

# Welcome to Kukunori – Building a New Culture of Well-being

Kukunori is a community-driven organization dedicated to fostering mental health, social inclusion, and collective well-being. Our mission is to connect individuals and communities, creating innovative solutions that place humanity at the heart of well-being.





OPERATION MANUAL:



Do different things  
then others or do the  
same things  
differently.





# About Kukunori



## Vision

A world where humanity is central to well-being.



## Mission

Connecting individuals and communities to create a new culture of well-being.



## Community

Building strong, safe, and inclusive interactions that foster trust and respect.



# Core Values

## Courage to Experiment

We encourage innovation, allowing successes and failures to guide our learning.

## Openness

Transparent operations and knowledge-sharing within and beyond our communities.

## Creativity

Continuous pursuit of novel ideas and methods.

## Community Spirit

Strong, safe, and inclusive interactions that build mutual trust and respect.





# Strategic Framework (2024–2027)

Our strategy emphasizes deep human connections, community-driven innovation, and the thoughtful integration of technology and humanity:



## **Foster genuine human interaction**

Create secure, equitable community spaces.



## **Develop scalable social innovations**

At local and global levels.



## **Strengthen community networks**

Regionally and internationally.



## **Drive systemic social change**

Through novel, practical solutions.



# Key Success Factors



## **Strong interpersonal and intercultural communication skills**

Building bridges across diverse communities



## **Continuous, evidence-based development and evaluation**

Ensuring our methods are effective and impactful



## **Effective management of resources and strategic decision-making**

Optimizing our impact through thoughtful allocation



## **Proficient use of technology**

Facilitating human-centered innovation

# International Strategy (2025–2027)

Kukunori's international efforts focus on expanding our recognized GFP model, optimizing EU project collaborations, and fostering an ecosystem of social innovation across Europe:

**1**

## **GFP Expansion**

Expanding GFP model implementation to countries including Greece, Slovakia, Portugal, and Bosnia & Herzegovina.

**2**

## **EU Project Leadership**

Active participation and leadership roles in key EU projects (TRIC, Diversia, GFP-Disability, REMESOS).

**3**

## **Academic Collaboration**

Enhancing collaboration with universities and innovation centers for wider social innovation impact.



# Evaluation and Impact Measurement

## Pokka Digital Platform

Utilizing our digital Pokka platform to assess outcomes effectively, capturing data on psychological well-being, social integration, empowerment, and community impact.

This innovative, user-friendly digital tool is designed to provide real-time impact measurement across multiple domains, informing continuous improvement of our programs.

The screenshot displays the Pokka Digital Platform interface for a survey titled "Culture House evaluation form". The platform's navigation bar includes "New survey", "Created surveys", "Results and comparisons", "Recipients", "Image bank", and "Analysis". The survey form itself has a "Back" button and a title bar. The main content area prompts the user to "Please evaluate the following statements" and provides instructions: "Below are some statements about feelings and thoughts. Mark the box next to each statement that best describes your experience in the last two weeks." A "Change color" button is located below the instructions. The survey table has columns for frequency: "Never", "Very rarely", "Sometimes", "Quite often", and "Always", each with a corresponding icon (X). There are also columns for "I cannot say" and "Target level". The statements being evaluated are: "I have felt hopeful about the future", "I have felt useful", "I have felt relaxed", "I have dealt with my problems well", "My thoughts have been clear", "I have felt close to other people", and "I have been able to make my own decisions". Each statement has a row of radio buttons for the frequency options. At the bottom of the form, there are buttons for "Add statement", "Question", "Indicator", "Delete", "Copy", "Page break", and a toggle for "Mandatory information".

|   | Never                 | Very rarely           | Sometimes             | Quite often           | Always                | I cannot say          | Target level                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| I have felt hopeful about the future      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I have felt useful                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I have felt relaxed                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I have dealt with my problems well        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| My thoughts have been clear               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I have felt close to other people         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| I have been able to make my own decisions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Add statement                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

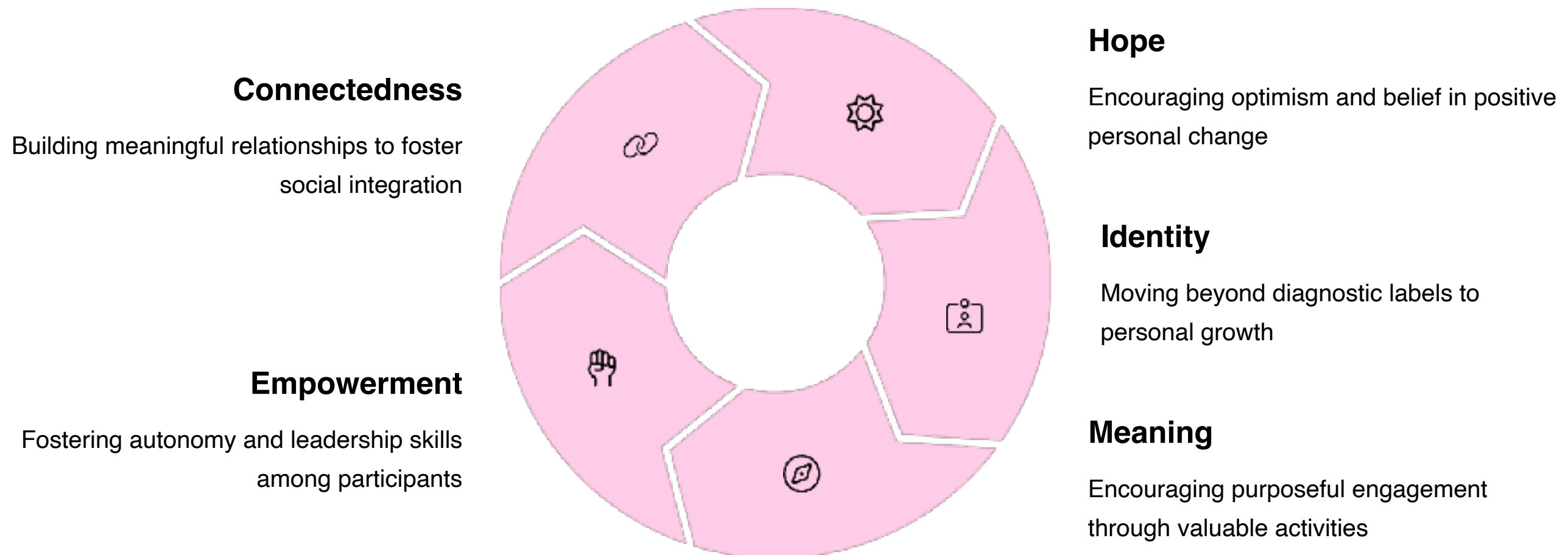
The Pokka platform allows us to track progress and outcomes in real-time, ensuring our interventions remain effective and responsive to community needs.



# Guided Functional Peer Support (GFP) Model

GFP represents an innovative, strength-based approach to mental health support:

**Core Philosophy:** GFP shifts mental health support from clinical to communal, diagnostic to exploratory, and therapeutic to transformative. It leverages peer experience to build mutual support networks and foster meaningful social connections.



**GFP pathway**

Stronger citizen participation

Less need for social & health services

From passive recipient to active agent

Finding the GFP

Participation

Identifying strenghts

Sense of belonging

Experience of function

Peer tutor training (for some)

Own path becomes clear

More active healthier life

Stronger citizen participation

Finding work or study

Natural tools for life management

I can do it!

**Cost**

Direct savings for the society

Costs per GFP-workshop

employees = 4

ca. 180 000 / year

ca. 795 000 / year

Loneliness

Mental health problems

Fragmented social networks

Drug abuse

Lack of education

Diagnosis

Lack of support

Sense of "being different"

Creative talents

Lack of resources & skills/competence

kuku nori

In contexts of culture, social support & wellbeing

Professional staff in a hosting and safeguarding role, not in the center

Peer tutoring  
through functionality  
- leading your own  
group activity

Peer supervision, feedback and support

Diverse, creative, meaningful activities based on one's interests & strengths

### Cost

### Direct savings for the society

Costs per GFP-workshop

employees =




ca.  
0 000

ca.  
795 000  
/ year

## Origin

Developed  
in Finland,  
applicable  
anywhere



**EXPERIMENT ENVIRONMENT**  
Pioneering

CENTRAL  
ASSOCIATION  
FOR CULTURE  
& WELLBEING

Pioneering  
new practices

practices & target groups & working environments for the GFP-model



prisoner



# Culture Houses

Culture Houses are community centers free from stigma and clinical connotations. They are spaces for creativity, connection, and growth, driven by peer leadership and engagement in artistic and social activities:



## Creative Arts

Music, drama, writing, and visual arts for self-expression and emotional resilience.



## Digital Media

Developing practical skills and creative confidence through digital storytelling and media creation.

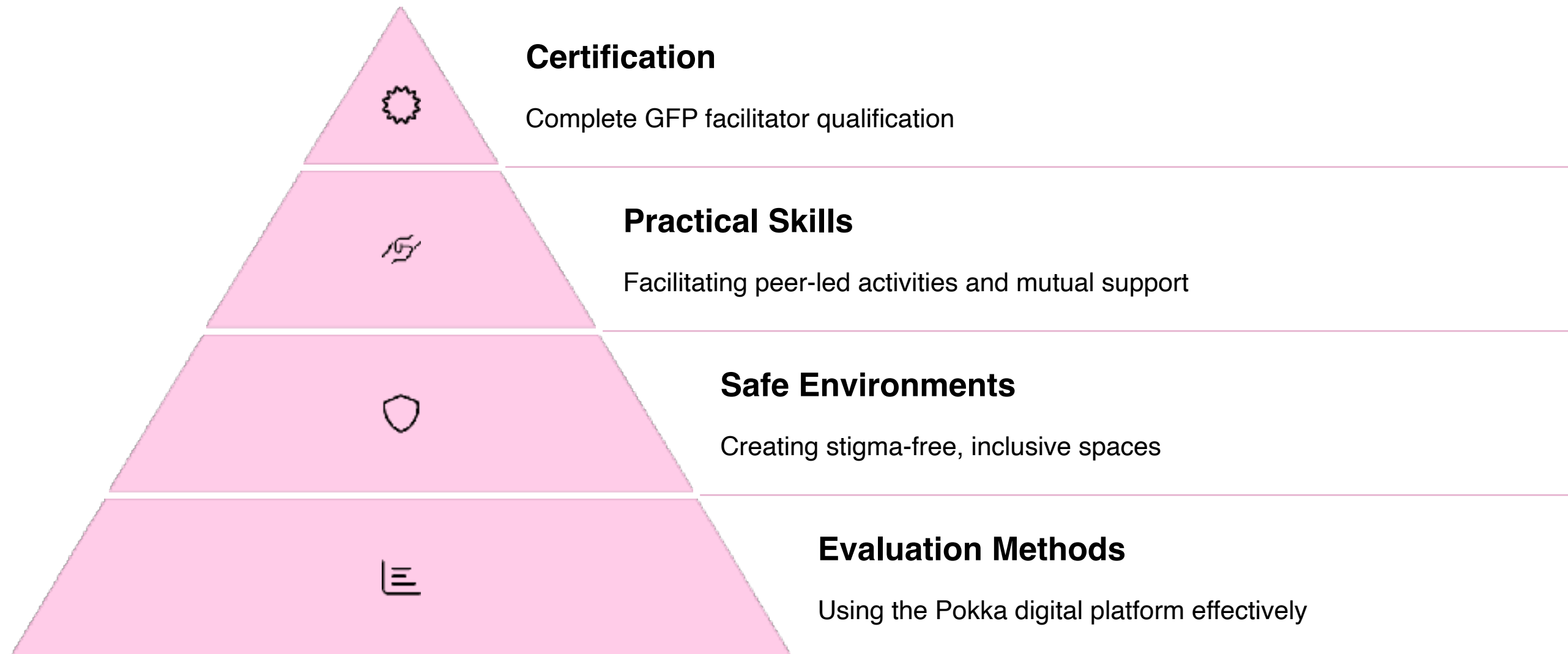


## Peer Leadership

Empowering participants to lead activities, promoting mutual growth, and community belonging.

# Training and Support

Kukunori provides comprehensive GFP facilitator training, covering both theoretical frameworks and practical skills through online and onsite workshops.





# DESIGN THINKING

How to create  
new ideas and  
test them



Finding out what people really care about.

# Empathize









Find as many ideas you can. Focus  
on problem statement. Ask  
feedback.

# Ideate.







Work with actual service users.

# Test your idea.





Cheap and fast. Collect feedback.

# Prototype







# International Presence and Recognition

**2024**

## **Best Practice Award**

GFP is recognized by the European Commission as the 2024 Best Practice in Mental Health in Europe.

**25**

## **Culture Houses**

Current operations include 25 Culture Houses in Finland, with successful international adaptations.

**4**

## **Countries**

Successful implementations in Finland, Sweden, Wales, and Kenya.

A group of approximately 18 people standing in a line on a grassy hill at sunset. The sun is a bright orange circle in the sky, and the background is a gradient of orange and red. The people are dressed in professional attire, and the overall mood is serene and collaborative.

# Strategic Partnerships

Kukunori has established strategic partnerships with leading organizations such as Ashoka Network, GAMIAN, Catalyst 2030, and EuroHealthNet to amplify our impact across Europe and beyond.





April 5, 2022

## First Ashoka Fellow in Finland, Markus Raivio is redesigning mental health care through culture and collaboration



*Source: Markus Raivio*

Share



The first Ashoka Fellow in Finland and co-founder of Kukunori, **Markus Raivio**, is leading the way for a functional peer support mindset in mental health care.

# Highlighted Projects



## TEKO Ecosystem

Bridges regional welfare organizations with third sector partners. Enhances well-being for those facing employment challenges through collaborative networks.



## Walking Football

Supports mental health recovery through accessible physical activity. Creates social connections while promoting physical well-being in a non-competitive environment.



## Mielenturvaa Network

Transforms workplace mental health culture across Finland. Enhances literacy, prevention strategies, and integrated support systems within organizations.



## Hyvän Arjen Rakentajat

Empowers communities to co-create supportive environments. Focuses on practical improvements for meaningful everyday experiences through collective action.







# MENTAL BEAUTY RECORDS





# Looking Ahead

## Scale GFP Model

Expand implementation widely across Europe

## Continuous Innovation

Refine and develop our methods based on evidence and feedback

## Measure Impact

Enhance our evaluation systems to demonstrate outcomes

## Deepen Engagement

Strengthen community connections and participation

We aim to scale GFP widely across Europe, continuously innovating our methods, refining our impact, and deepening our community engagements. Together, we strive to build a world of inclusion, creativity, and holistic well-being.



# Join Our Community



## Connect

Reach out to our team

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## Collaborate

Explore partnership opportunities

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## Create Change

Join our movement for well-being

We warmly welcome you to Kukunori and look forward to collaborating to strengthen mental health and social inclusion across Europe!