

Post Implementation Report

Peace Park at the Rotary International Convention

Presented by the Jubitz Family Foundation
in partnership with Rotary Action Group for Peace and
Willets Marketing



Rotary



rotary action
group for peace
peace through service





Peace Park

Objectives

The Rotary Peace Park Exhibit was designed to:

1. Raise the profile of Rotary peacebuilding
2. Inspire Rotary members to engage in peace activities and deepen engagement with Rotary members already involved in peace initiatives.
3. Increase collegiality and a sense of shared community within the organizations, initiatives and action groups of the Rotary Peace ecosystem



rotary **action**
group **for peace**
peace through service



Peace Park Strategy

To provide an immersive experience that invites attendees to embrace RI peacebuilding initiatives through interactive exhibits, engaging presentations and thought-provoking conversations.

Outcome

The Peace Park centered at the heart of the House of Friendship, creating a meeting place for all.

Experts and change-makers from all corners of the world came together to connect, learn and inspire. A positive force for change nurtured through collaboration, dialogue, and action.



Peace Park

Summary

Results

Numbers

31 speakers showcased peace work on stage

650+ attendees contributed messages to Peace Trees

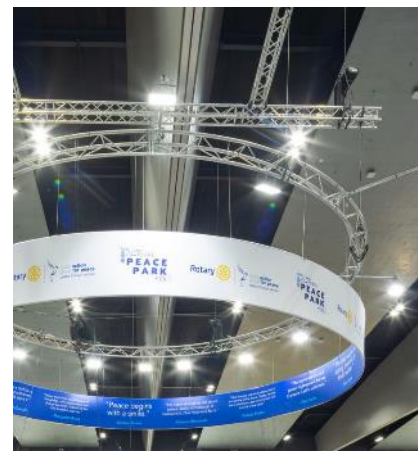
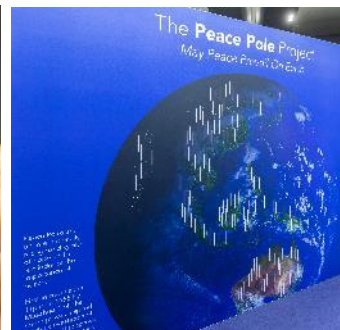
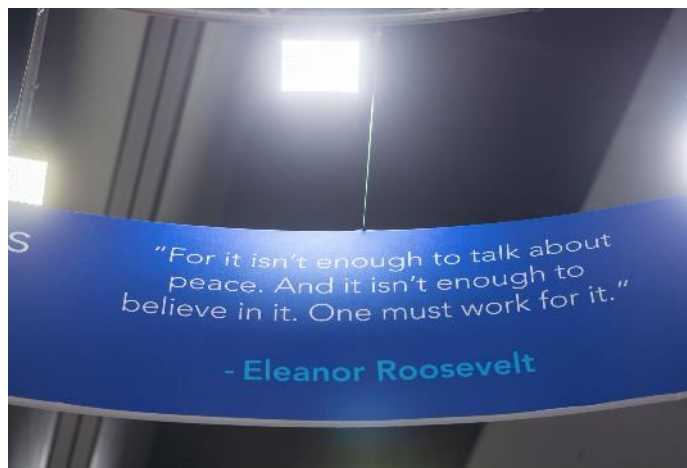
730+ attendees connected to 14 countries via Shared Studios Peace Portal

1,014 peace pop + **400** ice cream scoop giveaways

1,248 shares via the Photo Moment technology

2,000+ views on livestreamed events

108,402 “reached” (viewed content) on social media



Peace Park

Summary

- The Peace Park placed peace and connection at the center of the House of Friendship. It was an **unmissable exhibit**.
- RI convention attendees displayed **high levels of engagement** with all four exhibit elements (stage talks, peace pole photo moment, interactive peace trees, and Shared Studios portal) featured at the Peace Park.
- The Peace Park acted as a **community hub** for new network connections, potential international club projects, and deepening friendships.
- A solid foundation has now been laid to make an even larger impact in **Singapore 2024**.

Peace Park

Execution

Peace Park

Stage & Community

A space for meeting, sharing & connection

Insightful and Inspiring presentations

Opportunities to create new connections for the Rotary peace ecosystem

Peace Pops!

Peace Pole Photo Moment

Sharable Moment

Bringing people together to memorize a shared moment and a commitment to peace

Data collection opportunity for membership engagement

Peace Trees

Interactive & collaborative peace display

Messages of peace written on origami cranes representing the leaves of the Peace Trees

Inspired by the Peace Trees of Hiroshima

Peace Portal

Shared Studios technology

Connecting Rotary members to peacebuilders from around the globe with immersive audio-visual technology.

Peace Park

Stage & Community



Stage & Community

A versatile space for meeting, talks and workshops, with the stage becoming the central focus of the stand.

Successes

- Speaker presentations, workshops and interactive talks were popular, engaging and well attended.
- Space was well utilized as a community/ connection area during times stage was not in use

Learnings

- All talks were well attended, time of day was not a big factor, the only “down” time was at lunch (12pm - 1pm)
- More seating required near the stage area.
- Area near the light was underutilised.
- The location of the laptop controlling the stage screen was not ideal

Recommendations

- Adjust the orientation of the stage to allow for more seating and expand the space in front of the stage.
- Invest in a dedicated technician to manage AV.
- Take advantage of the community aspect of the area around the stage – deliberately construct activities for meetings, networking and new connections
- Seek greater representation from Africa and South America on the stage

Stage Presentations

The Peace park Stage hosted 31 speakers on Rotary relevant peace topics including prominent **RIPN Stephanie Urchick, PP Mark Maloney, Past RI Director Peter Kyle**, and Peace Park founder **Al Jubitz**. Organizations represented were:

- Rotary Action Group for Peace
- Institute of Economics and Peace
- Mediators Beyond Borders
- Rotary Peace Fellows
- Rotary Peace Poles
- Rotary Action Group Against Slavery
- Waterton Glacier International Peace Park
- District 3450 and RAGFP HK & Macao Chapter
- Peace Corps
- Project Rozana
- Indus Peace Park
- Rotary Club of Adelaide and Hand Up Congo
- Peace Centers Committee
- Rotary Action Group for Peace, Nuclear Weapons Education Subcommittee
- Ploughshares Fund
- Trauma Recovery Network Australia
- Rotary Club of Wyndham Harbour, Melbourne, Australia
- THE ONE Humanitarian Award

Complete list of speakers + topic descriptions can be found

[HERE](#)



Peace Pops + Ice Cream

Peace Pop O'clock - a moment to connect, excite and indulge.

Successes

- The Peace Pops attracted attendees and created buzz. Distributed at regular intervals with great fanfare, “Peace Pop O’Clock” became a familiar calling and was eagerly anticipated by all.
- “Peace Pop O’Clock fostered an atmosphere of fun and whimsy at the Peace Park
- The distribution of Ben and Jerry’s ice cream generated large, eye catching crowds during the last two days of the convention.

Learnings

- Peace pops and ice cream generated different types of excitement, one was regular + rhythmic and the other unexpected and delightful.
- We needed a loud audio cue to announce Peace Pop o'clock.
- The Peace Pops original location was isolated and disconnected from the stage area – this was later moved to the stage.

Recommendations

- Keep up enthusiasm for “Peace Pop O’clock” by featuring guest announcers throughout the convention
- Consider increasing the frequency of peace pop distribution
- Use a louder audio cue for Peace Pop O’clock





Peace Park

Photo Moment



Peace Pole Photo Moment

Attendees stood amongst Peace Poles rising from an Australian flora-scape. Attendees submitted email info in exchange for an automated photo. Over 850 attendees took pictures with this exhibit and was widely shared on social media.

Successes

- We created a vibrant, dynamic and memorable moment that attendees were compelled to capture. This exhibit produced the most lines at the Peace Park.
- The Peace Poles were produced by a local Rotarian Group making them an authentic representation. The group is reusing the Poles for future events amplifying the initiative further.

Learnings

- Attendees were happy to submit data as part of the photo mechanic
- Staffing was mandatory at all times as attendees often needed support with the technology.
- We changed the process from iPad input to a QR code to allow people to input data while they queued to speed up the process.

Recommendations

- Take inspiration from the local host country to create a memorable moment that links to the convention location and year. This moment would become synonymous with the Peace Park with attendees seeking it out year on year.
- Consider Stonger Peace Park branding.

Results from Peace Pole Photo Moment

1249

TOTAL SHARES

929

TOTAL SHARE DATA

859

TOTAL SESSIONS

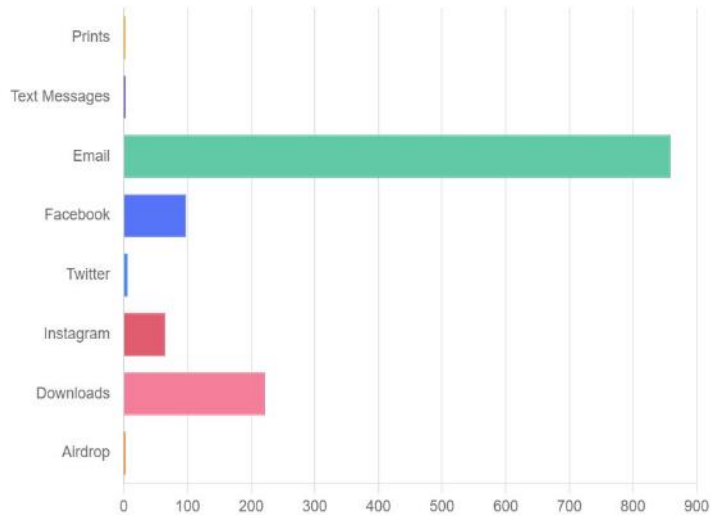
859 PHOTOS - 0 GIFs - 0 VIDEOS

3370

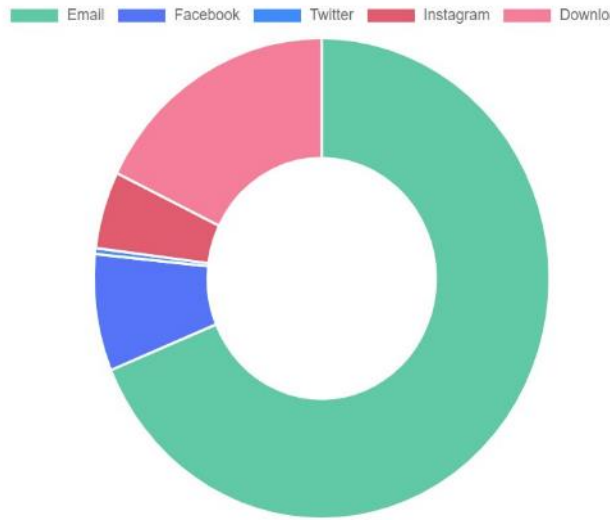
TOTAL VIEWS

3370 Photos - 0 GIFs - 0 Video

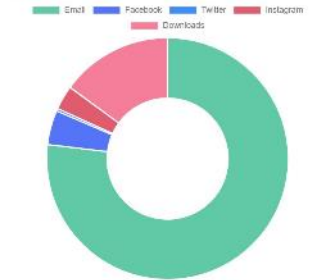
SHARES - 929



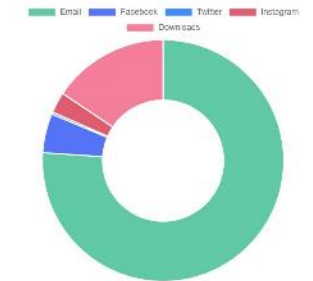
SHARE DISTRIBUTION



REACH



IMPRESSIONS



108402

TOTAL REACH

351247

TOTAL IMPRESSIONS

Data from snappic.com



Peace Park

Shared Studios

Peace Portal



Peace Portal

[Shared Studios](#) connected approximately **730 attendees** to peace organizations from 14 countries around the world with immersive audio-visual technology. Schedule of organizations and topic descriptions can be found [HERE](#)

Successes

- The portal enabled a deeper and more meaningful experience by enabling transformative conversations that highlight peacebuilding practices
- The Portal facilitated numerous connections between portal organizations and Rotary members that may result in future club projects/grants

Learnings

- The orientation of the stand placed the Portal in a low traffic area.
- Traffic dramatically increased during the last three days of the convention after signage installed

Recommendations

- More prominent signage should be applied to the exterior of the Peace Portal showcasing the schedule.
- Schedule specific scheduled activities with specific Rotary groups at the portal
- Screens should be installed outside of portal broadcasting events inside



Peace Park

Interactive Peace Trees



Peace Trees

An interactive Peace moment. The trees blossomed and grew as the event unfolded. Over 650 attendees contributed messages of peace to the trees.

Successes

- Visually the trees were tall, bright and a vibrant symbol of resilience and hope.
- The activity provided a moment of calm and reflection whilst simultaneously promoting connection and conversation.

Learnings

- More attendees were willing to learn the difficult task of folding an origami crane than anticipated.
- The Peace Tree area acted as a vibrant community space for informal connection
- It was beneficial to have the pre-made crane shapes for people to use as an alternative to the origami cranes

Recommendations

- Include larger tables for people to fold their cranes together and chat, promoting connection and conversation.
- Affix the instructions via a decal to the large tables.
- Keep some cranes from 2023 to add to 2024 display
- Consider adding an additional peace tree



Peace Park

Branding & Communication



Peace Park Branding + communication

Leveraging the full potential of the Peace Park.

Successes

- Applying an identity to the Peace Park gave us the opportunity to amplify it as its own platform and promote peacebuilding.
- The grandeur of the overhead banner meant it was prominent and visible from anywhere within the House of Friendship.
- The video montage on the main stage provided effective ambience through imagery and music

Learnings

- Music + inspiring video on the main screen was an important contributor to the positive mood of the Park
- The small screen content was not as cohesive as it could have been with branding on the stand.
- The screen programming featuring the speaker schedule was not effectively utilised to communicate activity on the stand.

Recommendations

- More visible use of RAGFP logo would enable the Peace Park to have a stronger association with Rotary International
- Utilize the RAGFP facebook + twitter accounts more effectively + actively advertise the PP with groups on stage + clustered around PP
- Unlock the full potential of the Peace Park with a strategic communications plan that considers all available channels pre, during and post event.

QR Codes

Encouraging our audience to learn more and stay connected.

Success

- Used in conjunction with QR codes around the marketplace, Linktree was a convenient and simple way for attendees to access relevant information.

Outcomes

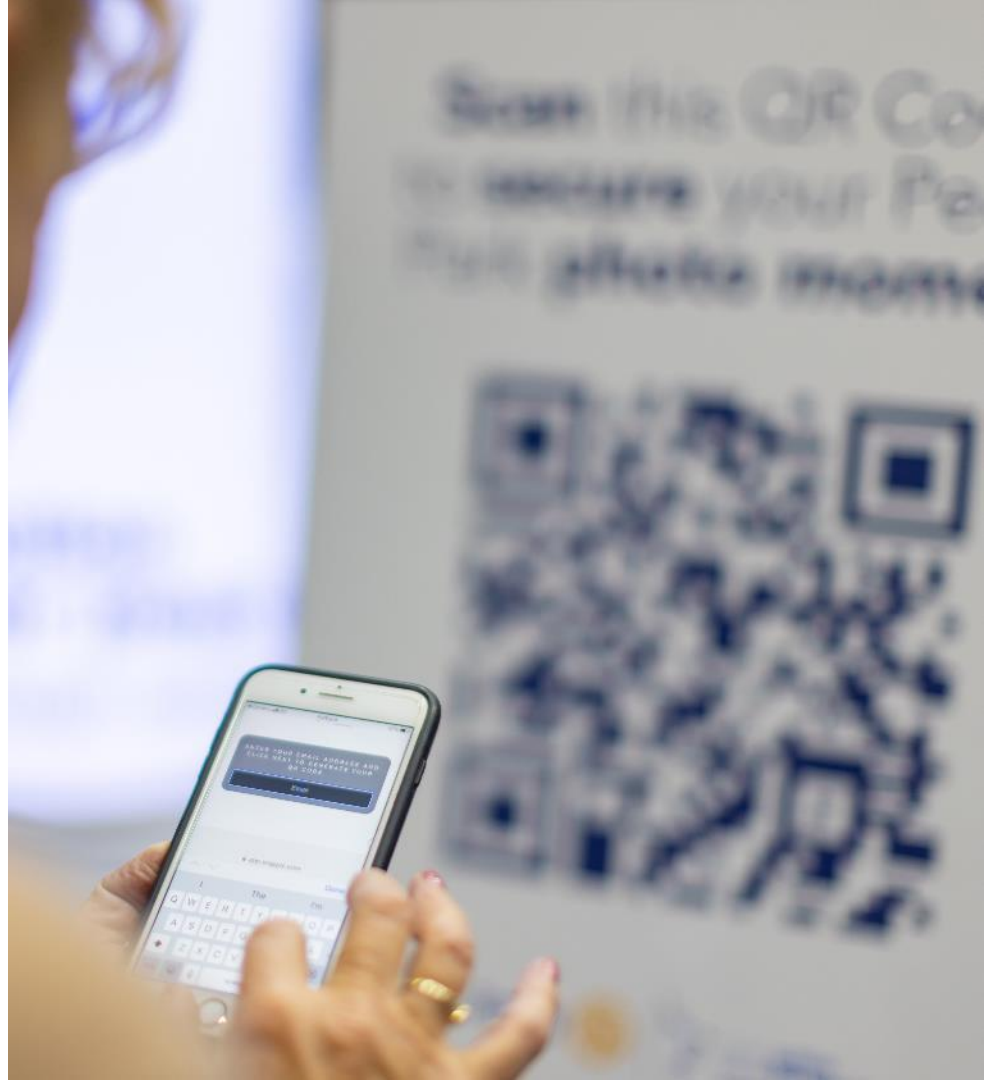
- 47 submissions across 12 countries + 35 Rotary districts.
- RAGFP was the most popular peace partner with 23 click throughs followed by Peace Poles with 11.
- Engagement was highest on day one with 15 submissions.

Learnings

- Without support from volunteers and motivation to scan the QR code engagement was low.
- The demographic may have preferred a physical solution.

Recommendation

- Consider an incentive for attendees to engage with the QR code and provide their data. We could leverage the Peace Pops to entice guests, a lottery giveaway for PP hats, as well as a kiosk that does not rely on personal devices.





Peace Park Staff

Opportunity for genuine and meaningful connection.

Successes

- The Peace Park staff assisted Rotary members to navigate their way around the stand and support activities on offer, particularly the photo moment, Peace Tree's and Peace Pop o'clock.

Learnings

- The photo moment required a dedicated staff member.
- Management of the speaker presentations was more time consuming than anticipated.
- Staff were reluctant to encourage attendees to scan QR codes

Recommendations

- Add an additional staff member to float where necessary, especially during peak times to allow for better service on the stand.
- Provide more training for staff to encourage attendees to scan QR codes
- The staff uniforms were very popular. Consider merchandise giveaways as an incentive for engagement.



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