

#WEAREONE



#WEAREONE-HEROES BEHIND THE MASK A CAMPAIGN EMPOWERED BY B1-AKT

HEROS BEHIND THE MASK THANK YOU



#WEAREONE

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Thank you, Ambassadors, **Jill Chapman, Umesh Mukhi, Jonathan Midwood.**

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Special Thank you real life **super heroes**: **Abdelhakim B, Agathe C, Ana L, Antoine L, Bogdana N, Corinne D, Cristina S, Eliane B, Hafssa B, Julie C, Razvan M, Ségolene G, Lise C, Laura F, Vasile D, Sophie B, Sophie M, Rania H, Stephanie B, Tristan C, Sara, Nassim, Heroes behind the Shield and Silent Heroes, Silvia Helena Mendes Freire, Face Shield Nova Friburgo Heros.**



1. About the Campaign

Heroes behind the Masks – A B1-AKT Campaign #WeAreOne

1.1. The Campaign on short

The campaign was a B1-AKT, non-profit, project run by B1-AKT's team and volunteers. Messages of **THANKS** and support are being used across social media channels to show appreciation for frontline healthcare workers.

The uplifting messages are part of the **#WeAreOne campaign/ heroes behind the mask**, which aimed to give the public the chance to thank people working on the coalface of the Covid-19 outbreak.

“Like everyone else, we have been blown away by **the dedication and selflessness of those who are battling at the frontline to help us through the Covid-19 outbreak**. We wanted to use our assets and skill set so we can all admiration for them. The bravery of those on the frontline has offered us all a glimpse of the light at the end of the tunnel. **The #Weareone campaign aims to shine a little of that light right back and thank them all**”.

1.2. The Context

As the COVID-19 pandemic continues, **frontline workers are still valiantly reporting to their job sites** and risking their **personal health** to keep the economy in motion and the rest of us **safe**. But to adequately protect these workers, their households, and the communities where they live, employers, policymakers, and other leaders must first agree on exactly who the frontline workforce is.

Failing **to recognize and protect frontline workers** harms our public health and economy. Protecting all essential workers is important, but defining the subset of essential workers who must physically report to their jobs and are most vulnerable to health risks—what we call “frontline” workers—**demands greater attention**.

Frontline workers tend to earn lower wages on average compared to all other workers, confirming the economic disadvantages many of these workers faced even before the pandemic. The **combination of lower wages and higher health risks** puts many frontline workers in the line of fire.

Creating formal definitions of **frontline workers and the essential industries in which they work is an important, technical step to adopt policies that target the most vulnerable workers**. With most experts indicating that a COVID-19 vaccine may not appear for months or years, there is tangible urgency to adopt such technical reforms as soon as possible.

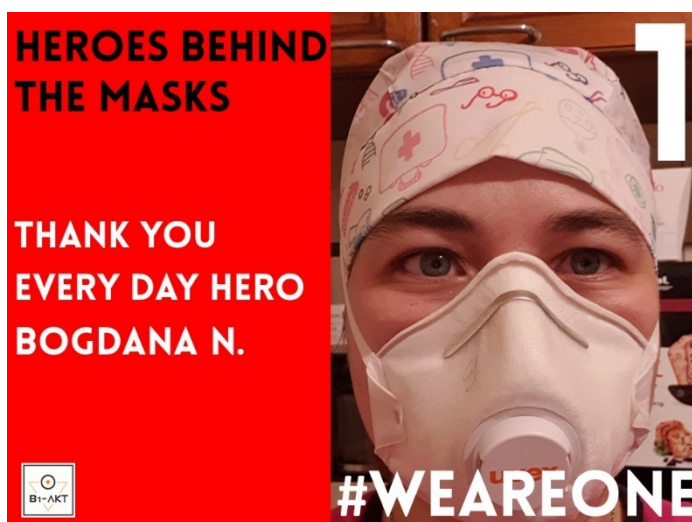
The COVID-19 pandemic **is harming health, social and economic well-being worldwide**, with frontline workers at the center. **Policy responses must be immediate**, Governments should consider adopting emergency measures to help parents manage work and caring responsibilities, reinforcing and extending income support measures, expanding support for small businesses and the self-employed.

**HEROES BEHIND
THE MASKS**

**THANK YOU
EVERY DAY HERO
RAZVAN M.**



1.3. The Launching Message of the Campaign Heroes behind the Masks



Super Man. Wonder Woman, you can take a break. The coronavirus pandemic has called for a new squadron of **real-life heroes** to protect the planet on the frontlines of the crisis. **B1-AKT launches** a series of International Portraits concerning Heroes of the Front Lines against the Covid 19 global pandemic (women and men).

We Are One Social Media Campaign puts a face on the Frontline COVID-19 **Pandemic Response**. The **We Are One** campaign will show people who are making **tremendous sacrifices, putting their own lives at risk** – to

save lives, keeping all of us healthy and safe. That's what makes them heroes!

They need our **thanks** – and our **support!** **So let's say our thank you, very loudly**, but truly invest them with substance: that right now and when this crisis is all over, we will fight alongside you for the conditions and lives you genuinely deserve.

Thank you to the paramedics, midwives, nurses and doctors, overwhelmed. You are lacking in equipment and staff, and you are risking your health to save lives. Thank you, too, to the hospital administrators, managers, secretaries, and other pillars, without whom it would collapse.

Thank you to the cleaners, thank you to those who produce and deliver food and the goods necessary for a healthy existence; to those who keep our transport system operating. Thank you to the teachers who, by continuing to educate the children of key pandemic fighters, allow doctors and nurses to focus on saving lives and the country to function. Thank you to the supermarket workers, your checkouts requiring constant attention and disinfection.

Thank you to all real life superheroes! They are what Hope and Leadership looks like today! **#WEAREONE** Look for **#WeAreOne** on social media and support us by liking and sharing.

Heroes, send us your pictures and your stories! contact@b1-akt.com

French Information

Toute l'équipe de **B1-AKT** a décidé de lancer la campagne #WeAreOne pour remercier tous les **Super-Héros du quotidien**, ceux qui ont été en première ligne lors de la crise sanitaire du COVID 19, qui ont soigné, accompagné, livré, produit, assurer les services de première nécessité, tous les anonymes au cœur d'or caché sous le masque .

#WeAreOne : soyons unis, nous sommes un seul peuple, une seule terre, une seule humanité. Que cette crise à l'instar de ces **Super-Héros du quotidien** nous apprenne la **coopération, la solidarité, l'engagement**. Suivons leur exemple et bâtissons ensemble, maintenant, par chacun et pour chacun, une **humanité meilleure** !

#WeAreOne contact@b1-akt.com Merci à tous de votre dévouement !

A campaign poster for #WeAreOne. On the left, an orange vertical bar contains the text "HEROES BEHIND THE MASK WE SUPPORT YOU" in white. At the bottom left of this bar is the B1-AKT logo. On the right, a man in a grey jacket holds a blue sign that reads "#B1-AKT GLOBAL CITIZENS". The background shows a festive setting with colorful bunting. At the bottom right, the hashtag "#WEAREONE" is written in large white letters. A large white number "1" is positioned on the right side of the image.

HEROES BEHIND THE MASK WE SUPPORT YOU

#B1-AKT GLOBAL CITIZENS

#WEAREONE

1.4. The idea Behind the campaign

The Idea of the campaign was based on call for actions & Recommendations for giving workers respect.

Take action! As a citizen you can:

2. Thank Frontline Workers :

Show frontline your appreciation **for their work** and thank them for what they do to keep us healthy. Update your photos on social media using the hash tag and the Facebook framework **#WEAREONE B1-AKT Campaign**. Make sure to personalize your messages.

3. Send a letter

Call on local leaders to do **more to support frontline workers to enable them to work to their full potential**. Sending a letter can be the first step to getting the attention **of leaders and other politicians**. If you are a nurse or midwife, share your concerns with the people who make **policies that can make a difference**.

**HEROES BEHIND
THE MASK**

**THANK YOU
EVERY DAY HERO
CRISTINA S.**



Take action! As a policy-maker you can:

1. **Invest in education and employment** in a targeted way so universal health coverage becomes a reality everywhere.
2. **Strengthen & improve health services**
3. **Take steps to improve workforce** in order to better target resources and make changes where they are needed most.

Recommendations for giving workers respect:

- **Government and other civic leaders** can do more to recognize the contributions of low-wage workers and give their work public visibility. Collaboration between city leaders and workforce partners around the social media efforts giving frontline workers visibility can be a positive example.
- The **general public** can do more to include lower-wage workers in their recognition of essential workers, including actions such as meal donations to hospitals, public demonstrations of thanks and support, and social media messages.
- The **media** should address the imbalance in coverage of workers, and publish stories, perspectives, and images of lower-wage health workers on the COVID-19 front line.
- **Employers** should provide low-wage health workers with respect, appreciation, more equitable pay and support, and opportunities for training, advancement, and better job quality.

Key messages

- **Heroes behind the mask**
- **Hash tag: #WEAREONE**
- Thank you to all real life superheroes! They are what **Hope and Leadership** looks like today! **#WEAREONE**

Messages and pictures can be sent still be sent via Facebook or at contact@b1-akt.com. Please use the tags #WEAREONE and #B1AKT at the end of the message.

#WEAREONE



1.5. The result

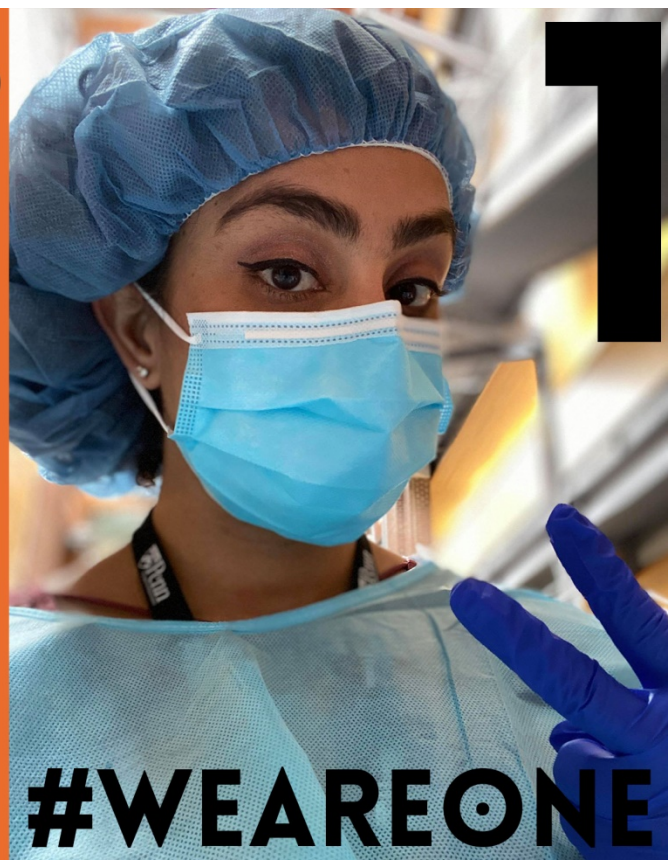
Paris – May 2nd, 2020 – Our campaign supporting front-line workers **have garnered overwhelming support from people across the country**, with thousands of citizens signing on to the campaigns to show their solidarity with essential workers during COVID-19. In one month, the campaign has taken off on social media, reaching over **470,000 people on Facebook, Twitter, and Instagram**, gaining more than **886,000 impressions**, and attracting **thousands of engagements across the three platforms**.

1.6. The Takeaway

It is long past time that low-wage workers who are **essential to our society** are treated with dignity. Employers, colleagues, policymakers, and the general public have their parts to play in finally **giving these workers the respect they have always deserved**. It can change!

HEROES BEHIND THE MASK

Thank you every day Hero Rania H.



2. Our Campaign Ambassadors' Messages

2.1. #WE ARE ONE CAMPAIGN B1-AKT Message of our ambassador JILL CHAPMAN



Social Change Needs Our Soul! We are all leaders.

If we want to be a leader in the **area of social change**, we need to appreciate that learning leadership skills alone will not be enough to make a **positive impact**. If you want to be a **leader of change** that has a **positive social impact**, pause and put the books down, clear the busy diary and make space to look first of all at your **'Soul Compass'**.

It is likely your intuition is telling you that **leading with your soul** would feel a whole lot easier. However, your rational logical brain will want some **good reasons for doing something different**. Here are a few responses to the **logical brain** that could be helpful...

- If we are guided by our memory of being an expert problem solver, we may lead and drive ahead a solution that has worked in the past, only to discover that it is too simplistic and disconnected to make a difference.
- If we are guided only by others' beliefs and their 'soul' purpose, we won't have the energy required to personally take action. We will lose commitment, focus and drive.
- If we are guided by our emotional reactions alone, we may panic ourselves and frantically start more than we can contain and will burnout.
- If we are guided by our ego, we may commit to winning others over to our own idea being the best and only way, and become blinkered and rigid, ignored or at worst win a battle only to find it has caused more problems.

We can reach all kinds of blockages when we use our leadership without a reliable and sustainable guide. The guidance we need to seek out needs to speak to us from a different level of consciousness.

As Einstein taught us **"no problem can be solved by the same level of consciousness that created it"**. We, therefore, need to develop our consciousness awareness at our soul level, and anchor our leadership in this **more stable and sustainable core**.

Without our Soul Compass to guide us there is a big risk that we will give up, burn out, be fighting the wrong battles or winning those that add to the problems we face.

So how can we reconnect with our Soul Compass?

"To Know thyself is the beginning of wisdom" Socrates.

To reconnect with our soul, we need to truly know our self. We need to internally inquire about who we are, what we are passionate about, how we **want to be in this world**.

Clearly **social change is needed and one person alone**, however intelligent, cannot solve the **complexity of issues** surrounding us in areas such as **climate change impact**, our **global mental health crisis**, unprecedented levels of displacement and **migration**, and massive **economic inequality**.

Within a **collective purpose, shared values and intentions**, our **soul compass** allows us to **authentically collaborate in finding solutions to these complex issues**.

In doing so we sustain ourselves, each other and move with focus and agility to keep on the path that they all deeply believe they should be on.

However, one person guided by their soul compass, alongside others guided by theirs, has a chance to **understand and change the systems** that are creating and sustaining the problems we are facing right now. **Could that person be you?**

HEROES BEHIND THE MASK

**Thank you
every day Hero
Sophie M.**



Let us hear it from our **Wise Leader & Soul Hero Jill Chapman:**

” In these unprecedented and scary times B1-AKT are a **sustainable anchor** that provides welcome reminders of the wonderful qualities we have as a human race.

Shining a light on how when **we build bridges**, let go of what divides us to notice what **connects us**, and interact from the **heart as well as the head** – how life becomes abundant and robust in responding to threats and fears. As always we achieve and thrive more together than apart.

This campaign strikes me as one that activates our sense **of hope and gratitude**, such important qualities for **creativity and innovation for transformational change** as we step out into an emerging and uncertain future. Turning towards **the heroes that are around us** and the **hero within us** in this way of heartfelt admiration and appreciation of them and their leadership is such a positive movement to be part of and is really energising and fulfilling.

Our work at Create Seven aligns so much with this campaign, **positive activism** in this way is being illustrated around the globe as powerful. The GAIA movement from the Presencing institute, of which we are proud to be part of, is a good representation of this too with over 6000 people connecting, acting and regenerating with true heartfelt purpose on real world projects for transformation.

With such a force and wealth of energy directing attention and growing awareness in areas such as **every-day leadership heroes**; the letting go of binary constructs that divide; reconnection to nature and us as nature; the visibility of the **potential of goodness** that can be activated in humankind, and the growing demand for **imagination and innovation** on a kinder and **more sustainable future** – the outcome has to be a brighter future that holds all of life more equally within it. ” #postconventional leadership #presencinginstitute #theoryU #kindnessandcompassion #newleadership #regenerativeleadership

Thank you for your “**soul hero**” contribution Jill Chapman!

Jill Chapman is the founder of Create Seven, Create Network and Director of the **Create Community Network**. She is an HPC Registered Occupational Psychologist. She is a **highly experienced facilitator, coach and mindfulness trainer**, and is qualified in a wide range of tools and instruments to enable people to achieve their full potential. She has international experience working in public, private and not for profit sectors.

Jill uses **Mindfulness, Acceptance and Commitment Training** and a range of psychological tools and techniques in her work with her diverse range of clients from Board members to graduates and participants in Create Community Network’s programmes. **#WEAREONE**

Watch the full video here: <https://www.youtube.com/watch?v=7TNgiGhBcFQ>

2.2. #WE ARE ONE CAMPAIGN B1-AKT Message of our ambassador JONATHAN MIDWOOD

“Our world needs more heroes” Albert Einstein.



Heroes come in many forms, young and old, male and female, who are mostly ordinary, everyday people whose acts of heroism qualify as extra-ordinary.

The defining qualities of heroism are: **intentional action in service to others in need, or to humanity by defending a moral cause**, aware of potential risks and personal costs.

Anyone can be a hero at any time an opportunity arises to stand up for what is right and just. **Heroism can be learned, can be taught, can be modeled, and is should be a quality** of being to which we all should aspire.

The Everyday Hero, is the person who smiles at you on an off day. The Everyday Hero is within every single human being on

this planet, **you, me, others**. The Everyday Hero is expressed by simple, ordinary actions. Everyday Heroes do simple acts; acts of kindness, courage, and love.

The “**We Are One Campaign’s**” aim is to bring out the **hero that lives inside of each of us**, and its goal is to make the world, OUR world a better place.

From Thoughts, to Words, Words to Actions, and from Actions to Social Change, we have the planet’s destiny in OUR hands. But how do mere thoughts and words change reality? They must reflect the personal virtues of integrity, compassion, and wisdom that all people possess, but sometimes don’t realise it.

They respect its existence and seek to emulate it, but often fail to realise it is in their reach. Next, **the words must embody a commitment to action**, and the willingness to risk the consequences of a thoughtful decision to act on behalf of others in need, or in defence of a moral or social/political cause or principle.

Putting words into action is akin to socially-engaging in compassion. That act alone entails suspending our usual egocentric preoccupation while replacing it with the desire for socio-centrism, and our well worn behaviour to ‘self’ not other.

We need to foster a genuine concern about making the Human Connection with others in our real lives. In sum, when words reflect our considered thoughts and are based on vital core values, they spark the “heroic imagination” within each of us.

The **Heroes quest can become reality**. You can help to make the world a better place: We hope to inspire you to share your everyday heroes with us, and want to know why **we need heroes in the world**.

Are you ready to stand up and be a hero?

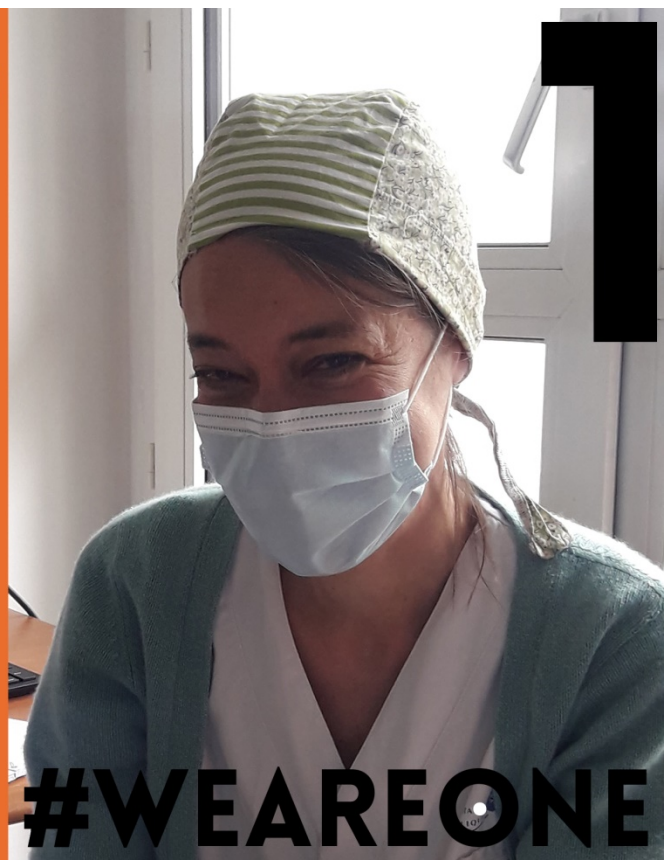
Jonathan Midwood is the Founder of “Head to heart network”. He is the perfect example of a sustainable shaper and builder of better futures.

Head To Heart Network’s philosophy is simple. H2HN’s main aim is to **create personal growth** through the practice of mindful, present awareness and to help everyone **develop positive self-insight**. H2HN plans to collaborate with inspired and progressive thought leaders to aid ‘seekers’ in their own journey to find happiness.

Watch the full video here: https://www.youtube.com/watch?v=tluluF4SiKo&feature=emb_logo

HEROES BEHIND THE MASK

Thank you
every day Hero
Sékolène G.



2.1. #WE ARE ONE CAMPAIGN B1-AKT Message of our ambassador UMESH MUKHI



The power of words should never be underestimated. Words have **power and deeply influence** our lives. They **seep** into our consciousness and influence our emotions and our behavior. They **shape** how we **see the world**. Words consist of vibration and sound. It is these vibrations that create the very reality that surrounds us.

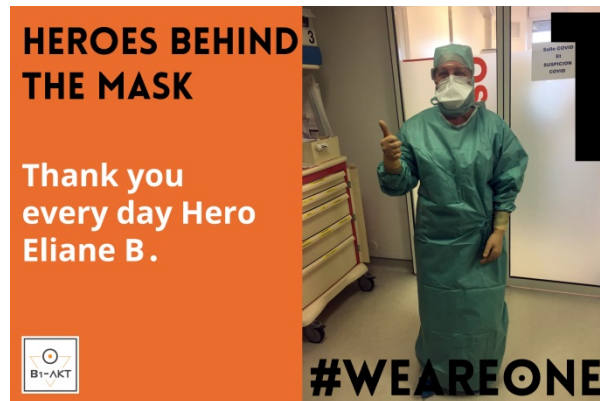
Words are the creator; the creator of our universe, our lives, our reality. In expert hands, manipulated deftly, words take you prisoner.

Wind themselves around your limbs like spider silk, and when you are so enthralled you cannot move, they pierce your skin, enter your blood, numb your thoughts. Inside you **they work their magic...**

Watch the full video: <https://www.youtube.com/watch?v=JgyBIBXqUd4&feature=youtu.be>

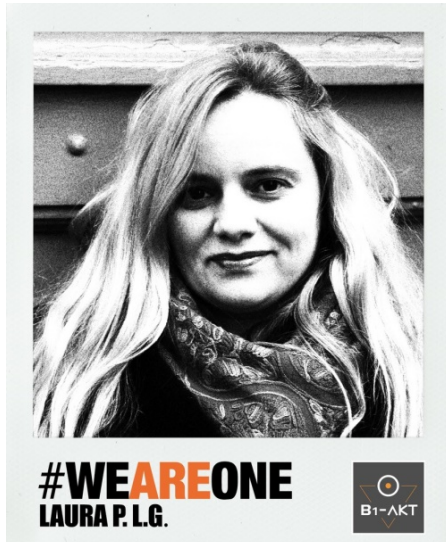
Thank you inspirator Umesh Mukhi for your “heroes behind the masks” contribution #WeAreONE

Umesh is a Professor of Management, Multicultural professional, possessing educational and working experience in Education and Diplomacy across Europe, Asia and Latin America. He is passionate about **pedagogical innovation** for creating **enhanced learning experience**. Interests: Program Co-ordination, Leadership, CSR, UN SDGs, Sustainable Development, Organizational Behavior, Management Research and Teaching, International Relations, Educational and Cultural Diplomacy, Telecommunications.



3. Our Founders & Team Statement during #BlackLivesMatter

All Humanity is ONE: Togetherness #Weareone/a B1-AKT Statement



“Today, we are faced with many challenges. Some of those are: seeing **human dignity** in the faces of the **poor**, the **migrant** and the **elderly**; seeing our responsibility for many of whom live in abject poverty; seeing our responsibility for educating our children.

So long as one, **marginalized human being** is considered a “problem” to be solved, we will continue to experience division and an **absence of peace**. Not even our brightest minds know how to put the world back together again.

But every single one of us knows what the face of the human person looks like. If we get that right, we stand a far better chance of getting other things right, as well. The time has come for our civilization to **evolve** from a competitive, scarcity and

local mindset, **to a collaborative and global mindset**. The time has come for us to deeply listen, further educate ourselves, and take new levels of empathetic action.

We often write about innovative thinking, **optimism**, **problem-solving** and **global mindsets** but the events of the past weeks have shown us the extraordinary pain and collective anguish. Discrimination, prejudice, and violence cannot and will not be ignored!

We have often taken a non-political stance, focusing on the proliferation of **entrepreneurial mindset** and **sustainable innovation** independent of political whims.

However, this is no longer a political issue. It is a moral one. One that stands at the core of our **shared humanity**, our ability to lift each other up as we pursue a **future** that is hopeful, positive, just and **sustainable for all**.

Conversation and **education is power**. And now, more than ever, learning and having open conversations both at home and work about racism and **social justice is critical**. We are not born racists, we are taught that way and it is our role to change the ways we educate our children.

We must realize the potential and possibility, the interrelated and overlapping ethical streams, the value of different ways of being and knowing, the profound skepticism we should give our own efforts, and the chance to **bring people together peaceably, equitably, respectfully**.

Our efforts must be **rooted in the reality** we have, **but visionary** in terms of **imagining then creating a better tomorrow** that more robustly recognizes **all people equally**.

We are on the way and different people will serve different ways. As engineers developing sustainable buildings, as editors allowing **voices to be heard**, as teachers, as writers, philosophers, making sure peace, justice, and diverse cultures are part of the curriculum and writings, we will work toward it. We will address specific problems. This is where the ideas are transformed into impulse, **action and positive impact**. Let us move into the business of healing and repairing injustice. We cannot do it without you! Joins us into shaping a Better Future and Building a better Humanity!" **#WEAREONE**

With respect, B1-AKT Founders.

“Nous ne sommes qu’une terre, qu’un peuple, qu’une Humanité”



L’impact de la mort de Georges Floyd et le mouvement de mobilisation **Black Lives Matter** nous rappelle deux choses, **le refus de l’injustice et de la discrimination** ainsi que le besoin de sens, d’identité, d’appartenance.

Blanc et Noir ce mouvement l’est, comme un pavé mosaïque. Il doit trouver son équilibre dans l’universalisme de son message qui sera le garant de son **impact sociétal positif**.

En effet, ce mouvement, est inévitablement **porteur des frustrations, révoltes**, mouvements de replis communautaires, rejets des institutions, de la police, et amalgames divers propices au chaos.

C’est également un **élan de fraternité, de solidarité, de refus de la discrimination et d’espoir qui transcende les communautés**. Il est bénéfique quand ses messages sont ceux de **justice, d’égalité entre les hommes, de dignité, et d’unité humaine**. N’oublions jamais que nous ne sommes qu’une terre, qu’un peuple, qu’une **Humanité**. Pour cela nous devons chercher à œuvrer ensemble, à construire un monde (en) commun, le Notre.

Bâissez une humanité meilleure et soyez les acteurs évolutionnaires du monde avec nous! **#WeAreOne**

B1-AKT Team Statement during #BlackLivesMatter



These recent weeks and months have been **marked by pain, fear and anger** not just by the devastating effects of COVID-19 on the lives of our loved ones and our communities, but also by the ongoing **global systemic and institutional racism** that still exists.

Unlike, COVID-19 which has impacted the lives of billions of people in the past few months, systemic racism has been prevalent for centuries. Just **as solidarity is critical to tackling COVID-19, solidarity is key to dismantling structural and deep-rooted racial inequalities**. Systemic racism and COVID-19 are pandemics that we need to eliminate. It is not enough to simply commit our voices, thoughts and words to ending racism; we must show our work.

B1-AKT hereby reaffirms its **longstanding commitment, and pledges more fully, to act in solidarity with those who are targets of this violence and inequity**. The differential valuing of life, of achievement, of opportunity, and of intellectual and cultural contributions based on which racialized group one is thought to be a member of is manifestly unjust.

It compels us to repeat, internalize, and act upon the affirmation that Black lives matter. Black lives do matter, and our collective practices, discourses, policies, and laws must reflect this. **Black lives matter for the same reason that everyone's life matters.** This is a moment of critical interrogation, of reform, of recognition that the restrained approaches to diversity and inclusion that have been happening over the past decades are not even remotely enough. **Thank you to everyone in the B1-AKT community who is proactively breaking the silence and pushing for real justice, diversity and inclusion. Until that world is achieved, we stand in solidarity.**

Take Action:

- Speak up -on your experiences as a Black, Asian and minority ethnic Person we will publish it via our Newsletter
- Stand up -against systemic racism. Standing up and speaking out has to involve all voices. We will be organizing a series of events and help provide examples of **positive actions** that you can take to combat racism in its explicit or subtle form.
- Write up- share your thoughts on positive actions to lead **against violence and xenophobia.** Your responses will be incorporated under a shape of a white paper report with a purpose to build sustainable **policies of a more inclusive society.**

HEROES BEHIND THE MASK

Thank you
every day Silent
Heroes.



4. B1-AKT presentation

B1 –AKT Leading Sustainable Strategies & Paragon Communication is a French Company registered RCS of Paris, under Siret N°: 80173997000011, Intracom VAT number: FR 65 801739970

Mission: Consultancy Business –B1-AKT is an international company implementing **Sustainable strategies, paragon communication solutions and innovative Labs**. At B1-AKT we implement sustainable development and sustainable solutions, create long-term, global change, by using innovative tools and sustainable strategies to get there.

Simply put, with us, innovation is finding and applying new approaches to address existing problems or serve unmet needs. From a development perspective, we provide innovations as new solutions with the transformative ability to accelerate positive impact. We are passionate **change makers** and our actions are based on **collective Intelligence** collaborations worldwide. We are leading experts in complex project steering, facilitators, event makers, Global Citizenship actors, sparring partners, **knowledge generators and providers**, intercultural dialoguers, mediators and more. We are a natural partner for public, private and civil society, but also cultural-oriented organizations, nationally and internationally.

We bring together diverse stakeholders that represent refugee communities, academic institutions, private and state institutions, entrepreneurs and investors who are co-creating an enabling environment to develop tangible and sustainable solutions, **responding to the multidimensional challenges** of complex crisis, helping to **build inclusive communities**.

*“We are inspiring leaders working to **create transformational change**.*

*Our work is **diverse**.*

*Our approach **transnational**.*

*Our goals are **unique**.*

*But we stand united in our purpose: **build a brighter and sustainable future**” #WEAREONE*

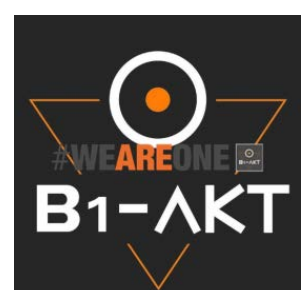
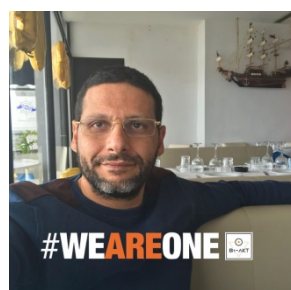
5. ANNEX

1. Campaign Social Media Framework Examples & ACTIVE CITIZEN SUPPORT



Join our movement and build a better Humanity by using [#WEAREONE](#) hashtag and by choosing the Facebook framework for you profile picture: WE ARE ONE CAMPAIGN B1-AKT by [Laura Iuliana](#)

Joignez-vous au mouvement et bâtissez une meilleure humanité en utilisant le hashtag [#WEAREONE](#) et en choisissant le cadre Facebook pour votre photo de profil : WE ARE ONE CAMPAIGN B1-AKT par Laura Iuliana.



2. Facebook Profile Examples



3. Heroes behind the Masks #WeAreOne- focus on “Face Shield Nova Friburgo” Project



The project – **Faceshield Nova Friburgo** – was developed by professors of UFF (Universidade Federal Fluminense) and UERJ (Universidade do Estado do Rio de Janeiro) in Nova Friburgo along side with Persona 3D company, in response to the COVID-19 Pandemic. The chief researcher of the project **Edgard Poiate** (Professor at UERJ/IPRJ) tells: « In the week of March 15, I started thinking about how an engineer could help during the pandemic. I saw several initiatives in the world, from the

production of alternative Personal Protective Equipment (PPE) to the attempt **to design, build, test, validate respirators, within an unworkable timeframe.**

It was on the 21st that the final “push” occurred. My friend, Jano Alves de Souza (doctor and professor at UFF), who invited me to help develop a **facial protector**, along with the news received by my wife Isis Poiate (professor at ISNF / UFF) of the first death of a Dental Surgeon due to the lack of adequate PPE for COVID-19. »

We took advantage of the cities industrial park as well as academic potential to develop **partnerships between universities and industries.** The result was a **large scale production** of Face Shields to effectively **protect healthcare professionals** in Nova Friburgo, the mountainous region of the state of Rio de Janeiro and also to any part of Brazil or the world, **free for everyone.**

The production of facial protectors is exclusively non-profit and will be entirely donated to health institutions to mitigate a shortage of PPE (Personal Protective Equipment) for these professionals. Various healthcare professionals have tested and approved the equipment. The product consists of three parts: **the frontal support, the visor and a posterior elastic.** The **manufacture** of the components is **collaborative.** Different partners are in charge of manufacturing each one of the components and the raw materials were all donated to the project.

Within one month, **we were able to distribute over 24,000 Faceshields and we estimate donating over 85,000 by the end of the project.** Together we are taking care of the health professionals, who fight in the frontlines against the Pandemic.

More on : <https://faceshieldnovafrib.wixsite.com/faceshieldnovafrib> #WEAREONE

HEROES BEHIND THE MASK

Thank you every day Heroes.



#WEAREONE

HEROES BEHIND THE SHIELD

Thank you every day Heroes.



#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Heroes.



#WEAREONE

HEROES BEHIND THE SHIELD

Thank you every day Heroes.



#WEAREONE

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4. Post example

ENGLISH: International Year of the Nurse and Midwife

2020 is the International **Year of the Nurse and Midwife**! As in many other countries, people have been applauding to demonstrate their respect for medical staff. Nurses should not be “**Heroes, just for one day**”. Nurses are suddenly called heroes, though their **work has always been meaningful** and saved lives, not just during the COVID-19 crisis. Even **before the COVID-19 outbreak**, it was known that hospitals in many countries were suffering from years of budget cuts.

So let's say our thank you, very loudly, but truly invest them with substance: that right now and when this crisis is all over, we will fight alongside you for the conditions and lives you genuinely deserve. #WEAREONE

HEROES BEHIND THE MASK

12th of MAY
International
Nurse Day

The logo for B1-AKT, featuring a stylized yellow star with a black dot in the center, and the text "B1-AKT" below it.

A photograph of a female nurse in full personal protective equipment (PPE), including a blue surgical cap, a blue face shield, blue gloves, and a blue gown. She is standing outdoors in front of a building with a glass facade. A large black number '1' is overlaid on the right side of the image.

#WEAREONE

French : Soyons humains, juste humains #WeAreOne



“Ce que la crise sanitaire a créé, c’est **une prise de conscience** du dévouement de ceux souvent les moins valorisés ou envers lesquels nous avons une indifférence polie ou méprisante – livreurs, soignants, instituteurs ou petit personnel en général. Le confinement appelant le questionnement nous avons redécouvert ce qui est essentiel pour chacun comme au niveau collectif, santé, **protection, solidarité, liberté**. A l’aune des troubles, des doutes et de l’introspection apparaissent les **aspirations aux changements profonds** et interrogations sur les fondements mêmes de nos sociétés.

Or, pour que les mercis ne soient pas des oublis rapides, prolongeons la réflexion et la conscience : nous sommes **un peuple, une humanité, une terre**. Ce que nous devons valoriser, ce n’est pas la guerre – fusse contre un virus, martelée par les dirigeants mondiaux – et le repli sur soi, mais **la coopération et l’intelligence collective**. Les problèmes que nous avons créés sont désormais mondiaux et touchent l’humanité. Leurs **solutions** ne peuvent être que **globales** et impliquent de **coopérer**. Allons encore plus loin, et abandonnons les veaux d’or, les influenceuses et la superficialité, la défiance, les drones et le tout-sécurité.

Bâtissons un projet humain dans lequel notre **développement sera durable, chacun reconnu, libre et respecté**, où sera valorisé, plus que la recherche du profit, l’apport à l’humanité. Ne cherchons pas à être des héros du quotidien, **juste des citoyens, des humains, juste humains, responsables de nous-mêmes, des autres, et de la planète**. Car nous ne sommes qu’un peuple, qu’une terre. N’ayons pas foi en l’humanité.

Construisons la. Devenons une **Humanité élevée, consciente et responsable. Soyons humains, juste humains**”. Y.L.G. #WEAREONE



5. Real Life Heroes we support you! MEET THE HEROES

Despite the hardships and health risks, millions of essential frontline workers continue to do their jobs during the COVID-19 pandemic. These hardworking heroes are keeping the rest of the citizens fed, picking up their trash, providing them life-saving medicine, delivering their groceries and packages, preparing their food, cleaning their hospitals, caring for those who are most vulnerable, and keeping us safe—often while earning low wages and few benefits. **#WESUPPORTYOU**

HEROES BEHIND THE MASK

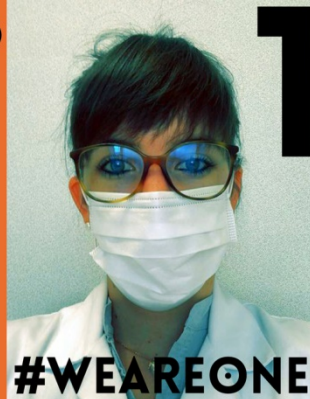
Thank you every day Hero Abdelhakim B.



#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Agathe C.



#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Ana L.



#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Antoine L.



#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Silent Heroes.



#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Silent Heroes



#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Heroes Sara & Nassim




#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Ségolène G.




#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Sophie B.




#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Sophie M.




#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Vasile D.




#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Rania H.




#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Lise C.




#WEAREONE

HEROES BEHIND THE MASK

Thank you every day Hero Laura F.




#WEAREONE

HEROES BEHIND THE SHIELD

Thank you every day Heroes.



#WEAREONE



HEROES BEHIND THE SHIELD

Thank you every day Heroes.



#WEAREONE



HEROES BEHIND THE SHIELD

Thank you every day Heroes.



#WEAREONE



HEROES BEHIND THE MASK

Thank you every day Heroes.



#WEAREONE



HEROES BEHIND THE SHIELD

Thank you every day Heroes.



#WEAREONE



HEROES BEHIND THE SHIELD

Thank you every day Heroes.



#WEAREONE



HEROES BEHIND THE MASK

12th of MAY
International Nurse Day



#WEAREONE



HEROES BEHIND THE MASK

Thank you every day Heroes
Stephanie B. and Tristan C.



#WEAREONE



6. Our B1-AKT community works towards enabling positive impact. Are you in?

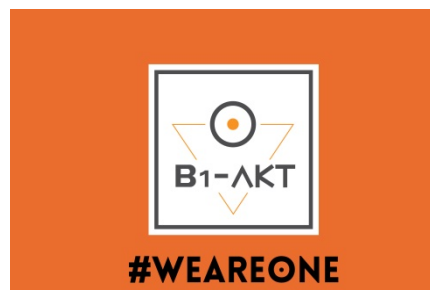
We prepare you to seize **smart opportunities** and **empower you to learn, connect, and innovate**. We offer educational programs, workshops, labs, enterprise sustainable strategies, wise leadership, and innovation programs; programs to support and scale startups and promote **positive social impact**. Our B1-AKT **community is a global learning community** that tackles the worlds most complex challenges and builds a **better humanity for all**.

The B1-AKT community includes **entrepreneurs, corporations, global nonprofits, and academic institutions**. Our community is **driving positive change** in the areas of health, environment, education, energy, smart territories & cities, prosperity, resilience, migration, education, social inclusion, ecosystems, art and humanities, **peace** and **governance**. Our community is growing by the day. We would like you to join us!

Take action/ what you can do:

- **Explore our Blog** –Latest News: <http://b1-akt.com/latest>
- **Subscribe to our Newsletter**: <http://b1-akt.com/newsletter>
- **Adopt our Credo & Values**: Declare that you're committed to the values and principles of B1-AKT by tagging us #WEAREONE @B1-AKT
- **Become our Partner**: Introduce a culture of entrepreneurship, sustainability & innovation and grow your professional network. contact@b1-akt.com

For more impact please download our B1-AKT Impact report here: <http://b1-akt.com/b1-akt-impact-report-2015-2020>



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7. FINAL WORDS and THOUGHTS



Today, the pandemic has resulted in **tragic loss of life**, disproportionately impacting the poor and those with underlying health conditions, and **devastating lives and livelihoods**. Through these **challenging times**, we have all been inspired by a new definition of the term “essential” — a realization that material things may not be critical, but **people are**. **Essential workers are our everyday heroes and deserve to be recognized and celebrated, now more than ever.**

We know from experience that every disaster brings stories of **everyday heroes**: first responders, service providers, victim advocates, relief workers, and others. Many of the **everyday heroes emerging in this pandemic** signed up for jobs considered **high risk**, and none realized they would be asked to give up daily wages, time with friends and family, and even the simple reassurance of a human hug.

They need urgent as well as long-term support. These frontline workers are standing up for us today. We need to stand up for them !



Over the years, **philanthropy has risen** to the occasion time and time again to find cures, help those in need, and chart a path toward a more equitable future. This moment calls on us to do all these things faster and at an unprecedented scale than ever before.

Now is the time **to prove our commitment to both immediate and long-term impact**. Right now, all of us who care about advancing the **common good should make a point** of supporting our heroes and any small business still allowed to operate and doing so safely.

The public can still submit **photos and messages** of support **via Facebook** (<https://www.facebook.com/B1-AKT-Leading-Sustainable-Strategies-Paragon-Communication-860366217309140>) or at contact@b1-akt.com.

Please use the tags **#WEAREONE** and **#B1AKT** at the end of the message.