



Uniting Communities  
to Empower Change





*We promote personal, societal and organisational transformation through networks of ideas and solutions that are openly shared.*



We believe that everyone should have the same opportunity to live life according to their highest expectation; however, each of us knows that our best lives can prove elusive. Additionally, we've inherited a society that is often grossly unfair and crazily divided, and our systems of living are ecologically and economically unsustainable. Finally, we are alive at a time where technological advances are introducing immense change, and both individually and collectively we must optimally adapt to and co-opt this new reality.

All around the world, proven solutions and ideas already exist to solve most of our current problems and uplift our quality of life. However, finding appropriate supports can be difficult because there is so much inaccurate, contradicting or confusing information that we no longer know what we can rely on. At a collective level, our world runs on systems so entrenched and complex that we feel individually impotent to make real change happen.

Estukune brings people together in a large, diverse yet structured network of focused communities, each of which is designed to inform, promote and support positive change in a particular area while also working with the other communities to help achieve their common goals. These communities are underpinned by their shared vision, values, resources and systems, and come together in a central platform to connect with each other and with the world.

This small-within-large structure allows a sense of community to develop where like-minded people become naturally inclined to share their knowledge, experiences, ideas and solutions with others. Once we start working together towards common goals, the willingness to share and support each other grows.

We know that human beings are naturally inclined to live in groups and to support each other. However, the current culture of competition and comparison in a climate of fear and survival has created a sense of isolation and separation. Many people are afraid of "the others" because these are seen as different to us, or as obstacles that prevent us from achieving our goals. At Estukune, we recognise that "together we are stronger" and for this reason we emphasise our sameness and we promote collective support and collaboration.

We are building our network of communities to stimulate, support and promote the sharing of knowledge, experiences, ideas and solutions in order to inspire, inform and empower people. Our goal is to generate personal, societal and organisational change. We create communities empowered by networks, resources, tools, software, and by new ways of working together, to improve and uplift everyone's quality of life.





## Our four-pillar approach to change

A Multifaceted Model For Personal Transformation And Positive Social Evolution.



EMPOWERED  
COMMUNITIES



PLATFORM  
FOR CHANGE



LIBRARIES OF VALIDATED  
INFORMATION & TOOLS



UNIFYING AND LIFE-  
TRANSFORMING VISION



## EMPOWERED COMMUNITIES

To create fresh initiatives in today's world we need spaces which are free of disruption, misinformation and manipulation; forums in which people can come together to think, learn, impact, experience and connect.

Communities form naturally supportive environments that encourage the exchange of ideas and solutions. Estukune's networks are forums for sharing, development, contribution and change. They are safe spaces within which we grow, learn, give, take and get involved.

Most of all, our communities are places where positive people are united, aligned and energized by the pursuit of a common co-operative goal. We find power and purpose in our gathering because we come together to extend our passions, our strengths, our specialisms, our enthusiasm and ourselves to the world.

*"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*

· Margaret Mead







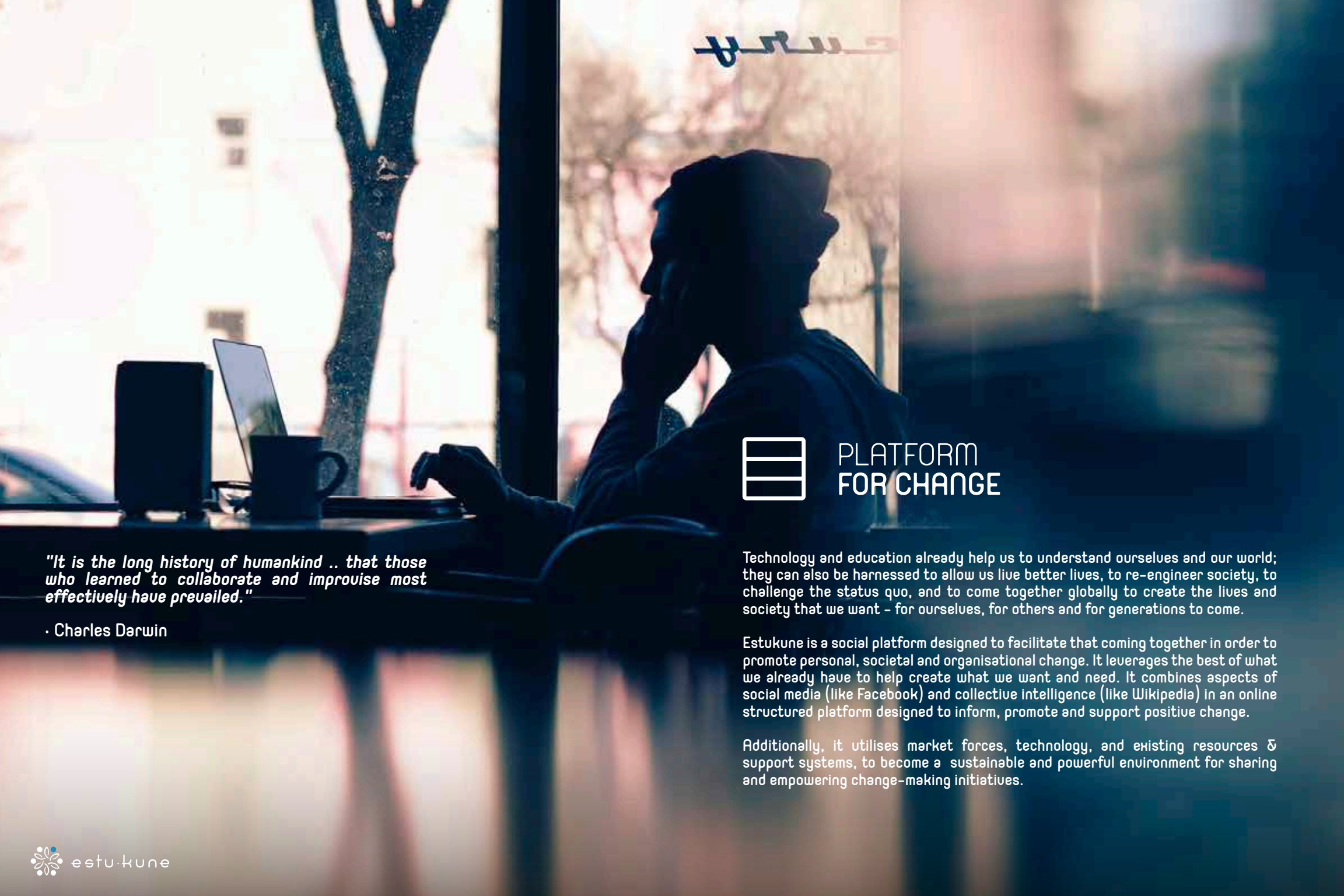
## LIBRARIES OF VALIDATED INFORMATION & TOOLS

By collectively packaging and sharing validated knowledge (through websites, books, videos, courses, etc.) & tools (processes, apps, systems, and local or industry initiatives) we create a trusted internet-within-the-internet space where we can share, learn, grow and support each other.

We do this together in a moderated virtual environment where the incessant noise of sales messages, confusion and misinformation that is typical in the internet at large is eliminated.

*"Civilization is in a race between education and catastrophe. Let us learn the truth and spread it as far and wide as our circumstances allow - for the truth is the greatest weapon we have."*

· H.G. Wells



*"It is the long history of humankind .. that those who learned to collaborate and improvise most effectively have prevailed."*

· Charles Darwin



## PLATFORM FOR CHANGE

Technology and education already help us to understand ourselves and our world; they can also be harnessed to allow us live better lives, to re-engineer society, to challenge the status quo, and to come together globally to create the lives and society that we want - for ourselves, for others and for generations to come.

Estukune is a social platform designed to facilitate that coming together in order to promote personal, societal and organisational change. It leverages the best of what we already have to help create what we want and need. It combines aspects of social media (like Facebook) and collective intelligence (like Wikipedia) in an online structured platform designed to inform, promote and support positive change.

Additionally, it utilises market forces, technology, and existing resources & support systems, to become a sustainable and powerful environment for sharing and empowering change-making initiatives.





## UNIFYING AND LIFE- TRANSFORMING VISION

Change moves through stages - from desire, through hope, to belief and action; moving always towards a vision of a better future - the way that things should be .. the way that things will be.

Estukune gains its strength and energy from its focus on a simple yet extremely powerful and ultimately achievable vision - to make life ever-increasingly beautiful, both individually and collectively.

*"I have a dream"* · Martin Luther King



## The Estukune Constitution Guiding Principles & Core Values

As we come together to undertake great work, we need to be collectively committed to the highest of ethical and practical standards. We make these standards explicit through our Constitution. Active participation in or contribution to Estukune requires an undertaking to uphold this Constitution.



### 01.

#### **A Community for Humanity**

We are a community for humanity regardless of nationality, race, creed, skin colour, gender, sexual orientation, wealth, privilege, education and any other divisions our old society may have created. Estukune is no place for promoting prejudice, bias, dogma or hatred.

### 02.

#### **Connection, Growth and Mutual Support**

Being involved in Estukune in \*any\* context - but particularly as contributors - must help people grow, and must leave them feeling more connected to their world and to others.

### 03.

#### **Inclusiveness, Open-mindedness, Tolerance, Dialogue & Respect**

We are a diverse global community and will address sensitive, complex issues; this demands from each of us an openness to new ideas, listening to perspectives that challenge us, learning about others' cultural and inherited norms, an unerring focus on what makes us the same rather than on what differentiates us. Most of all it demands that each of us always maintains respect for and communicates constructively with those who hold ideas different to those we ourselves hold.

### 04.

#### **Empathy, Fairness and Compassion**

We have inherited a world where many are oppressed, victimised, exploited or unlucky, whether by geography, birth or happenstance. We stand for fairness, justice and equity; we look to create equality, opportunity, peace and flourishing. We do this in the short as well as the long term, maintaining compassion and taking action for those in need today while always building a better society so that fewer will be in need tomorrow.

### 05.

#### **Joy, Fun, Music, Colour, Beauty**

"Joyfulness is now!". We can't build amazing new lives & worlds without focusing first on the moment. This is heart work as well as head work; we must be the change.

### 06.

#### **Knowledge-Oriented, Ad-Free, Trustworthy**

We determine, contextualise, package & share the very best information on each relevant topic; we check and credit our sources. We cut out noise and we are an ad-free zone.

### 07.

#### **Powered by Reality-driven Positivity**

While always remaining grounded in what is known, we focus on the positives; we eliminate negativity. We acknowledge risks & problems, but constantly research & promote the root causes of success.

### 08.

#### **Integrity & Congruence**

We act & communicate with honesty and without exaggeration; we embody our values; we practice what we preach; we show as well as tell.

### 09.

#### **Flexibility & Humility**

When we don't know, we say so. When we have been wrong, we change, welcoming the opportunity to be better. We know we will never be done - we are always a work in progress.





## *Real Change – Taking an Integrated Approach*

Even if we wished to avoid it, change is unavoidable. Both we ourselves and our world are constantly changing. We are complex creatures, and society runs on supremely complex systems; therefore adjusting to these changes and making proactive change happen can be extremely challenging; **everything is directly or indirectly connected to everything else.**

Given this reality, any **global framework for change-making must seek to take \*everything\* into account**; from our personal realities, experiences, mindsets, behaviours, bodies and beliefs, to how we co-operate in organisations and how we organise ourselves in society, all the while knowing that we operate within cultural norms and constraints (which we can influence), and within laws of nature and physics (which we can not)

**Estukune therefore addresses change of every sort**, broken into the following overlapping areas:

**a.–**

Change starts within each of us, and thus Estukune is critically interested in **Personal Change** – including managing our bodies, minds, behaviours, habits, relationships, careers, education, mindsets, beliefs and sense of agency or purpose.

**b.–**

No person is an island, and society largely runs on collective efforts both commercial and otherwise. We work to improve organisations' abilities to embrace **Organisational Change**.

**c.–**

Ultimately in order to make **Societal Change** we need to be able to inform, inspire and help people to cause social change to happen, in little or large steps.

The most important point is that **all change begins with the individual** – which includes you, and everybody else in Estukune.



## *The Beauty of Being Involved*

Estukune is designed to work on a number of levels. As a platform it works to reward input, and is **structured to bring specific benefits (including learning, growth, recognition, acknowledgement and social proof) to participants who give the most.**

- P** **Positive Emotion:** it is an empowered environment for doing pleasant & rewarding things
- E** **Engagement:** working together, using our skills and knowledge to improve ourselves and our world, we become engaged in deeply satisfying activities.
- R** **Relationships:** Estukune is first and foremost a community - one with a uniquely liberating purpose and set of values.
- M** **Meaning:** Few things can be more meaningful than working on ourselves and with others to make life ever-increasingly more beautiful for all.
- A** **Accomplishments:** Estukune is a community for creating, doing, achieving. We create real and tangible outputs both physical and virtual; we attribute contributions; we measure reach and impact.

Perhaps more importantly however, it is inherently pleasant and rewarding to be involved in regardless of one's level of contribution. It removes the interruptions, noise and negativity that characterize the web and instead delivers the "PERMA" elements scientifically proven to contribute most to happiness.

Acronyms don't explain it all, however. Estukune's unique vision and approach brings **hope, positivity, empowerment and opportunity** to those of us who want to improve ourselves and help fix our world.

Presented with the opportunity to work on a vast range of important topics while being held to high standards, people **benefit from active learning** while simultaneously **bringing their skills, talents and knowledge to bear in ways that matter.**







## Bringing It All Together

Why This Works

In our new world of global communication and coordination platforms such as Facebook, Wikipedia and Uber, we can for the first time collectively choose to build & use frameworks such as these to move us towards a powerful shared goal - making life beautiful, both individually and collectively. In this new & empowered reality, consider the enhanced relevance of the following proven wisdoms.

1.-

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People have always grouped together to drive human progress; now, however, our innate power to make change happen has been enhanced massively by our new abilities to coordinate and rearrange ourselves.

2.-

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We live in an age of near-unfettered access to information - but as an integral part of our search for change, we must as a matter of priority collaborate to filter out the immense noise that distracts and misleads us in our individual & collective search for better ways of being.

3.-

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Change is in our nature, and it is our far-superior ability as a species to coordinate ourselves and adapt to new realities that has made us the most dominant creature on earth. We have super sized our ability to coordinate ourselves; let's use this new power judiciously to create the society (and the individual lives) that we want.

4.-

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Finally, let's be inspired by the certainty that a simple yet incredibly-empowering goal is made more (not less) achievable, precisely by its very daring, ambition and hugeness.



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