



# MANUAL

## THE INTERNATIONAL DAY OF PEACE

### 2018

**ACT!**

ARTISTS CREATING TOGETHER



# ACT! Concept

## Overview of the IDP'18 Main Steps:

**Choose an SDG that is most relevant and pressing to your community.**



**Receive your matching pair of MasterPeace Club.**



**Start collaborating with your paired MasterPeace Club, and choose the artistic expression together or inspire each other if one of you already has a concrete plan.**



**Pick at least one element of the artistic expression to have in common with your paired club.**



**Organize the event to draw attention to the SDG and celebrate the International Day of Peace!**

ACT! is a unique concept developed by MasterPeace Foundation to activate leaders, communities, artists, businesses and the civil society to ACT together on Sustainable Development Goals (SDGs). The concept involves organizing innovative and inspiring projects, which are both artistically vivid and publicly engaging.

For the celebration of the International Day of Peace 2018, we have used our ACT! concept as a global pilot in order to scale it up and bring it the necessary attention and support. We are all artists! And if Artists Create Together (ACT!), we can bring SDGs to a wider audience and make the world a more peaceful place for everyone.



# SDGs selection



Leaders of more than 193 Member States of the UN adopted the Sustainable Development Goals in September 2015 as a new improved universal agenda to end poverty, protect the planet and ensure that everyone, everywhere enjoys peace and prosperity. The SDGs are interconnected – often the key to success for one will involve tackling issues more commonly associated with another.

Governments alone cannot achieve the SDGs without a wide public support from all stakeholders and layers of societies. They need to become the goals for everyone by everyone. The public is expected to take ownership and establish national frameworks for the achievement of all of the Goals. An on-going monitoring process, built on quantitative data collection and national reporting, will maintain the momentum.

By now, you have seen and heard of the SDGs a lot - but has your community? Your neighbourhood? Your city or region? Take another look at the list of SDGs and think of how your club and community can celebrate and contribute to them. Hopefully these will inspire you and help you to identify the many activities, projects and programs that can tackle the issues that decision-makers care about:





# Pairing Process

**The most exciting and crucial part of this year's IDP is to cross-pair with another MasterPeace Club exchanging ideas, inspiration and best practices!**

We have already had international campaigns for SDGs (remember SDG Festivals in 2017?), but this time, we really want to take the impact to the next level by pairing two clubs to co-create their artistic expression. This will fulfil the aspect of togetherness in ACT! – “Artists Creating Together!”. It will also allow for unexpected collaborations and exchanges of ideas across continents. The message to the world will be powerful!

The pairing works like this:

1. The baseline for making the match is the common SDG.
2. After you have chosen your SDG, you will be matched with another club. Get ready to be inspired by their ideas!
3. It is your responsibility to get in touch with your paired club and choose a common element to join your events together.
4. Keep up the collaboration and follow each others' steps.
5. Start ACTing for impact and organize your event around the 21st of September!

EASY, right? ;)





Some ideas for common elements.  
You can pick one or more!

- Title of event and theme could be the same or similar.

- Location (streets, park, schools) or time (do your events exactly at the same hour!)

- Type of artistic expression (music, dance, theatre, art, poetry, slam, photography, murals, digital installations.. anything!)

- Content of event (paint the same image, sing the same song, dance the same dance)

- Live streaming from one event to the other





# Artistic Expression



## Why is Artistic Expression Relevant

One image speaks louder than 1,000 words.

Artistic Expressions with all forms and shapes have served as an ideal medium to convey and lead political and social change of nations for thousands of years and will continue to do so.

This is not different when it comes to the Sustainable Development Goals. 'Artistic Expression' uses the power of human creativity to engage the public to make a change and turn inspiration into action. Audiences can be best engaged and inspired through vivid visual representations, so they can more easily understand and interact with abstract concepts such as the SDGs.

At this IDP, we aim through the use of music, literature, visual arts, theater, storytelling, photography and dance to offer a unique creative artistic experience that helps to generate ideas, innovations, and dialogue around the 17 Sustainable Development Goals.

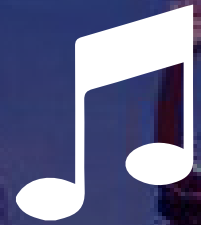
The artistic expression as part of ACT! will support:

- Creating awareness within schools, communities, businesses and agencies on the SDGs in a visual way.
- Promoting the Sustainable Development Goals via creative methods.
- Advocating towards more efforts for acting on the SDGs across the globe.

Provide the world with visual legacy of the SDGs.  
Engage the public directly in experiencing the SDGs first hand.



# Art Formats



Music



Theatre



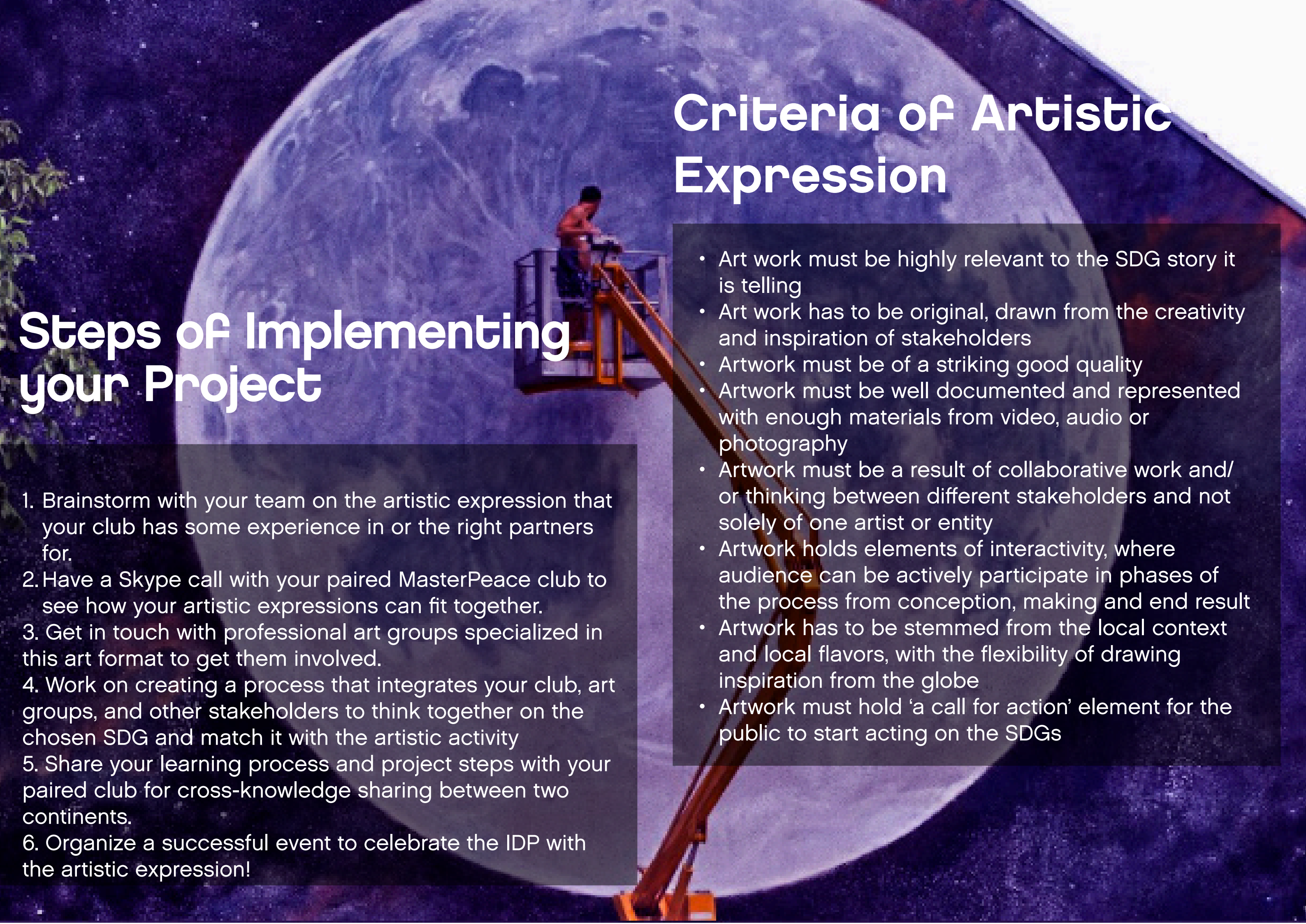
Dance



Performance Art



Photography



# Criteria of Artistic Expression

## Steps of Implementing your Project

1. Brainstorm with your team on the artistic expression that your club has some experience in or the right partners for.
2. Have a Skype call with your paired MasterPeace club to see how your artistic expressions can fit together.
3. Get in touch with professional art groups specialized in this art format to get them involved.
4. Work on creating a process that integrates your club, art groups, and other stakeholders to think together on the chosen SDG and match it with the artistic activity
5. Share your learning process and project steps with your paired club for cross-knowledge sharing between two continents.
6. Organize a successful event to celebrate the IDP with the artistic expression!

- Art work must be highly relevant to the SDG story it is telling
- Art work has to be original, drawn from the creativity and inspiration of stakeholders
- Artwork must be of a striking good quality
- Artwork must be well documented and represented with enough materials from video, audio or photography
- Artwork must be a result of collaborative work and/or thinking between different stakeholders and not solely of one artist or entity
- Artwork holds elements of interactivity, where audience can be actively participate in phases of the process from conception, making and end result
- Artwork has to be stemmed from the local context and local flavors, with the flexibility of drawing inspiration from the globe
- Artwork must hold 'a call for action' element for the public to start acting on the SDGs



# Tips About Communication



## Make a plan

First step is to create a solid communication plan. Discuss with your club and your partner club what you think that would be a cool creative manner of sharing your event. Do you want to make a video? Photo exposition? GIFs? Infographics? Be creative!

## Arrange materials

one of the most important things that you need for making cool content is good materials. Therefore, communicate within your own club if someone has a mobile phone (or camera) of good quality that can be used during the preparations of the IDP and on day of the event itself. Maybe you can even get in touch with a local photographer or filmmaker?

## Visual Content

It is 40 times more likely to get shared on social media than other types of content, make sure to snap as much video and pictures as possible in good quality and share it on the day.

## Share your content

Post the pictures and videos on your social channels on the day itself, and upload it in an online Drive and make sure to share that Drive with MasterPeace Communications team. In that manner we can keep up with your work and share it with the world.

## Learn from each other

During this project you will be working together with another club. Use it as a way to learn from each other! Every club has their own style in posting and communicating. It is cool to discuss how you would like to make your (mutual) project different from other projects by bringing together your expertises.