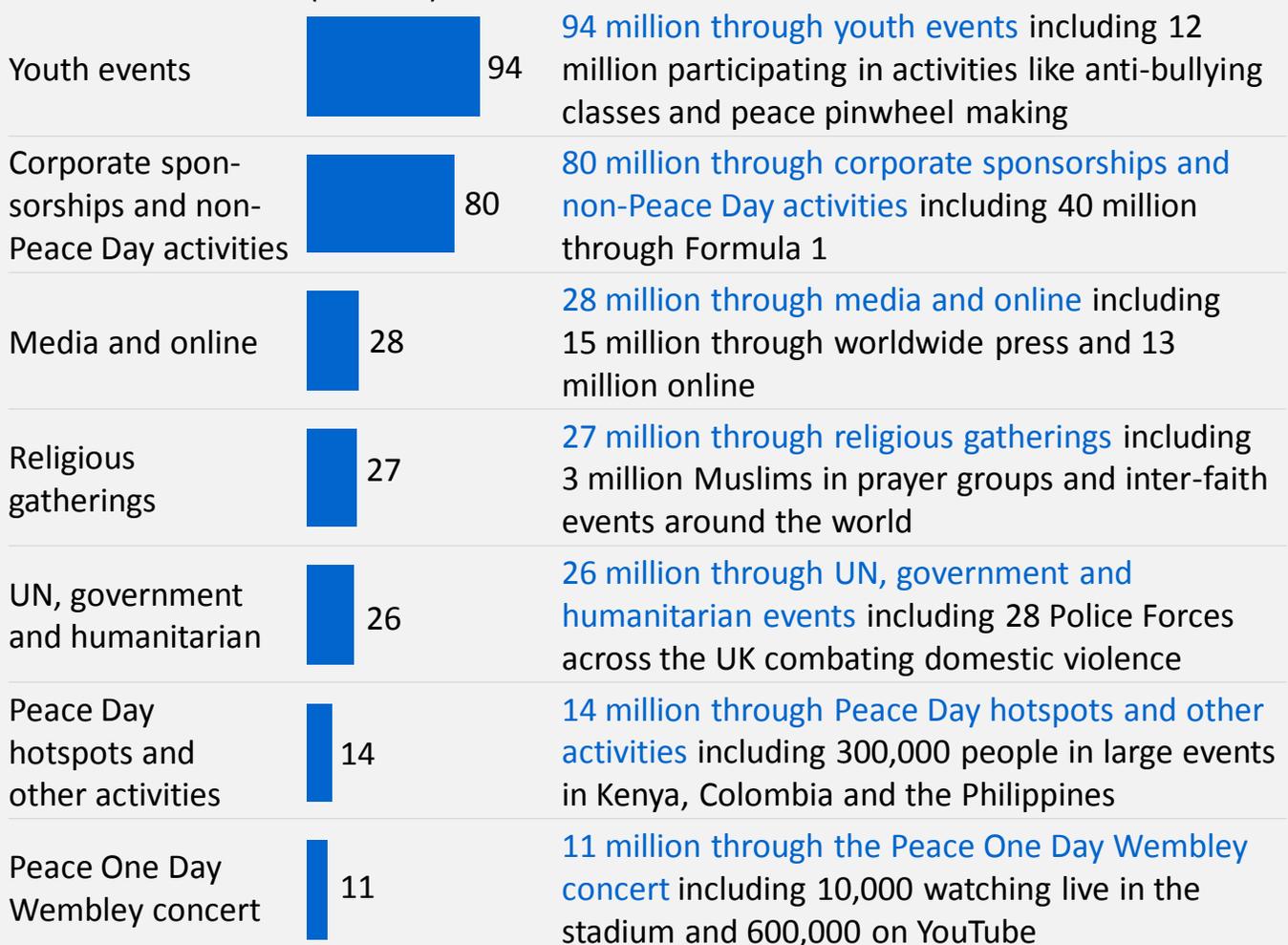


# Four percent of the world's aware – Who will you make peace with in 2013?

We've been working to build a picture of the level of awareness and impact of Peace Day 2012. Here's our update on how many people were aware of the day, its impact on violence, and how we can build on these findings for next year.

## Across the world, 280 million people in 198 countries were aware of Peace Day 2012

Awareness  
(millions)



In total, over **6,000 events** and activities took place, ranging from concerts to football matches to domestic violence workshops.

**World leaders and influencers** endorsed Peace Day, including United Nations Secretary-General Ban Ki-moon; British Foreign Secretary, William Hague; Elton John, and Jude Law.

Analysis conducted with the support of McKinsey & Company



# Awareness of Peace Day creates action, and that action saves lives.

As a result of Peace Day ...

## A child will not be bullied

“By having the opportunity to forge closer ties with dozens of student leaders and discuss issues that are at the core of youth movements across the globe, I am confident that we have contributed to a more united international student community.”

*Extract from a statement by Liam Burns, President of the National Union of Students (NUS UK)*

## A woman will not be hit

“It is my firm belief that raising awareness and concerted action on domestic violence saves lives.”

*Extract from a statement by Baroness Scotland*

## A gun will not be fired

“On 21st September 2012, the AU joined the rest of the world in marking Peace Day. The Continental Early Warning System (CEWS) through its situation room, monitored developments on the continent throughout the day. The Ceasefire was largely respected in Africa on Peace Day 2012.”

*Extract from a statement by the African Union*

We estimate that at least 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. To reach this estimate, we developed success criteria for change campaigns, and compared Peace Day 2012 to other social and corporate efforts to change behaviour. We know that by applying the learnings derived from this work we can further increase the number of lives saved on Peace Day 2013.

Through our own initiatives and collaborations with various parties, Peace Day 2013 will set out to help organisations and individuals take specific actions to reduce violence around the theme:

## Who will you make peace with in 2013?

Peace Day 2013 will focus on youth, creating the next generation of peacemakers to reduce school bullying – and bring peace home. If every family comes together on Peace Day, more violence would be averted than if all wars stopped at once.

We will continue to work closely with our partners, including a burgeoning corporate coalition. We will improve communications resources to further broaden and accelerate the dissemination of our message and intended action as well as our methods of measurement to increase our impact year on year. This will help us reach our goals of:

- **Doubling awareness in 2013**, keeping us on track to make 3 billion people aware of Peace Day by 2016
- **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