Peace
One Day

Peace Day Live

21 September

What will you do to make peace?



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Peace One Day

Peace Day Live
21 September 2022

SEPT 20 22

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.









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Broadcast Hubs
Live from London and New York for Peace Day 21 September 2022

2022

LONDON



NEW YORK



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23 YEARS OF POD



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.

- Make **3 billion** people fully aware of **Peace Day** by **2025**, leading to 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**



16 PEACE, JUSTICE AND STRONG INSTITUIONS

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Peace Day Live Presenters



WAQAS AHMED

Executive Director, Khalili Foundation



SACHA PARKINSON

Actress



RICHARD LUI

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



SHIRIT GAL KEDAR

Freelance Journalist

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Peace Day Announcement

Peace Day Live will be opened with a pre-recorded Peace Day announcement by the Secretary-General of the United Nations António Guterres, marking the UN International Day of Peace.



ANTÓNIO GUTERRES

Secretary-General of the United Nations

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Musical Performances



JEMERE MORGAN



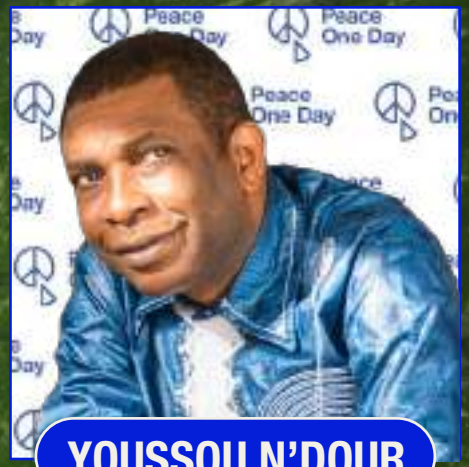
GOHEI NISHIKAWA



KIRAN X NIVI



JESSE ROYAL



YOUSSOU N'DOUR



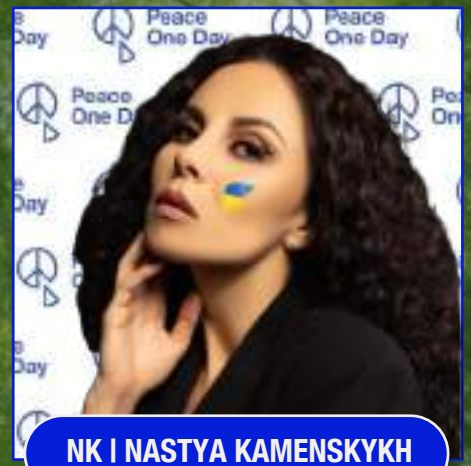
EMMANUEL JAL



WESLEY STROMBERG



NILE RODGERS



NK I NASTYA KAMENSKYKH

With a special performance for the people of Ukraine

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Words of Peace

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



Nicola Coughlan



Monique Coleman



Hakeem Kae-Kazim



Sibongile Mlambo



Bessie Carter



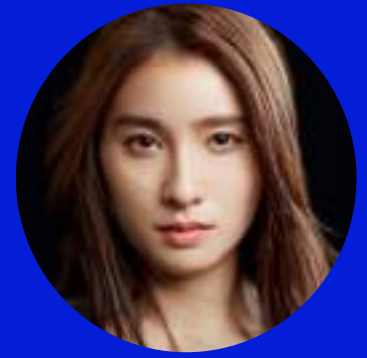
Scantana



Sacha Parkinson



Ahmad Fawzi



Tao Tsuchiya

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Interviews & Statements

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



ZAINAB SALBI

Daughters for Earth Co-Founder; Humanitarian; Author; Founder of Women for Women International

'Women as peacemakers'



JUDE LAW

Actor & Peace One Day Ambassador

*Special Statement



RT HON NADHIM ZAHAWI

Chancellor of the Duchy of Lancaster, Minister for Intergovernmental Relations and Minister for Equalities

'You can't have a successful economy without Peace'



PATRICE EVRA

Football Legend & Activist

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AHUNNA EZIAKONWA

Assistant Secretary-General, Assistant Administrator and Director of the Regional Bureau for Africa (RBA), UNDP

'How Peace Day plays a role in building Peace'



MELISSA FLEMING

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

'The importance of Peace Day'



KARIM A.A KHAN KC

Prosecutor of the International Criminal Court



NILE RODGERS

Producer, Songwriter, Musician.
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BHAVREEN KANDHARI

Co-Founded Warrior Moms

‘Protection of resources is a prerequisite to Peace’



JEREMY GILLEY

Founder, Peace One Day



KRISTINA LILIANA NOVA

Model, Actress, Entrepreneur

'Peace in Ukraine’



LAURA WHITMORE

TV Presenter and Radio Broadcaster
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PHILIPPE SANDS KC

Professor of Laws and Director of the Centre on International Courts and Tribunals at University College London



DR. NAJAT MAALLA M'JID

Special Representative of the Secretary-General on Violence Against Children



RT HON PATRICIA SCOTLAND KC

Secretary-General of the Commonwealth,
"End Racism. Build Peace."



MARINA PONTI

Director, UN SDG Action Campaign

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PAUL POLMAN

Business leader, campaigner, co-author of “Net Positive”

*Special Statement

'Peace and Sustainability are inextricably linked’



NIAMH MCDADE

Deputy Head of UK Public Policy at Twitter



CARLOS SLIM DOMIT

Chairman of the Board of Telmex, Grupo Carso, Grupo Sanborns and American Movil & Philanthropist

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STACEY TANK

Chief Transformation Officer at Heineken

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RENDA WRITER

Artist
*Live Moment



JULIA JACKSON

Founder of Grounded
Chair, Stop Ecocide
US Allies



RAJIV JOSHI

Associate Dean for
Climate Action, Columbia
Climate School



SOPHIA KIANNI

Climate Activist, Founder
and Executive Director of
Climate Cardinals

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KASHIF SIDDIQI

Football Diplomat & Co-Founder of Football for Peace



TUESDAY REITANO

Deputy Director, Global Initiative Against Transnational Organized Crime



MADISYN SHIPMAN

Actress and Artist

*Special Statement



JENI STEPANEK, PH.D

An award-winning speaker, writer and peace advocate

*Special Statement

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Interviews

Business leaders share their hopes, fears and dreams as the sponsors of Peace One Day reveal why they're investing in Peace and taking up the challenge of manifesting a more peaceful and sustainable world



WEI WEI YAO

Senior Vice President and Global Chief Executive Officer, Pepsi Lipton



ROMAIN PICARD

Senior Vice President EMEA, Cloudera



ANGELA CRETU

CEO of Avon



MICHAEL MAPES

CEO, Trivium Packaging

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Panel Discussion: The role of branding in manifesting a more peaceful and sustainable world





Moderated by: **Charles Trevail**
CEO of Interbrand

Christian Deuringer
Director Brand & Marketing Allianz SE

Natalie Deacon
Executive Director Corporate Affairs and Sustainability,
President Avon Foundation for Women

Michael Mapes
CEO of Trivium Packaging





Interbrand

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Panel Discussion: Gender Based Violence in Warzones

Prominent thought leaders confront the challenges of stopping gender-based violence in warzones such as Ukraine.





Moderated by: **Sophia Kianni**
Climate Activist, Founder and Executive Director of Climate Cardinals

Angela Cretu
CEO of Avon

NK | Nastya Kamenskykh
Ukrainian Singer,

Pamela Zaballa
CEO of NO MORE





AVON

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Panel Discussion: Stop Ecocide





Moderated by: **Sophia Kianni**
Climate Activist, Founder and Executive Director of Climate Cardinals

Sophie Dembinski
Business Adviser, Stop Ecocide International.
Head of Public Policy and UK Country Manager, Ecosia

Princess Marie-Esméralda of Belgium, Lady Moncada
Member of the Belgian Royal Family, journalist, author and documentary-maker

Jojo Mehta
Co-Founder & Executive Director, Stop Ecocide International
Chair, Stop Ecocide Foundation





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Panel Discussion: The NewNow

The NewNow Leaders share the challenges facing the world today in the global hotspots such as Ukraine, Taiwan, Afghanistan and others.





Moderated by: **Richard Lui**
Anchor and Journalist MSNBC/NBC News,
Author of 'Enough About Me'

Abdalaziz Alhamza
Citizen Journalist & Human Rights Activist, The NewNow

Victor Ochen
Peace Activist & Youth Advocate, The NewNow



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Kofi Annan – A Special Moment

A Special Moment showcasing the legacy of the Former Secretary-General of the United Nations, Kofi Annan - instrumental in the creation of Peace Day







Kofi Annan
FOUNDATION

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Mediation and Non-Violence in Action

Live to Nigeria with the Imam Muhammad Ashafa and the Pastor James Wuye



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PEACE DAY LIVE 2021

Watch the showreel from Peace Day Live 2021 here

















WHAT WILL YOU DO FOR PEACE?

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Peace Day Live 2021
Exposure Statistics

- The Peace One Day social media campaign Peace Day Live 2021 garnered impressive statistics of **233,428 engagements** and **2,919,230 impressions.**
- Livestream views on the peaceoneday.org website and @PeaceOneDay Twitter account reach 26,052 on 21 Sep 2021. This represents a **385% increase** from the year before.
- The Peace One Day website had over **9,000 Unique Active Visitors** on 21 Sep 2021. This represents a **39% increase over 2020**, and a **614% increase over 2019**.
- The Peace One Day event was mentioned in a total of **8,637 articles**. This represents a **225% increase** in comparison to 2020. These publications has a **total reach of around 19 billion**; this **is 2.1 times higher than 2020's** figure.
- This measurement process was carried out in a similar way for all of the 2021 Digital experiences. *Click here to see the full reports, including the Annual Impact Report of 2021.*

***Exposure numbers independently measured by Digitalis, Social 360 and Signal AI.**

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Our Sponsors

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Lipton

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Our Supporters

Awareness Partner: Twitter

Media Partner: Porter Novelli

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CLOUDERA

Interbrand

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Our Partners

Kofi Annan FOUNDATION

GLOBAL GOALS WEEK

SUSTAINABLE DEVELOPMENT GOALS ACTION CAMPAIGN

PATHFINDERS FOR PEACEFUL, JUST AND INCLUSIVE SOCIETIES

HOSTED BY THE NYU CENTER ON INTERNATIONAL COOPERATION

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