



**B1-AKT /  
IMPACT REPORT**

# **IMPACT REPORT 2020- 2021-B1-AKT**

## **UPLIFTING HUMANITY**

**[WWW.B1-AKT.COM](http://WWW.B1-AKT.COM)**



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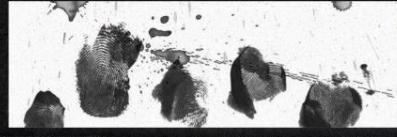


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Simon Félix  
charge : Future





# 1. IMPACT REPORT 2020-2021

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Welcome to the **B1-AKT Impact Report**. This report brings together and describes the many **positive changes** that we bring about for the **people, enterprises, and communities** that we touched in France and overseas.

We recognize that to be a **sustainable** enterprise we must also be an effective one; continuing to create social value for our many stakeholders and adequately communicating this value to all.

**B1-AKT** already gathers a range of **qualitative and quantitative performance** information. This includes internal monitoring data as well as external evaluation evidence. This ensures that the progress of each project, service, and programs can be systematically tracked and that performance can be routinely reported to our stakeholders using agreed Key Performance Indicators (KPIs).

We also recognize the importance of having an **outcomes focus**; articulating clearly the changes that we seek to bring about and then counting what really matters in this respect. This is the essence of our growing interest in the field of **social impact measurement**. In recent years we have diversified our activities and our services. We are aware of the **economic** and **social impact** but recognize the need to systematically gather and share this evidence with others.

Against a backdrop of continuing economic turbulence and public sector austerity, we were therefore able to bring forward a range of programs that were **designed to achieve significant economic and social impact**. This report describes the ways that we **brought about change** and uses relevant evidence to illustrate our **main achievements**.

The report is intended for our **staff teams, local and international partners, and numerous other stakeholders** who share an interest in our work. We hope that you enjoy reading the report and that it adequately conveys the **incredible contribution** that everyone at the **B1-AKT** made towards achieving our **sustainable impact**.

“The report has been written to shine a light on the most **significant impacts** created by B1-AKT for five years. It explores our **impact on people, enterprises, communities, and on a national and international stage**. This document is intended **to bring together the evidence that we collect and to report on it in a clear and accessible way**”. B1-AKT TEAM.



## 2. ABOUT US

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**B1-AKT** is an organisation with a proud history and pioneering spirit. We have remained true to our core purpose, while continually extending our **reach, influence, and impact**.

For more than eight years, B1-AKT has worked to bring a **business perspective** to the achievement of social and economic objectives. From relatively modest beginnings, we have steadily grown our impact across France and internationally.

We are implementing Sustainable Strategies, Paragon Communication Solutions, and Innovative Labs. **B1-AKT enables a network of global shapers, driving dialogue, action and implementing change.** We work with companies, institutions, and political parties to develop strategic responses as to maximize their impact through **sustainable solutions & ecosystems**.

At B1-AKT we implement sustainable development and 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 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".***

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# VALUES

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“Our work is based on the values of **democracy, diversity, trust, freedom and solidarity**. These values are the cornerstones of our societies and of the interdependence between countries in Europe. Underneath all of this lies the **power of sustainability & communication**”.

## Our Values:

- Responsibility and sustainability – We act responsibly for the benefit of society and the environment.
- Trust- Our ecosystem relationship is built on trust.
- Integrity-We will meet the highest ethical and professional standards.
- Result focused- Our actions are result-focused. This allows us to create a sound basis for the social initiatives of the company.
- Entrepreneurial-We take entrepreneurial responsibility and pursue our goals with determination.
- Diversity- We appreciate and encourage diversity for the enrichment it brings and see it as essential for our success.
- Leadership-We lead and apply wise leadership

Key words: **Social entrepreneurship and sustainability//hybrid identity// global citizenship// intercultural dialogue// transnational frameworks.** B1-AKT fully subscribes to the UN Global Compact whose 6th principle states that “business should eliminate discrimination in respect of employment and occupation,” as well as the Universal Declaration of Human Rights principles.

# FOUNDERS

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Laura and Yannick support the daring idea of building societies with greater equality, sustainability, and solidarity. They actively seek, support, and connect individuals that can make a difference and take part in society. They believe that the extent to which we communicate, learn, collaborate, and coordinate our actions in a sustainable manner will determine the fate of humanity and the quality of life for current and future generations.



# LAURA PETRACHE

Visionary Entrepreneur// Global Sustainable Leader// Change Maker.

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**#BEONEHUMANITY**  
LAURA PETRACHE

Founder at B1-AKT Leading Sustainable Strategies & Paragon Communication and Migrant Integration Lab. Laura holds a "Literature and Languages" PHD.

Involved in the world of politics she is highly active in supporting and advising political figures as senior political adviser. Her life and background are international, her experiences intercultural. Laura strongly believes that creativity drives innovation, **innovation drives entrepreneurship**, and entrepreneurship drives sustained economic growth.

"Trans-nationally, trans-lingually and trans-culturally" are the key words she uses for a "sustainable future".

As a fellow for the Change Makers Alliance, Laura shares "Humanity" and builds a better world. As builder of sustainable communities, she fosters cohesion and gender equality.

Presently, Laura continues her activity as lecturer concerning entrepreneurship, sustainable development, public policy implementation, innovation, and archetypal communication.

Being an Intercultural Mediator, a Fellow, a Change Maker and Mentor is what she does best. As mentor, she cares about the **future of democracy and the wellbeing of generations to come**, helping young people believe in themselves and their abilities to improve the world, as to create **positive social impact**. As a fellow for the Change Makers Alliance, Laura shares Humanity and builds a better world! **Follow her on social media:**



## 20 years+ of initiating sustained results and effective change

Tags: Entrepreneurship//Social Innovation// Co-evolutionary Leadership//Win Cube//Axiological Action//Humanistic Management//Sustainable Policies//Transition Design//Social Design// Inspirator//Paragon Communication Leading Expert-Motto design// Innovation – Intercultural Expert//Capacity Building// //Network aggregator//Inspirator//Mentor//Story Teller



# YANNICK LE GUERN

Innovative Entrepreneur// Global Shaper // Wise Leader

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Yannick Le Guern, President and Founder of the company B1-AKT Leading Sustainable Strategies & Paragon Communications offers an example of today's **global sustainable leader & change maker**: internationally experienced with the ability to turn experience into value creating opportunities that serve both his organizations and the world.

Yannick studied at the renowned University of Paris IX Dauphine where he obtained a PHD in Strategic Management and Organizational Sociology. Actively involved in global sustainability, public **policy implementation and politics** he

started his career during, Jospin Government, as high leading technical advisor.

A few years later, he participated in the strategic reorientation of the renowned Advancia-Novancia Business School and created a Master's degree in Entrepreneurship. Already concerned by the will to **develop sustainable projects**, he introduced in France the new concepts on the responsible, social and **sustainable entrepreneurship**.

Presently, Yannick continues his activity as lecturer concerning entrepreneurship, complex projects steering, public policy implementation, leading and strategic management. His focus would eventually shift towards creating strategies for sustainable leadership that also addressed pressing human problems. He recently launched an **unparalleled network for global sustainable change** the "Global sustainable leaders' network" together with other sustainable and change actors. **Follow him on:**



## 20 years+ of initiating sustained results and effective change

Tags: Co-evolutionary Leadership//Win Cube//Axiological Action//Humanistic Management//Sustainable Policies//Transition Design//Social Design// Influencer//Archetype Communication//Deep thinker//Public Policy Implementation //Entrepreneur -Lecturer-Innovator// Researcher//High Political Adviser-Journalist//Change Maker-Network Aggregator//Strategy and complexity Expert



## 3. WELCOME TO A NEW ERA

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### ACT TOGETHER

"2020 was marked by the arising of a global pandemic that fragilized the world's economy but even more so already vulnerable communities. As we look back on — and begin to move forward from — a very challenging 2020, we want to first thank our employees. Their **resilience and commitment** got us through this past year and give us confidence for a better tomorrow. When it mattered most, they rose to the occasion, finding new ways to support one another. Our company also came together to **advocate for systemic change** and to be a meaningful part of the solution in the fight against racism, injustice, and inequity. We launched new programs and initiatives that have **helped to support small businesses, amplify diverse voices to inspire and inform, and provide resources to underserved communities.**

Ultimately in all that we do, our mission remains the same —B1-AKT provides the sharpest Business strategies, Impactful activities & Leading communication that meet the needs of the enterprise and its stakeholders today, while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future. We use our programs to help elevate potential and open opportunities for success. And we do this with an exceptional team of collaborators and partners — because together, we can create a stronger future for all. **#UpliftingHumanity.” B1-AKT Founders.**

### THE CHALLENGE

Covid-19 is exacting a terrible human toll. The pandemic's tragic effects start with human lives and health and ripple out to schools and learning, businesses, and employment, and beyond. In a period unlike any other, **our team has mobilized to help the private, nonprofit, and public sectors meet enormous challenges.** We have helped our clients navigate the crisis and prepare for the future, volunteered time and expertise, and made financial contributions to aid communities in need.

Here we describe how we have responded on three critical dimensions: continuously **building societal positive impact, frontline support and preparing a sustainable frame** for the future by **supporting schools, organizations, and individuals.**



## FOREWARD “UPLIFTING HUMANITY”

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This year, the report takes on special meaning. The year 2020 was immensely different from any in our history. Covid-19 began its spread across the world in heartbreaking ways, and the fight continues today to end this pandemic.

Devastating wildfires underscored the fragility of our planet and the clear and present threat of climate change. Tragic injustice revealed how much more we must do as a society to advance equity and social justice in our communities and countries. Millions struggled to put food on the table and a roof over their heads as the pandemic was on the rise...

Yet, the events of 2020 spurred us into action, bringing us closer together as we supported one another, our clients, and our communities in a time of deep need. This journey continues. This report shares just some of our many achievements from 2020 through 2021. While we are proud of our accomplishments, we know there is so much more to be done. As Sylvia Earle says, ‘many of us ask what can I, as one person, do, but history shows us that everything good and bad starts because somebody does something or does not do something’.

Remember that even though these efforts are minuscule compared with the magnitude of the challenges we are facing, they play a vital role, and they significantly contribute to redirecting our path towards a better humanity and a better world.

Remember that individuals have a growing potential to act as agents of transformation. This power can be backed up by the integration of interest groups in collectives, in order to achieve improvements more quickly and to have a greater impact. Overcoming the many challenges confronting our world requires leaps forward by every organization and we know that together we grow stronger! Therefore, we invite you to act!

Let us dive in!



## 4. OUR IMPACT

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"You cannot get through a single day without having an **impact** on the world around you. What you do makes a difference, and you have to decide what kind of **difference you want to make**". Jane Goodall.

**When a business or project is based in a community it makes an impact on that community. Social impact is about making sure that's as positive as it can be and reduces the negative impacts that a project might have.**

### What do we mean by Impact?

The word **impact** can be replaced with words like '**change**', '**effect**', '**outcome**', '**benefit**' and '**result**', but they all largely mean the same thing. Your impact may be the difference that you make to those who directly use your service, to those in the local community more generally, or to wider society. The impact you highlight can be wide ranging and can affect many aspects of people's lives.

A vision re-conceptualizes the future, connects the previously unconnected dream. It fires the imagination and opens the mind to new concepts and ideas. A vision is a foresight with a proactive understanding of cause and effect, not reactive sight: A vision is a future state of being. It is a clear choice among future scenarios to promote certain behavior. The "**aha**" **vision** is an "entrepreneurial" attribute; the ability to envision a solution to a perceived or not-yet-perceived need.

A **visionary mind** has the ability to think the past, perceive what is now and foresee the future. Maybe it is about shaping an idea that comes with a commitment to push it through - personal dynamics and guts, determination and single-mindedness.

The vision if understood in this **perspective becomes an achievable reality** and a comprehensible dream beyond words. A good vision statement either for personal development, business growth, or societal progress, should motivate us continually to "reach [just] beyond our grasp" -- in the pursuit of longer-term goals to be realized through **achievement of nearer-term objectives**, against which our performance can be measured and reported to those who care to know.

A vision is never "achieved" in the sense of being "completed" (with nothing more to be done) -- not in any number of years or even lifetimes. A vision statement describes a journey rather than a destination...



# MAKING THE **CHANGE** HAPPEN

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B1-AKT creates **impact** in many ways. We support national outcomes which aim to make France a better place to live and a more prosperous and successful country. B1-AKT enables a **network of global shapers, driving dialogue, action and implementing change**. We are passionate change makers, and our actions are based on collective Intelligence and collaborations worldwide. We bring **together diverse stakeholders** that represent diverse communities, (civil society), academic institutions, private and state institutions, entrepreneurs, and investors who are **co-creating** an enabling environment to develop **tangible and sustainable solutions**, responding to multidimensional challenges, helping in effect to **build more inclusive communities**.

## **National Outcomes:**

- We live in well-designed, sustainable places
- Our services are high quality, continually improving, efficient and responsive to local people's needs and businesses.
- We have tackled the significant inequalities in French society.
- We realize our full economic potential with more and better employment opportunities for our people.
- We have strong, resilient, and supportive communities where people take responsibility for their own actions and how they affect others.

We **build capacity** in French and International communities, we **support economic growth** through **business support and services**, we assist individuals to gain employment and we **exert influence internationally** for the benefit of France. We generate and amplify our local impacts to contribute towards the French Government's National Outcome.

## **On short:**

- Strengthening communities (Sustainable Communities and Intercultural Dialogue)
- Supporting individuals (Entrepreneurship & Mentorship)
- Growing enterprises (Sustainable Strategies of Development and Tailored Services)
- Achieving international Influence (OGP and Policy Making, Crafting new positive narratives)
- Transnational cooperation (Good practices exchange, Research & Network aggregation)



# ENTERPRISING A BETTER WORLD: BE ONE HUMANITY CAMPAIGN

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## **The Campaign on short**

A book and & an international campaign to build concrete projects for a better humanity, implement social innovation, build positive impact & create sustainable solutions to worldwide crises. The International Campaign Be One Humanity will be launched at the same time with the release of the book "At the Dawn of Humanity: Enterprise a better world" written by Laura Petrache & Yannick Le Guern. The funds collected from both the campaign fund-raising and the book will serve to finance and accompany collaborative projects from all over the world, to build "a better humanity".

## **The aims of the campaign**

### **First aim**

Give a common positive story, narrative to Humanity, a common identity that allows individuals to be both revealed and transcended, and to feel that they belong to the same race: humans.

The campaign will underline the importance of an interconnected biosphere as "our most basic common link is that we all inhabit this small planet. We all breathe the same air. We all cherish our children's future. And we are all mortal." JFK 1963.

Each person photographed by the artist LLG LOC, becomes this way an ambassador of humanity. People will represent specific communities, identities, ages, gender(s) but the portraits will underline the common "humanity", creating unity against difference, hate & violence. The portraits will emphasise the richness of diversity, uniqueness, and unity. It will challenge stereotypes and raise awareness of racial stereotyping, and, in one case, will provoke members of the public into discussion about the pictures presented.

People & ambassadors will be asked to show their opposition to racism, xenophobia, far-right ideologies and stand in solidarity with those affected. The aim of the action is to get together, share a positive message of inclusion, diversity, equality, and togetherness. Together we can all do more to make a positive impact. #BeOneHumanity



## Second aim

The second aim of the campaign is to raise funds (via international crowdfunding) as to finance concrete projects of social and civic innovation on 5 continents. The sales of the book will complete the funds of the campaign as it will be donated to the benefit of the selected projects.

#RevealHumanity

### Third Aim

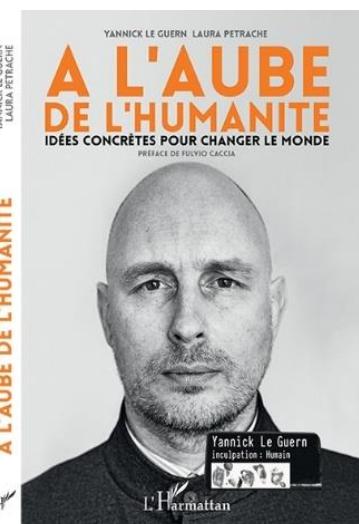
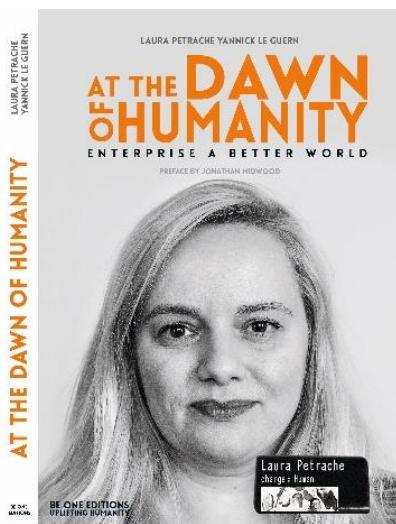
Its third aim is to create an ecosystem of societal, responsible, “glocal” entrepreneurship. This will allow us to act and build together a “better humanity”. We will develop new generations of effective and ethical leaders who are able and driven to comprehend complexity, reflect cultural and political nuance, and engage as responsible global citizens in anticipating and confronting the world’s most pressing problems.

The projects are financed, supported, and managed within these places and spaces of social innovation. Each of the places of social innovation will be anchored in a local territory and connected to other places, internationally, as to promote exchange of good practices between international innovative ecosystems, create mobility and build intercultural bridges between communities, cultures.

#BuildHumanity

For more information about how you can act please consult: <https://www.be-one-humanity.com/>

For more information about the book **“At the dawn of humanity, Enterprise a better world”** please consult: <https://www.be-one-humanity.com/press-release>





# FRONTLINE SUPPORT #WEAREONE CAMPAIGN

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## **The Campaign on short**

The campaign was a B1-AKT, non-profit, project runed 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".

## **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.

# #WEAREONE





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.

For complete information please consult the #weareone campaign report on: <http://b1-akt.com/FR/wp-content/uploads/2020/10/WE-ARE-ONE-Campaign-2020-B1-AKT.pdf>

## HEROS BEHIND THE MASK THANK YOU



**#WEAREONE**



# SUPPORTING ORGANIZATIONS: BUSINESS CONTINUITY PLAN DURING COVID

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**Free webinar and tools.** While many companies are past the initial emergency response, they now need to start looking ahead as well. Business requires a proactive and agile approach to business performance to address the immediate future beyond the pandemic and create a minimum viable & opportunity plan. The following activities business leaders will need to start now:

- Start capturing lessons learned (As the business environment remains uncertain and volatile, we need to introduce short cycle reviews for these strategic learnings as different scenarios might occur)
- Develop medium-term scenarios (Start developing scenario's that illustrate how the post-pandemic environment future may unfold. Inputs to this scenario activity include COVID-19 driven changes as entire industries are put on hold while others face a drop in demand, and the government introduces new legislation. Some of these changes might be more permanent while others are transient.)
- Create minimum viable plans (Use both the lessons learned and built scenario's to align on your "vision for success" for the medium term. We suggest that businesses create a dedicated PMO to facilitate this process).
- Create alignment (About the main challenges and opportunities the organisation will pursue in the next 12 months, what results are expected and the plan to achieve this).
- Reinforce core competencies (The core competencies of your organisation enable you to deliver unique value to your customers and differentiate yourself from your competitors. In difficult times, organisations often accidentally cut out some of the skills, processes, technologies, values and assets that make up their core competencies, causing an entire competency to weaken or even disappear.)
- Assess how companies strengths held up during the downturn. (If a critical component is missing or weakened, address that gap so you can again provide unique value to your customers).



**In this webinar people were able to:**

- Explore key factors for understanding the impact of the COVID-19 pandemic on your business
- Receive concrete guidance and sustainable solutions for building a business continuity plan, resilience, and moderate annual exercises to ensure your plan as to efficiently mitigate realistic disruption
- Analyze the impacts on their business diagnosis
- Apply an immediate COVID-19 Response and Management of the Business
- Organize their remote workforce.

**Added value:**

- Effective crisis response and the critical involvement of mindsets and preparations
- Learn basic skills in Critical Thinking that apply to Crisis Situations
- Creating organization-wide awareness about the unknowns and unexpected crisis that could hit the business
- Free Tools and Plans
- Understanding the impact of an organization's employees and team leaders' readiness for crisis response.

**Achievements:** Sustaining business strategies during Covid -19 with B1-AKT permitted several organizations that followed the BCP to:

- Maintain operational continuity, and meeting customer expectations
- Practice collaborative leadership skills amid the current crisis
- Practice emotional intelligence that it will go a long way in keeping virtual teams connected and productive during this transitional period.

# E-LAB



**RECEIVE CONCRETE GUIDANCE AND  
SUSTAINABLE SOLUTIONS FOR BUSINESS  
CONTINUITY PLAN**

WEBINAR - E LAB

W W W . B 1 - A K T . C O M



# TOWARDS A BETTER HUMANITY FREE WEBINAR

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## **The webinar Focused on the following issues:**

What are the concrete changes in economic, social and corporate world? Where are they heading? What are new trends in leadership, the new aspirations of individuals and peoples? How should we interpret the rise in violence, demands and the acceleration of the questioning of these paradigms? Can we evolve in times of chaos? What kind of "destruction-creation" is necessary?

## **Guest presentation:**

Umesh Mukhi 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.

Prof. Mukhi teaches within the Faculty of Management Department at FGV EAESP, São Paulo School of Business Administration. He completed his bachelors in Electronics and Telecommunication Engineering from University of Mumbai, India. He then moved to France where he obtained his Master's in management at Audencia Business School and his Doctorate in Management from University of Nantes.

He approaches the field of Management from transversal perspective and is passionate about pedagogical innovation for creating enhanced learning experience. His teaching and research interests encompass topics such as Role of Business Schools, Organizational Behavior, Sustainability, Spirituality and Cross-Cultural Leadership development.

He has been visiting researcher at United Nations Principles of Responsible Management Education, New York. Umesh has also coordinated Master Program and Executive Euro MBA at Audencia Business School. He has also delivered training sessions for business schools, public and social sector organizations in Europe, Asia and Latin America.



Prof. Mukhi is also a recipient for Tesla Silver Coin Award in 2014 for youth empowerment and holds the title of Honorary Cross-Cultural Ambassador of UNESCO Club, Sorbonne University, Paris for his educational and inter-cultural contribution. He is fluent in English, French, Portuguese and Hindi.

"A transformational teaching, research and institutional practice has a strong potential to shape mindset of our graduates so that they could contribute in developing responsible organizations" – Prof Mukhi

ers, 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.

**FGV EAESP** is the leading business school in Brazil and is ranked among the world's best business schools. Its faculty is known for impact and contribution for Brazil's Development. It has more than 100 partner institutions in the Americas, Europe, Asia, Africa and Oceania, opening doors to academic and professional experiences across the world.

More information on: <http://b1-akt.com/emission-webinar-2020-07-06-vers-une-humanite-meilleure-towards-a-better-humanity-invite-umesh-mukhi>

**EMISSION - WEBINAR GRATUIT**  
**6 JUILLET 2020/ 18H-19H Paris Time**



**#WEAREONE**  
**YANNICK LE GUERN**





**L'ART DE  
CHANGER LE  
MONDE ET DE  
BATIR UNE  
HUMANITE  
MEILLEURE**



**#WEAREONE**  
**UMESH MUKHI**



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**TOWARDS A BETTER HUMANITY**

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FGV | SAO PAULO SCHOOL OF  
BUSINESS ADMINISTRATION





# LAUNCHING STRATEGIC PMO LAB

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Leading projects is challenging during the best of times – the current pandemic is surely going to make the job more difficult. If your PMO is on lockdown, as most of us are, we encourage you to try to find the positive amongst the storm.

In the world of business, we often don't have the opportunity to stop and reflect on how the PMO is performing, communicating, or adding value to the organization.

In times of crisis, the eyes of your team will be on you. You have a responsibility to lead amidst the uncertainty, the anxiety, the fear. Be brave to acknowledge vulnerability but also be kind to support others through the journey.

People cope with stress in different ways and your role as a PMO Leader should be to drive behaviours and practices, being available to listen (sometimes that's all it takes) and to give assurance on measures and next steps. This is the time to care for others and for companies to show real corporate social responsibility. It starts with you.





# LAUNCHING MANAGING BY VALUES LAB

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Leaders understand it and tap into this “inner voice” to manifest their vision, values and culture, mission, strategies, and actions. Listen to it. Our inner voice calls us, nudges, or sometimes shoves us – into increasing levels of greatness. Particularly when we can focus on service to others: employees, customers, vendors, communities, and other stakeholders. To lead with soul requires that you know what you deeply value, and you shape your life and business around your truest desires. It calls you to practice the art of presence, and to choose, daily, a way of living, leading, and working that contributes to wholeness and renewal.

The best visionary leaders paint a clear compelling picture of what is possible. They see into the future and strive to take others there! Humanism is a **transformative philosophy of life**. When it is applied to human any human endeavor, it improves the quality of the work being done dramatically. A few examples of just how transformative Humanism can be when applied practically includes the advances in psychology since the foundation of Humanistic Psychology, Humanistic medicine, Humanistic sociology and more.

There are many definitions for different types of leadership, such as, transformational or transactional, autocratic or democratic, task oriented or service-oriented leadership.

Humanistic Leadership is the application of Humanist principles to leadership and personal development. **Humanism is a philosophy** that recognizes the dignity and worth of each and every human on the planet. We treat people with **respect and compassion**.

The aim of humanistic leadership is to place people over profit in order to make business more sustainable. This does not mean that profit is not important. To thrive and survive every business needs profit, but with a humanistic leadership approach business and people thrive.

The humanistic leadership model (HLM) is needed to better lead others at a personal, societal, and organizational level. Becoming a humanistic leader is not optional but mandatory if we aim for **sustainability at all levels now and into the future**.



# LAUNCHING BUSINESS STRATEGY LAB



Exceptional leaders know how to integrate power, collaboration and influence to more effectively lead their organizations. Leadership success depends on the equal and judicious alignment of corporate culture, operations and strategy. The key to harnessing great ideas is an inclusive and collaborative environment. People are the driving heart in everything we do, and the B1-AKT Strategy Lab offers exciting opportunities to explore, solve, challenge and scale exciting

projects. The Strategy Lab identifies and develops the ideas that will change the way business leaders think about strategy and competitive advantage.

**Let's create the future together!**

**Insight:** Exploring strategy tools, concepts and perspectives that allow to develop a strategic response during a crisis and to align the organisation for effective strategy execution.

**Context:** Markets and their conditions are changing at an exponential speed.

The environment in which organisations operate is becoming ever more complex and volatile within COVID context. It is no longer enough to react to these conditions with change.

The key to success lies in proactive change. To implement this, organisations need to be change agile – willing to lead transformation efforts and to continuously innovate and thrive in this DISRUPTIVE environment.



**Stay tooned for more!** [www.b1-akt.com/](http://www.b1-akt.com/)

**More about our labs on:** <http://b1-akt.com/be-com-lab>



# LAUNCHING WE ARE ONE LAB

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Helps design innovative new kinds of collectively intelligent solutions to solve important problems.

- Do you have a big challenge that you are looking to solve in a new way?
- Would you like to truly harness the intelligence of the people in your organization to solve the problem?

The “WE ARE ONE” (Collective Intelligence) Lab leverages the expertise of our staff to help companies develop innovative ways of solving their problems.

- We’re not focused just on finding the solutions to the problems, but on designing new collectively intelligent prototypes that will continue to solve similar problems.
- We’re not focused on applying routine solutions to common problems; we want to advance the state of the art by helping companies design innovative solutions for interesting problems.

Drawing on fields from design thinking to transition design, we won’t give you the answers, but we’ll work with you to help develop new ways of solving your important problems.

## How to Engage



Our Lab is currently seeking sponsoring organizations with interesting problems to solve. These organizations can be companies, governments (city, state, national, and other), non-profits, or other groups.

For more information about participating in our Lab, please get in touch!



# LAUNCHING THE TRANSNATIONAL LAB

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B1-AKT and its leading thinkers are collaborating with global citizens all over Europe. It is gathering participants from 12 countries, across disciplines, in order to experiment and explore how to articulate a trans-national vision of Europe. The Lab draws its inspiration from systemic, citizens-led alternatives and movements concerning economic transformation, transnational entrepreneurship, social justice, social bridge builders, ...

It also challenges citizens across the country and across the world to take action that fosters greater togetherness, compassion, peace and kindness in their communities through projects that build bridges and bring people together. Citizens are invited to share their own stories and to interact with us on social media, as to unlock their inspirational stories on transnational citizenship, transnational entrepreneurship, diversity, identity, migration, circular economy (shape Good Long-Term Economic Growth of Europe).





# TRAINING NEW LEADERS

Today, project management has become an integral part of modern business operations. Organizations are increasingly relying on project management to monitor and evaluate projects, and to ensure that they comply with their objectives. Project management involves a range of complex processes, which include planning, organizing, managing, controlling, budgeting, monitoring, testing, and implementing projects.

The ability to solve complex problems is a hallmark of every successful project manager. Expert project management professionals are quick to identify problems and offer systematic approaches to solve them. At B1-AKT we enable project managers to gain an in-depth understanding of the situations, characteristics, and contexts that projects face. Project management skills are indispensable for successful project execution from beginning to end. Strengthening your project management skills is vital, as excellent project management skills can not only have a positive impact on your assignments, but they can also help you quickly climb up the career ladder.

Our trainings allow the acquisition of skills in the fields of strategy, organization, processes, and project management methods, and above all, specific behaviors to be implemented, focused on achievement and results.



# CREATING BETTER FUTURES

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When you are invited to talk in great events about CHANGE, you need to pick one of the two primary options: Option A- be smart, be safe, and tell: The infusion of new disruptive practices will be great and moving forward it will be greater. Option B- take risks, listen your gut, expose and embrace the uncertainties, and tell:

Disruptions empower us to come up with new modes of describing, representing, and designing - however — it also creates tectonic shifts in the roles of decision-makers, tool developers, and creators. Moving forward: some professions will become more grounded, some will transform, and some other will disappear.

Even if you perceive disruptions as the challenge of the unknown, face it and try to find a touchpoint that aligns with your interests, your insight, and your expertise. We humans will steer all this to the direction it needs to go. At the end of the road, you will still have yourself, your feelings, your take on things, your memories and the experiences that will keep unfolding with your inner self. You will matter.

Don't expect others to tell you what that experience will look like. Take the initiative, be the driving force! Disruption can mean different things to different people. The fundamental thing to get your head around is that it isn't just merely replacing one product with another but coming up with a product or service that add more value than its predecessors and shake up the status quo while at it. Clayton Christensen characterizes disruption well in his "Innovator's Dilemma". You can also find more of his wisdom here. In essence, there are two types of disruption:

A new product or service that addresses a market that previously couldn't be served. The new product or service is a cheaper or more convenient alternative to what is already available in the market.

During a crisis, incentives and motivations change. Disasters can get the collective adrenaline and creative juices flowing. Don't waste this opportunity and don't hesitate to disrupt yourself. Fingers crossed, the next one as big as this one won't come any time soon... so be the "new normal"!

# CREATING KNOWLEDGE BY CRAFT

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Entire occupational fields are threatened with extinction along with their associated bodies of knowledge and skills, and it is high time that these negative tendencies be countered—not only as a sustainable answer to global mass-market production and excessive consumption, but also in the interest of providing future generations with training and career opportunities that are both sensible and promising.

On short: A highly collaborative process, expert opinions, including the experiences of the Volunteers working with youth around the world. Information, knowledge, and experiences which can influence the youth in a positive manner and society at large.

Craft education provides a systematic approach to solving problems and a context in which young people can test their own knowledge and apply it to practical problems. The idea behind hands-on learning and learning-by-doing pedagogy is based on a constructionist view of learning. These kinds of pedagogical approaches enhance young people understanding and engagement by involving them actively utilizing, testing, and creating things.





# BOOSTING WELLBEING WITH CREATE SEVEN

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« The goal of life is to make your heartbeat match the beat of the universe, to match your nature with nature. » Joseph Campbell. These famous words have provided inspiration and wonderings for « Create Seven » in recent times. What would business be like if we sought to find greater harmony and be more natural in our way of being in bringing ourselves to work and leadership?

« Create Seven » (our UK based partner) are passionate about the important role that connecting with nature plays for sustaining our wellbeing and enabling our full potential.

As part of a programme of activities called Nature4Wellbeing the team have been welcoming people to workshops, online courses, outdoor trails and sensory walks to boost wellbeing and provide space for that powerful reconnection that sustains and transforms.

The team are eager to bring a nature connection to business and home-working now and beyond to ensure that the power of nature is part of how business and life transforms enabling a more positive sustainable future.



« The B1-AKT community strikes us as a coming together to make progress on some of the biggest problems that business and society face right now, and as Gregory Bateson reminds us all. “The major problems in the world are the result of the difference between how nature works and the way people think”! We therefore invite you all to boost wellbeing, stimulate interoceptive thinking and connect with nature by sharing our free sensory walking guide with you. Jill Chapman C.Psychol. AFBPsS. FRSA and Sustainable Development Psychologist.

Sensory Walk: <https://www.youtube.com/watch?v=fO5Bltg61jI>

Meanwhile Create Seven became **Create Flow**: <https://wearecreateflow.com/people>

<https://wearecreateflow.com/podcasts/originsparttwo>



# BRINGING MINDFULNESS WITH HEAD TO HEART NETWORK

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We live in an ever changing and ever evolving world. One that is fast paced, sometimes chaotic, definitely diverse and frighteningly disconnected. However, one thing is for sure. We are all in it together. Through understanding ourselves and the world better we can start building bridges. Bridges between people, bridges between nations and actually bridges within ourselves. The disconnect of head and heart is, in our opinion the curse of the modern age. However, there is hope. Through mindful awareness we can start to understand ourselves and in the chaotic world we find ourselves we can start to become closer to our friend, neighbor, and self. Mindful presence has the power to change things. If we choose to become aware we truly believe that it offers us a chance to build a better world through communication and listening.

More about here: <http://headtoheartnetwork.com/>

<https://lauraiuliana.medium.com/covid-19-making-the-world-a-place-of-collaboration-b5d4ccb53848>





# SUPPORTING ARTS DURING PANDEMIC



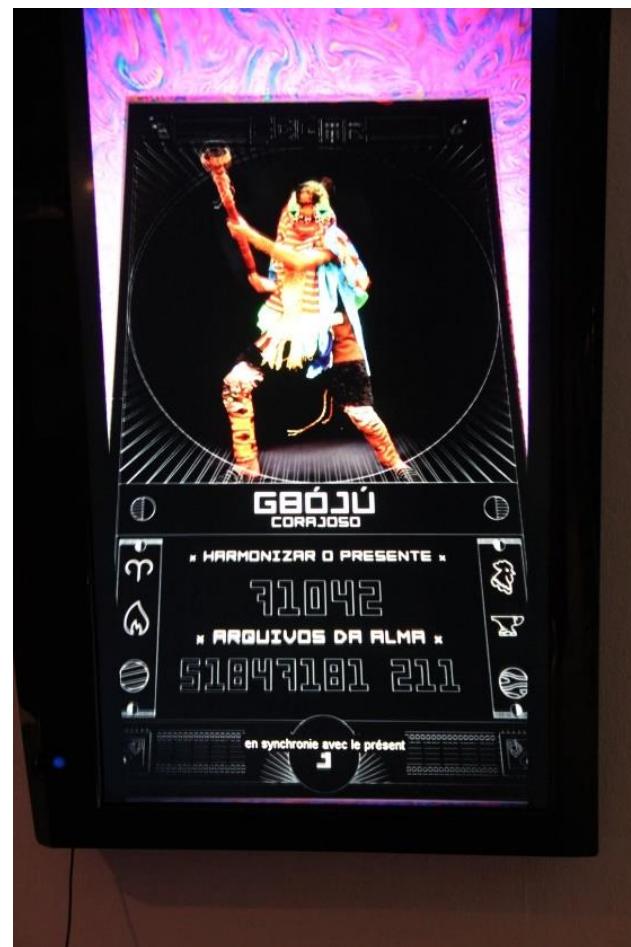
Art allows us to examine what it means to be human, to voice and express, and to bring people and ideas together. As we rise to the challenge of our new normal of life in a global pandemic, we are seeing more clearly what needs to change in our pre-COVID-19 society. We are still experiencing a global pandemic. In times of crisis, we need humanity, expression, and the community that culture & arts create. This is a time to value culture & arts. Whether big or small, sidewalk chalk art or murals, art makes a difference in how we live our lives. The arts create wellness in our day-to-day lives by helping us process our lives individually and allowing us to come together collectively. Arts allows us to communicate from afar, generating positivity, appreciation and hope during COVID-19.

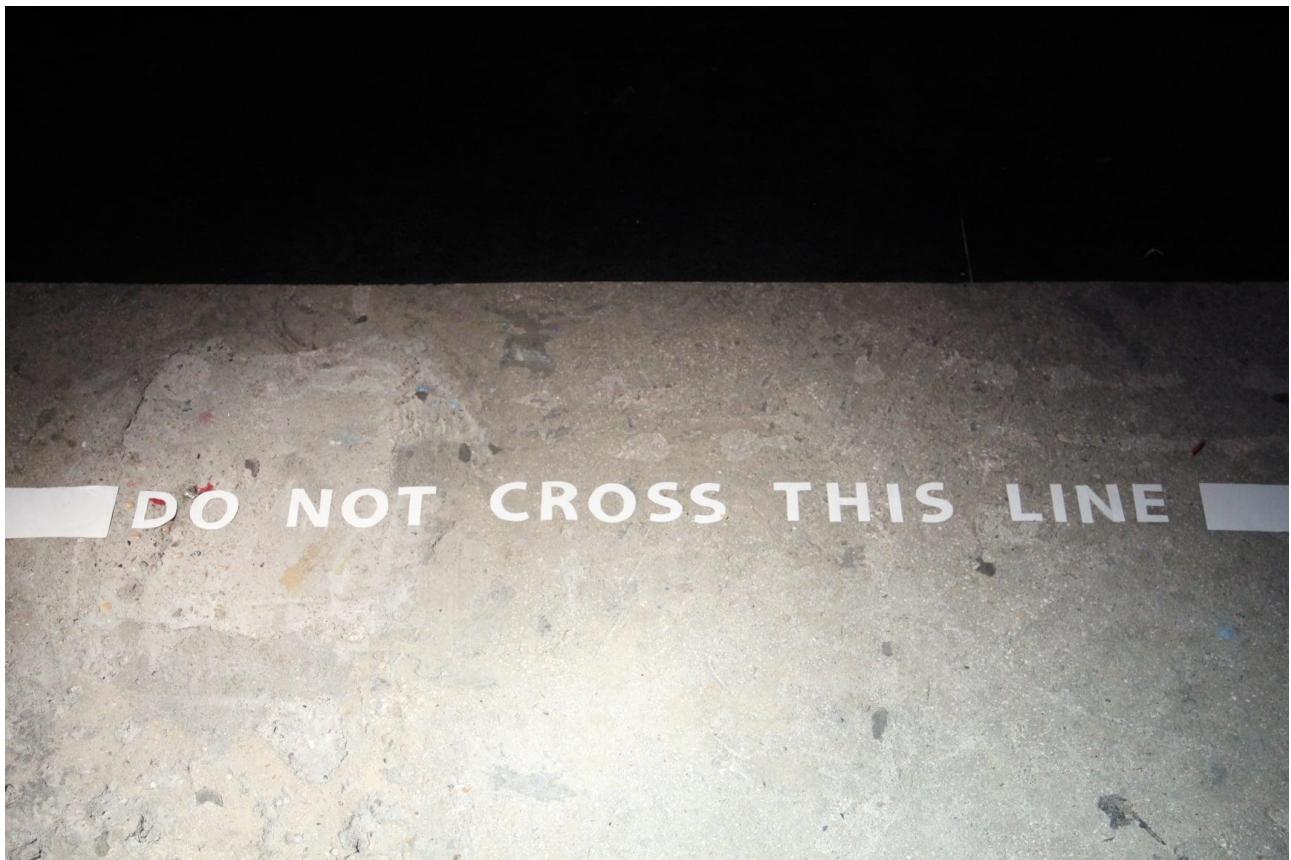
Museums, opera houses, concert halls and other cultural institutions, now closed to the public, have generously opened their doors online, providing free virtual tours of their collections and streaming performances for free. Libraries, including film libraries, have also opened up their collections to the public. At a time when billions of people are physically separated from one another, culture has brought us together, keeping us connected and shortening the distance between us. It has provided comfort, inspiration, and hope at a time of enormous anxiety and uncertainty. Now, more than ever, people need culture. Culture makes us resilient. It gives us hope. It reminds us that we are not alone. That is why we will do all it can to support culture, and empower artists and creators, now and after this crisis has passed. We hope you will join us in this effort, by supporting culture in your own community, however you can. **#Weareculture**

Proud Supporters of the Exhibition **En otro em outro poder** proposes a “constellation of experiences” and art works created by 15 Latin American artists. The artists are questioning complex topics such as: power and domination, the environmental crisis, the [re]construction, [re]invention and acknowledgement of “marginal identities”, as well as the end of the hegemony of Western universalism and rationality.

<https://www.facebook.com/laura.iuliana1/posts/10217542023174202>

<http://b1-akt.com/b1-akt-proud-partner-of-en-otro-em-outro-poder-collective-exhibition>







## KEEP SUPPORTING OUR GLOBAL SUSTAINABLE LEADERS

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We are happy to announce the publication of the article “Crafting for Change. Two co-creation experiences in France and Argentina” published by our Sustainable Leader & Designer Natalia Baudoin, in the academic magazine Economía Creativa from Centro University from Mexico. The article analyses the methodology as well as the results of Crafting for change Project that we support & fully endorse. Enjoy the reading!

Estamos muy felices de anunciar la publicación del artículo “Crafting for Change. Dos experiencias de creación participativa en Francia y Argentina” escrito por Natalia Baudoin en la revista Economía Creativa de la Universidad Centro de México. El artículo analiza la metodología de Crafting for Change proyecto así como sus resultados. Esperamos que disfruten la lectura!

- <http://b1-akt.com/FR/wp-content/uploads/2020/10/Crafting-For-Change.pdf>
- <https://www.facebook.com/migrantintegrationlab/posts/515822552223751>







# CASE STUDY: THE VOICE OF OUR GLOBAL SUSTAINABLE LEADER BISTRA

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**How to turn crisis into opportunity.** “I have never thought that a time would come when I will be locked up at home. When you are a photographer, you keep thinking – there would be still something to do, no matter what. Life cannot freeze, right? And even if it does, I kept telling myself, I have more than one vocation – translator, photographer, and a project manager – it can’t be this difficult.

But life froze. For solid nine months, at least in Bulgaria. No events, borders closed, cities closed on and off. I found myself at home, all my travel plans put to a halt. No opportunities for photography outside of my home for months on end. When you are a travel photographer, that could be pretty frustrating. No translations coming my way, either, as all companies have kept their expenses at the bare minimum. Weeks turned into months and those months dragged on. What kept me going was my job as a project manager. I was lucky to have one. Many people were not that fortunate. But you know what was scary? Not the virus, not the news or the new measures introduced at midnight briefings. Not the police at every street corner to maintain order and not the queues in front of supermarkets.

It was the silence. Being left at alone, at your home-office space, and not hearing human voice up till late in the evening when other members of your family come back from work. Having the time to think, over and over again, and no one to answer you, save the beep from your mailbox.

That is when you are either made or broken. I was made. At some point, during the autumn of 2020, I decided to quit the self-pity fits and start my life over. Travelling was a problem, but I still had a job I loved. Translations were scarce, but I still had my time - after work, that is.

I turned back to see what I had achieved in 2020. And you know what? I saw an endless home-office day that started on March 13th (the day quarantine was introduced in Bulgaria) and ended that same day I made this reflection.

So I decided to make 2021 count. On New Year’s Eve, I vouched to achieve things and make it up for the lost time in 2020. We may have been forced to sit at home, but this was an opportunity and time to reflect. And so I did. So far, as of August 2021, I have written 4 books (2 of them being the second and third in my fan-fic series). One of the other two will be published by the end of August and the other is also being prepared for publication. The quarantine gave me the time to finally push my writing past the occasional blog post.

I became a member of the Bulgarian Association of Translators and participated in some of their events. I kept working as a project manager and loving every bit of it. But I didn't stop there. I got my photographer's certifications – as European Photographer by the European Federation of Photographers in May and as Associate RPS by the Royal Photographic Society of Great Britain in July. I have participated in 2 photo exhibitions with a third one due in October. This is just the beginning. I don't know when this will end but it will end, sooner or later. And when it does, I want to turn back and say, 'You see, I didn't waste my time, I achieved this and this, and that.'

**We cannot change the past, but we can work for a better future.**



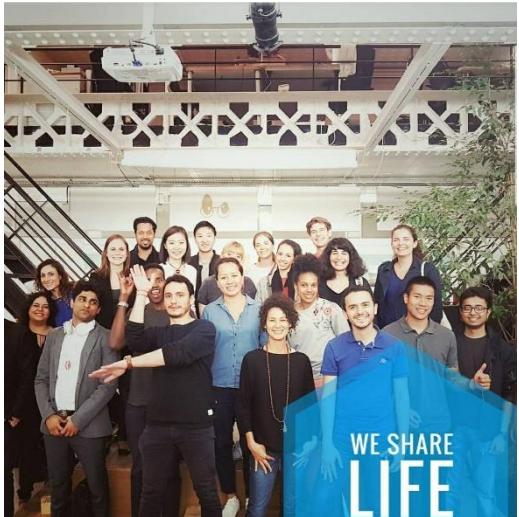
**More about opportunities during crisis on:**

<https://lauraiuliana.medium.com/crossing-the-rubicon-the-covid-19-virus-by-laura-petrache-ac02c75daf89>

<https://lauraiuliana.medium.com/dealing-with-complexity-how-leaders-can-effectively-manage-coronavirus-crises-9af97bce1c2e>

# CASE STUDY: THE VOICE OF OUR GLOBAL SUSTAINABLE KHALED

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**Humanity First.** The COVID pandemic has challenged our lives and our perception of unity as humans. For the young generations it was a shock, especially for the most vulnerable of us... these hectic times got me comparing the global pandemic with “war situation”.

As I experienced the war between 2011-2013 - Syrian Ground, I was surrounded by death and nothing but horror: no food, no electricity, no medicines. When Humanity disappears and hope comes to an end, there is still hope! During war, I learnt what a transformative life lesson can mean.

For me personally, the Pandemic has a few similar “war challenges”, as both are a direct attack to our health (mental, physical) but also on our ability to cope with complexity, cooperate and find solutions. The lockdown period was hard for the mind and the spirit, it represented a challenge that we lived it globally, together. Nevertheless, the positive side of it was that this permitted me to reflect about what I can do! I believe that my generation and that of centennials are both made to evolve and perfectly fit the eras in which they are going to evolve and strive.

During good times or bad, they see how successful leaders react to the challenges of modern life. They generations have the opportunity and possibility to absorb the hard-earned lessons of their predecessors like a sponge, bringing a fresh perspective to problems that seemed unsolvable for generations. Therefore, I started to act and volunteer to help people coping during this pandemic.

One of the key lessons young people can and should take from this complex situation is to find innovative solutions, to help others, to create value based on human spirit, and a sense of solidarity. Workers, students, families, or refugees, the safety and health of those who live and work close to you should be a top priority in times of hardship! Humanity must be a priority exactly like during wartime. In these hard times, some wise leaders forge ahead with optimism, you see real heroes come out from the least expected places, innovating, saving lives, bringing people together, building hope! At this moment you realize that all of us we can create true impact whatever the challenge our humanity is facing; our individual and collective actions become then relevant. On short: Building better futures based on togetherness, collaboration and solidarity can be **the key to a cohesive society even during pandemic times.**

# DIVERSITY & JUSTICE

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.





# CASE STUDY: SUPPORTING DIVERSITY & JUSTICE

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At B1-AKT, we promote a holistic Diversity & Inclusion approach. We believe that a company culture focused on diversity and inclusion is the key driver of creativity and innovation. Our ability to deliver excellent results is fueled by and dependent on our ability to embed Diversity & Inclusion in our corporate culture and the way we do business.

## Diversity

We recognize that sustainable communication is a global mix of contributions of men and women of diverse backgrounds, beliefs and cultures. Respect and be open to a variety of viewpoints and diversity of thought. Work in an environment that encourages each of us to achieve our potential and values the contributions of all.

Why Diversity is Important to Us. Our uniqueness is a source of innovation and inspiration. They enable us to generate new ideas, anticipate market trends and be thought leaders. Having a diverse workforce:

- Equips us to understand today's global changes and uniquely respond to our customers' needs
- Creates an international platform that enriches our innovative services, and underpins the collaborative experience that we offer

B1-AKT fully subscribes to the UN Global Compact whose 6th principle states that "business should eliminate discrimination in respect of employment and occupation," as well as the Universal Declaration of Human Rights principles.

## Sustainability Values & Ecosystem

We believe that growing in an inclusive way, empowering our people and working with partners will create sustainable value for everyone within our ecosystem. We do this by leveraging partnerships on a local and global scale, participating in events and forums to promote and develop initiatives and by collaborating with and learning from our peers.



## **Our collaborative network**

The B1-AKT community includes entrepreneurs, corporations, global nonprofits, communities, startups and academic institutions. Our community is driving positive change in the areas of health, environment, education, energy, smart territories & cities, prosperity, resilience, migration, art and humanities, governance.

We prepare young leaders to seize smart opportunities. We empower them 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.

## **Environmental, Social & Governance**

As a responsible corporate citizen, B1-AKT's belief is that financial performance and responsibility for our environment, our employees and the global communities we touch are inextricably linked. To progress towards our sustainability goals, B1-AKT is committed to:

- Educating, developing and empowering transnational young leaders, and thus enabling them to identify and adopt best practices that will enhance sustainability; and
- Supporting our sustainability initiatives.

Our approach to Corporate Responsibility focuses on four key areas: (1) Diversity and Inclusion; (2) Ethics; (3) Environment and Conservation; and (4) Community & Civic Engagement. Sustainability is an issue that challenges all of us to learn, communicate and collaborate more effectively. In all that we do we seek to integrate and balance the economic, environmental and social outcomes of our actions through full cost accounting, systems thinking and stakeholder dialogue.

## **Respect of diversity**

Sustainable Communication success depends on the active involvement of people and partners. We respect the needs, values and traditions of local communities and cultures, and we forge relationships based on mutual benefit and trust. Demonstrate respect by committing to local, on the ground involvement with people, communities and cultures, and with awareness and sensitivity to their economic realities. Treat our partners and colleagues with fairness and honesty. Work collaboratively with all sectors of society.



## Core Values

Our values reflect the manner in which we run our business: our professional ethics in dealing with our business partners, investors, employees, and society. We are a value driven company.

- Responsibility and sustainability – We act responsibly for the benefit of society and the environment.
- Trust- Our ecosystem relationship is built on trust.
- Integrity: We will meet the highest ethical and professional standards.
- Result focused- Our actions are result-focused. This allows us to create a sound basis for the social initiatives of the company.
- Entrepreneurial- We take entrepreneurial responsibility, and pursue our goals with determination.
- Diversity- We appreciate and encourage diversity for the enrichment it brings, and see it as essential for our success.
- Leadership-We lead and apply wise leadership

## Corporate Culture

- We are entrepreneurial — We own our business and are ambitious about our place in the world.
- We are reliable — We deliver what our clients expect, when they expect it.
- We are alert — As an interconnected global network, we constantly keep an ear to the ground to provide our clients with information they can trust & keep them ahead with new trends.
- We are flexible — We are known for our agility.
- We are accountable — We understand the importance of strong governance and maintain the highest standards of compliance.
- We pursue holistic impact
- We use our global network to deliver the best
- We bring innovations to clients
- We build enduring relationships based on trust

More on: <http://b1-akt.com/FR/diversity-sustainability-chart/>



## Our Statement

As Martin Luther King once said, "Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate only love can do that." 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 «hate » that pursues its existence.

Unlike, COVID-19 which has impacted the lives of billions of people in the past few months, systemic hate (as well as 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, hate and xenophobia.

These are pandemics that we need to eliminate. More than ever, we strongly believe, that all people share a moral responsibility to create peace. Mindful of both our rich heritage and our past failures to prevent war and enriched by our present diversity of experience and perspective, we must commit ourselves to a radically inclusive and transformative approach to peace. 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. Unity stands for peace in the presence of conflict; for love in the presence of hatred; for forgiveness in the presence of injury...More than ever Peace, Tolerance & Humanity Must Prevail #WEAREONE

Your voice counts ! Make it loud and post #weareone as a statement for peace, tolerance, and UNITY! #TogetherGrowingStronger

Consult our statement for peace and unity on: <http://b1-akt.com/we-arall-humans-all-lives-matter>



**#WEAREONE**  
LAURA P.L.G.



**#WEAREONE**  
YANNICK L.G.



# CASE STUDY: MIGRATION, EQUALITY & RACISM

## 44 OPINIONS

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We are very happy to share with you this great news: the book 'Migration, Equality & Racism – 44 opinions' is now available! Special thank you to our founder Laura Petrache and our Global Sustainable Leader Angela Tacea. More than 80 VUB academics and co-authors joined forces for this book. Philosophers, lawyers, psychologists, health scientists, sociologists, geographers, criminologists, communication, and political scientists look at migration, equality, and racism from different disciplinary angles.

Together they aim to contribute to an exercise of humanism as a praxis of criticism or a 'technique of trouble-making', in the words of Edward Said. Published by ASP Editions. You can buy the printed version of the book [HERE](#).

**Download the English Version [HERE](#) // Available Nederland Version [HERE](#).**

**Full article here: <https://www.linkedin.com/pulse/when-border-enforcement-backfires-alternatives-exist-petrache>**

# MIGRATION SUSTAINABLE SOLUTIONS- COPING WITH COVID

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The landscape of today's problems is rapidly changing. While we've made significant progress, many existing social challenges continue to grow in magnitude and complexity, and each year new problems arise. That dramatic change will not be driven by traditional thinking.

Designing solutions for today's social problems requires an entrepreneurial approach, a mindset that embodies the characteristics of bold thinkers with audacious goals, crafting data-driven strategies with iterative solutions. And it's important to note that this mindset is not restricted to the traditional definition of an entrepreneur.

In government we announce something and wait to get it perfect. By using more experimental approaches, some public leaders are achieving success by testing and learning instead of writing a plan in stone before executing it.

Please read more about it here: <http://b1-akt.com/wp-content/uploads/2020/06/YLIL-Group-B1-AKT-Laura-Petrache-Slides.pdf>

Related articles: <http://b1-akt.com/middle-east-migration-patterns-defy-generalization-our-founder-laura-petrache-doctor-kimberly-gleason-for-arab-news>  
<https://www.arabnews.com/node/1648231/middle-east>





## 5. SUMMING UP

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"If you want to build a ship, don't drum up the men to gather wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea" Antoine de Saint Exupéry.

Society gives high recommendation to individuals who lead transformational change, but this at times has proven to be a difficult and daunting task. There are but a handful of leaders who can be classified as remarkable. These leaders' pioneered great changes that positively revolutionized our world but it came at a great cost. Martin Luther King Jr. was assassinated. Mahatma Ghandi was assassinated. Nelson Mandela was imprisoned. Abraham Lincoln was assassinated. They all came to the point of decision making and endured "Crossing the Rubicon."

The phrase "Crossing the Rubicon" means to pass a point of no return, and refers to Julius Caesar's crossing of the Rubicon River in 49 BC, which was considered an act of insurrection. It refers to any individual or group committing itself irrevocably to a risky or revolutionary course of action. When we make a difficult decision from where there is no way back, we say we cross the Rubicon.

To drive change requires determination: B1-AKT Leaders are one of those leaders that understand the art of communication to effectively get their message across. They are driving change with unfailing determination, believing in the cause and they are making it happen. In face of enormous setbacks and obstacles they show commitment, patience, and persistence. For our leaders the great need of Inspiration is a must. We are part of those setting strategic organizational objectives as a starting point. We make sure that tasks and road maps are created in order to operationalize our leading vision and we are ardent promoters of innovation.

Our Founders believe that "risk brings change and opportunity and that risk-taking is an indispensable part of leadership". They are making a difference by the courage to chart new paths, the only way forward. They are part of visionary leaders that paint a clear compelling picture of what is possible.

They see into the future and strive to take others there: Creativity and Innovation are the lifeblood of B1-AKT. As for all companies, It is challenging when facing an uncertain future, but despite these circumstances B1-AKT has a very high staff commitment. This allowed us to continue to focus on delivering strong outcomes while building on this to secure very significant contracts that will shape our delivery in 2022, and with it our ability to achieve maximum impact in our communities in the coming years.



# THE FUTURE STARTS HERE

“At a time of great economic and institutional turbulence there are many opportunities arising for new social ventures; these have the potential for both scale and replication. We are committed to stimulating and supporting high potential social innovation and (social) enterprise activity.”

## Useful links and information

- Latest impact report here: **B1-AKT IMPACT REPORT 2015-2020**
- Our global services: **BEST OF BREED KNOWLEDGE**
- Get to know us: **A REACHING FOR THE TOP CULTURE**

## Latest Newsletters & Themes

### A better humanity & global impact

B1-AKT INSIDER NEWSLETTER

[View online version](#)



### Impact pathway & social innovation

B1-AKT INSIDER NEWSLETTER

[View online version](#)



### Holonomics & Future trends

B1-AKT INSIDER NEWSLETTER

[View online version](#)



### Complexity & Leadership

B1-AKT INSIDER NEWSLETTER

[View online version](#)



### Entrepreneurship Mindset & Leadership

B1-AKT INSIDER NEWSLETTER

[View online version](#)



### A statement for Peace & Unity

B1-AKT INSIDER NEWSLETTER

[View online version](#)



## Sustainable Politics, creating power

<http://xvgzg.nlconfirm.ionos.com/nl2/xvgzg/xhkk.html?>

Follow us on:





# GET INVOLVED & CREATE IMPACT

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I am ready to make impact: Get involved, Learn, Connect, Act!

The next decade of our lives will be both the most significant test and prolific opportunity for humankind. This is the moment to shift our focus to what matters most, which is creating solutions that **contribute to people, planet and humanity and build our personal paths to impact**. Here below our latest projects that you can support and get involved. More information in the Annex section. **Please click on the icon.**





# PICTURES CREDIT

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**Our report used pictures with courtesy of:**

**@Artist LLG LOC, @B1-AKT, @YLG, @Bistra Stoimenova, @Khaled K, @Jonathan Midwood, @Natalia Baudoin, @Esma Alouet, @Jill Chapman-Create Flow, @ Mohammed Al-Rifai / AFP, @Teamwil, @GSL, @Beth McManus, @Mosen B, @Umesh Mukhi.**

Cultural property imaging is a necessary part of long- term preservation of cultural heritage. While the physical conditions of objects will change over time, imaging serves as a way to document and represent heritage in a moment in time of the life of the item. In addition to preservation and conservation related concerns, imaging can also serve to enhance research and study of cultural heritage.

Cultural property is a powerful tool in determining what is remembered – and what is forgotten or obscured. For artists or photographers, their work is a calling card for their next adventure. You too can help artists or photographers, especially those just starting out in their careers, by providing photo credit when using their work. Giving photo credits to their works will certainly help their career because they already have proof that their work is suitable for use. Not only that, you can also open new doors of opportunity by building relationships with the artists or photographers whose work you use.

If you really like their work and want to use their services, there's nothing wrong with approaching them and establishing a professional relationship. It could be that you have found a photographer or artist who can produce images in accordance with the image or brand that you want to create for your business. Finally, on an individual level, you can start building a mindset of appreciating other people's work. Simply put, photo credit is about respect. And, when you build your business out of respect for others, you can expect your business to last a very long time. That is what we call a sustainable partnership!

**@B1-AKT #givecredit #givethanks**

Useful links:

<https://www.facebook.com/Artphoto-LLG-LOC-916915211699209/>

<https://www.nataliabaudoin.com/>

<https://bistrastoimenova.wixsite.com/bistrastoimenova>



Hanna Løseth  
charge : Hope







## 6. ANNEX

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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 world's 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 @B1-AKT
- Support us as volunteer or financial sponsor
- Become our Partner: Introduce a culture of entrepreneurship, sustainability & innovation and grow your professional network. [contact@b1-akt.com](mailto:contact@b1-akt.com)



# WELCOME TO B1-AKT

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## THE PLACE WHERE SPIRITED TALENT COLLIDES WITH FRESH AND CREATIVE IDEAS.

Our team is a collective of deep thinkers and thought sustainable leaders. Proudly independent, we are not too small to be ignored — and not too big to end up ignoring you. We have proven success through our many years of experience, and a team of talented and passionate people worldwide who work together to produce consistently great results.

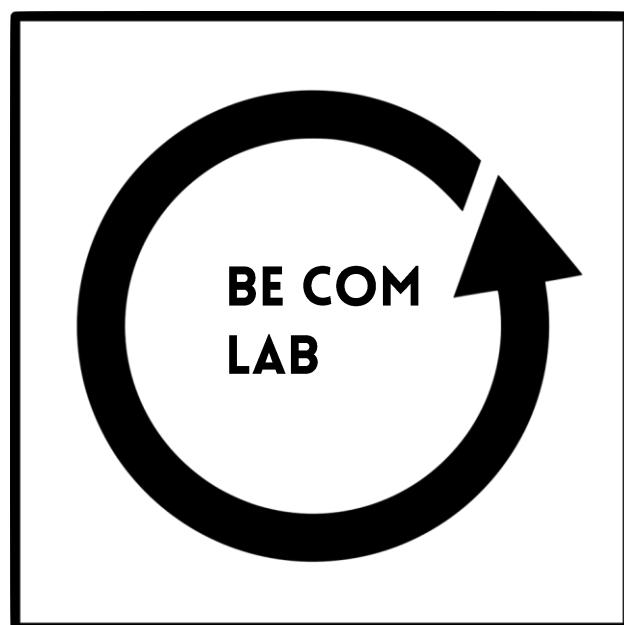
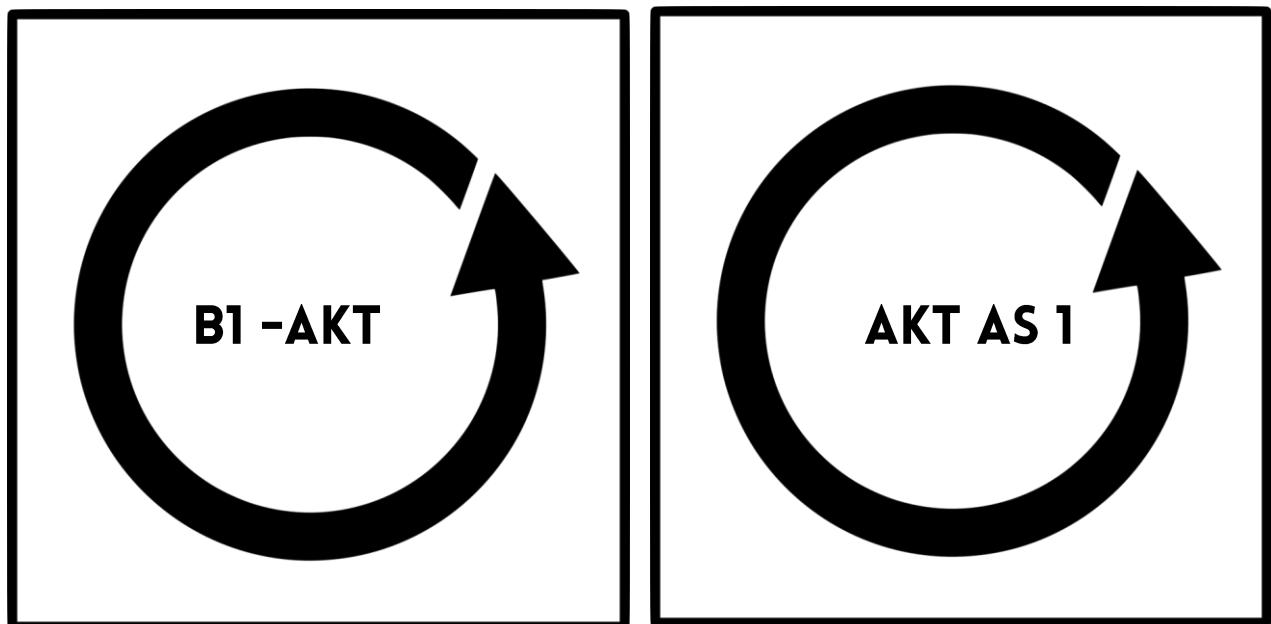
Even as we've grown, we have retained our entrepreneurial drive, always seeking undiscovered innovations that keep us one step ahead of the competition. We go beyond the common and accepted and are in constant pursuit of the bold and unconventional.

**Our credo: One team committed to excellence & sustainability.**



## EXPLORE

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# BE ONE HUMANITY ON SHORT

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Aims: Give a common positive story, narrative to Humanity, a common identity that allows individuals to be both revealed and transcended, and to feel that they belong to the same race: humans.

The campaign will underline the importance of an interconnected biosphere as “our most basic common link is that we all inhabit this small planet. We all breathe the same air. We all cherish our children’s future. And we are all mortal.” JFK 1963.

Each person photographed by the artist LLG LOC, becomes this way an ambassador of humanity. People will represent specific communities, identities, ages, gender(s) but the portraits will underline the common “humanity”, creating unity against difference, hate & violence. The portraits will emphasise the richness of diversity, uniqueness, and unity. It will challenge stereotypes and raise awareness of racial stereotyping, and, in one case, will provoke members of the public into discussion about the pictures presented.

People & ambassadors will be asked to show their opposition to racism, xenophobia, far-right ideologies and stand in solidarity with those affected. The aim of the action is to get together, share a positive message of inclusion, diversity, equality, and togetherness. Together we can all do more to make a positive impact. #BeOneHumanity

Second aim: The second aim of the campaign is to raise funds (via international crowdfunding) as to finance concrete projects of social and civic innovation on 5 continents. The sales of the book will complete the funds of the campaign as it will be donated to the benefit of the selected projects.

#RevealHumanity

Its third aim is to create an ecosystem of societal, responsible, “glocal” entrepreneurship. This will allow us to act and build together a “better humanity”. We will develop new generations of effective and ethical leaders who are able and driven to comprehend complexity, reflect cultural and political nuance, and engage as responsible global citizens in anticipating and confronting the world’s most pressing problems.

The projects are financed, supported, and managed within these places and spaces of social innovation. Each of the places of social innovation will be anchored in a local territory and connected to other places, internationally, as to promote exchange of good practices between international innovative ecosystems, create mobility and build intercultural bridges between communities, cultures. #BuildHumanity.



# MIGRANT INTEGRATION LAB ON SHORT

In few words: We empower migrants and facilitate integration by acquisition and/or development of skills. We enhance capacity-building for migrants by means of training and labs. We develop work insertion and help elaborate livelihood, entrepreneurial, cultural projects. We develop Sustainable learning and Sustainable Communities, as well as Gender Equality.

Public: Refugees, humanitarian entrants, family reunification cases, skilled migrants, ethnic minorities, marriage migrants, immigrants and temporary foreign workers, refugees, demoralized and disenfranchised groups (reintegration) , unemployed nationals, 2nd & 3rd generation of migrants, newcomers.

**Tackling Worklessness:** In a context of rising unemployment, poverty, and escalating family hardship, we have redoubled efforts to provide a route back into sustainable employment for individuals who are economically inactive. We truly believe that addressing the socio-economic development of local communities, providing sustainable solutions and training paths conducive to effective entrepreneurial projects or employment creates an environment that offers real possibilities for both receiving communities and migrants.

## **Social Impact MIL's Main Achievements:**

By our actions, we encourage public debate, contribute and promote awareness, citizenship, economic growth, sustainable development.  
We are

Cultivating a thriving ecosystem for social innovation and creating sustainable communities. This ecosystem, it members and the collective whole, creates more sustainable, equitable, and inclusive communities.

Helping refugees and migrants socialise and express themselves, fostering respect and understanding for diversity, intercultural and civic competencies democratic values and citizenship

Giving citizens the opportunity to discover, learn from and understand the values and cultures of refugees and migrants and - in the process rediscover and enrich their own. Support and develop migrant entrepreneurship and cultural projects

- 350 Migrant Participants
- 270 Sustainable Entrepreneurship projects
- 80 Sucessfull Target job employments
- 7 countries

- 50 LABS of "Migrant Entrepreneurship"
- 3 Migrant Media Labs
- 1 Migrant & Low Income Artists' Lab
- 1 International Social media "Hybrid Identity" awareness campaign

- A large scale collaborative international Ecosystem
- 500 Mentors
- 8000 Volunteers
- Supporting 2230 newcomers social Entrepreneurs



DERACINE

## ENTREPRENEURSHIP LAB

### Migrants' Projects and Social Innovation

The Entrepreneurship LAB has the objective of helping migrants, especially the younger ones and women, to **establish their own businesses**, through the development of a scheme supplying with **information, training and support**.

The first necessary step is **mapping the skills, experiences and aspirations of migrants**, in particular of those newly arriving.

Those who have the **potential for, and interest in self-employment** can be identified, while the others can be directed to other occupations depending on their profiles. The beneficiaries of the Lab are **migrants aiming to start a business, migrants and natives** who will find **employment opportunities** in such businesses. We truly believe that Migrant entrepreneurs are **taking risks, generating ideas**, and exploring the **possibilities** of converting them into innovations.

They can play a **positive role in the economic and social development** of the country they live in. The success of migrant entrepreneurs is due to their diverse networks, social resilience, **economic resourcefulness** and **business creativity**.

## MEDIA LAB

### Media Skills and capacity building

The Media LAB project aims to **strengthen the capacity of migrant voices** by building practical media skills and supporting migrants' participation in the **public debate**.

By implementing this type of Labs we are **building improved social cohesion and wider solidarity** so that **people work together towards a shared future**. We are cultivating a thriving ecosystem for social innovation and creating sustainable communities.

We break down **negative stereotypes** and improve public perception of migrants and ethnic minorities and the phenomenon of migration by creating strong and long-lasting basis for **interaction and dialogue** between **migrants and members** of receiving communities.

The Lab provides training session in **using social media**, producing videos, writing **articles** and blog posts, as well as conducting interviews and practicing interview **skills**. We also organize discussions on current policy developments and further **opportunities for public engagement**, to ensure that our media work always ties into the wider context of the **migration debate** in France.



DIT  
AUX  
CHIENS  
CHIENS

FROM

## SUSTAIN- ABILITY LAB

### NGO's, Migrant Facilitators, Organizations & Institutions

Our **outreach efforts** are aimed at working directly with **nonprofit organizations, institutions and migrant facilitators**, to aid in their **maturity of programs and expansion of their reach and impact**. Participatory and Interactive Lab.

The training within our LAB will cover the issues as: **sustainable economic migrant integration**, entrepreneurial state of mind, good **practices exchange** and building network , **labor migrant integration** and **mentorship tools**, job matching and placement services, **self-employment** and **entrepreneurship among refugees**, civil and cultural integration of migrants/refugees, **intercultural management**, citizenship issues, communication, transnational frameworks, economic growth, **sustainable communities**, etc. We help decoding cultural differences that may be impacting your activities and help **developing sustainable strategies** for dealing with those differences. Our Lab is designed to provide a **highly practical perspective**: how to lead in a complex, multicultural environment and **ensure sustainable solutions while providing integration services**. Participants leave the Lab with a deep understanding of, and **actionable plans** on : Successfully manage migrant integration by design thinking approaches and entrepreneurial schemes



## ART LAB

### Public Domain and Arts

The Migrant Art Lab is dedicated to bringing diverse forms of artistic **expression by migrants** and artists into the **public domain**.

Through collaborative, cross-cultural projects using the universally comprehensible **medium of art**, we aim to strengthen and enrich the co-creation of **human communities** and foster **long-term organic integration**. Our Lab aims to facilitate the inclusion of artistic expression of migrants (new and old) into wider society and the public space. Furthermore, through these happenings and **intra-actions**, we aim to co-create new approaches to migration and **embracing difference in society**.

**Integration** is a concept that has become a **buzzword**, and its meaning is interpreted in many different ways. Migrants and Artists Art Lab understands integration as a **dynamic process** involving two or more parties that work together to make a **cohesive**, balanced and **harmonious** whole.

We are contributing to **making human communities** successful and **sustainable while organically embracing diversity**.

## MIGRATION POLICY LAB

### Collective Experience//Migration International Group

Individuals and families move all over the world in search of safety and opportunity. Balancing the **interests of migrants with potential host communities** requires we understand the numbers and needs of populations that might move in response to major policy decisions.

The Migration Policy Lab **team evaluates and designs policies** concerning the integration of migrants and immigrants at international level. Our work is aiming at **strengthening the receiving communities** and make better lives for the migrants and immigrants received by these communities.

### Leading Policy innovation

Our work involves policy evaluation but also program design and experimentation via collaborative and responsive models and solutions to real-world problems. We provide the innovative tools to create wise public policies that benefit refugees, immigrants and host communities.



## MIGRATION LAB

### Collective Experience//Migration benefiting to all actors

International migration offer significant **development opportunities** for origin and receiving societies as well as for the migrants themselves. At the same time there are also risks, especially if **migration** is not properly managed.

The Migration Lab brings together **international thought leaders** from different sectors to enable new perspectives and to facilitate the co-creation of ideas and innovative practices guided by acting together across sectors so that migration could be beneficial for all actors in society.

The Migration Lab is based on the understanding that the **collective experience** from diverse perspectives is needed in order to comprehensively **work towards a migration that benefits all**. Building on this understanding, this multi-stakeholder dialogue process makes space for new perspectives, enables mutual understanding and builds bridges beyond institutionally and sector-specifically defined responses. It aims at providing opportunities to explore critical challenges and stakeholder relations in the field of migration and development, allowing for a new and **systemic understanding of the field**.

The Migration Lab will foster **profound reflection, experiential learning, and tangible action to empower participants to significantly further their work and that of their home organizations**. It will provide a space for dialogue, experimentation and collaboration aiming at 7 key objectives:

- Engage critically with the challenges and potentials of ensuring that migration is **beneficial for all actors** in society
- Bring **diverse interests** in the migration system into dialogue and support a better understanding of **mutual perspectives**
- Encourage **cross-sectoral collaboration** and new forms of cooperation on concrete change initiatives tackling critical issues in the field
- Foster a **global network of "sustainable change" agents**
- Impact upon **national and global discourses on migration**
- Enable **sustainable solutions and collaborative migration Practices**
- Raise awareness on **sustainable practices** of migrant integration



# GLOBAL SUSTAINABLE LEADERS ON SHORT

GSL is An Unparalleled Network For Global Sustainable Leadership and it provides innovative sustainable solutions for world's pressing problems and crisis. We are committed in innovation, sustainable academic Learning and entrepreneurship, as cornerstones of impact activity. At the Global Sustainable Leaders we work with individuals and organizations with the desire and potential to address critical global challenges. We develop new generations of effective and ethical leaders who are able and driven to comprehend complexity, reflect cultural and political nuance, and engage as responsible global citizens in anticipating and confronting the world's most pressing problems. Our sustainable social and business models are creating a larger awareness and social Impact.

We raise awareness about the actions carried out at local, national and international levels by institutions and governments in favor of innovation, dialogue, understanding and cooperation among peoples, cultures and religions and also act by implementing social and societal projects.

With a strong practical orientation, our models and frameworks have been developed from observations of best practice organizations based in different parts of the world.

Our specificity:

We empower a diverse pipeline of young people growing up in low-income communities to access educational opportunities that prepare them to be change agents for themselves, their families and their communities.

**GLOBAL SUSTAINABLE LEADERS**

Presentation Jobs & Programs Ambassadors Team & Leaders Latest Leaders Contact & Links

AN UNPARALLELED NETWORK FOR GLOBAL SUSTAINABLE LEADERSHIP

CENTER - INCUBATOR - LEADERSHIP FORUM



# NAM ON SHORT

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The festival aims promoting the arts, the cultural diversity and creating bridges between cultures, creating synergies between worlds, people, communities and building together a better humanity via interculturality projects. The festival is an exercise in cultural democracy, in which cultural practitioners speak for themselves, with each other, and to the public. It values diversity:

- A sustainable community understands that a cross section of the human and natural environment reveals one constant: diversity. Human diversity and biodiversity are essential to a thriving social dynamic and web of life.
- A sustainable community promotes and implements this truth through its policies regarding the built environment. It does not segregate or segment populations or elements of nature but integrates them into the fabric of the community. Joins us as to permit social integration and become a social main sustainable actor!

The mission of our Intercultural Festival “La Nuit des Arts et des Mondes” is to promote inclusion and to enhance the cultural heritage by highlighting the people and cultures that make up our community. The purpose is to celebrate all cultures’ uniqueness and value.

Our Intercultural Festival is a completely non-profit organization event dedicated to celebrating the diversity and includes unique performances, authentic food, children’s activities, opera, total art exhibition, cultural displays, workshops, conferences and much more.

# Nuit des Arts et des Mondes

Festival des arts et de l'interculturalité

Uni(s)uers le Renouveau

Du 4 au 12 juin 2016

Les Sheds - 45 rue Gabrielle

Josserand - Pantin

Expo / Conférences / Concerts / Street Art /  
Performances / Spectacle vivant / Global Citizenship /  
Mode / Arts visuels / Citoyenneté  
Gratuit



# #WEARESTILLONE

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We, the medical staff, do not need or want monuments! We want to help everyone, rich, poor, young, old...in return we ask you to stay safe. N. Tanase-Bucharest, Romania  
**#WEARESTILLONE**

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! The public can still submit photos and messages of support via Facebook or at [contact@b1-akt.com](mailto:contact@b1-akt.com).

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

# HEROES BEHIND THE MASK

THANK YOU  
EVERY DAY HERO  
CRISTINA S.



#WEAREONE

# HEROES BEHIND THE MASK

Thank you  
every day Hero  
Rania H.



#WEAREONE



**BE ONE - ACT!**

**INVENT – INSPIRE–INTEGRATE–GUIDE**

**RENEWAL**

B1-AKT is a French consultancy company which works with companies, institutions, and political parties to develop strategic responses as to maximize their impact through sustainable solutions & ecosystems.

B1-AKT helps leaders expand action and share stories of possibility.  
Share Your Story at: [contact@b1-akt.com](mailto:contact@b1-akt.com)

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