

March 30th 2024

repertuá

**Why are we
here?**

Mario Gioto

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Deep and contemplative narratives, for those who wish to make better decisions for society and nature.

Chapter 1

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“Who do we need to listen
to to make better decisions
for society and nature?”

Instructions

Suggested steps for a good journey of connecting with realities and contributing to collective construction.

The choice

Choosing to take time for yourself needs to be a conscious choice. First of all, set aside time in your schedule for 1 hour each week to do an individual immersion in a topic here that you have not explored before.

The setup

Prepare a comfortable, calm, silent place with good lighting. You can read repertuá either with a laptop, tablet, cell phone, kindle, ebook reader or by printing this document.

The ritual

We suggest the following sequence:

First 5 minutes: close your eyes, notice your body and your presence. Inhale deeply and exhale slowly 3 times.

30 minutes or more: Read calmly, you can take as long as you need.

25 minutes: Internal reflection on the content. If possible, write down your thoughts about it or what got through to you. A good tip is to share a phrase that impacted you. If possible, tag @repertua.brasil

The continuity

The impact will be increasingly greater the more diverse your content consumption is, thus expanding your worldview and creative horizons. The secret is in the continuity you give to this ritual. Furthermore, we suggest taking an inward look at how good it is to consume content slowly and deeply, in a human way.

The personal contribution

When you feel that it makes sense to open up what's best within you, nominate yourself to be the next creative person within the community's journey. Furthermore, you can also choose to be part of the curation team to nominate people who help us better understand a specific reality.

Chapter 1

We all constantly make decisions in life. To make these decisions we use our knowledge, our history, traumas and experiences; all of this baggage we carry with us consciously and unconsciously directs our actions. Our knowledge shapes us and, in turn, we shape our surroundings. And then I ask myself: what knowledge would we need to enable us to make better decisions for society and nature?

One day in 2015, I came across a simple event in the city of Indaiatuba, where I lived at the time. An event that brought together no more than 100 people in a small auditorium to listen to speeches on a variety of topics such as community, food, self-esteem and technology. I didn't get to attend, but the contents were published on the internet and so it was the first time I heard Wellington Nogueira and Miro Dantas speak in public, people who later returned to become part of my life. It was a difficult year for me personally, with an intense workload, constantly immersed in spreadsheets and processes and working for an American multinational in Brazil. The career path I was on had had a positive financial return that was adding to all my privileges as a healthy heterosexual white middle-class male. However, in addition to not delivering a considerable return to society, it had made me an isolated, cold and disconnected person

from my fellow humans and the natural environment we are a part of. I will never forget when I visited a Mondrian exhibition, in which I realized the power of creation and how I couldn't create something new with the same ideas and limited information I had about everything. It was necessary to expand my knowledge, and it was exactly this event where I began to be aware of this urgent need. The event was a TEDx, a gathering organized independently through a license from TED Conferences, organizers of one of the largest idea conferences in the world. Those contents awakened something important in me: the desire to belong. Not belonging to a group or a specific movement, but belonging to the world and in this world, different from the feeling of those who are in the home-work-home cycle, disconnected and thus not aware of so many possibilities for social connection imminent around them. But how to do this in practice?

The first step, I learned, was to recognize the social bubble in which we live, enhanced by our content consumption habits and the continuous feedback that stays within our personal interests and thought patterns. Add to this our social blindness, caused by our privileges, which distances us from a clear vision of reality. Be it bigger or smaller, I believe that we all, without exception, live in a bubble. Even the most forward-thinking and socially connected person still has a vast potential to learn about realities outside of their own and connect to these realities to gain a greater understanding of them. This is part of the beauty of the diversity of human connection and our relationship with the planet.

Having recognized the limits of our social bubble, the next step is to find a new relevant topic, outside your current range of knowledge, to connect with. The crucial thing is to be intentional, driven by true and deep interest, without expectations of a tangible or practical return from gaining that knowledge. I believe it to be extremely limiting what we learn driven by the need for using that knowledge. This leads to reading articles and books that will make us more agile, more persuasive, richer, more independent people, but not necessarily more connected to ourselves and our fellow human beings.

I started my personal journey of connecting with ideas outside of my bubble in 2016. Once a month, for a year, I studied a topic in depth, listening to stories and sharing the learnings arising from these immersions. Would knowing more about breast cancer make me a better professional in developing and executing corporate strategies? If I answered this question in a cold and matter-of-fact way, the answer would be no. But on a human level, I believe that understanding this topic better has made me more aware of this reality and that I would make better decisions for the world based on this greater awareness. I studied the topic a lot, listened to personal stories and connected with women who have already gone through treatments with all of their challenges. It was the month in which I learned more deeply about Miro Dantas' project, mentioned above, who tattoos women who have undergone surgical intervention on their breasts. I also understood better every time my mother scheduled exams, or the concern about the size of nodules among people I knew. For me, this was the first topic outside

the bubble, my first tattoo, and the first genuine feeling of connection to something bigger than myself.

I kept going for 12 months. Beyond what I could ever have imagined, I was overcome by an avalanche of new friendships, new projects, volunteer work, a scholarship to go to the TED Conference to watch Serena Williams, Ingrid Betancourt, Al Gore, Jacob Collier, Jorge Drexler, OK GO, and 80 other people that I admire or have started to admire. This event gave me inspiration to organize my own TEDx events in Brazil, join the community of organizers and be invited to become the community's ambassador for our country. The increase in repertoire has therefore been the basis of the impact I seek for the events I curate. When choosing a person to be a TEDx Speaker, the main question is: "how does this person's talk help us to better see reality and navigate the complexity of the ever-changing world in which we live?" I see the idea, let it give me a new perspective, and then I imagine 800 people in the audience and later thousands of people who will watch the video online get this new perspective. This is the impact that gives me a smile, and that I am after.

I can't deny how my background in strategy consulting helps me with this; through the design approach learned there, I know the importance of in-depth pre-ideation understanding, the importance of being present and actively listening and understanding and only then creating hypotheses for solutions. The correlation between design and the repertuá project is based on the simple belief that we will not be able to create better solutions for the world if we do not increase our understanding of it.

Today I feel more connected, more colorful, more receptive, more attentive, more inclusive and more open in my opinions and decisions. I feel that there is a positive result for me personally, but mainly there is a positive result for the people directly involved in the projects I am a part of as well as many others impacted by these projects. This is what I hope to give to you here at repertuá: by increasing your repertoire of the world, you can connect with the diverse possibilities of having a positive impact on people, communities and nature.

Repertuá is a space that allows for an increase in positive impact on society through the continuous increase in the repertoire of each individual that becomes part of it. A space for the voices that have the greatest potential to help us understand reality instead of the voices that have the greatest advertisement purchasing power. A space where creating is a peaceful and thoughtful act, carried out at the pace of each individual. A space where we take time to contemplate the richness of human diversity. A space to transform the consumption of content on the internet to make people more empathetic and open. And importantly, a space that respects its user, their data and their personal rules for interacting with content online.

I want to provide a space for leaders who understand the need to make increasingly inclusive decisions that consider all interested parties. For the TEDx Community, which values contact with the multitude of topics necessary for a good understanding of the world in which we live. For people who want to increase their social connection and their positive

impact on society and nature as an integral part of them. For people in the innovation ecosystem who want to increase their ability to ideate and create solutions that have a positive impact. For those who need a space to speak their truth because they believe that their truth makes others understand the world better. For those who already write but would like to direct their writing to an audience intentionally interested in improving their surroundings. For people who would like to have a healthier relationship with the way we consume and create content on the internet. For companies that value this space as a place of positive impact. A space for you, but mainly for us as a creative and active community.

In this space, I invite you to a healthy weekly ritual of reading an in-depth text. Content written and read at your own pace. Written content allows the person creating it to provide it to you in the best possible quality. This text, for example, I wrote over 2 months with countless revisions. We guarantee texts that come from the heart, without the use of artificial intelligence and pouring our souls into them. Written content also allows you to consume it at your own pace, giving it as much time as you need. Reading written content allows for deep and contemplative reflection on the topics covered. Content with the deepness and diversity necessary both for lifelong learning and for making better decisions. Content that undergoes open and independent curation and creation. If you'd like, you can help curate the content in community and, of course, also play a role in creating the content we need to read to increase our understanding of the world. All content in our space will be inclusive, giving a stage not to whoever has the most

resources but to who has to be seen the most. It's a clean, peaceful space, with no distractions, no fighting for your attention. A space to cultivate love for the world, embracing all its diversity.

Repertuá comes from reading the word *répertoire* in French, and simply means repertoire. However, it is important to emphasize the importance of this project being born in the Global South, more specifically in Brazil. "Reper" - value of repertoire diversification as a driver of better decisions for society and nature, "tu" - value of the individual who feels belonging and their potential to become a more empathetic and inclusive being in a healthy online environment and "á" - with the Brazilian Portuguese accent.

The repertuá project is also a call for individual change. From time spent consuming content on social networks to reading in-depth narratives. From fast and superficial consumption to the contemplation of beauty in the time of each human being. From the spotlight given to viral content to paying attention to those who need to be heard. From spaces that value the number of followers to curation that aims for positive impact. From the diversions of our attention to conscious presence. From an unrealistic picture of the world to a comprehensive portrait of social and natural understanding. From consumption within our own bubble to connecting with different realities outside our own.

The weekly exchange of an hour of social media for reading a deep and contemplative original text about the social and natural reality in which we live is our proposal for

action to make this change possible. Every week, we will change themes to continuously navigate through different subjects. Just imagine, after a year of repertuá, you will have had 52 opportunities to expand your repertoire, making you a person more connected to reality, more creative, empathetic and inclusive.

I dream of the positive impact resulting from a large community changing their online content consumption habits. For the voices that need space to be heard. For a greater human connection with social and natural realities. For a significant change in our relationship with the consumption of online information. For an increase in creative potential that allows hope for a sustainable future. For better decisions being made for society and nature. Towards a more inclusive, creative and connected future on a safe and healthy internet.

There is a beautiful memory in me of a feeling that came over me at the beginning of 2023. In preparation for my participation in the Skoll World Forum in Oxford, I asked my network who would be important people to listen to in order to have a better understanding of reality. The question then became my guide for the curation within repertuá: "Who do we need to listen to to make better decisions for society and nature?" Not only does this question guide my work, it is a large part of my personal purpose today to create spaces for these people to be heard. The responses were very diverse: a specialist in menstrual health, a Brazilian woman who teaches English samba, a mobility scholar from the Royal Academy of Arts, a researcher on fake news at the University of Oxford and an environmental activist. I was

feeling full of possibilities, I was feeling more connected. Thus, my desire to bring this multiplicity and richness to you increased. Thus, I invite you to ask yourself when traveling to any corner of the world, "Who do we need to listen to to make better decisions for society and nature?"

Here you can expect the depth needed to reflect on to understand the complex intricacies of society and nature. We will begin by navigating the intersectionality of human identity, moving through personal concepts of socially structured freedom, then to understanding the multiplicity of mental burdens in times of crisis, and on and on with a new topic every week.

May we rethink the speed of things, may this also be about presence. The repertuá project is at the intersection of continuous learning, positive impact and protecting our mental health online. And so, the answer to the question "Why are we here?" is a simple "To be here." To be here, as opposed to being distracted or in many places at once. To be here, as opposed to losing control of our attention online. To be here, as opposed to living superficially. To delve deeper into topics that matter, not for me or for you, but for us collectively. To be here, and feel purpose and connection.

I look forward to a beautiful journey with you.
See you next week, in Chapter 2 of repertuá.

About the author

Design driven social entrepreneur resident in Brazil. With a background in strategy development, Mario founded OUTRO.Company where he uses his expertise to ideate, validate and execute positive impact projects. His main current project is Repertuá, a platform that connects people with social and natural realities so they can take better decisions for the world. TEDx Ambassador for Brazil, Mario is passionate about creating spaces for people that need to be heard seeking for social justice.

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Contribute

The repertuá project is freely available to everyone. However, it is only made possible through the generous financial contributions we receive from our partners - individuals and institutions alike.

Head to www.repertua.com and get to know our value propositions for individuals, companies and philanthropic organizations.

Do you know someone or are you someone that needs to be heard for us to make better decisions for society and nature? Send a message to mario@outro.company .

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