

Global Challenges Song World Cup (draft as of November 30 2008)

To the musicians of the world!

Open your eyes to the **global challenges** wo&menkind is facing today.

Listen to the earth, breathe the spirit of time, spread out your arms to your fellow global citizens and

Transform all this with the help of your **artistic power** into an Award winning **Global Challenges Song World Cup song!**



GLOBAL
CHALLENGES
WORLD CUP

RATIONALE:

International Association for the Advancement of Innovative Approaches to Global Challenges IAAI, an private not-for-profit international association with headquarter in Vienna/Austria has developed the concept for a „**Global Challenges World Cup – Climate Protection World Cup**“, an innovative system of global civil society cooperation aiming at **mobilizing in an unprecedented dimension resources** (both **intellectual** as well as **financial**) **in support of the work and goals of United Nations** focusing on innovative **knowledge management of global civil society** (especially also scientists), innovative philanthropic engagement in light of the giant global challenges (especially climate change) the world is facing today.

As one of the sources for funding „**Global Challenges World Cup – Climate Protection World Cup**“ and as an instrument for raising awareness of the need for global engagement of civil society in these issues that will transcend intercultural boundaries we intend to organize a “**Global Challenges Song World Cup**”.

Partner for implementation of the initiative is “Global Music Project” <http://globalmusicproject.org/> from Seattle. **Global Music Project** is 501(c)(3) organization, represents a collaborative international network of music fans, artists, progressive businesses, social activists, event promoters, and others who believe in the power of music to attract, educate, and inspire humanity to participate in making a better world.

Global Challenges Song World Cup shall explore new ways of **how intercultural dialogue or dialogue among civilizations** respectively can be **used to support work of UN system** by developing – based on a dialogue among civilizations on global challenges – a **global identity/a global community** in which joint efforts towards global challenges and joint commitment towards global climate change action are emphasized stronger than religious/linguistic/national/ethnic cleavages.

The emotional “poles” between which the songs are supposed to build a global community are “fear” (uncertainty of the future, suffering, conflict, despair, loneliness,) and “love” (solidarity, community, love, passion, peace, togetherness, strength through mobilizing joint efforts...)

THEMATIC FOCUS OF THE „GLOBAL CHALLENGES SONG WORLD CUP“:

Global Challenges Song World Cup should be an important instrument for

- **developing a global community around global challenges** (like e.g. climate change) humanity (Wo&Menkind) is facing today
- **supporting the work and the goals of United Nations**
- **supporting intercultural dialogue on a global level and enhancing diversity and global exchange of cultural expressions**

From the rationale explained above it is clear that it is very important that Global Challenges Song World Cup initiative will have a **strong thematic orientation** and as far as possible focus on „global challenges“ and on issues of **global solidarity** etc.

WHY NOW?

We are convinced that in light of the „**Yes we can**“ and „**Change**“ momentum generated through the recent US presidential elections time is ripe for gearing up on implementation of this initiative. As US is leading in global entertainment industry we think that our work will help to **build a bridge between the people of United States and the rest of the world** (and the UN system) thus creating a **favorable environment for the new US administration to play an active role in forthcoming Copenhagen UNFCCC negotiations**. And this will help Wo&Menkind as a global community to address more effectively the challenges of our time. So we are convinced that **our work is not only very important but even indispensable for progress of mankind!**

IMPLEMENTATION DETAILS

Global Music Project GMP is an online social networking site which promotes the discovery of music and cultures around the world and will soon allow for the direct exchange of ideas and information between the artists who contribute and/or collaborate. Further cultural awareness will be created between the fans who listen to music, generating a sense of togetherness that only music and a greater understanding of others can provide. With songs from over 35 countries and counting, Global Music Project is exploring new (technological) ways of global cooperation in the field of music.

How Global Music Project works

To create genuine communication and relationships between individuals worldwide, we Global Music Project has been designed around the following three principles:

Building bridges: GMP intends to actively build bridges between users through social networking features similar to Facebook, with the addition of active social matching, collectively designed to bring together individuals of divergent cultures based on their similarities in musical taste, hobbies, social concerns, literature, and much more.

Education and understanding: Within the website, learning will be a dynamic experience involving contextually relevant opportunities to learn fascinating facts about different cultures, musical styles, ethnomusicology, arts, history and social norms.

Sharing and collaboration: To take this global personal communication to the next level, GMP will make it possible for musicians to collaborate to create new creative works that actually merge the talents and cultures of diverse peoples. GMP will allow musicians to play together live online and to capture and share their performances with music lovers around the world. In addition, artists will be able to create music similar to a global recording studio where musicians contribute tracks to form new musical works.

With this simple infrastructure in place, the possibilities for building meaningful cross-cultural relationships are staggering.

Our first initiative will focus on building strong bridges between Muslim and Western civilizations. The driving force of Global Challenges Song World Cup is the concept of "**cooperation based on competition**": it is a **contest** in which artists – young and old, traditional and modern – come together to create **collaborative** pieces. From these works, listeners across the globe will then select the best of the best and the winner will receive the grand prize [prize to be determined].

The net effect will be to open channels of communication between individuals beginning with discussions of music and ideally, broadening into enduring friendships.

What we need:

To make this a reality, we need to do little more than **aggregate and package existing technologies**. But for it to reach its full world-changing potential, a project of this magnitude requires a truly global coalition involving the United Nations, world leaders, NGOs, governments, Universities, luminaries of the music and arts communities, along with artists and music fans around the world.

With music as the starting point and Global Music Project as the catalyst, **we can create lines of personal global communication and understanding never possible before in the history of humankind!**



from left: **Peter Fosso, Dominic Canterbury and Miroslav Polzer** (photo: **Kudzi Mudimo**) at a project and cooperation development meeting in Seattle, December 8th 2008

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Global Music Project - "Bettering The World Through Music"



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• 501(c)(3) global non-profit organization