

## **Berlin Makes a Stand for World Peace**

**World Peace Festival puts the spotlight on the growing importance of peace in a globalised world**

**Berlin, 19.07.2011 | From 20 to 27 August 2011 the World Peace Festival in Berlin will bring together leading peace builders from all over the world to focus attention on the growing importance of peace for the world, not least in terms of its impact on the global economy. The festival is directed at all who are committed to advancing the cause of peace, both on a smaller, local and on a wider, international level. With a full programme that includes a conference as well as art and cultural events, the World Peace Festival will explore current peace building strategies and present new approaches for conflict prevention.**

### **The World Peace Festival Conference 2011**

The highlight of the festival week is the international peace conference at the Estrel Convention Center Berlin on 26 and 27 August, in which experienced peace builders will join leading decision-makers from the spheres of politics, business and civil society. Under the title "Peace is your business!" the first day of the conference will examine the economic impact of building peace, globally an unprecedented approach for an international conference. Successful global players will outline their visions, strategies and experiences and try to answer questions such as: What impact does conflict prevention have on the inward direct investment? And what part can industry play in furthering peace?

On the second day of the conference, the Global Peace Building Strategy (GPBS) will be presented to the public for the first time. The Global Peace Building Strategy is unprecedented. Until now the world has had no method that responds to violent conflict systematically. To fill this void, experienced peace builders from around the globe have got together with representatives of governments, civil society and the military to design a strategy that could prevent war and resolve violent conflict. The Global Peace Building Strategy will be debated at the conference before being officially presented to the United Nations General Assembly by UN ambassadors.

Prices for day tickets in the standard category start at €295. Reduced rates are available for the public sector and non-profit organizations. Students are especially encouraged to attend the conference, as they are the decision-makers of tomorrow and will shape the future of our world. The World Peace Festival therefore welcomes students of all disciplines to apply for the scholarship programme to receive a scholarship that will enable them to participate in all events during the festival week free of charge.

## **Arts & Culture**

The art and culture programme of the World Peace Festival is free of charge for visitors. On 20 August the exhibition week will open at the Freies Museum Berlin on Potsdamer Strasse, the latest hotspot of the Berlin art scene. Leading artists including Hollywood star Billy Zane, Janet Roberts, Peter Buffett and Chip Duncan will present paintings, drawings and photographs that explore the topic of peace from various angles.

The collaborative project headed by Swedish artist Jeanette Ohlsson, “Paintings for Peace”, will also inspire visitors to work for a more peaceful world. After being shown in Denmark and Sweden, the collection will come to Berlin in time for the festival.

The film series at the Arsenal cinema will provide food for thought, with the world premiere of *Globalized Soul*, the German premiere of *Rumi Returning*, and other selected films on the subject of peace.

The World Peace Festival will conclude with a closing event at the Freies Museum Berlin on the evening of 27 August, as part of Berlin’s Long Night of Museums.

## **World Peace Partnership**

The World Peace Festival Berlin will serve as the medial launch for the World Peace Partnership. World Peace Partnership e.V. is a non-profit, non-partisan, internationally operating organization that aims to systematically initiate and foster processes for global peace building. With the support of the United Nations Office for Partnerships and the United Nations Department of Public Information, the World Peace Partnership combines its own unique and holistic peace-building strategy with initiatives and the long-standing practical knowledge of renowned peace-building experts. The goal of the World Peace Partnership is to generate global movements that will serve to inspire systemic policy changes for peace and help prevent and reduce conflicts between people, countries and creeds.

Tom Oliver, founder and CEO of the World Peace Festival and World Peace Partnership, says: “The World Peace Partnership sees the World Peace Festival as a forum where leading peace builders from all over world and the general public can come together and discuss ideas and possibilities for cooperation. World peace is only possible if all stakeholders are involved in the process. The festival also aims to inspire each and every one of us to take up this cause – because peace starts with us as individuals.”

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## PRESS RELEASE

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High-profile partners and supporters of the World Peace Partnership include Virgin Unite, Interbrand, Saatchi & Saatchi, Lufthansa and studi.VZ, and such distinguished individuals as Sir Richard Branson, Deepak Chopra, Archbishop Emeritus Desmond M. Tutu, and His Holiness the Dalai Lama.

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For more information on the World Peace Festival and World Peace Partnership e.V. please visit [www.worldpeacefestival.org](http://www.worldpeacefestival.org)

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