



**DON'T  
TALK!  
ACT**

# Join the CPS anniversary campaign

Show how dealing with civil conflicts works on Insta and co

## 25 years of the Civil Peace Service (CPS)

Don't always just talk – anyone who wants to change something, has to act! Do you also see it like that? The thought behind this is also included in our slogan for the social media campaign celebrating the 25th anniversary of the CPS:

**DON'T TALK! ACT.** What does it mean?

ACT! Since 1999 we have been tackling things, moving them forwards, changing. We, namely the teams from the CPS partner organisations currently located in 60 countries, the CPS staff and people who are also involved with the CPS.

But “don't talk, act” doesn't mean that we're no longer talking. On the contrary: DO TALK! That's also included in our slogan. Talking to each other,

having an open dialogue, encouraging an honest exchange of opinions and ideas – this is exactly what civil conflict resolution is built on. For the last 25 years we have believed in constructive disputes, created space for understanding, got things that were stuck in a rut moving and encouraged changes of direction.

**DON'T TALK! ACT.** We are making people aware of this ambitious work through this ambiguous slogan. We have been encouraging people and companies to have discussions and take action in a very individual way, depending on the conflict and context but always with the aim of living together peacefully, for 25 years.

## Show what we do

We are using the anniversary of the CPS to increase awareness of this work with a global interactive campaign for the teams in our partner organisations, for active and former specialists and for all the fans of civil conflict resolution. This is because many people have little idea of what the Civil Peace Service and civil conflict resolution are about. Using practical examples from your daily work, we want to show the effect of civil conflict resolution together with you.

## How you can become involved

With a simple post on Instagram, Facebook and X you will be contributing to focusing more attention on the Civil Peace Service – and in this way also more support in the long term.



Tell the user what “DO TALK” means for you and your work. What story can you think of for the apparent opposite pairing of “TALK-ACT”? What example from your work shows how difficult it sometimes is to get two parties to talk to each other? Whether it's about the subject of the climate or gender equality, whether you're in Peru or Nepal, whether it's a red-hot topic or one from years ago: we're looking for your most beautiful, most impactful experiences, adventures, stories and thoughts around dialogue.

## #TalkActPeace

Post your sharepic straight away with your thoughts or your story using the hashtag #TalkActPeace and of course we'd be delighted if you also share the other postings about the hashtag – so that as many people as possible can find new tie-ins to our work and recognise how valuable and important the Civil Peace Service is.

This is what a post as part of the campaign might look like:



**We have prepared a sharepic generator, with which you can very easily place our slogan over one of your own pictures: [www.ziviler-friedensdienst.org/talkactpeace](http://www.ziviler-friedensdienst.org/talkactpeace)**

**Please contact us if you have any questions.**

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**Peace – made  
by People.**  
25 years of CPS.

 **Ziviler Friedensdienst  
Civil Peace Service**  
We don't shy away from conflict.