

Young Ones Awards 2020

+Peace

Cause

Peace in our cities

Your Mission

Create a compelling campaign that has the potential to be picked up by a broad-based coalition of city governments, universities, youth leaders, civic organizations, faith-based groups and businesses to support a global movement for Peace in Our Cities.

Peace in Our Cities is a newly launched campaign by a coalition of the world's largest peacebuilding organizations and supporters, [+Peace](#) who have activated together with a core group of world mayors to address one of the most pressing challenges of our time, namely the concentrations of violence that threaten individual lives and undermine the growth and prosperity of our increasingly urban world. The goal of the campaign is to help catalyze a movement to halve all forms of violence by 2030, starting by ending urban violence on our own streets.

Underlying Motivation

As a global community committed to the Sustainable Development Goals (SDGs) as a driving force for spurring change, we seek to light a fire of greater support for [Goal 16](#), namely to “promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.” The Peace in Our Cities campaign is igniting participation and commitment to achieving a specific target the world has set for itself, namely SDG16.1 (to significantly reduce all forms of violence and related death rates everywhere).

Early adopters of the campaign include 11 mayors and local officials representing over 15.8 million people from Colombo, Sri Lanka; Nairobi Municipality, Kenya; Cali, Colombia; Guadalajara, Mexico; Tripoli, Lebanon; Bangui, Central African Republic; Durban, South Africa; Escobedo, Mexico; Kumanovo, Macedonia; Nairobi, Kenya; and Chaguanas, Trinidad and Tobago. These officials are pledging to work together with 10+ civil society organizations over the coming year to develop a roadmap of actions, steps and commitments they will take to halve violence in their cities by 2030.

The Task

Peace is an audacious goal, yet there are some simple messages that can galvanize support for the Peace In Our Cities campaign. +Peace wants to communicate the importance of non-securitized solutions to urban violence and the role that youth leaders around the world can play in working with local officials to create peaceful communities in their own cities. The relationship between police and youth in many urban settings is often fraught with distrust and can exacerbate the conditions that lead to violence. One of the key messages of the Peace in Our Cities Campaign, therefore, is:

****City governments should not respond to urban violence with stronger, aggressive and more numerous security forces, but rather to engage with young people in their communities to listen to their perspectives and bring together multiple sectors to work together on increasing safety and security.****

Youth-police dialogues, community-policing, youth councils within city governments and business programs for youth empowerment and employment all contribute to more positive relationships and help create the conditions for reducing violence.

Your Submission Should

Emphasize the power of positive relationships between local officials, police and young people and the leadership role that youth can play in making their communities safer and more peaceful. Each city context is different, so your campaign can be tailored to just one example of one city or provide a customizable platform for any city to engage with and tailor the campaign to their context.

Globally universal yet locally motivating messaging. Given the global nature of this campaign, we want citizens all around the world to feel united by universal global-to-local messaging.

Powerful narratives that make peace cool and credible. In many parts of the world, “peace” has a branding problem. It is seen as something lofty, illusive, and soft. We need to change that prevailing narrative and introduce a new peace brand for the 21st century that centers peace as something intrinsically appealing to the human experience.

Some examples of initiatives to gain insight and inspiration:

<https://www.nafi.com/innovations/youth-and-police-initiative/>

<https://grydfoundation.org/programs/summer-night-lights/>

<https://www.nlc.org/topics/civic-engagement/youth-council>

<https://www.iyfnet.org/blog/5-ways-companies-are-innovating-impact-youth-employment>

Articles:

[The Crime Report: Why Tackling Urban Violence Should be First on America's Domestic Agenda](#)

[Building Bridges: Why Young Activists are Vital to the Future of Cities](#)

[The Telegraph: Nairobi Slums Reveal the Vast Challenges facing Africa's Megacities](#)

[The Guardian: London Homicides now Highest Annual Rate for a Decade](#)

[SABC: Durban Residents Living in Fear as Gang Violence Escalates](#)

Campaigns:

[Youth-led Stray Bullet Campaign \(Tripoli, Lebanon\)](#)

[Wear Orange Weekend](#)

[The Peace Plan \(March for Our Lives\)](#)

[Women Cross the DMZ](#)

Sponsors



+Peace is a new global coalition of peacebuilders mobilizing people, governments, and the private sector to reduce global violence and division. +Peace is partnering with [The Pathfinders for Peaceful, Just and Inclusive Societies](#) housed at NYU, and with [IMPACT:PEACE](#) of the University of San Diego on this specific campaign. The student brief is being shepherded by one member of the coalition with a long-standing relationship with the One Club for Creativity, [PartnersGlobal](#).



Corporate and media partner for the social brief, [MBC Al Amal](#), is the Corporate Social Responsibility arm of MBC Group, the largest media broadcasting group in the Middle East and North Africa region. Launched in 2013, MBC AL AMAL (MBC Hope), focuses on the empowerment and development of youth around the world. Their core strategy is about developing and implementing on-ground initiatives and program integrations through MBC channels and platforms; focusing on youth empowerment, work readiness and capacity building, social entrepreneurship, education, child protection, and humanitarian causes.

From seeing to creating Hope, everywhere... #MBCHope @MBCHope