

# WE DEMAND

# TRUTHENTICITY

A SOCIETY AND AN INDUSTRY THAT RESPECTS DIFFERENCES, APPRECIATES NATURAL RESOURCES, ENSURES HONEST COMMUNICATION, AND ALLOWS ALL INDIVIDUALS TO UNLEASH THEIR CREATIVE SELVES.

TRUTHENTICITY as a global movement restores the **true, authentic** value of **human connection** with **nature** and others. Engaging with TRUTHENTICITY means that every person owns her **share of responsibility** and is **accountable** for her actions. Fuelled by the power of **collaboration** and **empathy**, TRUTHENTICITY cultivates **inclusiveness** and a **respectful relationship** with the environment. The seeds of TRUTHENTICITY take root within the values of **respect, appreciation, creativity** and **honesty**.

Join us [@truthenticity\\_movement](#)

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5 GENDER EQUALITY

