



Mãos provocam guerras. Mãos promovem a Paz | Pelo fim da violência contra as mulheres  
 Igarassu: 326ª Cidade Internacional da Paz da ICP - International Cities of Peace



## Festival of Hearts and Smiles for Peace and the Planet

### Presentation:

The **Festival of Hearts and Smiles for Peace and the Planet** is an evolution within the activities of the **Campaign: One Million Origami Hearts and Smiles for Peace** (an alliance of the project Hands Promoting Peace with Risobank, of the Ambassador of the Laughter and Peace, Paulo Barddal, from Curitiba, Paraná), with the aim of expanding the exchange of hearts and smiles throughout the planet and strengthening the International Day of Peace, which is celebrated annually on September 21.

### Campaign: One Million Origami Hearts and Smiles for Peace:

Slogan: For each Heart a Smile. For each Smile, a Heart.

It was born on 05/21/2018 as a local distribution action of 350 origami hearts aiming to sensitize local society about the importance of the Municipal Peace Day of Igarassu: 05/21. In December 2018, the action passed to be worked daily and everywhere; giving hearts to people and invite them to make them. The goal is to produce and distribute a thousand units by 09/21/2035 - International Day of Peace and the year in which Igarassu will complete 500 years of foundation. On 11/19/2021, our alliance with another civil project of Curitiba, Paraná: o Risobank, a campanha happened to be shared and renewed as:

**Campaign: One Million Origami Hearts and Smiles for Peace**, with the slogan: **For each Heart, a Smile. For each Smile, a Heart.**

### UCS - Units of Hearts and Smiles

The UCS are units of the campaign and are created voluntarily by individuals, who are committed to expanding these experiences. There are currently nine: Dona Detinha, Igarassu; Beluka, Jaboaão dos Guararapes, Luluzinha, Paulista and Dudu and Lya, Olinda; PE; Amélias, Curitiba, PR; Belzinha, Arujá, SP; Grandma Lolita; Guerrero, Mexico; Markian Marchant, Lima, Peru; and Hearts from Hand to Hand, Lisbon, Portugal. The term Unity of Hearts and Smiles has the meaning of producing unity and unity of people for a common good with a focus on the heart and the smile. With the arrival of the UCS, it went from 6,765 units produced to 14,704 (1.47%) of the goal, until 08/17/2022. And people from 84 countries received hearts from the campaign.

### Festival Objectives:

#### General:

- Contribute to the construction and strengthening of the Culture of Peace by producing and sharing origamis of hearts and smiles for Peace.

#### Specific details:

- Contribute to the strengthening of the International Day of Peace;
- Expand the exchange of origami hearts and smiles for Peace; and
- Promote synergies with other projects that work in Culture of Peace.

### Date and place of the event:

The festival that begins in 2022 will be annual, it will be held virtually through Instagram and physically in any physical place on the planet: homes, schools, groups, squares, parks, etc.

The main date is 09/21, however, to expand and facilitate participation, participants can promote the



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activity and post photos sharing hearts and smiles, from 09/17 to 09/21.

### **How to participate and how to register participation:**

Everyone can participate in the festival:

- Heads of the UCS - Hearts and Smiles Units in Brazil, Peru, Mexico and Portugal;
- Origami hobbyists/clubs;
- Invited projects/institutions/schools; and
- People from anywhere on the planet.

Posts on Instagram must be exclusively on **FEED**, reporting: number of origami hearts produced, city, state/province, country; follow/tag: **@mppazbrazil** **@risobankbarddal** and insert the **#festivalcoracoesesorrisos2022**.

In the case of projects/institutions/schools that participate in the event, their brands will be published in the communication/dissemination of the event.

### **Suggestions for organizing activities:**

Individuals and UCS can host gatherings at home to make hearts and hand them out; projects/institutions/schools can dialogue and define a group or a classroom or a school with which to work. It can be combined with a food and clothing fundraising campaign and the distribution of hearts to donors, for example.

With a focus on sustainability, you can use various new, used, or recycled papers to make the hearts.

The published photos or videos must be with people smiling and in the case of videos, laughing. See previous campaign posts: **@mppazbrazil** **#corepaz** **#sorrisospelapaz** (do not use these hashtags for the festival).

### **Participation certificates:**

The UCS and the associated projects/institutions/schools will receive a certificate of participation after officially reporting the quantities produced from origami hearts.

### **Symbology of the art of the festival:**

The art created for the festival is a stylized hot air balloon\* that conveys the idea of fluidity and freedom, harmony and peace. It is also similar to a light bulb, perhaps a signal, a conscious alert that it is time to dialogue and respect. \*(The envelope and the basket are parts of a hot air balloon):

Envelope: larger circle with 24 interlocking converging smiley faces (eyes and mouths) and smaller circle with 24 interlocking converging hearts. Both in green-yellow color represent Sustainability, forests, ecosystems and the 24 time zones of the Earth. The circle of smiles corresponds to the macro-environment (collective) and the circle of hearts, to the micro-environment (personal). The mouths of the smiles also resemble the arms that help each other regarding human diversity.

Of the 24 hearts, 12 are the original color and 12 are overlaid in a gradient to give the idea of momentum, of green flames for reforestation and global warming. In the center, a sky blue sphere represents the Earth, the water, the oceans, our "Common Home" that needs to be taken care of and deserves all our personal and collective attention.

Basket: consists of a series of words: FESTIVAL, multicolored and containing the five colors of the Olympic rings, representing the five continents and the various cultures. DOS CORAÇÕES E SORRISOS PELA PAZ E PELO PLANETA, in magenta, alludes to the awareness of the defense and protection of women (girls, young people, adults and older adults) against the violence they suffer daily in various territories of the planet.

### **Organization Contacts: (Portuguese/Español)**

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