



Introduction to rrarre

We are building a company group created for our co-workers. For their well-being, development, and prosperity. The purpose, culture, and ownership structure are all specially designed with this intention in mind. At first glance, the initiative may seem philanthropic, but the company group operates according to market conditions. Inspired by wise thinkers and inspirational companies worldwide, we take a few unusual approaches that give rrarre the potential to be innovative, or at least rare.

More and more companies want to be seen as purpose-driven, but it is not enough to have well-intentioned statements unless the underlying motivations also change. When there are individuals or actors "at the top" who own the company's shares, there is still an expectation of return, as the ultimate purpose of the company is to enrich the shareholders. Although rrarre consists of a collection of companies, there are no major shareholders at the top. The company group and its operations are owned by those who actively work within it. We have made this choice because we want to be completely purpose-driven and at the same time work towards a more equitable distribution of influence and returns than what the prevailing capitalist ownership logic has achieved. We believe that rrarre is part of a growing movement in a better direction.

Furthermore, we put internal culture first. The explicit purpose of rrarre is to create conditions for a culture where people can simply be humans and develop both their inner and interpersonal qualities. Such a culture does not emerge on its own – it needs to be consciously and continuously worked on together. Being allowed to be human rather than some form of machine at work, while also feeling that one is growing, is both rewarding and strengthens one's mental health. When organizations don't prioritize their internal culture sufficiently, it drives behavioral patterns that erode people's engagement and generates mental health issues. In this aspect as well, we believe that rrarre is part of a growing movement in a better direction.

One might wonder if a business can survive by prioritizing culture over commercial interests. It may seem counterintuitive, but it is precisely the opposite. Note that rrarre operates in the same markets as everyone else and is equally ambitious. One difference is that we do not want to spend time or energy playing roles and masking our own weaknesses or mistakes we may have made. We know that each individual contributes more when they feel a sense of purpose and security. We know that teamwork improves significantly when you replace big egos, role-playing, and politics with shared values, shared rewards, and mutual respect. We see organizational culture as the crucial ingredient for sustainable competitiveness and success in the market, especially in our increasingly dynamic environment.

Now, for the final point. When we talk about inner qualities, we are actually referring to awareness and maturity. When human qualities and capabilities are given the room to develop within an organization, an improved ability to handle uncertainty, complexity, changes, and challenges follows. This benefits not only the individual and the organization, but it is also vital in the long run if we want to collectively protect our democratic systems and address all the more or less life-defining predicaments that humanity faces. We believe that humanity currently lacks needed capabilities to respond wiser and better to these significant challenges. We believe that rrarre can be part of a positive movement in a better and very, very essential direction.

Are you curious? We are seeking promising business ideas to launch within rrarre, co-workers curious to join our journey of development, and also investors/financiers who are interested in contributing to the long term for a reasonable return.
