



4.7

Developing Flagship Events and Calendar

Partners are invited to prepare a Flagship Event for the IYCP sometime during the period 14 September 1999 and 31 December 2000 as part of the Partnership Agreement (please see kit "Models of Partnership Agreement" in the annexes). This may be an event that has already been planned and that can be dedicated to the Culture of Peace, or it may be a new event that is planned as result of the agreement. The event should publicize the IYCP to the general public and especially to the target audience that the organization can best reach. It should include, wherever possible, the diffusion and collection of signatures on the Manifesto 2000. A kit "Flagship Events", which includes further details, is provided in the annexes.

As the Focal Point for the Year, you are also encouraged to prepare such a Flagship Event. You may wish to use the event to involve as much as possible the major partners that you have engaged for the IYCP.

Special emphasis should be placed upon Flagship Events taking place on 14 September 1999, the launching of the IYCP. All Member States as well as other major partners such as universities, cities and towns, schools, international NGOs, etc. have already been urged to celebrate this date with an appropriate event (please see "Letters" in annexes).

On the basis of all the partnerships you can develop, you are requested, as National Focal Point, to develop a calendar of Flagship Events for the IYCP. Please make known this calendar within your country and share the information on a regular basis with the IYCP Unit at UNESCO headquarters so that we can post a continually updated international calendar for the Year. Special arrangements will be available for this on the IYCP technical site at www2.unesco.org/iycptec using your account number.

4.8

Identifying Local Projects for a Culture of Peace

One of the major goals of the campaign is to develop a global network of Local Projects for a Culture of Peace. Therefore, each partner is invited to identify, either among its own activities, or through its contacts and networks, Local Projects, which, by improving the quality of life of the community, contribute to sustainable development and the implementation of a Culture of Peace. Projects may be in any of the following domains: environment, education and training, culture, human rights, democracy and peace, social integration and poverty eradication, information and communication, health, sustainable economy, international solidarity or quality of life. Special attention will be given to projects initiated by women and young people, these groups being considered as priorities. Further details will be found in the kit "Local projects for a Culture of Peace" (please refer to annexes).

The partner is asked (according to the Agreement) to present a descriptive summary of its projects, including the contact person and his/her co-ordinates, the needs of each project and what it has to offer to others. If possible, the data should be entered by the partner directly in the relevant section of the IYCP technical Website (www2.unesco.org/iycptec). The information on Local Projects will then be made available to everyone on the IYCP public access Website (www.unesco.org/iycp), with the projects listed in terms of their locality. The signatories of the Manifesto 2000, after having filled out the signature page, will automatically receive a list of the projects in their local area. This will enable each

signatory to express his or her commitment by ongoing Local Projects according to the needs expressed for each project.

The partner is also expected to update this information on a regular basis. Further details may be found in the kit "Local Projects for a Culture of Peace" provided in the annexes.



4.9

Planning for the Decade

In order to plan for the long-term development of the Global Movement, the Partnership Agreement invites potential partners to contribute to the preparation of a Action Plan for the International Decade for a Culture of Peace and Non-violence for the Children of the World. These proposals will be forwarded to a group that is working on the Action Plan. They will help to flesh out the concept of a Culture of Peace and develop the general Action Plan for the Decade.

The initial draft of a proposed Draft Action Plan for the Decade has been included in annexe 6. This draft and its revision are being co-ordinated by the Appeal of the Nobel Peace Prize Laureates for the Children of the World, who originally proposed the Decade to the United Nations General Assembly. The IYCP Unit of UNESCO works closely with this group and has agreed to collect and submit to them the suggestions for the Action Plan coming from UNESCO focal points and partners. Therefore, as a Focal Point, you are invited to share the Draft Action Plan with partners who chose to contribute to the preparation of the Decade, and to send their suggestions, along with your own, to the IYCP Unit.

At a point early in the Year 2000, as the National Focal Point for the IYCP you may wish to call a meeting of the various national partners to exchange their ideas for the Decade and to brainstorm about how it can be best organized at the national level. If such discussions are held and the results forwarded early in the year, they will be in time for consideration by those working on the Decade Action Plan which will be submitted to the UN Secretary-General before mid-year.

4.10

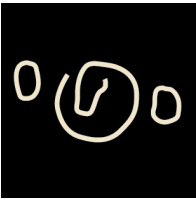
Internet Account Number

There are two reasons why both you and your partners will want to have an individual Internet account number:

- 1) The account number will permit you to get credit for the signatures collected for the Manifesto 2000 that you have provided by way of an Internet link; and
- 2) The account number will give you access to the IYCP technical Website on the Internet where you will receive important information that is available only to UNESCO focal points and partners, and where it will be possible to register the identified Flagship Events and Local Projects for a Culture of Peace.

For yourself, your Internet account number is included with the letter accompanying this Manual. If, for some reason, you do not find it, or it does not function properly to open the IYCP technical site (www2.unesco.org/iycptec), please contact the UNESCO IYCP Unit (iycp@unesco.org or Micheline Boulos, fax 331-4568-5557 or telephone 331.4568-1349).

For partners: To give an Internet account number to a partner, you may use the IYCP technical site on the Internet: www2.unesco.org/iycptec
Your partners may also obtain Internet account numbers for other organizations with which they make partnership agreements. Once you have given a partner an Internet account number, they may also enter the technical site on the Internet, and they may obtain account numbers for partners in the same way as you may obtain account numbers for a partner.



5. PROCEDURES FOR SPECIFIC PARTNERS

5.1

United Nations System

In proclaiming the International Year for the Culture of Peace (IYCP), the Economic and Social Council of the United Nations (ECOSOC) asked that it mobilize public opinion to promote a Culture of Peace and noted the central role that the United Nations System could play in this regard. Hence, the Administrative Committee on Co-ordination (ACC), which includes the heads of all UN agencies, agreed in its meeting of 8 December 1998 to:

- ensure, through the utilization of existing mechanisms, the preparation of a system-wide media and public information strategy for the Year 2000 as the IYCP;

- ensure continuous exchange of information, on a system-wide basis, on activities to be undertaken in follow-up to the decisions of the General Assembly on the draft declaration and programme of action.

The ACC agreed at the same time to launch the IYCP at all UN System headquarters and field offices on the International Day of Peace 1999 (September 14).

Therefore, a high priority should be given to co-ordination on the IYCP with the various United Nations entities (agencies, information centres, projects, etc) in your country.

Contacts & agreements already established on international level

The Joint United Nations Information Committee, representing the information officers of UN agencies and programmes on an international level, has received and discussed at their meeting of 6-8 July 1999 a description of the IYCP Mobilization and Public Information Plan.

National entry points

UN ResRep: The United Nations Resident Representative is the central contact for all of the UN System at a national level. In addition, you may be in direct contact with the various agencies, projects and especially the United Nations Information Centre if there is one in your country.

Procedures

IYCP and Inter-agency meetings: If it has not already been done, the IYCP should be placed on the agenda of an inter-agency meeting in order to engage all the various UN entities in the country. You may present the campaign and see how it can be related to ongoing inter-agency activities, e.g. the UNDAF in some countries. Early in the Year 2000 you may request another inter-agency meeting to start planning for the Decade and to make known their suggestions for the drafting of its Action Plan.

Explaining partnership agreements: You may explain the system of partnership agreements and encourage them to enter such agreements with organizations in the country with which they are already working. In many cases, there is already an NGO network associated with the UN in your country that can be approached in this regard.

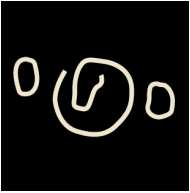
Contacting traditional UN partners: You may get in contact directly with your traditional UN partners (or other UN bodies in your country) to see how their on-going work can contribute to the IYCP or can be expanded to include the Manifesto 2000. In some cases there are already events or initiatives being planned that can be entered as a special event for the IYCP and entered on the IYCP calendar.

Contributions of the United Nations System

Promotional Activities: UN entities may diffuse and gather signatures on the Manifesto 2000, and, if they have a Website, link it to the Manifesto with an access code that you can provide. They may also dedicate a flagship project to the IYCP which can be included in the IYCP calendar. For the various United Nations days and weeks indicated in the calendar, they should mention the IYCP in informing the public and the media about their celebrations. The United Nations Information Centre (UNIC), and other UN offices in some cases, can be encouraged to make available to the public the various materials for the IYCP that may be produced in your country on the basis of the models provided on the CD-ROM (leaflets, pins, posters, postcards, etc.). You may wish to co-ordinate the publication and production of these materials with them.

Internet access: UN offices may be asked to make available to NGOs or educational institutions a space where there is a computer linked to the Internet and where their members or students can come - during regular posted hours - to read the Manifesto 2000 and sign directly on the Internet. In that case the computer should be programmed - as is done with links - to automatically enter the account number so that the office can get credit for the number of people who have signed through them (for details, see section on Mobilizing Partners: General Procedures).

Developing partnerships: In addition to serving as partners themselves, other UN entities may help locate and develop partnerships for the campaign with various organizations in the society, by adapting or using the Models of Partnership Agreement included in the annexes. They may make these agreements directly, or ask the UNESCO office or National Commission for UNESCO to make the agreements. In this way the global network of Local Projects for a Culture of Peace will be extended and can provide the basis for future development during the International Decade for a Culture of Peace and Non-violence for the Children of the World.



5.2

Media

Privileged relay: television, radio and the press, whatever their zone of influence (local or national), can provide essential help in promoting the IYCP.

Contacts & agreements already established on international level

Some media in your country may already be involved in Culture of Peace activities in one of the following ways at an international level, in which case your approach can build on what they are already committed to do:

The network of print media, REDIPAZ, established in a meeting of publishers and editors of Latin American newspapers in Puebla (Mexico) in May 1997, is committed to promoting peace and non-violence in its editorials and publications. (It may be noted that the Puebla meeting issued the very first appeal for an International Year to be devoted to the Culture of Peace.) Similar networks for radio and television stations were established in a meeting of Latin American station owners and directors in Panama City in March 1999.

Palestinian and Israeli media professionals committed themselves and appealed to their colleagues to foster the Culture of Peace through freedom of expression and continuous dialogue; this took place at a meeting in Rhodes in July 1998. Similarly, participants in the International Congress of Journalists of Russia, CIS and Baltic countries meeting in Moscow in November 1998 pledged to regularly exchange information on human rights, democracy and a Culture of Peace. Also, participants in the Tbilisi Seminar of journalists in September 1998 expressed their adherence to the principles adopted by the above-mentioned meeting of Latin American newspaper publishers in Puebla.

For further information on these international initiatives, you may consult with the IYCP Unit at UNESCO iycp@unesco.org or fax 331.4568.5557 or consult the IYCP Website www.unesco.org/iycp

National entry points

Depending on the mission you wish to give to your media partner, your contacts could be:

The President-Director Generals of the media: With an agreement on their behalf, soliciting the publicity services and the drafting of support materials will be facilitated.

The heads of publicity, of advertising space: They can provide you with space and enable you to diffuse publicity spots, for which you will need to agree on a partnership.

The Chief Editors: The heads of information, programme directors, and the individuals responsible for social and cultural sections can raise awareness and mobilize their teams to write on the themes of the International Year and follow the current events of the International Year. They are your contacts for all press relations.

Procedures

Organize meetings: In order to reach the media, it is suggested that meetings be set up between the key contacts of the media concerned and the person or persons responsible for the project in your office.

Present the IYCP: During your meeting, present the IYCP in a concrete manner, submit your collaboration proposals, and collect theirs. You may ask them for "free" space to diffuse the TV and radio spots, as well as the publicity page for the Manifesto (please find media materials in annexes). Do not forget to give them a copy of the kit "Promotion of the IYCP" (see annexes).

Short note of correspondence: After your first meeting, address a short letter to your contact thanking him/her their interest in the project, reminding him/her of the main elements and options of partnership mentioned during your meeting. Do not hesitate to propose a second meeting soon after to define the framework of your partnership in more detail. Keep in touch with your contact on a regular basis. Often, the decision to enter into partnership cannot be made solely by your contact and requires the approval of superiors, which can be a lengthy process.

Contributions of the media

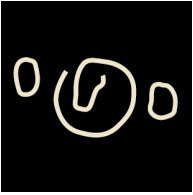
REMINDER: The media partners, in the same way as an enterprise, can be a “Messenger for Manifesto 2000” and diffuse the Manifesto 2000. They can also be “Official partner of the IYCP” and diffuse the logo on their products. (Please refer to the “Enterprises” section).

Provision of space at preferential rates: In order to diffuse the Manifesto 2000 as an insert in the press (with a reply coupon), you may use the black and white version of the Manifesto provided on the CD-ROM with this Manual. You may also provide the media with the IYCP television spot, radio spot with and publicity page that were sent to you at your request (please refer also to annexe 9)

Promotion of the Internet Website address: Creation of a link between the media's Internet Website and that of the Manifesto 2000: **www.unesco.org/Manifesto2000**

Diffusion of information: Concerning the events linked to the launch of the IYCP 14 September on a local level, the media should be asked to publish press releases on this issue you specifically drafted.
Regular publication of short press releases on the number of signatories of the Manifesto 2000.

Documentary: Editing of documentaries on the activities of the IYCP in your geographical area. This requires your close collaboration with the media and can have a major impact on public awareness.



5.3

Non-governmental Organizations

In each country, town or neighbourhood, the Culture of Peace can be promoted in very different ways, by working against the deep cultural roots of violence and war, such as poverty, exclusion, ignorance or exploitation. There are many NGOs that are already working in these specific domains and that have always played a fundamental role in defining the conceptual framework as well as the actions in favour of a Culture of Peace. Therefore, we encourage you to consider them as prime partners, and to work towards getting them to join the Movement according to the following suggestions.

Contacts & agreements already established on international level

A Partnership Agreement has been signed by UNESCO's Director-General and the President of the Liaison Committee elected by the International Conference of NGOs maintaining official relations with UNESCO. It is similar in most respects to the Model of a National Partnership Agreement you will find in the annexes (please refer to kit "Models of Partnership Agreement"). The object of this Partnership Agreement is to define the participation of the greatest possible number of these 320 international NGOs in the establishment of the Global Movement for a Culture of Peace and Non-violence according to their will and means. For further information, as well as for an updated list of these 320 NGOs, you may consult with the IYCP Unit at UNESCO iycp@unesco.org or fax 331.4568.5557 or the IYCP Website www.unesco.org/iycp.

The international / national divide: what division of tasks between the UNESCO secretariat in Paris and each IYCP National Focal Point

The basic idea for the establishment of the Movement is that the UNESCO IYCP Unit in Paris establishes partnership agreements with international NGOs, both those among the 320 NGOs maintaining official relations with UNESCO and others whose work is international in scope. In turn, the national NGOs which sign partnership agreements with you, are able to enter into similar partnership agreements with local bodies (members, structures, committees etc.) of their network. These agreements should be proposed as such to the NGOs maintaining official relations with UNESCO on a national level. Also, the IYCP Focal Point may make these agreements with other NGOs.

These parallel procedures favour the efficiency and operational nature of the Movement but they can also lead to overlap. Therefore, it is important to have frequent exchange of partnership lists between the UNESCO IYCP secretariat in Paris and each IYCP National Focal Point, as well as regular exchange of information between the National Focal Point and each national partner organization.

National entry points

Categories of the national NGOs: All the NGOs whose activities are judged by the Focal Point to promote a Culture of Peace on an national level, and who express their will to participate in the Movement. In order of priority, and based on previous experience on an international level, the following categories of national NGOs may be contacted:

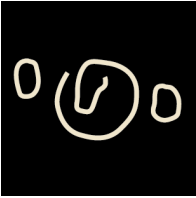
1. *NGOs maintaining official relations with UNESCO;*
2. *NGO collectives:* if a co-ordination structure for national NGOs (UN, UNESCO, etc.) exists in your country, it can be very advantageous to get in contact, since it can act as a Focal Point and multiply the action amongst its network;
3. *National NGOs* who have indicated their interest to the IYCP Unit at UNESCO. Their co-ordinates will be shared with you by IYCP on a case by case basis;
4. *Other NGOs:* we suggest that you get other NGOs involved in the Movement on an individual basis, according to their importance within the country, the reach of their network, their domain of action and willingness.

Procedures

- Press relations/Editing support materials:* The IYCP Focal Point may invite NGOs to get involved in the Movement by publishing promotional articles, both in its own publications and by obtaining space in the national and/or in specialized press intended for NGOs.
- Presentation meetings:* The Focal Point may present the IYCP within the framework of events or gatherings with NGOs that already have been scheduled, or it may organize a special meeting to discuss this subject;
- Audio-visual material:* If you have a Website, you may devote a section to "Partners of the IYCP" in order to facilitate participation by NGOs in the Movement. Agreements with the national media (television, radio and written press) can make the impact all the more effective.
- Identification of a contact person:* The Focal Point should be able to be in contact with one specific person within each partner NGO, who can then follow the collaboration procedures.
- Signature of partnership agreements:* the first stage, which enables the start of the collaboration, consists in the personalization if necessary of the national Partnership Agreement for the NGO in question, followed by the official signature of the committee: your signature as the IYCP Focal Point, as well as that of a main representative of the NGO (please refer to kit "Models of Partnership Agreement" in annexes).
- Follow-up of the partnerships:* Provide the NGO, as soon as it has signed the Agreement, with the necessary "kits" in accordance with their level of contribution (refer to annexes); advise the NGO during the various stages of the collaboration, and ensure the establishment of a system of collection for the signatures; validate the "Flagship Event" suggested by the NGO; provide Internet account numbers to encourage the collection of signatures (see section 4), as well as the collection of the "Local Projects for a Culture of Peace".
- Information exchange between your Focal Point and IYCP Unit in Paris:* discuss and monitor regularly the partnerships established in order to make sure they are listed on the IYCP Website; monitor regularly the collection of signatures, and discuss the needs in terms of technical support, etc.

Contributions of the NGOs

NGOs represent the voluntary activity of people in all aspects of a Culture of Peace at a local level. By involving them fully in the IYCP, you establish a base for the development of a Global Movement for a Culture of Peace during the Decade that follows.



5.4 Schools

Education is the principal means by which to create a Culture of Peace, and therefore schools are especially important partners. This includes students, teachers, administrators and other staff, parents, and community organizations that are linked to schools. By reflecting the basic principles of a Culture of Peace, what is taught (curriculum content) and how it is taught (educational procedures) can both prepare the next generation for the tasks of developing a Culture of Peace.

Contacts & agreements already established on international level

Representatives from schools in your country may already be involved in a Culture of Peace in one of the following ways at an international level, in which case your approach can build on what they are already committed to do: *National ministers of education*, meeting at the International Conference on Education in Geneva in 1994, adopted the *Declaration and the Integrated Framework of Action on Education for Peace, Human Rights and Democracy*, committing their educational systems to work for the basic principles of a Culture of Peace. *The Associated Schools Project of UNESCO (ASP)*, now numbering over 6.000 schools, is giving a priority to the Manifesto 2000 and the IYCP. *Education International* is asking its member unions, a large portion of the teachers unions in the world, to give a priority to using the Manifesto 2000 to contribute to the IYCP and they are distributing a model kit for use by teachers. *A growing number of international NGOs of educators and students* are making commitments to use the Manifesto 2000 and work for the IYCP. For further information and lists of schools, unions, and NGOs, you may consult with the IYCP Unit at UNESCO iycp@unesco.org or fax 331.4568.5557. The information will also be made available on the IYCP Website www.unesco.org/iycp.

National entry points

National and state ministries of education: You may remind them of the above-mentioned commitment made by national education ministers.

Regional or local school administrations: Try to involve entire school systems in the IYCP.

The Associated Schools Project (ASP): you may contact the ASP national co-ordinator or individual schools directly.

Teachers organizations: Include the teachers unions belonging to Education International.

Organizations of students: They may provide the most creative ideas!

Parent and community organizations linked to the schools: In this way communities and families become engaged.

REMINDER: In some cases you may link to schools by way of mayors and city or town councils or by way of national or state parliaments.

Procedures

Joint meetings: Since a number of different approaches are advised, you may wish to hold joint meetings with several partners together in order to work out broad areas of collaboration. For example, Education International is urging teachers unions to work together, wherever possible, with Education Ministries to involve the schools with the Manifesto 2000 and the IYCP in the framework of the above mentioned 1994 Declaration and Framework of Action.

Presenting the kit: In your various meetings, you may present the kit and the promotional tools available, and ask them how they can integrate the Manifesto 2000 in the course of their plans for the school year.

Proposing activities: Propose the elaboration of an action plan for the IYCP, including its integration with various events already planned and beginning with a special event to mark the launching of the Year on 14 September.

Discussing contributions: Discuss with each partner the special contributions it can make in view of the list that follows below. Each partner will have its own contribution to make.

Contributions of schools

Classroom activities: It has been pointed out that the principles of a Culture of Peace, as stated in the Manifesto 2000, correspond to the basic rules of classroom behaviour. Therefore, it is possible to integrate the Manifesto 2000 and the IYCP with the daily routine of each classroom throughout the Year. This may include display of the IYCP posters, diffusion and signing of the Manifesto (see below), as well as integration of the principles of the Manifesto with class discussions and projects in any of the aspects of a Culture of Peace.

School assemblies: In previous campaigns of this type, effective use has been made of school assemblies devoted to particular aspects of the campaign of special interest to the school. This can be especially effective if a different class takes the responsibility to organize each assembly.

Curricula: The principles of a Culture of Peace can be integrated into most standard curricula. These principles apply to training in citizenship and democracy, the interpretation of literature and history, ethical issues in science and development and the learning of other languages.

Diffusion and signing of Manifesto: Each school or school system will have its own authorization procedures relevant to the diffusion and signing of the Manifesto 2000, and this will need to be worked out with the relevant authorities (e.g. parent committees, elected school boards, school administrator, etc.). It might be possible to diffuse the Manifesto by having each student take a copy home to discuss with his or her parents, in which case it could be the entire family that decides whether to sign the Manifesto. If the school has a computer linked to the Internet, the students can then enter these signatures themselves, or establish a committee that does this. What is most important is to provide adequate and well-supervised opportunities for discussion of the principles of a Culture of Peace provided by the Manifesto 2000.

Out-of-class activities with students, parents and community: Most schools are the centres for other activities involving the community, as well as students and their parents, and the organizers of these activities can integrate the Manifesto 2000 and the celebration of the IYCP to these activities.

Special events: Beginning with 14 September, the launching of the IYCP, there will be many occasions when special events can be linked to the IYCP. These could include, e.g. musical concerts and other cultural events, sports events, national and local holidays and celebrations, etc.



5.5 Universities

The university, as a learning centre for research and the exchange of knowledge, has an important responsibility both as the creator of the concepts of the Culture of Peace, and as the conveyor of these concepts. It can play a fundamental role in the Global Movement for a Culture of Peace.

Contacts & agreements already established on international level

Among others, the following international university organizations maintaining official relations with UNESCO are already engaged with the IYCP: *World Federation of Teachers' Unions (FISE)*, *International Federation of Catholic Universities (FIUC)*, *International Federation of University Women (IFUW)*, *International Association of University Professors and Lecturers (IAUPL)*, *International Association of University Presidents (IAUP)*, *International Association of Universities (IAU)*, *Education International (EI)* and the *Agence francophone pour l'enseignement superieur et la recherche (AUPELF)*.

In addition, a letter has been sent by the UNESCO Director-General to more than six thousand university rectors, suggesting that they include the Manifesto 2000 in the information packets for students at the beginning of the Year, accompanied by messages from the rector and from the UNESCO Director-General. Further suggestions are made concerning involvement of the university during the course of the academic term (see "Letters" in annexes). Two other international networks of universities are already involved due to their special relations with UNESCO: the UNESCO Chairs specializing in the Culture of Peace, in human rights, and in inter-religious dialogue. The second one is the UNITWIN network. Partnership agreements with them will take place either at the UNESCO headquarters (Division ED/HEP/IUC), or through the Field Offices devoted to Higher Education (such as IESALC in Venezuela or BREDA in Senegal).

For further information on these international contacts and agreements, you may consult with the IYCP Unit at UNESCO iycp@unesco.org or fax 331.4568.5557 or consult the IYCP Website www.unesco.org/iycp.

National entry points

Universities and Ministries: Partnerships on a national level may be established directly with the universities or through the Ministry of Education which has access to higher education institutions in an official manner.

Institutional community and students: Contacts may be made on two levels: with the institutional community or with the students.

Procedures

Formal and official contacts: For the institutional community, contact may be made in a formal and official manner so that IYCP actions may be included in the university calendar. Contact may be made with the Presidents and Deans of the universities, as well as the secretary-generals and university committees.

Students: various options are available, including:

- publishing promotional articles in the university bulletins and journals for students, in order to invite individual student involvement;
- contacting student organizations and student unions which can in turn mobilize their members by the own communication systems such as bulletins, newsletters, radio stations etc.;
- students may also be contacted by the institutional community once it is engaged. This can be undertaken by the university using its own communication tools (billboards, bulletins, information notes), or through the administrative note and forms. For example, it is being suggested in the letter of the Director-General to university directors that the Manifesto

should be inserted in the registration pack accompanied by a note from the Director-General and the President of the university.

Contributions of the university community

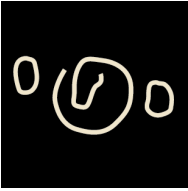
The universities can act on various levels:

Diffusion of the Manifesto: Insertion in the registration packs; Publications in the bulletins and information notes of the university; Collection through the terminals or through the free access to computers for students; Establish an Internet link between the Internet Website of the university and that of the Manifesto 2000

Organization of events labelled UNESCO/IYCP: Conferences, symposiums, workshops, seminar etc.; development of Culture of Peace “modules” in university courses; conducting research projects on Culture of Peace topics, Organization of a “Culture of Peace Week”.

Development of Local Projects: Universities, and especially university students, are often engaged in Local Projects contributing to one or another aspect of a Culture of Peace and Non-violence. These should be entered into the network being established for the IYCP and the Decade.

Planning for the Decade: The university can play a productive role in the Decade and in working now to propose aspects for its action plan.



5.6 Cities and Towns

The City or Town is the primary relay to reach the broad public. Since it is in contact with all the local populations as well as all the local institutions, it can be seen to constitute the pivotal body in your diffusion and collection campaign.

Moreover, the council often disposes of its own space for communication purposes. It can also assist you in meeting and persuading new partners, especially institutional partners.

Contacts & agreements already established on international level

Some towns and their representatives in your country may already be involved in Culture of Peace activities in one of the following ways at an international level, in which case your approach can build on what they are already committed to do:

The *International Association of Peace Messenger Cities*, formed during the 1986 International Year of Peace, numbers over 100 cities. The *World Conference of Mayors for Peace through Inter-City Solidarity* numbers 474 cities. The *UNESCO Mayors for Peace Prize* was created on the occasion of the United Nations Conference on Human Settlements – HABITAT II in 1996. The cities that have applied to the UNESCO Mayors for Peace prize presently number 150 throughout the world. Please find in annexe “Letters” a copy of the Director-General’s letter addressed to the mayors of the cities in the above-listed networks.

For further information on these international networks and the cities concerned, you may consult with the IYCP Unit at UNESCO iycp@unesco.org, fax 331.4568.5557 or consult the IYCP Website www.unesco.org/iycp.

National entry points

Mayors and other responsible persons: It is advisable to get the mayor directly involved, though you can also meet the person responsible for communication.

Procedures

Presenting the IYCP: Present the kit and the promotional tools available, and explain the possibility of the town becoming a messenger for the Manifesto.

Submitting collaboration proposals: Propose the elaboration of an action plan for the IYCP, and propose the participation in the events around the 14 September 1999 as well as those scheduled in the IYCP calendar.

Proposing a press conference: Propose the organization of a press conference by the council to present the Manifesto 2000 to the public, as well as the launch of the IYCP and the contribution of the town for the Culture of Peace.

Asking for use of space: Ask for the advantageous use of space to diffuse the promotional spots (please refer to “Media Materials” in annexes).

Contributions of the city or town

Provision of spaces: Provision of space (on all support materials: leaflets, community journals or news bulletins, letters from the mayor, posters, postcards, events etc.) in order to diffuse the promotional spots; provide a television screen (for example in council lobby) to diffuse the TV and radio promotional spots.

Personalization: Personalization of the coupon as well as all other support for the Manifesto 2000.

Reproduction of the Manifesto 2000: Reproduction of the Manifesto and other tools of communication.

On paper: printing in colour/black and white; reproduction in internal publications; photocopying; printing on posters and postcards; production of pins, stickers and of other promotional materials.

On Computer files: Internet (creation of a link); Interactive terminals; Internal network, Intranet.

Diffusion of the Manifesto: Provision of the brochures in the council lobby; Inclusion of the brochure with the municipal bulletins or letters from the mayor; Diffusion of the brochure in schools and universities; Provision of interactive terminals in the council lobby, with the possibility of signing the Manifesto; Creation of a link between the Internet site of the community and that of the Manifesto 2000; Relay of the operation to reach: schools, associations, museums, sport and leisure centres etc.; Promotion and diffusion of the Manifesto 2000, and collection of the signatures amongst target groups within the framework of the Flagship Events.

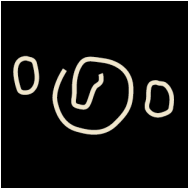
Creation of a relay: Relay these operations in order to reach other target groups (museums, leisure and sport centres, associations, etc.).

Collection of signatures: on the Intranet site, the IT network and/or the interactive terminal; Send-back of signatures to the Field Office on computer disc or via e-mail; the council can centralize the collection of signed Manifestos for the institutional partners it has helped to mobilize, such as schools or sport clubs; Data entry of the signatures on computer files (if they have been gathered on the coupon).

Flagship Events: Beginning with the launch of the IYCP on 14 September and extending throughout the Year 2000 the city or town may dedicate particular events to the IYCP, thus engaging its citizens in the process. For example, it could devote all of its events in a special week to the IYCP.

Local Projects: By becoming a "Partner of the IYCP", a city can inscribe information about its various Local Projects that promote one or another aspect of a Culture of Peace into the Global Movement listed on the IYCP Website.

Decade: The Draft Action Plan for the Decade foresees a leading role for cities and towns, beginning with discussions at the local level and leading to the passage of laws that promote a Culture of Peace (see annexes for details). Therefore, it will be especially valuable to involve as many cities and towns as possible in the discussions leading up to submission of the Draft Action Plan for the Decade in the middle of the Year 2000.



5.7

Parliaments

The national parliaments constitute a primary target group due to their role and importance in the political life of their country, since they are in close contact with their government and the various political institutions. Moreover, parliaments often have their own communication space. They can also help you to meet and persuade other new partners, especially institutional partners.

Contacts & agreements already established on international level

The parliaments in your country may already be involved in a Culture of Peace programme as members in one of the international parliamentary bodies that are working with UNESCO. In close co-operation with the *Interparliamentary Union* (IPU) UNESCO is developing projects in the framework of the preparation of the IYCP and a number of parliaments have appointed a Focal Point for this activity (see below).

Other organizations involved in special IYCP activities are, among others: *European Parliamentarians for Africa* (AWEPA), the *Commonwealth Parliamentary Association Secretariat*, *Parlamento Latinoamericano*, *Parlamento Amazónico*, and *Parlamento Centroamericano*. Several events focussing on the Culture of Peace are being planned by these organizations in co-ordination or with the participation of UNESCO. For further information on these scheduled activities, you may refer to the list "UNESCO Headquarters Units Responsible for Various Constituencies for the IYCP" provided in annexe 10 or consult with the IYCP Unit at iycp@unesco.org. You may also consult the IYCP Website www.unesco.org/iycp.

National entry points

Existing contacts and Speaker of Parliament: Use your existing personal contacts first, then approach the Speaker of the Parliament, and individual parliamentarians. UNESCO BRX/PLM established already a network of national focal points for the IYCP which you may approach first in the following countries: Cuba, Jordan, Mali, Poland, Russian Federation, United Kingdom, Parliamentary Assembly of the Council of Europe, Sudan, Uruguay. For an updated list with more recent additions please contact BRX/PLM (see annexe 10).

Procedures

Presenting the IYCP: You may present the kit "Promotion of the IYCP" (see annexes) and the promotional tools available; explain how the Parliament or a group of parliamentarians can become "Messengers for Manifesto 2000" or "Partners of the IYCP".

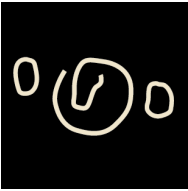
Submitting proposals for collaboration: You may propose the elaboration of a action plan for the IYCP and the parliamentarians' participation in events around the 14 September 1999, including the organization of a press conference by the parliament to inform the public of the parliament's participation in the IYCP.

Asking for space: The parliaments may be asked to provide a space for the diffusion of promotional spots for the IYCP.

Systemic collection of signatures: To ensure systemic collection of signatures on the Manifesto, you may ask for a person who can serve as the Focal Point and who will be responsible for this in the parliament.

Contributions of the parliaments

- Providing space:** Provision of space (on all support materials: leaflets, internal journals and bulletins for the parliamentarians, letters from the Speaker of the Parliament, posters, events, etc.) to distribute the promotional spots.
- Personalization:** Personalization of the brochure and all other support materials for the Manifesto 2000.
- Reproduction:** Reproduction of the Manifesto 2000 and of the communication tools; printing, colour, black and white reproduction in internal publications; photo-copies, Internet (creation of a link), interactive terminals, internal network, Intranet.
- Diffusion and collection of signatures on the Manifesto:** Provision of the brochures in the parliament lobby, as well as other institutions; inclusion of the brochures in the parliamentarians' bulletins etc.; Establishment of interactive terminals with the possibility of signing the Manifesto 2000; Promotion and diffusion of the Manifesto 2000 and collection of the signatures amongst the target groups within the framework of the Flagship Events.
- Contacting other target groups:** You may ask parliamentarians to help reach other groups (governments, deputies, judges etc.), including organizations whose Local Projects may be entered into the information contained in the IYCP Website.
- Planning for the Decade.** The Draft Action Plan for the Decade proposes the involvement of national parliaments in order to engage the entire nation in debate leading ultimately to national laws that promote a Culture of Peace and Non-violence. Therefore, it will be especially valuable to involve the parliamentarians of your country in the discussions leading up to submission of the Draft Action Plan for the Decade in the middle of the Year 2000.
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5.8

Enterprises

Private and public enterprises, both locally and nationally, can be major partners in the realization of the IYCP. They may contribute financially to the global campaign, and constitute a strong relay in the diffusion and collection of signatures on the Manifesto 2000.

Contacts & agreements already established on international level

Some private and public enterprises in your country may already be involved in a Culture of Peace programme at an international level, in which case your approach can build on what they are already committed to do. For further information on these international contacts and agreements, you may consult with the IYCP Unit at UNESCO iycp@unesco.org or fax 331.4568.5557 or you may consult the IYCP website www.unesco.org/iycp.

Two types of agreements

Two different partnership agreements are possible, corresponding to the level of the partner's involvement. Models of agreements will be provided at a later date. In both cases, legal obligations are provided with regard to the use of the logo of the IYCP.

Level I - Messengers for the Manifesto 2000: Enterprises can contribute to the promotion, diffusion, and reproduction as well as the collection of the signatures of the Manifesto 2000 amongst their internal and external public. In doing so, they can provide goods, raw materials, and, of course, services.

Level II - Official partners of the IYCP: They can contribute financially to the IYCP. The official partners of the IYCP benefit from a special status, which enables them to use the IYCP logo on their products.

REMINDER: Enterprises such as airline and public transport companies can provide space for the promotion of the Manifesto 2000 and the IYCP.

National entry points

Communications Director: The director of the company is often the person who makes the final decision with regards to entering a partnership, especially if it involves a financial contribution. The person responsible for communications, sponsorship or publicity, being more involved in the operations, may be your best contact to elaborate and implement a partnership.

Procedures

Organizing meetings: You may organize a meeting between the representatives of the enterprise, preferably its director, and the person responsible for the project in your office or commission.

Presenting IYCP and submitting collaboration proposals: During this meeting, you may present the IYCP in a concrete manner, submit your collaboration proposals and gather their proposals as well. Give them a copy of the kit "Promotion of the IYCP" (see annexes).

Keeping in contact: After this first encounter, you may send your contact person a short letter of thanks, and recalling the broad outlines of the possibilities of partnership

mentioned during your meeting. Do not hesitate to propose a second meeting with your contact, in order to define the framework of the partnership. Keep in touch with your contact person and follow up. Often, the decision to enter into partnership requires the approval of the person's superiors, which may take time.

Formalizing an agreement with the enterprise: Once you have reached an agreement, you can work on drawing up a contract with the enterprise, using one of the two model partnership agreements for enterprises that will be provided at a later date. You should decide if it is for an "Official Partner of the IYCP" or a "Messenger for Manifesto 2000".

Contributions of the partner enterprises

Diffusion of the Manifesto and the tools of communication: Personalization of the Manifesto; Insertion of the partner's logo according the personalization model

On paper: Printing, colour, black and white; Reproduction in the internal publications of the enterprise; Photo-copying. Printing posters; Printing postcards; Production of pins and other support materials

Computer files: Internet (creation of a link); Interactive terminal; Internal network, Intranet.

Internal diffusion: Brochure, cards, posters in the working environment of the employees: cafeteria, working committees, restaurant, etc. Provision on the Intranet site, the IT network, interactive terminals, internal journals.

External diffusion: In the work places open to the public through the representatives of the enterprise.

Creation of an internet link: Link the enterprise Website to that of the Manifesto so that signatures are collected directly on the main Manifesto site.

Other collection of signatures: For other means of collecting signatures, please see the topic "collection of signatures on the Manifesto 2000" in the section on "Mobilizing Partners: General Procedures".

Flagship Events: Those enterprises that become "Official Partners of the IYCP" may use the logo for a Flagship Event involving the employees of the enterprise and their families and/or the general public (see kit "Flagship Events" in annexes).

Planning for the Decade: Enterprises that become "Official Partners of the IYCP" are also invited and encouraged to contribute suggestions for the Action Plan for the Decade as it is important that the Decade should include a substantial involvement of this sector.