Media Kit

Preliminary Global Survey Results

Arts for Peace

<u>Contents</u>:

(>) Press release
(>) Project Info
(>) Photos
(>) Partnerships
(>) Links to full report and presentation at the United Nations
(>) Selected graphics from findings

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FOR A MEDIA KIT: www.abigproject.org/media_kit

Study in 97 countries finds stark regional differences in global priorities, and one common theme: everybody wants change.

A new report has found stark regional differences in people's global priorities. Yet, the most consistent finding across all world regions is that people want change. The report, authored by members of Big,ML inc., Optimus Info, Inc. and A Big Project, was based on the preliminary findings of a survey that began on August 15th. The survey asked people from every region of the globe four questions:

If the world as it currently exists were to radically shift tomorrow, and we had an opportunity to recreate the world:

- What would you NOT want to continue from this world?
- What WOULD you want to continue from this world?
- What could people do differently now to help us get to that better world?
- What is one thing that you will commit to do differently now to help us get to that better world?

In the first month of this four-month long survey process people from 97 countries responded. The report provides early findings of these answers and can be found at www.abigproject.org/results.

Selected Findings

Findings are based on a key word search, looking for the words which occurred most often in each region. These words signify the ideas that are being thought about most often, or are felt most strongly in the region. (Note these are preliminary results and may change as more people respond.)

- **Corruption** in Africa
- **Power** in North America
- **Sustainability** in Scandinavia
- **Religion** in the Middle East and South Asia
- **Nature** in South America
- **Animals** in Western Europe
- **Money** in Eastern Europe

*Scandinavia was separated from Western Europe because of a disproportionally high sample size, and its specific cultural practices. Australia/Oceania and East Asia were omitted due to low sample size.

In spite of these regional differences, there was one overarching finding that pieced together a theme found across all regions. The top 3 words that were found to be consistently high across all world regions (in order of recurrence/importance) were:

HELP - LIFE - CHANGE

To see the methodology used in the analysis or the graphic representations of the data, please download the report at www.abigproject.org/results.

A Big Project seeks to use data to support more clarity about our regional differences and areas of agreement, and to share the data in ways that will reach people's hearts – through art and music.

Starting today, the project will be working with Arts for Peace and creative people around the world to "Help Life Change" through a global renassaince of music and art on December 20, 2012.

> *"Some will see these results and assume coincidence. Others might believe it is the collective consciousness of our world emerging. The authors are neutral. But either way, the results highlight an important idea: when we all work together, we have the power to help life change. Artists and musicians will be bringing that idea to life in December."*
>
> -Dara Barlin, A Big Project (co-author of the report)

> "*A Big Project offers a way to participate in global conversations and appreciate the artistic expressions emerging from those conversations. I expect creative inspirations that will help each of us to 'Help Life Change' at this special time in history."*
>
> -Monica Willard, President, Committee of Religious NGOs at the United Nations,

This report represents the first of three that will be released within the four-month long survey process. The four global questions survey will remain open until December and can be taken at www.abigproject.org/myanswers. Art and music development are starting immediately.

Additional findings of the report confirmed already long held beliefs about global priorites. If we had the opportunity to recreate the world, the three things most people would NOT want to continue include **war, poverty,** and **corruption**. The top ten things people would want to keep include **love, peace**, **nature, technology, music, art, culture, education, diversity** and **freedom**.

When it comes to making the world a better place, men around the world say that **technology, democracy** and **language** are key ingredients. While women say that **love, food, care** and **community** are most critical.

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Project Info:

Website: http://www.abigproject.org
www.facebook.com/abigproject
Survey: www.abigproject.org/myanswers
Artist call: www.abigproject.org/artists
Photos: www.abigproject.org/photos

About A BIG PROJECT

A Big Project is bringing people together around the world to clarify where our visions for a better world connect – and then to share the information in a way that reaches people's hearts, through a global renaissance of art and music.

A Big Project started in January 2012 with a group of organizers from 18 countries. In March, the number of countries where people were supporting the effort grew to 40. By June the number had grown to 67. Before the survey opened in August, the number stood at 86. At today's count, people from 97 countries are supporting the effort.

About ARTS FOR PEACE

Arts For Peace Ltd. is a 501(c)(3) initiative that develops new and innovative programs and events in the areas of music, visual arts, performance, dance, and communications; it is committed to establishing bridges between the arts community and the work of the UN, the aims of the UN Charter and the realization of a Culture of Peace. Arts for Peace was initiated to celebrate The UN International Decade for a Culture of Peace and Non-Violence for the Children of the World (2001-2010); The UN Millennium Development Goals (MDGs); The 2012 London Olympics; and the 2008-2012 London Cultural Olympiad, by the late President of WAFUNIF (The World Association of Former United Nations Interns and Fellows), Dr. Hope P. White-Davis and Prof. Dean W. M. Leslie. Arts for Peace Ltd., now a New York Non-Profit Corporation, continues to build on this legacy, always seeking to mobilize the powerful voices of the arts community in support of making a difference in a world striving to be a more just, livable, and peaceful place.

Its partnership with A Big Project began in Brazil during the Rio+20 conference.

Website: www.unafp.org

Photos:

Photos of people responding to four questions throuhgout the world.

Yerevan, Armenia

Valenciennes, France

Delhi, India

Brooklyn, USA

Kampala, Uganda

To see more photos go to www.facebook.com/abigproject. To get additional photos emailed to you contact dbarlin@abigproject.org

List of Partnerships:

- Abibiman Foundation (GHANA -- Sustainable livelihoods, environment and climate change)
- AIDS Community and Orphan Trust (TANZANIA -- Improve quality of life for vulnerable populations)
- Arts for Peace (INTERNATIONAL -- the arts and peace- building)
- Baylor Swaziland's Teen Club (SWAZILAND - Youth action)
- Black River Art Group (MAURITIUS --The arts)
- COÍRIS - Saúde Plena do Ser (BRAZIL -- Human relationships in organizations)
- Current-C Energy Systems, Inc (USA -- Energy efficiency/Renewable energy)
- Desiree Alliance (USA -- Human rights for sex workers)
- Esperanto (International -- Building a Global Language)
- Highland Lake Cove (USA -- Retreat & learning center)
- Hub Curitiba (BRAZIL -- Coworking events and global connections between people who strive for a better world)
- Ideas For Us (INTERNATIONAL -- Youth Organizing for Change)
- if istanbul (TURKEY -- Film festival)
- Innovative Partners International (INTERNATIONAL -- Technology for innovation)
- Imagine Nation Conference (INTERNATIONAL -- Using inquiry to reimagine our world)
- International Peace Bureau (INTERNATIONAL -- Disarmament and Reduction of Military Spending)
- International Day of Peace (INTERNATIONAL -- Global Peace)
- Jane Goodall Institute/Roots and Shoots (INTERNATIONAL - Apes and Treatment of All Lliving Things)
- Global Peace Index (INTERNATIONAL - Global peace)
- Green Building (USA -- Events Space)
- The International Network of Women with Disabilities (INTERNATIONAL - Connecting women with disabilities)
- MPrep (KENYA -- Math education initiative for youth in Kenya)
- Next.cc (INTERNATIONAL -- Education and creativity to improve our environment)
- National Youth Empowerment Network (UGANDA -- Youth empowerment)
- One Future, One Planet (INTERNATIONAL - Global dialougues)
- Picking Apples (SWEDEN -- Artists and social change)
- SKUFLIX (USA -- Media and social commentary)
- Spirit of Truth Foundation (INTERNATIONAL - Reconcilitation and Peace)
- Taking it Global (INTERNATIONAL - Youth activism)
- Tatutrad S.L. (SPAIN -- translation company)
- United Religions Initiative (INTERNATIONAL - Interfaith collaboration for Peace)
- We, The World (INTERNATIONAL -- Global Collaboration and Peace)
- Wired to share (INTERNATIONAL -- Technology for democracy and social good)

Links to Full Report & Presentation at United Nations:

To get the full report (with research methods, analysis and additional discussion) go to:

www.abigproject.org/results.

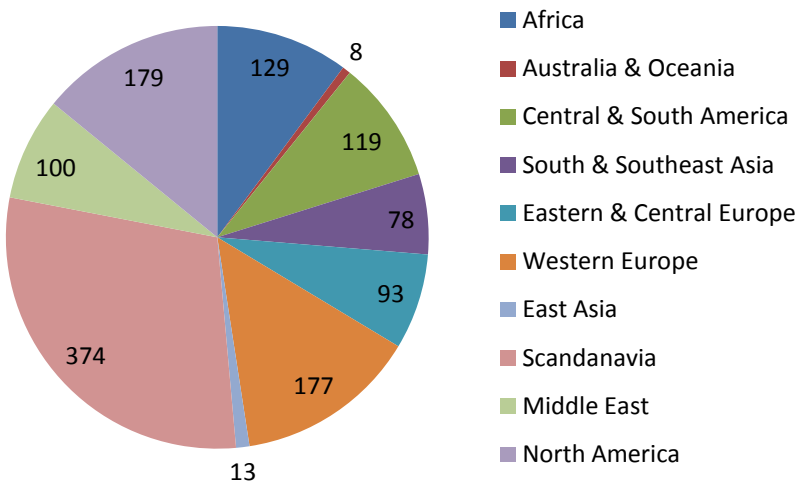
An early summary of the findings were presented at the United Nations Church Center in New York City on September 21st .

To see the presentation go to: www.abigproject.org/un_presentation.

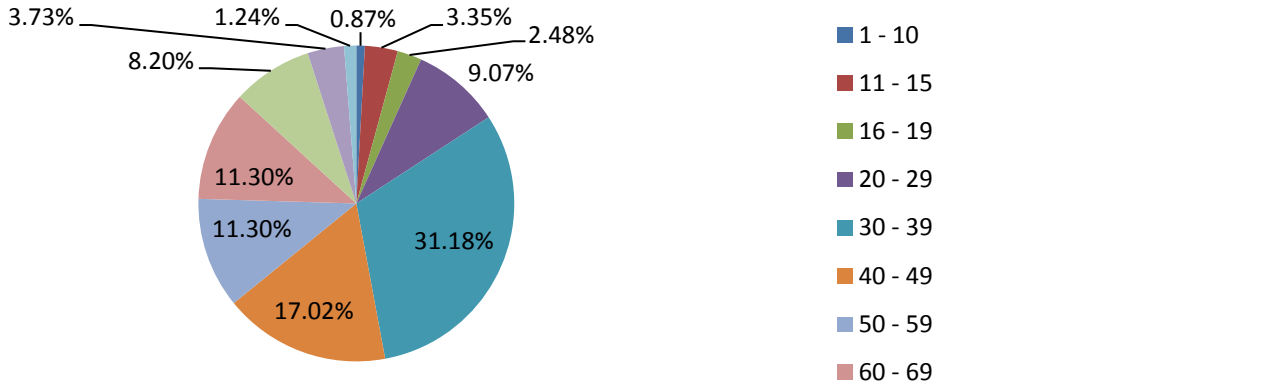
Survey Demographics:

Number of total responses for first month's preliminary analysis: 1274
Number countries represented in first month's preliminary analysis: 97

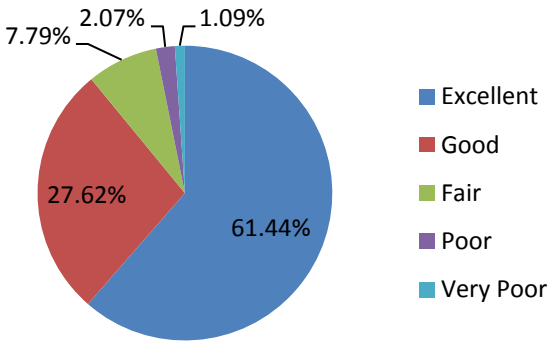
Number of responses by Region[i]



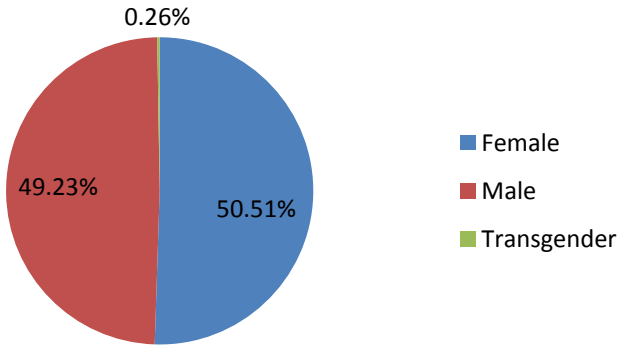
Age of Respondents



Access to Technology



Gender



Answers Based on Survey Questions:

If the world as it currently exists were to radically shift tomorrow, and we had an opportunity to recreate the world…

Question #1: What would you NOT want to continue from this world?[ii]

Top 10 responses across all regions for question #1 include:

- war
- poverty
- corruption
- money
- violence
- weapons
- religion
- power
- pollution
- greed

Question #2: What WOULD you want to continue from this world?

Top 10 responses across all regions for question #2 include:

- love
- peace
- nature
- education
- culture
- music
- art
- technology
- diversity
- freedom

Question #3: What do people need to do differently now to get to that world?

Top 10 responses across all regions for question #3 include:

- respect
- change
- education
- live
- learn
- love
- care
- understand
- nature
- life

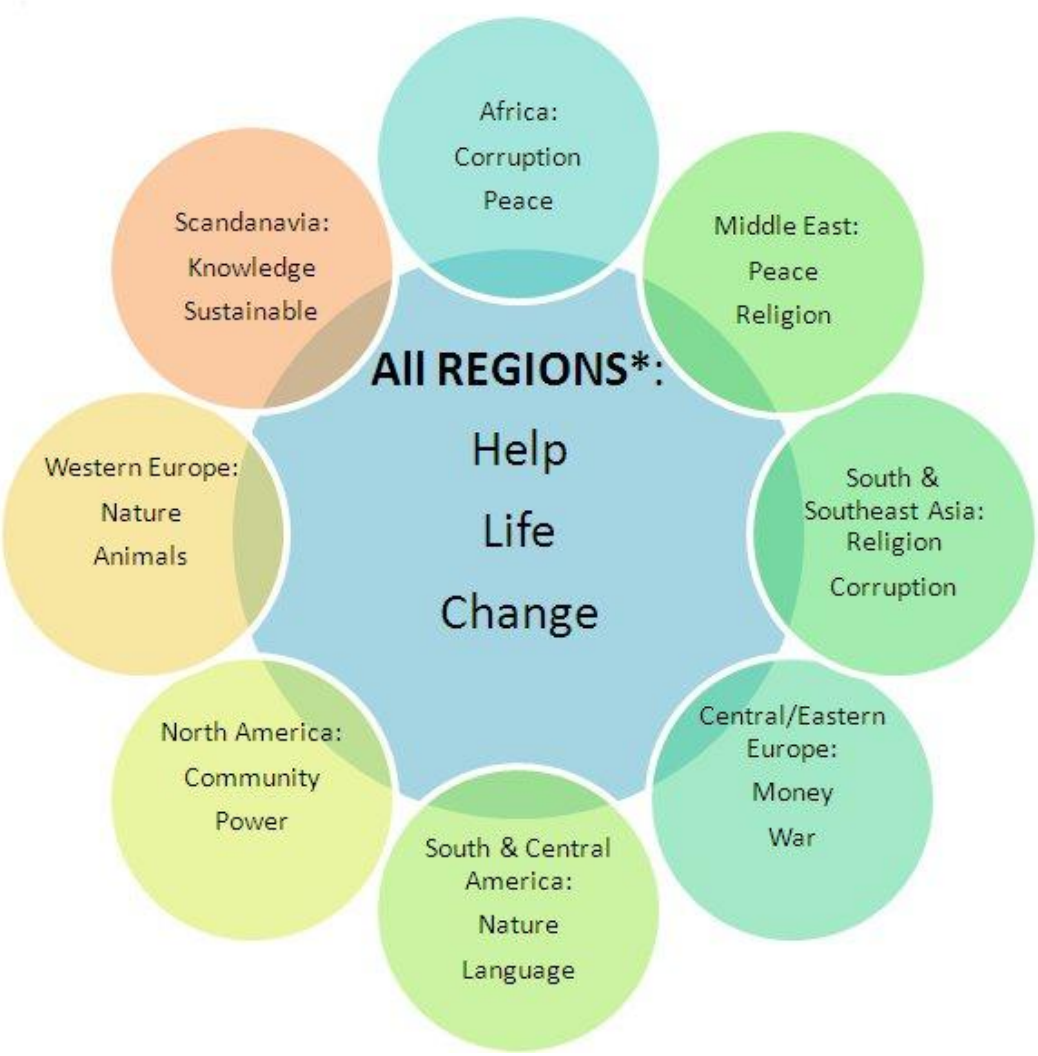
Question #4: What is one thing you will do differently now to get to that better world?

Top 10 responses across all regions for question #4 include:

- try
- change
- live
- help
- love
- day
- educate
- time
- life
- projects

Answers Based on Regional Differences & Agreement:

Below represents findings base on the most popular words which emerged when combining the answers to all four questions. The content in the outer circles are based on the words that came up most often within a region, and were most distinct to that region. The words which appear in the middle represent the words which reoccurred consistently at high levels across all regions[iii].



* Words are presented in order of popularity/recurrence in the dataset.

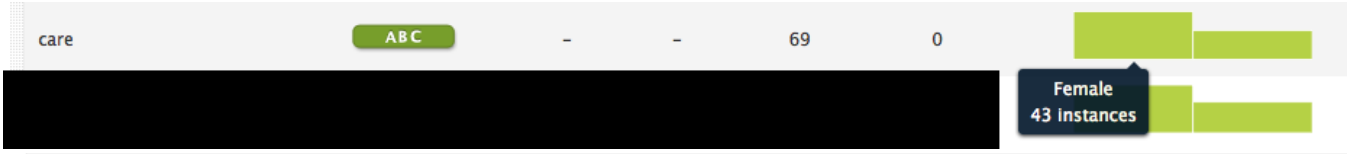
Answers Based on Gender:

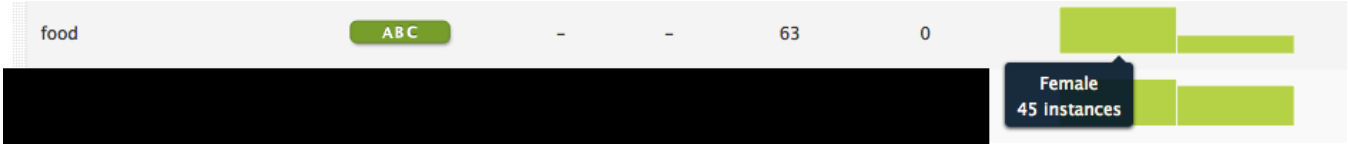
Words reported at high levels by men, and low levels by women:

- Technology, Language, Democracy

Words reported at high levels by women, and low levels by men:

- Love, Food, Care, Community





An interactive version of these histograms at BigML (www.bigml.com) will be made public soon, and a link will be made available on the website at that time.

End Notes

[i] See Appendix B in the full report for list countries by region. (Note, 1 person suggested their country as "not listed" which is why figures for country are 1 survey short of total number of responses.)

[ii] In the graphic for Question #1, some responses received were phrased as double-negatives. This led to some words occurring often which had a different or opposite context. For example: if two people responded that they would NOT want to continue "lack of access to education" and "poor education facilities", the word "education" would come up as most highly recurring.

[iii] Australia/Oceania and East Asia regions were not analyzed for this section due to low sample size. Scandinavia was separated from Western Europe because of a disproportionally high sample size, and its uniqueness of cultural practices relative to the rest of the region.