

Principle One: Businesses should support and respect the protection of internationally proclaimed human rights.

JCI Kadıkoy – Human Rights

Target - Awareness and attention for Peace

Target Population - All age groups

Sustainable Development Goal - Peace, Justice and Strong Institutions

JCI Kadıkoy initiate “Peace is Possible - Share for Peace Project” to raise awareness and focus attention on peace for the recent world which have the polarity and political tension by highlighting the importance and greatness of living together by respect, love and tolerance within the “Sustainable Development Goals”.

Project Content is mainly based on studies from historians, more than 3 billions of people were killed in wars or conflicts from the beginning of the humanity. On just 2nd world war, Guinness World Records show 56.4M death in 1st place for most loss. In 21st century, more than 4 million people died due to wars which has least half a million babies loss and 13 million people displaced only during Syria Civil War. Based on Peace Research Institute Oslo (PRIO) report, there are 420 million children living in conflict-affected areas globally.

For highlighting "Peace" loudly, it was agreed to have a cooperation with another JCI chamber from EU and have a twinning agreement to execute the project globally. First stage was selection of the JCI chamber to be twin, process brainstorming sessions jointly for the "Peace" subject and possible projects comparison with Impact-Effort matrices.

2nd stage was as an awareness campaign during JCI European Conference 2019 in Lyon with signing and announcing the twinning action between JCI Kadıkoy and JCI Novisad with sharing special magnet gifts which has the special quotes from UN Human Convention items, Nobel Peace Prize winners and Opinion Leaders by colorful designs - More than 200 magnets were gifted during the event.

3rd stage arranged as a field event with twin chamber to share "Peace" with flying kites on 2 different countries (Turkey and Serbia) at the same day and time. For kites, both chambers arranged a workshop at 18-Jul with volunteers to build the kites and share via social media. With the prepared kites, both chambers were on the field at 21-Jul, fly the kites with volunteers and participants by also touching the people around the field and share all moments via social media platforms in order to say "Peace" loudly and raise the awareness for the need of "Peace".

Results:

1- Stage 1 and 2 completed with successful twinning agreement and more than 225 magnets were gifted to JCI delegation in Lyon.

2- Stage 3 first step - kite workshop completed by 14 volunteers in JCI Kadikoy and 10 volunteers in JCI Novisad with more than 10 completed kites. Social media sharings for campaign was started during the workshop and awareness adversedes released by 2 chamber official accounts by reaching more than 2000 people with 1st shared records.

3- Stage 3 second step - flying kite events on 2 country were completed successfully by more than 100 participants on full day by the posts which was viewed more than 5000 times on 1st Roll. As a post only controlled by 10% on social media, expectation of the total share and views is having more than 50.000 interactions by the event.



I Have A Dream

Martin Luther King Jr.

#shareforpeace







