AI2Peace

Digital Report - April 2025



The report was compiled using data from Digitalis, Signal-AI, and Social360 and provides an overview of the monitoring conducted for the AI2Peace online campaign in April 2025.

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1. Scope and Methodology

This report contains key metrics from the monitoring of the AI2Peace campaign, focusing on the period from the 17th of April to the 1st of May 2025. It is split into three sections: Online and Traditional Media Analysis, Social Media Analysis, and Search Engine results Page Analysis.

The data contained within this report was collected using the following keywords and hashtags:

Keywords and Hashtags

AI2Peace	**#AI2Peace**	**#PeaceOneDay**	**#PeaceDay**	**#DoYourPeace**
Peace and AI	**#JeremyGilley**	**#AI**	**#24April**	**#cybernonviolence**
Peace One Day AI	**#SDGs**	**#GlobalGoals**	**#TurnItAround**	

Background

AI is currently advancing at an unprecedented pace, offering new possibilities in business, culture, and politics. While this technology has huge potential for good, it can also cause confusion, disruption, and be misused by malicious actors. Through the lens of its new event, AI2Peace, Peace One Day aims to engage AI leaders, policymakers, sustainability experts, and industry executives to discuss how AI can be used ethically, sustainably, and responsibly.

On the 24th of April, Peace One Day shared the thoughts of leading technical experts, academics, and activists regarding the impact Artificial Intelligence already has on society, and what further developments in this technology could mean for the future of humanity. Supported by global institutions such as the United Nations, national governments, and leading AI organisations, some of the key topics discussed included AI's impact on society, sustainability, and energy consumption.

Peace One Day was humbled by the support and engagement it received in the lead-up and on the day of the event, and this helped generate global awareness on one of the world's most pressing issues.

2. Summary

Social Media Analysis Highlights

The Peace One Day social media campaign for AI2peace garnered impressive viewership and engagement figures, demonstrating that the event's message had a wide reach and considerable traction.

- 4,731,846 impressions
- 35,752 engagements

The collective hashtags we monitored for the AI2Peace event were used in almost every single country in the world. The following were the most frequently used within the period from the 17th of April to the 1st of May.

- #AI (794,510 total tweets)
- #SDGs (18,009 total tweets)
- #GlobalGoals (4,510 total tweets)
- #24April (513 total tweets)
- #AI2Peace (315 total tweets)

The digital event viewership reflects increased engagement with AI2Peace as the total number of views reached **1,735,236** views across all social channels. This is largely thanks to the increased engagement with the X livestream. The average viewing time on the website was 29 minutes, which also shows higher levels of interest from viewers. On the day of the event, the total number of unique website visitors exceeded the 7,000 mark.

Online and Traditional Media Analysis Highlights

- On the day of the event, the publications that mentioned Peace One Day had a total estimated reach of 9 billion.

- On the 24th of April, Peace One Day received almost 3,000 articles, with no articles carrying a negative sentiment.

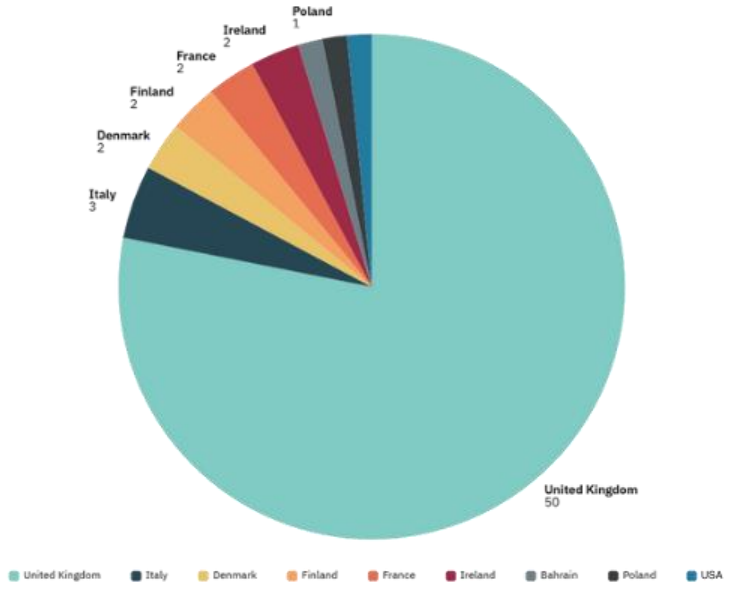
Search Engine Results Page Analysis Highlights

The search engine results pages (SERPs) for the keywords associated with the AI2Peace event presented mixed findings. The results for "Peace One Day AI" were very strong throughout the monitoring period as the first pages of Google were dominated by positive content shared by Peace One Day to promote the event. Results for "AI2Peace" and "Peace and AI" were largely composed of neutral content that didn't make direct mentions of the event.

3. Website Traffic

The Peace One Day website gained over 7,091 active users on the day of the event. The average viewing time was 29 minutes, which shows high levels of engagement.

Throughout the period of website monitoring, we identified visitors from different countries around the world, with the largest visitor locations being the UK, mainland Europe, and the US. This aligns closely with the data trends we identified for online and traditional media, as well as social media. The graph below demonstrates the geographical spread of users.



Event Viewership

The event was viewable on five locations, on the @PeaceOneDay X account, on Facebook, on YouTube, on LinkedIn, and at www.peaceoneday.org. Together, they brought the event a total combined live viewership of 1,702,030— an impressive figure that shows that the event's message reverberated with the general public and various stakeholders. Total views across all media platforms for the measuring period reached 1,735,236. Most of these views originated from the X Livestream, which alone amassed 1,700,000 views. This, combined with the impressions and engagement figures recorded for AI2Peace, indicates that the viewers that tuned in on 24 April 2025 were highly engaged, with users visiting our website as well as viewing and interacting with our social media output.

4. Social Media Analysis

This section presents an analysis of social media coverage of the AI2Peace event, focusing on activity during the period from 17th of April to the 1st of May.

The following statistics are the total tweets for various keywords associated with the event. These give an indication of the scale of content being shared on the platform.

- #AI (794,510 total tweets)
- #SDGs (18,009 total tweets)
- #GlobalGoals (4,510 total tweets)
- #24April (513 total tweets)
- #AI2Peace (315 total tweets)
- #PeaceDay (100 total tweets)
- #PeaceOneDay (87 total tweets)
- #TurnItAround (72 total tweets)
- #DoYourPeace (65 total tweets)
- #CyberNonViolence (61 total tweets)
- #JeremyGilley (61 total tweets)

Online Coverage

This section provides examples of how the event was picked up and shared by prominent users on X. We have included the follower counts which indicate the potential audience for these specific tweets, in addition we include the approximate number of retweets and likes which show direct engagement and interaction with the message. The number of posts related to AI2Peace increased steadily in the lead-up to the event, peaking on 24 April 2025 as the event organisers and participants actively promoted the event.

- Multiple participants mentioned taking part, with notable figures such as former Member of Parliament Nadhim Zahawi (111.7k followers) reposting content from Peace One Day.

- The ASI Alliance founding member SingularityNET (155.5k followers) and Artificial Superintelligence Alliance (102.3k followers) themselves are also amongst the more influential organisations mentioning the event.

- Out of all the standalone hashtags tracked for this analysis, #AI, #SDGs, and #GlobalGoals appear the most frequently.

Peace One Day Team Social Media Campaign Tweets

Peace One Day took to social media platforms several times to promote AI2Peace. The following posts were all published through Peace One Day's and Jeremy Gilley's social media channels.

Peace One Day on X (34.6k+ followers)

"Interview with Former Assistant Director-General for Social and Human Sciences of UNESCO (@UNESCO), Gabriela Ramos (@gabramosp), for #Ai2peace 2025." (5 reposts/likes, 30 Apr)

"Interview with Pete Hill (@CudoPete), CoFounder of Cudo and Member of The Artificial Superintelligence Alliance (ASI), for #Ai2peace 2025." (5 reposts/likes, 01 May)

Peace One Day on Instagram (9.7k+ followers)

"Interview with Janet Adams, Chief Operating Officer at SingularityNET (@singularitynet.io), for #Ai2peace 2025." (2 likes, 28 Apr)

"Interview with Mo Gawdat (@mo_gawdat), Author and Founder of One Billion Happy (@onebillionhappy), for #Ai2peace 2025." (2 likes, 29 Apr)

Jeremy Gilley on X (32.1k+ followers)

"Thank you for watching #Ai2peace! @ASI_Alliance @Cudo_Compute @JAAQOFFICIAL You can watch all the content in the coming days on social media." (1 reposts/likes, 24 Apr)

"Statement from The Rt. Hon Nadhim Zahawi (@nadhimzahawi), Former UK Chancellor of the Exchequer, for #Ai2peace 2025." (3 reposts/likes, 25 Apr)

Jeremy Gilley on Instagram (10.8k+ followers)

"Peace One Day is proud to announce that Nick Finegold, Founder Curation Group, will be participating in #Ai2peace broadcasting on the 24th of April." (4 likes, 17 Apr)

"Today is the day! #Ai2peace starts at 12pm BST. @superintelligence.io @cudocompute @jaaqofficial Follow our social media for announcements and visit peaceoneday.org to watch the live broadcast and register for more info." (3 likes, 24 Apr)

Other Participants

Below are some of the key posts from around the world shared by users with significant followings.

- AGI-focused SingularityNET (155.5k followers, 239 reposts/likes) posted “We are pleased to announce that our CEO, Dr. @bengoertzel , and COO, @JanetAdamsAI , will speak at #Ai2peace this Thursday, April 24, 2025.” (21 Apr)

- Computing resources firm CUDOS (51.9k followers, 76 reposts/likes) shared “Missed it live? Catch @PeaceOneDay ’s #Ai2Peace stream hosted by @JeremyGilley Stream Highlights: 41:08 – @HawkinsTech interview 3:13:55 – @ASI_Alliance panel with @HawkinsTech , @HMsheikh4 , @JanetAdamsAI , & @CUDOPete moderating 3:48:55 – @CUDOPete interview.” (24 April)

- UK-based user (5.4k followers, 1 reposts/likes) noted “Tune in for some great insights on AI You may even catch the man who solved the formula for happiness in @MGawdat , a personal hero and icon of mine.” (24 Apr)

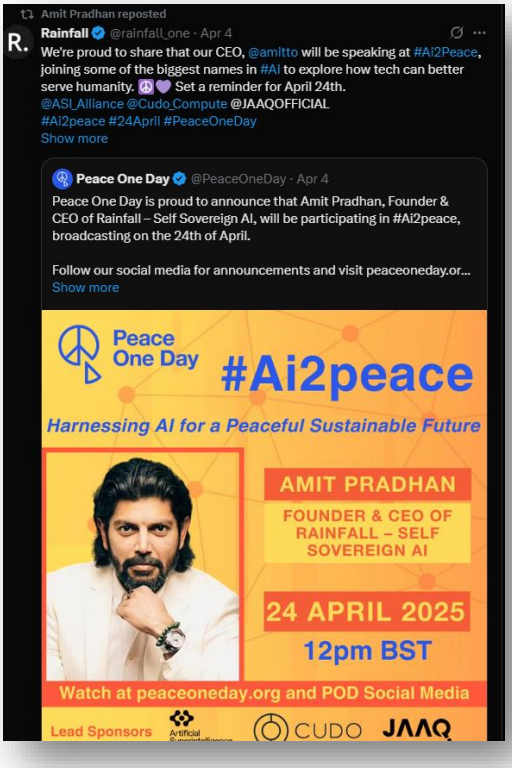
- Music artist and UNICEF child advocate Tuspark Ogebe (5.3k followers, 1 reposts/likes) commented “Let’s partner, I can make a song to mark peace day.” (24 Apr)

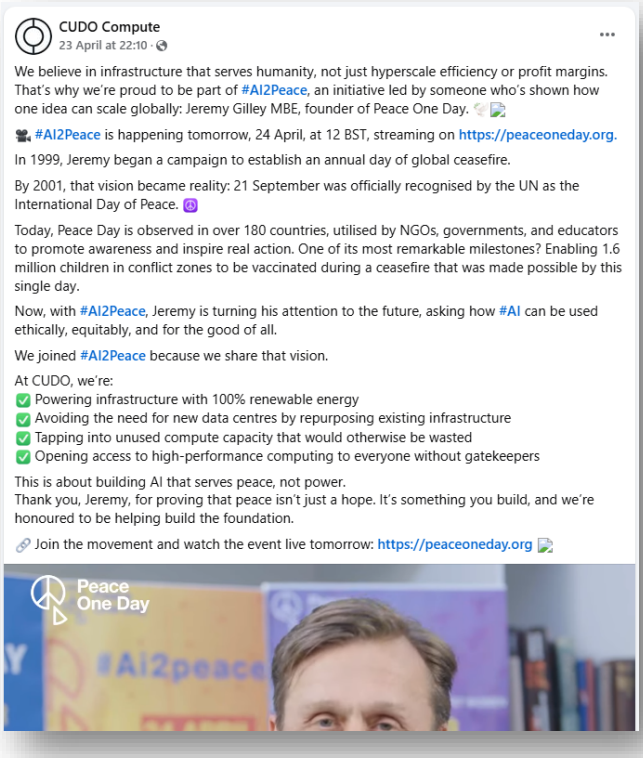
- British entrepreneur Steve Bolton (2.3k followers, 73 reposts/likes) wrote “Please join my interview with Mo Gawdat today at 17.28 BST as part of the very special annual broadcast of #AI2PEACE. This is a six hour live-streamed event in partnership with @PeaceOneDay.” (24 Apr)

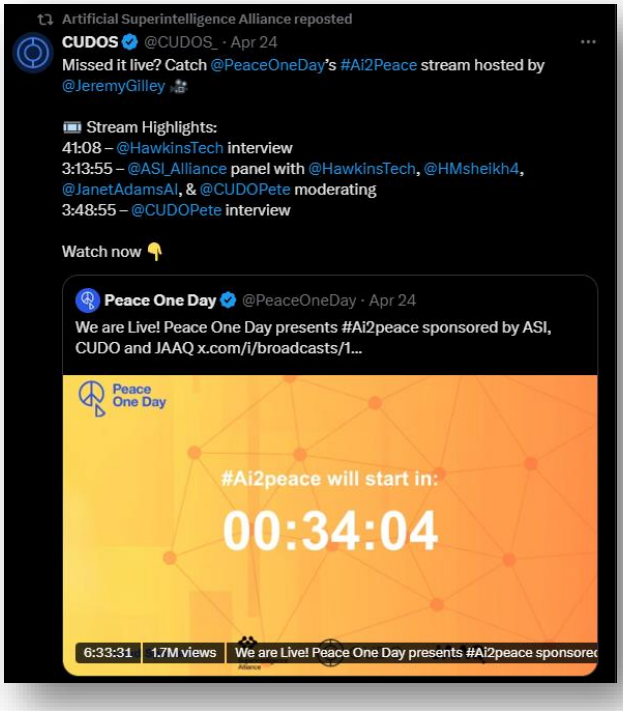
- AI growth platform Satalia (1.6k followers) detailed “Daniel Hulme, our CEO at Satalia, will be participating in Peace One Day's #Ai2peace, broadcasting on the 24th of April. He'll be talking about how AI can drive peace and sustainability in the future.” (22 Apr)

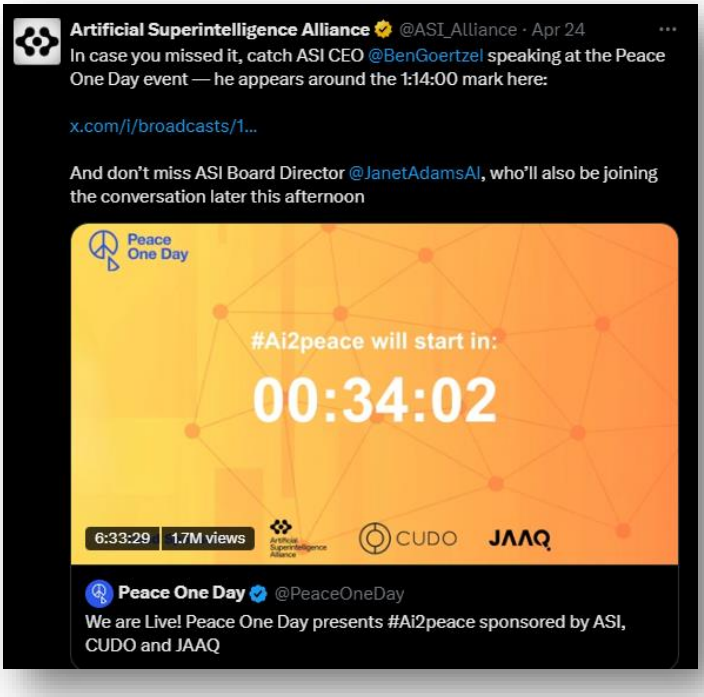
Additional Examples of Key Social Media Posts

The following screen captures show some of the key posts made by various influencers, politicians, businesses, organisations and other key personalities that engaged with the 2025 edition of AI2Peace.









CMI — Martti Ahtisaari Peace Foundation
22,007 followers
6d •

CMI's Programme Officer for Digital Peacemaking Michele Giovanardi joins the #Ai2peace interview broadcasting today at 14:00 EEST. Michele will discuss how AI can be harnessed to advance a peaceful and sustainable future. ...more

Peace One Day
5,274 followers
1w •

Peace One Day is proud to announce that Michele Giovanardi, Programme Officer for Digital Peacemaking at CMI — Martti Ahtisaari Peace Foundation in Helsinki, will be participating in #Ai2peace, broadcasting on the 24th of April. ...more



SOFTER
862 followers
6d •

Thank you Jeremy Gilley MBE for inviting us to be part of the #Ai2peace program!

Jeremy Gilley MBE • You
Founder of Peace One Day | IMAGINE Leader |
6d •

We are Live! Peace One Day presents #Ai2peace

We are Live! Peace One Day presents #Ai2peace sponsored by ASI, CUDO ...more



SingularityNET
24,726 followers
1w •

We are pleased to announce that our CEO, Dr. Ben Goertzel, and COO, Janet Adams, will speak at #Ai2peace this Thursday, April 24, 2025.

The event will share the thoughts of leading technical experts, academics and activists on the impact Artificial Intelligence already has on society, and what further developments in technology could mean for the future of humanity.

To learn more and register to watch online, please visit the Peace One Day portal: https://lnkd.in/ehUWCQKZ

#Ai2peace #PeaceOneDay #PeaceDay #DoYourPeace #SDGs #TurnItAround #AI #BeneficialAGI #AGI #AIforGood #Technology



Satalia
9,466 followers
5d •

Catch up with Daniel Hulme as he discusses machine consciousness and how AI can be used for peace with Jeremy Gilley MBE as part of #AI2Peace run by Peace One Day.

He spoke about the upcoming film 'On' that he is working on, which explores some of the ethical questions around machine consciousness and responsibility.

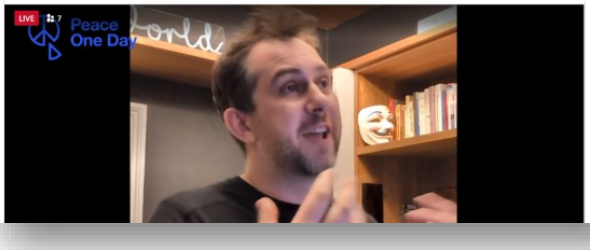
https://lnkd.in/ehUWCQKZ

PRISM - The Partnership for Research Into Sentient Machines
168 followers
6d •

"We have a duty of care not just to other people and animals, but in the future we may also have a duty of care to AIs."

Daniel Hulme discusses machine consciousness and how AI can be used for peace with Jeremy Gilley MBE as part of #AI2Peace run by Peace One Day. He spoke about the upcoming film 'On' that he is working on, which explores some of the ethical questions around machine consciousness and responsibility.

Daniel is CEO of Conscium and Founding Partner of PRISM - The Partnership for Research Into Sentient Machines. Find out about our principles for responsible AI consciousness here: https://lnkd.in/eVh3FN2R



PRISM - The Partnership for Research Into Sentient Machi...
168 followers
Visit website
6d •

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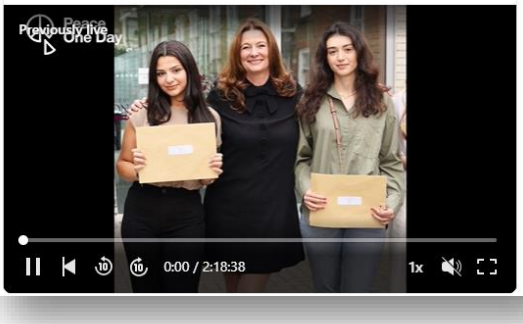
Margarita Quihuis • 1st
Executive Advisor | Stanford-Trained Expert in Behavior Design & Systems Inn...
6d •

Peace One Day's #AI2Peace is live right now! A variety of experts (including yours truly) weigh in on the potentials and peril of Peace for peace and global stability. As we well know, tech touches *everything* and AI will be no exception. AI is more than auto-generated emails. It will touch every aspect of our society. So the open question is - how can we use it as a tool to increase peace? (aka well being, human flourishing, planetary thriving, fulfilling your potential)

Jeremy Gilley MBE • You
Founder of Peace One Day | IMAGINE Leader |
6d •

We are Live! Peace One Day presents #Ai2peace

We are Live! Peace One Day presents #Ai2peace sponsored by ASI, CUDO and JAAQ



Gabriela Ramos • Following
Mexico's Candidate for @UNESCO Director-General #EducationForAll #Cultur...
1w • Edited •

Thanks for our wonderful cooperation Jeremy Gilley MBE. Let's continue building #peace in the age of #disruption!

#education4peace
#culture4development
#scienceandAI4good

#vamosconramosUnesco UNESCO

Jeremy Gilley MBE • You
| Founder of Peace One Day | IMAGINE Leader |
1w • Edited •

Statement from Former Assistant Director-General for Social and Human Sciences of UNESCO, Gabriela Ramos, for #Ai2peace 2025.

Watch the full film here: https://lnkd.in/eRt7piQ6

Follow on social media and visit www.peaceoneday.org for more information.

#Ai2peace #24April #PeaceOneDay #PeaceDay #DoYourPeace #GlobalGoals #SDGs #TurnItAround #CyberNonViolence #JeremyGilley #AI



Xavier Poisson Gouyou Beauchamps • 1st
Global Vice President, Service Providers business at Hewlett Packard Enterprise
3d • Edited •

I recently spent some time with Jeremy during #AI2peace 2025 when I candidly shared my thoughts on opportunities and fears brought by #artificialintelligence and how Hewlett Packard Enterprise embraces #AI for a better world. Thanks to Matt and Cudo for giving me this opportunity, thanks to all HPE Partners #serviceproviders cross the world with whom we work everyday to make this happen!
🟩 Watch the full interview here: https://lnkd.in/efRHSnvS

Matt Harris Charlie Tunley Christopher Allan Britt Aas Fidjestøl Mia Accettola Derek Howard Luis Pablo Alcala Ho-sung Kang Thomas Kitz Francis Weill EuroCloud CUDO Compute

Jeremy Gilley MBE • You
| Founder of Peace One Day | IMAGINE Leader |
3d •

Interview with Xavier Poisson Gouyou Beauchamps, Global VP, Service Providers And Colocation, Hewlett Packard Enterprise, for #Ai2peace 2025.

Watch the full film here: https://lnkd.in/efRHSnvS

Artificial Superintelligence Alliance CUDO Compute JAAQ

Follow on social media and visit www.peaceoneday.org for more information.

#Ai2peace #24April #PeaceOneDay #PeaceDay #DoYourPeace #GlobalGoals #SDGs #TurnItAround #CyberNonViolence #JeremyGilley #AI



Steve Bolton • 1st
Serial exited entrepreneur | Social-impact fund manager | Son of for...
1w • Edited •

The JAAQ Journey – Episode 17 - AI2Peace and One Billion Happy with Mo Gawdat. ...more



JAAQ Journey

The JAAQ Journey – Episode 17: AI2Peace and One Billion Happy with Mo Gawdat

Steve Bolton

Evelyne Tauchnitz • 1st
Senior Researcher at Institute of Social Ethics (ISE)
6d •

Thank you so much again, dear Jeremey, for being part of this fantastic initiative!

Jeremy Gilley MBE • You
Founder of Peace One Day | IMAGINE Leader |
6d •

We are Live! Peace One Day presents #Ai2peace

We are Live! Peace One Day presents #Ai2peace sponsored by ...more



Professor Yu Xiong CEng PhD • 1st
Associate Vice President, University of Surrey; Chair Professor of Busi...
6d •

https://lnkd.in/eUP6Fbdv I will talk in this event. How to use AI to create world peace.



We are Live! Peace One Day presents #Ai2peace sponsored by ASI, CUDO and JAAQ

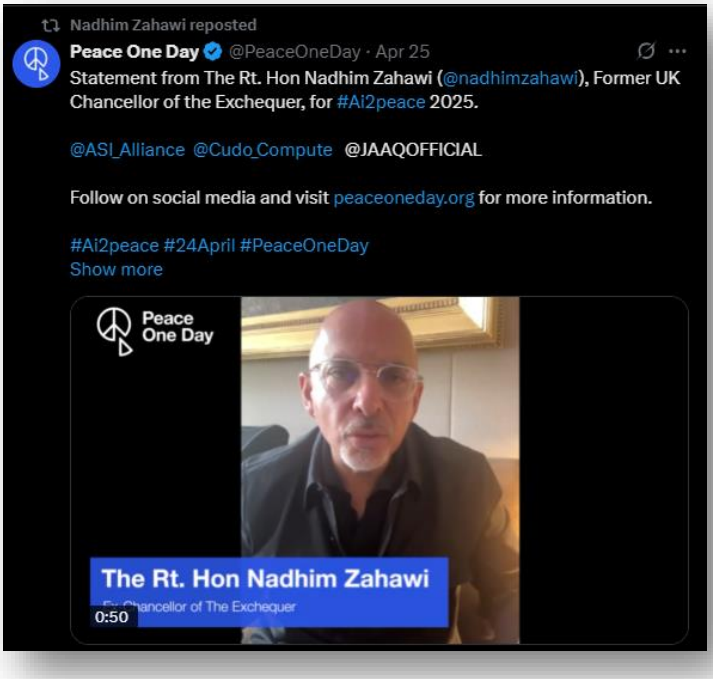
youtube.com

Pete Hill @CudoPete · Apr 24

Blown away 🤯 4.5m viewers, 1.7m live streaming at the same time! Wow! Thanks #Ai2peace team @JeremyGilley and the sponsors @ASI_Alliance @Cudo_Compute @SingularityNET unbelievable effort

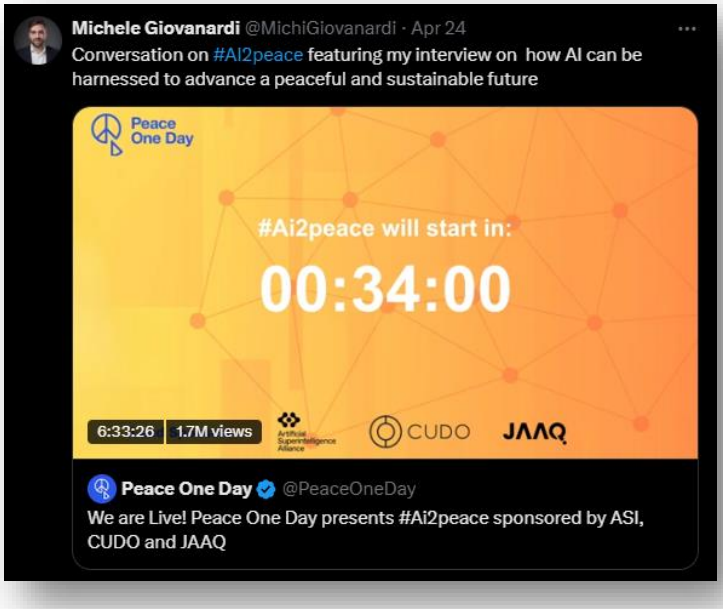


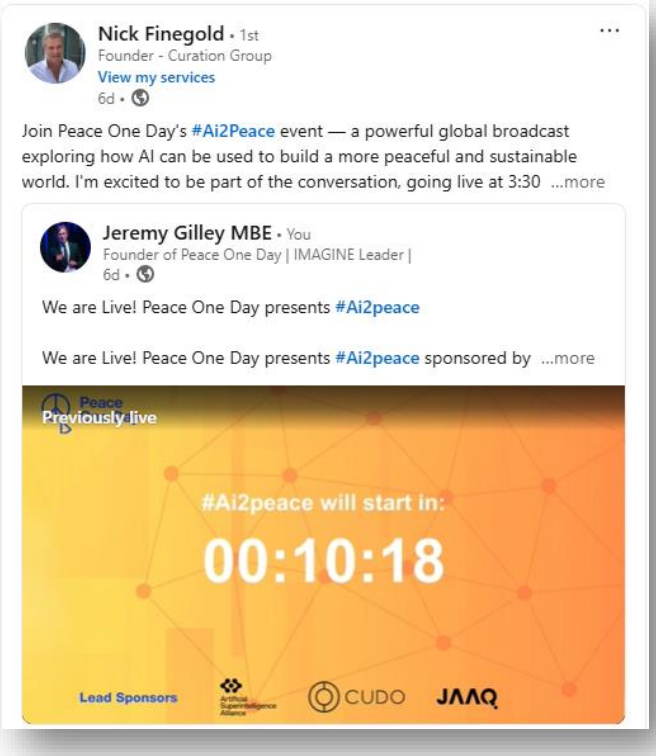

AI-for-Education.org reposted this
Peace One Day
5,274 followers
4w •
Peace One Day is proud to announce that Paul Atherton, Founder of AI-for-Education.org, will be participating in #Ai2peace, broadcasting on the 24th of ...more
Peace One Day
#Ai2peace
Harnessing AI for a Peaceful Sustainable Future
PAUL ATHERTON
FOUNDER OF AI-FOR-EDUCATION.ORG
24 APRIL 2025
12pm BST
Watch at peaceoneday.org and POD Social Media
Lead Sponsors
Artificial Superintelligence Alliance
CUDO
JAAQ

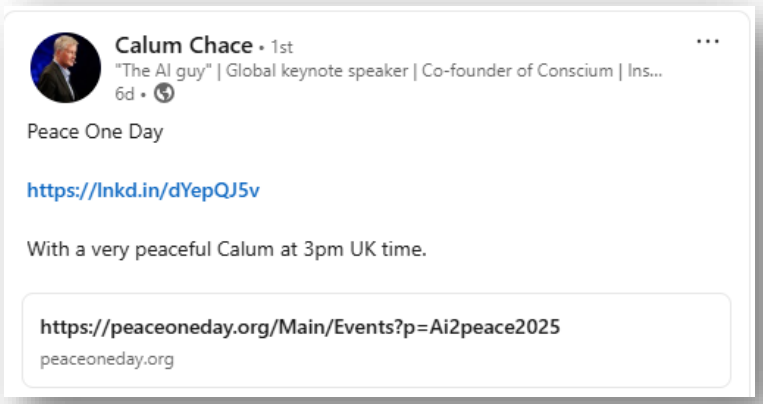

Nadhim Zahawi reposted
Peace One Day @PeaceOneDay · Apr 25
Statement from The Rt. Hon Nadhim Zahawi (@nadhimzahawi), Former UK Chancellor of the Exchequer, for #Ai2peace 2025.
@ASI_Alliance @Cudo_Compute @JAAQOFFICIAL
Follow on social media and visit peaceoneday.org for more information.
#Ai2peace #24April #PeaceOneDay
Show more
Peace One Day
The Rt. Hon Nadhim Zahawi
0:50

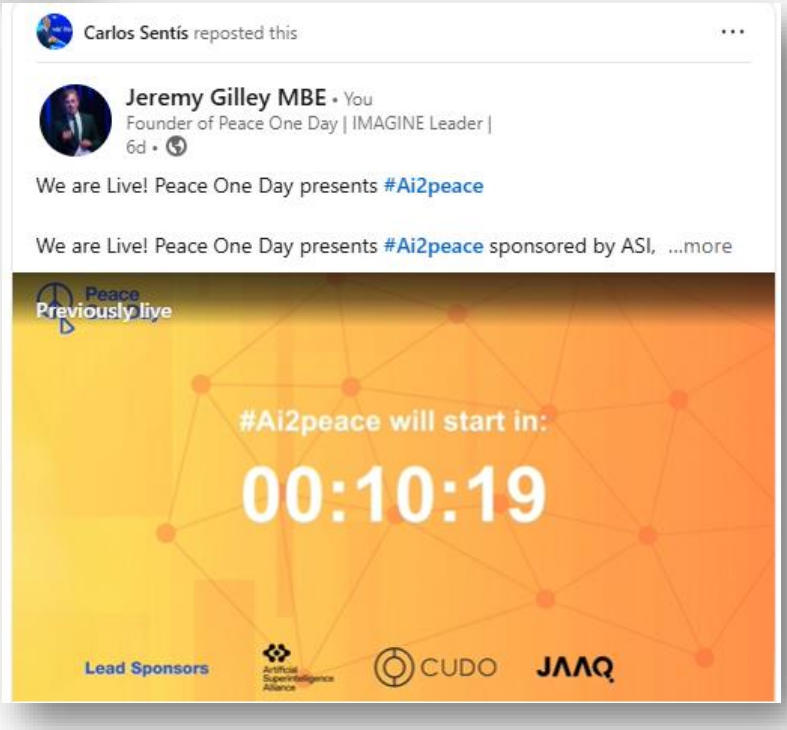

Humayun Sheikh reposted this
Jeremy Gilley MBE • You
Founder of Peace One Day | IMAGINE Leader |
1w •
Peace One Day is proud to announce that Humayun Sheikh, CEO & Founder at Fetch.ai, will be participating in #Ai2peace, broadcasting on the 24th of April. ...more
Peace One Day
#Ai2peace
Harnessing AI for a Peaceful Sustainable Future
HUMAYUN SHEIKH
CEO & FOUNDER AT FETCH.AI
24 APRIL 2025
12pm BST
Watch at peaceoneday.org and POD Social Media
Lead Sponsors
Artificial Superintelligence Alliance
CUDO
JAAQ


Peter Jackson • 1st
Interim Global Head of Data Office
1mo •
I'm pleased and honoured to support Peace One Day and Jeremy Gilley MBE at this event
Jeremy Gilley MBE • You
Founder of Peace One Day | IMAGINE Leader |
1mo •
Peace One Day is proud to announce that Peter Jackson, Interim Global Head of Data Office, Schroders, will be participating in #Ai2peace, broadcasting on the 24th of April. ...more
Peace One Day
#Ai2peace
Harnessing AI for a Peaceful Sustainable Future
PETER JACKSON
INTERIM GLOBAL HEAD OF DATA OFFICE, SCHRODERS
24 APRIL 2025
12pm BST
Watch at peaceoneday.org and POD Social Media
Lead Sponsors
Artificial Superintelligence Alliance
CUDO
JAAQ


Michele Giovanardi @MichiGiovanardi · Apr 24
Conversation on #AI2peace featuring my interview on how AI can be harnessed to advance a peaceful and sustainable future
Peace One Day
#Ai2peace will start in:
00:34:00
6:33:26
1.7M views
CUDO
JAAQ
Peace One Day @PeaceOneDay
We are Live! Peace One Day presents #Ai2peace sponsored by ASI, CUDO and JAAQ

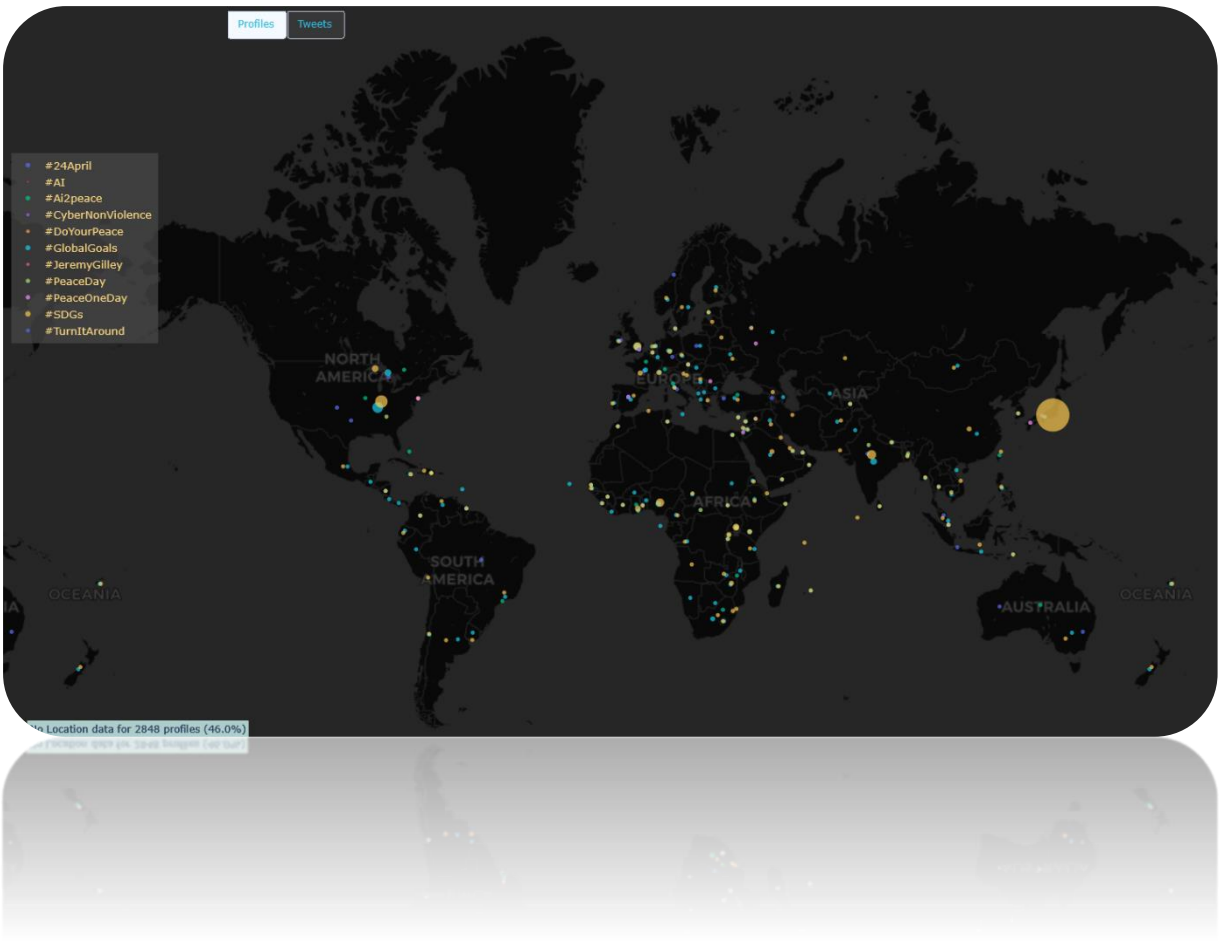

Nick Finegold • 1st
Founder - Curation Group
View my services
6d •
Join Peace One Day's #Ai2Peace event — a powerful global broadcast exploring how AI can be used to build a more peaceful and sustainable world. I'm excited to be part of the conversation, going live at 3:30 ...more
Jeremy Gilley MBE • You
Founder of Peace One Day | IMAGINE Leader |
6d •
We are Live! Peace One Day presents #Ai2peace
We are Live! Peace One Day presents #Ai2peace sponsored by ...more
Peace
Previously live
#Ai2peace will start in:
00:10:18
Lead Sponsors
CUDO
JAAQ


Calum Chace • 1st
"The AI guy" | Global keynote speaker | Co-founder of Conscium | Ins...
6d •
Peace One Day
https://lnkd.in/dYepQJ5v
With a very peaceful Calum at 3pm UK time.
https://peaceoneday.org/Main/Events?p=Ai2peace2025
peaceoneday.org


Carlos Sentís reposted this
Jeremy Gilley MBE • You
Founder of Peace One Day | IMAGINE Leader |
6d •
We are Live! Peace One Day presents #Ai2peace
We are Live! Peace One Day presents #Ai2peace sponsored by ASI, ...more
Peace
Previously live
#Ai2peace will start in:
00:10:19
Lead Sponsors
CUDO
JAAQ

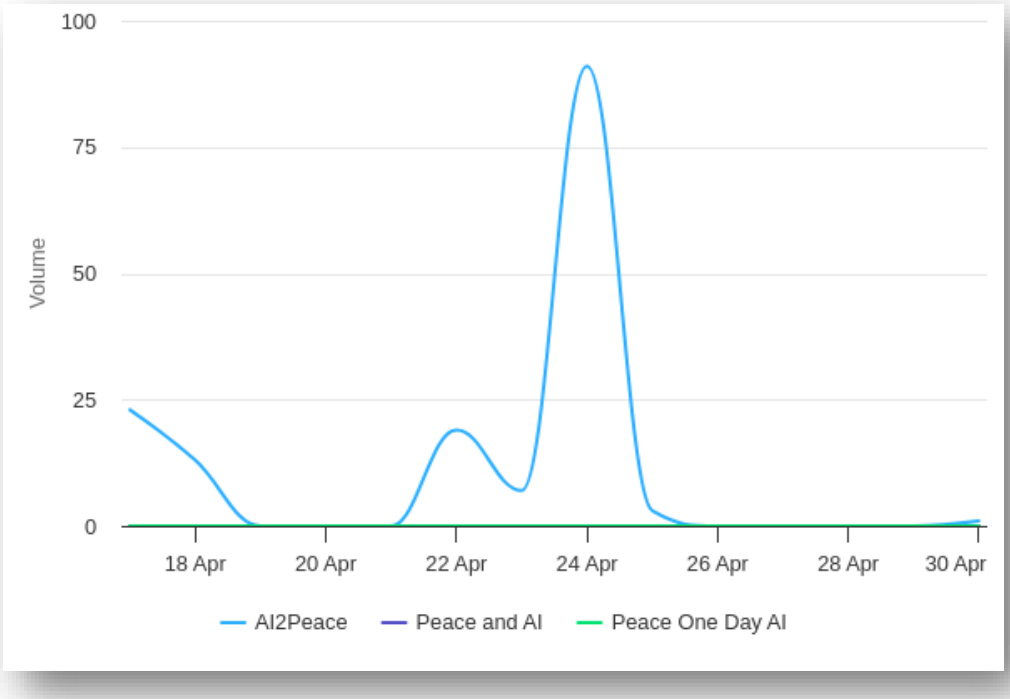
Heat Map

The following heat map represents the user-reported locations for the accounts that tweeted at least one of the monitored hashtags between the 17th of April to the 1st of May 2025. Note that location data did not exist for 46% of users – this is a normal statistic as not all users provide location data on their profiles and/or tweets. Nonetheless, this heat map demonstrates the global reach of the message, with almost every country being represented. The majority of participating users were based in the UK, US, and Japan.



Daily Volumes

The following graph demonstrates the significant peak in daily volume for the “AI2Peace” keyword on the day of the event compared to the baseline on the 17th of April.



Peace One Day Team Activity

From 17 April 2025 to 1 May 2025, the Peace One Day team posted over 120 times across all social media channels. Over that period, we recorded over 4.7M impressions and 35,752 engagements. The most active channel was Peace One Day’s X account, as it alone amassed 4.5M impressions thanks to the high viewership and engagement with the live stream on the day of the event.

5. Online and Traditional Media Analysis

Volume of Coverage



The AI2Peace campaign received nearly 3,000 articles on the 24th of April, which shows considerable engagement with the event.

On the day of the event, the publications that mentioned Peace One Day had a total estimated reach of 9 billion, an impressive figure that highlights the global reach of the campaign.

Note that “reach” refers to the number of times people were potentially reached by news on or about Peace One Day. Reach is calculated from aggregating each publications’ circulation (Print) or monthly unique visitors (Digital). Reach, in this case, should not be confused with the actual number of people who read the articles. Instead, it indicates the number of times people may have read news about Peace One Day.

6. Search Engine Results Page Analysis

The section provides an analysis of the first pages of Google's search engine results for the following keywords connected to the campaign:

- AI2Peace
- Peace and AI
- Peace One Day AI

Methodology for Analysis

In the analysis below we have included tables detailing the various page one results for the above keywords, the URL, headline and relevant positioning on the page are detailed, with each being assigned a coloured tone key: positive (green), neutral (amber), negative (red) and irrelevant (grey).

We tone-set the results by analysing each of the URLs ranking across Google's page one and two in the context of the AI2Peace event campaign. We consider positive URLs to be resources mentioning the AI2Peace event and raising awareness of it. Neutral search results are ones which may make a mention of the event but that are not specific enough to be considered as positive assets. Irrelevant search results are the ones which may include the keywords, but whose context differs from that of the initiative/does not mention AI2Peace. We have not identified any negative results in relation to the event.

AI2Peace

17 April 2025

Headline	URL	Tone	Rank
AI for Peace: Home	https://www.aiforpeace.org/		1
Air Peace	https://flyairpeace.com/		2
Book a Flight	https://flyairpeace.com/book-a-flight/		3
AI for PEACE	https://www.linkedin.com/company/ai-for-peace		4
Responsible innovation in AI for peace and security	https://www.sipri.org/research/armament-and-disarmament/emerging-military-and-security-technologies/		5
AI for Peace (AI for Everything)	https://www.amazon.co.uk/AI-Peace-Everything-Branka-Panic/dp/1032418370		6
AI in War & Peace: The Politics of Truths and Fakes	https://www.prio.org/events/9203		7
Book a flight - Air Peace	https://book-airpeace.crane.aero/ibe/search		8

A week before the event, search results on the first page of Google presented a mix of neutral and irrelevant URLs. Out of the eight entries on page 1, five were neutral and three were irrelevant.

24 April 2025

Headline	URL	Tone	Rank
AI for Peace: Home	https://www.aiforpeace.org/		1
Air Peace	https://flyairpeace.com/		2
Book a Flight	https://flyairpeace.com/book-a-flight/		3
AI for PEACE	https://www.linkedin.com/company/ai-for-peace		4
AI for Peace (AI for Everything)	https://www.amazon.co.uk/AI-Peace-Everything-Branka-Panic/dp/1032418370		5
AI models could help negotiators secure peace deals	https://www.economist.com/science-and-technology/2025/04/16/ai-models-could-help-negotiators-secure-		6
Responsible innovation in AI for peace and security	https://www.sipri.org/research/armament-and-disarmament/emerging-military-and-security-technologies/		7
AI for peace | International Affairs - Oxford Academic	https://academic.oup.com/ia/article/101/2/727/8046009		8

On the day of the event, more neutral joined page 1. Out of the eight entries, six were neutral and two were irrelevant.

1 May 2025

Headline	URL	Tone	Rank
AI for Peace: Home	https://www.aiforpeace.org/		1
Air Peace	https://flyairpeace.com/		2
21 April: AI to Peace 2023	https://peaceoneday.org/Main/Events?p=AItoPeace		3
AI for peace | International Affairs - Oxford Academic	https://academic.oup.com/ia/article/101/2/727/8046009		4
AI for PEACE	https://www.linkedin.com/company/ai-for-peace		5
AI for Peace - 1st Edition - Branka Panic - Paige Arthur	https://www.routledge.com/AI-for-Peace/Panic-Arthur/p/book/9781032418377?srsltid=AfmBOoqzjb-TWtsX8iF		6
Artificial intelligence	https://www.sipri.org/research/armament-and-disarmament/emerging-military-and-security-technologies/		7
AI for Peace (AI for Everything)	https://www.amazon.co.uk/AI-Peace-Everything-Branka-Panic/dp/1032418370		8
Artificial Intelligence (AI)	https://www.un.org/en/global-issues/artificial-intelligence		9

A week after the event, one positive URL promoting the event from Peace One Day's website joined page 1 at position three. The rest of results are neutral URLs except for one irrelevant URL at position two.

Peace and AI

17 April 2025

Headline	URL	Tone	Rank
AI for Peace: Home	https://www.aiforpeace.org/		1
A Role for AI in Peacebuilding	https://www.usip.org/publications/2023/12/role-ai-peacebuilding		2
AI presents significant opportunities to support international ...	https://www.gov.uk/government/speeches/ai-presents-significant-opportunities-to-support-internationa		3
Can AI bring peace to the Middle East?	https://www.thebureauinvestigates.com/stories/2024-12-19/can-ai-bring-peace-to-the-middle-east		4
AI DISRUPTION, PEACE & SECURITY	https://unidir.org/files/2023-05/UNIDIR_ID22_AI_Disruption_Peace_Security_Conference_Report.pdf		5
Artificial Intelligence and its impact on peace, security and ...	https://amaniafrica-et.org/artificial-intelligence-and-its-impact-on-peace-security-and-governance/		6
AI for Good? AI Finds Lasting Peace in Unexpected Places	https://www.psychologytoday.com/gb/blog/the-five-percent/202503/ai-for-good-ai-finds-lasting-peace-i		7
Responsible innovation in AI for peace and security	https://www.sipri.org/fa/taxonomy/term/462		8
AI for peace: mitigating the risks and enhancing opportunities	https://www.cambridge.org/core/journals/data-and-policy/article/ai-for-peace-mitigating-the-risks-an		9

The first page of search results was dominated by neutral URLs one week before AI2Peace. None of the URLs made a specific mention of AI2Peace.

24 April 2025

Headline	URL	Tone	Rank
AI for Peace: Home	https://www.aiforpeace.org/		1
A Role for AI in Peacebuilding	https://www.usip.org/publications/2023/12/role-ai-peacebuilding		2
AI presents significant opportunities to support international ...	https://www.gov.uk/government/speeches/ai-presents-significant-opportunities-to-support-internationa		3
AI DISRUPTION, PEACE & SECURITY	https://unidir.org/files/2023-05/UNIDIR_ID22_AI_Disruption_Peace_Security_Conference_Report.pdf		4
Can AI bring peace to the Middle East?	https://www.thebureauinvestigates.com/stories/2024-12-19/can-ai-bring-peace-to-the-middle-east		5
Artificial Intelligence and its impact on peace, security and ...	https://amaniafrica-et.org/artificial-intelligence-and-its-impact-on-peace-security-and-governance/		6
AI for peace | International Affairs - Oxford Academic	https://academic.oup.com/ia/article/101/2/727/8046009		7
Responsible innovation in AI for peace and security	https://www.sipri.org/fa/taxonomy/term/462		8
AI models could help negotiators secure peace deals	https://www.economist.com/science-and-technology/2025/04/16/ai-models-could-help-negotiators-secure-		9

On the day of the event, there were no notable changes to the status quo on page 1. Search results were composed of neutral URLs.

1 May 2025

Headline	URL	Tone	Rank
AI for Peace: Home	https://www.aiforpeace.org/		1
A Role for AI in Peacebuilding	https://www.usip.org/publications/2023/12/role-ai-peacebuilding		2
Artificial Intelligence and its impact on peace, security and ...	https://amaniafrica-et.org/artificial-intelligence-and-its-impact-on-peace-security-and-governance/		3
AI for Good? AI Finds Lasting Peace in Unexpected Places	https://www.psychologytoday.com/us/blog/the-five-percent/202503/ai-for-good-ai-finds-lasting-peace-i		4
AI DISRUPTION, PEACE & SECURITY	https://unidir.org/files/2023-05/UNIDIR_ID22_AI_Disruption_Peace_Security_Conference_Report.pdf		5
Designing AI for Conflict Prevention & Peacebuilding	https://www.allianceforpeacebuilding.org/afp-publications/designing-ai		6
Artificial Intelligence as a tool for peace	https://www.visionofhumanity.org/artificial-intelligence-as-a-tool-for-peace/		7
Responsible innovation in AI for peace and security	https://www.sipri.org/research/armament-and-disarmament/emerging-military-and-security-technologies/		8
War and Peace in the Age of Artificial Intelligence	https://www.foreignaffairs.com/united-states/war-and-peace-age-artificial-intelligence		9

A week post-event, search results on the first page for “Peace and AI” remained dominated by neutral URLs.

Peace One Day AI

17 April 2025

Headline	URL	Tone	Rank
Peace One Day | Home	https://www.peaceoneday.org/		1
21 April: AI to Peace 2023	https://peaceoneday.org/Main/Events?p=AItoPeace		2
Peace One Day | Impact	https://peaceoneday.org/Main/Impact		3
Peace One Day is proud to announce Calum Chace ...	https://www.facebook.com/peaceday/photos/peace-one-day-is-proud-to-announce-calum-chace-author-of-su		4
News	https://peaceoneday.org/Main/News		5
Carlos Sentís CEO World Innovation Alliance and Improve X AI	https://peaceoneday.org/Main/Contributors?p=CarlosSent%C3%ADs		6
Peace Day - X	https://x.com/PeaceDay/status/1912505698350481458		7
Jeremy Gilley MBE | Peace One Day is proud to announce ...	https://www.instagram.com/jeremygilleypod/p/DIgosIlow36/		8
Peace One Day is proud to announce that Ben Goertzel ...	https://www.facebook.com/peaceoneday/photos/peace-one-day-is-proud-to-announce-that-ben-goertzel-ceo		9
Peace One Day - X	https://x.com/PeaceOneDay/status/1912505016478314701		10

A week ahead of the event, search results for the keyword “Peace One Day AI” was dominated by positive URLs. All ten entries on page 1 were positive. These were primarily posts from POD’s website and social channels.

24 April 2025

Headline	URL	Tone	Rank
Peace One Day | Home	https://www.peaceoneday.org/		1
Peace One Day is proud to announce Calum Chace ...	https://www.facebook.com/peaceday/photos/peace-one-day-is-proud-to-announce-calum-chace-author-of-su		2
Peace One Day (@PeaceOneDay) / X	https://x.com/peaceoneday?lang=en		3
Update from Peace One Day Founder Jeremy Gilley MBE ...	https://www.facebook.com/peaceday/videos/update-from-peace-one-day-founder-jeremy-gilley-mbe-on-ai2p		4
Peace One Day | The #Ai2peace broadcast will start at 12 ...	https://www.instagram.com/peaceoneday_official/p/DIy4W3ssJFI/		5
Peace One Day	https://twitter.com/PeaceOneDay/status/1912505016478314701		6
ITG partners with Peace One Day for 'AI to Peace' programme	https://newdigitalage.co/agencies/itg-partners-with-peace-one-day-for-ai-to-peace-programme/		7

On the day of the event, page 1 only presented seven entries, all of which were positive.

1 May 2025

Headline	URL	Tone	Rank
21 April: AI to Peace 2023	https://peaceoneday.org/Main/Events?p=AItoPeace		1
Ai2peace 2025	https://peaceoneday.org/Main/Events?p=Ai2peace2025		2
Peace One Day | Home	https://www.peaceoneday.org/		3
Peace One Day | Impact	https://peaceoneday.org/Main/Impact		4
Peace One Day (@PeaceOneDay) / X	https://x.com/peaceoneday?lang=en		5
Peace One Day - X	https://twitter.com/PeaceOneDay/status/1912505016478314701		6
ITG partners with Peace One Day for 'AI to Peace' programme	https://newdigitalage.co/agencies/itg-partners-with-peace-one-day-for-ai-to-peace-programme/		7
Trent Mcconaghy	https://peaceoneday.org/Main/Contributors?p=TrentMcConaghy		8
Peace One Day	https://www.facebook.com/peaceoneday/?locale=en_GB		9
Peace One Day is proud to announce that Calum Chace ...	https://www.instagram.com/peaceoneday_official/p/DIgoeR7Iz9Q/		10

A week after the conclusion of AI2Peace, search results remained strong, with ten positive entries on page 1.