

BEING HUMAN

A manifesto for responsible communication



IAA
ITALY

Because we need it

We feel the need to define **the spirit of and guidelines** for responsible communication, because communication has enormous power to influence social and individual behaviour.

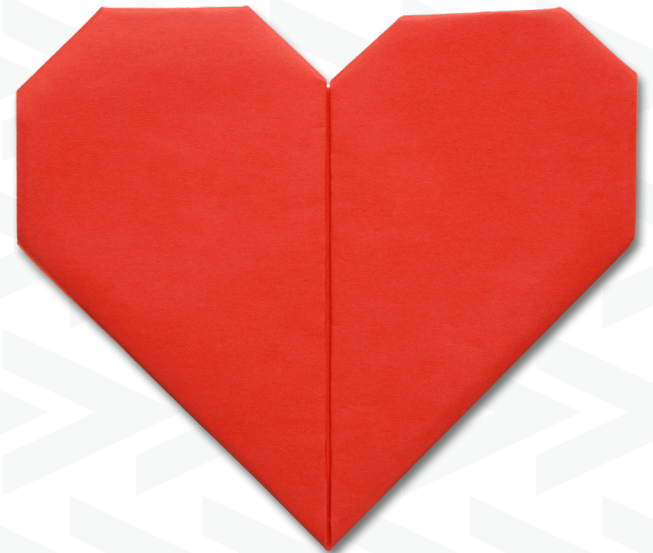
We are convinced that such a **powerful tool** must be used by the professionals in our industry with **conscience and awareness**.

This doesn't mean suggesting to people what they must and mustn't do or how they should live their lives. It means **defining a perimeter** so that communication doesn't have negative effects but promotes positive values for human beings.

Every brand has legitimate aspirations to make their product or service part of people's everyday lives. All we want is for this not to be at the expense of the individual, and that instead companies use the privilege of being able to speak to millions of people as a way to promote inclusive and sustainable models.

We must do this for the good of both people and the planet - the data supports this - as well as for the good of the brands themselves.

A manifesto is a statement of awareness and awareness is a catalyst for change.



We encourage health, wellbeing and personal care, both physical and material.

That's why we refuse to use people's fragility or diversity as a means to an end, and why we always support sustainable choices and actions for both individuals and the planet by offering products that aren't harmful.

We encourage togetherness, mutual trust, cooperation, empathy, integration, the sharing of joy, hardship and sorrow, and equality among human beings.

That's why we don't encourage, even indirectly, violence, envy, aggressive competitiveness, narcissism, consumerism, domination and individual success at the expense of the wellbeing of others.

We encourage personal growth, the drive to learn and evolve culturally, and the expression of uniqueness in a community that cultivates knowledge.

That's why we oppose ignorance, cultural impoverishment and inequalities deriving from poverty, disability, diversity, etc.

We encourage mutual acceptance of the diversity of values among genders, ethnicities, cultures, religions, etc. and of the expression of individual, material and spiritual goals.

That's why we promote everyone's right to have their own age, gender, sexual orientation, goals and behaviours, as long as they respect the common good.

