



**PEACE
ONE DAY**



Global Truce 2012 Student Toolkit

Key information and ideas to help you organise a successful Global Truce 2012 event

GLOBAL TRUCE 2012 -THE BASICS...

What is a Global Truce 2012 Event?

It is an independently organised, peaceful gathering on Peace Day 21 September 2012 in support of Peace One Day's Global Truce 2012 campaign. It can be an event focusing on music, sports, dance, art or anything else. Whatever action you want to take to mark this day is up to you.

What is the Global Truce 2012 campaign?

It is Peace One Day's campaign to see the largest global reduction of violence ever recorded on one day - Peace Day 21 September 2012 - a world record, and the largest ever gathering of individuals in the name of peace.

Who can become involved?

Global Truce 2012 can be observed by anyone, regardless of age, creed, gender, sexual orientation, religious belief or political persuasion. Peace Day 21 September is as much about reducing the violence in our homes, schools and local communities as it is about civil and international wars, and as such applies to all of us, wherever we live. The Global Truce 2012 campaign is an opportunity to unite towards the common values of peace and sustainability, in all levels of society.

Why should I observe Global Truce 2012?

We're asking you to begin building your own coalition of supporters and plan how you will come together on 21 September 2012, at your university, in your hometown or wherever you may be. The United Nations are involved in this process. NGOs are involved in this process. But it is the commitment of students and young people to come together in large numbers on Peace Day 2012 that will provide the leverage needed to inspire governments to follow. So help us tell the world via social media and other channels and come together to be part of the largest ever global reduction of violence - a world record.

What do all Global Truce 2012 events have in common?

They are carried out in the spirit of a Global Truce. Although Global Truce 2012 events are developed independently of Peace One Day, we encourage you to develop your event or activity in the spirit of impartiality, mutual respect and inter-cultural cooperation. Peace One Day advocates only peaceful events that are carried out within the rule of law of the land in which the event is being held. Ensuring that events are legal is the responsibility of the event organisers.

CAMPAIGN TIMELINE

WHAT YOU CAN DO AHEAD OF PEACE DAY

- Sign up and get others to join the campaign (more info below)
- Use social media to help spread the word (more info below)
- Start planning for your Global Truce 2012 event on Peace Day 21 September (more info below)

ON PEACE DAY 21 SEPTEMBER

- Hold an event and gather as much support as possible. Your action on Peace Day will be part of a collective global effort to support the day of non-violence and ceasefire.

AFTER PEACE DAY - THE RESULTS

- Your feedback after Peace Day will help us measure the success of the Global Truce 2012 campaign.
- Make sure that you document your Global Truce 2012 event as much as possible - through pictures and videos. You can also write blogs, make drawings, create music, etc.
- Your event will contribute towards the largest global reduction of violence ever recorded on one day. We will be highlighting activities after Peace Day to illustrate the impact of our combined efforts through reports, films, website and social media content.
- Share your pictures with the Peace One Day team via social.team@peaceoneday.org, and we will add selected content to our [PINTEREST PAGE!](#)
- Peace One Day will work together with The Institute for Economics and Peace to provide an independent assessment of the results of the Global Truce 2012 Campaign - a world record for the largest reduction of violence on one day.

SPREAD THE WORD

Peace One Day has a global network; across our digital channels alone there are currently over 100,000 active supporters, a base which continues to grow every day. There are many ways for you to connect with this community and tell others about your Peace Day event. Through images, videos and statements - share the impact you make on 21 September each year.

Global Truce 2012 Membership - Individual sign-up

Become a member and stay connected with the core group of supporters for Peace Day 2012. Sign up on our homepage: www.peaceday.org, and encourage others to join.

Add your Student Group/Union/Society/University to the Student Coalition Sign up at: <http://bit.ly/KpwtFn>, and encourage other organisations that you know to sign up as well.

Websites / Social Media

We encourage you to use your own online presence (website, blog, social media, etc.) to spread the message and raise awareness about your event and Peace One Day. Through the links below you can access the thousands of people already active in Peace One Day's online community.



Support on Facebook: You can visit and 'LIKE' our Facebook supporter's page by following this link www.facebook.com/PeaceOneDay.



Follow on Twitter: You can now follow Peace One Day on Twitter! Find @PeaceOneDay and use #GlobalTruce2012. Go to www.twitter.com/PeaceOneDay.



Watch on YouTube: We have a wealth of great videos for you to view on our YouTube Channel www.youtube.com/peaceday.



Join or create a 'Meetup group' near you: Reach out to other students and unite at <http://www.meetup.com/peace-one-day>



Share your images on Pinterest. Also, to get ideas about what to do for Peace Day, check out the Peace One Day Pinterest page with past Peace Day events. Visit at <http://pinterest.com/peaceday/>

IDEAS FOR YOUR GLOBAL TRUCE 2012 EVENT ON PEACE DAY

[Click here to download materials to support your Global Truce 2012 event](#)

Global Truce 2012 events are being developed independently around the world, covering a wide range of activities and interests. Here are some ideas; please tell us if you have others: global.truce@peaceoneday.org

Organise

Organise an event at your school/college/university that brings you and your fellow students together to collectively demonstrate your commitment to intercultural cooperation in the name of peace, within a global context. You could use, for example, Fresher's/Orientation Week to encourage new students to become involved in your plans and sign up for the campaign. Every event on 21 September counts, no matter how big or small. It is the sum of all students' events around the world, coming together in large numbers on Peace Day 2012 that will provide the leverage needed to inspire governments to follow.

Screen

Film screening has been very important in raising awareness of Peace Day. Peace One Day has produced three films that detail the process and future aims of the organisation. Screen the films to your friends, university or community and help spread the message. We recommend screening Jeremy's second film 'The Day After Peace' which you can watch free here: [The Day After Peace](#) 1hr 21mins

Alternatively, you could begin your event by showing one of the short Peace One Day videos provided below. These could also be useful for helping build support for your event. Share these videos on your website and social media pages to help us raise awareness:

[Global Truce Film](#) 5mins

[Introduction to Peace One Day](#) 8mins

Gig

Concerts have been held all over the world to commemorate Peace Day, 21 September. Whatever your genre, style, or volume, whether you're in a band or just someone with a passion for live music, hosting a gig can be a great way to celebrate Global Truce 2012.

Alternatively, if you are in London, UK, on 21 September, then you can join us for the Peace One Day Celebration at Wembley arena. More information about this event coming soon. Watch the website and social media sites.

Dance

Peace One Day has established a global movement called One Day One Dance which promotes dance events all around the world on 21 September. Ballroom, Salsa or Morris - whatever your style, you can celebrate Peace Day through dance. Invite your friends, family, colleagues, at your school, office or local park, to your dance event! Find out more about One Day One Dance: <http://peaceoneday.org/onedayonedance/>

Play

Sport has the potential to unite people from different communities and different cultures. Peace One Day has created One Day One Goal to promote football matches all over the world on Peace Day. 2010 saw over 3000 One Day One Goal matches played in 192 UN member states. Get your community together with a One Day One Goal football match or a sporting event of your choice. Keep up the momentum started by the London 2012 Olympic Games! Find out more about the One Day One Goal campaign: <http://peaceoneday.org/one-day-one-goal/>

Create

Art is a beautiful way to share different ideas, cultures and aspirations. Over the years thousands of pieces of artwork have been created to celebrate Peace Day. Showcase your Peace Day artwork in exhibitions and share with our community online.

Debate

The free exchange of ideas and opinions is essential if we are to move from a culture of war to a culture of peace. 21 September is about intercultural cooperation and a Peace Day debate/forum/lecture is a great opportunity to explore and develop these ideas in a challenging and responsive environment.

GUIDELINES TO HELP YOU AND US

Below are some guidelines to support you with your event.

Naming Your Event: We suggest that you call your event or activity a 'Global Truce' or 'Global Truce 2012' event, and that you or your organisation/school etc works 'in support of Peace One Day'. Please do not call your event, group or organisation 'Peace One Day', or use the words 'Peace One Day' as part of your name.

Branding / Identity / Logo: We encourage the use of the Peace One Day resources available on our website (<http://peaceoneday.org/global-truce-2012-event-materials/>), and the reproduction and distribution of Peace One Day original materials in accordance with these guidelines for promotional, educational and other non-commercial purposes in support of Peace One Day's objectives. 'Peace One Day' and the Peace One Day logo are the trademarks of Peace One Day Limited and the Peace One Day logo also enjoys the benefit of copyright protection.

PR / Press / Media: We encourage you to involve the press and other news media in your event to raise awareness of the Global Truce 2012 campaign; however Peace One Day will not be able to become directly involved in press communications relating to your event.

Acting as Spokesperson: Please do not act as a spokesperson or hold yourself out as an agent for Peace One Day, or act on behalf of Peace One Day in any other capacity. We would be happy to provide an official statement if and when required, with reasonable notice.

Sponsors: We encourage you to look for sponsorship for your event; however Peace One Day will not be able to become directly involved in securing sponsorship.

Fundraising: Should you raise any funds as a result of your activities and wish to make a donation to Peace One Day, this would be greatly appreciated. Any donations will support us to continue our work in bringing Peace Day - the UN International Day of Peace, a day of global ceasefire and non-violence - to the attention of the world's people. There are a number of ways that you can make a donation to Peace One Day; please email web@peaceoneday.org for details.

Liability for your event: Peace One Day does not accept any legal, financial or other responsibility or liability for your event or activities.

Further Questions: If you have any questions or feedback on these guidelines, please let us know - we would welcome it. We are learning as we go and want to develop a framework that supports you, and protects the long-term future of Peace Day. Email us at web@peaceoneday.org. Thanks for your continued support and we wish you the utmost success with your Global Truce 2012 event.