

## Pathways to a Culture of Peace: Global Contest for Mutual Understanding

### Guidelines



there are two ways

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Guidelines available on:  
[http://www.unesco.org/pv\\_obj\\_cache/pv\\_obj\\_id\\_1BCD5E37D7E8C422262DF58114B70848AA33120/0/filename/Pathways to Peace Global Contest Guidelines.pdf](http://www.unesco.org/pv_obj_cache/pv_obj_id_1BCD5E37D7E8C422262DF58114B70848AA33120/0/filename/Pathways_to_Peace_Global_Contest_Guidelines.pdf)

# 1. Introduction

Launched at the international level through UNESCO's networks and partners, and intended for young people from 14 to 25, *Pathways to a Culture of Peace: Global Contest for Mutual Understanding* invites youth to express its experience of how peace and non-violence are or should be produced and reproduced day after day in various environments, what has come to be termed everyday peace. An international jury composed of artists and intellectuals will designate which projects shall be awarded during a prize-giving ceremony.

Peace should not be taken for granted. It is a dynamic, on-going process requiring constant engineering, vigilance and active participation by all. Peace is something that has to be recreated every day to result in positive and lasting values, attitudes and behaviours, in changing mindsets and daily habits. The culture of peace requires a global awareness of the changing world in which we live, drawing on the experiences of leaders – decision makers and intellectuals – as well as those of the ordinary people; it is an approach to reconcile cultural diversity and social cohesion in a context where societies are marked by a growing diversity inside and outside them. In its essence, the culture of peace, as a dynamic process and as “product”, is a firm and patient commitment to peace-building, mediation, conflict prevention and resolution, peace education, education for non-violence, tolerance, diversity, human rights, acceptance, mutual respect, intercultural and interfaith dialogue and reconciliation.

Peace is more than the absence of war, it is living together with our differences – of culture, religion, language, or gender – while furthering universal respect for justice and human rights on which such coexistence depends. In a world of complex interdependencies and that is changing very quickly, featuring multiple crises and increased human mobility and interconnectivity, cultural diversity becomes omnipresent in every society and undermines social cohesion. It continuously brings new challenges prompting us to reconsider the fundamental principles of humanity by highlighting “that which binds” cultures and societies to each other and from within. In the process, a true ethic of living together is taking shape.

In crisis situations, as in ordinary times, young people need to be sensitized to the positive outcome of practicing the values, attitudes and behaviours producing peace and non-violence. At school, in the street, at home, during leisure time, peace must be present everywhere, at any time.

## 2. Objectives

*Pathways to a Culture of Peace: Global Contest for Mutual Understanding*, aims to collect the best illustrations on how peace is dreamed, visualized, conceived, and practiced by young people.

**Participants of the contest are invited to express their vision and understanding of a Culture of Peace and Non-Violence through four various creative forms, emphasizing the importance of exchange and dialogue among and between cultures in ensuring social cohesion and harmonious coexistence.**

**Pathways to a Culture of Peace: Global Contest for Mutual Understanding** addresses young people to express and share their vision of peace, tolerance and non-violence in a culturally diversifying world. To develop new material on how to embrace the ordinary and extraordinary history of encounters intercultural solidarity among cultures and societies, UNESCO invites young people to share stories and perspectives on intercultural exchanges and dialogue. As the purpose is to enrich the understanding of the idea of “encounters” the content and scope of the submitted projects is open. Projects can address peace and dialogue at local, national or international levels in the past, the present and the future in any of the areas concerned (cultural, religious, scientific, educational, etc.).

The Contest aims at developing a reflection on the concepts related to peace. At least ten of the terms included in these Guidelines (see point 6), should be included in the works submitted, so to rethink on the constituents of peace.

Therefore, the key-objectives of the Contest are:

1. To promote a Culture of Peace and Non-Violence through the works submitted, which are to be developed upon a reflection on key-notions of peace and take the format of essays, photos, videos, graphic arts;
2. To develop the sense of belonging to, and the responsibility towards humanity, while respecting the value of its plural identities;
3. To share concrete experiences of everyday peace at individual, local, national, regional or international level;
4. To reinforce peace-making knowledge, skills and values among young people.

### 3. Conditions of participation

**Pathways to a Culture of Peace: Global Contest for Mutual Understanding** is open to all young people around the world, from 14 to 18 years old, and from 19 to 25 years old. All organizations or civil society networks targeting these two categories of age-groups are welcome to encourage their members to take part in the Contest (UNESCO Associated Schools –ASPnet, UNESCO Clubs, UNITWIN, civil society organizations among others).

### 4. Registration

The registration form (available on [Internet](#)) should be returned properly completed by 30 November 2012 to: [peace.contest@unesco.org](mailto:peace.contest@unesco.org).

## 5. Rules, Assignment and General Selection Criteria

Along with the specific criteria designed for each category of the Contest, generic selection criteria should be taken into consideration by contestants.

To be eligible for the Contest, each entry should consist in:

1. Registered applicants will have to fill out the Submission Form (available on [Internet](#)), to comply with the contest requirements. This form will help the Jury to assess the results and to enhance the culture of peace at the global level;
2. The Submission of the work itself in a maximum of **two categories from the four categories**: Essay, Video Clip, Photography and/or Graphic Arts;
3. Along with the form, any additional relevant component is welcome, assuming that it is deliverable electronically. Visuals such as pictures and/or videos are most welcome.

Furthermore, the participants should observe the following generic rules:

1. Participants benefit from a total creative freedom for all categories of the Contest. However, they must keep in mind the international nature of UNESCO and avoid any specific reference going against the values promoted by UNESCO;
2. Participants must be **aged between 14 and 25 years old**. Both age-categories will be considered by the Jury: from 14 to 18, and from 19 to 25 years old;
3. The submitted work can result from a **collective** or an **individual exercise**;
4. All submitted work must be presented **in either English or French**;
5. Depending on the category(ies) chosen, contestants will have to comply with the **respective requirements detailed below per category**;
6. At least 10 words out of the "**Peace Cloud**" (see point 6) , will have to be incorporated clearly and in a coherent way in the submission to illustrate the key-notions underlying Peace;
7. **Submitted works to *Pathways to a Culture of Peace: Global Contest for Mutual Understanding* should be original, specially created for the purpose of the Contest**, and enclosed with the "**Permission Rights**" form **duly completed**, dated and signed (see Annexes). Any person submitting a design within the framework of the Contest certifies and warrants that his/her proposal does not violate the rights of a third party or any copyright;
8. Any submission containing elements in violation of copyright or third parties, and including advertisements or non-relevant links will be automatically disqualified;

9. Any violation of these rules will result in the cancellation of the participation and / or delivery of the reward;
10. The contestants will grant UNESCO, for the whole term of copyright, the non-exclusive right to reproduce, translate, adapt, reillustrate, publish, and communicate to the public, worldwide, in any language and for all future editions and revisions, in printed and electronic format, the whole or any part of the work, and to authorize other publishers or co-publishers to exercise any or all of these rights;
11. Decisions of the Jury are final.

### Assignment per contest categories:

#### Essay

- The Essay of a maximum of 500 words should be submitted either in English or in French, presenting any type of life experience related to “everyday peace” and reflecting young people’s engagement and responsibility towards humanity’s sustainable future;
- It can be an original poetry, a piece of theatre; an interview of key-actors in peace, or elder persons evoking their personal experience; the report of a creative initiative undertaken as a tangible contribution to peace presenting alternative conflict resolution mechanisms, including a description of the context, the solutions found, the stakeholders involved. It could also be the illustration of some original ways to enhance everyday life, or to provide meaningful support to someone in distress;
- Only one essay per author (or a group of authors) will be taken into consideration in the Contest.

#### Video clip

- The video-clip should encourage young people to practice peace on a daily basis, at home, at school, at the University, in the street, etc.;
- The short video clip must not exceed 1 minute maximum, and must be submitted in “AVI” format, captured by a digital camera, portable telephone or camcorder. Save your video in a zip-file and send it via email;
- The video clip must express the views of young people based on the “Peace Cloud” along with a text of less than 300 words explaining the choice of the video director, his/her scenario expressing his/her vision and logic supporting the video clip.

## Photography

- Participants who have chosen this category must provide an (electronic if possible) "album" containing 10 photographs on the theme of "Culture of peace and non-violence." Photos must express the views of young people based on the "Peace Cloud" along with a text of less than 300 words explaining the choice of the photographer, his/her vision and logic linking the ten photos to the theme of the Global Contest;
- The electronic file or the printed photos sent by the applicant must contain all 10 photos (each one entitled), in the specific order sought by the candidate;
- Technical specifications: Applicants must send their albums in .jpeg or .tiff format, 300 dpi resolution;
- The 20 best albums will be displayed online on a dedicated website.

## Graphic arts:

- Participants who have chosen this category must create and design a logo on the theme of a "Culture of peace and non-violence".
- Originally created logos must express the views of young people based on the "Peace Cloud" along with a text of less than 150 words explaining the choice of the designer, his/her vision and logic linking the logo to the theme of the Global Contest. Furthermore, designers can get inspired by their own traditional heritage related to peace, from art – visual artists, actors, musicians, poets, etc. – other proponents of the ideals of peace, dialogue and mutual understanding who worked for the advancement of these values in the world or in the region;
- Participants are given total creative freedom. Works can be either in paper or electronic format and should be sent in PDF based on a A4 size. Each submitted work should be accompanied with the short text above-mentioned. Selected logo designs will benefit from a large visibility through UNESCO and its partners involved in the field of Culture of Peace since they will be posted in an on-line Gallery (e-gallery), dedicated to illustrate the power of Art in a Culture of Peace and Non-Violence. Selected logos or components of these logos could possibly be used as future logo for UNESCO's Programme of Action for a Culture of Peace and Non-Violence;
- The file sent by the candidate (through email or to be downloaded), must include both the creation of graphic design and the text of less than 150 words explaining his/her vision and detailing the relationship between the logo created and the constituents of a culture of peace and non-violence;
- A shortlist will designate 40 logos to be displayed online on the dedicated website. The jury will select at least 20 winning logos to be displayed on Internet;
- Technical specifications: Applicants must send their files in a .jpeg format (resolution: 300 dpi). Each participant should also have his/her image available in PDF format with a resolution of 300 dpi in case his/her logo is selected among winners for display at an exhibition or for a virtual online gallery on the website dedicated to the Global Contest.



## 9. Awards

The 8 winners will be announced on 21<sup>st</sup> of May 2013, on the 10<sup>th</sup> Anniversary of the World Day for Cultural Diversity for Dialogue and Development, at UNESCO Headquarters, Paris, France.

Winners and short-listed contributions will be posted on the Internet, in a digital catalogue. A special web-platform will be maintained featuring inputs on the different pathways to reflect and to live peace through key-values, knowledge and skills and simply because peace goes far beyond “the absence of war”.

In addition to the public exposure offered by UNESCO and its partners, each winner will receive a personal digital tablet.

Prizes won by minors must be awarded in the name of a parent or legal guardian who must execute affidavit of release on minor’s behalf.

## 10. Timeframe and selection process

30/11/2012	Registration Deadline
21/03/2013	Submission Deadline, International Day for the Elimination of Racial Discrimination
21/05/2013	Announcement of the eight winners on the 10th Anniversary of the World Day for Cultural Diversity for Dialogue and Development

## 11. Support to young creators

Youth facilitators, education specialists, all professionals dealing with young people are welcome to convey the message! All subjects-taught are relevant. Teachers across curriculum are welcome to encourage their students to take part in this Global Contest. Values reinforcement through the lens of peace is essential to ensure a sustainable future.

A bibliography on peace education is available on the website of [UNESCO’s Intersectoral Platform for a Culture of Peace and Non-Violence](#):

Get inspired! Among existing specialized networks...

- The Nobel prize: [http://www.nobelprize.org/nobel\\_prizes/peace/laureates/](http://www.nobelprize.org/nobel_prizes/peace/laureates/)
- <http://www.thepowerofpeacenet.com/>
- <http://cpnn-world.org/>



- [United Nations Messengers of peace](#)
- [Youth Peace Ambassadors](#)
- [ASPnet](#) The UNESCO Associated Schools Project Network
- [The Power of Peace Network](#)
- [UNITWIN](#) University Twinning and Networking Programme:

[http://portal.unesco.org/education/en/ev.php-URL\\_ID=22129&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/education/en/ev.php-URL_ID=22129&URL_DO=DO_TOPIC&URL_SECTION=201.html)

- [Mouvement de la paix: http://www.mvtpaix.org/](http://www.mvtpaix.org/)
- [Graines de paix : http://www.graines-de-paix.org/](http://www.graines-de-paix.org/)

## **Annexes:**

Registration Form

Submission Form

Permission Rights Form

# Pathways to a Culture of Peace: Global Contest for Mutual Understanding

## Registration Form

To be completed and returned by 30 November 2012 to: [peace.contest@unesco.org](mailto:peace.contest@unesco.org)

Country :

Mr  Ms

Family Name :

First Name :

Date of Birth :

Email :

Address :

Street :

City :

ZIP Code :

Telephone (incl. International Code) : +

School/University/Institution name :

School/University/Institution Address (Street, City, ZIP Code):

Private or public School/University/Institution:

My school participates in a UNESCO Network (ASPnet, UNESCO Clubs, UNITWIN, etc...):

How did you hear about the Competition (National Commission for UNESCO, Internet, other – please specify :)

In which category are you planning to participate in the Contest (choose a maximum of two):

Essay

Photography

Video

Graphic Arts (traditional and/or electronic)

Preferred language of communication (English, French):

**Signature and Commitment:**

I, hereby, certify that the above information is true and correct. I commit to engage myself in: Pathways to a Culture of peace, Global Contest for Mutual Understanding, and to submit, on-time, the required documents for the selection of winners.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

(in the case of a minor, the parent or legal guardian must sign)

# Pathways to a Culture of Peace: Global Contest for Mutual Understanding

## Submission Form

To be completed and returned by 21 March 2013, International Day for the Elimination of Racial Discrimination, to: [peace.contest@unesco.org](mailto:peace.contest@unesco.org)

### General Information

Country :

Mr  Ms

Family Name :

First Name :

Email :

Address Street :

City :

ZIP Code :

Mobile phone (incl. International Code) : +

Telephone : +

Fax number : +

Age :

School/Club/Institution name :

Address (Street, City, ZIP Code):

Private or public School/University/Institution :

How did you hear about the Competition (ASPnet, UNESCO Club, UNITWIN, Internet (please precise, other):

Preferred language of communication (English, French):

### Information on the submitted work

1. Title of the submitted work:
2. To which category (2 maximum) does your work correspond?

- Essay
- Photography
- Video
- Graphic Arts (traditional and/or electronic)

3. Date of implementation: \_\_\_\_\_

4. Is the submitted work an individual or a collective exercise?

- Individual
- Collective

5. Please indicate family, and first name and respective age of each author in case it is a collective work:

Number of authors: \_\_\_\_\_

First and family names:

Nb	Family name	First name	Age

...

6. Key-words used (at least 10) in the description of your work:

- 1: \_\_\_\_\_
- 2: \_\_\_\_\_
- 3: \_\_\_\_\_
- 4: \_\_\_\_\_
- 5: \_\_\_\_\_
- 6: \_\_\_\_\_
- 7: \_\_\_\_\_
- 8: \_\_\_\_\_
- 9: \_\_\_\_\_
- 10: \_\_\_\_\_

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7. Please describe how your result represents the theme of "everyday peace", and why

do you think it is relevant to a culture of peace?

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8. Does it comply in a creative way with the objective and the theme of the Contest?

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9. Does it appeal to the sharing of everyday peace experiences?

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10. How does it contribute to a real Culture of Peace and Non-Violence?

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11. How would you define a Culture of Peace and Non-Violence?

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12. Which were your sources of inspiration for this work?

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13. How long did you take to implement it (by specifying dates)?

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14. Please add in attachment the corresponding explanatory notice that you should write upon the Contest category you have chosen:



- **Essay:** maximum of **500 words** in length (approximately 2 pages)
- **Video clip:** a text of less than **300 words** explaining the choice of the video director, his/her scenario expressing his vision and logic supporting the video clip.
- **Photography:** text of less than **300 words** explaining the choice of the photographer, his/her vision and logic linking the ten photos to the theme of the Global Contest
- **Graphic arts:** a text of less than **150 words** explaining the choice of the designer, his/her vision and logic linking the logo to the theme of the Global Contest.

Please add any other relevant visuals (photos, videos, any other available formats) with authorized copyrights for UNESCO.

**Certification and Authorization of the author(s) :**

I (We, if it is a collective work) hereby, certify that the above information is true and correct and that the attached work is original and was realized for the specific purpose of participating in "Pathways to a Culture of Peace: Global Contest for Mutual Understanding". If selected, I (We) authorize its publication by UNESCO.

Date:

Signature(s):

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(in the case of a minor, the parent or legal guardian must sign)



United Nations  
Educational, Scientific and  
Cultural Organization

## PERMISSION RIGHTS

Whereas UNESCO organizes “Pathways to a Culture of Peace: Global Contest for Mutual Understanding”

(hereinafter called the ‘Global Contest’), potentially including the result submitted by the signatory below, entitled:

\_\_\_\_\_

### INSERT SHORT DESCRIPTION WITH TITLE AND CONCEPTION DATE

(hereinafter called the ‘Work’)

by \_\_\_\_\_

### INSERT NAME OF CREATOR OF ARTICLE/GRAPHIC,

the copyright to which is owned by

\_\_\_\_\_

### INSERT NAME OF COPYRIGHT HOLDER

(hereinafter called the ‘Owner’),

1. The Owner of the Work grants to UNESCO, for the whole term of copyright, the non-exclusive right to reproduce, translate, adapt, reillustrate, publish, and communicate to the public, worldwide, in any language and for all future editions and revisions, in printed and electronic format, the whole or any part of the Work in the Publication and to authorize other publishers or co-publishers to exercise any or all of these rights.
2. Permission is granted to UNESCO.
3. The following credit shall be given: \_\_\_\_\_.
4. The permission is granted on the understanding that the Publication may be distributed free of charge by UNESCO or its publishing partners or commercialized within UNESCO’s own distribution channels or those of its publishing partners.
5. The Owner certifies that:

- a. He/She is the sole copyright-holder of the Work and has full power to make this Agreement and to authorize the use of the Work as set forth in paragraph 1 above.
  - b. The Work is original to him/her.
  - c. The Work is in no way a violation or an infringement of any existing copyright or any other right granted to any other publisher and contains nothing otherwise unlawful.
  - d. He/She shall clearly identify any material in the Work (e.g., texts, illustrations, tables, charts) for which he/she does not own the copyright or cannot otherwise authorize its use in the context of the Work as set forth in paragraph 1 above.
6. The Owner agrees to indemnify UNESCO and hold it harmless against all loss, injury or damage (including any legal costs and/or other expenses properly incurred) occasioned to UNESCO in consequence of any breach of the above warranty.
7. The Owner agrees that if an amicable settlement of any dispute arising out of, or relating to the present permission cannot be reached, it shall be settled by binding arbitration by a sole arbitrator appointed by mutual agreement, or, failing this, by an appointing authority designed in accordance with the UNCITRAL Arbitration Rule, at the request of either the Owner or UNESCO.

The Owner

\_\_\_\_\_ Date: \_\_\_\_\_

(in the case of a minor, the parent or legal guardian must sign)