



### **Who we are**

United Voices 4 Peace is based in Brussels-Belgium and aims at creating a global culture of peace, fostering cultural dialogue and mutual understanding among people of different and sometimes clashing backgrounds, through music and the arts.

### **What we do**

*We facilitate collaborative artistic projects and initiatives spreading the Culture of Peace through music and the arts, “a weapon of peace par excellence”.*

*We foster intercultural exchanges and international dialogue at all levels.*

*We stimulate citizen activation and engagement to Cultural Diplomacy by supporting joint performances and co-creations, artistic trainings, music therapy activities and preservation of culture heritage.*

We think today's major challenges can only be addressed through the mobilization and cooperation across diverse stakeholders toward shared goals. The main mission is to facilitate and support collaborative projects, civic engagement and empowerment serving these objectives. This enables the realization of a wide range of projects at national, regional and international level among people of different backgrounds and in various artistic disciplines. These projects are implemented or supported by renowned artists acting as Peace ambassadors voicing our mission. By uniting our voices by this citizen-led cultural peace initiative, it will be possible to make a significant contribution to spreading the culture of respect for diversity, mutual understanding, acceptance and dialogue through the universal language of music and the arts, making our world a better place for all of us.

### **Board Members**



### **Veronica Sabbag**

The founder of "United Voices 4 Peace" as well as a diplomat within the European Union for the last 20 years. A global citizen with a passion for music, a multicultural background and life-long international experience, for whom culture has no borders. Having served for the European Union in different postings for more than 20 years, including in the EU Mission to the United Nations in New York, and having dealt with some of the most challenging world conflicts with global impact, she witnessed the limitations of traditional diplomacy.



### **Eric Melloul**

A world traveller that manages investments in beverages and consumer products of the Verinvest group, and serves as board member or observer of several portfolio companies. Eric worked for Citibank corporate finance in NY and London and spent over 5 years as an Associate Partner with McKinsey & Co leading the consumer practice and advising leading food and beverages in Europe, US and the Middle East. In 2004, he joined Inbev as VP strategy overseeing M&A and global brands before assuming responsibility for marketing and commercial operations in China in 2005. Eric holds a MBA/MPA from Harvard University and BSC from the London School of Economics.



### **Silvia Cambra**

She comes from a family of musicians from multicultural music traditions. Through music, she had the opportunity to discover the world and its different people. She has acquired a first-hand understanding of the power of music as a bridge between different cultures. Silvia has worked for over 20 years in Marketing and Communication for a number of multinational companies. Currently, she is involved in the development of innovative educative programs and mainly based in Barcelona. Silvia holds a DAA, Award of Achievement in Digital analytics, from the University of British Columbia and teaches in various international universities.

### **Projects**

In 2017 with *Dance for Peace* we celebrated the International Peace Day in the context of the international cinema festival in Cañada Real Madrid with the participation of Syrian Palestinian dancer Ahmad Joudeh. We also created a unique musical production bringing together musicians from diverse cultures guided by Grand Maestro Jordi Savall, UNESCO Peace Ambassador, called *A dialogue of Souls around the Mediterranean Sea*.

We are already working on a number of projects for the year 2018. To name a few, the upcoming *Flamenco Festival* in Brussels in February with David Dorantes acting as the voice of the gipsy community, an Artistic Workshops for refugees, and the Celebration of the 70th Anniversary of the Signing of the Universal Declaration of Human Rights taking place in Rome, on the 5th of November. Last but not least, we are currently working in New York city on a multidisciplinary project called *Signs of light*. This project combines dance, music and visual arts serving our social purpose with participation of Ahmad Joudeh.