



INDIVIDUAL CHANGE FOR A SOCIAL ECONOMY

THE BUSINESS HIPPIE MANIFESTO

The deal we never signed. So we sign it now.

The old model is breaking. Growth, output, speed, one number going up — it measured everything except whether life is any good. People are tired. Cities feel hollow. The planet is stretched thin. And the scoreboard still says we're winning.

WE DON'T BUY IT.

Quality of life is the new success — not a slogan, the goal. It won't arrive by waiting for the system to fix itself. So we build it ourselves, one name at a time:

create (y)our ideal world

Six forces shape the world. Here's where I stand on each one.

DEMOGRAPHIC

WE ARE ONLY HUMAN

- Quality of life matters more than making money.
- I have emotions. Don't treat me as a rational economic unit.
- I know the tension between what I want and what I have.
- I'm real, and so is everyone else. I respect that.
- I know when I have enough, and I share the rest.

SOCIO-CULTURAL

POWER IS IN ALL OF US

- Diversity makes better ideas.
- I want to change the system, not just optimise it.
- More money doesn't make me happier. Change does.
- I share what I know so others can build on it.
- I'm moving from taking to giving.

ECOLOGICAL

OUR ECOSYSTEM IS A RESPONSIBILITY

- Nature is finite. I use it with care.
- The environment and wellbeing belong in the sums, not outside them.
- Ecological balance is the goal, not a side effect.
- I live in a way that protects the ecosystem.
- Life runs through all of it, and through us.

ECONOMIC

BUSINESS IS THERE TO SHARE

- Good business solves real problems, and the value goes both ways.
- I value happiness, knowledge and growth, not only money.
- A company is just people working towards the same thing.
- What's left over can help those who need it.
- Make what's needed. Move the surplus to where there's scarcity.

TECHNOLOGICAL

TECHNOLOGY IS HERE TO HELP

- It should improve quality of life, not just profit.
- It should reach the places that need it.
- Good work comes from many disciplines together.
- Data serves people. It stays transparent and open.

POLITICAL

THE LIVING SOCIETY

- I contribute ideas to move society forward.
- The person matters more than the system.
- I'm critical about the society I live in, and I take responsibility for it.
- We're all accountable, so we all help fix what's broken.
- I change the system by changing how I show up.

Signing is the start. To live it, there are the [17 Living Goals](#) — the things a good life is actually made of, across how you live, work, feel and do good. And the [Compass](#) — a short honest check of where yours stands right now. Sign first. Then find out where you are.



I AGREE — SIGN IT

QUALITY OF LIFE IS THE NEW SUCCESS™

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