

# PURPOSE MANIFESTO

## **Our Purpose is inspiring everyday actions to make the world a better place**

### **We believe...**

- Everyone can make a positive impact.
- Purpose provides meaning to people and to organizations.
- Purpose-driven people and organizations who take action can transform the world for the better.
- All projects should be economically, socially and environmentally sustainable.
- Profitability is compatible with positive impact in the world.
- Technology empowers purpose to scale positive impact.

### **We value...**

- Purpose over problems and solutions.
- Lasting positive impact over short-term focus.
- Collaboration over competition.
- Collective & personal well-being over self-interest.
- Actions over intentions.

### **We follow these principles in order to achieve what we value...**

- We promote a purpose-oriented mindset to create positive impact in the world.
- We imagine a better world and we solve the challenges to achieve it.
- We measure, incentivize and verify to ensure lasting positive impact on people and planet.
- We increase profitability by maximizing positive lasting impact.
- We can increase the total wealth of the ecosystem through reciprocity.
- We adopt and promote an abundance mindset.
- We increase access to new and existing opportunities by embracing technology.
- We take purpose-driven decisions while being conscious that we are accountable to the global ecosystem.
- We execute concrete actions to improve our environment.
- We foster and encourage others to make them act to improve the world.

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**Lastly, we describe with greater detail the values and their principles in order to make everything more understandable...**

## **Purpose over problems and solutions.**

To achieve purpose-driven goals, many problems need to be solved by implementing one or more solutions. If you can imagine it, you can do it.

### **We promote a purpose-oriented mindset to create positive impact in the world.**

Purpose-driven mindset means becoming aware of and aligning our actions with the motive that inspires us to act. This invites us to identify problems and formulate potential solutions that generate a positive impact.

### **We imagine a better world and we solve the challenges to achieve it.**

Starting with what we want to achieve enables us to identify and understand the challenges that need to be solved on the way. We look for different solutions and we embrace change to progress.

## **Lasting positive impact over short-term focus.**

Short term focus has become endemic in business, politics and leadership. We value ensuring both immediate and lasting positive impact.

### **We measure, incentivise and verify to ensure lasting positive impact on people and planet.**

The intent of positive impact needs to be accompanied by key metrics that measure and certify the impact on people and planet. New forms of incentivisation are required to drive a change in behavior towards delivering lasting positive impact.

### **We increase profitability by maximizing positive lasting impact.**

The path to profitable and sustainable initiatives and organizations is through focusing on delivering lasting positive impact on people and planet.

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## **Collaboration over competition.**

Competition leads to innovation, collaboration generates impact.

### **We can increase the total wealth of the ecosystem through reciprocity.**

In this environment, all different stakeholders will generate actions and initiatives with a greater positive impact to achieve sustainability in social, environmental, and economic domains.

### **We adopt and promote an abundance mindset.**

A mindset focused on detecting infinite opportunities, or abundance mindset, will give people and organizations freedom to collaborate.

## **Collective & personal well-being over self-interest.**

We recognise that all life forms are interdependent. We recognise that contributing to the well-being beyond ourselves creates equilibrium.

### **We increase access to new and existing opportunities by embracing technology.**

We use technology for connecting people and organizations to maximise positive impact and to unleash the potential of all human beings.

### **We take purpose-driven decisions while being conscious that we are accountable to the global ecosystem.**

We hold ourselves accountable and we act responsibly for the decisions we take today and their long-term consequences. After all, it is in our hands.

## **Actions over intentions.**

Go beyond a declaration of intentions. Make the decision to act and to mobilise to generate positive change.

### **We execute concrete actions to improve our environment.**

Any positive action is valid and every moment is a good one to implement it. It is time to take action. Let`s activate change by example.

### **We foster and encourage others to make them act to improve the world.**

All individuals, with our actions, can foster change in others.