

**PEACEJAM**  
Nobel Peace Prize Winners

Mentoring  
young people  
to change  
the world



# Opening Statement



## The Problem

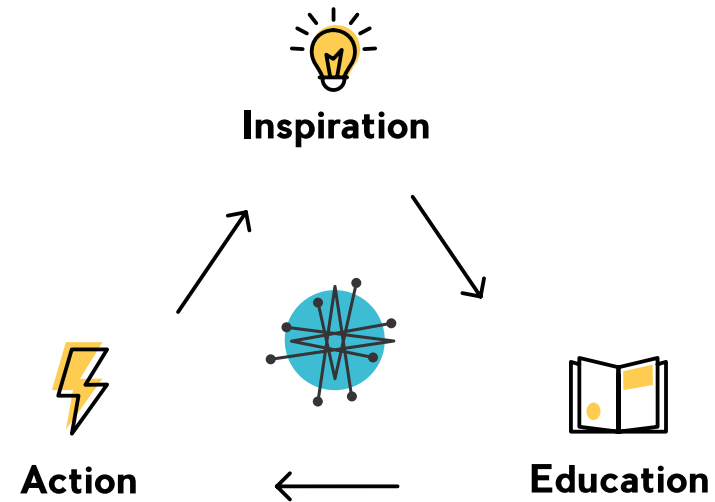
Almost a third of children in the UK live in areas affected by social and economic deprivation, where the local community experiences multicultural integration challenges, high levels of unemployment and anti-social behaviour. This subsequently fuels divisions and disenfranchises vulnerable young people that are susceptible to continuing this cycle of disadvantage. Failing to empower young people and meet their personal development needs prevents them from becoming active global citizens.

Community cohesion relies on good quality education that promotes non-violent solutions to problems around diversity, social justice and human rights, delivered within a conducive environment that understands respect for human dignity and the right to be different. There is a need for sustained education engagement around these tensions, which PeaceJam has been proven to address through its transformational youth leadership programme.

# What we Do

## The Solution

PeaceJam UK is an affiliate of the PeaceJam Foundation, founded in 1996, an international youth leadership programme. It uses the inspirational experiences of 14 Nobel Peace Prize winners to empower young people to take action and make positive change in themselves, their communities and in the world. PeaceJam achieves this through engaging young people from 5 to 25 years old in schools, youth groups and universities around the UK, through our model: **inspiration, education and action.**



# Our Model



## Inspiration

Students analyse the skills and attributes of 14 ordinary people that overcame barriers and took extraordinary action in adverse conditions, eventually becoming Nobel Laureates.

PeaceJam provides students with the unique opportunity to meet one of our inspirational Nobel Peace Laureates at our annual youth leadership conference.

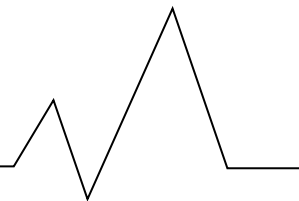


## Education

Our educational materials use the life and work of the Nobel Laureates to explore issues of diversity, social justice, human rights, conflict and non-violence. PeaceJam's age-specific curricula: 'Juniors', 'Leaders' and 'Ambassadors' can be used in formal and informal education settings and is suitable for ages 5-18+, whilst 'Compassion in Action' focuses on tolerance and diversity. They are tailored to meet OFSTED criteria, from literacy through to personal and social development. Teachers and youth group leaders receive training in how to implement and facilitate the programme. This opportunity is also offered to university students as part of the 'Mentors into Schools' programme.

## Action

Our ultimate goal is to empower young people to take action for a fairer, more peaceful and sustainable world. As part of PeaceJam's '1 Billion Acts of Peace' campaign, young people identify and research a social problem that they care about, and that addresses one of the ten key global issues the Nobel Peace Laureates have prioritised. They then devise a social change project that tackles the root cause of the most pressing issue in their community.



# Our Impact



1. External evaluations conducted by Ipsos Mori and RMC Research Corporation have shown that young people who participate in PeaceJam programmes show a measurable improvement in academic skills and knowledge. They also become more engaged in school and community.
2. Incidents of violence have decreased in schools and community-based organisations where PeaceJam programmes have been implemented.
3. In the UK, over 15,000 young people from 250 schools and youth groups have participated in the PeaceJam programme since 2006.
4. 12 'Youth Conferences' have been held in the UK, connecting young people with Nobel Peace Laureates.
5. An estimated 3,500 social change projects have been logged by young people across the UK as part of PeaceJam's '1 Billion Acts of Peace' campaign.

**"The PeaceJam conference was really inspiring and it made me understand how much power we hold in our hands. We can make change happen."**

*Carolina, aged 15*

**"PeaceJam has inspired and empowered me to go out and make change. It has given me an outlet and platform to achieve this. My project aims to stop the bullying in my school, which I never would have thought of doing because I didn't feel like I had any power to do anything about it. PeaceJam has made me realise I can do something about it."**

*Hassan, aged 14*

**"Leymah Gbowee inspired a whole population of women in Liberia to stand up for their rights. She showed how strong and empowered women can be and I think she is a great role model for both women and men to look up to."**

*Jack, aged 14*

# Our partnerships

PeaceJam UK have been able to achieve so much with limited resources because of our partnerships with organisations that share our aims. Partnering universities make generous financial and logistical commitments through hosting our annual youth leadership conference with a Nobel Peace Prize winner.

To date, we have received support from the universities of: Bradford, Leeds, Winchester, York and Leeds Trinity. The Burns Price Foundation sponsor secondary school students to attend our youth leadership conference by covering their travel and registration fees. They also offer small grants for youth-led community-enhancing projects undertaken by young people aged 11-18.

Our programme has been supported by the European Union through the Erasmus+ programme, and by the Home Office through the 'Building a Stronger Britain Together' programme.

This has enabled us to train multipliers of the PeaceJam programme, and support schools and youth groups to implement our curricula.

Rotary Clubs give us invaluable financial and logistical support. They have sponsored young people to attend our events and make up a large part of our volunteers on the leadership and conference planning team. Paris Smith solicitors provide us with pro bono legal advice and support.



# What we Need

## Support PeaceJam Change the World

PeaceJam UK was launched in 2006 in West Yorkshire and now operates in multiple regions across the UK. There is a growing demand for the PeaceJam programme, but we do not have the capacity to meet this increasing need.

We have bold plans to grow across the UK, sharing the benefits of PeaceJam with more young people. To do this we are seeking an investment of £250,000-£300,000 over the next three years in order to: expand regional programming, launch the mentors into schools programme and strengthen the youth leadership team.'



## Expand Regional Programming

In order to reach young people, we work with various stakeholders to introduce the PeaceJam programme, including: schools, youth groups, universities, local education authorities, youth services, police and prison services, and other influencers. We operate on a regional basis and currently have a strong presence in West Yorkshire, West Midlands, South Wales and Hampshire.

Whilst, for example, £15,000 would enable the introduction of the PeaceJam programme into 10 youth groups, 10 primary and 10 secondary schools, core funding is needed to maintain consistent programming. Annually, it will therefore cost £7,500 per region to expand programming in existing regions, manage partnerships with local stakeholders and influencers, provide continuous support and monitor the impact PeaceJam has had on beneficiaries.

To date, over 15,000 young people have participated in the PeaceJam programme, and we want to double this by introducing PeaceJam to more schools, youth groups and universities in new regions, including Bedfordshire where we already have good connections. This will cost a minimum of £157,500 over three years.



## Develop Mentors into Schools Programme


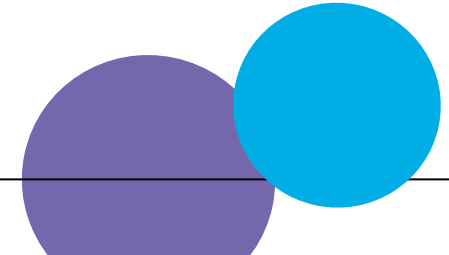
Our research shows that university students trained as mentors have a huge impact as near-peer role models on the younger students at PeaceJam events.

The experience is mutually beneficial as the university students receive training in facilitation and the opportunity to develop their leadership skills, work with young people and meet a Nobel Peace Laureate.



To further harness this powerful experience, and to help meet the demand for our programmes, PeaceJam UK is developing the 'Mentors into Schools' programme, whereby university students receive training to facilitate workshops in schools.

The workshops focus on supporting students to create community enhancing social change projects as part of PeaceJam's '1 Billion Acts of Peace' campaign. Due to funding constraints, we are not yet in a position to launch this programme which would cost £7,250 to deliver in one region, as well as cover the training expenses and support of the youth-led initiative born out of the group.







## Strengthen Youth Leadership Team

PeaceJam UK are mindful that, as a youth organisation, we always need to consult young people to ensure that we respond to the needs of children and young people in an appropriate, accessible and inclusive way.


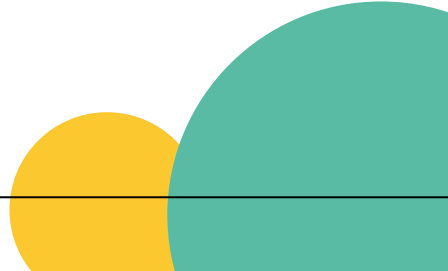
Subsequently a 'Youth Leadership Team' was launched in 2019 to create a more youth-driven organisation and ensure that youth voices are represented.

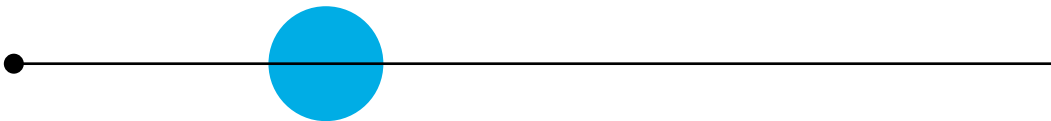
The 'Youth Leadership Team' receive training to help them fulfil their role in: ensuring young people's needs and ideas are



considered in the planning of PeaceJam conferences, engaging students in PeaceJam's '1 Billion Acts of Peace' campaign, raising the profile of PeaceJam and the Youth Leadership Team, meeting with the PeaceJam UK Board of Trustees and carrying out small scale fundraising activities to support youth-led initiatives.

In order to strengthen the 'Youth Leadership Team' and maximise our impact in a more sustainable way, £10,000 is needed to cover the training expenses and support the youth-led initiatives born out of the group.





PeaceJam UK is a small organisation with a big impact. Our experience means we are best placed to meet the needs of young people, teachers, schools and communities, but we need additional resources to consolidate our growth. Join us in empowering young people to become active global citizens and invest in our transformational youth leadership programme.

Registered charity number: 1185779

**BUILDING A STRONGER  
BRITAIN TOGETHER**

The content of this booklet represents the views of our organisation and does not necessarily reflect the views of the BSFT programme or the Home Office.



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