

MANIFESTO

Dematerialize: create attractive lifestyles with less resource consumption.

Rethink existing systems and develop new ones.

Change the cultural attitude. Be aware of patterns.

Reshape markets and influence politicians by your individual choices.

Share your stuff.

Make it cool to be green.

Develop media-partnerships to raise awareness.

Cherish cultural diversity – it is a precious resource.

Consider people's health.

Understand the “real price” of products and services. The use of nature has its price.