



THE WORLD'S LARGEST SINGLE-DAY PHOTOGRAPHIC PROJECT

The most comprehensive photographic documentation in history will take place in 2012. During a single day, people in every country of the world will chronicle their own lives and the lives of their neighbors. Hundreds of thousands of photographers are expected to take part. The result will be a massive digital image bank, free and accessible to everyone, everywhere.

A Day in the World is the brainchild of the non-profit foundation Expressions of Humankind, which works to promote human understanding through photography.

“This project is exciting, significant and truly exhilarating,” said Archbishop Desmond Tutu, a member of the Global Advisory Council for *A Day in the World*.

Tens of thousands of professional photographers will participate, and several hundred thousand amateurs are expected to contribute. The resulting photo harvest will be a rich resource for study spanning several scientific disciplines.

An international jury will select one thousand of the most outstanding images for inclusion in a lavishly illustrated book and public exhibitions to be staged around the world.

The project's Global Advisory Council brings together several international dignitaries, including two Nobel Peace Prize Laureates: Archbishop Tutu and former President of Finland Martti Ahtisaari. Also on the Council are former President of Ireland Mary Robinson, former President of the UN General Assembly Jan Eliasson, and former Prime Minister of Norway and WHO Director General Gro Harlem Brundtland.

The Founding Partner is Ericsson, the world's leading provider of technology and services to telecom operators. The execution of the project is made possible by the latest in formation and communication technologies, where Ericsson's products and solutions play a central role.

Further financing will be provided through the generous support of international non-profit foundations and leading companies.

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ABOUT THE PROJECT

A Day in the World will create searchable documentation of everything that comprises a day for humanity. The goal is to increase understanding among people and nations through photography's unparalleled capacity to reach out to people – regardless of language, age, gender or religion.

The project will involve tens of thousands of professional photographers, and hundreds of thousands of amateurs are also expected to contribute their images. The resulting global photo archive will be available on the Internet.

The images will be freely available for use by private individuals, teachers, students, children, researchers and anyone curious about their world. Detailed information about the pictures will be important, because the images will constitute a unique source for researchers in a variety of scientific disciplines.

The project will result in a number of exhibitions around the world.

Four advisory bodies have been created:

- **Global Advisory Council**, currently comprised of five prominent international leaders:
Martti Ahtisaari, Nobel Peace Prize Laureate and former President of Finland, currently United Nations diplomat.
Gro Harlem Brundtland, former Prime Minister of Norway, currently United Nations Special Envoy on Climate Change.
Jan Eliasson, former Swedish Foreign Minister and elected President of the United Nations General Assembly.
Mary Robinson, former President of Ireland, currently United Nations High Commissioner for Human Rights.
Archbishop Desmond Tutu, Primate of the Anglican Church of Southern Africa and Nobel Peace Prize Laureate
- **Editorial Advisory Council** to guide journalistic and image work
- **Scientific Advisory Council** to oversee the project's research profile
- **Technical Advisory Council** to advise on ICT issues

A Day in the World will take place in 2012. The exact date will be decided in late 2011.

The project is financed by foundations and through partnerships with global corporations. Ericsson, the world's leading provider of technology and services to telecom operators, is the first corporation to enter the project, becoming a Founding Partner.



“We are very proud to present Ericsson as the project’s Founding Partner. The company has a strong reputation and a presence in almost every country in the world. Ericsson is also a world leader in image and data transmission since almost half of the world’s mobile traffic is routed through networks developed by Ericsson,” said Patrick Stähle, chair of the Expressions of Humankind Foundation.

Richard Brisius, Head of Marketing Communications at Ericsson, said, “A Day in the World is about global collaboration and learning, something we believe is central to humankind, now and in the future. Communication is changing the way we live and work, and Ericsson plays a key role in this evolution. This is a great showcase of what our products and solutions are capable of – in real life on a global scale.”

About Expressions of Humankind

The Foundation was established in 2010 for the purpose of “working through the photographic image to increase understanding among people and nations.”

Members of the foundation’s board:

Patrick Stähle, chair

Ingvar Carlsson, former Prime Minister of Sweden

Matias Palm-Jensen , founder of Farfar, one of the world’s most innovative digital agencies

Michael Sohlman, Executive Director of the Nobel Foundation

Marika Stolpe, Publisher

Bengt Westerberg, former Chairperson of the Swedish Red Cross

Jeppe Wikström, Photographer and Project Director

CEO of Expressions of Humankind:

Lena Abrahamsson Lund