

Establishment of the Mayors for Peace Supporter System

1 Concept

As we, Mayors for Peace, commemorate our 40th anniversary this year, our steadily expanding global network has now grown to 8,213 member cities in 166 countries and regions around the world. Our forthcoming challenge under the *Vision for Peaceful Transformation to a Sustainable World (PX Vision for short)* is to create an environment that stimulates policymakers to effect policy changes for the abolition of nuclear weapons. As it is crucial that we cultivate peace consciousness that causes a culture of peace to take root in civil society to accomplish the aforementioned goal, it is more necessary than ever that we undertake efforts to further *Practice public relations aimed at gaining a greater number of supporters* — one of the initiatives set forth in the *Mayors for Peace Action Plan (2021-2025)*.

Recognizing this, Mayors for Peace will implement the following measures to gain a greater number of supporters and increase the visibility of our activities:

2 Establishing the Mayors for Peace Supporter System

1) Outline of the system

We seek to build a consensus in civil society in favor of the realization of a peaceful, nuclear-weapon-free world, which will establish a concrete base that urges policymakers to effect policy change. To that end, we will establish the Mayors for Peace Supporter System aimed at gaining a greater number of supporters for Mayors for Peace: individuals and groups who share in its principle and initiatives.

In carrying out the Supporter System, we aim to foster youth leadership for future peace activities as outlined in the *Action Plan*. In our intensive efforts to attract and engage the younger generation, we will share information on activities that promote a culture of peace, including our own, as well as those practiced by citizens who show their support for peace in their daily lives through art and sporting events, among others, in an accessible and approachable manner via social media (especially on Instagram, as it is notably popular among younger users). Our goal is to acquire supporters, involve them in sharing and spreading information, and create a virtuous circle of promotion for a culture of peace.

The Secretariat will manage the above-proposed Supporter System with support from our member cities.

2) Launch FY 2023