

# ROARING STORIES MANIFESTO

Written by Ingeborg for Daniëlle,  
*a letter of business and friendship*



We don't design for today, but for tomorrow. If you try to hold on to the status quo, the easy way, the ideas and designs of tomorrow will never be discovered. At Roaring Stories we believe that designers reinvent the world. With every project we aim to make the lives of other people easier and more fun!

For us as a business it is important to have our core values written down. As we grow, we will have something to look back on and reflect.

## **Roaring Stories**

*Daniëlle & Ingeborg*

## **PURPOSE**

Roaring Stories is a company we build while in college. Two like minded individuals with an eager will to have a positive impact on their environment. Both storytellers by heart. To find the almighty purpose of why we started Roaring Stories we have to go back to when I met Daniëlle. Actually not in college but unknowingly some time earlier in a bar.

When we got put together in the same class, we were two peas in a pod. Not long after, we worked together on every project possible. Both in college and in the bar, where she had made sure I got a job. We were a force to be reckoned with.

With Roaring Stories we want to continue that feeling we get when we create something together. It is this electric feeling we want to use and share with other creatives.

"OUR PURPOSE IS TO CREATE A COMMUNITY OF LIKE MINDED  
INDIVIDUALS



## "OUR MISSION IS TO BUILD PRODUCTS AND SERVICES THAT HAVE A MEANINGFUL IMPACT ON THE WORLD"

### MISSION

While writing this part of the manifesto I remember where our motivation for a meaningful impact came from. Though we had different fields of interest when we met, it was exactly this desire which connected us. For me it was my passion for the environment, for Daniëlle it was the passion of always wanting to help others in need. During our time in college we have experimented with these different ideas and approaches to have an meaningful impact.

Creating a community of like minded individuals can only be done when the message you are working towards is clear. Having an meaningful impact on the world connected us and it will attract others like us.

### VISION

Like we stated in our introduction: *"We don't design for today, but for tomorrow. If you try to hold on to the status quo, the easy way, the ideas and designs of tomorrow will never be discovered."* And we don't take this lightly.

Though the full potential of humanity and its capabilities have not yet revealed itself. In these Roaring 20's we believe that it is important to always keep up-to-date with all the latest technology. To grow together with people and empower them in their daily life.

## "OUR VISION IS TO CREATE A COMMUNITY WHERE OUR DESIGNS AND EXPERIENCES MAKE THE LIVES OF OTHERS EASIER AND MORE FUN"



## VALUES

Roaring Stories is all about making sure we leave a better world behind than before. This reflects in how we create our work but also how we communicate with the people involved with our business.

We have pledged to make every choice we make in the creation of a project as environmentally friendly as possible.

**3.** Understand we don't just hop on a plane to meet you. This isn't because we don't want to see your lovely face or we try to be impolite. But these *Roaring 20's* provide us with communication tools that have less impact on our planet.

**2.** While we are with you we will always lay out the different options in materials. After that it is up to you to make the choice! We understand that environmentally friendly doesn't always mean cost friendly.

**1.** Part of Roaring Stories is the community of like minded individuals. Next to creating for others we also create for the planet. With a yearly event we raise awareness for the planet and the people on it. At these events everyone is free to participate.

"WE VALUE A GOOD RELATIONSHIP WITH OUR CLIENTS  
BUT ALSO WITH OUR PLANET

3.



## MEASURES

The success of Roaring Stories lies beyond making lots of money. Measuring the impact of our business helps us track our environmental footprint and journey towards realising our purpose.

**IMPACT:** we measure the impact we make with our projects to provide the right message for the companies, schools, musea and creatives we work with.

**PROFIT:** we measure the profit we make to guarantee the sustainability of our business. Without profit we cannot survive in the long term.

**GROWTH:** we measure the growth of the community around us to build a healthy and stable business.

**ENVIRONMENT:** we measure our environmental footprint to secure a better future for our planet and the people on it.

"WE DO NOT MEASURE OUR SUCCESS IN THE AMOUNT OF MONEY WE MAKE BUT THE IMPACT WE HAVE