

The starting point

The climate crisis. Polarization. Refugee streams. Conflicts. They have one thing in common – they're all caused by human behavior.

But that also means that it is within our power to change the world for the better. Together. Easy in theory, harder in practice.

29k.org can be part of the solution. Humans live – on average – 29 000 days on this planet. Our goal is to make those days count, for everyone.

To drive positive change in the world we need to:

- learn about and connect with **ourselves**
- develop **skills to navigate** an ever-changing, complex world
- relate, **connect**, and **collaborate** with others

Via our free 29k app, we provide scalable tools to learn the skills needed for the 21st century and beyond. And we need you to contribute, connect and inspire together with us.

29k uses three core elements to scale psychological development:

1. **Quality:** Evidence-based tools served in a lovable format
2. **Depth:** Human connection where ambassadors lead the way
3. **Learning:** Practice over time in a safe environment

About 29k

29k is a platform for science-backed courses, exercises and meditations. We provide people with tools and resources to take care of their mental health and nurture their inner development – with the support of others. Our content is carefully crafted and curated by psychologists and researchers from all over the world.

The 29k foundation was started in Sweden by the Norrsken Foundation and the Ekskäret Foundation. With 120,000+ users and an average rating of 4.8/5 in mobile app stores, our approach has proven to scale a shift in how people see themselves, others and the world.

Core tenets of the 29k foundation:

- **Non-profit** with a world-wide change motive
- **Open-source**
- **Co-created** with a global research network
- **Creative Commons** licensed content
- **Free** for individuals

Benefits of collaboration with 29k

Provide followers access to evidence based courses and exercises for

- immediate needs
- life transitions
- growing and living better lives

Can offer help via the 29k app to followers

Help users to get comfortable using the app, leading to more effective help

Grow a global community, helping people to thrive

As more people use the 29k app, the better, stronger and more effective the tools and community become

Creating real change for a sustainable world

We have no commercial interests, only pursuit of the greater good

All money is reinvested back into 29k to create more content and keep it free

29k participates in rigorous scientific studies conducted in collaboration with top global universities

