

London 2012 Olympic Peace Process Prosperity through Peace for People in Need



Title: World Peace (One) Day 21st September 2011

Vision on Sustainable Tourism/ DestiNet Peace Through Tourism Special

By Gordon Sillence London 2012 Olympic Peace Campaign Coordinator

Includes:

- **What's happening – Peace hits the Centre Stage - Peace OneDay.org in O2 Stadium in London**
- **UN Peace Initiatives**
- **London 2012 Olympic Peace Campaign – working with the IIP to unify peace and tourism stakeholders efforts for Rio +20 and beyond**

World Peace 21st September 2011: An Overview of Where We Are

Wednesday 21st September will be the day the UN has chosen to name as World Peace Day ... Gordon Sillence provides a global overview of where we really are at the big end of the scales of peace, justice and the American Way.

'September 21st is always a special day for me, as it happens to be my birthday. The coincidence with a UN Designated World Peace Day has been fortuitous (I was born first!) , but it means I get to work on inner peace and global peace each year, one year older and perhaps one year wiser. As a birthday wish I ask for what could happen to make peace a reality. Over the years it's clear that the Olympic Competition is the best hope of achieving a global peace in this day and age, and unbelievably - in the face of our current global scale crises - the peace could be during this coming Olympics in London 2012. That's my wish.

Now the reality. I want to give you a quick internet overview of what's happening out there on world peace day. You can spend a few clicks on the following top 5 sites listed at the end of this article that came up in my snapshot of where humanity is in terms of our move to global peace, and get an idea for yourself, or otherwise, read on to save time and be given some context and the key messages ...

History of World Peace Day

The International Day of Peace was established in 1981 by resolution 36/67 of the United Nations General Assembly to coincide with its opening session, which was held annually on the third Tuesday of September. The first Peace Day was observed in September 1982.

In 2001, the General Assembly by unanimous vote adopted resolution 55/282, which established 21 September as an annual day of non-violence and cease-fire. The UN invites all nations and people to honour a cessation of hostilities during the Day, and to otherwise commemorate the Day through education and public awareness on issues related to peace.

For each year's International Day of Peace, the UN is reaching out to local schools, youth groups, organizations and local media to find out about ongoing peace projects.

PeaceOneDay

PeaceOneDay has taken the World Peace Day message mainstream with an all day music concert taking place in the O2 Stadium in London.

<http://www.peaceday.org/en/welcome>



' We're building a movement for peace, and we can't do that without you. There's endless ways for you to spread peace your way, but here are the things that you can do right now to make a difference. Mark Peace Day and tell others about it on our Meet -up page: www.meetup.com/Peace-One-Day. I can upload my activities to a global map here.

This NGO action is media friendly and has a good general message, but it calls people to focus on achieving a single day of peace on this day next year = there is no mention of the biggest opportunity for peace in 2012, ie the 16 days of global peace possible at the London 2012 Olympics, which I know PeaceOneDay is supporting and actively involved with.

PeaceOneDay gets the headline attention, even though this is an official UN day. In fact a Google search doesn't even list the UN site on the first page. You have to type in UN World Peace Day to get that up.

The Peace Day Global Broadcast

<http://www.internationaldayofpeace.org/>



‘ This year millions of people worldwide, thousands of organizations, and numerous celebrities and musicians will join together to celebrate the 30th Anniversary of the United Nations International Day of Peace.

The Peace Day Global Broadcast is a multimedia event involving people from all walks of life and across the world participating in parades, **concerts, dance celebrations, exhibitions and educational events in celebration of** the International Day of Peace. The vehicle for this unprecedented event is the "Peace Day" Global Broadcast. "Peace is the Goal" is the theme of this year's broadcast, with sports figures appearing as spokespersons for the programme.

Founded in 2009 by Unity Foundation (www.unityfoundation.org), the first "Peace Day" Global Broadcast was produced by Unity Foundation, PeacePortal, Globalink TotalVision Network and Pathways To Peace. Since that time, the "Peace Day" Broadcast has grown exponentially as the world's only 24/7 Global Broadcast promoting Peace, Sustainability, Human Rights, Social and Economic Justice.

The UN Sites

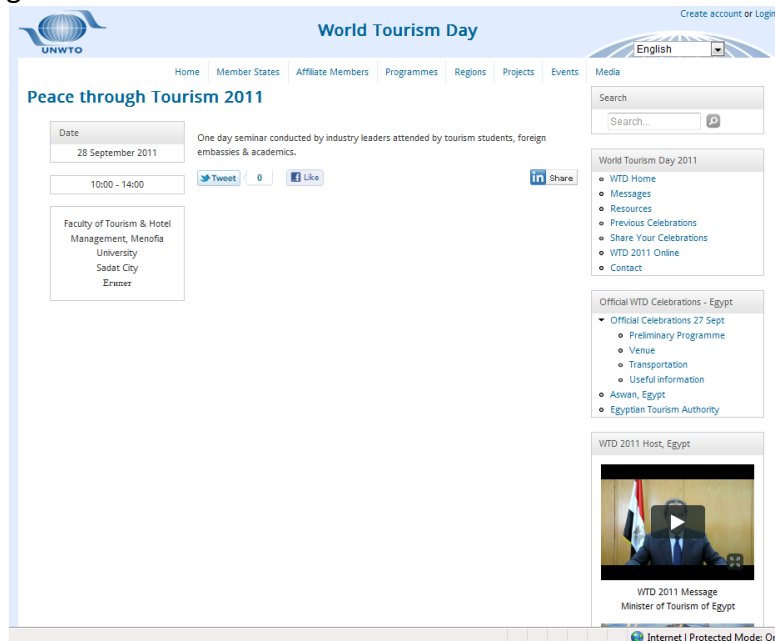
<http://www.un.org/en/events/peaceday/>



UN High level diplomacy offers a real hope, and if you read the fact box about this day then we should all sit up and pay attention . But is there substance to the words when we see the UN influence in relation to the powerful nation states and economic groups like the G7/8/20? Mr Ban ki Moon delivers the UN diplomatic Peace message with clarity, even listing his actions for global peace. His August launch of the UN Peace message was even better, singling out tourism as a means to achieve the peace. However, the process of peace must be made transparent by exposing the corporations and nations of war and development of a clear strategy, which I cannot find at this level, though I can upload my activities to a global map here.

‘To post your stories, photos and video clips, please go to the UN International Day of Peace Facebook page at www.facebook.com/unpeaceday’

World Tourism Organisation UN-WTO Site



In the search for substance for how the tourism sector will be doing this we see a shift to a day of action to the 27th September as that is World Tourism Day.

‘ The United Nations Secretary-General, Ban Ki-moon, has released an official message of support for World Tourism Day 2011, which will be celebrated on 27 September under the theme ‘Tourism – Linking Cultures’.

In his message, Mr. Ban recognizes tourism’s contribution to “global solidarity”, particularly in the face of current economic challenges and stresses that “tourism’s ability to generate socio-economic opportunities and help reduce the gap between rich and poor, is more important than ever”.

Mr. Ban further acknowledges tourism’s potential as a tool for peace in connecting communities around the world, emphasizing the “proven interaction between tourism and peace, human rights and understanding”. The UN Secretary-General calls for the incorporation of the Global Code of Ethics for Tourism, a comprehensive set of principles adopted by the UN to guide tourism stakeholders, into sustainable and responsible tourism development.

<http://unwto.org/en/news/2011-08-10/united-nations-secretary-general-highlights-tourism-s-contribution-global-solidarity>

‘ World Tourism Day is celebrated across the globe to foster awareness of the role of tourism, particularly as a tool for economic growth and job creation, sustainability and poverty alleviation. ‘Tourism – Linking Cultures’ is the theme for the 2011 WTD celebrations, highlighting the sector’s capacity for increasing intercultural dialogue, understanding and, ultimately, peace.

Here I can participate in a photo competition and the UN WTOs first ever twitter competition. Everyone is also welcome to share their own celebrations through the dedicated

World Tourism Day map available on the World Tourism Day website. Interestingly the WTD events in Egypt include a parallel event on Peace through Tourism on 28th Sept. Perhaps this is where the weight of the UN machinery allied to compassionate corporations and visionary individuals will be set in motion.

A footnote on the UNESCO site – the message was great, stating the importance of the day, especially in relation to UNESCO decade highlighting violence against children, but closer inspection revealed that I was on their 2010 page, and I couldn't find anything current. Very worrying indeed.

What's happening in the US – Peace Day is for Wusses

This article surprised me, and has to be the winner of all 21st September websites ... it shows we have entered an age when individuals and NGOs can match and exceed the institutional machinery of global administrations in their power to send out a clear message of what reality is out there.

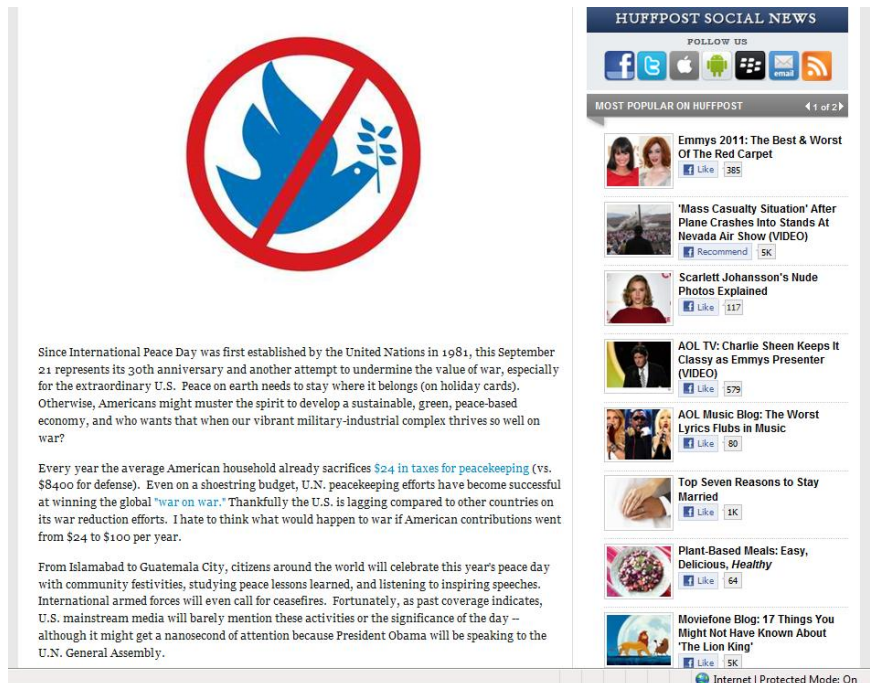
http://www.huffingtonpost.com/colleen-turner/peace-day-is-for-wusses_b_969361.html



' Since International Peace Day was first established by the United Nations in 1981, this September 21 represents its 30th anniversary and another attempt to undermine the value of war, especially for the extraordinary U.S. Peace on earth needs to stay where it belongs (on holiday cards). Otherwise, Americans might muster the spirit to develop a sustainable, green, peace-based economy, and who wants that when our vibrant military-industrial complex thrives so well on war?

Every year the average American household already sacrifices [\\$24 in taxes for peacekeeping](#) (vs. \$8400 for defense). Even on a shoestring budget, U.N. peacekeeping efforts have become successful at winning the global ["war on war."](#) Thankfully the U.S. is lagging compared to other countries on its war reduction efforts. I hate to think what would happen to war if American contributions went from \$24 to \$100 per year.

From Islamabad to Guatemala City, citizens around the world will celebrate this year's peace day with community festivities, studying peace lessons learned, and listening to inspiring speeches. International armed forces will even call for ceasefires. Fortunately, as past coverage indicates, U.S. mainstream media will barely mention these activities or the significance of the day -- although it might get a nanosecond of attention because President Obama will be speaking to the U.N. General Assembly. ..



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London 2102 Olympic Peace Campaign – working with the IIP to unify peace and tourism stakeholders efforts for Rio +20 and beyond

This part of what's happening on World Peace Day concludes with the action the London 2102 Olympic Peace Campaign and International Institute for Peace through Tourism (IIPT).

<http://www.iipt.org/newsletter/2011/august.html>

IIPT to Partner in Promotion of Olympic Truce


*"These Olympic games will be a big event not only for the sporting world but for our global mission of peace."
U.N. Secretary General Ban Ki-moon*




The International Institute for Peace through Tourism (IIPT) has agreed to partner with other major international organizations in a campaign to promote observance of the Olympic Truce ('Ekechereia') during the period of the 2012 London Olympic Games, 27 July to 12 August 2012.

The tradition of the Olympic Truce dates back to 776 BC, on the occasion of the first recorded Olympic Games in ancient Greece. City-states decided to cease all warfare and endorse Truce thus sending a message of peace and fair play. During the Truce, athletes, artists and their families, as well as ordinary pilgrims, could travel in total safety to participate in or attend the Olympic Games and return afterwards to their respective countries.

Since its revival in 1992, it has received formal endorsement from the UN and been adopted by 190 UN member states, making it the most widely supported resolution in the history of the UN. The Olympic Truce has a demonstrated history of helping to further dialogue and understanding – providing a valuable window of opportunity to work towards the peaceful resolution of conflict. The 2012 Olympic Truce once again calls upon humanity to lay down its weapons and to work towards building the foundations of peace, mutual respect, understanding and reconciliation.





IIPT Founder and President Louis D'Amore stated, "The challenges faced by humankind, including climate change, the elimination of poverty and disease, and the growing stresses on our ecological systems from a population soon to number 7 billion persons - can only be met by a world at peace and working towards a common agenda for the benefit of all humankind."

D'Amore stated that World Military Expenditures are currently in excess of US\$ 1.6 trillion - greater than the GDP of every nation in the world except eight, and roughly equal to the total income of 40% of the world's population who struggle to survive at the bottom of the economic pyramid.

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The IIPT reaffirm the message of an excessive imbalance between military expenditures and human prosperity, citing the world military budget as equivalent to the income of the poorest 40% of humanity. They have joined forces with the **London 2102 Olympic Peace Campaign** to build a common vision of what could happen next year, calling for:

- **An Olympic Peace supporters group** to back the Campaign, focusing on
- **One Minute Silence for Global Peace** at the Olympic opening ceremony to mark and honour the state of global peace on earth, and to remember those places and people who may have not been able to achieve the 16 day truce.
- **Youth for Olympic Peace Campaign** in which one teenager from each of the 40 plus conflict zones/areas of violence is sponsored to attend the Olympics as youth peace ambassadors, and share the camaradie and support of the world for those days.

London 2102 Olympic Peace Campaign

<http://destinet.eu/topics/sustainable-consumption-and-production/peace-through-tourism>

The screenshot shows the DESTINET Sustainable Tourism Information & Communications Portal. The main content area is titled "Olympic Peace through Tourism London 2012" and features the "Olympic Rings of Light" logo. The text describes the campaign's goal to bring tourism stakeholders together to develop 16 days of peace through tourism during the London 2012 Olympics. It includes a section titled "In a nutshell:" which states: "In the grip of multiple global crises, a global population above 7 billion and on the brink of socio-economic and environmental limits, the aim: to achieve the UN-backed 16 day Worldwide Truce during the London 2012 Olympics. Inner Peace, Global Peace - moving from a culture of violence to a culture of peace - we all want it, the world needs it. It's for the people, the planet and prosperity for all- it needs your participation - we can do it together, and when it happens we will glimpse a truly sustainable international world order, and all benefit personally and collectively." The sidebar on the left lists various contribution opportunities, and the right sidebar shows a calendar for September 2011 and a list of latest news items.

This is the Campaign I am running in the light of the above, focused on achieving the Olympic Peace in 2012. The strategy includes concentrating on tourism sector stakeholders as they are in the best position to network globally to call for the truce, and will benefit from the achievement of peace materially. Rio +20 as a milestone on the way, a date when the deliverables should be:

- a picture of the global signatories and groups/events in place that support the period of peace
- confirmation of the One Minute Silence at the Olympic Opening Ceremony
- a global map of safe passage
- maps showcasing example of responsible and sustainable tourism worldwide

It takes time to prepare such maps, to get political signatories, to stimulate bottom up citizen actions, to raise funds, run events, and broadcast this effort.

I am hoping to work with tourism stakeholders I have met on the road of sustainable development, and am using World Peace Day to gather support for the initiative.

The tourism sector promotional contribution to this campaign will be the **Responsible & Sustainable Tourism Business & Destination Support Travel Initiative** - showcasing community-based responsible and sustainable tourism best practice offers next to a country's Olympic icons. Responsible tourism can be targeted at the poorest nations of Earth to give a boost for local communities to benefit from global tourism opportunities for economic, cultural and environmental recovery. Rio +20 is the place to aim for in order to have a change of making it happen at the Olympics.

VISTAS Peace through Tourism Award – a national award to highlight those countries which works most towards to Peace. The rallying call is now out for tourism stakeholders to play a key part in making the peace and all its benefits a reality.

Bottom up stakeholder and citizen actions, such as Travel Agents for Olympic peace, dancers for Olympic peace, UN Staff for Olympic Peace, Gyms for Olympic Peace, etc

You can find further information on the campaign in the DestiNet Portal at

<http://destinet.eu/topics/sustainable-consumption-and-production/peace-through-tourism>

If you are on Facebook, Pay a visit and LIKE the Facebook page

<http://www.facebook.com/pages/London-2012-Olympic-Peace-Campaign/211382448883873>

Otherwise please contact me or respond to the call to become a **London 2012 Olympic Peace-Maker** – see Facebook or DestiNet for more information.

Gordon Sillence 21st September 2011

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