PATHWAYS TO PEACE

IDP 2025 Impact Report

Act Now for a Peaceful World

PEAC INSTITUTE PAUSE FOR PEACE

HUBCAST INTERNATIONAL

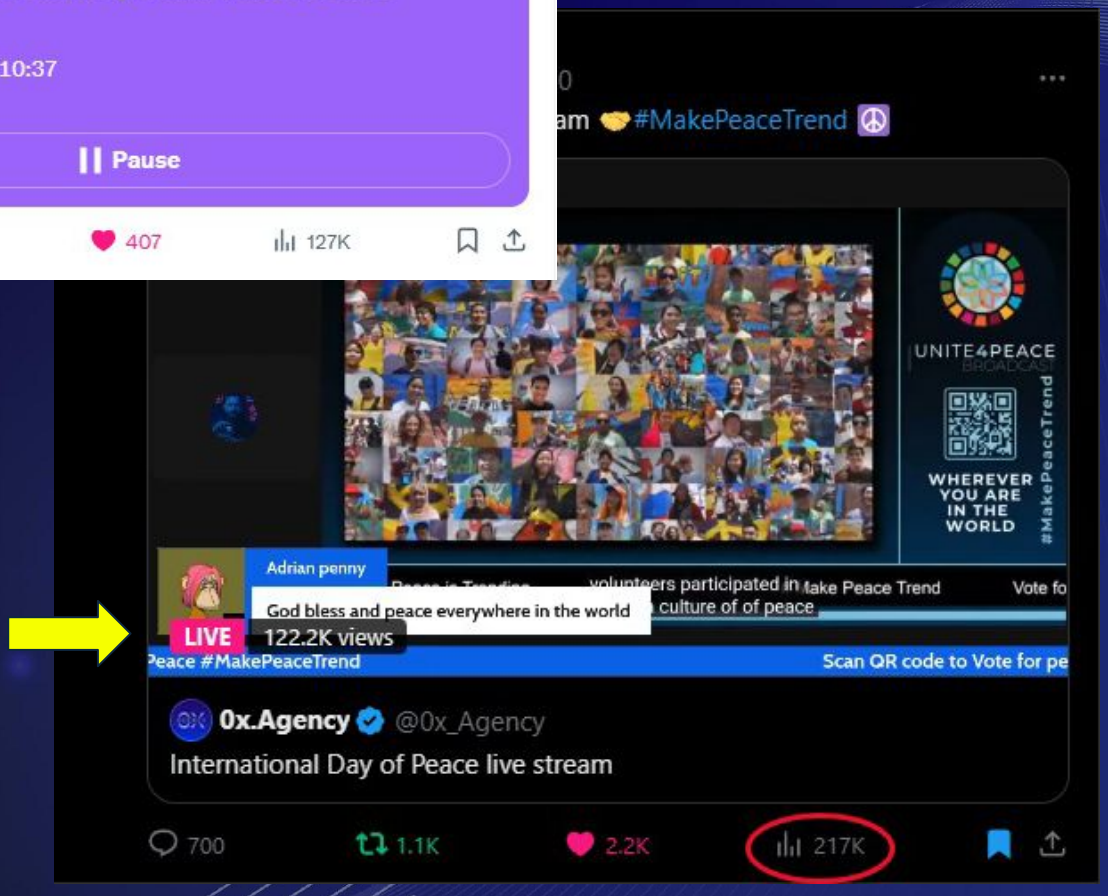
CONNECT FOR PEACE

From September 19–21, Pathways To Peace and the Connect for Peace initiative, in partnership with Hubcast Media International, produced a 48-hour global broadcast to support the United Nations International Day of Peace and its 2025 theme, *Act Now for a Peaceful World*.

The broadcast centered on action, not just awareness. Millions were invited to take concrete steps:

- Global dialogue: More than 3 million people joined a live audio space to share what peace meant to them.
- Shared rituals: Audiences observed the minute of silence at noon in every time zone.
- Direct participation: Viewers “voted for peace” via QR code and added their names and activities to a Global Peace Map, with response so overwhelming that the systems temporarily overloaded.
- Local engagement: Broadcasters urged simple, tangible acts—volunteering at food banks, planting trees, or educating others on the Sustainable Development Goals (SDGs).





On September 21, the campaign culminated in a synchronized 24-hour live broadcast across 22 world regions. Content featured youth hosts, intergenerational dialogue, “Pause for Peace” moments, and spotlights on grassroots NGOs alongside U.N. agencies including UNFPA, UN Women, UNDP, and UN Youth.

Reach and amplification

- Coordinated multi-platform promotion across X, LinkedIn, Facebook, YouTube, Instagram, Twitch, and others.
- Global influencers, NGOs, and volunteers carried the stream into their networks, making full analytics impossible to centralize.
- A single partner, 0X.Agency, reported over 4 million reach, with 6,600+ retweets and shares cascading into countless additional audiences.
- Additional partners such as Heartfulness (with 100M+ network) and The Peace Channel are still compiling data, but early reports confirm massive secondary circulation.

Key takeaway: Even with partial data, the broadcast demonstrably transformed awareness into action. Millions didn’t just watch- they paused, voted, posted, discussed, and organized. For the first time, “Peace” trended globally across platforms, proving that coordinated digital engagement can mobilize mass participation for peacebuilding.

Continuing the Reach

Building on the momentum of Peace Day 2025, an agreement has been secured with ROKU’s Non-Profit TV, iVod TV, Whale TV, and other global Content Distribution Networks (CDNs) to replay shortened versions of each broadcast hour on a monthly basis. This syndication will extend the reach to an estimated 400 million households worldwide.

Any new programming we produce, including content focused on peace initiatives, the 17 Sustainable Development Goals (SDGs), or special events, will be distributed through these television networks to ensure long-term visibility and engagement.

The individual edited hours of UNITE 4 PEACE will be available on demand, twenty-four hours a day at www.connectforpeace.com, as well as through YouTube and related social media channels.

Key Performance Indicators – International Day of Peace 2025

- **Verified Engagement (First-Tier Data)**
  - Within a **six-hour period**, over **3 million people** tuned in to the live X (Twitter) audio stream, actively engaging in dialogue with hosts and one another.
  - Posts and streams from our primary sponsor 0x.Agency reached **4+ million confirmed viewers**, with more than **6,600 verified shares/retweets**, amplifying far beyond the original channel.
- **Hashtag Campaigns**
  - **#MakePeace** and **#Vote4Peace** both trended **#1 globally** during Peace Day 2025.
  - These tags were carried by influencers, NGOs, politicians, and grassroots participants across multiple regions, demonstrating broad and diverse adoption.
- **Content Impact**
  - Global participation in rituals such as the **Minute of Silence in every time zone** and the **Vote for Peace QR campaign**.
  - Youth-led hosting, intergenerational dialogue, SDG education, and NGO spotlights ensured representation across ages and sectors.
- **Decentralized Reach**
  - Dozens of partner organizations- including **Heartfulness (100M+ network)**, The Peace Channel, Humanity's Team, UNIFY, and many other- streamed or shared content. Their analytics are still pending, but their scale indicates the broadcast reached millions more.
  - The cascading effect of retweets, reposts, and live rebroadcasts made the campaign too decentralized to fully quantify, a sign of **organic viral traction**.





Overview of the Trending Hashtags

The most powerful campaign was #MakePeaceTrend. Millions of posts using #MakePeace and #Vote4Peace drove “Peace” to the top of global trends on X for more than 48 hours—an unprecedented milestone for Peace Day.

The hashtags **#MakePeace** and **#Vote4Peace** trended prominently on X (formerly Twitter) around September 21, 2025, coinciding with the United Nations' International Day of Peace. This global observance, themed "Act Now for a Peaceful World," emphasizes unity, non-violence, and collective action against conflicts. The trends blended general peace advocacy with special concerts, festivals, and celebrations for Peace Day. Posts surged on September 21–22, with #Vote4Peace often tied to calls for voting to prevent civil unrest, while #MakePeace highlighted broader humanitarian, sustainability, and anti-war sentiments.

The trends were driven by a mix of influencers, activists, politicians, and everyday users. Engagement was high, with top posts garnering thousands of likes and views, amplified by quote-reposts and media (videos, images). No single organization orchestrated the trends, but they gained momentum through grassroots sharing, political partisanship, and references to current global events.



Context & Impact

Posts from September 21 peaked in the U.S., UK, Brazil, Germany, and Turkey, per trend trackers.

Engagement grew from September 19th through the 21st. The broadcast screenshot taken on September 20th shown at the bottom of this page with the late Melvin Weiner (an original IDP Representative), shows about 95,000 viewers, up from 75,000 the previous day. Growth of engagement to the 21st was more than doubled with an average of 150,000 viewers at any given time, on a single distribution channel.

Note that these numbers do not include analytics still being gathered from over 100 additional social media streaming organizations, many mentioned in our Affiliate Networks on the next page.

Involvement of @0x_Agency and @Xtrends_Ai in #MakePeace and #Vote4Peace Trends

@0x_Agency and @Xtrends_Ai played a central role in orchestrating and amplifying the #MakePeace and #Vote4Peace trends on X during the UN International Day of Peace (September 21, 2025). As digital marketing and growth-hacking entities focused on AI-driven automation and X engagement, they collaborated to turn a global peace initiative into a viral, multi-platform campaign. Their efforts centered on live broadcasts, coordinated posting, and automated amplification, driving the hashtags to trend in countries like the US, UK, Brazil, Germany, and Turkey.



Joint Efforts and Overall Strategy

- **Synergy:** The collaboration of multiple peace-building partners was evident in mutual shoutouts and shared media (e.g., photos of global peace symbols, event graphics). Pathways To Peace special project, CONNECT 4 PEACE, handled content creation and sponsorship, with 0X focused on algorithmic boosting -resulting in trends peaking on September 21 with hundreds of thousands of impressions.

- **Affiliate Network:** Various peace-building partners associated with Pathways To Peace, PEAC Institute, and Hubcast Media mobilized social media influencer circles to (e.g., Masterpeace, Heartfulness, Spirit of The Game, UNIFY, Goi Peace Foundation, Relief Alliance, UNITY EARTH, etc..) for repetitive, image-heavy posts promoting the Act Now for a Peaceful World theme, blending humanitarian messaging with compelling storytelling and tech-driven virality.

- **Context in Trends:** This tech-orchestrated push complemented organic humanitarian posts (e.g., Gaza/Ukraine references), but stood out for its structured, global coordination. No evidence of paid ads, but automation suggests proprietary tools for organic-like growth thanks to our promotional partnerships.













PATHWAYS TO PEACE

KPI REPORT

PREPARED BY

0X AGENCY

Audio Spaces

Ox.Agency Host Recorded

PEACE DAY Live Event. Special Guest Billie Mitche...

September 21, 2025 at 10:02 AM

7:10:37

Space Stats	3.2M
Total Participants	3.2M
Peak Concurrent Listeners	18K
Total Replay Watched	177K

Concurrent Listeners



Age

13-17	1.5%
18-24	24.8%
25-34	47.2%
35-44	17.4%
45-54	5.8%
55-64	1.9%
65+	1.4%

Gender

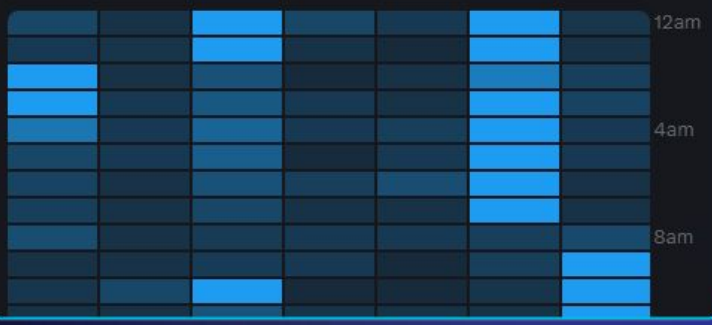
Gender data may be inferred

Male	62.9%
Female	35.6%
Not specified	1.5%



Active times

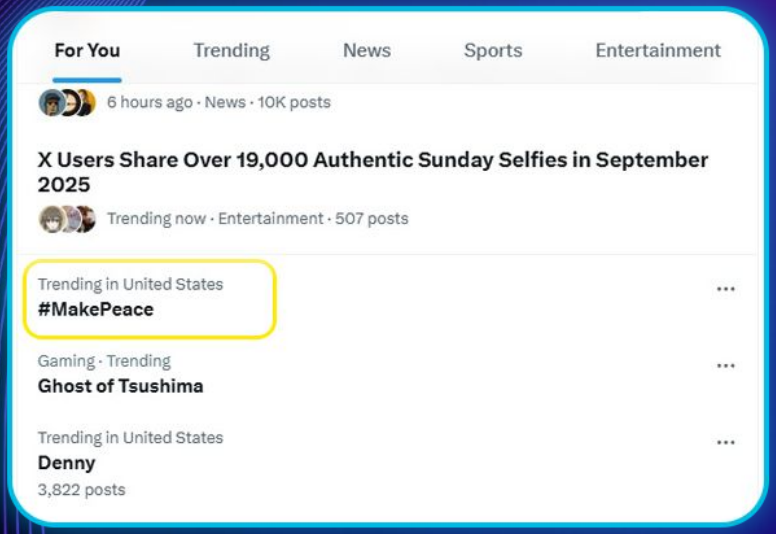
Last 28 days

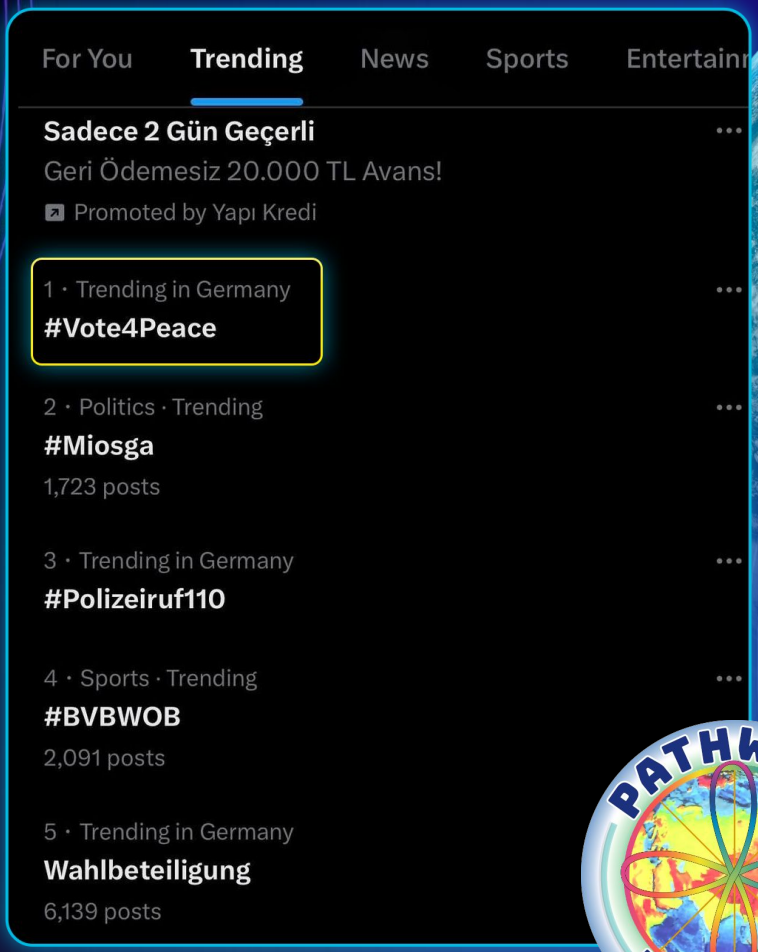


Country

United States	92.8%
South Korea	2.6%
India	1.5%
Nigeria	0.7%
Netherlands	0.4%
Other →	2.0%

HASHTAGS TRENDING ACHIEVEMENTS: #1 GLOBALLY









OX AGENCY

PATHWAYS TO PEACE

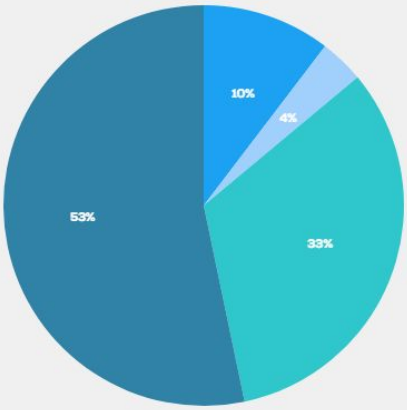
#MakePeace Hashtag

326,386
Total Impressions

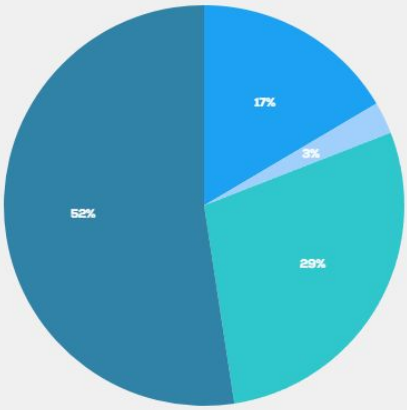
326,386 total impressions	2,495 total likes	410 total reposts	21 total quotes	240 total replies	66 total bookmarks
412.1 impressions per post	3.15 likes per post	0.52 reposts per post	0.03 quotes per post	0.3 replies per post	0.08 bookmarks per post
733.45 impressions per contributor	5.61 likes per contributor	0.92 reposts per contributor	0.05 quotes per contributor	0.54 replies per contributor	0.15 bookmarks per contributor

84.18
sentiment score

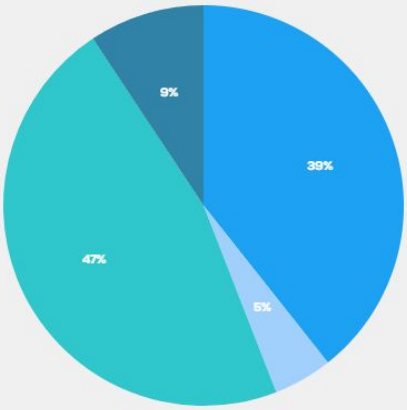
CONTRIBUTORS



POSTS

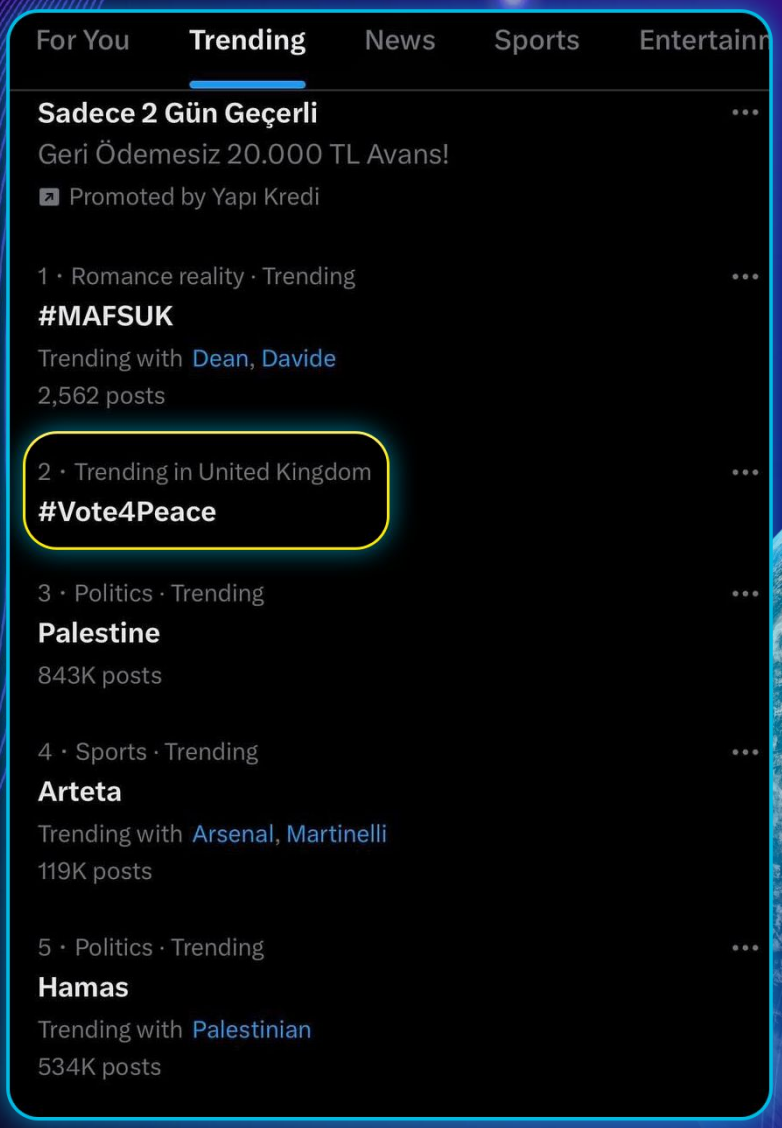


IMPRESSIONS



POSITIVE NEGATIVE NEUTRAL UNDEFINED

HASHTAGS TRENDING ACHIEVEMENTS: #1 GLOBALLY







OX AGENCY

PATHWAYS TO PEACE

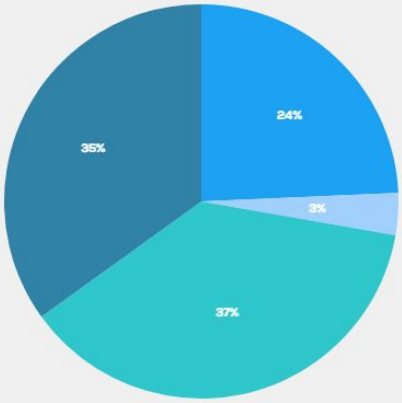
#Voted4Peace Hashtag

541,182
Total Impressions

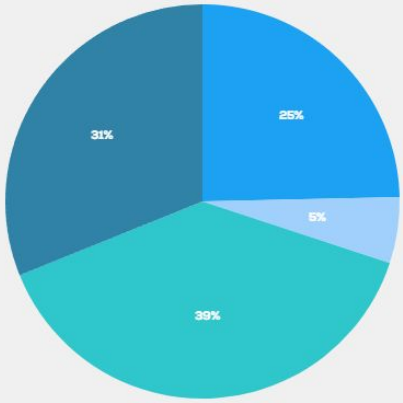
541,182 total impressions	6,138 total likes	459 total reposts	92 total quotes	415 total replies	357 total bookmarks
1,323.18 impressions per post	15.01 likes per post	1.12 reposts per post	0.22 quotes per post	1.01 replies per post	0.87 bookmarks per post
1,840.76 impressions per contributor	20.88 likes per contributor	1.56 reposts per contributor	0.31 quotes per contributor	1.41 replies per contributor	1.21 bookmarks per contributor

84.12
sentiment score

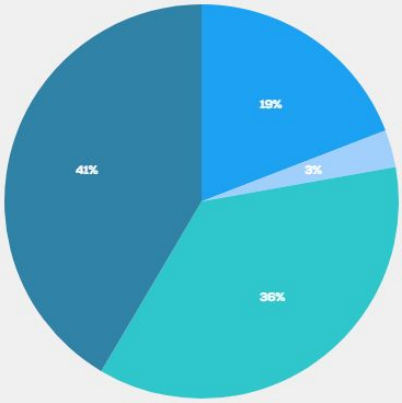
CONTRIBUTORS



POSTS



IMPRESSIONS



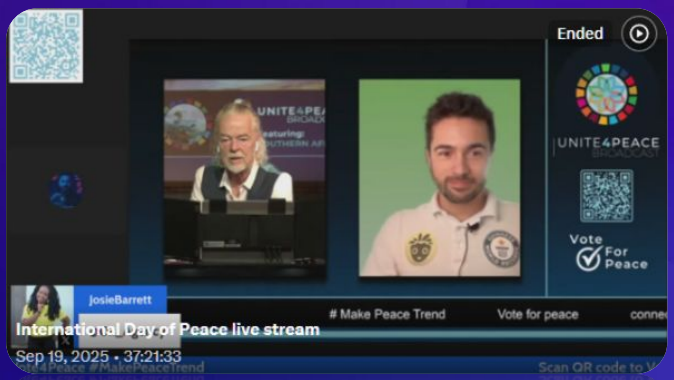
POSITIVE NEGATIVE NEUTRAL UNDEFINED

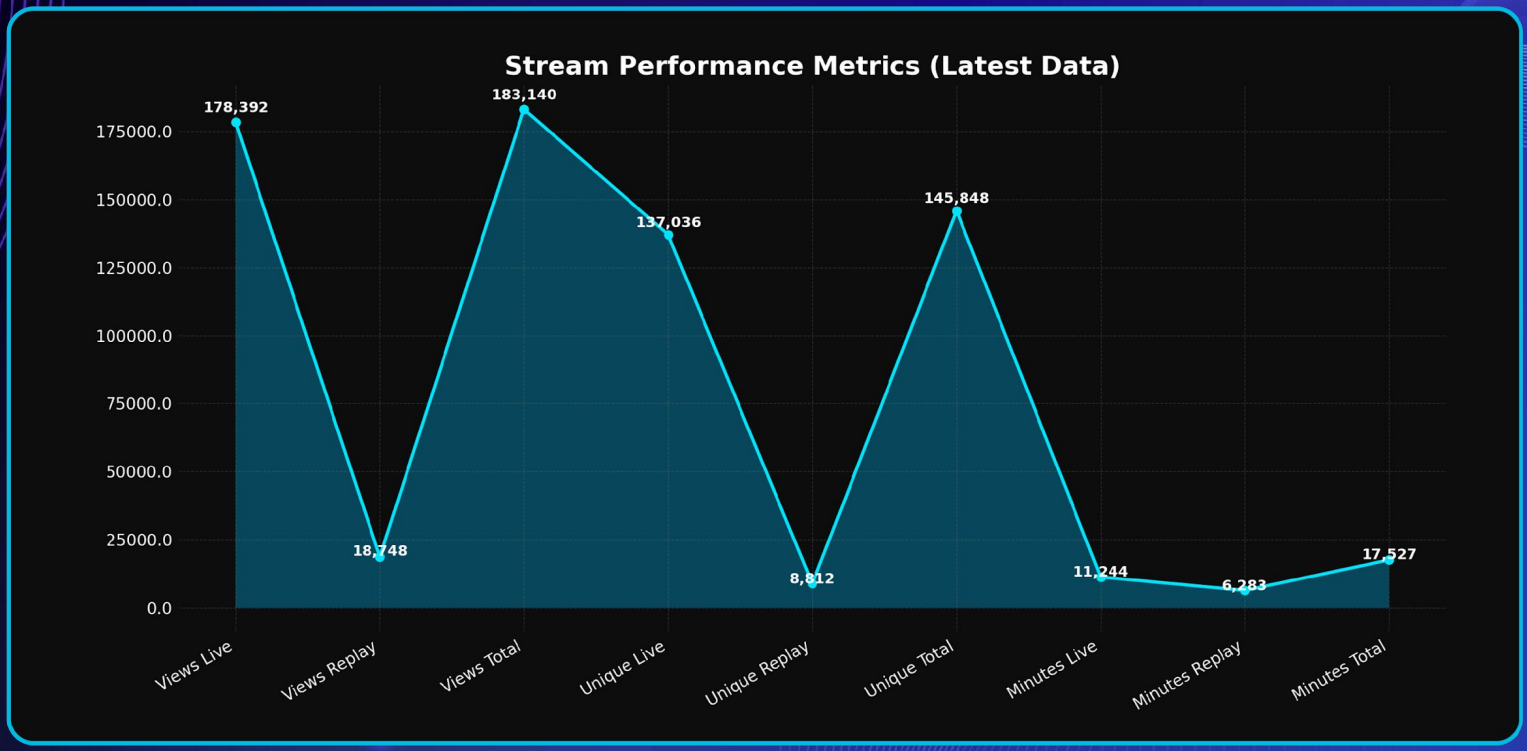
LiveStream Broadcast

Broadcast Metrics

	Live	Replay	Total
Views	178,392	18,748	**183,140**
Unique Viewers	137,036	8,812	**145,848**
Minutes Watched	11,244	6,283	**17,527**

9-19 / 9-20-2025



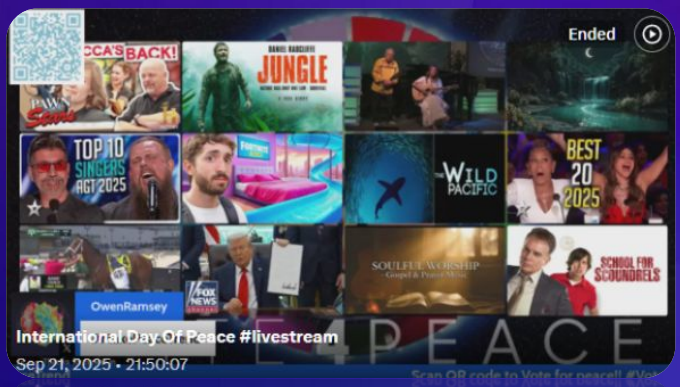


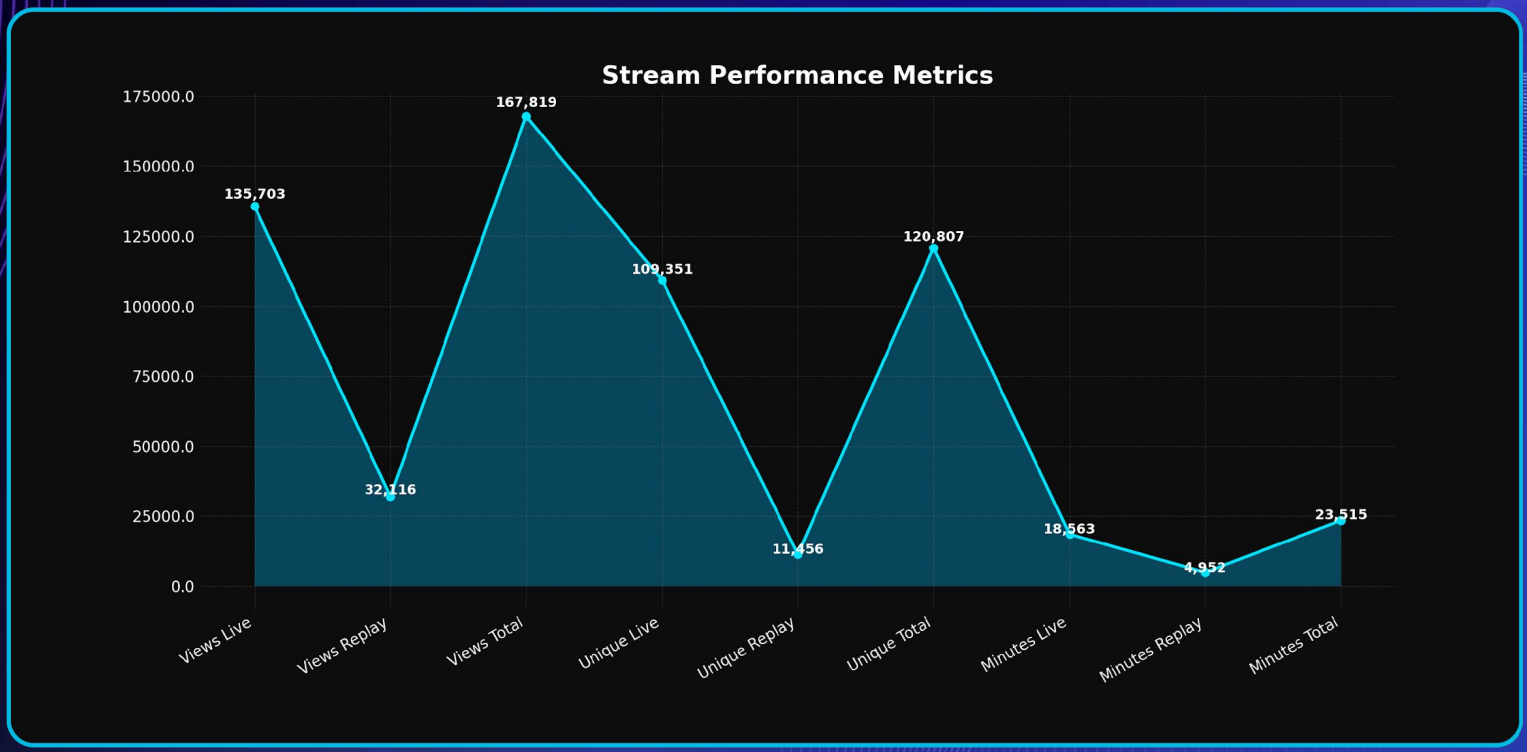
LiveStream Broadcast

Broadcast Metrics

	Live	Replay	Total
Views	135,703	32,116	**167,819**
Unique Viewers	109,351	11,456	**120,807**
Minutes Watched	18,563	4,952	**23,515**

9-20 / 9-21-2025





0X AGENCY

852
Total Posts

$2,452.67
economic value

541,182
total impressions

DATE RANGE
9/19/2025 - 9/23/2025
CHANGE DATES

TEXT POSTS 5.99%	51
REPLIES 14.55%	124
REPOSTS 52.00%	443
LINKS AND IMAGES 28.76%	245

1,223,105 potential impressions	718,791 potential reach	691 total contributors	1.23 posts per contributor
1,040.22 followers per contributor	409 original posts	294 original contributors	1.39 original posts per contributor

more stats

POSTS/ CONTRIBUTORS
1.233 Posts/ contributor

POSTS	CONTRIBUTORS	%TOTAL
1	631	91.32%
2	39	5.64%
3	10	1.45%
4	2	0.29%
5	3	0.43%
6	0	0%
>=7	6	0.87%

CONTRIBUTOR INFLUENCE
1,040.219 followers/ contributor

FOLLOWERS	CONTRIBUTORS	%TOTAL
XXS (0-10)	212	30.68%
XS (10-50)	133	19.25%
S (50-200)	140	20.26%
M (200-500)	61	8.83%
L (500-1000)	44	6.37%
XL (1000-5000)	72	10.42%
XXL (5000-∞)	29	4.2%

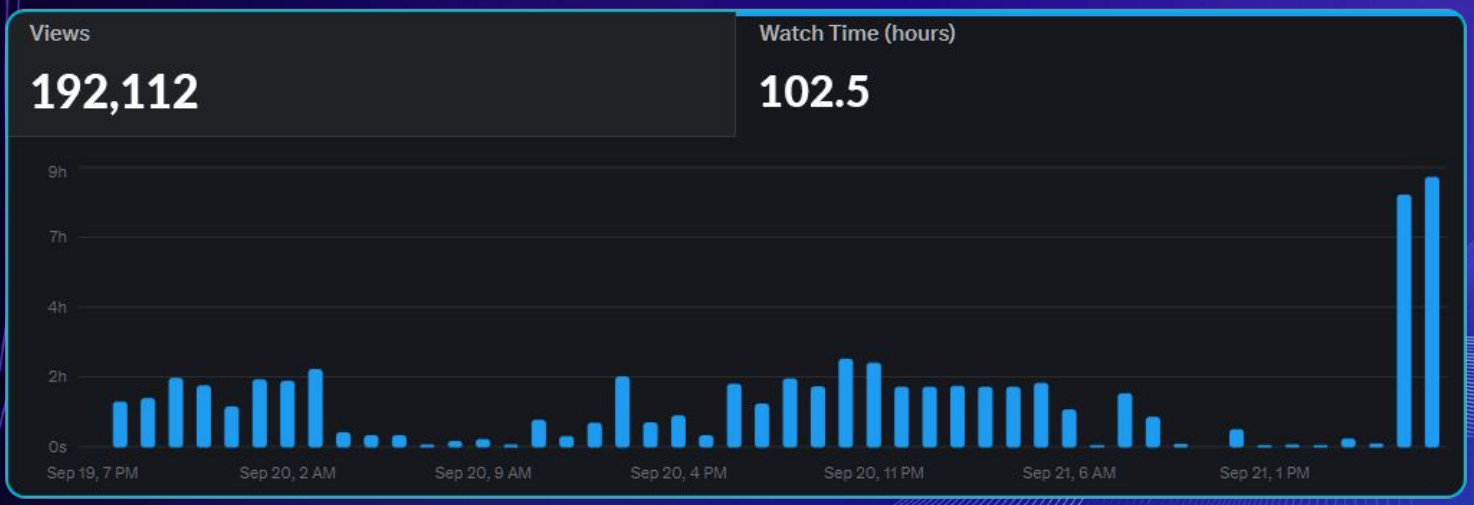
AGE OF THE TWITTER ACCOUNTS

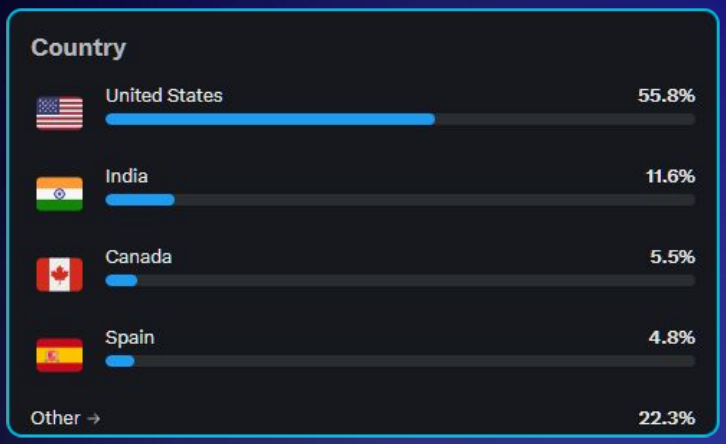
YEARS	USERS	%TOTAL
XXS (0-1)	198	28.65%
XS (1-2)	109	15.77%
S (2-3)	50	7.24%
M (3-4)	52	7.53%
L (4-5)	48	6.95%
XL (5-6)	49	7.09%
XXL (6-∞)	185	26.77%

LENGTH OF THE POSTS
118.161 characters/ post

CHARACTERS	POSTS	%TOTAL
XXS (0-40)	83	20.29%
XS (40-80)	137	33.5%
S (80-120)	20	4.89%
M (120-160)	19	4.65%
L (160-200)	43	10.51%
XL (200-240)	49	11.98%
XXL (240-∞)	58	14.18%

Audience


Views
192,112
Watch Time (hours)
102.5
9h
7h
4h
2h
0s
Sep 19, 7 PM
Sep 20, 2 AM
Sep 20, 9 AM
Sep 20, 4 PM
Sep 20, 11 PM
Sep 21, 6 AM
Sep 21, 1 PM


Country
United States 55.8%
India 11.6%
Canada 5.5%
Spain 4.8%
Other → 22.3%


Device
iOS
4.5%
Android
30.9%
Web
64.5%
Other
0.0%

1,200
Total Posts

$5,697.69
economic value

326,386
total impressions

DATE RANGE
9/17/2025 - 9/23/2025
CHANGE DATES

TEXT POSTS 8.08%	97
REPLIES 35.67%	428
REPOSTS 34.00%	408
LINKS AND IMAGES 23.08%	277

3,147,569 potential impressions	2,407,572 potential reach	761 total contributors	1.58 posts per contributor
3,163.7 followers per contributor	792 original posts	445 original contributors	1.78 original posts per contributor

more stats

POSTS/ CONTRIBUTORS
1.577 Posts/ contributor

POSTS	CONTRIBUTORS	%TOTAL
1	533	70.04%
2	150	19.71%
3	17	2.23%
4	36	4.73%
5	16	2.1%
6	3	0.39%
>=7	6	0.79%

CONTRIBUTOR INFLUENCE
3,163.695 followers/ contributor

FOLLOWERS	CONTRIBUTORS	%TOTAL
XXS (0-10)	262	34.43%
XS (10-50)	98	12.88%
S (50-200)	82	10.78%
M (200-500)	74	9.72%
L (500-1000)	52	6.83%
XL (1000-5000)	125	16.43%
XXL (5000-∞)	68	8.94%

AGE OF THE TWITTER ACCOUNTS

YEARS	USERS	%TOTAL
XXS (0-1)	297	39.03%
XS (1-2)	86	11.3%
S (2-3)	79	10.38%
M (3-4)	42	5.52%
L (4-5)	36	4.73%
XL (5-6)	24	3.15%
XXL (6-∞)	197	25.89%

LENGTH OF THE POSTS
115.808 characters/ post

CHARACTERS	POSTS	%TOTAL
XXS (0-40)	18	2.27%
XS (40-80)	179	22.6%
S (80-120)	329	41.54%
M (120-160)	152	19.19%
L (160-200)	24	3.03%
XL (200-240)	50	6.31%
XXL (240-∞)	40	5.05%

CONTACT US

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