

INFORMATION FOR PARTNERS

"All of Us"

ALL OF US



A FILM BY
PIERRE PIRARD

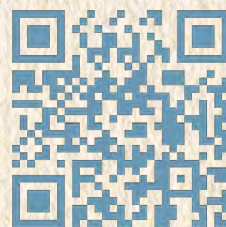


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Preamble -

Why becoming a partner of the film "All of Us"?

Throughout my years of teaching in secondary schools with a low socio-economic index in Molenbeek, Belgium, I have seen helplessly that a gap had widened between the communities, and that each of them were living on islands that did not mix, did not speak to each other, did not know each other.

Yet, as Amin Maalouf puts it again, "There is no more crucial goal in this century than to know the other". The global world brings us together with people of very diverse origins, and in this sense it is rich and open to opportunities. But it is often felt like a chaotic world, where we have lost our identity and felt "the other" as a threat."

Also, by making the film "All of Us", I was eager to show that another world is possible, beyond prejudice and intolerance. I chose to film inspiring stories of citizens from different continents who made the bet to go towards the other and to overcome the traumas of past conflicts and wars of religion.

These true stories of "living together" can, I am sure, become sources of reflection for all of us and touch your audiences, your communities, your collaborators, your members.

By becoming a partner of the film "All of Us" and by participating in its distribution, you make your audiences aware of tolerance, inclusion, understanding and solidarity, values that are more fundamental than ever in today's world and that of tomorrow.

By choosing to support a socially engaged film, you give a cultural work the chance to change mentalities.

Finally, by becoming our Partner, you join an event of international scope because the climax of the campaign to promote the film "All of Us" will be the International Day of Living Together in Peace (IDLTP) which will take place on May 16. 2022 and will be celebrated in many countries.

We hope to have you in the "All of Us" adventure.
With all our gratitude.

Pierre Pirard

1 ° Executive summary

This international distribution plan aims to **highlight the International Day of Living Together in Peace (IDLTP) of May 16, 2022**, by showing the same day to potentially millions of citizens around the world, the film "All of Us" and by getting as many people as possible to sign the **Universal Declaration of Living Together in Peace**.

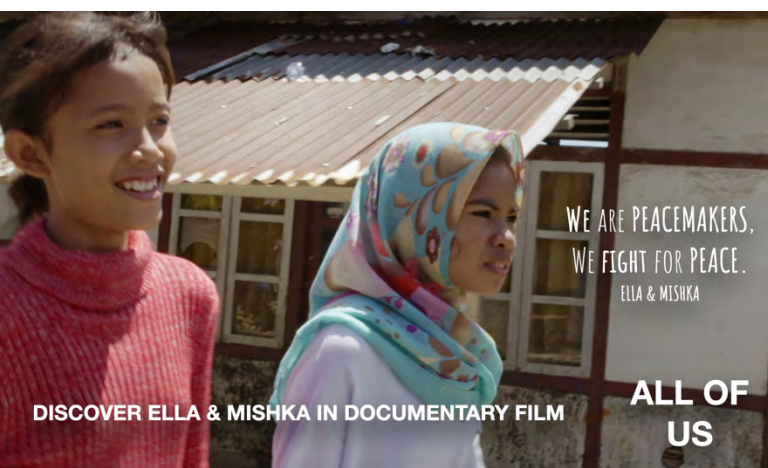
This 5th edition of the IDLTP will be driven by the production of the film "All of Us", the Almolu company and the "Partners" who share the values of inclusion and openness to others conveyed in the film "All of Us".

This event will have an international scope due to the fact that the Partners are located on all continents.

Riding on the new film viewing habits that viewers have adopted **following the Covid-19 crisis, the film will be available for free and exclusively for members of the Partners via a YouTube link during the IDLTP on May 16, 2022.**

A communication will be made before the presentation of the film via social networks.

The **ultimate goal of the IDLTP** is, through this collaboration between the Partners and the distribution of the film "All of Us", **to raise awareness among a large group of citizens of the world on the values of tolerance, inclusion, understanding and solidarity**. It is also an opportunity to make them adhere to these values by signing the Universal Declaration of Living Together in Peace.



2° About the IDLTP and the film " All of Us "

2°1° *The International Day of Living Together in Peace*

On December 8, 2017, the United Nations General Assembly adopted resolution 72/130 proclaiming **May 16 as the International Day of Living Together in Peace (IDLTP)**.

This day is a way to regularly mobilize the efforts of the international community in favor of peace, tolerance, inclusion, understanding and solidarity, and an opportunity for all to express **the deep desire to live and act together united in difference and diversity, with the aim of building a viable world based on peace, solidarity and harmony.**

Member States are called upon to continue to act in favor of reconciliation in order to contribute to **peace** and **sustainable development**, including by working with communities, religious leaders and other stakeholders, taking reconciliation measures and of solidarity and by inciting human beings to **forgiveness** and **compassion**.

Find out more about the day of May 16 International Day of Living Together in Peace:
<https://16mai.org>



2°2° Synopsis

What if, far from the tensions around identity issues and fear of the other, we showed other realities?

What if, we told stories of daring citizens who, with the view of a harmonious life between people of different beliefs, reinvent the family, education, social relations, culture, work ... and this despite the existing difficulties and tensions.

What if, thanks to these stories gleaned from the four corners of the planet, we began to see the emergence of what could be the multi-identity and nevertheless harmonious world of tomorrow?

What if, we all took part to this? ".

See the trailer of the film "All of Us": [https://youtube.com/watch?v= KfMhOYRJ5U](https://youtube.com/watch?v=KfMhOYRJ5U)



2°3° *The premise of the film*

The film starts from a premise: Man is made to live in society. Homogeneity makes life in community easier, but if we manage to overcome our fears, heterogeneity brings wealth.

Understanding and educating others are the foundation of a society open to difference, and the only sustainable option in a world where globalization and people-to-people exchanges will only increase. It is all the richness and illustrations of "doing together" that are explored in this film.

In a fast-growing world where there are multiple mixes, fear and identity withdrawal seem to take hold on our relationships with others and with the world.

Yet, in the midst of this media-fueled uproar, movements are emerging, driven by the same goal: to put human relationships at the heart of their concern, focusing above all on education and knowledge of others.

This documentary aims to be a source of inspiration by showing these stories of women and men who, all over the world, dare to take the step towards the other, despite the existing tensions or prejudices.

In this quest, the film leads the narrator and the spectator to Senegal, Lebanon, Indonesia, the United States, Bosnia from where they return with astonishing stories, which, put end to end, draw a multicultural and nevertheless harmonious world.

Although this film was shot before the Covid-19 crisis, it fits perfectly with the reflections emerging across our countries on how to rethink our society.



The words of Mr. Amin Maalouf, an important witness to the shocks of our civilizations, also punctuate the film.

« Overcoming one's prejudices and hates is not part of human nature. To accept the other is neither more nor less natural than to reject him. To reconcile, reunite, adopt, tame, pacify are voluntary gestures, gestures of civilization that require lucidity and perseverance, acquired skills, which are taught, which are cultivated. »

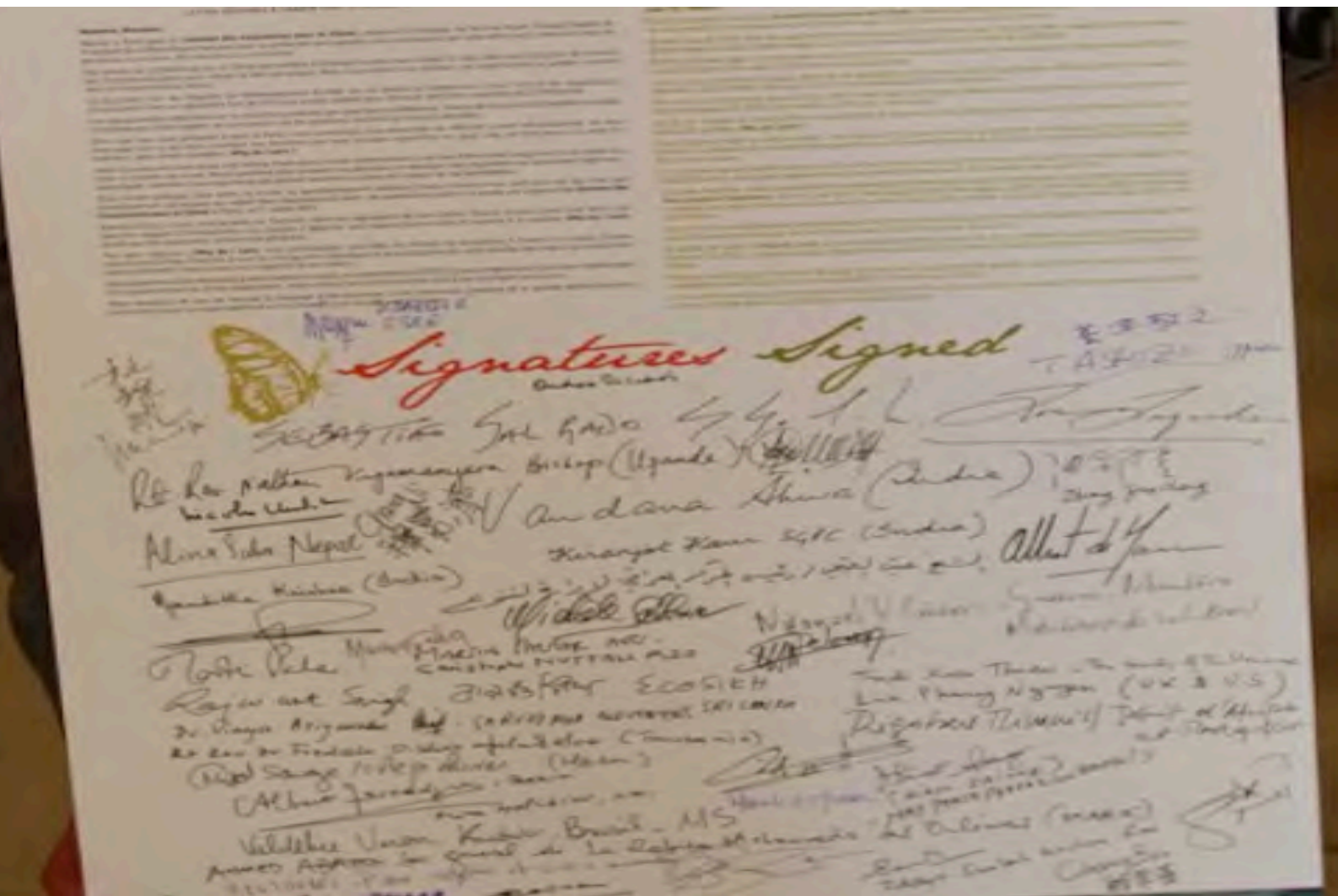
Amin Maalouf, writer, member of the French Academy



2°4° Why sign the Universal Declaration of Living Together in Peace?

The "Universal Declaration of Living Together in Peace" is a **call to citizens, elected officials, leaders, rulers, religious leaders and associations** to celebrate the IDLTP and the values it carries. The International Day of Living Together in Peace, May 16, is the way to weave and strengthen the circle of fraternity between citizens, communities, peoples and States.

Collective action will be the best way for us to achieve living together in peace. This is why we call on all those who wish to carry this message of living in peace to take concrete action by signing the Universal Declaration of Living Together in Peace.



3 ° The distribution project of the film "All of Us" during of the IDLTP on May 16, 2022

The DNA of the IDLTP is identical to that of the film "All of Us": **a deep desire to live and act together**, united in difference and in diversity, in order to build a world "with each other and not against each other".

As Amin Maalouf puts it: "In this century there is no more crucial goal than to know the other".

Based on this observation, the film's distribution plan is to allow large groups of citizens gathered in communities / associations to watch the film "All of Us" during the IDLTP on May 16, 2022.

3 ° 1 ° *In amore concrete way*

The objective of the distribution plan is to identify Partners who have large communities of members, who are keen to defend the values of inclusion and openness to others, included in the film, and willing to allow members of their community to watch the film on May 16.

This is how we see the stages of collaboration with Partners :

- Meeting and explanation of the project with potential Partners and answers to their questions;
- The Partner expresses its interest in participating in the screening of May 16, 2022;
- Partnership agreement between the Partner and the Almolu production company, holder of the broadcasting rights for the film "All of Us" for a film broadcasting on May 16, 2022;
- Practical implementation of the day of May 16, 2022 with the Partner.

3°2° Preparation and course of the day of May 16, 2022

The signing of the Universal Declaration of Living Together in Peace will be possible via a QR Code.

Here are 3 possibilities for the Partner to distribute the film to its audience:

1. STANDARD BROADCAST via YOUTUBE

The Partner broadcasts the film "All of Us" **for free** to all members of its community via a **YouTube** link. The link may be distributed via the Partner's social networks, by email, as part of internal communication with its collaborators, etc...

2. STANDARD BROADCAST + LIVE EVENT

The Partner broadcasts the film "All of Us" **for free** to all members of its community via a **YouTube** link

+ **organizes a "live" projection** in a location (cinema, auditorium, conference room, etc.) of their choice. This "live" event would allow Partners to invite supporters, friends, beneficiaries, personalities linked to their project to view the film.

3. STANDARD BROADCAST + LIVE EVENT + QUESTIONS/ANSWERS

The Partner broadcasts the film "All of Us" **for free** to all members of its community via a **YouTube** link

+ **organizes a "live" screening** in a location of their choice

+ **organizes a Questions/Answers session of 20 to 30 minutes** by inviting a local player of living together * to intervene at the end of the "live" screening.

It will also be possible for all members of the Partner community to follow (and participate in) this **Q&A session** via a **Facebook live** (or other technical means of broadcasting a live event).

* These local players can be leaders of NGOs working for living together, beneficiaries of NGOs who have received the support of an NGO of this type, political, religious, economic leaders who are active in the construction of an inclusive world ...

The Partner will be free to choose the person according to their competence to answer the questions that would be asked at the end of the viewing of the film. This Q&A session, lasting 20 to 30 minutes, will in fact be a discussion with the public. The presence of a moderator to guide questions from the audience is always desirable.

In order to invite a large number of members of the Partners network to watch the film by clicking on the YouTube link, a **communication campaign** (consisting of around twenty posts starting at D-30) will be set up on the Partners' social networks.

The content of the posts (visuals and texts) will be provided by the "All of Us" film team.

In addition, a turnkey **publications** schedule will be provided to the administrators of the partners' social networks. This will make the work easier for the Partners.

In addition to this communication plan, the Partner will also receive:

- A complete file on how to organize the live session and the Questions/ Answers session;
- A file with all the promotional material that the Partner would want to use to advertise this event in addition to the posts offered.

The Partners would therefore be responsible for and financially support:

- The establishment and organization of the city's "live" event for the IDLTP on May 16, 2022 (if the Partner wishes to set up this "Live" event);
- The recording and broadcasting of the Questions/Answers according to the technical means chosen (if the Partner wishes to set up the Questions / Answers part after the "live" event);
- The publication of announcements on social networks and the sponsorship of these publications;
- The announcement of the event to the population via their other means of communication (newsletters, newspapers, posters, radio, television, etc.);
- The adaptation of the publications offered by the production in the local language if necessary.

The producer of "All of Us" would be responsible and would take charge of :

- Uploading the film to YouTube;
- The production of publications/posts that would be given to Partners to announce the event;
- The creation of the typical schedule of the "live" day;
- The coordination of the event between the parties during the day of May 16;
- Impact measurements.

3°3° Potential impact

Our objective is to mobilize Partners who have, cumulatively, more than 200,000,000 members in their community. If we reach a conversion rate (= % of members who will connect to the YouTube link on May 16 to watch the film) of 5% we can hope to share with 10,000,000 citizens around the world, on the same day, the values of inclusion and openness to others. This would be a huge event.

3°4° Next steps

- Identification / establishment of contact with potential Partners for this event (until the end of December 2021);
- Commitment of the communications company (January 2022);
- Production of material to be shared on social networks (February 2022);
- Establishment of the technical specifications (February 2022);
- Finalization of the agreements with Partners (until March 2022);
- Coordination of the "live" days (April 2022);
- Start of the campaigns on social networks (April 2022);
- Local advertising (end of April 2022);
- IDLTP Day: **May 16, 2022.**

4° Appendices

4°1° Pierre Pirard, director, producer and project leader

With degrees in law and management from the University of Brussels, Pierre spent more than 25 years in the private sector, holding management positions in small and large companies (notably Procter & Gamble, Stanley Tools and Reckitt Benckiser).

In 2009, he decided to radically change his career by becoming a secondary school teacher in schools with a low socio-economic index in Molenbeek, Belgium. In 2011, he shared this experience in a book with an evocative title: "You are not shitty students."

Pierre meets many people who share his idea of more equitable academic success. Following his vision, he took a new turn in his career and launched, with other social entrepreneurs, in 2013, Teach for Belgium as part of the Teach For All network.

During these years of teaching, Pierre crossed daily the canal that separated his neighborhood from that of his school, and he saw helplessly that a gulf of prejudice and intolerance had grown between the communities. They lived on islets that did not mix, did not speak to each other, did not know each other.



On March 22, 2016, Pierre happened to be at the Maelbeek metro station when the attacks occurred. He then realized how much hatred of the other is capable.

But in front of this hatred Pierre is also exposed to other realities. In fact, in addition to his activities in Belgium, he is also involved in education projects in Senegal in the village of Palmarin. It is in this village, far from the identity tensions that we know in our countries, that Pierre discovered a new reality where Christians and Muslims live in perfect harmony with a disconcerting naturalness.

From this new reality, by refusing to fall into the fatalism of identity withdrawal, Pierre decided to build a new narrative discourse where doing together is possible. He sets out in search of an inclusive and tolerant world that will take him to the different continents in search of inspiring stories of citizens who have made the bet to reach out to others and who become a source of reflection for all of us.

It is the result of this quest which is reflected in the film "All of Us".

4°2° The film's life to date (October 2021)

To date, the film has been selected for the Brussels Festival in September 2021 (BRIFF) and also for the Brauschweig Festival in Germany in November 2021.

The film was released in cinemas in Belgium on October 13, 2021 and in addition to this theatrical release, here are some quotes from reviews in the Belgian press:

L'AVENIR *** "In the tradition of TOMORROW or BIGGER THAN US, a committed documentary. Classic on the form Effective on the Bottom »

LE SOIR *** "All of Us is here to tell us that there is no inevitability but that our destiny is ours."

La LIBRE ** "The TOMORROW of Living together"

Mr. Mondialisation "All of Us The Documentary that Restores faith in humanity".

4°3° Film reviews

Mr Mondialisation: "All of Us" the documentary that restores faith in humanity

<https://urlz.fr/gFq8>

Cinevox: "All of Us" building bridges

<https://urlz.fr/gFq9>

Cinergie: "All of Us" by Pierre Pirard, together that's all

<https://urlz.fr/gFqc>

BX1:

Mount of arts, when the other cinema tries to change things

+ A documentary to improve living together

<https://urlz.fr/gFqf>

Le Soir: "All of Us", for a world open to the other

<https://urlz.fr/gFqi>

Bruzz ' Nous Tous ' : Get closer to the other

<https://urlz.fr/gFqm>

Cinergie.be : Pierre Pirard, director of All of Us

<https://urlz.fr/gFqn>



4°4° Sheikh Khaled Bentounes, initiator of the IDLTP

Spiritual leader of the Alâwiyya Sufi Path, Sheikh Khaled Bentounes is Honorary President of AISA International NGO, of the Muslim Scouts of France and Europe and a founding member of the French Council of Muslim Worship.

Sheikh Khaled Bentounes is a writer, educator, lecturer and travels the world as a messenger of peace.

A man of dialogue, his opinions are sought after by political decision-makers and spiritual leaders. His voice was heard at the COP 21 Summit of Consciences in Paris in 2015 and at the first United Nations World Humanitarian Summit in Istanbul in 2016, during which the four commitments he proposed were included in the Agenda for the Humanity of the United Nations. A man of action, he is the initiator of the International Day of Living Together in Peace at the United Nations (2017) and is the witness of a Culture of Peace and Fraternity to unite the efforts of each other, in order to identify a common denominator, nourished by shared universal values.

"Let us reassert the unity of humanity as a living, legal, social and political subject, responsible for regulating the world, for the benefit of all"



Contacts

Pierre Pirard
Author and Director
Almolu production
pierre.pirard@almolu.be
+ 32 475 863 250