2013: Peace Day’s global momentum continues with almost ½ billion people now aware

Peace Day 2013 has built on the tremendous success of 2012, increasing awareness by a further 68%, or 190 million. Today, 470 million people in 200 countries are aware of Peace Day. This success has been driven by significant growth in engagement through education & youth, religious communities, along with press & social media coverage.

In 2013, 470 million people in 200 countries were aware of Peace Day

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<thead>
<tr>
<th>Awareness (Million)</th>
<th>171</th>
<th>94</th>
<th>71</th>
<th>61</th>
<th>48</th>
<th>25</th>
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<tbody>
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<td>Education &amp; Youth</td>
<td>171</td>
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<td>Media</td>
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<td>Religious Communities</td>
<td>71</td>
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<td>Government &amp; UN</td>
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<td>Events &amp; Campaigns</td>
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<tr>
<td>Corporate activities</td>
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171 million through Education & Youth, including model UN events, online games, Skype talks with the POD team and competitions in association with POD corporate partners.

94 million through Media, including a Thunderclap reaching 16 million, and unprecedented engagement from the press.

71 million through Religious Communities, including the Pope and the World Council of Churches encouraging Peace Day prayers.

61 million through Government & UN events including a speech by the Chinese Vice President and programs across different UN agencies.

48 million through Events & Campaigns including over 8 million from the Peace Day Concert in The Hague.

25 million through Corporate Activities including through branding, store advertising and employee engagement.

We estimate that 1-2% of those aware of Peace Day behaved more peacefully in their own lives as a result, improving the world for thousands of others. Peace One Day’s 2013 campaign focused specifically on turning awareness into action; resulting, for example, in noticeably lower levels of bullying in participating schools around Peace Day.

In 2013, the effect of Peace Day meant that 4-8 million people behaved more peacefully than on other days - equivalent to the entire population of Nicaragua or Libya.
A look ahead to Peace Day in 2014

Peace Day 2014 will again focus on youth, aiming to reduce school bullying and create the next generation of peacemakers. Peace Day 2014 will again draw on the theme of "Who will you make peace with?", encouraging individuals to take action in their homes and communities. Continuing to build our network of coalition partners, 2014 will also see us working closely with Axe/Lynx, the leading men’s fragrance, allowing our message of peace to reach new audiences around the world.

With the support of the Howard G. Buffett Foundation, Peace One Day has committed to a 3-year Peace Project in the Democratic Republic of Congo and Great Lakes Region of Africa, with the aim of creating a broadly observed regional day of ceasefire and non-violence on 21 September. The public awareness hub of the campaign in 2014 will be a globally-broadcast concert in Goma, DRC with hip hop superstar Akon.

We will continue to pursue our goals of:
• Continuing double digit growth in awareness across social media and media channels
• Increasing event participation by 15% in education, events, campaigns and corporate sponsorship
• Increasing our impact, not only by increasing the number of people who know about Peace Day, but also by getting more people to take action to reduce violence on the day

SOURCE: 2013 awareness estimated with the support of McKinsey and Company