



Ripplty

Integrating the good, the true, and the beautiful.

*Manifesto for a
More Creative and Beautiful World*

www.ripplty.com

Introduction

Despite living in a globalised civilization where technology grants us unprecedented capabilities, the rise of individualism and materialism as dominant societal values, coupled with the accelerating pace, complexity, and fragility of modern life, is disconnecting us from the natural world, from each other, and from our inner selves. This disconnection is threatening the environment, our communities, and our mental health.

We are in a pivotal era of human history, navigating the complexities of a convergence of interrelated crises. Our societal progression, while bringing remarkable advancements, has also led to unattended consequences that now demand urgent attention.

Today, we are confronted with a multitude of interlinked crises: the degradation of our planet's health through climate change, biodiversity loss, and resource depletion; economic instability and

growing social inequality, which are exacerbating poverty, social unrest, and public health challenges; technological advancements that, unchecked by ethical considerations, are disrupting cultural values, privacy, and even the stability of life on Earth; and an information ecosystem overwhelmed by algorithmic manipulations, coupled with an educational system struggling to prepare individuals for rational and conscious living. Additionally, deepening societal divisions and geopolitical tensions underscore the urgent need for wiser approaches to the management of shared resources and a mutually assured prosperity for all countries and individuals around the world.

These interconnected crises highlight the need for a renewed focus on our relationships with ourselves, each other, and our world. Overcoming these challenges will require us to be at the service of life and to commit to creating a more good, true, and beautiful future.

Vision

“We believe in a more creative and beautiful world inspired by a timeless quest towards the deep Why, where everyone feels a part of something greater than themselves and has a deeper sense of meaning in life.”

Principles

Ask the Hard Question

Seek the deep why and believe it is more about the questions than the answers, often the clues lay beyond the obvious and the common sense.

Maintain the Circle of Safety

Make the people feel safe enough to welcome challenging questions, paradigm disruptions, and provocations of the mind, all in a constructive way.

Relax the Boundaries

We know how much our minds can get rigid with our mental models, so relax these boundaries for you to be able to see, think, and act outside the box.

Make it New

Create not to last but to explore, don't be afraid to erase and restart from scratch, because redoing it again and again is how you improve your craft.

Turn the Heck Up

You need others and others need you, if we want to achieve paradigm shifts we need to give hands, support, and collaborate with each-others.

Go f*ck your 'self'

Keep your ego in check and avoid taking your 'self' too seriously by letting go of your base desires and letting come the surrounding absurdity of life.

Values

Consciously connecting with others to increase our potential for good

Connection, bond, humanhood, family, friendship, tribe... We are social animals; alone, we cannot survive. It is through coming together that we thrive and have a greater chance to make a impact in this world. By consciously forming connections, we unlock our potential for greater good and positive change.

Collaborate super-additively: Together, we have far greater potential than we do individually. Know your strengths and weaknesses, and understand that each of us has value to add to the collective whole.

Keep listening to and sharing with others: Open dialogues with the intention of letting information flow from diverse viewpoints, skills, and experiences, so that it enriches our collective understanding.

Home people with communities: Communities offers us the space to be challenged and supported, giving us what we need to grow, learn, and take the next steps in our personal and collective journeys.

Haphazardly disrupting paradigms in order to break through them

Knowledge, ideologies and theories are ever-evolving. We remain open to change and challenge, questioning what we know and embracing new ideas. What we thought we knew yesterday reveals to be incomplete or false in the face of new evidences tomorrow, so let's keep searching for the truth without settling for any.

Know that we don't know: Beware of the "truth", avoid trends and buzzwords. In a world where uncertainty prevail, ensure knowledge, tools and languages are used to expand and not constrain our horizons. Stay curious and keep learning.

Enjoy the paradigm disruption: Don't be scared to be slightly surprised. Our reality is dynamic and evolving ; constantly question the current state of affairs, ask why it is the way it is today and explore beyond the last frontier.

Welcome awe and wonder: Open your mind to mysteries. What is challenging and disrupting frees us from our own bounded view of the world, it helps us overcome mis-framing and misconstruing, into and insightful reality.

Gloriously provoking ideas in a safe and creative space

Provocation is how the creative spark is made. By provoking new thoughts, we ignite the spark of innovation and insight, we push the boundaries, the world suddenly opens up, the valve expands, everything in and out flows, new connections are made, and what is relevant is now realised.

Go to the edge and push outwards: Get the minds to explore other possibles, break through the boundaries to literally think outside the box, stretch it far and wide into unfamiliar, alien, uncomfortable, and mysterious territories.

Do it for the love of wisdom not winning: Accompany the minds along with the explorations, empathy isn't to agree but to understand someone else's worldview, without any other end-goal than unlocking more clues.

Search for what is a good plausibility: Understanding is often beyond explanation, whatever is profound are what matters to us. We can reliably find something amazing, even if we cannot say what that is, yet.

Coincidentally experimenting to explore and create new possibles

We can't find something new until we explore, and it is impossible to calculate all permitted combinations to a problem space. Through experimentation and openness, we navigate the mysteries, the complex, the unknown, the chaotic, and we uncover what is interesting and new.

Experiment with anything interesting: In this uncertain and unpredictable reality, serendipity is a friend that can be invoked by experimenting continuously. Consider everything as a potential experiment you can learn something new from.

Do it if it increases options, fluke and upside: Try things out, don't bother with the apparatus, most can be discovered by simply observing what is happening. It is often by luck, or call it "happy accident", that great discoveries are made.

Pay attention to creative opportunities: Explore both with an open mind and a mindful state of attention to prepare the mind to spot opportunities. Don't explore to gather the facts, but explore to confront yourself with the mystery at hand.

Absurdly playing with serious ideas for a purpose

Never ever be attached to an idea, neither it has a value per-say, it is just an idea that only asks to be kept alive. But even if you should tread an idea with lightness, you should still seriously play with it, imagine different situations and context, transcend it, and see through the absurd illusions we often fall prey to.

Know that we don't know: Internalise the sage: Improve your connectedness with yourself and others by seriously playing a role in your mind, entertain dialogues to internalise all their wisdom and improve your grasp on reality.

Max the creative ripples: Toy with ideas, big and small, break them, rebuild them, combine them, pass them to others. Don't overthink them, follow where they are going and observe what they are growing into.

Allow yourself to play seriously: Free your inner-child, don't be afraid to be laughed at, in fact be the one to make your ideas absurd, you are just seriously playing in service of putting a vision into something more real.

Intentionally lifting one-an-other through the moments we create

Life is a human adventure, and our short time on Earth is richer when we lift each other up, sharing in the adventure of creation and connection. Turn-up, listen, observe, participate, pay attention... we all are threads enmeshed into the creative consciousness fabric of life.

Establish equality and shared values to guide us: Consider others as equal, you need others to keep you balanced because in reality you are both the teacher and the learner, the master and the apprentice, the wise and the unwise.

Bring moments to life through our own rituals: We are of tribal nature, we engage in rituals and ceremonies to be more deliberate, more purposeful and mindful, like an artist let the beauty emerge from its creative act.

Hold the deep time in every moment together: The world is frightening, we remember the child in each of us and yet fail to recognise it in others, but we can still find home by facing the horror hand-in-hands, growing bravely together.

Collectively transcending to strive for a more desirable future

We interpret reality and create mental models for our minds to be able to grasp some of it. But reality is more real, more complex, more nuanced, and more beautiful than these models. We can rise above these paradigms and create a future that is more in-tune with the cosmos.

Help each other find the clues: See beyond the veil of reality with deep clarity. Deeply examine your life and the world around you, look for what is salient, significant, search for the clues and support others through this process.

Take risks together to stay free: Try, fail, learn from it, try again, and again. Throw yourself into the unknown, step-in and confront the darkness, do it with playfulness, fuelled by love, and in support of others, free from fear.

Keep ourselves aligned to the collective vision: Don't be attached to any paradigms, transcend them. Keep pointing at anomalies and failures in the old paradigms, stand-up, speak-up, act loud and with assurance to create a more desirable world.

Purpose

It is by challenging and supporting each other that we can realise a more creative and beautiful world together.

To care, to love, to nurture, is to accompany oneself and those around us on the path to spiritual growth. It is to provide each other with the right balance between challenge and support, to walk the line between chaos and order, and to hold the space between freedom and security.

This path is the hard way — the hero's journey, the road less traveled. But there is no other path, for this way is ultimately the most rewarding. It is the one that makes you, and others, better agents for creating a more creative and beautiful world to live in.

It starts within yourself, your homes, your families, your circles of friendship, and your communities, through meaningful connections, meaningful moments, and meaningful contributions.

Goals & Actions

We Aim to Make Meaningful Connections

One of our goal is for all humans to cultivate deep and meaningful connections with others, broadening our shared understanding of the world and enriching our collective wisdom.

For that, we need to seek out and nurture relationships with those who challenge you to think differently, to broaden your perspective, and to deepen your understanding of the world. We need to engage in thoughtful dialogues, collaborate in shared sense-making, and join communities or create ones for people to connect, share wisdom, explore profound life questions and collaborate on meaningful projects.

Make Meaningful Connection by **Spending Time with People of Goodwill**

Engage with individuals who share a commitment to positive change and growth. Surround yourself with those who challenge your perspectives, helping you to expand your worldview and deepen your understanding of different cultures, ideas, and experiences.

Make Meaningful Connection by **Engaging in Thoughtful Conversations and Exchanges**

Foster environments where dialogue is valued over debate. Engage in conversations that are reflective, open-minded, and aimed at mutual understanding. This practice not only strengthens bonds but also enhances collective wisdom.

Make Meaningful Connection by **Participating in Shared Sense-Making and Wisdom Seeking**

Collaborate with others in the pursuit of meaning and truth. Join communities or groups dedicated to exploring complex ideas, making sense of the world, and seeking collective wisdom.

We Aim to Create Meaningful Moments

Another goal is for all humans to create and experience moments that are rich with significance, grounding us in our humanity and our connection to the natural world.

To do this, we shouldn't rush past the significant in pursuit of the immediate, but slow down. We should regularly visit places that connect with our human roots and the natural world. We should embrace the power of rituals and ceremonies to mark transitions and celebrate life's deeper meanings. And we should hold space with others, without the pressure of outcomes, to discover what emerges when we simply allow ourselves to be present.

Create Meaningful Moments by **Visiting Significant Places to Connect with Our Human Roots and Nature**

Spend time in locations that hold historical, cultural, or natural significance. These places can serve as powerful reminders of our shared humanity and the enduring connection between people and the Earth.

Create Meaningful Moments by **Holding Deep Time Together Without a Specific Agenda**

Embrace the practice of being present with others without the pressure of a defined purpose or outcome. These moments of shared presence can foster deep connections and open the door to unexpected insights and breakthroughs.

Create Meaningful Moments by **Engaging in Meaningful Rituals and Ceremonies**

Participate in or create rituals and ceremonies that celebrate life, mark transitions, or honour significant moments. These practices can help you and your community to break through personal and collective barriers, fostering growth and transformation.

We Aim to Make Meaningful Contributions

Our third and last goal, is for all humans to contribute to the world in ways that reflect a commitment to goodness, truth, and beauty, enhancing the lives of others and the world around us.

We ought to dedicate ourselves to adding to the good, the true, and the beautiful in life. Whether through our creative work, our interactions with others, or our contributions to our communities, we strive to make the world a more poetic, wholesome, and beautiful place. We should approach life with creativity and purpose, always seeking to inspire and contribute to something greater than ourselves.

Make Meaningful Contributions by **Making Time to Add to the Good, the True, and the Beautiful**

Dedicate time regularly to creating or supporting initiatives that contribute positively to the world. This might involve creative projects, community service, or personal acts of kindness and beauty.

Make Meaningful Contributions by **Being Intentional in Your Creative Processes**

Approach your creative endeavours with purpose and mindfulness. Whether in art, work, or daily life, infuse your actions with intention, ensuring that they contribute to the broader goals of goodness, truth, and beauty.

Make Meaningful Contributions by **Making It Poetic, Wholesome, and Beautiful**

Strive to create works and experiences that resonate deeply with others in ways that are poetic, wholesome, and beautiful. This approach can inspire others and contribute to a more meaningful and beautiful world.

Conclusion

As we confront the complexities and crises outlined in this manifesto, it is clear that our current trajectory is unsustainable. The disconnection from nature, each other, and our inner selves — a result of unchecked individualism, materialism, and technological advancement — has brought us to the brink. The cascading crises of environmental degradation, social inequality, and cultural disruption demand not only our attention but a fundamental shift in how we live, think, and relate to the world.

This manifesto is a call to reimagine our way of being. It invites us to step away from the superficial and materialistic values that dominate modern life and instead, embrace a path that prioritises creativity, connection, and meaning. By making meaningful connections, creating significant moments, and contributing intentionally to the good, true, and beautiful, we can begin to heal the fractures in our world.

The challenges we face are immense, but so too is our capacity for creativity, resilience, and transformation. The future we envision is one where life is infused with purpose and beauty, where each individual feels deeply connected to something greater than themselves. It is a future where we all contribute to a world that is profoundly creative and beautiful, where our collective efforts lead to a more inspired and meaningful human experience.

As we stand at this pivotal moment in history, let us commit to this vision. Let us choose to live with greater intentionality, creativity, and purpose, knowing that our actions today will shape the world of tomorrow. The time to act is now. Together, we can create a future that reflects the very best of our human potential, where life is not just sustained, but truly flourishes in all its beauty and significance.

Signatories

Matt Gwyther, Neal Taylor, and Jeremy Vey,
founders of the Ripply movement, 2020.

A stylized, cursive handwritten signature in black ink, appearing to be 'Matt Gwyther'.A cursive handwritten signature in black ink, appearing to be 'Neal Taylor'.A stylized, cursive handwritten signature in black ink, appearing to be 'Jeremy Vey'.