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my peace

magazine

www.mypeaceproject.eu

UNVEILING

MY PEACE

BUILDING PEACE

THROUGH MUSIC

MY PEACE PARTNERS

MEET IN BORDEAUX



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WELCOME

Welcome to the first issue of our bi-annual ezine, an integral component of the "MUSIC for YOUTH - a PEACE building approach" (MY PEACE) project.

This publication is a reflection of our dedication to empowering European youth through the universal language of music, fostering peace and understanding across borders.

In this edition, we unveil the **MY PEACE project**, a timely initiative in response to the urgent need for peacebuilding in the wake of the conflict in Ukraine. Our overarching goal is to equip youth educators with innovative educational approaches that leverage music as a catalyst for peace.

We are excited to share a report on our first in-person meeting, the TPM in Bordeaux, hosted by Musique de Nuit, where the consortium's vision and dedication came to life. This gathering was pivotal in shaping the project's trajectory, igniting discussions and ideas that will guide our collective efforts.

The ezine also provides an overview of the consortium, introducing each partner who brings their experience and expertise to the project. Their contributions are vital to achieving our objectives, which include developing a pedagogic methodology, producing music sessions with peace messages, launching an interactive digital portal, and promoting active citizenship among youth.

We invite you to join us on this bi-annual journey through the MY PEACE project, hoping this ezine serves as a source of inspiration and a call to action for all those who believe in the transformative power of music and peace. Welcome to a narrative of hope, education, and unity.

Welcome to MY PEACE

Unveiling MY PEACE: Empowering

Youth through Music for Peacebuilding

By Catherine Neill, EUEI, our project partner from Denmark

In a world often divided by conflicts and misunderstanding, the power of music bridges divides, heals wounds, and builds understanding among people.



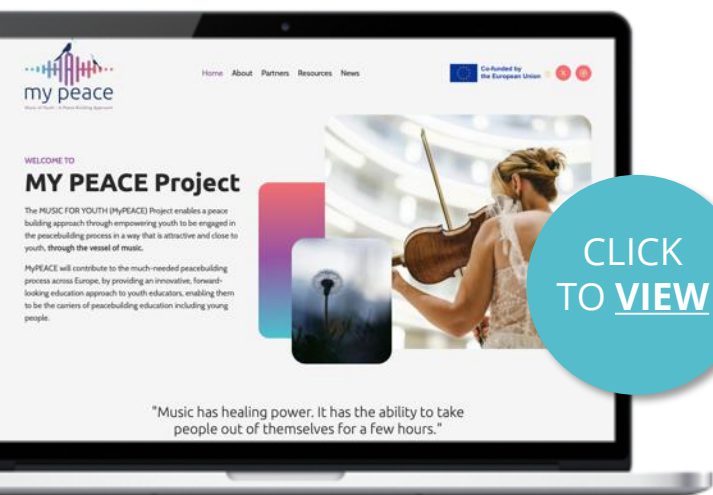
Catherine Neill

Recognising this powerful medium, we are thrilled to introduce "**MUSIC for YOUTH - a PEACE building approach (MY PEACE)**", a pioneering initiative aimed at harnessing the universal language of music to foster peace and unity among Europe's youth.

Why Focus on Youth and Music?

Young people are not just the future; they are also the present. They hold the key to long-term peace and stability in Europe, yet their voices are frequently overlooked in traditional peacebuilding processes. MY PEACE seeks to change this narrative by empowering youth with the tools they need to shape their communities through creative and peaceful expressions.

Music, intrinsic to every culture's identity, offers a profound way to express complex emotions and messages. It transcends linguistic barriers and cultural differences, making it an ideal vehicle for peacebuilding. Through MY PEACE, we utilise music to engage youth in an innovative educational journey that teaches, heals, and unites.



Objectives and Ambitions of MY PEACE

The overarching aim of MY PEACE is to contribute to peacebuilding in Europe by empowering youth educators and their students. Here's what we plan to achieve:

- 01 Innovative Educational Approaches:**
We are setting new standards for teaching and learning methods by integrating music into peacebuilding education. This approach will not only make learning more relatable and engaging for young people but also equip them with the empathy, understanding, and skills necessary to promote peace.
- 02 Conflict Prevention and Rehabilitation:**
By actively involving the youth in peacebuilding activities, MY PEACE addresses the roots of conflict. Music sessions and peacebuilding workshops are designed to prevent conflicts and aid in the rehabilitation of societies recovering from conflicts.
- 03 Enhanced Quality and Innovation in Youth Work:**
The project is set to innovate youth work by providing educators with cutting-edge tools and methodologies that highlight quality, sustainability, and impact in their teaching practices.

Detailed Insights into our Project Work Packages

MY PEACE is structured around five strategic work packages (WPs), each tailored to achieve specific objectives:



WP1 Efficient Implementation

This package focuses on the meticulous management and quality control of the project to ensure that all objectives are met with precision and effectiveness.

WP2 Pedagogic Roadmap and Role Modelling

A comprehensive educational framework will be developed to guide youth educators on using music as a tool for peacebuilding.

WP3 - Engaging Youth in Music Sessions

Real music sessions will be conducted where youths can express their visions of peace and unity through musical performances, thereby actively sending out their messages of peacebuilding.

WP4 - Digital Portal for Learning and Collaboration

A digital platform will be established to facilitate ongoing learning and interaction among youth educators and learners, enhancing peer learning and collaborative opportunities.

WP5 - Impactful Communication and Sustainability

The project aims to extend its reach and impact through strategic communications and by laying down plans for its sustainability and future uptake.

Why Support MY PEACE?

Supporting MY PEACE means investing in a peaceful future, where youth are not only the leaders of tomorrow but also the peacemakers of today. Through this project, we aim to:

- Empower youth with the confidence and skills to engage in peace dialogues and initiatives.
- Foster a culture of peace that is strong enough to withstand the pressures and conflicts that may arise.
- Use the universal language of music to promote unity and understanding across diverse cultures.



Join Us in Spreading Peace

We invite educators, students, policymakers, and all stakeholders interested in peacebuilding to join us in this innovative endeavour. Together, we can create harmonies of peace that resonate across Europe and beyond. Let's empower our youth to be the

architects of their futures, building a world where peace is the melody of everyday life. Stay tuned for more updates on MY PEACE, and discover how you can be a part of this transformative journey.





Building Peace Through Music:

The MY PEACE Project

By **Sanja Ivandic**,
Outside Media and Knowledge,
our partner from Germany



Sanja Ivandic

A Vision Born from Hope

MY PEACE is a project created out of hope. The idea was conceived even before the war in Ukraine, as peace is always in the minds of those raised during wartime. War seems to be a persistent issue, and I remember finally shaping the constant need to talk about it into a tangible idea. I felt that the Bosnian youth had so much to say and teach, and I sensed that youth across Europe were about to face significant challenges.

War rhetoric was increasing, and young people were becoming less of a priority for policymakers, the media, and the general public. Unfortunately, my fears were validated. I wish I had been wrong. Two major wars erupted, and conflicts continued to arise. While I don't believe MY PEACE alone will stop these wars, I am convinced that young people have important contributions to make.

The Power of Music

The goal of MY PEACE is to send a message that building peace is crucial, and young people must be included in this process, especially when they are exposed to such grim realities. Our method for achieving this is through music.

Impact on Youth



Conflict, war, and extreme rhetoric rob youth of their formative years, freezing their development and marginalising them in cruel ways. Despite this, no one has asked young people what they think about the war. Our project captures this sentiment perfectly:

"MY PEACE empowers youth to be engaged in the peacebuilding process in a way that is attractive and close to youth, through the vessel of music. Music is an important part of cultural identity, and culture is one of the core elements around which understanding and empathy are needed, upon which peace can be accomplished. When we cherish and value each other's cultural heritage, we eliminate the need for conflict."

Voices of Youth

Here are some powerful statements from young people involved in the project:



"Peace must be built even when war is raging. We know that war is raging now, and all the young people hear is war."

"We need to hear that someone still believes in peace and that we have the right to ask for peace."

"I don't think we will stop the war with a song, but we can bring back youth at least one day, at least one young person, and that's great."

"We lose our youth in war."

A Call for Partnership

We invite everyone to join this project with much care, empathy, and love. Remember, the world is losing hope, and someone must work on things made of hope. Our role is to take part in that effort!



MY PEACE Partners

meet in Bordeaux

By Denise Callan, *Momentum*, our partner from Ireland

The power of music as a peacebuilding avenue for youth, and the spirit of inclusion and integration through cultural activity were all in evidence when MY PEACE partners met for the first in-person Transnational Project Meeting in July in Bordeaux, France.

Denise Callan



After many months of meeting online, this was an opportunity for partners to get to know each other better, share ideas, collaborate, and plan the next steps for the project. The meeting was hosted by Patrick Duval and Emma Asensio of project lead Musique de Nuit(MDN), supported by Judyth Babin of Le Laba and held at the La Palmer de Rocher in Cenon, a cultural centre and performance venue. Partners enjoyed a guided tour of the very impressive facility with informal discussions on the venue, the work of MDN, and how that related to the experiences of other partners.

Following the tour, the formal activity of the meeting began. The in-person dynamic came to life with each partner having the opportunity to report on their MY PEACE activities to date. The Partners, who came from France, Germany, Ukraine, Ireland, and Bosnia & Herzegovina shared the insights

already gleaned, and any challenges they had encountered.

The MY PEACE project aims to empower youth to become engaged in the peacebuilding process through music, in a way that appeals to our target audience of young people aged 18-30. The project will develop a **Peacebuilding Approach Roadmap**, to inspire and support youth educators, music, and peace stakeholders. The roadmap will be developed following research with key stakeholders and will include a methodology to explain the approach, and a compendium of good peacebuilding through music examples. The project will also produce a series of music production events and an international training event to engage young people directly and create material for a shared content portal.

By developing these resources MY PEACE will inspire young people to see themselves as agents of positivity and peace. Encouraging and supporting them to use music as a creative resource to address challenges of physical violence but also cultural and social challenges as well as issues around behaviour, relationships, and hierarchical structures that can impact integration and advancement. Using music as a tool in this innovative way provides young people with a safe, non-intimidating platform for communication and the free expression of emotions thoughts, and ideas to promote inclusion and create a sense of community and belonging. The project will also equip young people with essential social skills including communication, leadership, and empathy. Skills that are essential for resolving conflict and building lasting peace.

Meeting in person cannot be matched – the opportunities to ask questions, discuss challenges encountered, and offer each other support and suggestions to help overcome any challenges. Le

Laba also conducted a Sustainability Activity Workshop, an excellent session, with project partners collaborating in very practical and productive ways to support each other's activity.

A busy and fruitful day ended with the entire group attending the Festival Hauts de Garrone at Bassens, organised by Musique de Nuit. An evening of networking, while listening to great bands and enjoying a range of excellent food from the multicultural food trucks at the event was a wonderful opportunity to bring the power of music to the fore.

A key element of the partner meeting was the opportunity to share our work to date and plans for the next few months with the French National Agency whose representatives attended on Day 2. It was wonderful for the continuing success of the project to get very practical feedback from the National Agency representatives. The morning meeting wrapped up with a lunch followed by an invitation for the entire consortium to attend the Palmer Block party, again music to the fore.



The MY PEACE partners extended warm thanks to our hosts from MDN and the team at Le Laba for the welcome they extended to the consortium in Bordeaux and the excellent management of the meeting and supporting activities.

Introducing Project Lead

Partner Musique de Nuit

*Musiques de Nuit is a not-for-profit association. It is responsible for the artistic project of **Le Rocher de Palmer**, a cultural facility created in 2010, located near Bordeaux in the heart of a working-class district where over 60 different nationalities live side by side.*

Le Rocher de Palmer is a facility with 3 performance halls, devoted exclusively to music (all kinds of music), with a co-working space and a cultural business incubator.

A major cultural mediation programme has been put in place with structures in the medical, social and socio-cultural fields, etc.

The My PEACE project will be supported by Patrick Duval, the Artistic Director of Le Rocher de Palmer since 2010. He has also been the director and founder of the association Musiques de Nuit for 40 years. He is in charge of programming at Le Rocher de Palmer, but also programmes for other festivals in France.

The project is also supported Emma Asensio has been working at the Rocher de Palmer since 2021. She is responsible for concert promotion, communications and public relations. She also assists Patrick with European projects.

For us, My PEACE is an extension of another European project in 2023, G1000, during which secondary school students took part in writing workshops with Souleymane Diamanka, a poet and slammer from a working-class district of Bordeaux, who himself trained in writing workshops in the 1990s.

For My PEACE, we are calling on 4 highly motivated young people spotted by Souleymane Diamanka at G1000. For us, it's a way of showcasing the mediation work we've been doing for many years and making this essential community work visible.

For us, it will strengthen our links with the Cenon High School, which is a vocational high school, and will enable us to develop a discourse promoting the issue of peace based on texts written by young people. We are also interested in establishing links with humanitarian associations and young people, who are often far removed from these concerns.



LE ROCHER
DE PALMER

Presenting Outside Media & Knowledge



Living, Teaching, Capturing Acceptance

01 Emphasis on Diversity & Inclusion

Outside Media & Knowledge is not just about creating videos; they are about empowering diversity and inclusion. They believe in equality and work towards a better world where all humans are truly equal. This aligns perfectly with the ERASMUS+ mission to promote intercultural understanding and cooperation.

02 Expertise in Culturally Diverse Groups

The company's superpower lies in focusing on culturally diverse groups. They understand the nuances of different cultures and create content that resonates with a global audience. This expertise is invaluable in ERASMUS+ projects where cultural sensitivity and awareness are paramount.

03 Innovative Media and Storytelling

Outside Media & Knowledge focuses on written and visual media to help tell stories that shine through to the audience. They specialize in creating compelling content using text, narration, video, photography, and interviews. This creative approach can enhance the visibility and impact of ERASMUS+ initiatives. Each piece of content created by Outside Media & Knowledge includes a high level of marketing analysis tailored to specific needs. This strategic approach ensures that the content reaches the right audience, aligning with the ERASMUS+ goal of broadening educational opportunities and connections.

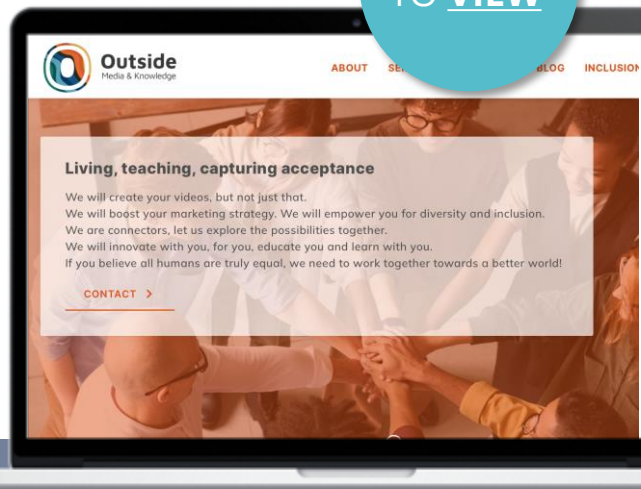
04 Training and Knowledge Exchange

The company believes in exchanging knowledge and offers training sessions. They teach, listen, learn, and give back, fostering a collaborative environment that resonates with the ERASMUS+ ethos of lifelong learning and collaboration.

The Outside Music Show

In addition to their work with various projects, Outside Media & Knowledge has initiated the Outside Music Show, a live session series that further exemplifies their commitment to cultural engagement and youth empowerment. The show provides a platform for young musicians to express themselves, share their stories, and connect with broader audiences. This initiative is yet another testament to how Outside Media & Knowledge leverages media and culture to foster understanding and peace.

CLICK
TO VIEW



Meet the Team



Sanja Ivandic, Outside Co-Founder, intercultural specialist, marketer, and economist.

Deep knowledge about business strategies, and the position of vulnerable groups across Europe. Sanja is the author of the Intercultural Communication Guide, for Volunteer Centres and she has intercultural communication expertise, as well as content creation skills. She is personally connected to a wide audience via her social media channels and is the main editor of the Outside Multicultural Magazine, with an international reach.

Vedran Ivandic, Outside Co-Founder, Creative Director specializes in video production and 2D animations.

Certified by the School of Motion, his skills include educational content, storyboarding, and design. He has contributed to Erasmus+ strategies, developed video recording guidelines, and trained in video techniques. Vedran has directed and produced the OUTSIDE MUSIC SHOW was made during COVID-19, as a set of videos that bring together musicians from different cultures and promote togetherness.



Daniela Ziolkowsky entrepreneur, educator and researcher focusing on creative industries and vulnerable group, founder of Tres AcordES Music Management

Expertise in booking, production and organization of concerts, their distribution in the media and social networks as well as the PR for various musical projects of our artists.



Discovering Le Laba

Based in Bordeaux, France, our association, Le Laba, is engaged in social innovation projects. Since 2014, we are committed to mixing culture with pivotal societal realms such as health, inclusion, and digital transformation. Our speciality lies in inspiring change across culture, creative industries, media, tourism, and sport – by fostering international cooperation and developing public-private partnerships.



The Team Behind The Vision

For MY PEACE, our whole team will support our two project managers dedicated to the project. We have selected members already involved in music and entrepreneurship to lend their expertise, enthusiasm, and innovative spirit. Indeed, Maud Gari and Judyth Babin, are both passionate about music due to their previous experiences in the music industry and their involvement in Creative Europe such as Mewem and Sewem, aiming to empower women entrepreneurs in the music industry for positive societal impact.

MY PEACE & Our Mission

The essence of our work at Le Laba is reflected in this project, as we aim to integrate culture into essential aspects of community and personal development. In addition, using music as a way to create peace and motivate young people is aligned with our objectives and our previous projects such as the Music Migrants Manifesto and the European Orchestra of Youth.

Our Contribution to MY PEACE

We bring years of experiences and therefore, of skills to MY PEACE, from communication strategy to youth motivation. Our insights stem from extensive cross-sector collaboration, ensuring that this project will be rich in diversity and innovation.

The Growth We Anticipate

Participating in MY PEACE offers us a huge opportunity for growth. Indeed, for the first time, we have the chance to collaborate with partners from Bosnia and Herzegovina and Ukraine. This will help us to deepen our understanding of social dynamics and to refine our approach to making a lasting impact.

We believe that this project will have an impact on our organisation because we will learn from other partners, but also from the youth workers and the young people who will participate in the music sessions and the international event. Cooperating on the subject of peace seems crucial and working with young people is a chance to understand their perspective in this uncertain time.





Music of Youth - A Peace Building Approach

Our other partners will be introduced in our next My Peace Magazine edition – stay tuned!

Momentum

EUEI

International European University

Outside Media

MusicLab

Musiques De Nuit Diffusion

Le LABA

Okret

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