

The Founding Charter

Call to Action

“The world will not be destroyed by those
who do evil, but by those who watch them
without doing anything”

– **Albert Einstein**

avesta
corpus

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Humanity finds itself at the intersection of change.

Ai is on track to make 'work' as we know it a thing of the past, and force us to redefine what it actually means to be human.

The gap between the rich and poor is creating a 2 tiered society with the haves and have nots.

Pressure on resources & infrastructure is increasing tensions with so called minorities.

Politicians have failed to serve the needs of the people, and morale has never been so dangerously low in a world thats meant to be made up of rational critical thinkers with common sense.

Climate change is making space exploration a means of salvation from the world we're actively destroying.

Social media has successfully turned the world into a

scrollable spectacle for us all to be passive participants
as it crumbles and falls apart.

Truth struggles to clearly tell apart fact from fiction when
'trusted' sources have lost their ability in holding power
to account.

Freedom of Speech is being censored as society loses
the right to debate and be offended; whilst the idea of
privacy is gradually taken from us through digitalisation
of everything.

Our population is ageing, birth rates falling, less of us
setting up families, and all because these socio-political-
economic pressures are making the typical way of life
unaffordable and unfeasible.

**How we navigate this change, will set the tone for
decades to come.** It means how we operate as a society
needs to be completely reimagined and rebuilt. From our
education system to our value system. If we don't, the
very thing that should unite us - our humanness - will
lead to even more conflict, division and instability.

If there's a time to be alive, it is right now. Because we're
edging closer for a new social contract to be established.

Humans went from free-roaming beings to slaves to waged slaves to wage earners and now a chance to be whatever we want. With this comes great responsibility.

If we do nothing and stay passive, history would be written for us. By not seeking to play our role, future generations will pay the price of our complacency.

BUT, if we step up and do something about it in a unified way, we have a shot at bringing about the best of what humanity has to offer.

Never in history have we had an opportunity like this. Its been in the making since the renaissance, and arguably since we as humans first became conscious beings.

Its our duty to both past and future generations to NOT squander it. So lets make a world they'd be proud to inherit.

At times it feels as though humanity is devolving and going backwards...but this is exactly what transition looks like. Its messy...not clean.

“Unless someone like you cares a whole awful lot,
nothing is going to get better. It's not” – **The Lorax**

Our world is changing so fast
that we must never forget what
makes us great at being
human.

What becomes of us in this next
phase of Humanity depends on
our ability to rise up to the
challenges of our times instead
of sitting back and doing
nothing.

Mission Statement

to harness the beautiful
spirit of being human so
we can nurture a more
loving and prosperous
future

Founding Statements

To fulfill our **M.S**, we work tirelessly to bring about the chance of living out a Good Life using our core Founding Statements:

1. **Power + Opportunity = Responsibility**

when people are given the power to determine their own lives, and the opportunity to thrive, they will take responsibility for the problems in our world

2. **Happy People are Powerful People**

when people are genuinely happy and love their life, they are unstoppable

3. **Deeper Human Connections**

to be human is both ugly and beautiful, but that must never ever divide us. We must find a viable way to work together and put our differences aside

4. **Clarity + Direction + Action**

to succeed people need to be **crystal clear** on who they are and what they stand for; to have a clear **path of direction** and what they need to do; and then need to **consistently take action** towards it

5. **Business as a Force for Good**

businesses need to play a more active role within communities they serve, go beyond a profit motive, and thereby focus on doing good

7. Question Everything

to never settle Questioning how things are done,
keeping an open mind and obsessing over doing
things better

7. make Magic Possible

to fully serve and cater for the self-discovery
journey of life, and bring out the best in humanity

How?

To deliver on our mission, we must focus on:

1. Tools for Life

create and offer the Tools for the self-discovery and self-determination Journey. Be that courses, workshops, guides, websites or apps.

2. a Place to Call Home

a space to bring ambitious people together to learn, create and have a shared experience on the Journey.

3. Timeless Content

to exclusively focus on creating timeless content that hits people deeply, is worth their time, and thus inspires action taking by making them feel empowered enough to do something about it.

**“Most people do not
really want freedom,
because freedom
involves responsibility,
and most people are
frightened of
responsibility”**

– Sigmund Freud