IN 2015, AROUND 10% OF THE WORLD POPULATION WAS AWARE OF PEACE DAY AND ITS ACTIVITIES

An estimated 1.5 billion people were exposed to Peace Day messages through activities ranging from dances to media campaigns.

2015 media campaigns
Close to 130 million individuals were made aware of Peace Day through collaborative social media campaigns – the UN’s #ForgiveforPeace and USIP’s #PeaceDayChallenge initiatives had 2 billion impressions.

2015 corporate activities
Corporate activities made close to 170 million aware. Burger King’s McWhopper Peace proposal to McDonald’s generated close to 9 billion impressions and was the single highest contributor towards generating awareness of Peace Day in 2015. Other major campaigns included Google’s homepage feature, and Coca-Cola’s Peace Day Anthem ONE.

An estimated 13 million people behaved more peacefully that day – equivalent to the entire population of Chad.

2015 faith groups
Religious bodies and leaders, including the Catholic Church, the World Council of Churches, the Organization of Islamic Cooperation, Sri Sri Ravi Shankar, the World Jewish Congress, HH Dalai Lama, Sri Karunamayi, and United Sikhs made over 300 million people aware.

2015 government & UN
6 million people were made aware through government & UN activities, including the African Union’s Make Peace Happen campaign, and programmes across different UN agencies.

709 million people were aware of Peace Day in 2015.

A look ahead into 2016
Peace One Day will continue its global campaign in 2016, with a special focus on the Great Lakes region of Africa, thanks to the kind support of the Howard G. Buffett Foundation. Film, music, culture & sports will continue to play a central role in Peace One Day’s campaigning.

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: 2015 awareness estimated by Peace One Day with the support of McKinsey & Company
PEACE DAY 2015 REACHED ALL CORNERS OF THE GLOBE

EXAMPLES OF ACTIVITIES HELD ON PEACE DAY 2015

2000 Mumbai Police launched a guidebook written by Kia Scherr, who lost her husband and daughter in the 26/11 terror attacks, to help with peaceful community policing.

In partnership with Zumba Fitness Headquarters in Miami, the #Dance4Peace campaign produced over 600 videos across 67 countries.

The first ever national Peace Week in the Central African Republic was coordinated by the Interfaith Peace Platform, bringing together people from all over the country.

The Interreligious Council of Kenya organised an historic visit of church leaders to Kenya’s largest mosque for the first time in the country’s history, and an interfaith football match between imams and pastors.

Thousands of Colombians celebrated in Bogota in the build up to the historic peace deal signed between the Government and FARC.

Former child-soldiers danced in Goma in the east of the Democratic Republic of the Congo as part of the Vijana-Up Peace Program.

Iconic monuments across the world were turned into art installations, including the Kunsthistorisches Museum in Austria, the Pyramids in Egypt, the Olympic Stadium in China, and Museu Oscar Niemeyer in Brazil.

Inspired by Oprah Winfrey’s new BELIEF Series, people across the United States engaged in BELIEF Days of Compassion and Healing.

Hundreds gathered in Jakarta with the chair of the largest Islamic organization in the world to launch a campaign to save the environment.

Overlapping Jewish and Muslim holidays prompted cooperation in Jerusalem facilitated by United Religions Initiative Cooperation Circles.

High-level stakeholders in Burundi, including the Vice President, UN, and Archbishop of Bujumbura, paused for dialogue and peaceful collaboration.

Source: 2015 awareness estimated by Peace One Day with the support of McKinsey & Company