



STICHTING
VREDESBURO
EINDHOVEN

Beste mensen

De landelijke Vredesweek 2017 heeft als thema: 'de kracht van verbeelding'. Een thema dat oproept om na te denken over de wereld die we willen en in onze activiteiten nastreven. Om van deze week een succes te maken doen we een oproep aan iedereen om in de periode van 16 september tot en met 1 oktober activiteiten op te zetten die verwijzen naar het landelijke thema. Van stoepkrijten tot films, van buurtgesprek tot festival : ieder op zijn/haar eigen manier kan een bijdrage leveren. Uiteraard is het mogelijk om je aan te sluiten bij activiteiten: voor contactadressen kun je contact opnemen met het Vredesburo.

Het Vredesburo ondersteunt activiteiten (praktisch en financieel), zorgt voor P.R. en is de Eindhovense ambassade in de Vredesweek.

Meld je activiteit bij ons aan voor de Eindhovense Vredesweekagenda

Op dit moment zijn al een aantal activiteiten in voorbereiding :

- 16 september :** **4-bomen herdenking** (herdenking 'verdwenen' Wit-Russische journalisten)
- 17 september :** **Peace Culture Festival** op Strijp S (zie het verhaal hieronder !)
- 21 september :** **WereldVredeDag** en in het **Natlab een aantal documentaires** en gesprekken met de makers : over het 'waarom' van het maken en de kracht van het beeld
- 1 oktober :** **multiculturele ontmoeting** : de kracht van het verhaal : culturen ontmoeten elkaar



Uiteraard zijn er ook een aantal activiteiten in het kader van 18 september : kijk daarvoor op de webpagina : <https://stichting18september.nl>

About the Peace Culture Festival

What is the Peace Culture Festival?

The purpose of the Peace Culture Festival (PCF) is to bring people from diverse cultural backgrounds, locals and the international community, together under one umbrella to promote peace and well-being. Through a cultural sharing, we can affect mutual understanding, communication, peace and harmony between diverse groups to form a one world family. We plan to organize this event in Eindhoven.

What is unique about this festival and what are our goals?

1. Promoting and teaching personal peace within ourselves

We believe that world peace comes first when the individual practices peace and well-being within themselves. When we personally can relate this in ourselves, we are a stronger source to create peace for those places in our communities that need that specific support (ex. bullying at schools), refugee crisis in our own communities, prisoners).

2. Spreading awareness about World Peace

We all talk about world peace and wanting it. But what does it take to actually achieve world peace? Our goal is to offer opportunities for participants to understand what are the many forms of World Peace is and how we can create it. We will offer concrete actions that we can all take in our own communities to create, motivate and exponentially grow peace in our own neighborhoods, which will extend ultimately further to other parts of the world. This festival will bring the United Nations' Sustainable Development Goals (SDG) 16 to life, which is 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"*.

3. Connecting and celebrating diverse cultural backgrounds

Often what causes conflict is a lack of understanding of the diversity we have. By connecting our backgrounds through inspirational art, culture, cuisine, workshop and speakers, we create an atmosphere to promote positive and respectful dialogue to understand each other's differences and similarities.

A Snapshot of the Festival

Bringing a wave of happiness, a feeling of peace and belongingness to the residents of Eindhoven

- Date: Sunday 17 September 2017
- Time: 12:00 -19:00
- Venue: Klokgebouw 50, 5617AB Eindhoven. We expect over 1000 visitors.
- Entry: Free, and on donation basis with 100% proceeds for humanitarian projects
- We will illustrate peace through 5 worlds:
 - (1) Social/community activities,
 - (2) Science and technology,
 - (3) Spirituality,
 - (4) Ethics
 - (5) Art & Music

- The festival takes place during the “**World Peace Week**”, spreading the core message of peace under these five themes: **community, science and technology, spirituality, ethics and art & music**.
 - These worlds will be filled in by people/groups through cultural (artists etc.), political (pol. Leaders), social (social activist, war veterans), educational (scientists, teachers.), spiritual (meditation, yoga) activities. They can all join in the form of: talks, workshops, performances etc.
- This festival is about making **real-time connections between the people of different backgrounds** through: active workshops, meditation, flashmobs, ice breakers ... (mix up and do unique activities). We connect **heart to heart**.
- **Food**: also different food stalls from different source and ethnic groups also related to good healthy food. Our event is located next to the [Feel Good Market](#), which also takes place on September 17. We are potentially collaborating with them.
- The Culture Peace Festival is open for everyone and is for free. We welcome donations, with 100% proceeds for humanitarian projects.
- The inspiration to host this festival in Eindhoven comes from the Art of Living’s 2016 World Culture Festival in New Delhi, India. [The World Culture Festival](#) was attended by 3,75 million people globally, all with the same mission of celebrating diversity and peace.

In what ways will we apply these goals to make this a signature event for Eindhoven?

We already have festivals with a technology orientation: Glow/Dutch Design Week. This Eindhoven cultural festival will connect people **heart to heart**.

- Eindhoven has a significant international community (Technical University, Brainport, High Tech Campus etc.) and together with local inhabitants, our purpose is to create a platform to share and connect through our own cultures and personal well-being
- Internationals with strong technical expertise, often never quite connect closely with the richness of the local community due to perceived cultural differences and/or threshold, which makes it difficult to make initial contact. The locals can also experience the international community and their culture to realize how this can enrich their/our community. Thus, this festival is purposeful in connecting people to feel more at home with the local community creating a feeling “oneness” and establishing a “feel good” factor for the city of Eindhoven. As a result: moving from “**having** an international community” to “**being** an international community”
- Since many living and working in the city experience high workloads we would like to offer de-stress and well-being experiential workshops (meditation, yoga, nutrition) to help increase internal peace and bring out communal harmony
- Bring awareness of how to bring peace within ourselves and to the world through experiential activities, which bring about the feeling of being part of the bigger world.

Non-profit event

Donations and fundraising activities will be an integral part of the festival. We welcome donations, with 100% proceeds for humanitarian projects..

Who are the organizers?

This is a multi-stakeholder event initiated by the [Art of Living](#), a non-profit humanitarian organization. Since 1981, The Art of Living's founder, Sri Sri Ravi Shankar has been engaged in a peace mission, with the goal of "A violence-free society, disease-free body, stress-free mind, inhibition-free intellect, trauma-free memory, and a sorrow-free soul is the birthright of every individual."

The Art of Living Foundation brings together people of different faiths and cultures, to promote inter-faith harmony, supports conflict mediation for countries deadlocked in negotiations, trauma relief in times of wars and disasters and also promotes a sense of belongingness among thousands of people across the globe.

The Art of Living volunteers are making this festival happen together with the city of Eindhoven, the Peace Office Eindhoven and the Global Consciousness Office (Gemeente). We all have a shared goal to raise awareness on the subject and to take action to realize, the United Nations' Sustainable Development Goal 16 on Peace through a festival where we bring a wave of happiness, the feeling of peace and belongingness to the residents of Eindhoven.

[Join us and get involved in the festival](#)

Thank you!

Contactgegevens :

<https://www.facebook.com/events/310540716035136/?ti=cl>)

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