

## **Community Manifesto for an Open Innovation**

### **1**

#### **Audacity and leadership**

We embrace cultural change as an opportunity to reinvent our ways for the better. We dare challenging preconceived ideas and limiting beliefs; to do at times the unusual or the unexpected. We shall lead by example and pave the way. We shall honour those who strive and those who fail.

### **2**

#### **Collaboration and emulation**

We contribute to a greater value chain, together and each on our scale, when multilateral synergies are achieved and competition remains fair. We shall seek to leverage complementarities before contrasting differences.

### **3**

#### **Engagement and work ethics**

When we make a commitment, we stick to our word. What we do, we do it well and to our best; with passion for quality and precision, with due regard for all middlemen, partners and customers.

### **4**

#### **Responsibility and sustainability**

It is our duty to do our part, together and each on our scale, in bringing balance between industrial footprints and nature's cycles. While developing economically viable and ecologically sustainable products and processes, we shall favour system-oriented and long-term solutions.

### **5**

#### **Trust, openness and inclusiveness**

We shall accept to give before we receive. We strive to bring about and cultivate open-mindedness and honest, transparent communication towards each other, leaving no one behind. Such is the foundation for trust-based collaboration where innovation and opportunities can thrive.

### **6**

#### **Human- and customer-centricity**

Whatever we do or provide, we make sure this serves others. Our endeavours shall be, whenever possible, desirable and meaningful for humans from all walks of life, from the middlemen, the partners to the end customers. We shall attract and value potential, talent and diversity.

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