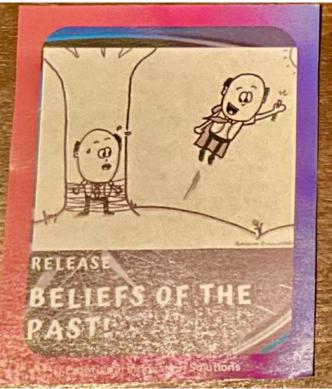






## The Approach 9 principles









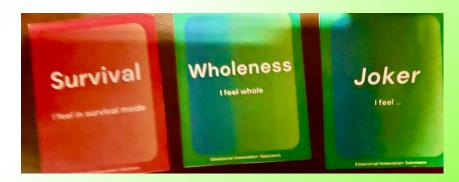


### The Approach

SPIRIT FOR FUTURE

Transformative Pairs: From "Emotional Pollution to Emotional Greening"













#### **The Camels**





A rich man dies and leaves his sons 17 camels. The eldest is to receive half, the second a third, and the youngest a ninth, according to his last words before his death.

What is going to happen?



#### **The Camels**









The children realize that they would have to divide a camel in order to meet all of their father's requirements, so they ask a friend of their father's for advice. He understands their problem and gives them an extra camel.

Now they can divide them up: the first gets 9 camels, the second gets 6 camels, and the third gets 2 camels.

One camel is left over, which they give back to their father's friend.



#### **The Camels**



#### And "the moral of the story"?

We can't solve everything with analytical thinking  $\bigcirc$ 

We should ask more often for help 😉

We should offer our help & give "our one camel" more often 😡





#### activating emotional & collective intelligence!



Proactively bringing "the new" into the world has never been more important than **now!** 

What gives you the feeling of "purpose" in this phase of your life? What is the new thing you are working on? What projects and products, methods and technologies, services and social innovations are you using to help people in one way or another? What do you want to scale further?

Innovation Constellation Work focuses on questions such as:

What is the innovative impulse that drives you? What does it take for your innovations to make progress and be (even) more visible in the world?

What is the "challenge"? Which dilemma needs more attention? Which players should be more actively involved? What is needed to reach the "critical mass" of customers? What future do you want to contribute to? Where is the solution for the next step hidden?

Every innovation depends on a fertile social field so that it can be successfully developed, implemented and scaled. This field can be visualized and explored with the help of systemic constellations. In doing so, relationships between actors can be recognized in their boundaries and potential on a deeper level than in everyday life, which often leads to surprising solutions in the constellation as well as in "real life". Be prepared to be surprised!

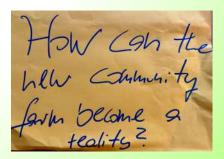


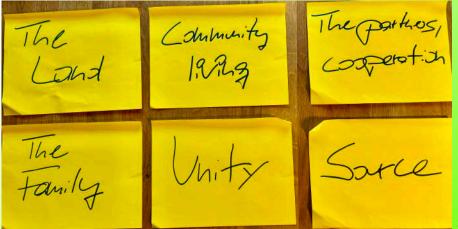




How can the New Community Farm of Ahmed & Alissa become a reality?









...sensing the emerging New Community Farm here!







activating emotional & collective intelligence!









activating emotional & collective intelligence!











"Fruitful tree – fruitful life"







**SPIRIT FOR FUTURE** 

"Fruitful tree - fruitful life"









Unplanned Urbanization

Expensive Food



Organic Waste



Plastic

Pollution

Change

Heat Island Effect

Amplification

#### **SOLUTIONS**











"Green Urbanization: A nature-based solution combining sustainable city planning with community food security. By planting fruit trees in streets, public spaces, balconies, and rooftops, we provide free fresh food for all while cooling cities, enhancing biodiversity, reducing waste, and advancing SDGs 2 (Zero Hunger), 11 (Sustainable Cities), and 13 (Climate Action)."



"Fruitful tree - fruitful life"





#### **ACHIEVEMENTS**

- Planted +500,000 fruit trees across Egypt.
- Transformed +10,000 balconies & rooftops into green spaces.
- Organized +900 successful community events.
- Engaged +10 million followers and volunteers.
- Greened the rooftop of Beit El-Qahira (Cairo House),
  Ministry of Environment 2020.
- Pioneered the world's first rooftop garden on an oil tanker – 2018.

#### **CURRENT PROJECTS**













"Fruitful tree - fruitful life"



#### **SHORT TERM GOALS**

600,000 fruit trees in streets, schools & public spaces

§ 15,000 balconies & rooftops transformed into green spaces

30,000 students / 300 schools engaged in awareness programs

§ 1,100 community events across 1,000+ neighborhoods

1,000 communities aware of urban agriculture & sustainability



#### **LONG TERM GOALS**

2M fruit trees planted in public spaces

♠ 50K Rooftops & balconies turned green

n 1/2 M students empowered through education

10,000 events & workshops nationwide

Set 27 environmental complexes, including all types of environmental development and protection methods all over Egypt.



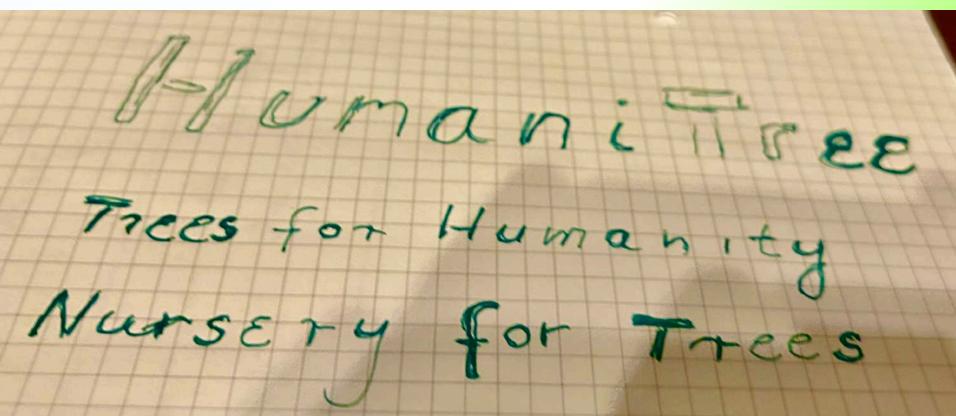
For more details & cooperation see Omars presentation & or contact him directly!



#### **Humanitree Nursery**

...the new kid in town!







## The Humanitree Nursery Gang – Partners in Crime







## The Humanitree Nursery First planting event in Habiba Road





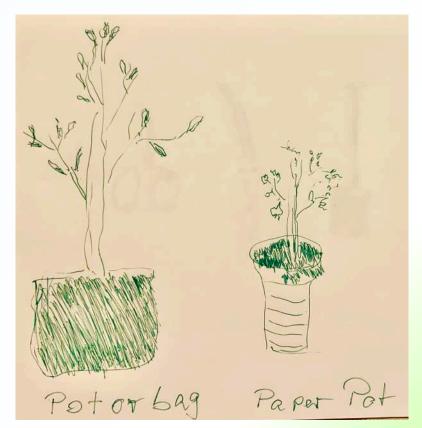


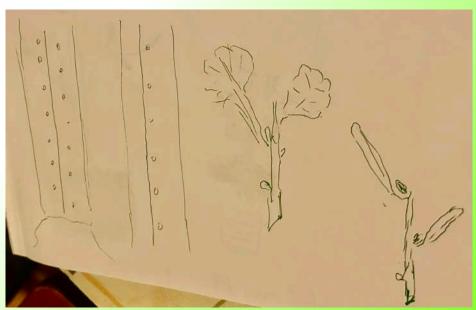




## The Humanitree Nursery Prototype Scribbles by Gerhard









## The Humanitree Nursery Prototype Scribbles by Gerhard

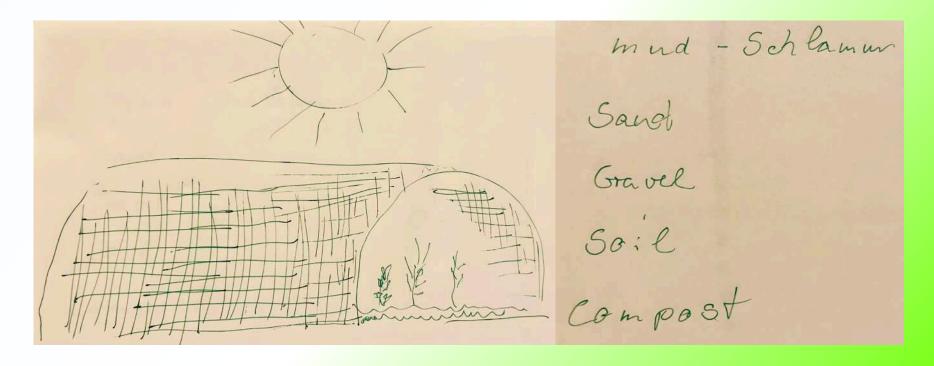






## The Humanitree Nursery Prototype Scribbles by Gerhard







## The Humanitree Nursery Draft concept by Gerhard



#### Nuweiba, trees and a tree nursery

Nuweiba is a prospering Community settled at south Sinai's east coast at the Wadi Watir mound. Impactd by hyper-arid climate with very hot summers and provided with good soils, there have already been established more then 100 organic farms since 2007, when the Habiba Community stepped into action to support self-sufficiency for the people of the community of Nuweiba.

To support diversity one of the next steps will be the establishing of a green belt within the area of the organic farms. Trees, which are native to south Sinai's east coast can be the key species to get back almost native vegetation the people of here ever had since thousands of years. Those original trees will be able to withstand this rough conditions. They will grow with out big needs for water or maintenance once they are established. They will give shelter to men and wildlife and will create food, remedies and manure. They will attract birds and insects not seen here since long. This will also contribute to diversity and all that together will enforce resilience that supports all who are living at Nuweiba.

But to plant trees, you have to have them. Today you can buy trees from Cairo/Alexandria-region. No tree nursery exists at south Sinai. This will cause to have trees which are grown under circumstances different to South Sinai conditions. It will cause long transport with high costs and also it affects the quality of the trees. But will those nurseries for example be able to supply Nuweiba with indigenous species like the indigeneous acacia or the to Sinai adapted cultivars of the palmtree, the figs and the olives from here, which grew already in the old oasis gardens hundred of years ago?

Propagation of trees using cuttings and/or seedlings is a rather easy thing to do. The techniques are well known since the beginning of the sedentism of men. For small quantities, everyone can do this on his own. But for greater amounts it seems to be necessary to have a tree nursery that can provide even quality (size, height, age, diameter et cetera). Today we can clearly estimate the needed area, the number of greenhouses, the required irrigation technique. Even we can overlook the required work to be put in to tree production.



# The Humanitree Nursery Draft concept by Gerhard



To give an example even a production of thousands of trees like figs or olives can be done manually and can be supported by simple maschines which in most cases already exist within municipals or private farms (Municipal of Nuweiba / Habiba Community farms) and a share should be possible without causing a shortage to any owner.

Which are the benefits a nursery would induce?

Having indigenous trees which are grown under conditions (soil and climate) very close to the later place of planting. This will give the trees the best start to grow without long term watering and maintenance. People will not have to grow the trees themselves. They can concentrate on their essential work. A tree nursery allows to give more people an income and also allows to reinvent old and simple techniques to the people. If there is an increasing demand more people can be trained to also run their own nursery. This for example could occur when neighbor communities will realize the options of the offerings of indigenous, here grown trees for stepping in their own actions of regreening. The nursery will be another piece of a puzzle to contribute to diversity within the area which generally supports plant health and reduce stress to plants through long term stabilization of heat peaks or even to reduce the yearly average temperatures.

Establishing a nursery will certainly underline the fame of Nuweiba as a municipal that bring together the demands of the community and the people to improve life quality, prosperity and a peaceful living together for everybody in a way that can be done without huge expenses. It will certainly expand the fame of Nuweiba as a world's lighthouse and will also attract more scientists and people to learn about the solutions Nuweiba can share with humanity.

#### Known issues

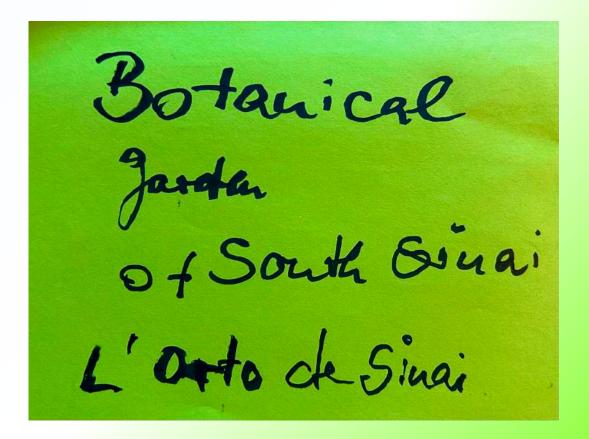
Nursery production has to be seen under a different perspective. The trees need more time to grow (average time is two years to have salable plants) and will claim that space that can not be use for other short time plantings. Production of trees causes a run off of soil for what solutions are known (substratum / artificial soil containing natural ingredients like sands, stone dust, gravel, wooden chips, compost) Also there are still unknown issues. It seems highly recommended to establish a tree nursery at Nuweiba to harvest the regarded benefits. And the fact that there is still no nursery in at least the south Sinai Department should not be underestimated.

Contact: Gerhard Röhrig, e-mail: gerh\_roehrig@web.de, phone / WhatsApp: +49 157 719 681 05



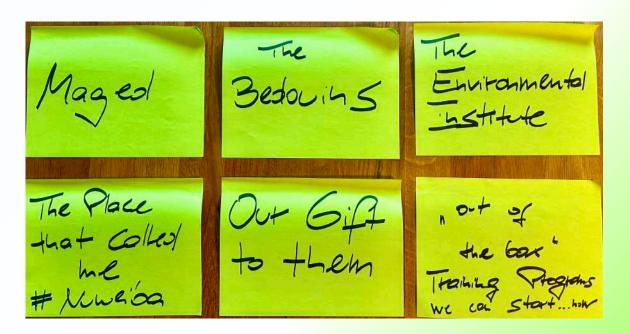
# The Humanitree Nursery and a vision...

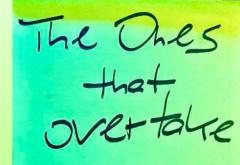














### **Environmental Institute Nuweiba**

& the impact on Edutourism for the region















#### **Outline of the Concept**

#### 1. Executive Summary

- Introduction of the Maged Habiba Foundation
- Vision: Creating a center of excellence for environmental education and sustainability in South Sinai
- Target: MSc and PhD programs focused on arid land resilience, marine conservation, and sustainable livelihoods

#### 2. Background & Rationale

- Why Nuweiba? (Strategic location, access to Red Sea biodiversity, desert farming, Bedouin culture)
- Alignment with Egypt Vision 2030 and the SDGs
- Contribution to climate action, food-water-energy nexus, and regional development

#### 3. Institutional Framework

- Legal host: Maged Habiba Foundation
- Proposed structure of the institute (departments, faculty, labs, field stations)
- Governance (board, academic council)

#### 4. Academic Focus

- Fields of study:
- Sustainable agriculture in arid zones
- Marine ecology and coastal restoration
- Climate change adaptation and policy
- Traditional ecological knowledge
- Research priorities (water harvesting, desert biodiversity, renewable energy)





#### 5. Facilities and Assets

- Existing facilities in Habiba Community (farms, learning center, eco-lodge)
- Proposed development: classrooms, research labs, marine observatory, student housing

#### 6. Partnerships

- Local: Egyptian universities, EEAA, NCS, South Sinai Governorate
- International: universities (e.g. Ain Shams, AUC, Delft, Erasmus+), UN-Habitat, UNESCO, GIZ
- Private sector and donor engagement

#### 7. Accreditation and Permits Needed

- Ministry of Higher Education license
- Supreme Council of Universities recognition
- Environmental permits (EEAA, Red Sea Protectorates)

#### 8. Financial Model

- Phased development plan (3–5 years)
- Funding sources: government grants, international donors, tuition, research projects
- Budget estimate (to be expanded later)

#### 9. Expected Impact

- Local capacity-building
- Positioning Nuweiba as a regional hub for environmental education
- Contribution to national climate resilience





#### 10. Next Steps & Timeline

- Stakeholder consultation
- MOHESR submission
- Design and construction
- Program development and faculty recruitment
- Pilot launch

Contact: Maged El Said, e-mail: maged@habibacommunity.com, phone / WhatsApp: +20 122 217 6624





## Take-aways!



- (1) Habiba Community is developing a new awareness of itself... something like that... including connected people, farmers, Bedouins, global friends...
- (2) Habiba Innovation Lab as new platform for purpose based development through action learning is established
- (3) ... and with this a prototype for Regional Innovation Labs inspired by Emotional Innovation Solutions™ successfully tested
- (4) Open Space principles are a guideline that could have been invented here... a fitting way of Lab organization
- (5) Innovation Constellation Work is introduced as research tool that nourishes courage for change
- (6) Karima's Farm Camp and The New Community Farm are taken in as models for ecosystem regeneration and community development
- (7) International Co-Working & Living here in "Silver Age" are introduced as new community growth perspectives
- (8) Habiba Beach Lodge is celebrated as "best in the world" meeting location and new home for Gerhard, Johanna, Ann, Henrik...



## Take-aways!



- (9) Habiba Organic Farm and Regenerative Farm are known as Lighthouses that have spent light for 101 farms within 10 km by now and allow empowering connections like with Ecosystem Regeneration Communities, University of Nevada, The Desert Research Center, Research Center for Water Excellence and others...within currently 4 significant projects (see video with Maged)
- (10)Wonderful, empowering support from the Mayor of Nuweiba and the Governor of Southern Sinai, "Greening Nuweiba" is in alignment with the political strategy .... ©
- (11)GEN event to be planned here... "Leadership Transition in Communities...Learning from one another including case clinic" (GEN = Global Ecovillage Network)
- (12)SHAGRHA planting fruit trees and it's founder are enthusiastic partners for the further cultivation of the desert in Nuweiba including endemic plants
- (13)Gerhards call since 30 years and the foundation of the Tree Nursery as joint venture from Gerhard, Habiba Community, SHAGRHA and the City of Nuweiba are an inspiring example for the potency of "Purpose Adventure Holidays" and a beautiful contribution to the planting of 1 Million Trees until 2029 in the governance of Southern Sinai (starting with the 27th COP in 2022)



### Take-aways!



- (14)A **DACH-Nuweiba Network is founded**, using platforms like <u>Freiwilligenarbeit.de</u> to invite new people to connect & come (DACH = German Speaking Countries)
- (15)Exploring the possibilities of Twin Cities Partnerships between Nuweiba and Staufen or Bad Krozingen (both Germany) and other cities in Switzerland or Austria
- (14)"Nuweiba Plastic Free!" Initiative Feasibility Check
- (15)The Environmental Institute Nuweiba is taking shape and will attract "Edutourism" (inspired by Freiburg-Vauban) and offer lots of new possibilities for the region (see video with Maged)



## **Our Innoaction Roadmap**









### **Our Innoaction Roadmap**



"The Good Future" Nov. 10th 2031 (Mageds 75th birthday)

Good hearted humans "One Heart" (no greed) – We have plenty of everything for everyone – Now & forever Community Support Center for All – Initiator Ahmed Awny – can be asked to support all activities!

A Temple of Grace & Beauty for the Karima Community of Ahmed & Alissa, Initiator Ann & Gerhard, 2027 (offer: now)

Plastic Solution, Initiator Lorena 😉, Henrik, Mayor, 2027

#### Celebration of Johannas 50th birthday

- Gathering & safe space for her community, January 2027, organized by Johanna & Egyptian Organisation

Integrity Hub at Habiba Beach Lodge: Initiator Ann & Lorena, X-mas 2025

#### **Humanitree Nursery:**

Knowing the area, the needed skills, the tools, the costs, the tree species, knowing ... Initiator Gerhard, Ahmed, Omar

Volontourism, Initiator Maged & Johanna (?), February 2026

Ahmed & Alissa Project, Initiator Maged & Ahmed Awny, January 2026

**Habiba Innovation Lab 2026 – Fullmoon** October or November, Monthly Preparation Calls as of January 2026, Initiator Henrik + Maged / participants: Gerhard, Ahmed, Johanna, Ann.... All invited!

Master & PHD students for Nuweiba - List of contacts to universities, Initiator Maged & Henrik, December 2025

#### **Habiba Innovation Lab project management**

Applying for funding that provides for Henriks & assistant role, November 15th – January 15th 2026, Henrik+

1st Habiba Innovation Lab – Documentation english / arabic November 30th, 2025, Henrik+

Habiba Beach Lodge - one HOME new for Johanna, Gerhard, Henrik, Ann, from now on...

1st Habiba Innovation Lab Nov. 3rd – 8th, 2025



### Quotes



- Representation of the state of
  - That's absolutely amazing!
    - ♠ All of us are inspired!
    - So much inspiration!
    - Very professional!
  - We planted trees in our heart, and they grow fast!
    - **%** Hope!
  - Collective, communal healing. There's nothing the world needs more!
- 🕵 I am proud of what happened in Nuweiba and grateful and nourished by the many small human gestures of kindness.
  - Something For all of us starts a new life with this week. Amazing.
    - That's warp 8! #Habiba Innovation Lab



# **Impressions**















### ...and where it goes





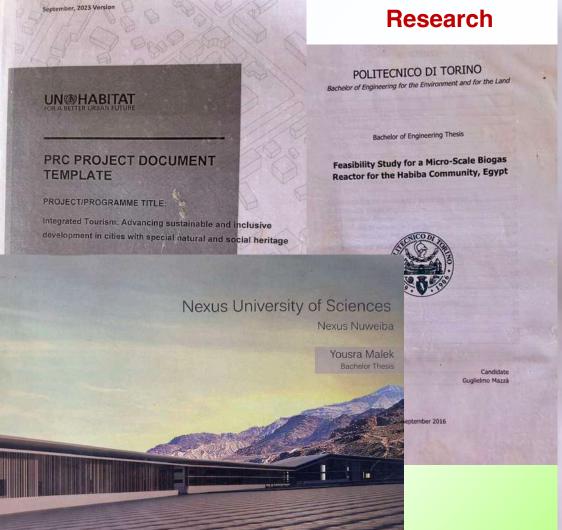












Dear Kareen,
to my favorite Egyptian
family enterprise. You
are dways in my heat
Landscaping Comelia
Egypt From the Aesthetic
to the Productive

تنســيق المــواقع في مصر أبي المنتج

All the coastibul plants for you in that

Morrida

Cornelia Redeker and Monique Jüttner (eds.)

jovis



### Synergizing Differences meets Soulpower@Work









### **Governor of South Sinai visiting**





























### No chance to come home as the same person ... 😉















# Thank you all!

Let's co-create 'Green Nuweiba'

# Henrik Langholf

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