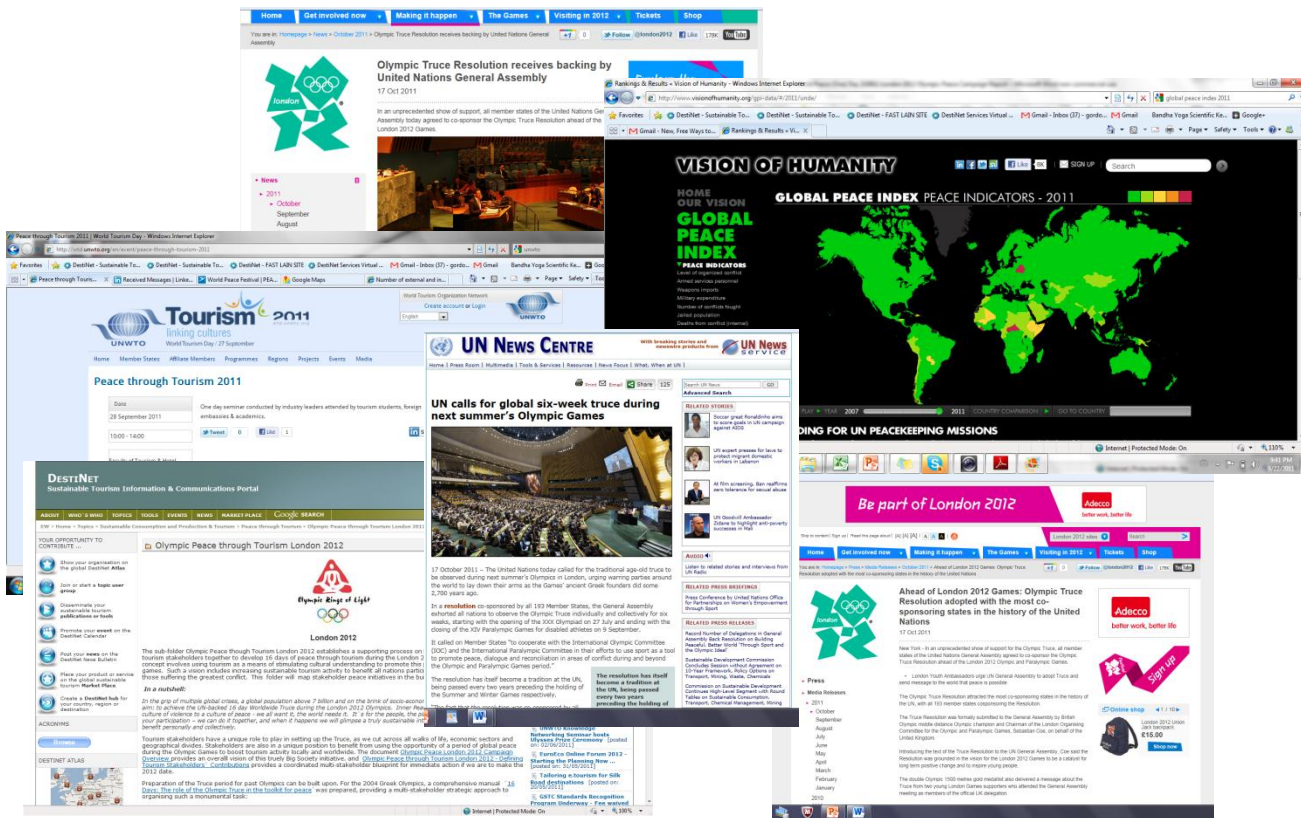




Sustainable Development, Responsible Tourism and the London 2012 Olympic Games: A Strategic Approach to the Olympic Truce



Progress Report

By Gordon Silence London 2012 Olympic Peace Campaign Coordinator November 2011

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



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ONE PAGE SUMMARY

The United Nations just passed a historic unanimous resolution calling for a six week truce period during the 2012 London Olympic Games. The opportunity for government, business and civil society stakeholders in the fields of sports, tourism, & culture to play a major role in creating a global peace is now in sight. This report provides feedback on current efforts to implement the Olympic Truce during the London 2012 Games, looking closely at the linking the Games to Agenda 21 to meet the Millennium Declaration targets, thereby developing a strategy to make the Truce real. This involves creating a coalition of stakeholders working together on strategic cultural actions, including a responsible tourism strategy to match diplomatic efforts linked to Rio +20. ***The aim is launch a peace based, global green economy where travel, tourism, and trade flourish in a golden age of inter-cultural knowledge exchange and innovation to face global challenges.***

UN World Peace Day 2011 – A Taste of the Olympic Effort?

The report shows that the UN has made the Truce a strong component of its diplomatic message; that the UK organisers have taken up the issue positively; the IOC is also stepping up its support for the Truce; and in civil society, the issue has broad popular support. However, the reality behind the rhetoric is that there is no implementation strategy to make the Truce happen. The report discovered little inter-organizational linkages within the UN and between global governments working in cooperation. Within the Olympic organizational process itself, there is little being done publicly to make this a key and prominent feature of the London 2012 Games. It was the NGO Peace One Day process that reached centre stage in the media on UN Designated World Peace Day, creating more media coverage than the landmark UN Resolution passed in October.

A Strategy for Six Weeks of Olympic Peace – a Key Role for Travel and Tourism Stakeholders

In the gap of government inaction, civil society groupings have created a London 2012 Olympic Peace Strategy, based on an active role of peace, sports, culture and tourism sector stakeholders. The strategy includes:

1. raising global attention for a move from a culture of violence to a culture of peace with one minutes silence during the opening ceremony of the Games
2. using the Global Peace Index map to show the state of violence in countries across the world during the times of the Games
3. bringing 40 teenagers from conflict zones and areas of violence to the Games as Peace & Culture Youth Ambassadors
4. creating an international inter-cultural travel and tourism bonanza celebrating the best of global responsible and sustainable tourism next to our Olympic athletes.

In spite of these worrying times of global challenges, a hope-filled vision of a peace-based, green global economy can be realized, and the sustainability message mainstreamed through large scale events. The countdown to this opportunity continues with the June 2012 Rio+20 UN Conference aligned with the July-August London 2012 Olympics – and now at this 11th hour, culture, peace, sports and tourism stakeholders need to unify to make this happen practically. Implementation guidance is given on. <http://destinet.eu/topics/sustainable-consumption-and-production/peace-through-tourism>.

PART I ASSESSMENT UN/IOC PEACE INITIATIVES

This report offers a global overview of where we really are in terms of realizing the Olympic Truce, providing an analysis and feedback on a variety of efforts to implement the UN Peace Day, and by extension, assess efforts to implement the Olympic Truce. It offers an internet overview of what happened on this years (2011) world peace day, assesses the historic UN Resolution calling for a six week Truce, and outlines a strategy to make the most of the opportunities to create a global peace next year.

THE UN TRUCE RESOLUTION

<http://www.un.org/apps/news/story.asp?NewsID=40082&Cr=sport&Cr1=>

The Truce Resolution¹ was formally submitted to the General Assembly by the Chair of the London Organising Committee for the Olympic and Paralympic Games, Lord Sebastian Coe, on behalf of the United Kingdom. On 17th October 2011. it was passed by the most co-sponsoring states in the history of the UN, with all 193 member states signing up to the Resolution. The resolution calls for an ambitious six week period of peace, and was achieved after great diplomatic effort. However, the text does not really provide guidance on how the Truce will be



**United Nations General Assembly 11 October 2011 11-
Sixty-sixth session Agenda item 11 (a)
Sport for peace and development: building a peaceful and better world through sport and the Olympic ideal**

Key points:
Requests the Secretary-General and the President of the General Assembly to promote the observance of the Olympic Truce among Member States and support for human development initiatives through sport and to cooperate with the International Olympic Committee, the International Paralympic Committee and the sporting community in general in the realization of those objectives;
Noting with satisfaction the flying of the United Nations flag at the Olympic Park,
 1. *Urges* Member States to observe, within the framework of the Charter of the United Nations, the Olympic Truce, individually and collectively, throughout the period beginning with the start of the Games of the XXX Olympiad and ending with the closing of the XIV Paralympic Games;
 2. *Welcomes* the work of the International Olympic Committee and the International Paralympic Committee to mobilize international sports organizations and the National Olympic Committees and National Paralympic Committees of Member States to undertake concrete actions at the local, national, regional and international levels to promote and strengthen a culture of peace based on the spirit of the Olympic Truce, and invites those organizations and national committees to share information and best practices, as appropriate;
 3. *Also welcomes* the leadership of Olympic and Paralympic athletes in promoting peace and human understanding through sport and the Olympic ideal;

¹ United Nations General Assembly 11 October 2011 11-53956 (E) 121011*1153956* Sixty-sixth session Agenda item 11 (a) Sport for peace and development: building a peaceful and better world through sport and the Olympic ideal

implemented, and there is a large credibility gap to be filled between UN resolutions and on the ground actions. Yet from this basis, each country has a mandate to define and implement national programmes to make the Truce a reality. Part II of this document examines how this can be done.

We can therefore overview of UN and IOC activities, focusing on the implementation of the UN World Peace Day, to see what gaps need to be filled, and how, if six weeks of global peace is to really happen.

THE UN SITES

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

Even though International al Peace Day is an official UN day, a Google search on *peace day* did not even list the UN site on the first page. **Further investigation of the UN sites point inescapably to the fact that even though the UN has made the Truce a strong component of its diplomatic message, it has no implementation strategy to make the truce happen.** UN High level diplomacy offers a real hope, 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 G 7/8/20 or NATO?

UN Secretary General Ban ki Moon has been delivering the UN diplomatic peace message with clarity, His August launch of the UN Peace message singled out tourism as a means to achieve the peace. Alongside many other stakeholders aware of the use of travel & tourism as a means to achieve sustainable development, the UN Secretary General recognizes the role the tourism sector can play in helping create the Truce, but there is no effective UN action in place – though the UK Olympic resolution this autumn has given an opportunity to galvanize the process, and is a clear mandate for all UN organisations to act to their fullest capability.

However, the process of peace must be given far more weight than the inter-cultural exchange that tourism can offer as an holistic solution to global crises. The underlying currents of violence in a society must be made clear, and consequently addressed by a strategy to reduce or remove it. Above all, the process must make transparent the corporations, nations and social groups benefitting from war in a specific sense and from a culture of violence in a general sense.

The development of a clear inclusive strategy throughout the UN administration is lacking at the core of the UN organization. All stakeholders were invited to do from this site was to upload activities to a global map here. 'To post your stories, photos and video clips, please go to the UN International Day of Peace Facebook

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

A Strategic Approach to the Olympic Truce

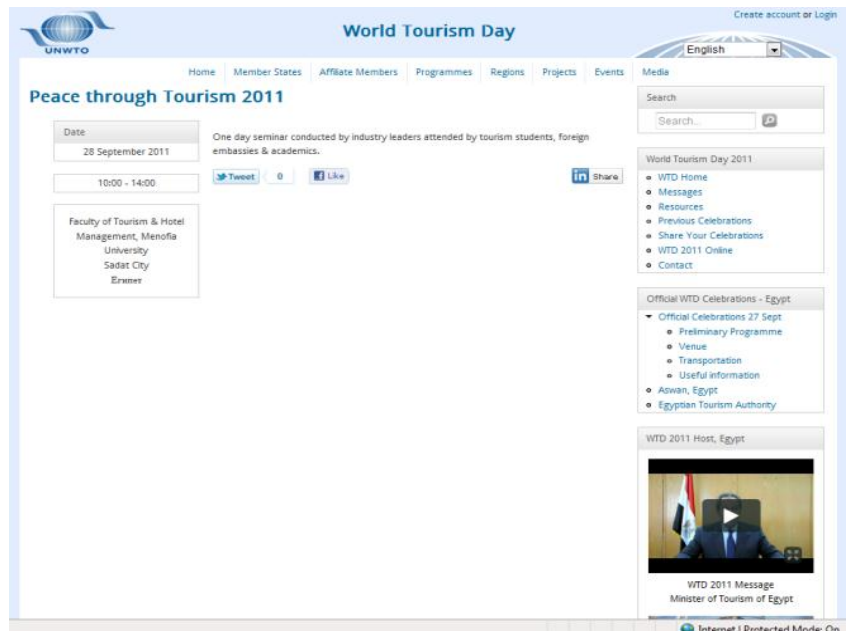
page at www.facebook.com/unpeaceday. Now we can wait to see what the UN does with the information posted to its sites, though it is clear that this lead does not provide the substance to match the subject.

The delivery of UN World Peace Day lies with UNESCO. However, a visit to the UNESCO site showed something very worrying. There was a clear message, stating the importance of the day, especially in relation to UNESCO decade highlighting violence against children, but closer inspection revealed that it was on their 2010 page, and subsequent searching could not find anything current, leading to the conclusion that the UN process is not given the seriousness it deserves within the UN itself, and as such the Truce looks like political rhetoric. To address this, it must be asked if this is a question of the value systems and priorities of its administrative staff and political leadership, or a lack of understanding, knowledge and capacity?

WORLD TOURISM ORGANIZATION (UN-WTO) SITE

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

In the search for substance for how the tourism sector will be developed the peace message we see a shift from world peace day to a day of action to the 27th September as that is World Tourism Day. Yet both the meeting in Egypt and the following General Assembly meeting in Korea did not provide a lead on this issue. One of the key problems here is that the London Games pose a problem for the UN-WTO in as much as the UK is no longer a member. There needs to a supra-membership approach to this beyond the politics of tourism membership affiliations and within the framework of the global economic crises, acknowledging the unanimity of the UN Resolution and the importance of the opportunity.



The UN WTO site made a tentative link to the issue

'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.

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Here site visitors could participate in a photo competition and the UN WTOs first ever twitter competition. Everyone was also welcomed 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 September. However, deeper investigation revealed it was not connected with the UN programme.

With the lack of any clearer commitment of policy, resources or effort on the Olympic Truce in the UN WTO, it is the words of the UN Secretary General that show the way for tourism stakeholders:

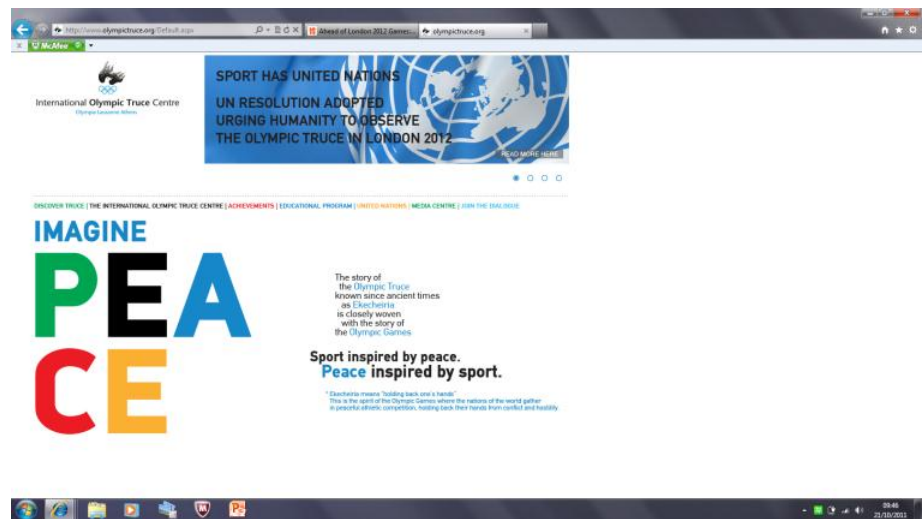
‘The United Nations Secretary-General, Ban Ki-moon, has released an official message of support for World Tourism Day 2011, which will be celebrated on 27 September under the theme ‘Tourism – Linking Cultures’. In his message, Mr. Ban recognizes tourism’s contribution to “global solidarity”, particularly 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.

INTERNATIONAL OLYMPIC TRUCE CENTRE

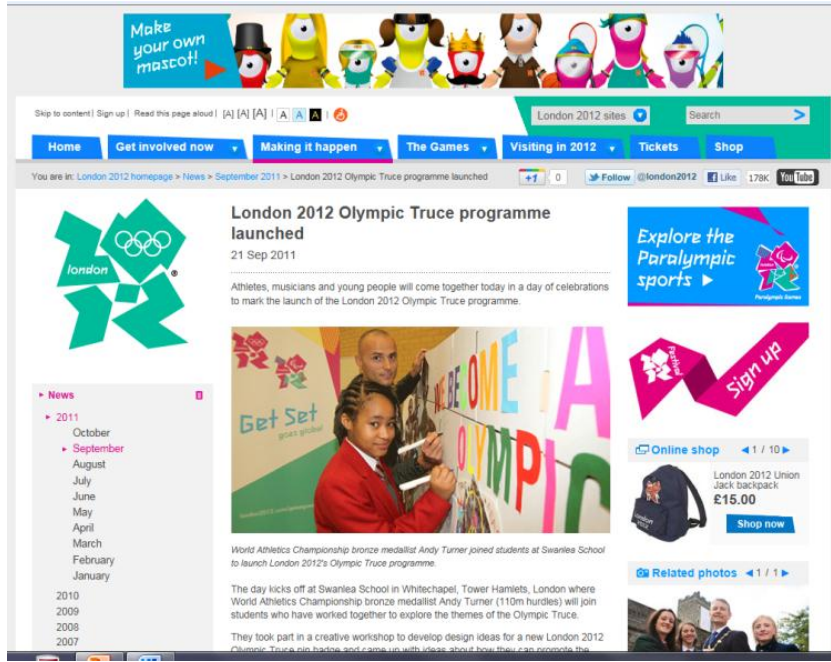
www.olympictruce.org

The International Olympic Truce Centre is responsible for promoting the peace as part of the work of the International Olympic Committee. They have responded to the next Olympics by developing a new website, in time for the recent resolution. This is where one would expect to see the main coordination effort. However, when looking at the practical actions being taken by the Centre, it boils down to a small partnership agreement focused on sports that has no public strategy to mainstream the Truce.



LONDON ORGANISING COMMITTEE OF THE OLYMPIC GAMES

<http://www.london2012.com/news/2011/09/london-2012-olympic-truce-programme-launched.php>



The London Organising Committee of the Olympic Games has addressed the issue with the London 2012 Olympic Truce programme, It offers young people the chance to learn about the Olympic Truce and to take part in sporting and cultural activities. This LOCOG initiative is welcomed for building inter-cultural understanding among youth, and belongs to the Games organisers INSPIRE legacy programme. However, it is not designed to meet the challenges of creating peace in practice during the time of the Games.

The London Organisers and the corporate sponsors of the games are in fact the key players who can make the peace work. It will be necessary for sponsors to take a lead role in spreading the message and resourcing the Truce. Extending the legacy approach by a broadening of the peace through sport into tourism and culture would be closer to the reality of the need for this global peace than the still important but less urgent youth peace work in schools.

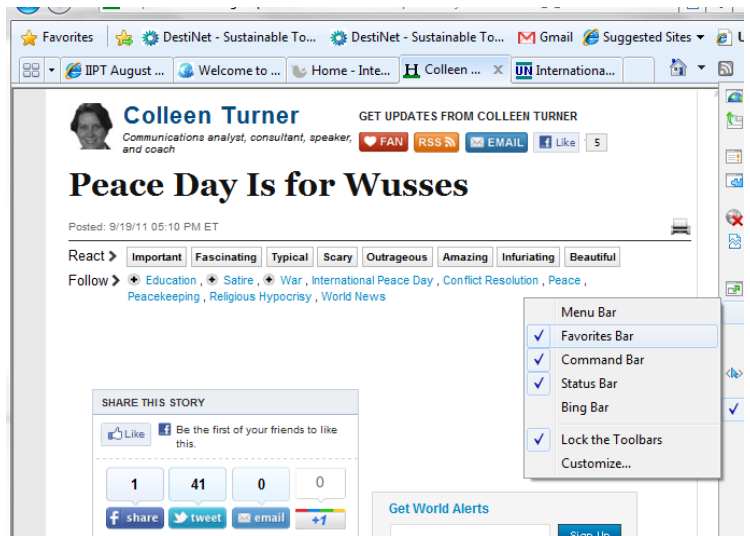
PART II IMPLEMENTING THE UN RESOLUTION - UNIFYING CULTURE, PEACE, SPORTS AND TOURISM STAKEHOLDERS

THE REALITY OF THE GLOBAL SITUATION

The reason for the UN deficiency of action the light of such good intentions must be found in processes and value systems outside the UN, as well as within the value systems and policies of its administrators and member states. The most accurate of all 21st September UN Peace Day websites was found in a journalistic investigation of the values and activities of the dominant nation state – the USA, which to a large extent sets the UN agenda on this issue.

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...

After world Peace day there was no mainstream coverage of UN activities, but *PeaceOneDay* made headlines briefly. In short, we can see that this brief analysis of media activity 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. In this process, there is more sentiment than

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strategy presented by each stakeholder contribution. More clearly still, there is a long way to go before the sum total of peace actions focused through UN declarations have a tangible effect. Yet the current resolution is a landmark event that may break through the policy-implementation gap.

LINKING THE OLYMPICS TO RIO +20 – A COALITION OF THE WILLING ONCE AGAIN

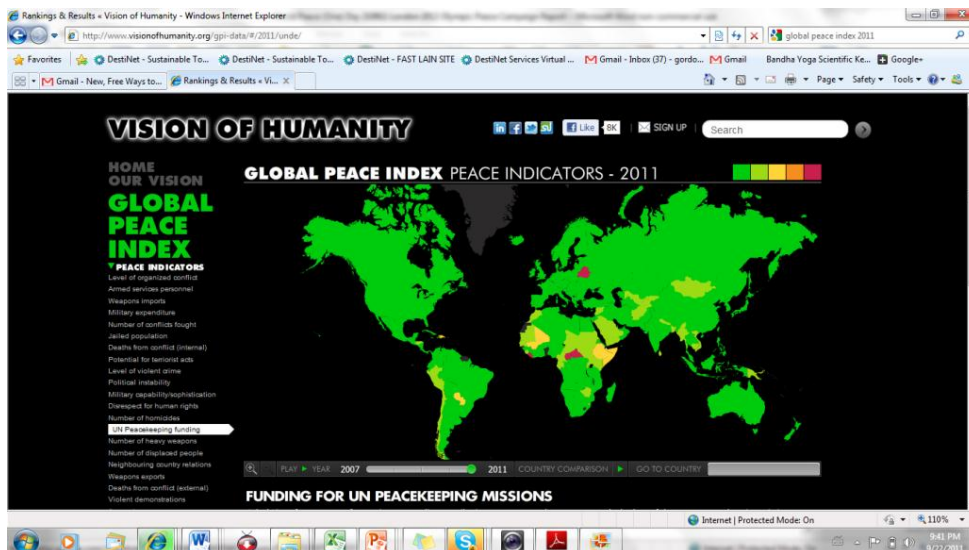
Global crises and challenges get bigger by the day, and the human capability to meet these challenges must similarly develop in scale. The UN Agenda for the 21st Century –Agenda 21 – is the policy framework at this level, and is up for a 20 year review just a month before the Olympics start. The potential combination of these opportunities is in place to shape a positive future for all global citizens. Given this situation, we are however faced with a gap between policy and implementation, and it seems the building of a real truce to make the move from a culture of violence to a culture of peace lies not in government action alone, but in multi-stakeholder coalitions. This part of the report describes the on-going work of the *London 2102 Olympic Peace Campaign*, which has been working on a strategy to implement the Olympic Truce, focusing on building a coalition of stakeholders working on responsible tourism and cultural peace activities for sustainable development. The Campaign has identified pro-active stakeholder opportunities for collaborative effort to make the Truce meaningful, linking it to the Agenda 21 calendar of action, as envisioned in the Millennium Declaration itself and focused on the Rio +20 UN Conference in June 2012.

THE GLOBAL PEACE INDEX

There are many stakeholders with roles to play. One of the very positive outcomes of recent peace-related activities is the work done by the Institute of Economics and Peace in Sydney to create the Global Peace Index. This is a landmark tool, released only in May this year (2011). The Index has 22 indicators of violence, mapped by country. It shows how far we have come to measuring the violence of our world, and also in realizing the socio-economic and environmental benefits of reducing violence.

All stakeholders can refer to the Global Peace Index to objectively assess the move from a culture of violence

to a culture of peace. A snapshot of society at the time of the Olympics would provide the most comprehensive overview of this process.



<http://www.visionofhumanity.org/info-center/global-peace-index-2011/>

THE PEACE DAY GLOBAL BROADCAST

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

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" was 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 INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM (IIPT)



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 ("Ekechereta") 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.

Internet | Prote

The International Institute for Peace through Tourism (IIPT) has made efforts to develop more timely and effective action on the issue.

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

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 camaraderie and support of the world for those days.

PEACE ONE DAY

'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:



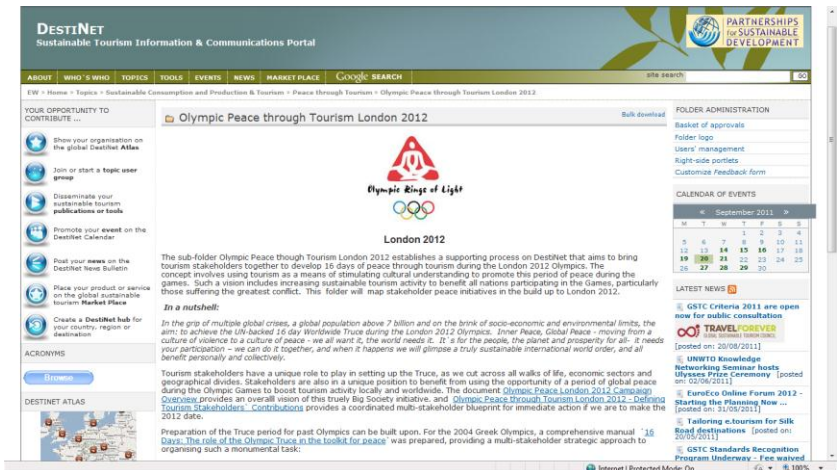
www.meetup.com/Peace-One-Day.

PeaceOneDay received the headline attention. This NGO action was media friendly and has a good general message, calling on people to focus on achieving a single day of peace on this day next year. There was no mention of the biggest opportunity for peace in 2012, ie period of global peace possible at the London 2012 Olympics, which PeaceOneDay is supporting and actively involved with.

LONDON 2102 OLYMPIC PEACE CAMPAIGN – A STRATEGY FOR SUCCESS

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

It is the engagement of such stakeholders that will make the Olympic truce meaningful. In the light of the above civil society actions, the London 2012 Olympic Peace campaign outlines a one year strategy focused on achieving a move from a culture of violence to a culture of peace based on the Olympic tradition and values. Please see the Annex to this document on p14. which describes actions and their time-table. The strategy includes concentrating on sports & tourism sector & peace and culture stakeholders, seeking to create a win-win situation by mainstreaming sustainability at large-scale events. Travel and Tourism sector stakeholders are in the best position to network globally to call for the truce, and will also benefit from the achievement of peace materially.



UN AGENDA 21 RIO + 20 PROCESS – THE UNIFYING STEPPING STONE

A key part of the London 2012 Olympic Peace strategy is that the June 2012 Rio +20 International gathering is seen the milestone on the way. By this date the deliverables should be:

1. a picture of the global signatories and groups/events in place that support the period of peace
2. confirmation of the One Minute Silence at the Olympic Opening Ceremony
3. a global map of safe passage related to the Global Peace Index
4. maps showcasing example of responsible and sustainable tourism worldwide linked to participating nations
5. creation of the Teenage Peace & Culture Ambassadors group from conflict zones/ areas of violence

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. The Campaign will bring together sports, tourism, peace and culture stakeholders working on the road of sustainable development as part of the Rio +20 events.

CIVIL SOCIETY SUPPORT ACTIVITIES FOR THE INITIATIVE

Though we rely on governments to create the peace, civil society needs to be a driving force. The tourism sector promotional contribution to this strategy is 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.

There is also the **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.

Finally, **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. are necessary to involve everyone. The London 2012 Campaign is organizing a *'Become and Olympic Peace-Maker'* to link up these actions.



CONCLUSIONS AND NEXT STEPS

The Olympic Truce is tied to the Millennium Goals Development approach, and as with all large-scale events, has the possibility of mainstreaming sustainable development. An historic UN resolution that has support of all 193 UN members has been passed, calling for a six week period of international peace. However, altogether, the sum total of government, business and civil society efforts are in need of greater coherence, and the lack of a clear global strategy to make the Truce happen in reality means that well-intentioned but uncoordinated and piecemeal efforts will not fill this gap.

Even though the current effort lacks sufficient personal involvement and critical mass, time still exists to create a common vision of what the Truce could be like, and then make it real. The countdown to this opportunity continues with the June 2012 Rio+20 UN Conference aligned with the July-August London 2012 Olympics. At this 11th hour, culture, peace, sports and tourism stakeholders need to unify to make this happen practically. It is clear that current crises demand an Olympic effort, and we can see now that a peace-based, green global economy can take shape, using Rio +20 as the unifying stepping stone to give the resolution practical substance.

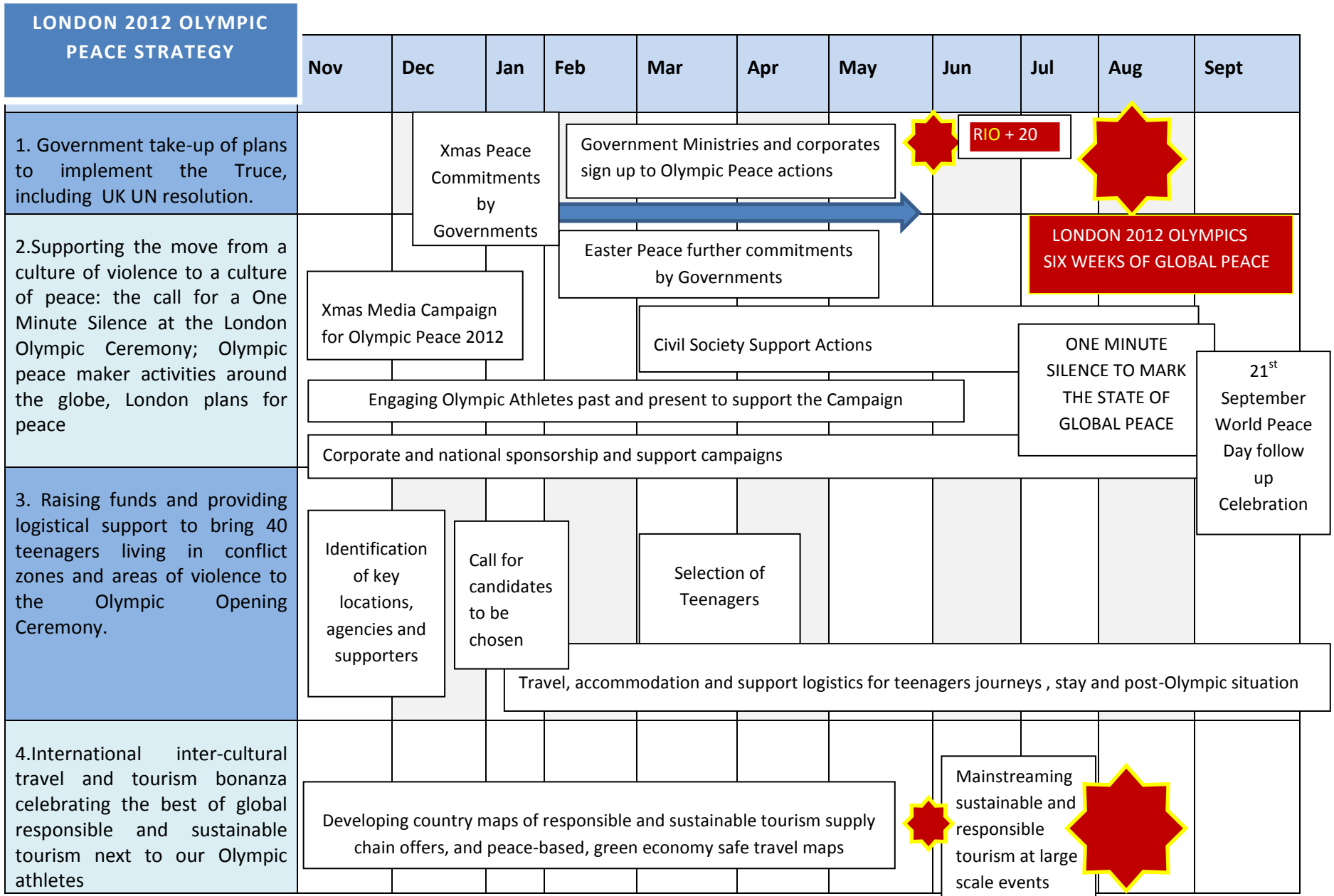
A call to help the Olympic Peace really happen is being made to ask people to work in a global coalition, unifying sports, tourism culture and peace initiatives. It involves committed individuals to use their professional and/or voluntary capacities to:

1. Persuade governments to implement the truce and promote it at Rio +20
2. Support the call for a One Minute Silence at the London Olympic Ceremony to mark the state of global peace
3. Help to fundraise and provide logistical support to bring 40 teenagers living in conflict zones and areas of violence to the Olympic Opening Ceremony.
4. Prepare and practice for personal inner peace during the six weeks of Olympic competition.

The London 2012 Olympic Peace campaign recognizes the key role responsible tourism offers, whilst acknowledging the Truce requires a wider societal framework involving all sectors and actors to focus their efforts on this process collectively. A ceasefire or Truce is only for a limited period of time, but it is a major practical step in the much needed move from a culture of violence to a culture of peace.

The Annex to this report shows a timetable for the strategy. The action has been submitted as part of the formal civil society proposals for Rio + 20, as well being proposed at the European level to the European Commission. Even though this report has a focus on tourism as means for sustainable development, a far greater range of stakeholders need to be engaged, using mechanisms such as the International Olympic Truce Centre to co-ordinate activities, involving celebrities and politicians, and mobilizing citizens around the globe to put the peace into practice. As violence is part of both the individual and societal temperament - everyone is needed to hear the message, accept its meaning and add their weight to the solution.

A Strategic Approach to the Olympic Truce





Gordon Sillence November 2011

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Become a London 2102 Olympic Peace-Maker

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

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