

POLICY PLAN PEACEJAM EUROPE

1 PEACEJAM EUROPE POLICY PLAN - ORGANISATION VISION, VALUES & GOALS

1.1 VISION OF PEACEJAM

Creating a new generation of peace and changemakers by using a powerful educational program for young people – young children and youth – and by unleashing the potential of young people to create a more inclusive world. PeaceJam is unique as it is the only educational program for young people that enables them to learn from and work side by side with 14 Nobel Peace Prize Winners, who are the board of PeaceJam.

1.2 VALUES

The organisation's values are:

Inclusiveness – this world is a place for everyone, regardless background, gender, race, religion, beliefs and social class

Non-violent communication – we can learn to respond to hate, discrimination and bullying by non-violence, remaining our own dignity and the respect for the others

Peace – instead of choosing for violence and hate, we belief that everyone has the right and a basic need for a peaceful community; at home, at school and in the society, we live

Compassion – everyone is born with his/her unique potential; we belief that once a young person has found that uniqueness, he/she can live a life full of compassion. Compassion with oneself, and compassion with the others

Respect/equality – although we may all be different, we share the human right of equality and respect: equal rights for men and women, for minorities, for indigenous people, for disabled people, for people from a disadvantaged background or area

Active citizenship – we want to create a new generation of change makers, who will be active citizenships taking up a responsible role in their society

Accountable – we are accountable and transparent

Outcomes Oriented – We will drive significant outcomes from the funds we raise

1.3 PEACEJAM'S GOALS

Strategy & Goals:

- to inspire young people by presenting 14 leading Nobel Peace Prize winners as a role model to become active citizens and agents for positive change in a multicultural and interconnected world
- to create a more just and humane society

PEACEJAM EUROPE 2017: POLICY PLAN

- to overcome the fragmentation in our societies, the differences and diverse back-grounds between human beings, in all environments
- to provide an engaging and needed inclusion and integration programme for young people in the European Union
- to transform these European countries with conscious acts of peace

We believe that PeaceJam's educational program will be effective and powerful for young people and educators because it draws upon the lives, experiences and moral example of the 14 leading Nobel Peace Laureates that form PeaceJam's global governing board.

Programme Goals:

By **Educating**: by studying the curriculum on the lives and life values of the 14 Nobel Peace Laureates the young people will learn on social skills and non-violence.

By **inspiring**: the Nobel Peace Prize Winners, being the positive role model, will inspire the young people to become a peace and change maker in their own society and to stand for justice, non-violence, anti-racism and equal rights for everyone. The young people will have the opportunity to work side by side during an annual PeaceJam Youth Leader Conference of 2 days, taking place in their own country or region.

By taking **action**: the young people will create and fulfill a service community project on Education and Community Development, Protecting the Environment, Alleviating Extreme Poverty, Global Health and Wellness, Non-proliferation and Disarmament, Human Rights for All, Ending Racism and Hate, Advancing Women and Children, Clean Water for Everyone, Conflict Resolution.

2 PEACEJAM EUROPE POLICY PLAN - OVERVIEW

The 14 Nobel Peace Laureates are very committed to working in Europe today. The recent terrorist attacks, the increase in all kinds of extremism, and the on-going refugee crisis makes Europe vulnerable and in need of new solutions. With that goal in mind, The PeaceJam Europe Foundation wants to spend the next 10 years building partnerships with other relevant stakeholders for unleashing the potential of young people to make the world a better place, and to implement the PeaceJam Europe program in most European Union countries. Already, the PeaceJam Europe program is being implemented in the United Kingdom, Greece, and Monaco, and the program was launched in Belgium and the Netherlands in September 2016.

The Laureates' lives demonstrate very well how a person may feel a deep sense of injustice in a situation, but choose a non-violent response, even after they have been personally harmed or victimized. The young people are given the opportunity to learn from their lives and life values by studying the curriculum, by participating in workshops and working side by side with a Nobel Peace Laureate during the PeaceJam Youth Leader Conferences.

The richness of their life choices and resilience is drawn out in our pedagogical activities and provides sufficient material for an entire school year of programming around non-violence, the dangers of racism, global politics, war and weapons, inequality and injustice. The Laureates' responses to social injustice and the lack of human rights provides a powerful counter-narrative to those forces who proclaim that violence is the only answer when people are faced by injustice. These Nobel Peace Laureates provide an inspiration for young people as they work to address the issues they are most passionate about, and as they also faced the challenges of inclusion, integration, bullying and discrimination.

PEACEJAM EUROPE 2017: POLICY PLAN

The themes represented by the Laureates are wide-ranging, covering the kinds of issues that can drive resentment and violence between communities, or, alternatively, become spurs for rights based, inclusive and non-violent social action. The path of non-violence espoused by our Laureates teaches young people how to become positive agents of change in their own communities, using proven non-violent tactics and techniques.

The Education component of the PeaceJam Europe program includes comprehensive and flexible education packs for schools and youth groups, tailored to different age or ability groups from primary school up to college age. This includes a two-day PeaceJam Youth Leadership Conference led by one of our Nobel Peace Laureates where young people get the opportunity to learn first-hand from a world leader of peace who has struggled against injustice.

The European Union has committed itself to support the PeaceJam Europe program with a grant for the coming three years, starting in 2018, under the umbrella of their Erasmus Plus program on Social Inclusion. With their support PeaceJam Europe will launch the PeaceJam program in The Netherlands, Romania and Luxembourg and will extend the PeaceJam program in the United Kingdom, Belgium and Greece in the next three years. This will be the base from which we will extend by launching the PeaceJam Europe program in most European countries within the coming 10 years.

3 PEACEJAM EUROPE POLICY PLAN - TARGET AUDIENCE

PeaceJam Europe key target audiences are outlined below. The most important audience is the young people in the European Union with the goal of helping each other overcome the differences and diverse backgrounds, and to work together in creating a more just and humane society. This work will uphold the values and ideals of young people engagement and citizenship in a very polarized Europe today.

Young people being:

- Children ages 6-12 (primary schools/child organizations) who will study the curriculum especially designed for them on inclusiveness, non-violence and anti-racism. They will also take actions in their own schools and communities.
- Youth ages 12-18 (secondary schools/youth organizations) will study the curriculum especially designed for them on inclusiveness, non-violence and anti-racism. They will have the opportunity to participate in PeaceJam Youth Leader Conferences, taking place in their country or region. They will take action in their schools and communities.

Young adults:

- Young university students will be trained to become mentors of the family groups during the PeaceJam Youth Leader Conferences.
- Other young adults (ages 18-25) volunteering in organizing the PeaceJam Youth Conferences, and during the conferences.

Teachers/youth leaders:

- Teachers: being trained by PeaceJam Europe to educate the young children and youth on the PeaceJam Curricula in their classes during school time, or in after school classes
- Educators/Youth leaders of child and youth organisations: being trained by PeaceJam Europe to educate their members on the PeaceJam Curricula

Chapter organisations:

- National or regional organisations working with young people on education, peace or active citizenship who will fulfil the role of 'PeaceJam chapter' in their own country or region

Host universities:

PEACEJAM EUROPE 2017: POLICY PLAN

- A local university will organize the annual PeaceJam Youth Leader Conferences, and provide their location, services and facilities during the days of these conferences.
- Young students from the host university will volunteer in organizing the conferences and/or being the mentors of the family groups during the conferences

4 PEACEJAM EUROPE POLICY PLAN – PROGRAM AND OUTCOMES

Already, the PeaceJam program has been running in the United Kingdom (since 2008), in Monaco (since 2014), in Greece (since 2015) and the program is being launched in Belgium and in The Netherlands in 2016. We will build on this experience to set up strong consortia with chapter organisations in the rest of the European Union. At first PeaceJam Europe will focus on the pupils in secondary schools, ages 12 to 18. After the pilot phase, which will end by the end of 2020/beginning of 2021, the PeaceJam Europe program will also extend to children in primary schools, ages 6 to 12. Our hope by establishing the PeaceJam Europe Plan is to help bring together the European Union countries to build peaceful communities in a spirit of mutual respect.

PeaceJam Europe will impact hundreds of thousands of young children and youth ages 6 to 18 and young adults ages 19 to 24 in the European Union through regional, national and international selected schools, youth organizations, universities, faith-based organizations and government programs. PeaceJam will do this through comprehensive PeaceJam programming at each site that will include:

Guides for educators

Dynamic curriculum activities for young people

Framework for supporting young people to take positive action in their communities

Films and study guides on our Nobel Peace Laureates

PeaceJam Youth Leadership Conferences that will bring the diverse youth together twice a year to learn from one another and a Nobel Peace Laureate.

PeaceJam Europe Curricula: PeaceJam materials help young people explore a range of ideological and emotional issues, such as pressure from others to act, safer choices, self-esteem, resilience, and discrimination, as well as social and political issues around racism, inequality and injustice. The fact that the PeaceJam materials can be used school-wide, resolves a problem many schools have when faced with a new challenge. The PeaceJam Europe curricula do not just suggest ideas to teachers, but actually contain hundreds of hours of classroom or group activity laid out as easy-to-use lesson plans and photocopiable worksheets.

Training & Support: PeaceJam Europe offers six-hour trainings (online and in person) for educators and group leaders at the identified schools, youth organizations, communities of faith, universities, refugee camps, and institutions for young offenders. This training includes strategies for effective group facilitation; techniques for exploring difficult issues; activities that explore identity and difference, compassion and acceptance, social justice and human rights; building community; and supporting young people to take positive action to solve a problem in their own community.

PeaceJam Conferences

Once per year a two-days' PeaceJam Youth Leadership Conference will take place in the presence of a Nobel Peace Laureate – in each country or region where the PeaceJam Europe program is running, and once per year a one-day PeaceJam Slam Conference will take place. Both conferences will be open for young people participating in the PeaceJam Europe program with their school or youth organization.

PEACEJAM EUROPE 2017: POLICY PLAN

The two-days' PeaceJam Youth Leadership Conferences are life-changing events offering young leaders the opportunity to work directly with a Nobel Peace Prize winner to inspire change in themselves, their communities, and the world. Each conference brings hundreds of diverse young people together to learn directly from a Nobel Peace winner, participate in workshops focused on a range of social issues, and engage in projects that address the toughest issues facing their communities.

Outcomes and evaluations

PeaceJam Europe will measure the short and longer-term impact on pupils and young people participating in the program. Previous evaluation data has shown that long term behavioral, cognitive and emotional transformations does indeed occur. Since PeaceJam was founded in Denver Colorado in 1996, the Foundation staff have gathered impact data that demonstrates the attitudinal changes in young people following the PeaceJam programme in school or youth settings, and attending the annual PeaceJam youth conference with a Nobel Laureate. Engagement in the PeaceJam programme has led to safer behavioral choices, acceptance of diversity, reduction in violence, and better integration of diverse school communities.

Evaluations for PeaceJam Europe will specifically include:

- Pre-post surveys of all participants (youth and educators) on attitude, belief and behavior changes.

- Quizzes that evaluate curriculum content and skill development.

- Focus groups and casestudies of specific young people and populations.

- Project Report Forms completed by pupils that describe the projects they have done to address the root causes of problems in their communities.

Educators will also be evaluated on their level of confidence and competence to engage young people in discussions of difficult and complex issues surrounding integration, inclusion, and counter-radicalization, as well as their ability to deliver the PeaceJam Europe curriculum and engage pupils in service-projects in their community.

5 PEACEJAM EUROPE POLICY PLAN – COMMUNICATIONS

The following activities will form key parts of the marketing of PeaceJam Europe.

Website

The website of PeaceJam Europe will act as a hub for all events in Europe and a way to attract schools and youth organisations to participate in PeaceJam. The website enables schools and youth organisations to sign up and register for the curriculum, either as an individual teacher/youth leader or as the whole school/youth organisation. It will also be the platform for potential partners and donors to get their information, and being able to donate directly. The website will also be used to make the annual reports public to the Dutch and European public.

Communications

PeaceJam Europe is responsible for handling enquiries from schools, youth organizations, European NGOs, universities both via email and via phone about the PeaceJam program and conferences. To ensure all operational enquiries are correctly and promptly handled from the Dutch and European public.

PR

Each time a PeaceJam Youth Conferences will take place a campaign on social media will drive awareness and updates on the upcoming conference(s). This would include targeting TV, radio, print and

PEACEJAM EUROPE 2017: POLICY PLAN

social media. The PR campaign has a very important role, as it will both drive registrations on the website, and create awareness of the PeaceJam Europe program and conferences.

Social media

PeaceJam Europe will create her own Facebook page where all the information, announcing and photos/videos of the PeaceJam Youth Conferences in all European countries will be uploaded, almost on a daily basis. Each country will also have their own Facebook page with national information and communication. This way young children and youth participating the PeaceJam Europe program and Youth Conferences can be in contact with each other as well as with the organizing national or European staff of PeaceJam.

Community engagement

The young children and youth who participated in the PeaceJam Europe program will take action in their own communities with their service projects. In doing so, they will become active citizens in their communities and in their countries. They will log in their projects on the website of one billion acts of peace (www.billionacts.org). Through this website they will become part of a global community of peace and change makers.

Partners and donors

For our European partners in the PeaceJam Europe program such as national NGOs, host universities we will have special communication tools on our website which they can access to support them in their work and activities. For a NGO, acting as a PeaceJam chapter, this would be supporting them in accessing schools and youth organisations, organizing a teacher/youth leader training and attracting participants for the annual PeaceJam Youth Conferences in their own country. ‘

For host universities we would have materials on the website which they can use; a.o. tools to attract their own students in becoming a mentor of the youth during the PeaceJam Europe Youth Conferences, helping as a volunteer in organizing these conferences, communicating with their professors and teachers on PeaceJam, locating potential and communicating with present donors.

The PeaceJam Europe website would also give potential donors information on how to donate directly to support the PeaceJam Europe program. For both the potential as well as the present donors, we will provide information on the results of the program, e.g. the evaluation data and the annual reports.

Funds raised by PeaceJam Europe in all European countries will be allocated to the work of PeaceJam Europe, based in The Netherlands.

6 PEACEJAM EUROPE POLICY PLAN - HOW PEACEJAM WORKS

Education:

In a country either one or more teachers/youth educators, a school, a youth organization or a local NGO is taking up to introduce the PeaceJam Europe program in their classes, school, clubs or country. The local NGO, working already with young people and by such having a network of schools and/or youth organizations in that country, will become the PeaceJam ‘chapter’ in that country. Staff from the chapter organization will be trained by PeaceJam Europe during a personal two-days training. These chapter trainers will then train the teachers and youth leaders in their country or region to enable them to educate the young children and youth by using the PeaceJam Europe curricula. They will also do all kinds of activities and team building games with their pupils, as part of the curricula.

Inspiration:

PEACEJAM EUROPE 2017: POLICY PLAN

A local university will take up the role of hosting a PeaceJam Youth Leader Conference which will take place once per year, during a weekend. During these conferences young people get the opportunity to learn first-hand from a world leader of peace who has struggled against injustice: the Nobel Peace Laureate being a source of inspiration for them. Part of these conferences are the family groups: groups of participating young people from different schools and youth organizations who do not know each other at the beginning of the conference. They will do all kinds of activities in which they learn more about social and emotional skills, building trust and team work, overcoming their prejudice – as they all come from different backgrounds – thus creating a safe and accepting environment within their family group. Young students from the host university are being trained by PeaceJam Europe to mentor – on a voluntarily basis – these family groups. These mentors will also be a source of inspiration to the young people, as for some the university world and the idea of being a university student is a world ‘far away’.

Action:

Part of the curricula which the young people are studying is to come up with a community service project plan: specifying a specific need of their own school or community, draw up a plan to solve this problem based on their skills and budget and then go out and execute their plan. As Nobel Peace Laureate and PeaceJam board member Jody Williams said “Empathy without action is irrelevant”. This way young children and youth will become active citizens who feel responsible of their own and other’s well-being. During the PeaceJam Youth Leader Conference, the youth will present the results of their service community projects to the Nobel Peace Laureate and the audience. This way they will feel the satisfaction of contributing to their society, and being the new peace and change makers of their generation who will contribute to a fairer, justice and inclusive world.

7 GOVERNANCE

The governance structure of the PeaceJam Europe Foundation will be developed in compliance with the regulations concerning the ANBI status (official NGO status granted by the Tax authorities that allows for tax-free donations) and in line with the Dutch NGO guidelines for good governance (*Code Goed Bestuur, Goede Doelen Nederland*). The governance structure will be developed in a way so as to ensure independent decision-making, sound separation of roles and functions and avoidance of conflicts of interest.

The PeaceJam Europe Foundation will be governed by a Supervisory Board (*Raad van Toezicht*). Members of the Supervisory Board will not receive a remuneration; they can if they so wish, claim their out-of-pocket expenses occurred on behalf of PeaceJam Europe Foundation.

8 BUSINESS MODEL

The PeaceJam Europe Foundation has the ANBI status under no. 8581 29 036 (official NGO status granted by the Dutch tax authorities that allows for tax free gifts) and is part of the Transnational Giving Europe (TGE) network, which makes donations from most European countries to PeaceJam Europe tax deductible for the home country tax rules.

Transparency is key in everything happening in and around PeaceJam Europe Foundation: all funding and expenditure streams will be explained easily and stand any test of integrity and scrutiny.

Base costs

- Training costs

PEACEJAM EUROPE 2017: POLICY PLAN

- Coordination costs
- Consulting and looking for partners in Europe
- Travel and sustenance costs

Sources of income

To achieve its mission, the PeaceJam Europe Foundation supported by the PeaceJam Head Quarters will seek to develop societal initiatives and attract relevant partners, chapters and donors to create the foundation of enrolling the PeaceJam program in many schools, both primary and secondary, in The Netherlands, and most countries in Europe within the coming 10 years.

Propositions will be developed around the following:

1. **Partnerships**

Partnerships are key for the PeaceJam Europe Foundation to achieve its mission to spread the PeaceJam Education program throughout of Europe.

- a. Chapter organisations: local partner organisations (NGOs), already active in the field of education, youth, young children will act as the national PeaceJam chapter and deliver the program to schools and youth organisations throughout the country.
- b. Institutional partnerships give financial independence to establish the necessary structure and team. Support sought: financial donation or donation in kind.
- c. Private/family foundations give financial and non-financial support to the team and the program, either on a national base or an European base.
- d. Private individual partnerships developed whereby funding is un-earmarked for the national or European PeaceJam program.
- e. Corporates will support the national or European PeaceJam program whereby the funding will be mainly un-earmarked.

2. **Chapters**

Local/national Chapter organizations pay an annual fee to the PeaceJam Europe Foundation to be trained as a teacher/educator on the PeaceJam curricula and to have access to on-line teacher/educator support and materials.

3. **PeaceJam Youth Leader Conferences**

Participants to the PeaceJam Youth Leader Conferences pay a fee to the PeaceJam Europe Foundation to cover some of the costs of the European team.

4. **Host universities**

The national university who is hosting the PeaceJam Youth Conferences and Slams will pay an annual fee to the PeaceJam Europe Foundation.

- Coordinating all European PeaceJam affiliates and opening a network of schools and youth organisations in The Netherlands to launch PeaceJam The Netherlands
- Training several people to set up European teams of trainers; these trainers will then train teachers and youth educators, conference planners, MCs and communication/fundraising officers in all European countries where the PeaceJam program is running
- The PeaceJam Europe office will have a consulting role for all European trainers, MCs, conference planners and communication/fundraising officers
- To manage the logistics around the PeaceJam events taking place in all of Europe
- The PeaceJam Europe office will be responsible for communication in Europe and for building and maintaining a network of European partners (chapter organisation, host universities, private foundations, institutional donors, corporates and other external parties)
- Costs for setting up the PeaceJam Europe office in Amsterdam, such as notary and legal costs
- Administration costs for monitoring and annual reporting