

# THE BUSINESS HIPPIE MANIFESTO

INDIVIDUAL CHANGE FOR A SOCIAL ECONOMY

## WE ARE ONLY HUMAN

- Quality of life is more important than making money.
- Human emotions are part of my life, please do not treat me as a rational homo economicus.
- I'm aware of the tension between unlimited wants and limited means.
- I'm an authentic person and others are too, so I respect their uniqueness.
- I realize when I have enough and I'm able to share.

## POWER IS IN ALL OF US

- Innovation is empowered by diversity.
- Not optimizing the system but transforming the system in order to make progress.
- Making a lot of money does not make me happier.
- Anxiety is not my driver and will not empower me, but change will.
- I will share my knowledge with others for further development.
- I want to move from only taking towards giving and sharing.

## TECHNOLOGY IS HERE TO HELP US

- Innovation should be directed to improve the quality of life, and not only to make more profits.
- Technology shall be shared to the places in need.
- Innovation is a social effort performed by and with multiple disciplines.
- Data is to serve people and should be transparent and made available to the public.

## THE LIVING SOCIETY

- I'm helping my society by contributing with ideas for progression.
- The individual is more important than the system.
- I'm critical about the society I'm living in, and take responsibility for it.
- We all are accountable and thus helping to solve society problems.
- I will change the system by adapting my attitude.

## BUSINESS IS THERE TO SHARE

- Being businessworthy is about ethically and responsibly solving problems of which the outcome creates value for both business and society.
- I value not only money, but also happiness, knowledge and growth.
- A company is a group of people working on the same goal.
- If net profit is more than 100% then the remaining could be used for helping those in need.
- Much of the work we do is aimed at keeping wheels of commerce rolling rather than ensuring that our essential needs are met.
- Production of goods should be based on demand, and overproduction distributed where scarcity is.

## OUR ECOSYSTEM IS A RESPONSIBILITY

- I'm aware nature is scarce and I respect nature by taking care of it and use nature responsibly.
- Valuing the environment and well-being are calculation factors to be integrated in other systems.
- Ecological balance and sustainability is our goal.
- I recycle to save and protect our ecosystem.
- Life is in all of us and represented in our ecosystem.

PEACE WITH YOURSELF LOVE WHAT YOU DO HAPPY WITH THE RESULTS

