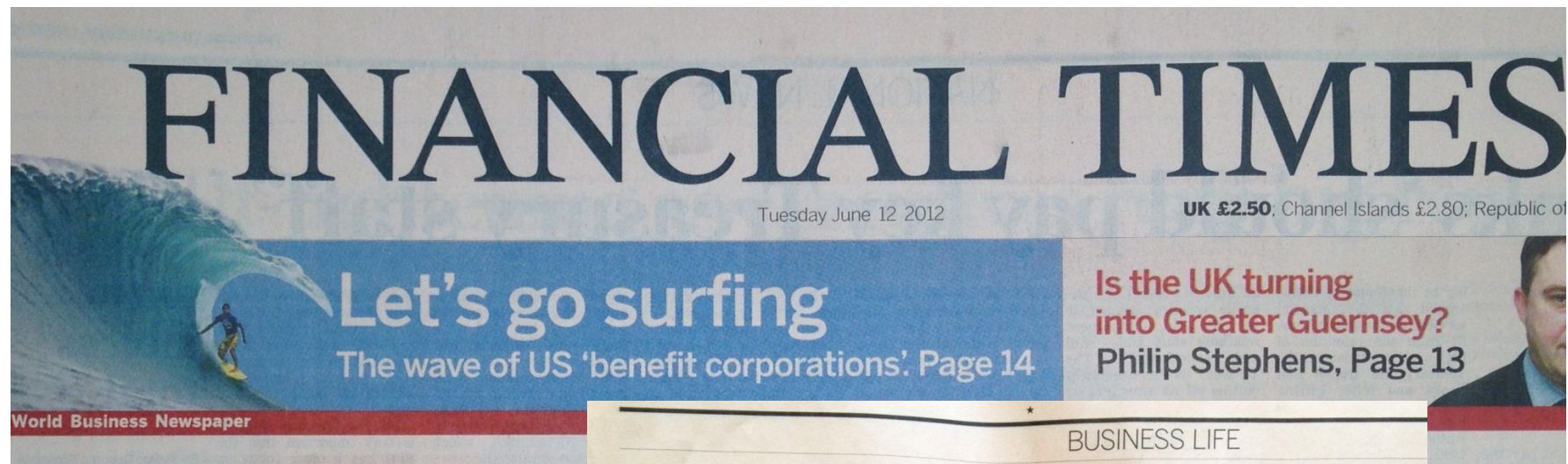


A New Paradigm for
BUSINESS
INTEGRATED CORPORATE
RESPONSABILITY

THE TRIPLE BOTTOM LINE & OTHER BUSINESS APPROACHES

Rip Curl Planet Ambassador
Joao De Macedo





FT June 12th 2012



Benefit corporations The crisis has given impetus to a corporate form that businesses can use to enshrine social goals alongside profit, writes **Andrew Hill**

Riding the wave that leads to
a new type of business model





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SAVE OUR SURF

PLANET DAYS

ECO-PRODUCTS

CARBON REDUCTIONS

VIDEO GALLERY



We Surf, We Care...



Why does the surf industry
have an opportunity to be at
forefront of a new business

paradigm?

Answer: BlueMind and the
Importance of Solitude

BlueMind is characterized by
calm, peacefulness, unity and “a
mildly meditative state”



RedMind



Characterized by
stress, anxiety,
fear, anger,
despair.

A photograph of a surfer riding a large, powerful wave. The surfer is positioned on the lower part of the wave's face, moving towards the right. The wave is breaking into a massive, white, foamy crest that dominates the right side of the frame. The sky is filled with heavy, grey clouds, creating a dramatic and somewhat overcast atmosphere. The water in the foreground is a deep blue with visible ripples and small waves.

BlueMind Thesis:
Experiencing NATURE
(through different outdoor
sports and with varying degrees
of intensity) is beneficial for
body and mind and
consequently helps global
conservation efforts.



Connect **RedMind**
with **BlueMind**:

GO SURFING *and*
BE SUCCESSFUL!

A full-page background image showing a sunset over a dark blue ocean. The sun is a bright yellow circle on the horizon, with a large, glowing orange and yellow cloud formation above it. The sky transitions from dark orange near the horizon to a lighter orange at the top. The word "Obrigado" is written in a white, serif font, centered over the ocean.

Obrigado