



# WORLD PEACE FESTIVAL BERLIN 2010

## WORLD PEACE FESTIVAL – BERLIN 2010

The WORLD PEACE FESTIVAL is not like any kind of festival or peace initiative that you've seen before.

- OUR FOCUS:** Individuals first
- OUR MISSION:** The WORLD PEACE FESTIVAL will inspire and empower people to be more at peace with themselves, others and the environment
- OUR METHOD:** Through "Tools for Peace" and "Cells for Peace" we will provide the methods and the means for individuals around the world to effect real change and thereby create a sustainable, ongoing, worldwide peace initiative
- LOCATION:** Berlin, Germany – the symbol for peace, freedom and the opening of frontiers
- DATES:** Friday 27<sup>th</sup> – Sunday 29<sup>th</sup> August, 2010

### DAY 01

Arts, sports and cultural events highlighting the topic of peace, including a WPF Film Festival

### DAY 02

A globally televised, day-long music festival with renowned artists from around the world, live from the Brandenburg Gate

### DAY 03

A conference on "Peace Building in the 21st Century", bringing together participants from multiple disciplines

### EVENT FEATURES

- Largest peace event in history
- 1 billion TV viewers worldwide
- Over 500,000 spectators and visitors in Berlin
- Live Internet streaming
- Streaming to mobile phones in over 48 countries

### THE PROCEEDS!

Profits will be donated to peace organizations, peace initiatives and projects worldwide, and also reinvested to enable sustainable operations; it is planned to repeat the WORLD PEACE FESTIVAL every two years

### OUR WORLDWIDE NETWORK OF GLOBAL ADVISORS AND SUPPORTERS INCLUDE:

- Peter Buffett – Emmy Award-winning musician, social activist and philanthropist
- Dr. Scilla Elworthy – Three-time Nobel Peace Prize Nominee; Advisor to Richard Branson, Nelson Mandela and Peter Gabriel on the creation of "The Elders"
- Prof. Dr. Jürgen Häusler – Chairman, Interbrand Central & Eastern Europe
- Steve Killelea - Founder 'Institute for Economics and Peace'; founder 'Global Peace Index'
- Dr. Tonio Kröger – Chairman & CEO, DDB Group Germany
- Nick Levitt – Global Production Manager for all 8 'Live Earth' shows; Production Manager for Nelson Mandela '46664' concerts
- Rigoberta Menchú Tum – 1992 Nobel Peace Prize winner
- Camilla Schippa – Senior Vice President of the 'Global Peace Index'; Regional Adviser to the 'United Nations Office on Partnerships'
- Tenzin Tethong – President, The Dalai Lama Foundation, USA
- Midge Ure – Co-organiser of Band Aid, Live Aid and Live 8; Co-writer and producer of "Do They Know it's Christmas"; Ambassador for 'Save the Children'
- Lech Walesa – Nobel Peace Prize Winner 1983; former President of Poland 1990/5
- Billy Zane – Actor, Director; Goodwill Ambassador MDG Award Committee

### A SUSTAINABLE EVENT THAT IS ONLY THE BEGINNING ...

The WORLD PEACE FESTIVAL thinks beyond the event – it is a sustainable, ongoing, worldwide peace initiative. The WORLD PEACE FESTIVAL will provide information and practical tools to help people understand the real causes behind violence and to illuminate a practical path to global peace.

Through "Tools for Peace" and "Cells for Peace", we will provide the methods and the means for individuals around the world to effect real change:

- "Tools for Peace" – a collection of simple and practical exercises and techniques that will inspire and empower people to be more at peace with themselves, others and the environment
- "Cells for Peace" – networks of sustainable communities around the planet. Actions, knowledge and tools generated and acquired in Berlin will be dispersed to and implemented by the "Cells for Peace" network across the globe

The event itself will be repeated every two years.

### PARTNERSHIP WITH THE UNITED NATIONS IN NEW YORK:

- Official partnership with the United Nations Office for Partnerships [UNOP] by agreement with Amir Dossal, Executive Director of the UNOP.
- Official invitation from Amir Dossal to establish a partnership with UNICEF, in collaboration with the United Nations Office for Partnerships
- Direct official alliance established with the United Nations Millennium Development Goals Award Committee through an inter-institutional alliance agreement welcoming the WPF to become a partner in achieving the realisation of the United Nations Millennium Development Goals [MDGs].
- Commitment from the UN MDG Awards Committee to hold the 2010 United Nations Millennium Development Goals Award Ceremony at the WPF in Berlin
- Official joint invitation to be issued from the UN Office for Partnerships and the UN MDG Awards Committee to the Secretary-General of the UN, Ban Ki-moon, to open the conference of the World Peace Festival in Berlin on August 29th 2010 as the keynote speaker.
- Commitment from the UN MDG Awards Committee to contact all 192 member states and invite each to send a delegation to the WPF.

Watch our multimedia presentation and view our complete list of advisors at [www.worldpeacefestival.org](http://www.worldpeacefestival.org)