

Olympic Peace London 2012 - Campaign Overview



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LONDON 2012

As a professional working the tourism business on issues related to biodiversity conservation, regional development and responsible stakeholder behaviour, Gordon Sillence has been developing an *Olympic Peace through Tourism* campaign, launched on the 8-08-08, with the intention of making the 16 days of global peace a reality at the London Olympics 2012. (<http://destinet.eu/topics/sustainable-consumption-and-production/peace-through-tourism>), a 16 day truce period— 8 days of Olympic and 8 days of Para Olympic Competition.

It's exactly what the 2012 London Olympics needs, and needs to achieve... In 2004, the 16 day truce could have actually happened, if it was not for a change of government a year before the Greek Olympics. At that time a manual for implementing such a peace was written, and can be a common planning tool to make it work. The plan shows how 16 days of global peace can move us 'from a culture of violence to a culture of peace'. Obviously in the 40 key conflict zones around the world it will take a little more effort ensure the cease fire arrangements are in place. But the bigger peace is the peace in our cities, in our communities, between friends and family and finally, peace within ourselves. And it should be clear that during the Olympics a true global peace is within our reach, at that time. We now have the best ever opportunity to do this in the auspicious year 2012. Fragile – only 16 days long...but possible.

Perhaps such a global achievement is essential if we are to ride the shockwaves of population explosion, climate change, world poverty, institutionalised greed and the military-industrial-nation state stranglehold on truly sustainable global development. The Olympic Truce is so important in this chill light of 2012 international reality. It was the original purpose of the Olympic Games back in their Greek conception, where warring city states held a truce so that their warriors could compete in games instead of fighting. The Classical concept of *Ekecheiria* espoused the sacred nature of Olympic competition. Its importance to make peace happen back then and its relevance to our modern times cannot be overstated. The FIFA World Cup football and the Olympics are the two mega-sports events that bring us all together. The difference? Traditionally, the Olympics were a Holy Games, bringing peace in times of war, showcasing the highest level of human prowess and achievement.

In 1993 the UN and International Olympic Committee made declarations to restore this aspect of a calling for a global truce during the Olympic competition, and over a successive number of games a body of eminent figures have supported the cause on paper, yet the truce has never actually been implemented to date. Importantly however, it is mentioned in the *Millennium Declaration* as a means of achieving the *Millennium Goals*, something which also isn't happening. Organising a successful Olympic Peace process will have a positive global impact that can reach the worlds' excluded billions at the bottom or the edges of the economic rat-race.

Using his professional networks, Gordon has been approaching the issue from the angle of peace through tourism, that is, getting tourism stakeholders behind the process, and has already received support from ministries and corporations in the Middle East and Balkans, and from African and South American tourism stakeholders, places which need the peace. But he foresees a four way alliance between tourism, sports, health and entertainment professionals inside each country - and their consumers - to make this happen worldwide. Everyone has a part to play in this Olympic effort, and everyone can benefit in what must be a win-win process for all of us. 16 days of *inner* peace is what we can all work towards with or without our governments -16 days of *global* peace needs politicians and businesses to make decisions with signatures behind them. A 3 step process can make the build-up both practical and transparent:

Step 1 is that either one of the tourism/sports/ culture/health ministries sign a declaration inviting the other three ministers to sign a joint declaration (**step 2**) asking their foreign affairs and defence ministers to sign a national declaration (**step 3**) stating they will organise the implementation of a 16 day truce on their part at the time of the 2012 Olympics. All other warring and fighting factions not represented by government will also be informed of the process and invited to make their own declarations, as can individuals who commit themselves to inner peace for that time.

At a global level the initial concept foresaw the Truce tied to a green, socially-equitable sustainable tourism bonanza whereby the Olympic marketing machine was linked to the development of a global marketing campaign showcasing responsible and sustainable tourism in all participating countries, especially those where poverty is endemic. It's the sort of economic boost through tourism that the worlds' poorest countries need as they get hit harder and faster by our growing environmental, financial, food and population crises.

On a local level in the UK, London is already becoming a city of fear, and everyone would welcome a campaign which had the focus on highlighting the need and the way to move from the culture of violence to a culture of peace as part of the Olympic build up. Security is the issue, and the practice of inner peace whilst working to achieve a global peace will make everyone feel far more positive in 2012. We just witnessed 100,000 soldiers keeping peace in the city of Delhi for the Commonwealth Games- and they had the spirit of *Gandhi* on their home pitch... When it comes to London's turn, the policing needs to be done in a climate of peace, not in the fear of a godless 9/11, 7/7 re-run – there will literally have to be a peace-keeping army in town, and we need to prepare psychologically and socially for that.

'The London Olympics is claiming to be implementing the most sustainable Olympics ever, yet the word peace does not even come up on their website search. I would welcome any moves the organisers make to add this social and economic dimension of sustainable development to their attempts at environmental sustainability.'

To achieve this in practice, alongside official support from the Olympic organising committee and city administrators, Londoners can get together by themselves in their own specialist work and social networks:- Dancers for Olympic Peace, Firemen for Olympic Peace, Politicians for Olympic Peace, Celebrities for Olympic Peace, Athletes for Olympic Peace, Travel Agents for Olympic Peace, etc ... Sports, Tourism and Health and Entertainment professionals can create big waves of public and political support. Now is the time to work on this together. Surely the creation of 16 days of world peace during the London Olympics sets the real scale of the Big Society idea that the current British Government is using to mobilize us. They need to take this process seriously too.

If you do something to make this happen, then you can be on a global map of like-minded people helping the key decision-makers get it together. The web Portal Gordon runs in partnership with the UN-WTO, UNEP and the EEA will map this process, showing saints and sinners in the run up to the games. 'A declaration gets signed or it doesn't. The whole world can see who signs and who doesn't. There is still enough time to identify those responsible or capable of making this happen, and getting them to make their contribution.

'To put the event in a big historical perspective, this Olympic games is happening in the very exact year that the Mayan calendar identifies as a Turning Point – the 2012 end date that is dramatically portrayed as a cataclysmic end of the world as we know it, or to those who have been studying the Calendar seriously, a time when the human race acquires a type of refined and matured consciousness that allows us an unparalleled ability to work together in groups to co-create a positive evolutionary process on earth for all of us in the face of potential economic, environmental, and social large-scale catastrophe. The gestation and completion of human consciousness that is marked by the 2012 date will come just at a time when we need such advanced collective problem-solving skills, sustainability value systems and methods of environmental and socio-economic organisation – to be able to really live in peace with ourselves and others on our one small planet'.

The Olympics is a great opportunity to work on a scale that tests this proposition to the limit. Most people are already leading busy lives, but all of us can put a little time, effort, resources and money - if we have it - to make this happen. Can we together make the London Olympics a time of global peace – and use those 16 days of peace to celebrate the best of human nature, culture and kindred spirit? Importantly, what positive part can *you* play in making this happen?

To get involved or for further information contact Gordon.destinet@ecotrans.de 00351 912373124

<http://destinet.eu/countries/EUR/pt/inner-peace-forest-retreat-algarve-portugal>

About Gordon Sillence: Gordon Sillence is a globally-acknowledged authority on the subject of the implementation of the United Nations' and European Unions' *Agenda 21 sustainable development process*. In the last decade his work for the European Commission, European Parliament, European Environment Agency, United Nations World Tourism Organisation, United Nations Environment Programme and several national governments has been following up the UNs 2002 *World Summit on Sustainable Development Johannesburg Plan of Implementation*, which incorporates the UNs *Millennium Goals Declaration* and its targets to make this world a better place. He is also a 30 year long practitioner of Buddhism, Yoga, Taoism, meditation and the martial arts, working as well for 3 decades on the implementation of both inner peace and global peace as part of a personal-political service or social duty that is part of the work of millennia in these disciplines.

For the Chinese Olympics of held on 8-08-08, Gordon Sillence organised a 24 hour Olympic meditation in Lagos, Portugal, in solidarity with Mia Farrow's campaign on *Darfur* that targeted the *Beijing Olympic Games*. The Mia Farrow campaign highlighted the discrepancy between the 2008 Chinese Olympic slogan '*One World -One Dream*' and the genocide going on in Southern Sudan, where the Chinese are supporting the ICC war criminal but still national President *Al Bashir* in a cynical guns for oil business that makes *Darfur still* the most hopeless place on earth as we enter another Olympics 4 years on. Can we make the London Olympics a time of global peace – and use those 16 days of peace to celebrate the best of human nature?

At home in his retreat in the forested hills of Monchique Southern Portugal, Gordon continues his personal work Yoga, Buddhism, Taoism and the transformation from a culture of violence to a culture of peace, using the web as a global outreach tool. His physical centre designed to facilitate a network of like-minded people.



with the Mayan calendar, Martial Arts, Meditation as his own contribution to violence to a culture of peace, using *Inner Peace Forest Retreat* is a individual contributions to a wider

