



Project Proposal Summary

Rotarian Peace Projects Incubator's Thematic Area	Cultural Resources for Peace
Rotary Focus Area	Peace and Conflict Prevention
Contact: Contact person within your group (Name and email)	Dr Rafal Pankowski, rafal@neveragainassociation.org Natalia Sineaeva, nsineaeva@gmail.com (for RPPI group coordination)
Project Title: Provide a full title (and acronym if any)	<i>Rock for Peace: human rights education through arts and sports at Polish Woodstock Festival (Poland)</i>
Project Partners and Participating Organisations: List all your project partner organisations, including participating Rotary clubs and districts if any	'NEVER AGAIN' Association in cooperation with Rotary Peace Fellows, Rotaractors, Polish-German Rotary Club named after J.W.Goethe, and potentially with Rotary Action Group for Peace Team members: Dr Rafal Pankowski, 'NEVER AGAIN' Association Dr Dean Ravizza, Rotary Peace Fellow (USA) Natalia Sineaeva, Rotary Peace Fellow (Poland)
Geographical Scope	Kostrzyn nad Odra (Polish-German border) plus online activity
Summary: Please provide a concise summary with a maximum of 500 words outlining the project and explaining the community needs your project will address and how these needs were identified. Ensure that you include what your project aims to achieve (objective) and how (method/procedure). What will be the main outcomes? Explain in a few sentences how you will incorporate the objective of sustainability into your project.	<i>The problem:</i> Poland (and other European countries) faces a rise of intolerance and xenophobia. Alarmingly, in the case of Poland it can be particularly observed among the younger generation. Intolerant attitudes among the young have grown in the last years on issues such as acceptance of migrants and refugees, and generally speaking there is a lack of acceptance of social diversity. The challenge requires educational remedies, including in the field of informal education through popular culture: it is a field where social values and identities are shaped. <i>What we want to do:</i> The Polish Woodstock Festival, also known as Pol'and'Rock Festival is a unique opportunity to promote a positive message of peace and respect for diversity. It is an annual open-air music festival and takes place every summer near the Polish-German border. It is the biggest such festival in Europe, with around 500,000 participants every year. The event is inspired by the legendary

	<p>Woodstock Festival of 1969, which positioned the peace movement in cultural history. The Polish Woodstock participants come from Poland, Germany and many other countries.</p> <p>The ‘NEVER AGAIN’ Association and its partners intend to provide special trainings in the field of peace education for festival participants, using an innovative approach based on the methodology of interactive informal education, using quizzes, visual arts and musical activities. The project aims to develop workshops specifically focusing on peace education to be conducted during all three festival days. It is also an opportunity for the Rotary movement to reach a wide audience where it is seldom present.</p> <p>The workshops will involve well-known musicians as peace ambassadors. An amateur soccer tournament will be organized at the festival site, too, providing a friendly environment where diversity can be experienced and cherished.</p> <p>The context of the Polish-German border provides an opportunity to engage with the issue of reconciliation and commemoration of past conflicts and genocide in the framework of positive peace. The workshops will be designed before the festival under the guidance of Dr Rafal Pankowski. Some workshops will also be held online enabling the participation of those may not be able to attend the festival personally.</p> <p><i>Long-term impact and sustainability:</i></p> <p>The participants will be trained and empowered to deal with conflict and hate speech as local peace ambassadors and the skills gained will benefit their communities after the festival.</p> <p>It is expected many of the participants will be inspired to become peace and diversity activists and they will also become volunteers and team members at the festival in the next years.</p> <p><i>Evaluation:</i></p> <p>All stages of the project will be monitored and evaluated continuously by the implementation team. Moreover, a comprehensive evaluation report will be prepared at the end of the project by a qualified social scientist, based on participant-observation.</p>
<p>Beneficiaries: Who are the beneficiaries? Please include the estimated number of direct beneficiaries</p>	<p>It is expected around 150 young people of diverse backgrounds will participate directly in the peace and diversity workshops. Around 10-20,000 festival participants will interact with the info-stand and receive info-materials. Around 100 participants will participate in the soccer tournament as players and around 5-10,000 will participate as supporters.</p> <p>More beneficiaries will benefit from online activities and from follow-up activities conducted by the young peace ambassadors after the festival.</p>