

**„Cultivating our desert together –
co-creating hope for a better future!“**

An aerial photograph of a desert town, Nuweibaa, with mountains in the background. The town features a mix of traditional and modern buildings, including several small huts with thatched roofs and larger, more modern structures. Palm trees are scattered throughout the landscape. The word "NUWEIBAA" is overlaid in large white letters across the center of the image.

NUWEIBAA

Welcome!

Habiba Innovation Lab 2025

“We haven't even begun to understand the field of possibilities we live in!”

Nora Bateson

A new task for humanity. A new field for innovative experiments: **Cultivating the desert of the land, cultivating the desert of dis-connection.** 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?

There is good news: We can build on what started 31 years ago with the foundation of the Habiba Community.



The story began when Maged El Said became inspired by the natural beauty and vibrancy of the South Sinai landscape. So in 1994, he relocated his family to start a small family-run enterprise by the sea called Habiba Beach Lodge. But, due to social, economic and political shocks in the region, and the reliance on tourism, Habiba endured much loss. Eventually the vision was adapted—with the greater goal of food security and a more responsible approach to the environment and tourism.

What started off as a growth strategy to expand operations and ensure food security, has today become Habiba's key attraction: an organic farm in the desert that adapts cutting-edge methods in sustainable agri-tech, restoration & experimentation. Our farm was founded to help green the Sinai desert and produce organic food to improve the living conditions of the Habiba family and the local community.

Gradually, Maged began transferring his knowledge on how to farm organically to the Bedouins as well as introducing the organic farming concept to Bedouins without farms. The Habiba development model has changed the landscape in Nuweiba, inspiring many local camps and Bedouins to participate. Today in the sparsely populated South Sinai there are 72 farms, 47 of which are Bedouin owned.

And, the story goes on—growing into a myriad of interlinked projects & initiatives that continue to flourish.

Now it's time to go to the next level: How can the whole region of Nuweiba become greener and prospering? What can we bring in from other parts of the world? What can we take home from here?

2025's Habiba Innovation Lab will be a starting point, prepared during monthly pre-calls starting in July and followed up with integration calls. Five concrete needs for innovation and growth offer a baseline for attention, intention and agency (see next page). We will detect high potential new partners with a view to the above mentioned questions which we are going to invite for part 2 in 2026.

The format will be inspired by "Open Space Technology", an approach which invites a high level of self responsibility, creativity, surprises, fun and results.

The concrete agenda will be co-created at the beginning of the Lab and daily adapted to give space to emerging needs, requirements and ideas. Certain elements will be included in a regular manner: Sharing circles, Innovation Constellation Work, Live-interviews with locals & Zoom-interviews with distant (potential) partners, working on the farm, relaxation time and good meals. Also 1:1 "I release in this time of change...!" and "TOWARDS soul integrity"-sessions will be available.

You are cordially invited to integrate your passions & skills, be it on the content side related to farming, water management, regional development, regeneration, greening the desert, peace work, social innovations, sustainability, fundraising & financing etc., or soul food like yoga, meditation practices or similar.

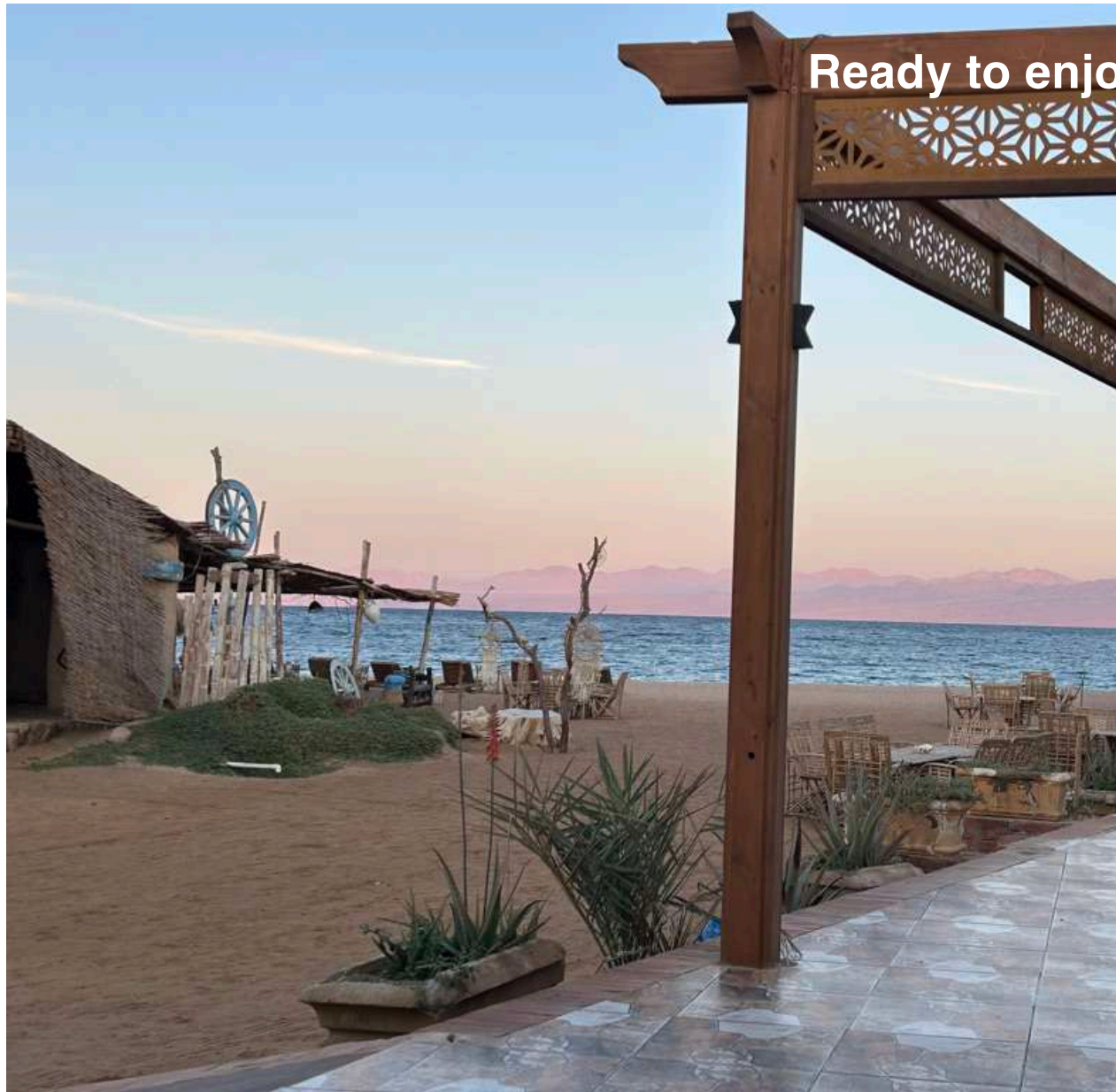
The bottom line innovation approach is called "Emotional Innovation Solutions™", which gives us a conceptual frame that helps us to keep focus on our core questions.





Needs for innovation & Investment	Strategic Field	Goal
1. Post-Harvesting Processing Chain	Food Sovereignty	Strengthen local food value chains and market access
2. Agri-PV Scale-Out	Desert Regreening & Ecosystem Restoration	Combine solar energy with food production and microclimate creation
3. Marine & Terrestrial Biodiversity Monitoring	Global Research & Education	Establish long-term biodiversity data to guide conservation & farming
4. WOMAD Scale-Up	Global Collaboration & Bedouin Empowerment	Expand a cultural connector program bridging Middle East & Global West
5. Wadi Water Delta Greening & Harvesting Pilot	Desert Regreening & Co-Creation	Develop a scalable water management and desert-greening model

Ready to enjoy new horizons?



Your Hosts & Facilitators, waiting for you!



Maged El Said
Founder of Habiba Community

"It is my ultimate vision to establish a lively educational hub in Nuweiba."

Lorena Rancati
Founder of Habiba Community

"I would like to see more people start doing what makes them happy."

Henrik Langholf
Founder of Spirit For Future

"It's my deep call to contribute to new horizons for regions like Nuwaiba – in this time of change!"

Ann LaForker
Founder of TOWARDS soul integrity

"I am here to foster your artistic soul – that wide-brilliant-fine side of you, that wishes for nothing more than to give itself fully – and yet is so vulnerable!"

Facts & Figures

Start of the Habiba Innovation Lab: Monday, November 3rd, 2 pm **End:** Saturday, November 8th, 2 pm

Habiba Innovation Lab participation: 1.600 € (one person / single bed room) / 3.000 € (couple / double bed room)
1.450 € (one person / shared room with 3 beds)

The fee includes:

- Project development: preparation, facilitation on site, follow up, travel costs of facilitators
- Accommodation & half board, excluding drinks
- Venue for the event including coffee breaks
- Your “ticket” to be a co-creator of the Habiba Innovation Lab 2025 - 2030



Early birds: payment until 31.07.2025 - save 200 € / person payment until 31.08.2025: save 100 € / person

Flight: self organized by yourself, we can recommend cheaptickets.com as booking platform

Tipp: It's very likely that your flight arrival and departure time makes it more convenient to spend a night at the beginning and the end in Sharm El Shaik. We can recommend the Serenity Lodge, Sharm El Shaik (e.g. via booking.com), which also organizes transport to Nuwaiba upon request.

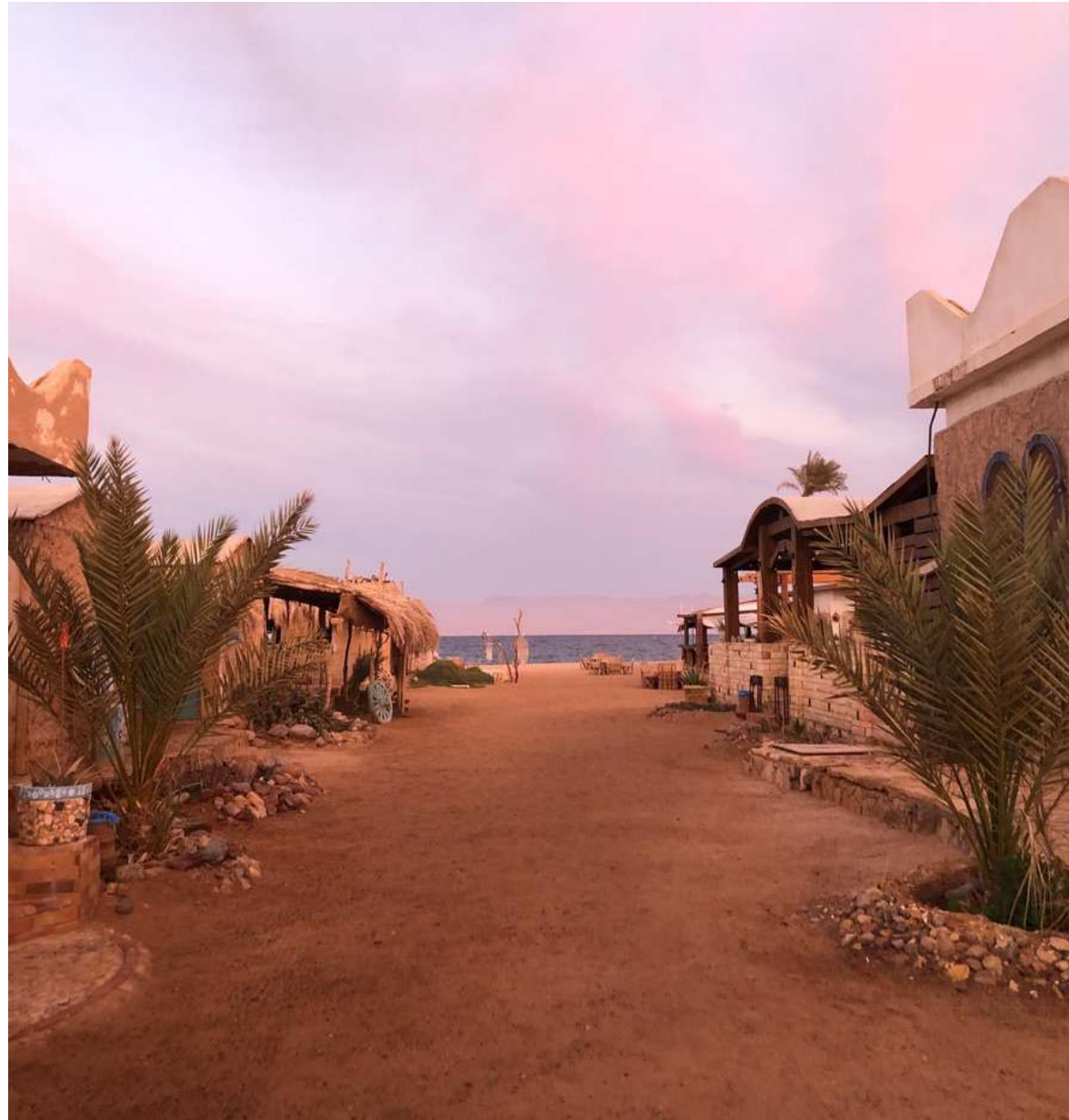
Registration: mail to Henrik / henrik.langholf@spirit-for-future.com

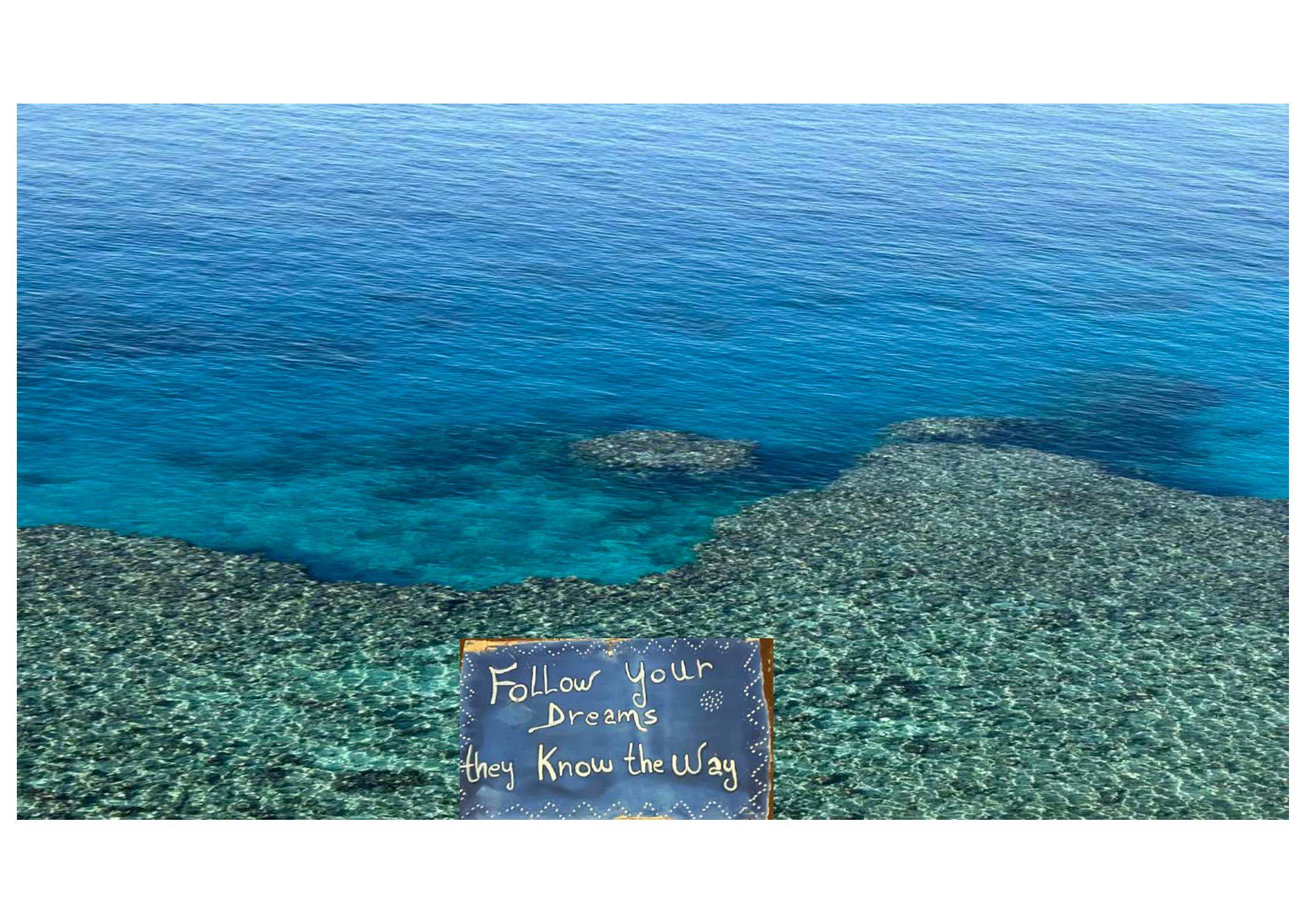
Optional: An excursion into the Sinai mountains can be planned for Saturday afternoon / Sunday.

Background infos: www.habibacommunity.com / www.linkedin.com/in/henrik-langholf / www.towards-soul-integrity.com

Your Benefits:

- Depending on your personal context: an extraordinary holiday or an extraordinary work camp
- The feeling of purpose: you will be in one of the worlds most vulnerable regions working on one of the global issues no. 1
- Learning about yourself: the possibility to integrate your “mission” and to expand your limitations in a compassionate, caring community
- The opportunity to become part of a project which goes on until 2030 and beyond, tackling the Sustainable Development Goals, focused on concrete regional needs
- Good community, good food, good vibes
- Something hard to describe: the sensation of Sinai, the beauty of the sea, the view onto the mountains in Saudi-Arabia, the light at sunset...
- Probably something totally unexpected which can't be foreseen here & now



An aerial photograph of a vast coral reef system. The water transitions from a deep blue in the distance to a vibrant turquoise near the reef. The reef itself is a complex, textured landscape of various coral species. In the lower center, a small, rectangular sign is placed on the reef. The sign has a dark blue background with a decorative border of white dots. The text on the sign is written in a white, cursive script.

Follow your
Dreams
they Know the Way