In 2014, around 9% of the world population was aware of Peace Day and its activities.

More than 1 billion people were exposed to Peace Day messages through activities ranging from concerts to prayer groups.

An estimated 610 million people were aware of Peace Day. This year’s major growth in awareness was achieved in Africa, particularly in the Great Lakes region.

An estimated 10 million people behaved more peacefully that day – equivalent to the population of Portugal.

2014 faith communities
Spiritual activities, including group meditation, prayers for peace and the support of religious leaders around the globe, made close to 150 million people aware.

2014 social media campaigns
More than 500 million individuals were exposed to the Twitter feed #PeaceDay. Altogether social media campaigns made over 50 million people aware of Peace Day.

2014 corporate activities
Corporate partner support increased significantly this year, making over 100 million people aware. Major campaigns included Axe/Lynx’s ‘Make love not war’ campaign and Coca Cola’s support in the Great Lakes region of Africa.

A look ahead into 2015
Peace One Day will continue its global campaign, whilst simultaneously giving a focus to the Great Lakes region of Africa, with the kind support of the Howard G. Buffett Foundation. This will include a series of stakeholder events across the region.
Peace One Day’s global awareness-raising efforts will be reinforced by engaging key influencers across a number of sectors to spread the message of 21 September. Film and music will also continue to play a central role in Peace One Day’s campaigning.

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Note: Estimates use a bottom-up methodology of different Peace Day activities taking place and estimated conversion rates from exposure to awareness to action. Estimates include direct exposure through events and second-hand exposure through the media or word of mouth. Survey data has been used to validate and calibrate the findings of awareness (with approximately 30% of the UK population aware of Peace Day) and impact.
Source: 2014 awareness estimated by Peace One Day with the support of McKinsey & Company.
PEACE DAY 2014 REACHED ALL CORNERS OF THE GLOBE

EXAMPLES OF ACTIVITIES HELD ON PEACE DAY 2014

- Millions of people participated in a synchronised moment of meditation in India and the US.
- A procession of over 10,000 participants and 100 organisations took place in Tijuana, a city hit by drug- and gang-related violence.
- Tens of thousands gathered in Goma for a Peace One Day concert headlined by RnB star Akon and local stars, and broadcast globally.
- Hundreds joined a football tournament in one of Rio de Janeiro’s most dangerous slums.
- The Government of Nigeria hosted a First Ladies Peace Summit, attended by the First Ladies of Nigeria, South Africa and others.
- The UNHCR distributed 1,000 fuel-efficient stoves to women in refugee camps in the DRC, reducing their vulnerability to gender-based violence as they gather firewood.
- Schools across Russia, Belarus and Ukraine organised events ranging from concerts to competitions, reaching hundreds of thousands of children.
- Almost 1,000 Israelis and Palestinians from bereaved families met in Tel Aviv to engage in dialogue and promote reconciliation.
- The Government of China hosted an international delegation at a 2-day peace conference in Xi’an promoting dialogue and peace in Asia.
- Thousands of young people prayed together at inter-denominational religious events in the border area of the DRC, Burundi and Rwanda.

Source: 2014 awareness estimated by Peace One Day with the support of McKinsey & Company