

## KIT “MANIFESTO 2000”

### Promoting the Manifesto 2000 and collecting signatures

#### *Explanatory note*

This kit contains information, documents and tools that will allow you to contribute - as broadly as possible among your contacts, networks, members, committees, partners, etc. - to the promotion of the Manifesto 2000 and to the collection of signatures to be presented at the United Nations “Millennium Assembly” in September of the year 2000.

#### **TRANSLATING THE MANIFESTO 2000**

- **use the already existing versions**

You will find in the on-line version of this kit translations of the Manifesto 2000 in the six official languages of UNESCO already available (English, French, Spanish, Arabic, Chinese and Russian). For other languages you should browse the Manifesto 2000 Internet Web site:

*<http://www.unesco.org/manifesto2000> (section « other languages »).*

If the version you need is not available, please check also with your IYCP Focal Point to learn if they - or another partner - are already working on it.

- **translate the Manifesto 2000**

If the version you require is not available, you are invited to translate the Manifesto 2000, to validate it with the IYCP National Focal Point concerned and to provide copies on paper and as a computer file (in WORD or PDF format) to the Focal Point and to the IYCP Unit at UNESCO Headquarters (see contact information at the end of this document). In this way, the new version can be made available to others.

#### **REPRODUCING THE MANIFESTO 2000**

- **photo-copy the leaflet**

Choose the version of the leaflets of the Manifesto 2000 that you wish to use, print it in PDF format with your colour or black and white printer, and make photocopies of it;

- **re-print the leaflet**

For your needs in terms of printing, you will find in the on-line version of this kit lay-outs of the leaflet of the Manifesto 2000 in full colour and in the six UNESCO official languages: they are provided in “Quark X-Press” and “PDF” formats, which means that they can be used under both Mac and PC systems.

- **in both cases:**

- we invite you to personalize the leaflet by inserting the logo of your organization in a space where you wish; please do not modify the original IYCP logo;
- the lay-outs of the Manifesto 2000 are provided without address on the reply-coupon so that you can insert your own address: the signatures will thus be returned directly to you in case the signatories do not sign directly on the Manifesto 2000 Web site;
- you are invited to put on the leaflet your “Internet Account Number”. In this way readers of the leaflet who wish to sign the Manifesto 2000 directly on the Manifesto Web site can input this information in the field called “Internet Account Number”: thereby registering the signature as having been obtained by your organization.



## DIFFUSING THE MANIFESTO 2000

- **diffuse the leaflets you have reproduced**

You can include the leaflet in a mailing that is already planned. You can present the Manifesto 2000 to schools, universities, clubs, cultural centres or during events (meetings, exhibitions, artistic performances, etc.). For this, you can set up collection boxes so that people can sign the Manifesto in place.

- **insert the leaflets in publications**

We invite you to insert or print the Manifesto 2000 in (your) magazine(s) or other publications:

- for that you can either use the lay-outs of the Manifesto 2000 as described above;
- or you can use the publicity pages that were specially designed for the advertising of the Manifesto in press materials and which are provided on the on-line version of this kit in EPS format : you will find one short version and one version with the reply-coupon, in Black & White and/or Colour and both in the three available languages (English, French, Spanish).

- **promote the Manifesto 2000 on your Website or by e-mail**

- make a link from your Web site to the home page of the Manifesto 2000 Web site by using the following URL:  
<http://www.unesco.org/manifesto2000/default.asp?part=xxx/xxx/xxx/xxx>  
in which the last part (xxx/xxx/xxx/xxx) is your "Internet account number" which registers the signature as having been obtained by your organization. In order to create this link, you will find an icon of the Manifesto 2000 in the on-line version of this kit.
- send an e-mail to your network of contacts inviting them to sign the Manifesto. Put the following link in your e-mail so that all they need to do is to click and they will arrive directly at the Manifesto Website:  
<http://www.unesco.org/manifesto2000/default.asp?part=xxx/xxx/xxx/xxx>  
note that the last 12 digits of this link must be completed with your Internet Account Number and this will ensure that the signature is entered on your account. Here is a draft e-mail - of course you may change it as you wish:

Dear...,

Our organization, as a **Messenger of the Manifesto 2000**, supports the Global Movement for a Culture of Peace and Non-violence proposed by the United Nations.

We invite you to sign the Manifesto 2000 as well on the following Website:

<http://www.unesco.org/manifesto2000/default.asp?part=xxx/xxx/xxx/xxx>

Your signature, with those of many Nobel Peace Prize winners and heads of state, will be part of the **one hundred million signatures** to be presented to the **United Nations General Assembly** in September 2000

- **use posters and other ideas**

As an organization, you will certainly find original ways to make known the Manifesto 2000, such as printing posters for public places, producing some promotional products, using audio-visual materials, discussing the Manifesto during workshops or conferences, etc. See the provided materials and suggestions:

- the Manifesto 2000 poster: the on-line version of this kit provides lay-outs in EPS and PDF formats in the three available languages (English, French and Spanish). it has been designed with a margin at the bottom so that you can personalize it by inserting your address (and/or other information);
- audio-visual materials: TV and Radio spots on the IYCP/Manifesto 2000 have been produced by the IYCP Unit at UNESCO Headquarters; they are ready for diffusion and can be ordered (see the kit "Promoting the IYCP").
- promotional products: see our suggestions in the kit "Promoting the IYCP".



## COLLECTING THE SIGNATURES

- **from the signatures on the leaflets you have distributed**
  - you can register signature information six at a time on the IYCP Technical Site:  
*<http://www.unesco.org/iycptec>*  
that you can enter by using your Internet Account Number. Go to the section "Add signatures on the Manifesto 2000".
  - if you have gathered a large number of signatures, you may enter the information on a simple Excel table that is available in the on-line version of this kit. This gives the advantage that you do not need to remain for a long time on the Internet. Once you have registered the information from at least 100 signatures on the table you can send it to the IYCP Unit at UNESCO either by diskette or by e-mail and we will transfer it directly to the database of signatures.
  - If you do not have detailed information or you do not have the possibility to enter it here, you can nonetheless register the signatures in the "global number of signatures" section of the Technical Site mentioned above. You are expected to indicate the context in which they were collected: event, organization, geographic region, etc. Please note that in this case, the names of those who signed the Manifesto 2000 will not be included in the database.
- **from your Internet Website**
  - you may prepare a page on your own Internet Website (for example in your own national language) and make a link that goes only to the signature page of the Manifesto Website so that the signatures arrive directly into the central database of signatures. In this case, please use a different URL depending on the language concerned. The last part of each URL should be completed with your Internet Account Number:
    - If the link is in French, use:  
*[http://www.unescol.org/manifesto2000/fr/fr\\_f\\_mesign.asp?par=xxx/xxx/xxx/xxx](http://www.unescol.org/manifesto2000/fr/fr_f_mesign.asp?par=xxx/xxx/xxx/xxx)*
    - If the link is in English use:  
*[http://www.unescol.org/manifesto2000/uk/uk\\_f\\_mesign.asp?part=xxx/xxx/xxx/xxx](http://www.unescol.org/manifesto2000/uk/uk_f_mesign.asp?part=xxx/xxx/xxx/xxx)*
    - If the link is in Spanish, use:  
*[http://www.unescol.org/manifesto2000/sp/sp\\_f\\_mesign.asp?part=xxx/xxx/xxx/xxx](http://www.unescol.org/manifesto2000/sp/sp_f_mesign.asp?part=xxx/xxx/xxx/xxx)*
  - alternatively, you may create your own signature page on your Website (for example, in case you do not use Latin script). In this case, please contact the IYCP Unit at UNESCO Headquarters as indicated below in order to obtain the necessary technical information so that the signature information can be directly registered and counted in the Manifesto 2000 database.

**For further information on all technical aspects related to  
the promotion of the Manifesto 2000 and the collection of signatures,  
please contact your IYCP National Focal Point  
or  
the IYCP Unit at UNESCO Headquarters :  
E-mail : [iycp@unesco.org](mailto:iycp@unesco.org) / Fax 33(0)1 45 68 56 38 or 55 57**