

The Fixer's Manifesto

from the makers of Sugru, version 2.0

1. If it's broken, fix it! Everyday practical problem-solving is a beautiful form of creativity, and just a little subversive. **2. If it's not broken, improve it.** A tiny tweak can transform how something works for years to come. **3. And if it doesn't exist, make it.** Everyone is inherently creative—even if we don't think we are. **4. Give your stuff a longer life.** In a world that's full of waste, every fix counts. **5. Disposability is a choice.** When we double the life of our things, we halve what goes to landfill. **6. Resist needless trends and upgrades.** Fixing frees us from the tyranny of the new. **7. Embrace the stuff we already have.** Let's use our imagination to keep it, use it, love it, fix it. **8. A fixed thing is a beautiful thing.** Every fix tells a story. **9. Nurture curiosity.** Anything can be learned by doing. **10. Share your ideas.** With each fix, we build a global movement for positive change.

Fixing is good.

It's good for us, and good for the planet.

So, let's make it a way of life.