

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



United Nations –
World Tourism Organization

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London 2012 Olympic Peace Campaign

ECO  TRANS



Olympic Rings of Light



The Olympic Tradition & Tourism



The Olympic Tradition

'Ekecheiria' the Holy Games of Peace

a time when anyone should be able to travel in peace throughout the world

That concept makes **tourism stakeholders** key players in the call for global peace during the time of the Olympics

**The London Olympics August 2012 –
a time when we can make this global peace a reality**

The Millennium Goals and the Olympics - Mainstreaming Sustainability at Large Scale Events



- In 1993 the UN and the International Olympic Committee made declarations to restore the aspect of 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 is off timetable
- Peace during the Games would have a major positive impact on the global economy and society - conflict and poverty are intricately linked, as are peace and sustainable development processes.

Developing Destination Security – the Way to a Lasting Freedom to Travel



Prosperity through peace for people in need - delivering destination security – the role of the state:

- Moving us from a culture of violence to a culture of peace
- Top down and bottom up Sustainability First multi-sector, multi-stakeholder strategies
- The fundamental importance of the value system of sustainability – the just, fair, equitable and peaceful world of Agenda 21
- Funded by a Peace Dividend from reduced military budgets
- Developing citizens whose personal value systems show political responsibility
- Running political systems that take care of individual citizens personally ... from local to global level, across all nations and regions, cultures and religions, genders and colours.

Hopes and Dreams – A Vision of 16 Days of Global Peace



A time of local and international peace during the Games, with safe passage for travellers in all parts of the world.

A move from a culture of violence to a culture of peace

A time for development of inner peace as the foundation of lasting local and global peace

Hopes and Dreams ... Becoming Reality



1. **The Effort from Governments** - Every country attending the Olympics will sign a 16 days of peace declaration, and that process is transparently mapped and made real.
2. **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.
3. **Youth for Olympic Peace Campaign:** One teenager from each conflict zone is sponsored to attend the Olympics as youth peace ambassadors, and share the camaradie and support of the world for those days.

Hopes and Dreams ... Becoming Reality

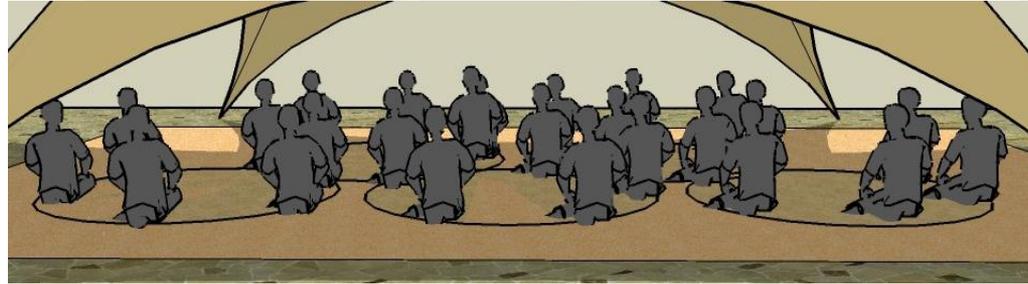


The VISTAs Peace through Tourism Award

- Building a common process – 16 days of global Peace during the London Olympics 2012 to

4. **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.
5. **VISTAS Peace through Tourism Award** – A national award to highlight those countries which work most towards to Peace
6. **The Olympic Rings of Light – London 2012 Olympic Peace Campaign** aims to promote inner peace together with global peace during the 16 days, so that we can have a mass movement from a culture of violence to a culture of peace alongside top down political initiatives.
7. **Olympic Peace Parties** - launching a global peace celebration during the London Olympics to mark this historic achievement.

What We Need to Do – An Olympic Effort from All of Us



- Organising a successful Olympic Peace process is a major undertaking requiring an Olympic effort from all of us, working together.
- It needs to be both a top down and bottom up multi-stakeholder process, drawing in all sections of society across the globe.
- Sports, Tourism and Entertainment & Health professionals can create big waves of public and political support.
- Celebrities, politicians and the business community need to be involved alongside citizens in local communities and at work.

Now is the time to organize this ... together.

Global Citizenship – U 2 Can be Part of the London 2012 Olympics

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- To achieve this in practice, people can get together 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, UN Staff for Olympic Peace, etc ...
- Villages, towns and cities can run Olympic Peace Parties during the Games, where people can gather to watch the Olympics, have healthy fun together, celebrate inter-culturally, and show their global citizenship, taking holidays to mark this historic global moment.

Planning to mainstream responsible and sustainable tourism at the London 2012 Olympics – Next Steps



Each UN Member State, as an Olympic Competing Nation, can:

1. Present signed declarations from either/all ministers of tourism/culture/education announcing their support for the 16 day peace during August 2012
2. Map their responsible and sustainable tourism activities and offers
3. Develop a marketing campaign to be showcased at Rio +20 in June 2012 and then mainstreamed during the London Olympics in 2012
4. Run in-country campaigns organized by the Ministries of Sports, Culture and Education to generate national awareness and participation
5. Seek the support of the UN to work jointly towards this aim

Responsible & Sustainable Tourism Business & Destination Support Initiative



Peace is a condition for tourism - tourism offers opportunities for economic, cultural and environmental recovery - it makes sense for tourism stakeholders to cultivate the culture of peace

- Showcasing sustainable tourism best practice offers next to a country's Olympic icons
- Beneficiaries: - countries, regions, businesses, communities and travellers linked to sustainable and responsible tourism
- UK and European travel agents and tour operators to promote community based tourism, responsible tourism and sustainable tourism in developing world, alongside Olympic Athletes from those regions

Summary and Conclusions



- The Olympic Countdown Clock gives us all a **common timetable**
- We need to commit ourselves and our organizations to be **involved now**
- The aim is to have both **top down government and bottom up citizen initiatives** in place to achieve the peace
- Ministries of **Sport, Culture, Education, Tourism and Foreign Affairs** are key to implementation
- **Tourism stakeholders** have a central interest and role in this peace, creating a world of inter-cultural exchange and travel possibilities to support developing countries
- This is an **Olympic Effort**, so we must prepare ... **together**.

London 2012 Olympic Peace Campaign

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- Show your organisation on the global DestiNet Atlas
- Join or start a topic user group
- Disseminate your sustainable tourism publications or tools
- Promote your event on the DestiNet Calendar
- Post your news on the DestiNet News Bulletin
- Place your product or service on the global sustainable tourism Market Place
- Create a DestiNet hub for your country, region or destination

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Olympic Peace through Tourism London 2012



London 2012

The sub-folder Olympic Peace through Tourism London 2012 establishes a supporting process on DestiNet that aims to bring tourism stakeholders together to develop 16 days of peace through tourism during the London 2012 Olympics. The concept involves using tourism as a means of stimulating cultural understanding to promote this period of peace during the games. Such a vision includes increasing sustainable tourism activity to benefit all nations participating in the Games, particularly those suffering the greatest conflict. This folder will map stakeholder peace initiatives in the build up to London 2012.

In a nutshell:

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.

Tourism stakeholders have a unique role to play in setting up the Truce, as we cut across all walks of life, economic sectors

CALENDAR OF EVENTS

May 2011						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

LATEST NEWS

Join 13-14 May the web-streamed European "Sustainable and responsible tourism as a contributor to quality of life" Conference!



[posted on: 11/05/2011]

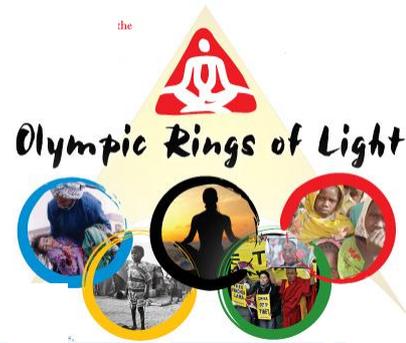
Study Confirms Benefits of Ecotourism in Biodiversity Rich, Economically Poor Region of Costa Rica [posted on: 04/04/2011]

Trailblazers Talk about Sustainable Tourism



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





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for further information please visit

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

or contact

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