

سلام
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peace

THE RIBBON / DAS BAND

A worldwide offensive for peace

Exposé

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Excerpt

INTRODUCTION

An unjust world order, terrible wars and the ruthless and self-centered consumption of resources by industrialized nations harm children first and foremost. But what all children, what all people in the world need for their development and a happy life is peace. Not the absence of war, disasters and violence, but peace in a comprehensive and just understanding.

In the “Global Village”, the conditions are gradually revealing themselves. With the coronavirus pandemic at the latest, people are realizing their dependence on people in other countries and cultures. We have to do with each other. Not just through “supply chains”. Worldwide. The recent wars, refugee movements and climate crisis are further examples of the fact that consequences cannot be viewed in isolation from their causes. This realization and a corresponding new way of acting will be decisive for the future viability of humanity.

THE IDEA

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Die Idee



42.000.000 m

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An aid organisation will start a worldwide campaign: THE RIBBON (DAS BAND). The organisation arranges for a woven ribbon that could be wrapped around the earth with a length of a total of 42,000 kilometer. On this ribbon the word PEACE is repeated in hundred languages. A strong symbol showing that all children of this world want to live in peace and justice - and that we are all depending on each other.

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People can acquire in sequences of half a meter a part of this world wide ribbon.
Doing so, the buyer becomes a part of this huge movement.

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THE RIBBON will be presented and offered through a specific campaign e.g. by networks (viral) and with ambassadors as well as influencers. The first priority is not an appeal for funds that calls for helpfulness. The first priority bases on the identification with the idea of the project. Wearing a RIBBON is a trans political and trans cultural statement and will develop to become a cult. By acquiring a RIBBON, the buyer will become at the same time a supporter of the sensible work by the aid organisation.

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DESIGN

Length of the ribbon: 50 cm plus lock

Width of the ribbon: 12 mm

The ribbon will be woven in a premium quality and will therefore offer a high next-to-skin comfort and reliability during taking a shower and constant wearing.

The language wise individual word for „PEACE“ will be woven. After several meters, the word will be repeated. The cut (after 50 cm) is not dependent. So everyone wearing the RIBBON will carry a different and individual design.

It goes without saying that the production matches with the idea - concerning optimal/fair working conditions, human rights and protection of the environment.

The integration of a QR code not only offers the explanation of the idea as well as the connection to the UNICEF website but also contains a game concerning the project, installed interactively and worldwide.

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ECONOMICAL ASPECTS

The production cost of the ribbon depend mainly on the quality of the yarn, on the kind of lock and of the packing. The ribbon should be woven and not be printed (high-quality). Design, kind of production, storage, means of packing, lock etc. we have calculated. The estimated production cost for the ribbon on the basis of a weaving mill in Poland are about max. EURO 0.50 per running meter plus estimated cost for packing, lock etc. of about EURO 0.50 per part. The packaging should also be of high quality.

Further cost arise by marketing and sales potential.

In case that a “viral marketing” is successful and buying a ribbon becomes a cult, the aid organisation should be able to achieve at least between 60 to 120 million Dollar for their most important tasks, depending on the number of sold ribbons - whereas the total of 42,000 kilometer ribbon do not really have to be sold. Not to forget the additional image profit for the work of the organisation which could be enormous.

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