

New Movements: Our Culture and foundation

Core Belief

New Movements at the core — its core value is that we believe that people with passion can change the world for the better. That's what we believe.

And we have the opportunity to work with people like that — with people like you, with customers who have done it in some big and some small ways. We believe that in this world, people can change it for the better. And that those people who are crazy enough to think they can change the world are the ones who actually do.

Who We Are

- We stand together to make beautiful and great designed circular products
- We contribute to something bigger than ourselves.
- We are excited, innovative, and challenge the status quo.

How We Behave / Values

- **Contribution-Focused** — Our first focus is on how we can contribute to the community, to our colleagues, and to the success of NM. We take for granted that basic rights and frameworks are in place and respected. We do not engage in internal politics. We state our opinions, respect decisions, and do not continue discussions after a decision has been made.
- **Meritocracy** — We understand that good ideas and knowledge can come from anyone, regardless of background or position. We actively listen to each other and value the contributions that are made.
- **Transparency** — We are open about most things, but not always immediately; we take time to prepare before sharing.
- **Honesty** — We tell the truth and never lie. Sometimes we may withhold information until we are prepared to share it thoughtfully.
- **Clarity** — We communicate clearly and precisely, while remaining respectful. We should not be so polite that we dilute the message. We can handle clear feedback because we grow from it. We understand that if we react negatively to feedback, our colleagues will stop giving it to us, and then our learning stops.

How We Work Together

- Everyone is listened to, and an idea can change the course of the whole ship.
- Everyone is welcome to have opinions, but we consider when and how we share them.
- Flat structure does not mean anarchy; the management makes the final decision. It is expected that everyone respects and follows up on decisions made by management.

Essential Behaviours

- **Respect** — We respect our customers, each other, and the resources we use. We show respect through our communication and by being precise and present in meetings.
- **Resilience** — We face challenges and use them as opportunities to grow.