Peace One Day

IN ASSOCIATION WITH

UNITED NATIONS HUMAN RIGHTS OFFICE OF THE HIGH COMMISSIONER

MARCH 2021 Anti-Racism Live Global Digital Experience



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Anti-Racism Live Global Digital Experience on The International Day for the Elimination of Racial Discrimination, 21 March 2021









Connecting with the most incredible international speakers, actors and musicians for the online digital experience broadcasting live to raise awareness of the day, and spread the message of peace and non-violence.

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

#FIGHT*racism*

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Our Vision for this Broadcast

Our vision is to raise awareness of 21 March, the **International Day for the Elimination of Racial Discrimination** with the intention of bringing this issue to a wide demographic in a very open, inclusive and peaceful way. We want to inspire and engage people globally, manifesting action for a more equal and just world.

This is a journey that we should all embark on no matter who we are!

WHAT WILL YOU DO TO FIGHT RACISM AND CREATE A MORE EQUAL AND JUST WORLD?

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Our Objectives for this Broadcast

Anti-Racism Live Global Digital Experience March 2021



- Raise awareness of **21 March, the International Day for the Elimination of Racial Discrimination**
- Facilitate conversations that lead to a more diverse and inclusive world
- Set out practical action points to help individuals and organisations engage with anti-racism
- **Utilise Goal 16, Peace, Justice & Strong Institutions** to promote peaceful societies and provide access to justice for all

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Sharpeville Massacre, 21 March 1960 & The International Day for the Elimination of Racial Discrimination





Daily Rand Mail

Anti-pass demonstration leads to Vereeniging, Langa bloodshed

54 DEAD, 191 HURT IN RIOTS

Army called out in Cape outburst

This was the scene after police fired

Verwoerd will attend London conference

West wants a world police force

PARLIAMENT WILL CREATE IT, SAYS PREMIER

A republic even if voters say no

Protesters arrested

Village calm after tension

50 drown in sailing ship

- The International Day for the Elimination of Racial Discrimination is observed annually on 21 March
- On that day, in 1960, police opened fire and killed 69 people at a peaceful demonstration in Sharpeville, South Africa, against the apartheid pass laws

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The United Nations

Fighting Racism



- The United Nations General Assembly proclaimed the Day in 1966, calling on the international community to redouble its efforts to eliminate all forms of racial discrimination
- The Day commemorates the lives of those who died to fight for democracy and equal human rights for all, and empowers people around the world to **#FIGHT***racism*

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21 March, The International Day for the Elimination of Racial Discrimination



- **Proclaiming the Day in 1966**, the UN General Assembly called on the international community to redouble its efforts to **eliminate all forms of racial discrimination**
- The global framework for the elimination of racism is guided by the **International Convention on the Elimination of Racial Discrimination, the Durban Declaration and programme of action**
- The action in the lead up and on the day promotes a global culture of **Tolerance, Equality** and **Anti-discrimination**
- The Day also provides an opportunity to focus our attention on the **International Decade for the People of African Descent** and its themes **Recognition, Justice and Development**

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Anti-Racism Live Global Digital Experience

is presented by







Richard Lui | Journalist & News Anchor, MSNBC & NBC News
Afua Nkansah-Asamoah | Activist, project deShame
Laura Whitmore | TV Presenter and Radio Broadcaster
Gavin Ramjaun | TV Presenter, Journalist & Event Host
Monique Coleman | Actress, Singer, Entrepreneur & Philanthropist

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Special Interviews

Inspiring discussions with some of the most influential speakers on the subject of equality, justice and elimination of racial discrimination



Michelle Bachelet
United Nations High Commissioner for Human Rights



Yan Dhanda
Professional Footballer



Hindou Oumarrou Ibrahim
President, Association for Indigenous Women and Peoples of Chad, SDG Advocate



Rt Hon Patricia Scotland QC
Secretary-General of the Commonwealth of Nations

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Special Interviews

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Interviewer: **Marina Ponti**
Global Director of the UN SDG Action Campaign



Nadhim Zahawi MP
Minister for COVID Vaccine Deployment/ Minister for Business & Industry



Hina Jilani-Elder
Lawyer, Human Rights Champion

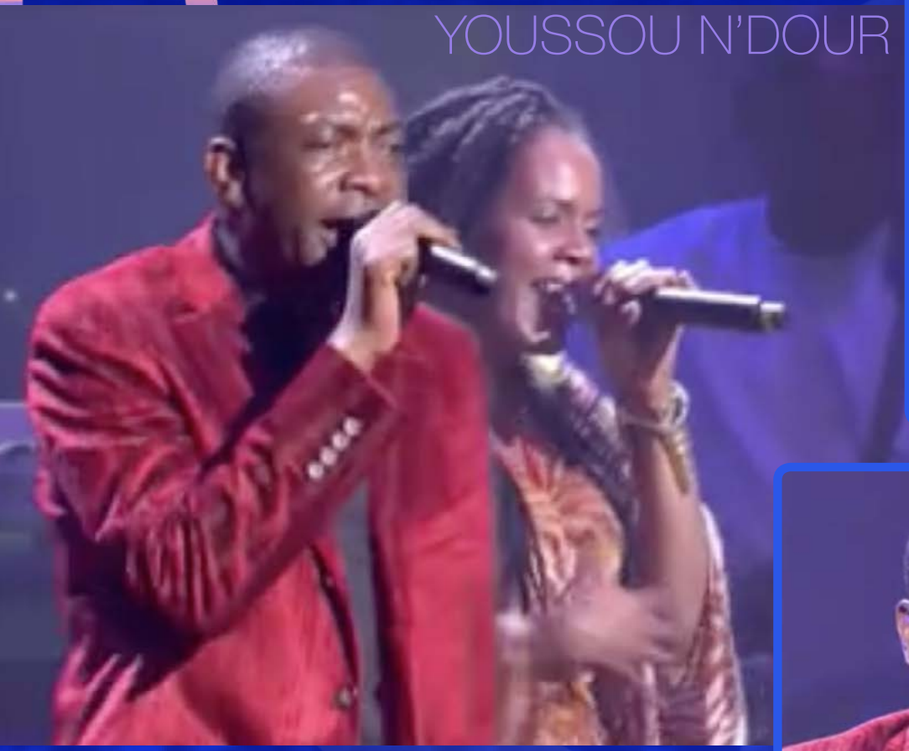


Tony West
Senior Vice President, Chief Legal Officer & Corporate Secretary at Uber Technologies Inc.

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Music Performances

Music and interviews from international artists from the continents of the world. Listen to the great artists performing for the Anti-Racism Live Global Digital Experience this year in order to spread the message of equality, justice and peace to individuals, families and communities across the world







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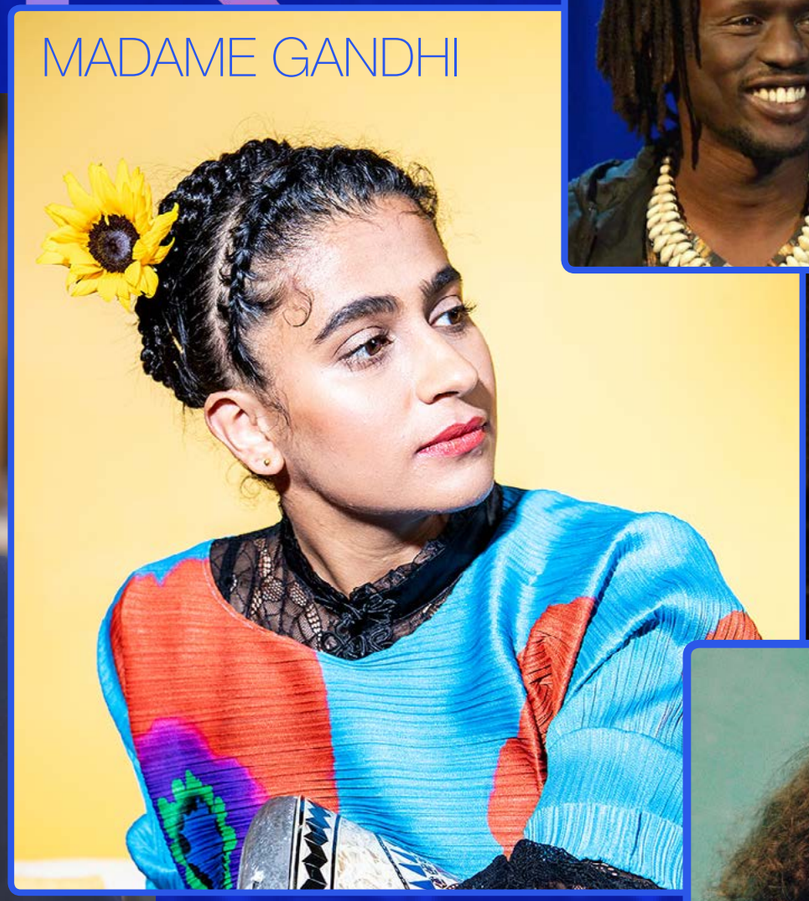


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Music Performances


ZWAI BALA


MADAME GANDHI


EMMANUEL JAL


JACK SAVORETTI


IZZY BIZU

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Words of Peace

Inspiring actors speaking great dramatic or historical speeches that have inspired change or action

Monique Coleman
Hakeem Kae Kazim
Nathalie Emmanuel
Forest Whitaker **special message*












Appearing for **Gregory David Roberts** *is* **LatyKim, Scantana** *and* **Saine,** *with instrumentation by* **Dale “Dizzle” Virgo.**

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Discussion Panel:
Football - A Journey Towards Anti-Racism

A powerful discussion on tackling racial discrimination in the world of football





Kashif Siddiqi *Moderator
Football Diplomat & Co-Founder of Football for Peace

Fern Whelan
Former England Lioness and Women's
Super League Footballer

Louis Saha
Former Premier League Footballer,
Founder of AxisStars



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Discussion Panel: Equality and Justice in the Community

A powerful discussion on tackling racial discrimination within communities





Dr Shola Mos-Shogbamimu *Moderator
Lawyer, Political and Women's Rights Activist

Lord Simon Woolley
Founder & Director of Operation Black Vote





Thuli Madonsela
Law Trust Chair in Social Justice and Law Professor

Richard Lui
Journalist & News Anchor, MSNBC & NBC News,
Author of Enough About Me

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Discussion Panel: Equality & Justice in the Workplace

A discussion led by business leaders talking about their responsibility, commitment and the action they are taking toward a more equal and just world





Paul Polman *Moderator
Co-Founder and Chair, IMAGINE

Angela Payne James
Diversity & Inclusion Partner, ALSTON & BIRD

Sanda Ojiambo
Executive Director, UN Global Compact

Roberto Marques
Group CEO & Executive Chairman of the Board of Directors, Natura & Co





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Discussion Panel: Gender Justice Superheroes

Inspiring women on the frontlines of action for equality, justice and the elimination of racial discrimination





Nada Al-Nashif
United Nations Deputy High Commissioner for Human Rights

Angela Cretu *Moderator
CEO, Avon

Dame Heather Rabbatts DBE
Founder of the Women's Sports Group,
Former FA Director

Hanneke Faber
Global President of Foods and Refreshment Division
at Unilever





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Discussion Panel:
Youth Taking a Stand Against Racism

A powerful discussion led by inspiring young people on the importance of equality and justice





Afua Nkansah- Asamoah *Moderator
Activist, Childnet's Youth Advisory Board for project deShame

Garvey Mortley
Gamer, Podcaster, Student

Zulaikha Patel
Anti-Racism Activist, Black Radical Feminist, Writer



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Discussion Panel:
Tech Pioneers for Equality & Justice

A discussion on the role of technology in our journey toward a more equal, just and peaceful world





Margarita Quihuis *Moderator
Executive Director of the Peace Innovation Lab at Stanford and the Peace Innovation Institute, the Hague

Mike Omoniyi
Award-Winning Social Entrepreneur, Leader, Academic, Commentator, Artist, Activist and Polymath

Laura Higgins
Director of Community Safety and Digital Civility, Roblox



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Discussion Panel:
Culture for Equality & Justice

The role that culture can play for a more equal and just world





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

Marlon James
Award-Winning Author

Ruth Davis
Director, Call for Code at IBM

Daniel Owoseni Ajala
Creative Director, Leap of Dance Academy





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Live Action from Around the World

Anti-Racism Live Global Digital Experience 2021 will highlight live action by individuals, organisations, schools and communities promoting equality and justice from every continent of the world.





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Exposure Statistics

The Live Digital Experience

- The exposure numbers around the **International Day for the Elimination of Racial Discrimination**, **21 March 2021** will be measured carefully by Digitalis, Social 360 and Signal-AI, the leading companies in the field
- The measurement process will be carried out in a similar way as for **Peace Day 2020**; and in **2021** we plan to exceed the exposure numbers generated
- **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 last year*
- 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*

*Statistics from Digitalis, Social 360 and Signal-AI. Sept 21 2020

Event sponsored by

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

UN GLOBAL COMPACT
United Nations
Global Compact

SUSTAINABLE DEVELOPMENT GOALS
ACTION
CAMPAIGN

PEACE INNOVATION LAB
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Peace One Day Live Global Digital Experience on Peace Day, 21 September 2020

