***VISION***

*"My vision is to enable my family and people on my way to live a better, self-determined life in a healthier and more sustainable world."*

**GOALS**

By 2030, I want to reach 1,000,000 people and inspire them to change their lives to a better one with more self-determination.

By 2030, my family and people of the “World of Freshness” community will be able to create a life that is independent, efficient and self-determined in terms of time, space and finance.

**WHY**

*„The best way to help yourself, is to help and inspire others.”*

I always wanted to become a professional athlete. For a certain time in my life sports, nutrition and everything related to it was everything to me. It was also the only thing I could passionately inspire myself to do. My whole day was focused on getting better and improving my performance.

Then came a serious injury that quickly destroyed my dreams of becoming a professional athlete. This put me into a very dark place and I lost my orientation in life. It took me a while to understand that there was more to life than sport, sporting competition, performance and nutrition, etc. I realized afterwards that exercise and healthy eating are really just the foundation of everything. The basis that gives me the energy to shape my day the way I want to and to achieve my goals.

On my travels through Brazil and Africa, I was able to learn that nature gives us everything we needed and that everything is already there and available. Getting sick once in the Amazon rainforest and once in Angola and finally recovering in no time without pharmaceutical drugs has opened my eyes. We just need to learn how to use our resources properly and efficiently. Consumption of chemical, industrial and material things does not make us happy in the long run, but rather sick and unhappy, as well as harming our environment.

I had the privilege that my family was always there for me when I needed them. They have always been the basis of my strength, even when I did not want to see it for a long time and even fought against it at certain stages. The family is our port, to which we can always return. Our success begins at home!

When my grandparents died, my grandma told me that the only thing she regretted was that she worked too much all her life and didn't do some things like travelling that she always wanted to do. Even though my grandparents worked all their lives, they didn't have enough money to fulfill their wishes and dreams.

These 3 key experiences and the realization that many other people out there have similar experiences, have shown me that we need to change something. This made me start the "World of Freshness" movement. Because we can only really change something if we have a great common goal and help and inspire each other.

**WHAT and HOW**

For me, “freshness stands” for a physical, mental and social well-being at a positive level of life energy.

Many factors have an impact on our “Freshness” and energy levels –such as the quality of our diet, regular exercise, our environment, our environment, the "freshness" and quality of the products we buy and consume, our mindset, our daily routine etc.

For me, the "World of Freshness" is a community of people that is defined by a positive, solution-oriented attitude to life and strives for an optimization of the balance between business, family, freedom and health.

We support each other and want to develop and grow together. We want to make the world a better place and a little bit “fresher”.

This is achieved through an offline and online community on facebook and Instagram as well as local meetings with videos, speaches, challenges, actions as well as seminars and workshops.