

1. INTRODUCTION

1.1

Purpose of this Manual

The purpose of this Manual is to aid National Commissions for UNESCO, UNESCO Field Offices (hereafter referred to as Field Offices) and other focal points to mobilize for the International Year for the Culture of Peace (IYCP) in their country and sub-region. This mobilization should be co-ordinated with United Nations and National Commissions for UNESCO, and it may include media publicity, distribution of materials, engagement of partners, collection of signatures on the Manifesto 2000, planning of a calendar of significant events and networking of Local Projects before and during the Year 2000.

The present Manual is intended to provide support materials for this mobilization. It includes the Manifesto 2000, which is the primary tool for the involvement of individuals and organizations along with information on how to collect signatures. It also includes information sheets on the history of the Culture of Peace, the Global Movement for a Culture of Peace, editorials by the Director-General of UNESCO and the Secretary-General of the United Nations Organization and sheets for the mobilization of various partnership constituencies (United Nations System, media, NGOs, schools, universities, cities and towns, parliaments and enterprises). It also includes (some will be provided at a later date) other communication tools, including logo, drafts for leaflets, posters, and audio-visual publicity announcements.

1.2

UNESCO's Role for the International Year for the Culture of Peace

The purpose of the IYCP, proclaimed by the United Nations General Assembly for the Year 2000, is to "mobilize public opinion at the national and international levels for the purpose of establishing and promoting a Culture of Peace." UNESCO was named as the Focal Point for this mobilization. For further details, you are referred to the sections below entitled Brief History of the Concept of a Culture of Peace, the Global Movement for a Culture of Peace, and the editorials by the United Nations Secretary-General and the UNESCO Director-General.

The United Nations has also declared that the Decade 2001-2010 will be the International Decade for a Culture of Peace and Non-violence for the Children of the World. This means that the mobilization accomplished during the Year 2000 will continue to be developed during the ten years that follow so that it truly becomes a Global Movement, a grand alliance of all who are working for the various aspects of a Culture of Peace.

1.3

The Manifesto 2000

In order to express the principles of a Culture of Peace in way that is relevant to everyday life, the Manifesto 2000 for the Culture of Peace and Non-violence was drafted by a group of Nobel Peace Laureates. As a key aspect of mobilization for the IYCP, individual signatures on the Manifesto are being gathered with a goal of presenting 100 million signatures to the General Assembly of the United Nations in September 2000. Details on the Manifesto and the signature collection campaign are given below.

1.4

Calendar of Events

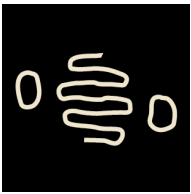
In order to prepare a global calendar of events for the IYCP, it is requested that each country corresponds regularly to the IYCP Unit at Headquarters and updates a calendar of its events marking the Year. While each country is expected to initiate its own events to mark the IYCP, all are invited to participate together in the launching of the Year on 14 September 1999 by organizing events to mark that day.

1.5

The Role of Field Offices and National Commissions for UNESCO

The public awareness campaign for the IYCP is being decentralized for maximum effectiveness, so the National Commissions for UNESCO and Field Offices are the focal points for mobilization in their country or sub-region. They are the keys to the success of the International Year.

Many National Commissions for UNESCO and Field Offices have already begun the mobilization, and can give us ideas on what is possible. In that regard, the activities reported to us by the UNESCO offices in Mozambique and Brazil, and by the Canadian Commission for UNESCO as of 20 June and 20 May 1999 respectively are provided on the following pages.



1.6

Mobilization in Mozambique

The UNESCO Representative in Mozambique, Mr Hubert Charles, made a presentation on the preparation of the IYCP in Mozambique to all heads of the UN Agencies during the meeting of the country management team held from 5 to 9 March 1999.

Action involving all UN agencies will be taken by UNESCO and the Governance Theme Group to inform all UN agencies in Mozambique about the concept of a Culture of Peace in order to ensure its integration into all aspects of UN programming. In collaboration with the National Commission for UNESCO in Mozambique, UNESCO will implement activities related to Culture of Peace and the ideals of UNESCO in three provinces. A contract to promote Culture of Peace activities and expand the UNESCO Associated Schools Network and UNESCO Clubs has been signed. UNESCO Office In Maputo has presented to all UN agencies and the public the Manifesto 2000 for signature. The Internet address has been disseminated for use by the wider society. Copies in Portuguese and English have been sent to those who do not have access to Internet.

On the occasion of the 14 September 1999, UNESCO Office in Maputo will promote activities related to the theme "Culture of Peace" in close collaboration with national partners and the UN family. With regard to the Year 2000, UNESCO Office in Maputo has proposed to the Government of Mozambique through the Higher Institute for International Relations (ISRI), a number of activities including the following:

- *Establishment of a National Advisory/Steering Committee on the IYCP including representatives from government, NGOs, religious groups, civil society, private sector, parliamentarians, academics and politicians.*
- *An appeal by the President of Mozambique to all Mozambicans, in particular employers in the private sector, churches, NGOs, politicians and traditional leaders, to organize and participate in activities intended to promote a Culture of Peace among their members and employees.*
- *Involvement of the Teachers Union in the organization and implementation of programmes directed at mobilizing all teachers for the promotion of education for a Culture of Peace. This activity would include the organization of training for teachers and production of teacher's guides on Culture of Peace. Linkages with the UNESCO regional pilot project Education for Peace, Human Rights and Democracy will be sought in order to build synergies between the two programmes.*
- *Publication of a book on the views and messages of the Mozambican writers and artists on the experience of Mozambique towards the transition from a Culture of war to a Culture of Peace. The Mozambican Association of writers will be the lead organization in the implementation of this activity.*
- *Organization of an exhibition and/or competition/contest by artists illustrating their view of a Culture of Peace. Training a team of youth leaders from youth organizations and various political parties in Mozambique and providing them with an opportunity to train other youth on Culture of Peace related issues.*
- *Organization of Year 2000 Peace Games in collaboration with the various Mozambican sports federations and Ministry of Culture, Youth and Sports in order to enhance the spirit of sportsmanship and the values of a Culture of Peace related with the practice of fair play.*
- *Preparation and packaging of education materials enabling the media to play a key role in the promotion of the Year 2000 and active public education activities.*

It is important to note that these activities are still being discussed with the ISRI, which is the Government Focal point for a Culture of Peace in Mozambique. UNESCO is expected to give assistance to the formulation of the national programme.

1.7

Mobilization in Brazil

Excerpts from a letter from Director of Brasilia Office on 20 May 1999

"We began by arranging a translation of the Manifesto 2000 into Portuguese, so that the document can be properly promoted in Brazil, while respecting the original text. After holding a meeting with ABIGRAF, which is the Brazilian Association of Graphic Industries, UNESCO Brazil also obtained approval from eighteen regional graphic industries for the production, at no cost, of postcards, pamphlets, stickers and other supports with reference to the Manifesto 2000, all containing the "Peace is in our hands" logo [...]. This material will be distributed nation-wide, with the objective of gathering as much public support for the program as possible [...].

In addition, we have also negotiated media support for the diffusion with the main national newspapers that are distributed all over the country. Yesterday, I met with the owners of the two major newspapers of the State of Sao Paulo, Folha de Sao Paulo and Estado de Sao Paulo. Both agreed with great enthusiasm to become partners in what they believe is a very important initiative: they consider it their social obligation to help us in these efforts [...]. Next week, I will be meeting the owners of Jornal do Brasil and O Globo with the same purpose in mind [...].

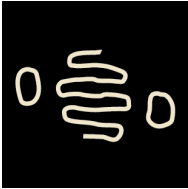
Furthermore, we have made the Manifesto 2000 available, as a link, on our page on the Internet, <http://www.unesco.org.br>. Through our partnerships and general activities developed with youth organizations, civil society, the Secretariats of Education of the twenty seven federative States of Brazil, etc., we hope to gather a fairly large quantity of signatures for the Manifesto.

Moreover, our office in Rio Grande do Sul has informed us that the Commission on Citizenship and Human Rights of the Legislative Assembly of that State is participating in the elaboration of a plan of activities to disseminate the Manifesto 2000 [...]. We are sending them the information kit in Portuguese we elaborated here [...]. Likewise, yesterday, in the Federal Senate of Brasil, Senator Emilia Fernandes from Rio Grande do Sul presented our Manifesto 2000 to her peers, strongly requesting their support for our initiative, and urging the Senate to organize a seminar on Violence and Youth [...].

We are also holding a meeting with executives from TV Globo, which, as you know, is the top broadcasting company in the country, in order to negotiate the possibility of scheduling and organizing a major television broadcast that will go on air on 14 September 1999, live from Rio [...].

I met with Mr Efreim Maranhao, President of CONSED, which is the National Council of Education Secretaries and he agreed to organize a large meeting in Brasilia, inviting the Secretaries of Education from the 27 Federative States of Brazil as well as authorities from the Federal Government and Congress, in order to introduce the 2000 IYCP Campaign. Also, he and Mr Neroaldo de Azevedo Pontes, the President of UNDIME, which represents the 5500 Municipal Secretaries of Education, both agreed to campaign in schools for the diffusion of all the information concerning the 2000 IYCP, requesting the signatures of the students. Also, in the next coming weeks, I will meet with the President of CRUB, Mr Mario Morhi, which congregates 118 universities from all over Brazil, in order to request the same support.

Of course, we are beginning to engage the two Goodwill Ambassadors of UNESCO, Mr Edson Aranes do Nascimento, a.k.a. Pele, and Ms Lili de Carvalho Marino, and the two UNESCO Artists for Peace, Mr Gilberto Gil and Ms Fernanda Montenegro [...]."



1.8

Mobilization in Canada

The Canadian Commission for UNESCO (CCU) will be promoting, within the framework of the IYCP, the principles of human rights and the elimination of discrimination and international solidarity. The CCU has prepared an exciting and innovative kit entitled "Building a Culture of Peace" for its members, and both governmental and non-governmental partners. The kit is meant to initiate a dialogue on what has been and what remains to be done to increase co-operation and the opportunity to collaborate in the building of a Culture of Peace. Also, the kit will be regularly updated to provide a data bank of information based on replies from partner organizations. In the near future, it is foreseen that an on-line copy of the data-bank will be created to facilitate the up-dating process.

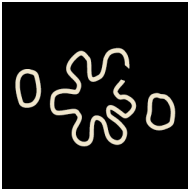
A working group, made up of professionals and experts devoted to the Culture of Peace, has been established to support the CCU in the formulation of innovative ideas. This group will play a key role in all that relates to the inspiration of events and the channelling of resources in order to support the initiatives of the members of civil society. Together, its members have agreed not to limit their work on the IYCP to the fields of competence of UNESCO, but to adopt a transdisciplinary, holistic and inclusive approach. The group's main objective is to make the Year 2000 a turning point, not simply an event. This being said, Canada works ardently to promote a culture of peace; e.g.: "Marche mondiale des femmes" (World March of Women), is a Canadian initiative which will mobilize millions of people of all ages and nationalities at the beginning of the Year 2000 to propose means for the fight against poverty; "Canadian Voice of Women", involved for a long time in the fields of social and economic justice, has prepared a kit to be used like a guide in the preparation of workshops for the discussion of a Culture of Peace in several international meetings; finally, the CCU devotes enormous energy to the development of partnerships with pan-Canadian youth groups such as AIESEC and the Youth for Social Justice Network in order to encourage them to engage in the movement of the Culture of Peace.

The launching of the IYCP on 14th September, 1999, will feature an official reception organized by the Federal Department of Canadian Heritage at the Canadian Museum of Civilizations. Also, the Ministry for International Relations of the province of Quebec is collaborating with the UNESCO Office in Canada in the planning of a symposium on the Culture of Peace for this occasion. The symposium and the gala will coincide with the 10th anniversary of the Office.

Although a majority of the activities planned for the IYCP still remain to be determined, the CCU already plans to facilitate workshops within the context of some conferences. The first in this series will take place in Calgary (23 - 30 July), organized by the International Institute on Peace Education (IIPE) under the sponsorship of groups such as the Stoney First Nations Community and the Athabasca University Native Studies Centre.

Finally, through the International Youth Programme of the Department of Foreign Affairs and International Trade, Acadia University selected ten young university graduates, to take part in the IYCP. As interns, these young graduates work in various UNESCO offices throughout the world with a mandate for 8 months; one of the trainees is assisting the CCU in Ottawa.

As can be noted, Canada's commitment towards this project is not a small one. The Year 2000 will give one and all the opportunity to recognize the ever-growing efforts of individuals, groups and institutions which contribute directly and indirectly to the construction of a Culture of Peace.



2. EDITORIALS

2.1

The Secretary-General of the United Nations

We are near the end of a tumultuous century that has witnessed both the best and the worst of human behaviour. The global predicament remains ambivalent and most troubling. Peace spreads in one region as genocidal fury rages in another. Unprecedented wealth coexists with terrible deprivation, as a quarter of the world's people remain mired in poverty. Globalization knits us closer together while intolerance keeps us apart. All progress is fragile; the challenges we face grow ever more intricate.

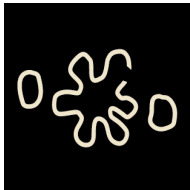
The mandate of the United Nations – “to save succeeding generations from the scourge of war”, in the memorable words of the Charter - remains as valid and relevant today as when it was adopted in 1945. For the United Nations, there remains no higher goal, no deeper commitment and no greater ambition than to preventing armed conflict. But the world has changed greatly in half a century and the abolition of war is a complex challenge.

We have come to realize that it is not enough to send peacekeeping forces to separate warring parties, or to engage in peace-building efforts after conflict has taken place. It is not even enough to conduct preventive diplomacy. We need to act at a deeper level for the prevention of violent conflicts before they arise. We need, in short, a Culture of Peace.

That is why we are broadening our view of what is meant by peace and security. Today, human security is increasingly understood not just in military terms. It implies far more than the mere absence of conflict. It must encompass economic development, social justice, environmental protection, democratization, disarmament, and the respect of human rights and the rule of law. Moreover, these pillars of peace must be inter-related; progress in one area generates progress in another. And peace must be sought not only between nations, but between people as well.

The United Nations General Assembly has recognized the scope and importance of this challenge by inviting UNESCO to help me to prepare a consolidated programme of action to establish a Culture of Peace. I have now submitted that report to the General Assembly. It sets out realistic and achievable proposals for action at international, national and regional level to tackle the roots of aggression and war and lay the foundations of sustained peace. The General Assembly has also proclaimed the year 2000 the International Year for the Culture of Peace. It is my sincere hope that we will all unite our efforts to bring about a global transformation of values, attitudes and behaviour, and move from a millennium bedevilled by the scourge of war to one blessed by a Culture of Peace.

Kofi A. Annan



2.2

The Director-General of UNESCO

“Since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed.” Ever since its creation at the end of the Second World War, UNESCO has taken as its mission this principle stated in its Constitution, as visionary then as it is relevant today. It is founded on an understanding of the processes underlying war and peace and their relation to democratic principles: *“that a peace based exclusively upon the political and economic arrangements of governments would not be a peace which could secure the unanimous, lasting and sincere support of the peoples of the world, and that the peace must therefore be founded, if it is not to fail, upon the intellectual and moral solidarity of mankind.”*

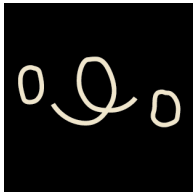
In proclaiming the year 2000 the “International Year for the Culture of Peace” and the decade 2001-2010 the “International Decade for a Culture of Peace and Non-violence for the Children of the World”, the General Assembly of the United Nations has taken up UNESCO's priority as its own. In preparation of the Year, and in order to translate its objectives into language relevant to everyday life, the “Manifesto 2000” has been written by Nobel Peace Laureates in conjunction with the United Nations and UNESCO.

A world-wide initiative is being launched to raise awareness and mobilize public opinion by circulating the Manifesto 2000 and inviting individuals to make a personal commitment by signing it and taking action to put its principles into practice. In this way we can all take part in the great challenge at the turn of a new century which is to begin the passage from the values, attitudes and behaviours of a culture of war and violence to those of a culture of peace and non-violence.

Today, intolerance finds expression in exacerbated nationalism and the revival of ethnic, cultural, linguistic or religious differences. Intolerance is leading to the displacement of millions who are deprived of the right even to “have human rights”. Faced with the unacceptable, we must mobilize for peace, non-violence, tolerance and solidarity so that they become a daily reality for each person.

At the dawn of a new millennium, the United Nations and UNESCO have taken up the challenge to mobilize all those striving to promote the various aspects of a culture of peace into a “grand alliance”, operating at every level of society, involving the personal responsibility of individuals in their daily lives and the actions of groups, organizations and institutions on a local, national and international scale. In this way the International Year for the Culture of Peace can mark the beginning of a global movement that enables future generations to live in a culture of peace and non-violence.

Federico Mayor



3. THE CAMPAIGN

3.1

Brief History of the Concept of a Culture of Peace

Origin of the concept at UNESCO : The concept of a Culture of Peace arose at the end of the Cold War. For the first time, the objective for which the United Nations was founded, the abolition of war, had become feasible. The United Nations Organization for Education, Science and Culture, UNESCO, had engaged in activities to promote a Culture of Peace from its beginnings, when it was founded in the aftermath of the Second World War to construct the defences of peace in the minds of men and women. The concept of a Culture of Peace was formulated by the International Congress on Peace in the Minds of Men that was held in Africa (Yamoussoukro, Côte d'Ivoire, 1989). In its final declaration, the Congress recommended UNESCO to "[...] help construct a new vision of peace by developing a peace culture based on the universal values of respect for life, liberty, justice, solidarity, tolerance, human rights and equality between men and women". The term *peace culture* was inspired by the 1986 educational initiative *Cultura de paz* in Peru and by the Seville Statement on Violence, elaborated in 1986 by scientists from around the world, which stated scientifically and categorically that war is not determined by genes, *violent brains, human nature or instincts*, but was rather a social invention. Therefore, "the same species that invented war is capable of inventing peace."

National programmes for a Culture of Peace: In 1992, UNESCO's Executive Board requested a specific programme for a Culture of Peace as a contribution to United Nations peacekeeping efforts. Reasoning that peacekeeping operations alone might assure the absence of war but could not by themselves bring a positive, dynamic peace, UNESCO argued in 1992 that this could be done best by engaging those who had been in conflict in common ventures of human development. Acting primarily in the fields of education, science, culture and communication, UNESCO offered its services in *post-conflict peace-building*. National programmes were undertaken in a number of countries of Central America and Africa, as well as in collaboration with the Government of the Philippines.

UNESCO's Medium Term Strategy: A major turning point came in 1995 when the General Conference of UNESCO dedicated the Organization's Medium-Term Strategy for the years 1996-2001 to a Culture of Peace. The General Conference stated that "the major challenge at the close of the twentieth century is to begin the transition from a culture of war to this Culture of Peace:

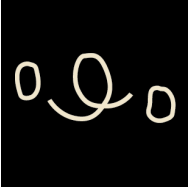
- a culture of social interaction and sharing, based on the principles of freedom, justice and democracy, tolerance and solidarity,
- a culture that rejects violence, endeavours to prevent conflicts by tackling their roots and to solve problems through dialogue and negotiation,
- a culture which guarantees everyone the full exercise of all rights and the means to participate fully in the endogenous development of their society."

Transdisciplinary project: UNESCO then established a transdisciplinary project in which its various sectors, including education, culture, communication and social science, contributed in a co-ordinated way to this challenge.

UN General Assembly: Recognizing the importance of the UNESCO experience with a Culture of Peace, the 52nd United Nations General Assembly meeting in the fall of 1997 established a separate agenda item entitled "Towards a Culture of Peace" and requested the Secretary-General, in co-ordination with the UNESCO Director-General, to submit a report on its transdisciplinary project along with a draft declaration and programme of action on a Culture of Peace. The General Assembly also responded to the recommendation of the Economic and Social Council (ECOSOC) and proclaimed the Year 2000 as the International Year for the Culture of Peace with UNESCO as the Focal Point.

The UNESCO Executive Board, meeting in Tashkent at the invitation of the President of the Republic of Uzbekistan, during its 155th session in November 1998, adopted the Tashkent Declaration for the Culture of Peace and UNESCO's action in Member States. Aware of the "great responsibility that will devolve upon UNESCO during the International Year for the Culture of Peace" as well as the International Decade for a Culture of Peace and Non-violence for the Children of the World, the Executive Board issued an invitation to the Member States, the United Nations System and other intergovernmental and non-governmental organizations to celebrate the Year. It invited them to take "all necessary steps to ensure the success of the Year and thus to affirm the values of tolerance and mutual understanding and the values of combating poverty and exclusion, all of which are actions that will primarily be of benefit to women, young people and the least developed countries."

Beyond the Year to a Decade: Further, in the fall of 1998, the 53rd General Assembly approved an ECOSOC recommendation, based on a proposal coming from all of the Nobel Peace Laureates, to proclaim the decade of 2001-2010 as the International Decade for a Culture of Peace and Non-violence for the Children of the World. Thus, the Year 2000 should be seen as a new departure towards a long-term process of transformation.



3.2

Global Movement for the Culture of Peace and Non-violence

International Year: In proclaiming the Year 2000 the International Year for the Culture of Peace in November 1997, the United Nations, aware of the central role that the system could play, defined as its primary objective to “mobilize public opinion at the national and international levels for the purpose of establishing and promoting a culture of peace.”

Global Movement: The Culture of Peace is meant to become a Global Movement, the aim of which is to ensure the transition from a culture of war, of violence, of oppression and of discrimination to a Culture of Peace, of non-violence, of dialogue, of tolerance and of solidarity.

A Symbolic Opportunity: The Year 2000, with all the symbolism related to a new millennium, offers an excellent opportunity to launch a Global Movement for the Culture of Peace, based on individual commitment on a daily basis, with the involvement of institutions and organizations at all levels, from the international to the local. This includes states and governments, as the existence of a political will is necessary for the creation and establishment of the conditions for peace in the long term.

People are already engaged: The Global Movement must be founded on a very broad definition of a Culture of Peace, based on “the respect for human rights, democracy and tolerance, the promotion of development, education for peace, the free flow of information and a wider participation of women” (UN resolution 52/13). This implies that the movement for a Culture of Peace already exists all around the world through actions of many individuals, groups, organizations and institutions. Hence, those involved today in humanitarian organizations promote through their work the values of tolerance and solidarity, thereby rejecting the very notion of the “enemy” which reinforces the culture of war. Those who are fighting for democracy and human rights are opposed to the oppression which underlies authoritarian structures, just as those who are working towards development for all are fighting against exclusion and poverty, which are often the causes of violence.

A Grand Alliance of Existing Movements: The aim of this Global Movement is to create an alliance of already existing movements, a process gathering all those who have been, and continue to work towards this profound transformation of our societies.

3.3

The Manifesto 2000 for the Culture of Peace and Non-violence

For Daily Life: The Manifesto 2000 for the Culture of Peace and Non-violence was drafted by a group of Nobel Peace Laureates, to express the principles of a Culture of Peace in terms relevant to everyday life.

Individual Contribution: The Manifesto 2000 aims at fostering individual awareness and commitment: it is not an appeal, nor is it a petition addressed to governments or higher authorities. It is a pledge to be signed by each individual that he or she will practice the principles of a Culture of Peace.

The Role of UNESCO: As the United Nations co-ordinating body for the preparation of the International Year for the Culture of Peace, UNESCO is responsible for distributing the Manifesto 2000 all over the world, as well as collecting 100 million signatures (insofar possible via Internet) to present to the General Assembly of the millennium in September 2000. Hence, UNESCO is launching an appeal to all organizations, institutions and governments to disseminate and sign the Manifesto 2000. This appeal goes also to personalities from the world of politics, as well as to intellectuals and artists.

Signature campaign: Due to the scope of the campaign, the use of Internet is fundamental for the diffusion of the Manifesto 2000, as well as for the collection of the signatures. You are urged to develop a collection strategy for the signatures on a national level, emphasizing the use of Internet where possible and using other methods where Internet is not available.

Collection via Internet: A Website is already available for the collection of signatures, which will include the names of all the signatories: www.unesco.org/Manifesto2000. Each organization is invited to enter signatures by way of a special account number that will indicate how many signatures they have collected. If you or your partners have a Website, the easiest way is to link your site directly to the Manifesto site. Other ways of using the Internet are possible and described in section "Mobilizing Partners: General Procedures".

If Internet is not available: In the event that no Internet alternatives are possible - you can always reproduce and distribute the leaflet, by inserting the address of your Office on the provided coupon. The signatures can then be gathered at events or sent back to you. The signature information can be entered later by various ways onto the Internet – as described in section 4. If this turns out to be impossible, we may need to develop together ways by which the number of signatures gathered by partners is acknowledged without actually entering the actual information on the Internet.



3.4

Flagship Events and Calendar for the IYCP

Flagship Events for the Year 2000: Every organization taking part in the IYCP is encouraged to sponsor special events that publicize and involve people in reflection on the principles of a Culture of Peace and Non-violence and engage their commitment to these principles in everyday life. Sponsors should include all national focal points, all international and national partners, and others who wish to take part in the IYCP on a less formal basis. The list of possible events is not restricted, but is as broad as possible, depending upon the creativity and imagination of each organization that wishes to sponsor an event. For example, it could be a conference, roundtable, exhibition, concert, festival or other artistic event; sports/ youth/ popular/ environmental event, etc.

These events are called “flagship” events because they “carry the flag” of the IYCP. The events make people aware of the IYCP and its goals of promoting a Culture of Peace and Non-violence at all levels, making it everyday practice, and developing a Global Movement for a transition to a Culture of Peace and Non-violence in the decade and century to come.

14 September 1999: To the extent possible, the first Flagship Events should take place on the official launch date of the International Year for the Culture of Peace (IYCP), 14 September 1999, which is the opening day of the last United Nations General Assembly before the Year 2000, and which is also the International Day of Peace. (see the Kit “Promotion of the IYCP” in annexes). A letter from the Director-General has been addressed to all the Heads of State of the UNESCO Member States, encouraging them to participate in the Day and to organize events on a national level. Similar letters have been sent to mayors, to parliaments and to university rectors (see chapter “Letters” in annexes.)

Calendar: The designation of Flagship Events will be a major contribution to the development of a national calendar of events which the Focal Point is expected to develop for the IYCP. This, in turn, will be the basis for the international calendar of events posted on the IYCP Internet site which may be reproduced in order to show the development of a Global Movement.

3.5

International Network of Local Projects for a Culture of Peace

Local action: In order to establish and strengthen a Global Movement for a Culture of Peace, we need to support and engage more people in the many existing projects that are already working at a local level for the various aspects of a Culture of Peace. Information about these projects are entered by partners of the IYCP onto a special technical Website and made available on the public access IYCP Website. Everyone who visits the Internet sites for a Culture of Peace or who takes part in Flagship Events for the IYCP, and especially those who sign the Manifesto, will then be invited to participate, according to their choice, in the projects that are taking place in their own locality. In this way, the pledge of each individual that is made when he or she signs the Manifesto can then be expressed through concrete actions in the community.

Global scale: By entering the Local Projects on the Internet, the partner makes them part of an Internet list that is accessible to everyone and that makes known the global scale of the campaign. Furthermore, it makes possible a world-wide exchange of experiences, needs and responses of solidarity and co-operation among all those working for a Culture of Peace in everyday practice. Finally, it builds the base for a Global Movement for a Culture of Peace and Non-violence that will be further developed during the Decade.

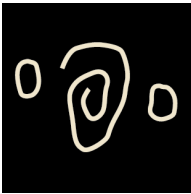
3.6

The International Decade

Long-term process: Building a Global Movement is a long-term process. The International Year for the Culture of Peace in the Year 2000 is the launching point, and the process will be continued and further developed during the International Decade for a Culture of Peace and Non-violence for the Children of the World (2001-2010).

Planning now: Therefore, the various partners as well as the national focal points for the International Year are encouraged to start planning now on a ten-year basis for the Decade as well as the Year. This has been included as a major step in the Partnership Agreement. It will contribute to the development of the Draft Action Plan for the Decade, a preliminary version of which is included in the annexes of this Manual. This version has been prepared by the Appeal of the Nobel Peace Prize Laureates for the Children of the World, which requested the Decade to be designated by the United Nations. The preliminary version gives special emphasis to the involvement of cities, towns and national parliaments in a "bottom-up" approach leading at the end of the Decade to an International Convention for a Culture of Peace and Non-violence for the Children of the World.

Building a base: All of the activities of the International Year (the diffusion and collection of signatures on the Manifesto, the media publicity, the Flagship Events, the establishment of a network of Local Projects) should be considered as the base that will be continued and expanded into a Global Movement during the Decade.



4. MOBILIZING PARTNERS: GENERAL PROCEDURES

4.1

Key Role of Partner Organizations

In order to develop a Global Movement for the IYCP it is necessary to engage all institutions and actors involved in social and economic life and link their efforts to the IYCP and to the International Decade for a Culture of Peace and Non-violence for the Children of the World. These include the United Nations System, media, NGOs, schools, universities, cities and towns, parliaments and private enterprises. Each is considered in detail in the following sections. (Please refer to section 5.)

Of course, there are other kinds of potential partner organizations that you may contact: religious organizations, organizations of women, youth, artists, armed security forces, scientists, etc. In this regard, you are invited to make contact with the relevant units at UNESCO Headquarters who are concerned with these various constituencies and whose co-ordinates are provided in Annexe 11.

4.2

International Partnerships already established

Many of the partners that you can engage on a national level will be part of networks and organizations that have international or regional agreements for the Culture of Peace and the IYCP. For example, there are at least 320 NGOs related to UNESCO on an international level, each of which has been invited to establish an international Partnership Agreement. Similarly, networks of schools, universities, cities, etc. are being invited on an international level to work for the IYCP.

Therefore, when contacting a potential partner, you may wish to know if they belong to an international or regional network, and if it is already engaged with the IYCP. You may ask them directly, and you may also consult with the IYCP Unit at UNESCO headquarters (iycp@unesco.org or fax at 331-4568-5557). This information will also be made available on the IYCP Website www.unesco.org/iycp

The various national organizations affiliated with international organizations already engaged with the IYCP are obliged to submit their proposals for "Flagship Events for the International Year for the Culture of Peace" to you as the National Focal Point in their country. This is stipulated in the partnership agreements signed between UNESCO and the Liaison Committee of the International Conference of NGOs, on the one hand, and the international NGOs maintaining official relations with UNESCO, on the other hand. In this way, as National Focal Point, you can be aware of all Flagship Events for the IYCP in your country.

4.3

National Partnerships

You are encouraged to engage various partners in partnership agreements for their participation in the IYCP. A model agreement that you can adapt for the use with your national partners is provided in the annexes of this Manual (please refer to kit "Models of Partnership Agreement"). It consists of four parts, with the partner agreeing to varying levels of commitment:

Promotion of the Manifesto 2000: The partner reproduces and diffuses the Manifesto, gathers signatures and enters them on the Internet or transmits them to the Focal Point to be entered – the aim is to gather 100 million signatures for the United Nations General Assembly in September 2000. By doing so you may attribute to the partner the status of a "Messenger for Manifesto 2000". By using a unique Internet account number, each partner is able to get credit for the number of signatures it has gathered.

Identification of the Flagship Events linked to the IYCP: Each partner is invited to identify an event which can contribute officially to the IYCP within the framework of the general public awareness campaign, for which the official logo of the IYCP can be used.

Identification of Local Projects for a Culture of Peace: The signatories of the Manifesto 2000 are invited to contribute in a concrete manner by participation in local actions already underway in the different domains of the Culture of Peace; the partner enters the actions in the international database for Local Projects for a Culture of Peace, and signs the Partnership Agreement at the level of a "Partner of the IYCP".

Contribution to the International Decade for a Culture of Peace and Non-violence for the Children of the World: each partner will be encouraged to envisage the further development of its contribution within the framework of the Decade proclaimed by the United Nations for the period 2001 – 2010.

Follow-up: As a National Focal Point, you are requested to monitor the various national partnerships, and share information about them with UNESCO headquarters, insofar as possible through the IYCP technical Website. You may also, especially at the beginning of the partnerships, provide advice and some technical assistance, mainly for partners with limited means: photocopies, technical support for the reproduction of tools, the collection of signatures, various contacts, etc.

National partnership network: You may encourage networking among the various national partners, so that they develop a synergy of their activities. You may also wish to publish updated lists of the partnerships for the IYCP. If you have an Internet site, you can plan a section for these partnerships that may include sub-sections for the various categories (NGOs, enterprises, media, cities and towns, universities, schools, prominent individuals, etc.).



4.4

Local Partnerships

Your national partners may be encouraged to enter into similar partnership agreements with the local bodies of their network. In order to engage them in the development of the movement, these agreements can be formulated according to the Model of Partnership Agreement (please refer to kit "Models of Partnership Agreement" in annexes)

4.5

Reproduction and Diffusion of the Manifesto 2000

You are encouraged, in order to support the Movement as an IYCP Focal Point, to reproduce and diffuse leaflets and other materials for the Manifesto 2000. Furthermore, if the Manifesto 2000 is not already available in your national language, you may translate it accordingly and prepare leaflets and other materials on that basis. For further details, please refer to the kit "Manifesto 2000" in annexes.

As far as the partners are concerned, in order to indicate their contribution to the movement for a Culture of Peace, we suggest that each of them personalizes the promotional material for the Manifesto 2000. They may insert their own logo, as well as address, in the space made available on printed materials, so that if access to Internet is not available the signed Manifestos can be returned directly to them. All partners are urged to reproduce and diffuse the materials for the Manifesto, the responsibility for which is entirely borne by them.

The dissemination of the Manifesto 2000 to different target groups is the minimum contribution of the partners. They may print or photo-copy the leaflet and other materials (postcards, posters, press insert) in colour or black and white using the CD-ROM or films enclosed with this Manual. Furthermore they may establish computer files such as Websites and interactive terminals. In order to reach the largest possible number of targets, the partners may prepare also translations of the Manifesto in co-ordination with the National Commissions for UNESCO.

4.6

Collection of Signatures on the Manifesto 2000

Insofar as possible, it is best to collect signature information (name, birthday, sex, city, country) by Internet. As noted below, however, this is not the only way.

If you have your own Internet Website, you may link it to the UNESCO Website for the Manifesto.

This is the simplest way to collect signatures. The link should be made by using the following URL in your Website programme:

www2.unesco.org/manifesto2000/default.asp?part=xx/xx/xx/xx, where the last part is your Internet account number (see next section for Internet account number). By using this URL, you ensure that each signature attributed to your account number, so that you get credit for it. You will be able to see the total for your account number on the IYCP technical site, as explained elsewhere.

Your partners who have their own Internet Website should be encouraged to do the same, e.g. link their Website to the UNESCO Website for the Manifesto, using the URL as above with their own Internet account number (see next section for Internet account number).

If, for some reason, you or your partners wish to prepare your own Internet Website for the Manifesto (e.g. if it is another language or if you want to gather additional information on the signature page), you may link in a way that goes only to the signature page of the

UNESCO site. In this case use a different URL depending on the language concerned. If you use the signature page in English please use the following:
www2.unesco.org/manifesto2000/uk/uk_f_mesign.asp?part=xx/xx/xx/xx
(the ending is the Internet account number).

If you use it in French please use:
www2.unesco.org/manifesto2000/fr/fr_f_mesign.asp?part=xx/xx/xx/xx
(the ending is the Internet account number).

If you use the signature page in Spanish please use:
www2.unesco.org/manifesto2000/sp/sp_f_mesign.asp?part=xx/xx/xx/xx
(the ending is the Internet account number).

Please note that in these particular cases, the person has access only to the signature page and not to the rest of the UNESCO Website.

If you (or a partner) do not have Internet, but individuals who wish to sign do have Internet, you (or a partner) may give them your Internet account number and ask them to enter this code along with their personal information on the signature page of the Manifesto. In that way you (or your partner) will get credit for their signature. It is vital to inform people who do not have direct access to Internet of the possibilities of access in their surroundings: friends, libraries, schools, universities, councils, cybercafés and NGO offices associated to the IYCP.

If you or a partner do not have an Internet Website, you should collect signatures in other ways. In some cases it may be possible for you or your partner to enter the signature information later on the Internet by using the computer of another agency or partner, or by using e-mail or an Excel programme on a diskette. To do any of these, please have your webmaster contact the webmaster at IYCP (Ms Micheline Boulos at iycp@unesco.org, fax 331-4568-5557 or telephone 331.4568-1349).

If none of the above options are available, you may simply keep a record of the signature information obtained and provide the total numbers regularly to IYCP. In this case the total numbers (not the individual names) may be entered as a special category on the UNESCO Website for the Manifesto.