

IN 2016, APPROXIMATELY 2.2 BILLION PEOPLE WORLDWIDE WERE REACHED BY PEACE DAY MESSAGES



An estimated **2.2 billion people** were exposed to Peace Day messages through activities ranging from social media campaigns to radio broadcasts

An estimated **940 million people** were aware of Peace Day. This year's major growth in awareness was achieved in Asia, particularly India

An estimated **16 million people** behaved more peacefully that day – equivalent to the entire population of Guatemala



2016 government

USIP's Peace Day Challenge again engaged millions of people globally including the Dalai Lama. The Chinese Vice President keyed an event in Yinchuan, West Bengal's Chief Minister urged people to work together, and the Punjab Chief Minister's Peace Day call to action was broadcast on national Radio Pakistan

2016 corporate

Facebook reached over a billion active daily users with a special Peace Day feature, and Google and Active Theory released an App to bring people together globally for the day. Thousands of Marriott Int'l. associates linked peace to travel

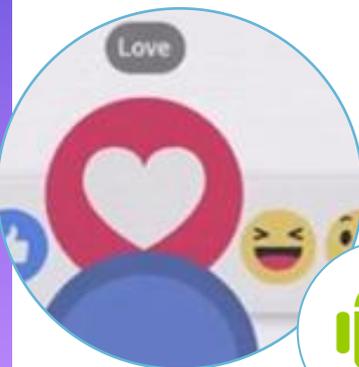


2016 civil society

From Alert's Talking Peace Festival including a Syrian art exhibition, pop-up 'conflict cafes', and #peacehack tackling hate speech, and SFCG's photo caption contest, to Peace Direct's #messageofhope campaign and AEISEC's #OneHour4Peace, millions were mobilized into action

2016 United Nations

Leonardo DiCaprio and the President of the World Summit of Nobel Peace Laureates Ekaterina Zagladina led the UNHQ ceremony, alongside the launch of the UN's #HugForPeace campaign utilizing Change.org petitions and online influencers. Quincy Jones' prodigy helped to raise funds for UNHCR, and peacekeeping missions worldwide from CAR to DRC marked the day



2016 social media

Michelle Yeoh, Alaa Murabi and Amr Moussa joined IPI's Peace Day Snapchat, while Wonder Woman Gal Gadot led those marking the day on Instagram. On Twitter, Microsoft activating across Latin America and international sports stars including Mesut Ozil and Virender Sehwag helped the hashtag trend worldwide

PEACE DAY 2016 REACHED ALL CORNERS OF THE GLOBE

EXAMPLES OF ACTIVITIES HELD FOR PEACE DAY 2016

Over 450 religious leaders of different faiths gathered in Assisi for a 4-day Community of Sant'Egidio event to commit to Peace, including Pope Francis, Patriarch Bartholomew, Rabbi David Rosen & Din Syamsuddin



IMC facilitated interfaith dialogue sessions with youth across North Nigeria, and the Coalition of Niger Delta Youth Leaders organized a freedom concert in South Nigeria



In Ukraine, Dnipropetrovsk held a Regional Roundtable for the “Women for Peace” national platform, and in Russia, the Kazan Federal University held a roundtable on preventing the extremist behaviour of youth online

A video of runner Ken Nwadike hugging officers and rioters to ease tensions in the middle of unrest in Charlotte went viral, and Coaches Across Continents organised football matches for peace across Mexico & globally



A coalition of partners in South Sudan led by the National Platform for Peace and Reconciliation launched 100 days of peace activism, with events all over the country



The Syrian White Helmets were awarded the ‘Alternative Nobel Prize’, and members of JCI Syria marched for peace from Old Damascus through two of the seven ancient city gates—Bab Tuma and Bab al-Salam, known as the Gate of Peace



IGAD reflected on its facilitation of the landmark Heads of State Summit in Somalia, and local youth led NGO SOYVGA co-hosted peacebuilding workshops with the Banaadir authorities



Afghanistan's National Environmental Protection Agency hosted their 8th annual Peace Trek in the Koh-e Baba mountains of Bamyán, and local theatre group Aftab performed peace day plays in Balkh



Tens of thousands of Iraqi youth attended Baghdad's 6th annual peace carnival, raising funds to go towards micro-finance projects

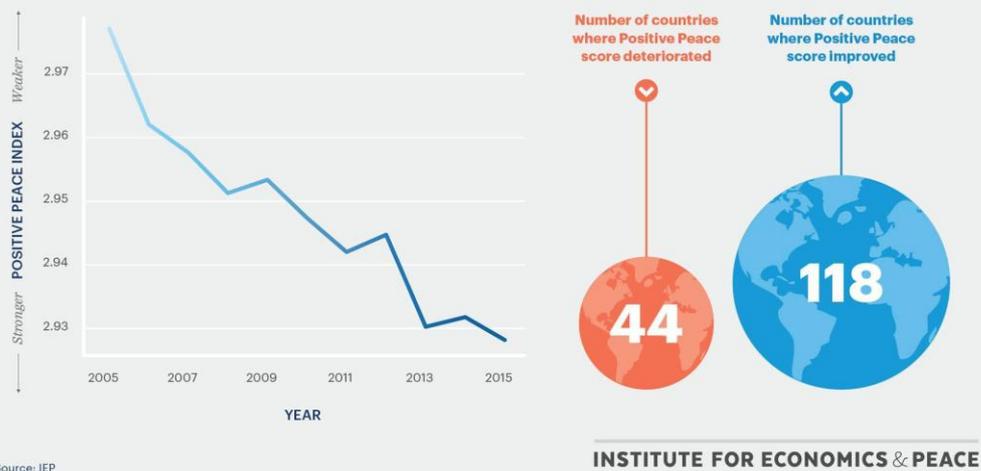


Nobel Laureate and human rights activist Tawakkol Karman called for a sustainable peace process in Yemen, and the Yemeni Sport and Youth Ministry organised a peace marathon

GLOBAL PEACE TRENDS OVER THE LAST 10 YEARS

FIGURE 23 TREND IN POSITIVE PEACE, 2005-2015

There has been a 1.7% improvement in the average PPI score between 2005 and 2015.



On Peace Day 2016 President Santos of Colombia announces the official signing date for the Agreement for the Termination of the Conflict, after the peace deal ending the oldest armed conflict in the Western hemisphere is first struck at the same time the previous year

The DRC, home to the most deadly conflict since World War II, in 2016 came out of the bottom 10 of the Global Peace Index for the first time in 7 years, despite tensions running high ahead of elections. Incidents of sexual violence were cut in half from 2013 to 2015, with the UN recognizing DRC as the 'most successful case in countering sexual violence', having previously in 2010 described it as 'rape capital of the world'



All parties to the conflict in Afghanistan, including the Taliban, observed a rare 24 hour ceasefire for Peace Day from 2007 to 2010, with a 70% reduction in violence recorded by UNDSS, and millions of children vaccinated against polio by the WHO, UNICEF, and Rotary

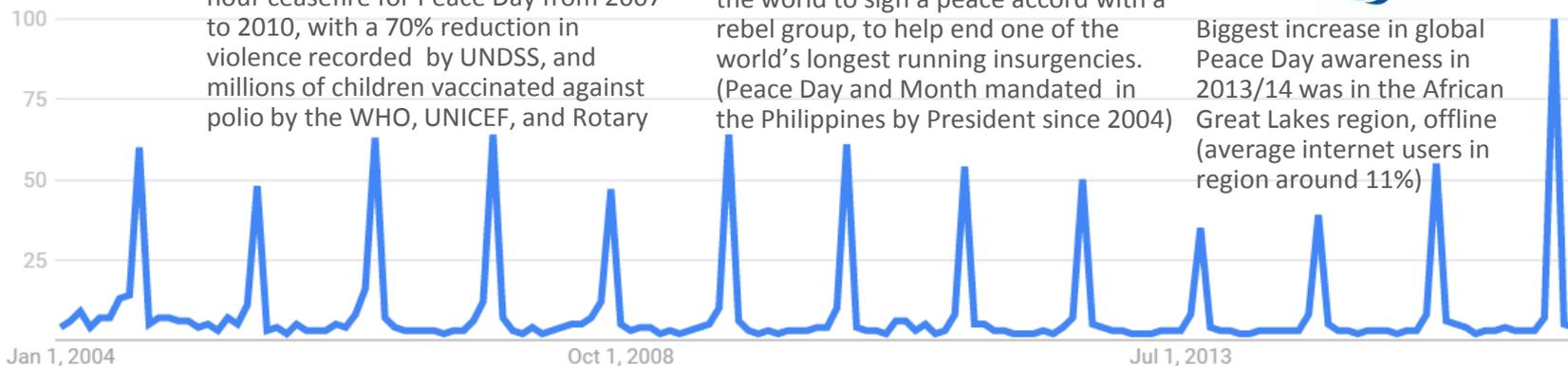
In 2014 Miriam Coronel-Ferrer became the first ever female chief negotiator in the world to sign a peace accord with a rebel group, to help end one of the world's longest running insurgencies. (Peace Day and Month mandated in the Philippines by President since 2004)

Biggest increase in global Peace Day awareness in 2013/14 was in the African Great Lakes region, offline (average internet users in region around 11%)

The global commitment to Peacekeeping funding hits all time high in 2016



In 2016 all Peace Day related search terms reached the maximum (100) Google Trends peak in multiple languages including English, French, Spanish, and Brazilian



Sources: The Institute for Economics and Peace (IEP), Google Trends, the UN Security Council, Enough Project, International Rescue Committee (IRC), and the World Bank