



TXT / WRITE 4 PEACE to World Leaders: United Nations International Day of Peace

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- In honor of the International Day of Peace (September 21, 2008), established by the United Nations General Assembly in 1981 to be "devoted to commemorating and strengthening the ideals of peace both within and among all nations and peoples," the United Nations organized a global peace messaging campaign inviting citizens from every country to urge world leaders to work harder for peace.
- With international conflicts and crises around the world in mind, the UN wished to provide ordinary people with the opportunity to have their voices heard by those who influence policy. In total, 150,000 text and online messages in many different languages were sent from 140 countries.

UN Information Centers, UN Missions and several UN agencies around the world helped to spread the word about the messaging campaign. The Information Center in the Republic of Congo created an internet corner to provide people with access to the technology to share their thoughts. And the Information Center in Nairobi partnered with the mobile company Safaricom to send out a message to millions of subscribers in Kenya, encouraging them to submit their messages of peace. In addition, teachers in the US guided their classes in submitting formal letters online, and a city in Canada held a ceremony encouraging citizens to write their messages of peace, which were later displayed in the city's park. In other



countries, including Afghanistan, Chad, the Philippines, Timor-Leste, Egypt, Armenia, Thailand, Bahrain, Lebanon, Pakistan, Paraguay, South Africa, Ghana, Nigeria, Swaziland, Guinea-Bissau, Zambia and Uganda, millions of peace text messages were sent out to mobile subscribers to raise awareness of the International Day of Peace.

People in Liberia, Ghana, Mexico, the Ivory Coast, Kenya and the United States sent their messages to world leaders via cell phone. In other countries they sent **them** online at peaceday2008.org, or by e-mail or postcard directly to the United Nations. The UN's Secretary-General Ban Ki-moon sent his own text message at the annual Peace Bell ringing ceremony on September 19th, in the presence of the UN Messengers of Peace, Michael Douglas, Midori Goto, Jane Goodall and Elie Wiesel: "On 21 September, the International Day of Peace, I call on world leaders and peoples around the world to join forces against conflict, poverty and hunger, and for all human rights for all."

The UN conveyed the messages they received at the opening of the General Assembly in New York in late September. Most heads of the 192 UN Member States participate in the first meetings, making it an ideal venue to reach world leaders. On two mornings the messages were displayed in the General Assembly Hall on two oversized screens normally reserved for official proceedings. World leaders, high ranking politicians and diplomats could read the messages of ordinary people:

"Dear World leaders: My name is Braiden and I'm a grade 7 student and I would like to see world peace. Please sit down and talk" – Canada

"Heal our world with peace" – Thailand

"Let us understand we need the importance of development for a sustainable peace" – Nepal



“Please, please no more wars! With the money spent on warfare, we would solve the problems of hunger and poverty in the whole world”
– Malta.

People wrote about the importance of peace in their daily lives, the effects of war and violence on their lives, and their suggestions for how presidents, prime ministers and chancellors can enforce peace in and between countries.

In addition to the display in the General Assembly Hall and on the website peaceday2008.org, the UN published a booklet with a selection of collected peace messages from all around the world, which was sent to the Permanent Missions to the United Nations of all Member States.

This campaign targeted Generation Y – those born in the early 1980s and later – because many young people would like to make a difference but often do not know how. This generation grew up with computers and cell phones, and many do not even know the world without internet. The campaign utilized their familiarity with technology by creating an interactive project using cell phones and internet, and by publicizing the project through posts on blogs and profiles on social networking sites such as Facebook and MySpace. TXT / WRITE 4 PEACE gave these young people the chance to make some kind of influence, by enabling them to write to world leaders with the promise that their messages would be read.

Promoting peace among young people is essential because they make up half of the world’s population. But more importantly, as the world’s opinion makers and tomorrow’s politicians and diplomats, they will be the ones making decisions about war and peace.



A Case Study of Applied Peace and Conflict Resolution in East Africa and the Founding of the Nyerere Centre for Peace Research

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- This paper profiles the creation of the Nyerere Centre for
- Peace Research in Arusha, Tanzania and the evolution of a
- unique approach to applied peace and conflict resolution in
- Arcadia University’s Master’s degree program in International
- Peace and Conflict Resolution (IPCR). The focus is on a
- curriculum that bridges theory and practice in the conflict
- resolution field through the implementation of project-based
- learning initiatives, an approach particularly well-suited
- to the subject matter because it joins students, faculty and
- stakeholders together to solve problems and impact positive
- social change. The paper chronicles the development of
- this approach from within the IPCR program, including
- the partnership with the East African Community and the
- founding of the Nyerere Centre for Peace Research in Arusha,
- Tanzania.

The world is in critical need of peace and conflict resolution, not just as an abstraction but as an applied field. Since its inception in 1999, the Masters degree program in International Peace and Conflict Resolution (IPCR) at Arcadia University has been dedicated to bridging theory and practice in the field of conflict resolution. The program has been particularly successful in connecting the components