

## **On our Innovative Diffuso Aspect**

On the Network Diffuso aspect we investigated Italian Albergo Diffuso and the Japanese Ryokan model, both of which fascinated us.

We were engaged by the opportunity to create the "Diffuso" model, completely different from the UK/US "standard".<sup>1</sup>

The most beautiful thing we take from Albergo Diffuso and Ryokan is to be more than just a place to get professional services, but an opportunity to experience the traditional Mediterranean style of life, incorporating features of the dominant force in Italian professional life: the traditional doctrine.

It has seemed to us that the most productive approach to Mediterranean-style Business is by way of prevailing Italian attitudes towards law. The Italian way of doing business and the Italian way of viewing law are closely interrelated and consequently an understanding of the Italian Law Outlook is essential to comprehension of the Mediterranean-style Business.

The norms, institutions and processes of Italian law (with roots in Roman Law) become truly Mediterranean-style only when seen through mediterranean eyes. Mediterranean lifestyle evolved over 5,000 years.<sup>2</sup>

The Mediterranean was initially quite simple lifestyle.<sup>3</sup>

The traditional Mediterranean includes the lifestyle of the people living in the Mediterranean area during and after World War II.

This orthodox pattern of assumptions and attitudes, although clearly in decline, still sets the tone in Italy and is still characteristic of the Mediterranean style: the theory of the sources of law; the principal divisions of the law; and the ideology, content, and arrangement of the Italian Civil Code of 1942. Each of these topics provides additional perspective on Italian law and on the Mediterranean-style Business. These topics also link with the interplay between law and the great political, economic, and social changes that have swept over Italy during the last century.

These events inevitably have left a powerful imprint on the country's law and on Mediterranean-style of professional life.

That is exactly how we created an original concept for the Network Professionale Diffuso, establishing its roots in the Italian culture and especially in the culture of small, middle-size family legal studios and other professional enterprises, so that it would be different from other types of General Consulting and Legal services delivering that were popular then both in Italy and worldwide.

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1 <https://theimpactlawyers.com/articles/law-firm-collaboration-a-widespread-practice-in-the-legal-profession>

2 <https://www.todaysdietitian.com/newarchives/050113p28.shtml#:~:text=%E2%80%9CThe%20Mediterranean%20diet%20is%20a,researchers%20who%20attended%20the%20conference.>

3 <https://link.springer.com/article/10.1007/s40520-023-02686-3>

We then added the idea that an our NPD rooted in the Mediterranean Lifestyle – as we see- should also contribute to the development of the territory where it belongs and to the wide-spread of the Mediterranean Style of Life<sup>4</sup> (including Mediterranean-Style Business).

The Mediterranean Lifestyle pattern is a case study for a sustainable lifestyle. The Mediterranean lifestyle, proclaimed on November 10th , 2010 in Nairobi UNESCO, "intangible cultural heritage of humanity"<sup>5</sup>, is an ancient tradition of the Mediterranean. It has the best scientific evidence for being healthy, happier, together with economic and socio-cultural benefits.

Mediterranean Style of Life is research, a way of doing. A major challenge is that it is not applied by the majority of the population in the Mediterranean region and overworld, and any solution must involve equity—the socially just allocation of resources.

The task of our NPD is the implementation of Mediterranean Style of Life with multi-stakeholder involvement, with the knowledge that "a happy nation is a healthy nation is a sustainable and productive nation".

#### **What is our Network Professionale Diffuso?**

Our Network Professionale Diffuso is a model including an original structural point of view as well as a unique philosophy and authentic services to clients.

1. It is a unique legal/professional style concept, different from the popular ones, like UK/US legal/professional style; it was born to develop the Mediterranean style of life (including Business style) with inclusion of small Italian enterprises in hamlets and old towns without changing their characteristics. It does not require any mobility, moving to another place, just organizing what is already there.

2. It is a Network built around people and for the man, created with a network of preexisting small and middle-size enterprises, Italian and around the world.

3. NPD is not only a "professional network built around people and for the man" or a "sustainable" professional network, but also a driving force creating a network among local resources, national and international.

4. It is a General Consulting services delivery style when a client gets the professional services he needs from local professionals, so that any client can experience being a temporary resident other than just a foreign client. Externally,

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<sup>4</sup>[https://www.imdb.com/title/tt5111546/plotsummary/?ref\\_=tt\\_ov\\_pl](https://www.imdb.com/title/tt5111546/plotsummary/?ref_=tt_ov_pl)

<sup>5</sup>[https://www.vir-kun-en.com/\\_files/ugd/5500de\\_548c25f507de4da18c6034c33a135b1b.pdf](https://www.vir-kun-en.com/_files/ugd/5500de_548c25f507de4da18c6034c33a135b1b.pdf)

our NPD has an option tailored for any client with any local professional he needs.

5. It is a professional network with offices in the beautiful Italian/Sicilian places, where the Mediterranean Lifestyle (business style including) is tested but above all where the Mediterranean style is lived, in areas full of productive wealth, natural biodiversity, in cultural and agro-food places that hold the secret of longevity that was appreciated by the greatest nutritionist of '900, Ancel Keys, who moved here to "prolong his life by twenty years".

6. It is a unique business style concept to protect diversity (including biodiversity), to transmit knowledge on the Mediterranean lifestyle, business style including, as well as safeguarding the traditional knowhow.

7. Our NPD is the Mediterranean-style business example to the world. It is much more than a working style, more than professional services delivery style.

It's a model of professional life, authenticity and biodiversity, emerging as a business style representative of the relationship between man and earth. According to an old proverb, "If a man is hungry do not give him a fish, but teach him to fish", we bring our wealth to all needy people of the world: the mediterranean lifestyle (business style including). Now everyone is needy. We all want to feel protected and loved. The Mediterranean style of life consists of benevolent components. It means that its components are benevolent, that they are good for everybody and all, whoever you are - and to know how to apply them anyone can draw from all cultures.

8. It is the secret of happy professional practice, consisting in living with others, being with others.

Local Professionals with the right skills will be able to apply to work as part of team on specific projects, with the option to work flexibly and from home where appropriate.

More information will be available shortly in the News Zone.

You are welcome!