Peace
One Day

Peace Day Live

21 September

What will you do to make peace?



This document is for illustration purposes only. It is private, confidential and not for the public domain.

Peace Day Live 21 September 2021

Connecting with thought leaders, actors and musicians. Raising awareness of Peace Day, 21 September and manifesting action towards a more peaceful and sustainable world on a global scale.

The narrative of this experience is inspired by three core themes: non-violence towards people, the planet and wildlife.

Broadcast from Peace One Day HQ, London, with live Peace Day action from around the world.



Peace One Day

22 Years of Peace One Day



Peace One Day Mission & Objectives

Our mission is to expose people to the message of **Peace Day, 21 September.** Awareness of Peace Day manifests action and action reduces violence, as we change our behaviour towards each other and our environment on and around the 21 September.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Make **3 billion people** fully aware of **Peace Day** by **2025** leading to a more peaceful behaviour

Decrease violence on Peace Day including in the cyber world

Peace & Sustainability Education Resources available to all **193 UN Member states in six languages**

Raising awareness of **Goal 16**

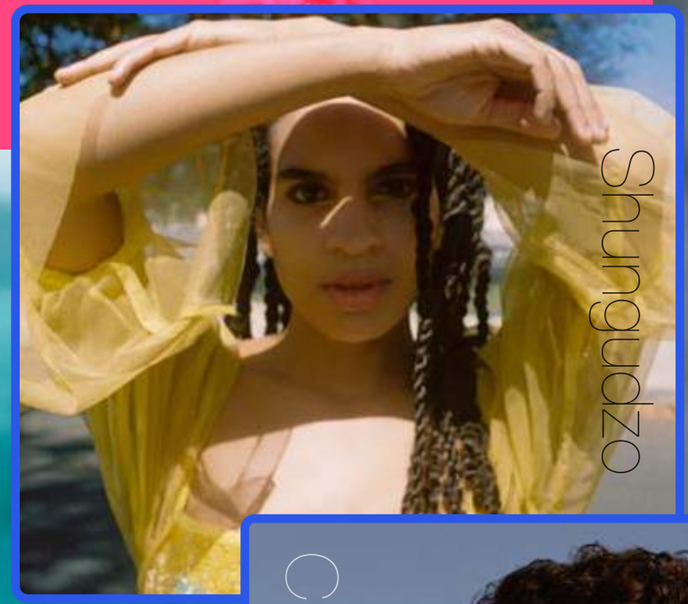
Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Musical Performances

I STING I Jack Savoretti I Calum Scott I Shungudzo I









Musical Performances

I Felix from Basement Jaxx I Maurice Kirya I James Morrison I Kiran+Nivi I



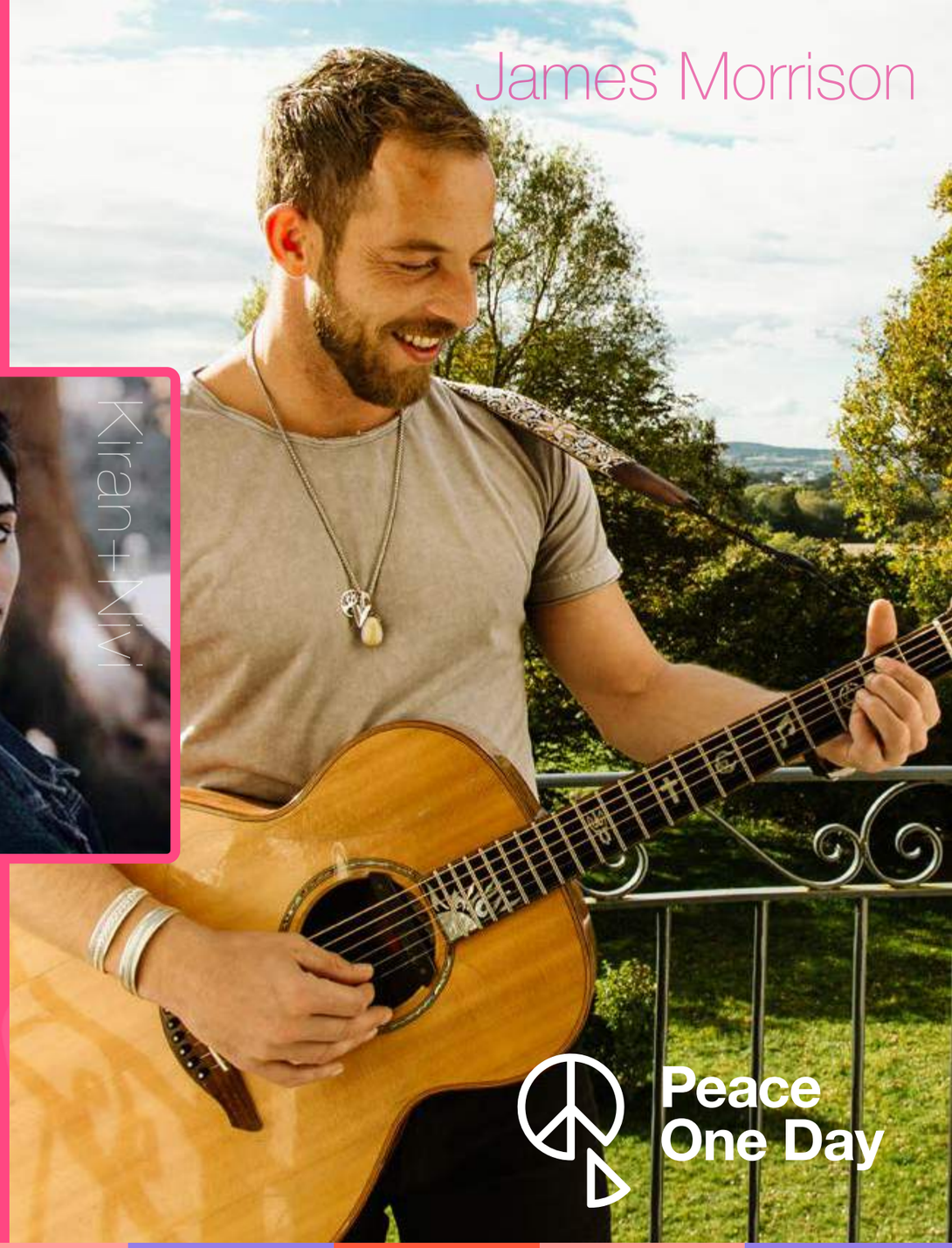
Maurice Kirya



Kiran+Nivi



Felix Buxton, Basement Jaxx



James Morrison

Peace One Day

Words of Peace

Actors speaking great dramatic or historical speeches that have informed, inspired and engaged people in action.

- Jude Law
- Monique Coleman
- Hakeem Kae-Kazim
- Ahmad Fawzi
- Sacha Parkinson
- Forest Whitaker
- Eddie Izzard
- Jesse Royal










Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Peace Day Live Presenters







Monique Coleman Actress & Activist | **Laura Whitmore** TV Presenter & Radio Broadcaster |

Richard Lui Anchor and Journalist MSNBC/NBC News, Author of ‘Enough About Me’ |

Peace One Day

This document is being created for illustration purposes only. It is private, confidential and not for the public domain.

Peace Day Live Presenters







| **Afua Nkansah-Asamoah** Activist, Childnet's Youth Advisory Board for Project deSHAME | **Eglantina Zingg** Socially & Environmentally Conscious Entrepreneur & Founder of @Goleadoras | **Sacha Parkinson** Actress |

Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Special Statements

Special statements from extraordinary individuals sharing their hopes, fears and dreams on how we are to take on the great challenge of manifesting a more peaceful and sustainable world.



Opening Statement

Peace Day Live will be opened by the Secretary-General of the United Nations, **António Guterres.**



Special Statement

A Special Statement from the United Nations High Commissioner for Human Rights, **Michelle Bachelet.**

Peace One Day

Special Interviews

Engaging interviews with extraordinary individuals sharing their hopes, fears and dreams on how we are to take on the great challenge of manifesting a more peaceful and sustainable world.



Prem Rawat

Founder of the Prem Rawat Foundation



Ilona Szabó de Carvalho

Co-founder and President of the Igarapé Institute



Paul Polman

Influencer, Business Leader and Campaigner

Special Interviews

Continued.



Scilla Elworthy

Founder of Business Plan for Peace and Oxford Research Group



Sir Jeremy Greenstock

Chairman of Gatehouse Advisory Partners, Former Chairman of the UNA UK and Special Adviser to the NGO Forward Thinking



Katy Minshall

Head of UK Government, Public Policy and Philanthropy at Twitter

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Special Interviews

Continued.



Jeremy Gilley

Founder of Peace One Day, Producer and Director, Peace Day Live



Melissa Fleming

Under-Secretary-General for Global Communications at the United Nations



Marco Lambertini

Director General, WWF International



Steve Killelea

Founder, Institute for Economics and Peace

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Discussion Panel: Protecting People

A discussion about what we can do to reduce violence in our homes, communities, schools and places of work.





Moderator - **Margarita Quihuis**
Executive Director, Peace Innovation Lab

Liv Tørres
Director of the Pathfinders for Peaceful, Just and Inclusive Societies

Rt Hon Patricia Scotland QC
Secretary-General of the Commonwealth

Natalie Deacon
Head of Sustainability, Avon





Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Discussion Panel: Making Peace with Nature

A discussion about the importance of protecting our resources to avoid global conflicts.





Moderator - **Afua Nkansah-Asamoah**
Activist, Childnet's Youth Advisory Board for Project deSHAME

Michael Mapes
CEO Trivium Packaging

John Sauven
Executive Director, Greenpeace

Lindiwe Daphne Zulu
MP Minister
of Social Development





Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Discussion Panel: Protecting Wildlife

A discussion about the importance of non-violence and respect towards wildlife and the impact that has environmentally, culturally and spiritually.





Moderator - **Richard Lui**
Anchor and Journalist MSNBC/NBC News,
Author of 'Enough About Me'

Kees Kruythoff
Chairman & CEO of The LIVEKINDLY Collective

Fabien Cousteau
Oceanographic Explorer, Environmental Advocate, Founder of the Fabien Cousteau Ocean Learning Center and Proteus Ocean Group

Marina Ponti
Global Director of UN SDG Action Campaign

Catie Munnings
Andretti United Extreme E driver







Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Discussion Panel: Uniting for Peace

A discussion led by corporate leaders on how the business world is responding to the call for a more peaceful and sustainable world.

Moderator - **Richard Lui**
Anchor and Journalist MSNBC/NBC News,
Author of 'Enough About Me'



Sanda Ojiambo
CEO & Executive Director
of the UN Global Compact





Antonio Núñez
CEO of Nestlé Colombia



Angela Cretu
CEO of Avon

Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Discussion Panel: ESG

Environmental, Social, and (Corporate) Governance (ESG): what role will it play in the manifestation of a more peaceful and sustainable world?





Moderator - **Rebecca Gudgeon**
Partner, Hudson Sandler

Frank Haresnape
Global CMO, Pepsi Lipton

Dr Darian McBain
UN Sustainable Development Goal Pioneer 2021 for a Sustainable Ocean Economy

Nadhim Zahawi MP
Secretary of State for Education





Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Discussion Panel: COP26

A discussion about the upcoming COP26, raising further awareness of the conference and informing a wider demographic of its importance in our journey towards a more peaceful and sustainable world.

Moderator - **Margarita Quihuis**
Executive Director, Peace Innovation Lab

Richard Lochhead MSP
Minister for Just Transition, Employment and Fair Work

Susan Nakyung Lee
Core Delivery Team, Global Assembly COP 26







Peace One Day

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Live Moments from Around the World

Highlighting extraordinary live Peace Day action by individuals, organisations, schools and communities, promoting peace and sustainability from every continent of the world.

Code For Peace

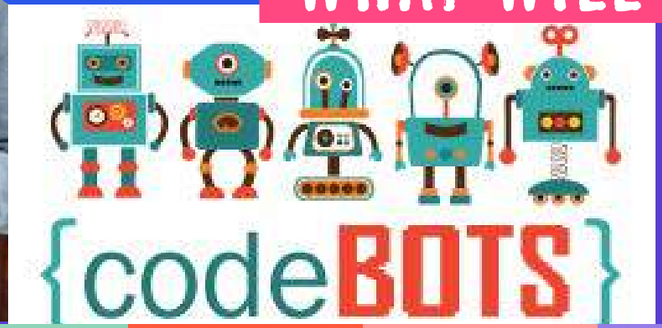
Coding a peaceful and sustainable world







WHAT WILL YOU DO TO MAKE PEACE?





Peace One Day

Peace Day Exposure Statistics

The reach of all **Peace One Day's** live events throughout the year is carefully monitored and measured by leading companies in the field, as we head towards the target of **3 billion people** being fully aware of **Peace Day, 21 September, by 2025.**



On **Peace Day**, 21 September 2020, Peace One Day received **2.1 times more coverage** compared to 2019. **2,658 articles** mentioning Peace One Day were published on **Peace Day** with a potential reach of **9 billion**, **4.5 times more** than 2019.

Visitors to the Peace One Day website also increased. The number of unique users went up **five-fold** in 2020 with views from **141 different countries** across the globe

Anti-Racism Live, 21 March 2021, saw **310,566 views** on Twitter.

The International Day for the Elimination of Racial Discrimination, 21 March 2021, was mentioned in **6,302 articles** (14-28 March 2021).**10.9 times more coverage** compared the same time period during the previous year.

The Peace One Day social media campaign for **Climate Action Live**, 21 June 2021, saw **703,853** engagements and **6,393,587 i**mpressions.

This document is for illustration purposes only. It is private, confidential and not for the public domain.

Peace One Day Production

Producers | Jude Law & Jeremy Gilley | Creative Director | Jeremy Gilley















WHAT WILL YOU DO TO MAKE PEACE?



Peace One Day

Peace One Day Sponsors



Awareness Partner

TWITTER



Partners

PATHFINDERS
FOR PEACEFUL, JUST AND INCLUSIVE SOCIETIES
HOSTED BY THE NYU CENTER ON INTERNATIONAL COOPERATION

UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER

SUSTAINABLE DEVELOPMENT GOALS
ACTION
CAMPAIGN

PEACE INNOVATION LAB
STANFORD

UN GLOBAL COMPACT
United Nations
Global Compact