



Amir A. Dossal



Jochen Zeitz



Sir Richard Branson



Jody Williams



Dr. Tonio Kröger



Jean Oelwang



H.E. Amb. Francis Lorenzo



Polly Higgins



Billy Zane



James O'Dea



Bill Liao



Dr. Shirin Ebadi



Major-General (ret.) Tim Cross



Salim Amin



**WORLD
PEACE
PARTNERSHIP**

PEACE STARTS WITH ME

World Peace Festival Conference 2011

26-27 August 2011, from 9am to 6pm at Estrel Berlin, Sonnenallee 225, 12057 Berlin

World Peace Partnership e.V. is a non-profit, non-partisan, international organization aiming to foster systematic processes for worldwide peace-building. The World Peace Partnership combines a holistic peace-building strategy with the long-standing practical knowledge of renowned peace building experts. The goal is to support the development of global movements that will serve to inspire systemic policy changes – changes that will help to prevent and reduce conflicts between people, countries and creeds.

From 20th to 27th of August 2011 the inaugural World Peace Festival will take place in Berlin, including music, arts and cultural events. The Festival will launch the World Peace Partnership, including a campaign entitled “The Arms Deal - taxing arms profits to help arms victims”. This is a global drive for a ten percent tax on all profits of arms exports, investing the revenue to help achieve the UN Millennium Development Goals. The outcome of the World Peace Festival conference will be submitted to the next UN General Assembly.

OUR MISSION

We believe that peace starts with the individual. The mission of World Peace Partnership is to inspire and empower people around the world to be more at peace with themselves, others and the environment. We are creating a global community that is actively working towards peace. One by one and together, we can all make a difference. PEACE STARTS WITH ME.

Your Invitation to the World Peace Festival Conference...

On August 26th and 27th the World Peace Festival will feature a powerful, thought-provoking programme of presentations, seminars and workshops. The conference presents world leaders from business and political arenas, the United Nations, military and government policy makers, representatives of leading peace-building initiatives and NGOs, luminaries from the spiritual, arts, music and film worlds, as well as Nobel Peace Prize Laureates. The discussions will unravel the key aspects of conflict prevention and resolution in the world today.

The World Peace Festival Conferences will provide opportunities to learn from each other and to learn about oneself. Following the motto PEACE STARTS WITH ME, World Peace Festival 2011 will present practical tools and methods to improve self-knowledge and a broad understanding of global responsibility.

Furthermore, as peace is not only critical for the life of billions of people but is also vital as a business proposition, leading visionary entrepreneurs will share the latest survey results, the meaning of conflict prevention for the bottom line, and examples of how companies can play a vital role in the prevention of violent conflict.

Day 1 will feature high profile presentations concerning the latest facts and methods of peace building worldwide. Day 2 will combine presentations and workshops enabling participants to improve their own skills and to engage with the Global Peace Building Strategy, which will be presented to United Nations. Find out more about the programmes in the following overview.

Register now!

To be the first in line and to be informed as soon as ticket sales commence, please register now: <http://tickets.worldpeacefestival.org>.

We will immediately inform you when ticket sales begin.

Conference Programme

Friday August 26th 2011, 9am to 6pm

“PEACE STARTS WITH US”

Since global peace building calls for joint efforts, the World Peace Partnership follows a unique and holistic approach, bringing together leaders and inspired social entrepreneurs to take a stand for peace.

* Current programme as of June 7, 2011
All information is subject to change.

OPENING PLENARY SESSION: WELCOME

Tom Oliver, Founder and CEO of the World Peace Festival and World Peace Partnership, welcomes Nobel Peace Prize laureates, conference moderators, distinguished guests, and introduces:

Hans-Dietrich Genscher, longest serving Foreign Minister of Germany and Architect of the German Reunification, to open the conference.

“PEACE MEANS ECONOMIC ADVANTAGE”

Violence cost the global economy more than \$8.12 trillion in 2010. If the world had been 25% more peaceful over the past year the global economy would have reaped an additional economic benefit of just over US\$2 trillion. This amount would pay to avoid the worst effects of climate change, cover the cost of achieving the Millennium Development Goals, and eliminate the public debt of Greece, Portugal and Ireland.

Steve Killelea, founder and Executive Chair of the Institute for Economics and Peace and the Global Peace Index.

“THE GENERAL AND THE MASTER PEACE BUILDER”

Major General Tim Cross (former commander of all British forces in Iraq), in conversation with Nobel Peace Laureate **Jody Williams**, and Master Peace Builder **Emmanuel Bombande**:

How can the military work better with local peace builders?

What lessons can be learned from Iraq and Afghanistan?

“PEACE AS A BUSINESS PROPOSITION”

Visionary corporate leaders discuss the key role business can play in the prevention of violent conflict:

Sir Richard Branson, founder of The Elders and the Virgin Group
(by video conference live)

Jochen Zeitz, CEO of PUMA

David Glickman, President, Glickman Capital,

Jean Oelwang, CEO and Managing Director, Virgin Unite.

What actions can companies take to prevent or resolve violent conflict?

“WORLD PEACE STARTS WITH INNER PEACE”

Deepak Chopra, Founder of The Chopra Foundation and New York Times bestselling author, with **Arun Gandhi**, grandson of **Mahatma Gandhi**, and **Tenzin Tethong**, President The Dalai Lama Foundation USA and Founder of the International Campaign for Tibet, lead an exploration of:

How can you build peace in your own heart?

How can we build peace in our families, in the workplace?

“THE MIDDLE EAST REVOLUTIONS – YOUTH AND WISDOM WORKING TOWARDS GOOD GOVERNANCE”

Nobel Peace Laureate Dr Shirin Ebadi discusses with young leaders from Cairo, Tunis, Manama and Benghazi :

What are the most effective methods for the removal of dictatorship, and for the resolution of governance issues afterwards?

“THE ENVIRONMENT AND PEACE”

Climate change and environmental degradation are leading causes of violent conflict, and increasingly so.

Bill Liao, social network pioneer, co-founder of XING (leading international business network platform for professionals with over 9 million users) and Founder of WeForest.

Polly Higgins, international environmental lawyer who submitted a legal proposal to the UN to create the Crime of Ecocide as a 5th Crime Against Peace.

How does climate change cause violence? What are the consequences and what can be done?

“GOOD GOVERNANCE: HOW PEACE IS BUILT”

The costs of civil war are vast and last for years. New structures for preventing violent conflict are being introduced in countries including Ghana and Kenya, supported by the UN. How effective are these structures? How much do they cost? Will other countries follow this lead?

Jordan Ryan, UN Assistant Secretary General and Director, UNDP Bureau for Crisis Prevention and Recovery, (tbc) in discussion with:

H.E. Benjamin Kunbuor, Minister of the Interior, Ghana (tbc)

Rt Hon Clare Short, former UK Secretary of State for International Development.

“PEACE NEEDS A MAKEOVER”

The rebranding of the peace movement and its practical implications.

Jez Frampton, Global CEO of Interbrand, biggest branding agency in the world, and **Dr. Tonio Kröger**, Chairman and CEO of DDB Group Germany, the world's second largest global advertising and communications agency.

What should the new face of the peace movement be like?

What should the new face of the peace movement be like?

“THE MEDIA AND PEACE”

How can the media and entertainment educate about peace and support global peace-building?

Billy Zane, American actor (Titanic) and Director, having appeared in over 50 films and numerous TV-series.

Bruno Giussani, global curator, TED.

Dr. Brigitte Mohn, philanthropist and member of the Supervisory Board of Bertelsmann AG.

Salim Amin, Founder and chair of A24 Media, first independent Pan-African news network.

How do the public get the message that peace is something anyone can produce?

“WHAT CAN SILICON VALLEY DO FOR WORLD PEACE?”

Gopi Kallayil, Group Product Marketing Manager at Google.

Chade-Meng Tan, Jolly Good Fellow and Head of Personal Growth at Google.

Soren Gordhamer, founder and host of the Wisdom 2.0 conference.

Claire Williams Diaz, leads social innovation, philanthropy, and cause marketing at Twitter.

How can global connectivity and social media multiply the power of peace?

OVER DINNER:

“THE IMPORTANCE OF PEACE IN ACHIEVING THE UN MILLENNIUM DEVELOPMENT GOALS”

H. E. Ambassador Francis Lorenzo, Honorary President, South-South News, heads a round table of 10-12 UN Ambassadors and special guests to discuss:

How can peace and development achieve the UN Millennium Development Goals?

Saturday August 27th 2011, 9am to 6pm

“WORLD PEACE PARTNERSHIP”

The Global Peace Building Strategy is unprecedented. Until now the world has had no method that systematically deals with violent conflict. To fill this void, experienced peace builders from across the globe have got together with government officials, civil society and the military to design a strategy that could prevent war and resolve violent conflict.

* Current programme as of June 7, 2011
All information is subject to change.

INTRODUCTION TO THE “GLOBAL PEACE BUILDING STRATEGY”

“INFRASTRUCTURES FOR PEACE”

Following South Africa’s example, peace architecture can be built at all levels of a country – national, regional, in towns and villages - to prevent violent conflict. We outline how this is happening in Ghana and Kenya, and our aim to support I4P in eight other countries.

Jordan Ryan, UN Assistant Secretary General and Director, UNDP Bureau for Crisis Prevention and Recovery (tbc).

Paul van Tongeren, former Sec Gen of the Global Partnership for the Prevention of Armed Conflict and project leader of this Objective.

Ging Deles, Presidential Adviser on the Peace Process of the Philippines.

Emmanuel Bombande, executive director of the West African Network for Peacebuilding (WANEP).

Samuel Maina, national Coordinator on Peacebuilding & Conflict Management of the government of Kenya.

A Representative of the German Government (tbc).

“The ARMS DEAL: WHAT IF WE TAXED ARMS PROFITS TO HELP ARMS VICTIMS?”

Introducing the initiative to introduce a tax on arms exports, enabling governments to use those funds to tackle the root causes of conflict: poverty, environmental degradation and resource shortages.

Richard Huntington, Saatchi & Saatchi (tbc) introduces:

Rt Hon Clare Short, former UK Secretary of State for International Development.

Nirj Deva, Member of the Board, World Forum for Ethics in Business, Member of the European Parliament (tbc).

Major General Tim Cross, former commander of British forces in Iraq.

“THE WORLD PEACE FUND”

Thousands of cost-effective locally led peace-building initiatives are currently unfunded. A concept of a substantial fund, governed by respected international figures, will be presented, set up to channel small sustainable resources directly to local Master Peace Builders.

Sanjay Pradhan, Vice-President of World Bank Institute (tbc).

Eddy Canfor Dumas, CEO of ENGI and project leader of this Objective.

Henri Bura Ladyi, who liberates child soldiers in DR Congo.

Albino Forquilha, former child soldier who destroys hidden caches of weapons in Mozambique, and makes them into sculptures now in the UN.

“CONFLICT SKILLS FOR YOUNG PEOPLE”

Whether in conflict zones or not, young people everywhere need personal skills for conflict transformation and the avoidance of violence. We will show how young people can develop as trainers to cascade their skills to their peers in inner cities as well as conflict zones.

Jenny Rogers, former CEO of Leap Confronting Conflict, voted UK Charity of the Year.

Oliver Rizzi Carlson, Global Campaign for Peace Education.

Gopi Kallayil, Group Product Marketing Manager at Google.

Truce 20/20 graduates from London - young people who are now seasoned young conflict resolution trainers - stage a brief brilliant play demonstrating these skills in action.

“WOMEN PEACEBUILDERS NOW”

Currently women hold less than 10% of policy-making positions on security and peace. It is critical to identify qualified, experienced women in conflict areas and enable them to be appointed to policy-making positions in their own countries.

Michelle Bachelet, Secretary General of UN Women, former Chilean President (tbc).

Dr. Meenakshi Gopinath, Principal of Lady Shri Ram College, New Delhi and Founder of *Women in Security, Conflict Management and Peace*.

Chiyedza Nyahuye, Envision Zimbabwe Women's Trust.

Carolyn McAskie, former assistant secretary general for peacebuilding at the United Nations in New York, former head of UN Peace Building Support Office (tbc).

“CLOSING SUMMARY – THE WPP STRATEGY”

How the 7 Objectives of the strategy add up to a coherent whole.

H.E. Hernando Paris Rodriguez, Minister of Justice and Peace, Costa Rica (tbc).

H.E. Benjamin Kunbuor, Minister of the Interior, Ghana (tbc).

Jordan Ryan, Assistant Secretary General and Director, UNDP Bureau for Crisis Prevention and Recovery (tbc).

Jody Williams, Nobel Peace Prize Laureate.

“SELF KNOWLEDGE AND GLOBAL RESPONSIBILITY”

Peace begins in the human heart, and by developing such compassion, the individual becomes powerful as a force for reconciliation in the family, the community and the wider world.

INTRODUCTION TO “SELF KNOWLEDGE AND GLOBAL RESPONSIBILITY”

Chade-Meng Tan, Head of Google’s School of Personal Growth & founding patron of WPP introduces:

Deepak Chopra, a global name in meditation, who will set the scene for the day, with the blessing of HH the Dalai Lama. He will emphasize the main message of the Festival.

“THE SKILLS AND PRACTICE OF GLOBAL PEACEMAKING: FROM THE INSIDE OUT AND FROM THE BOTTOM UP”

James O’Dea, fellow and immediate past President of the Institute of Noetic Sciences, as well as Former Director of the Washington, DC office of Amnesty International. This session will show how inner transformation must link to whole systems transition and be manifested in real evolutionary advancement and change.

“HARD FACTS + DAILY PRACTICE + SELF KNOWLEDGE = WORLD CHANGE”

Steve Killelea, entrepreneur , businessman, founder and Executive Chairman of the Institute for Economics and Peace and the Global Peace Index. The Global Peace Index findings published in 2011 show for the first time a correlation between the structures of peace and key elements of social sustainability. Steve will demonstrate the economic logic of investing in the prevention of violence, at the same time as addressing the challenges of communicating effectively with policy makers and governments.

INTRODUCING “TOOLS FOR PEACE”

Scilla Elworthy and **Tom Oliver**.

Conflict is a necessary part of life, the secret lies in HOW we deal with it. The “7 steps to peace” will be presented - equally usable in families, workplace, community, or nation – and “Peace begins with me” – showing how each of us can discover inner peace:

- why it’s worth investing time in peace, for ourselves
- how some well known people have achieved inner peace,
- how we can get there too
- exploring how our own discovery of inner peace can affect the future.

WORKSHOPS:

BREEMA “ACTIVATE THE BODY’S SELF-CORRECTIVE REFLEXES TO CREATE A BALANCED STATE OF ENERGY” (WORKSHOP)

Jonathan Staggers.

Breema bodywork is based on Nine Principles of Harmony, which can be applied to any activity in life. Self-Breema is both nurturing and energizing, and supports physical and physiological flexibility and vitality, mental clarity, and emotional balance.

“TRANSITION TO RESILIENCE: ECOVILLAGE STRATEGIES” (WORKSHOP)

Kosha Joubert

We will explore the potential to build peace bottom-up following the holistic approach of ecovillage strategies. Together with participants of a current Ecovillage Design Education (coming from Africa, South America, Asia and Europe), we will enquire into the potential and restrictions different countries and cultures offer for the power of community and multi-sector alliances to come to the fore.

“SELF KNOWLEDGE; GLOBAL RESPONSIBILITY” (WORKSHOP)

Alison & Peter Yiangou

Is it possible to have one without the other? Through conversation in the round we will examine the limits we impose on our understanding of self and of responsibility, and look at the implications of knowing ourselves as being essentially connected to all that is. When the world and other people can be seen as nothing other than ourselves, then to care for and serve them becomes the most natural response, and brings happiness, completion and peace.

“BECOMING PEACE” (WORKSHOP)

Ilona Kästner.

Peace is a quality of being, a state of consciousness which arises from within. More than what we do, it is who and how we are that will enable the world around us to change and to reflect the peace we become in ourselves. How do we become a source of peace? In this session we will explore through some guided meditative experiences our access to the limitless source of peace we all have within.

“EMBODIED PRESENCE: THE HEART AND SOUL OF PEACE” (WORKSHOP)

Nicholas Janni.

Coming home to our bodies brings us to a place of inner peace, balance and well-being. This session will generate a strong individual and collective experience, as well as providing some essential personal practices.

“BEE SCHOOL AND FORUM X” (WORKSHOP)

Dolores Richter.

The purpose of Bee School is to provide skills for individuals to enable them to develop a project that will serve the planet in some way, and run it successfully. Forum X is a participatory taster of integrating our shadows with fun - a way of self discovery promoting a culture of peace which embraces all different aspects of us being human.

“MASTERPEACE” (WORKSHOP)

Ilco Van der Linde.

MasterPeace will be the most heartwarming global peace project ever, as a result of an intensive East-West cooperation, supported by NGOs, companies, cities, artists, musicians, social entrepreneurs and you. MasterPeace will develop a mesmerizing concert in Cairo on Peace Day 2014, where artists from all the world's major conflict areas will perform to promote togetherness, international collaboration and the reduction of (armed) conflicts and nuclear weapons. The workshop will give you a sneak preview on the project, its goals, its partners and the way you can become co-owner of the initiative.

“PEACE DIRECT” (WORKSHOP)

Silke Tesma

Peace Direct's launch of its first international affiliate, in Germany, including a description of work plan, opportunities for service and introducing locally-led peace building initiatives from around the world.

Henri Bura Ladyi, who liberates child soldiers in DR Congo.

Albino Forquilha, former child soldier who destroys hidden caches of weapons in Mozambique, and makes them into sculptures now in the UN.

Chiyedza Nyahuye, Envision Zimbabwe Women's trust.

“EDUCATING IN PEACE” (WORKSHOP)

Oliver Rizzi Carlson

Youth as Agents of Behavioural Change (YABC) is a worldwide Red Cross/Red Crescent initiative empowering youth to play a leadership role in promoting a culture of nonviolence and peace. Through the development of transformational skills such as empathy, active listening and non-judgment, YABC takes youth on a “from the heart to the mind” journey of inner change. Methodology includes arts, music, Qi Gong, games, visualisation and sports, and reflections on the pedagogical value of embodying love and peace.

“CLOSING MEDITATIONS WITH DEEPAK CHOPRA”

Dr. Chopra's books have been published in more than eighty-five languages. His New York Times bestseller *Peace Is the Way* won a prestigious Quill Award. He says that the most direct way to experience inner silence and well-being is meditation.