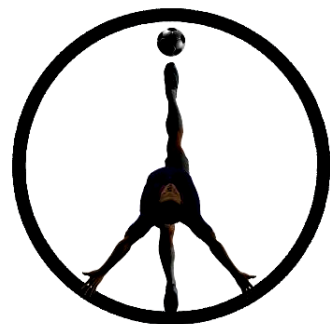




the Seek Peace project



An Alliance to Promote Peace through Sport and
to Achieve the Millennium Development Goals



PEACE
ONE DAY

GLOBAL TRUCE 2012



“Sport has the power to change the world, the power to inspire, and the power to unite people in a way that little else can. It can create hope, and it is an instrument of peace.”

— NELSON MANDELA, *Nobel Peace Prize*, 1993

the Seek Peace project

What is it?

The Seek Peace Project is a campaign designed to promote peace, sport, and the United Nation's Millennium Development Goals (MDG), as well as generate revenue for programs that support peace and sport, and the MDG. We believe that peace and the MDG need to be promoted with the intensity that corporations use to promote their brands and products.

The Objective

Our objective is to be a positive influence on people, especially the youth, so that they grow up in an environment filled with messages of encouragement and motivation for peace. These type of messages are effective because they influence the actions people take throughout their life, which in turn impact communities, nations, and future generations. We also want to be a positive influence by generating revenue for programmes that help achieve the Millennium Development Goals and that promote peace and sport.

Seek Peace

Our message was designed to motivate people to do something about peace: seek it. And it can be interpreted as seeking peace among individuals, seeking inner peace, or seeking peaceful ideas, actions, and solutions. And, combined with our logos, it communicates a strong encouragement to obtain peace through sport.

The Seek Peace Logos

Sport and the peace sign are universal symbols for peace that are embraced by millions of people worldwide, they are able to bring people together and they are extremely profitable. Having sport and the peace sign together in our logos is what makes us capable of reaching a wider range of people, unite them under one cause, promote it, and at the same time generate revenue for the cause.

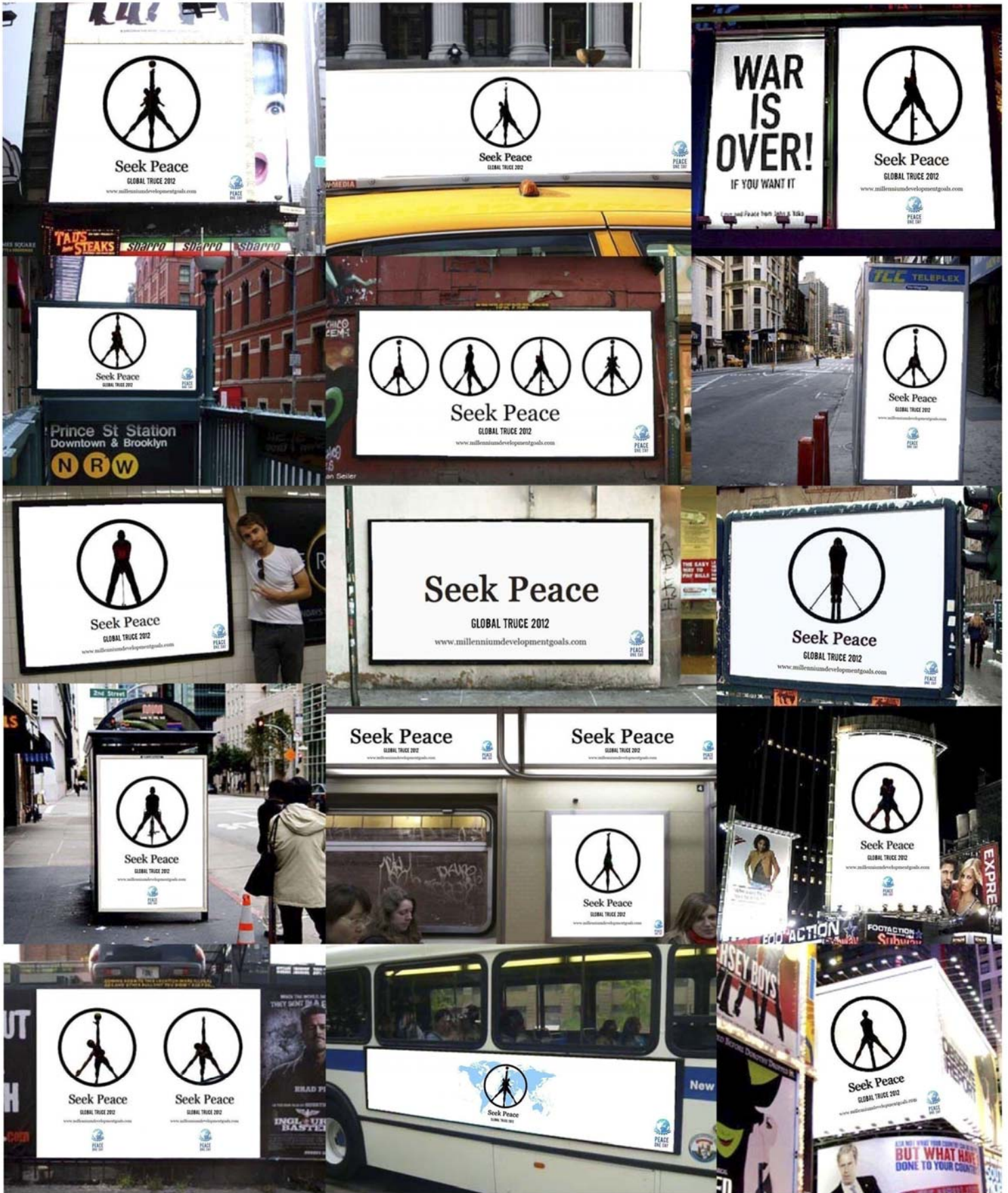
Generating Revenue and Promoting the Millennium Development Goals

Due to their connections in the world of sport, forming an alliance with the United Nations to promote and generate revenue for the MDG will allow The Seek Peace Project to gain access to all parties involved in sport: athletes, sport events, media, sport organizations, and the private sector (which includes corporations that support the MDG).

Together, The Seek Peace Project and the UN would form partnerships with all parties to promote the MDG. We would offer marketing rights to the Seek Peace logos to corporations supporting the MDG in order for them to increase their support. And we would offer the same kind of partnership to corporations that are currently not supporting the MDG in order to gain their support.

Among the sport organizations that we would gain access to is the International Olympic Committee. The UN and IOC already have a strong partnership that aims to promote peace through sport and to achieve the MDG. Forming an alliance with us to use the Seek Peace logos as a symbol of their collaboration and introducing them as Olympic marks will allow the IOC to license them to their partners and sponsors for marketing purposes. The result will increase the promotion of the MDG as well as generate revenue for the cause.

Our Vision







Seek Peace

GLOBAL TRUCE 2012



www.millenniumdevelopmentgoals.com

Introduction

Promoting Positive Messages and Motivation Revolutionize the World

Throughout time, ideas once considered impossible have become real. The promotion of an idea is a significant factor that helps transform an ideology into reality. People start to think about the idea, and as a result new ideas emerge, opening the possibility to create actions that can create a global impact and revolutionize the way we live.

Motivation is an effective tool to achieve any purpose and it creates greater actions. Not so long ago, many countries were witnessing discrimination campaigns, but a shift occurred when the counterculture began promoting their own ideas and motivated people to stand up for their rights. As a result, today, the civil rights movement and the women's liberation movement are considered historically successful campaigns that led to the progress of society because they altered the perspective of our culture.

A few years ago, global warming was acknowledged as a worldwide problem. But thanks to the promotion of ideas to solve it, now societies are becoming "green" because people are being motivated to act. We are witnessing cultural evolution caused by positive actions that originated from positive ideas that are being promoted. All of this proves that promoted ideas and motivation ignite movements that permanently transform the social fabrics of countries around the world, and that the widespread promotion of positive messages always prevails.

We live in times when negative messages sometimes outweigh positive ones. But we can change that. Promoting positive concepts and especially motivating people will lead to the advancement of our culture once again. This is what The Seek Peace Project is about.



An Instrument to Improve the World

Peace & Sport

The Link between Peace and Sport

Whether it's in places with extreme poverty, refugee camps, or even in prison, sport has the power to improve lives by easily creating something positive in a person or place that has little or nothing positive. That's what peace is, the presence of positivity.

The basic elements that are needed to create peace among individuals: mutual respect, tolerance, and equality, are the same elements that form the essence of good sportsmanship and that give sport the ability to bring people together. They enable peaceful competition in and outside of sport, form the core of healthy communities, and pave the way to reconciliation and unity.

As a few examples, after merging their athletes into a common team for the Sydney 2000 Olympic Games, North and South Korea reinitiated relations. In 1971, table tennis set the stage for the resumption of diplomatic ties between China and the United States. And, today, Israeli and Palestinian children regularly come together to play soccer and basketball.¹

This is why the United Nations General Assembly has acknowledged that sport helps create a culture of peace.¹

The United Nations and Sport

The following paragraphs are statements made by the UN

Sport is one of the world's most powerful communication tools due to its near universal appeal, its convening power and its many positive associations. As a powerful channel to communicate messages, sport can also be an arena to promote goals for development and peace.²

Sport presents a natural partnership for the United Nations' system because the fundamental principles of sport are consistent with the principles of the United Nations. Worldwide, there is increasing recognition of the power of sport as an international messenger for peace. As a result, an increasing number of non-governmental organizations, international sport federations, and clubs from the national to the local level, are joining forces with the UN to make use of sport events to communicate development and peace messages.²

Acknowledging the growing potential of these partnerships is why in 2001 the Secretary-General appointed for the first time a Special Advisor on Sport for Development and Peace.³

“Sport is increasingly recognized as an important tool in helping the United Nations achieve its objectives, in particular the Millennium Development Goals. By including sport in development and peace programmes in a more systematic way, the UN can make full use of this cost-efficient tool to help us create a better world.”

— BAN KI-MOON, *Secretary-General of the United Nations*

Sport for Development and Peace: Towards Achieving the MDG

The Millennium Development Goals (MDG) were established at the UN Millennium Summit in September 2000 by the largest-ever gathering of Heads of State in history to fight to improve the lives of people around the world. The MDG comprise eight goals that aim to eradicate extreme poverty and hunger, achieve universal primary education, promote gender equality and empower women, reduce child mortality, improve maternal health, combat HIV/AIDS and other diseases, ensure environmental sustainability, and the establishment of a global partnership for development as a way to both involve new sections of society and meet global development challenges more effectively.⁴

In 2003, a United Nations report entitled *Sport for Development and Peace: Towards Achieving the Millennium Development Goals* noted that the fundamental elements of sport make it a viable and practical tool to support the achievement of the MDG.⁴

The report states that there are various ways to apply sport as a vehicle to send important development and peace messages, including working with athletes as ambassadors or spokespersons, the dedication of sport events to development issues, the involvement of the media, and the collaboration between all partners involved in sport events; including the private sector. It also states that, globally, sport events can incorporate all of the above elements and provide opportunities in marketing and fund-raising.² (*We will explain how we can contribute on page 13: Generating Revenue*)

After the report was reviewed, the UN General Assembly adopted a resolution to use sport to promote health, education, development and peace. And it stated that “the UN is turning to the world of sport for help in the work for peace and efforts to achieve the Millennium Development Goals.”⁵

Based on this information, an alliance between The Seek Peace Project and the United Nations would be ideal for one another other. The Seek Peace Project complements the United Nations’ drive for innovation and positive change and enhances its ability to inspire both. This project could be the common framework that brings together everyone involved in the world of sport for development and peace.

The International Olympic Committee and Peace

The recognition of the development potential of sport has also been adopted by the Olympic Movement. In the framework of promoting peace through sport, the IOC established a foundation in 2000 called the International Olympic Truce Foundation. Its objectives are to initiate conflict prevention and resolution through sport by launching communication campaigns to promote peace.⁷



The Dove of Peace
Logo of the Olympic Truce Foundation

The UN and the International Olympic Committee

The IOC already works with a wide array of UN specialized agencies and organizations around the world to benefit young people and communities by using sport as a tool for peace building.⁷

Since 1993, the UN General Assembly has repeatedly expressed its support for the IOC by unanimously adopting a resolution entitled *Building a Peaceful and Better World through Sport and Olympic Ideal*. Through this resolution the UN invites its Member States to recognize the importance of the IOC initiatives for human well-being and international understanding.⁷

On October 19, 2009, the IOC became a UN observer. This means that it now has the possibility of attending all UN General Assembly meetings where it can take the floor and thus promote sport at a new level. This decision pays tribute to the IOC's efforts to contribute to the achievement of the Millennium Development Goals. "This is a huge recognition of the role sport can play in contributing to a better world. The Olympic values clearly match with the UN philosophy. This decision further strengthens the partnership between the IOC and the UN system," said Jacques Rogge, President of the IOC.

"Sport alone cannot enforce or maintain peace. But it has a vital role to play in building a more peaceful world."

— JACQUES ROGGE, *President of the International Olympic Committee*



The Dove of Peace
Beijing Olympic Games, 2008

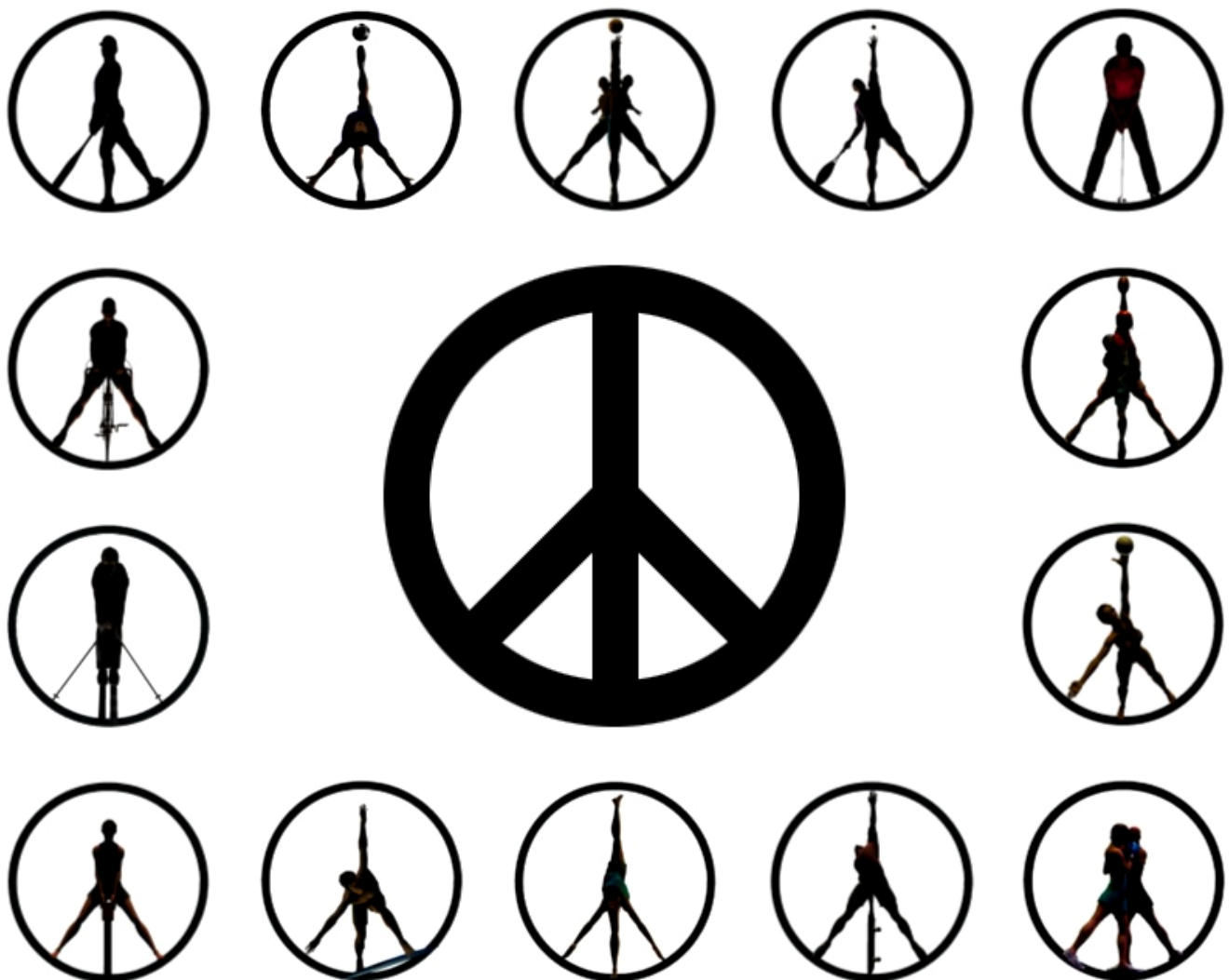
The Power of Our Logos

The Peace Sign

Throughout the years, people all over the world have been constantly expressing their desire for peace. The most popular way they do it is by using the peace sign. A positive influence and one of the most recognizable symbols in the world, the peace sign has been around for fifty-three years now. Throughout this time its appeal has evolved and gained strength. Today, the peace sign stands for life and hope by representing a vision of a better world.

Sport and the Peace Sign United

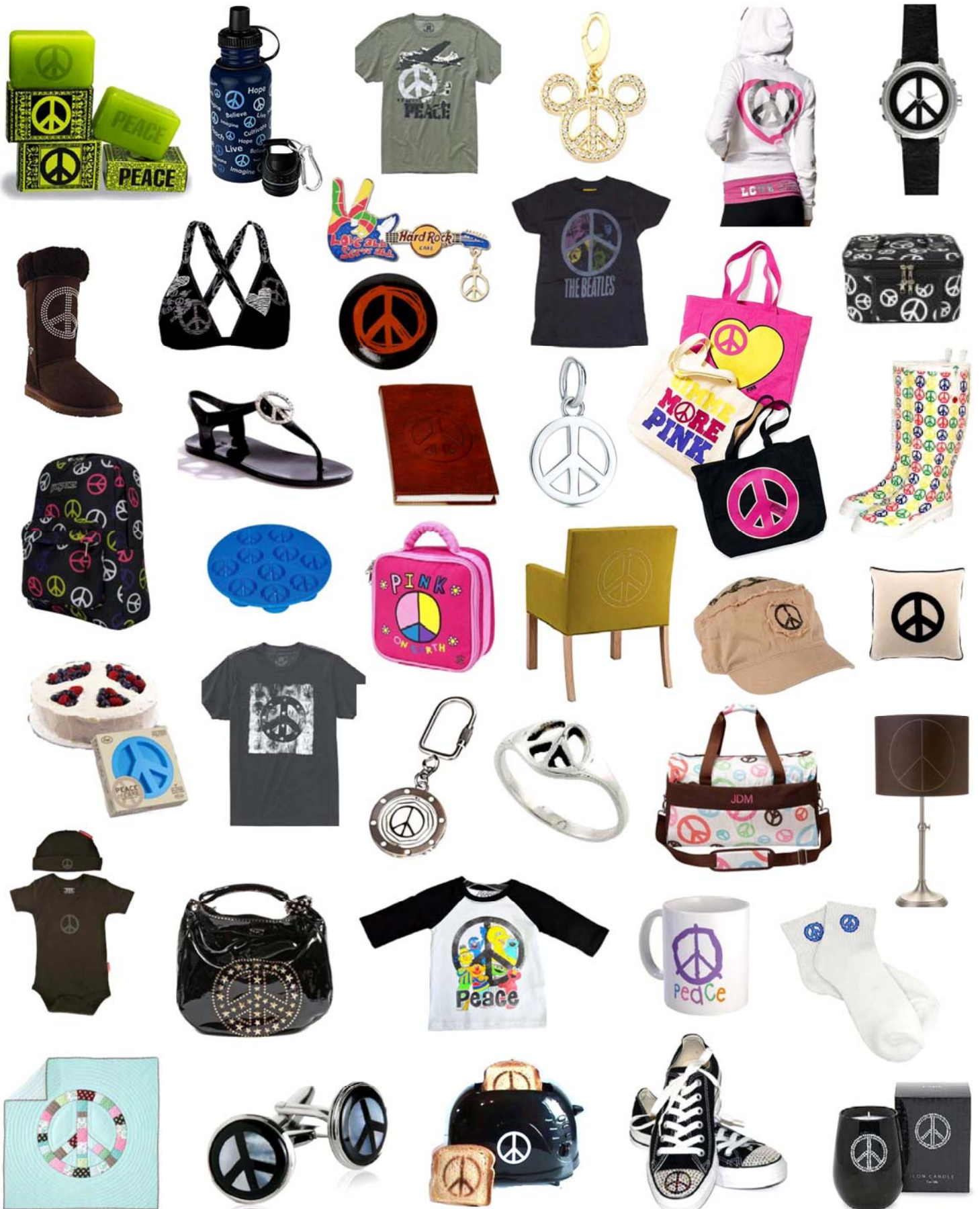
As global symbols for peace, sport and the peace sign share common features: they are both universal, they have multi-cultural and cross-generational appeal, they have the power to bring people together, and they are extremely profitable. Having all of these features present in the Seek Peace logos makes them powerful, desirable, profitable, capable of reaching a wider range of people—those less interested in sport and those with different preferences in sport—unite them under one cause, promote it, and at the same time generate revenue for that cause.



Like sport, the peace sign is embraced by millions of people regardless of age, sex, race, class, religion, and nationality.



These are a few examples among a wide variety of products and brands that currently use the peace sign. They prove that its popularity remains and that it's a huge commercial success.



Generating Revenue

Increasing Support for the MDG through Partnerships with the UN

There's a common factor among Coca-Cola, Nike, Microsoft, Pepsi, Adidas and many other international companies: they all support the Millennium Development Goals. And most of them also sponsor major sport events. For leading companies like these, helping achieve the MDG is not only a matter of corporate social responsibility and philanthropy, but also a matter of corporate social opportunity embedded in innovation, value creation, and competitiveness.¹²

As an example, in 2006, Nike and Futbol Club Barcelona extended their relationship with a five-year sponsorship agreement, which included supporting its community activities as well as their relationship with UNICEF to support the MDG. The agreement was for approximately \$189 million, plus bonuses and royalties. Nike currently sells Barcelona jerseys in approximately fifty countries.¹³ This is the kind of partnership we propose using the Seek Peace logos.

Nike earns an average of \$18 billion per year and invests 11-13% of that revenue in marketing alone. They spend yearly between \$30-40 million per sponsorship.¹⁴ This is the same amount other companies usually spend. By forming an alliance with the United Nations, we can offer marketing rights to the Seek Peace logos to corporations supporting the MDG in order for them to increase their support. And we can offer the same kind of partnership to corporations that aren't supporting the MDG in order to gain their support.

The Seek Peace Project can have several partners and sponsors. Assuming that, as in the 2012 Olympic Games, only nine sponsors join and spend a similar amount as Nike did for a five-year deal—which is realistic considering that the Live Strong campaign has been around for seven years—that would amount to \$1.7 billion. That's almost two billion dollars that would definitely help the Millennium Development Goals.

Increasing Support for the MDG through the IOC

One of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries and territories throughout the planet, is the Olympic Games. More than 40% of Olympic revenue is generated through licensing rights to commercial partners and sponsors. Each level of sponsorship entitles companies to have different marketing rights.¹⁰

For the 2008 Beijing Olympic Games, licensing agreements generated \$185 million, the TOP programme (which is the highest level of Olympic sponsorship that provides exclusive worldwide marketing rights to both the summer and winter Games) generated \$866 million, and domestic sponsorships generated \$1.55 billion. A total of \$2.6 billion that originated from marketing rights alone, mainly through licensing the use of the Olympic logos.¹⁰

An alliance with the International Olympic Committee and the UN would provide a strategic approach to generate revenue. Partnering with us to use the Seek Peace logos as a symbol of their collaboration to achieve the MDG and to promote peace and sport, and introducing them as Olympic marks will allow the IOC to license them to their partners and sponsors for marketing purposes. Together, we can create resource mobilization both for and through sport, and generate revenue for the Millennium Development Goals.



TOP Partners and some Domestic Sponsors of the 2008 Beijing Olympic Games.¹¹

A Partnership Example: Coca-Cola

Coca-Cola currently supports and promotes peace and sport. They show it by displaying on their products worldwide sport events and causes they stand behind and sponsor. They refer to themselves as “a proud sponsor of active living.” And in one of their latest efforts to “make a positive difference in the world,” they have a campaign in which they encourage people to “Live Positively.” All of this indicates that they would be interested in The Seek Peace Project.



Limited Edition can released in 2009 that raised awareness for Peace One Day. A day supported by the UN and all its member states that promotes global ceasefire and non-violence around the world.



Special Edition cans for the 2010 World Cup in South Africa.



Special Edition cans for the 2010 Winter Olympic Games in Vancouver.



Partnering with Coca-Cola to display the Seek Peace logos on their products would allow us to reach every corner of the world where Coke is sold. Then, almost every person on the planet would know about the Millennium Development Goals, Global Truce 2012, and Peace One Day. And they would receive a message of motivation to seek peace.

Beyond Revenue: The Seek Peace Project's Impact

An alliance with us will help the UN harness their power to influence social change and use the power of that change to help them grow. We can help them meet challenges in reaching people and generating funds. But above all, by being in people's minds and lives, The Seek Peace Project will encourage everyone to seek peace in all aspects of life.

The Seek Peace Project will help the UN and its partners generate revenue for the MDG, but beyond that it will accelerate positive change by opening the doors to the potential of having an authentic and lasting impact in people's lives and their communities. This is where The Seek Peace Project shares dividends with individuals, society, the UN and its partners. Because it will unite all of them under the common goal of creating a more peaceful environment in the world, and as a result there will be deeper connections between individuals and their communities. Sport activity will rise as more people see it as a medium to obtain peace. Sport and peace will be linked in people's minds, and they will associate peace with companies that support the Millennium Development Goals. The consumption of their products will also rise and generate more revenue, as consumers show their support by choosing their brands and products over others. The Seek Peace Project will add value to their brands and make them distinguished by projecting a positive statement about these companies and conveying their relevance, simplicity, and humanity. The success of The Seek Peace Project will benefit everyone.

There are many great things that can be achieved with this project by working together. We have more logos, messages, and strategic and creative ideas that complement it. Among them, we have a song entitled *Peace Begins with You*, which promotes peace and serves as the anthem for the project. It can be used to raise awareness about the MDG as well as generate funds from its proceeds.

To us, an alliance means the best opportunity to transmit our message at a global level and help achieve the Millennium Development Goals.



Helping Achieve the MDG

The Seek Peace Project's Contribution to the MDG

By generating revenue for the Millennium Development Goals we would be funding programmes that help the following objectives:

- Goal 1: Eradicate Extreme Poverty and Hunger
- Goal 2: Achieve Universal Primary Education
- Goal 3: Promote Gender Equality and Empower Women
- Goal 4: Reduce Child Mortality
- Goal 5: Improve Maternal Health
- Goal 6: Combat AIDS, Malaria and other diseases
- Goal 7: Ensure Environmental Sustainability

We can further contribute to the promotion of gender equality and the empowerment of girls and women by using the Seek Peace logos where the athletes are portrayed by women. We believe these logos will encourage girls and women because there aren't many images or symbols of women represented in sport.



The global partnerships that result from The Seek Peace Project are how we contribute to Goal 8: Global Partnerships for Development.

Besides generating funds, by using The Seek Peace Project to constantly promote the MDG we would be ensuring that almost everyone in the world knows about the cause. This is very important because there are people in the world with great ideas that can help achieve the goals, or that could contribute with donations, but they won't be able to unless they know about them. We have to reach out to these people and encourage others to take part. Because we need all the help we can get if we want to achieve these goals by 2015. After all, the Millennium Development Goals are for all of us.

Final Comments

Why will The Seek Peace Project Succeed?

The success of the Seek Peace Project can be proven by noticing the current growing trend of the peace sign and by observing people's involvement in sport. The Seek Peace logos will be successful because people already love sport and the peace sign, because they have a powerful message of motivation, and because there's an extraordinary cause behind them. But above all, because they represent something that people believe in and want: peace.

London 2012 Olympic Games

Since the next Olympic Games are in London, the fact that the peace sign originated in England is another reason why the IOC would be interested in forming an alliance with The Seek Peace Project, because they always use cultural icons that represent the country that's hosting the games.

The Millennium Development Goals Report 2011

A progress report made by the UN shows that, even though significant strides have been made, reaching all the goals by the 2015 deadline remains challenging because the most vulnerable are being left behind. The report also shows that we still have a long way to go in empowering women and girls, and protecting the world's poorest from the devastating effects of multiple crises. The assessment, launched by the Secretary-General, warns that despite major improvements, progress has been uneven and large gaps remain between and within countries.¹⁵ We believe The Seek Peace Project can help turn this around.

“Time is short. We must seize this historic moment to act responsibly and decisively for the common good.”

— BAN KI-MOON, *Secretary-General of the United Nations*

About The Seek Peace Project

The Seek Peace Project is the result of an action that was inspired by a positive idea: to imagine people living life in peace. It would not exist without the motivation and promotion of that idea. This is why it's so important to promote positive ideas and motivate people to act.



Peace begins with you.

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