

London 2012 Olympic Truce UNESCO Youth Peace Ambassador Training and Assistance Programme

SUDAN

UK



IRAN

THAILAND

IRAQ

EGYPT

ISRAEL

ZIMBABWE

AFGHANISTAN

HAITI



SOMALIA

SOUTH AFRICA

NIGERIA

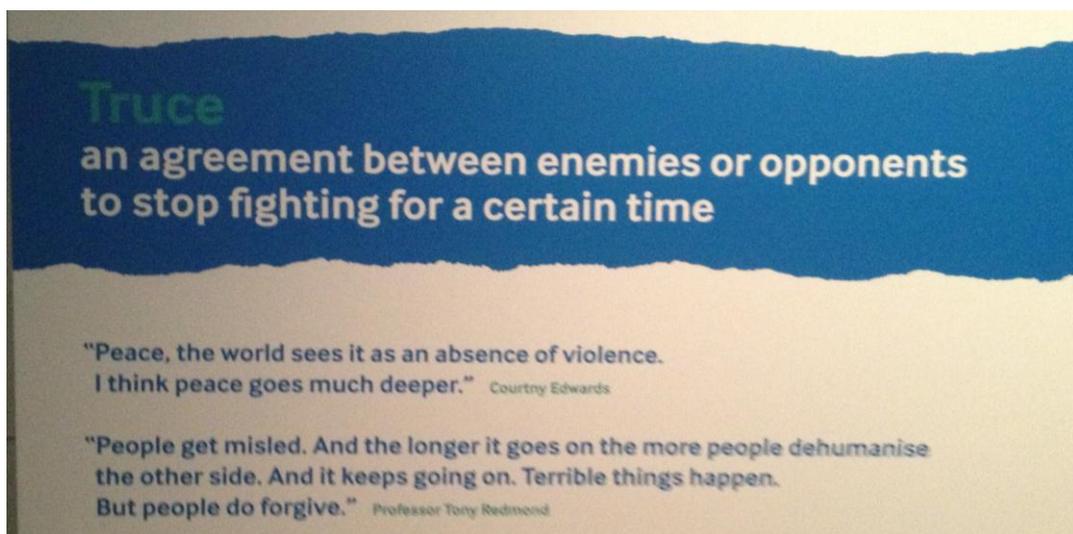
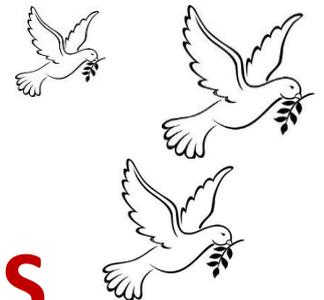
NEW ZEALAND

FINAL REPORT

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&

RECOMMENDATIONS



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This report can be found at

http://destinet.eu/topics/sustainable-consumption-production-and-tourism-overarching/copy_of_peace-through-tourism/london-2012-olympic-peace-campaign/

Written by Gordon Sillence March 2013 gordon.destinet@ecotrans.de

VIDEO REPORT



[Olympic Truce Youth Peace Ambassadors Support Program on the Road to Brazil 2016](#)

In the build up to Rio +20 and the 2012 Olympic Games, a group of tourism, sports, and peace organizations formed a partnership under the banner of the [London 2012 Olympic Peace Campaign](#), to work together on the implementation of mainstreaming sustainability at large scale events, using the UN Olympic Truce resolution to develop peace through sports, tourism and culture as the coalition's common platform.

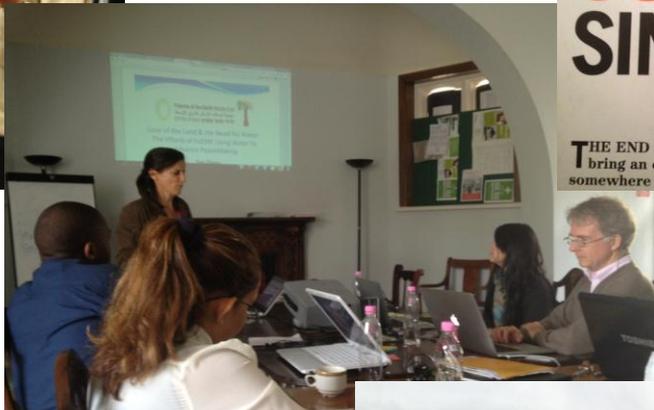
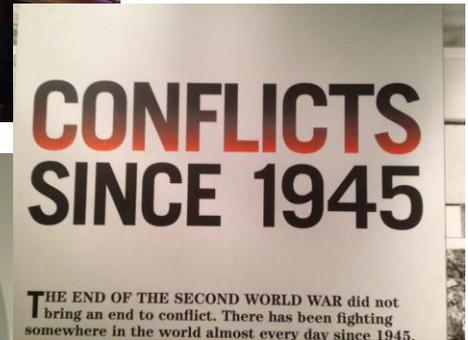
The Campaign brought youths from conflict areas around the world to London to train as UNESCO Olympic Youth Peace Ambassadors, and set up a global network that would train other youth peace ambassadors to work on a country-by-country basis with international support and coordination, tracking the Olympic events that lead to the next Olympics in Brazil 2016, aiming to ensure a genuine period of peace is established in each country. This report details the London event, looks at the difficulties of implementing the Olympic Truce, and offers strategies and solutions that can be applied directly to making the implementation of the Truce a success by Brazil 2016.

THE UNESCO OLYMPIC YOUTH PEACE AMBASSADOR TRAINING PROGRAMME CONTENT

Over 40 youths from conflict areas all over the globe were invited to attend the UNESCO Olympic Youth Peace Ambassador Training Programme, which started at the House of Lords on 31st August and was completed 9th September 2012, the last day of the Official Truce. The lack of funding and visa difficulties, led to only a small group being able to meet in person, with representatives from 13 countries attending and 7 being finally trained as Olympic Youth Peace Ambassadors, representing France, Israel, Iran, Nigeria, South Africa, Sri Lanka, and Thailand.

The training programme was developed by the Campaign in collaboration with UNESCO under the patronage of Lord Michael Bates of the UK Parliament, famous for his 3000 km [Walk for Truce](#) in the build up to the London Games. Each participant was required to define an action plan to promote peace in their own country during the training course. They also received training on how to develop an Olympic truce campaign to continue the Truce building efforts at future Olympic events. During the training week the participants took part in the following activities:

- A Day in the House of Lords with Lord Michael Bates
- The World At War: A Visit To The 'Build The Truce' Exhibition At The Imperial War Museum
- A Day in London --The Olympic Truce Survey
- Rio + 20 – Meeting the Stakeholder forum
- Best Practice for Building Peace in Divided Communities – the Case of Southall, London
- Inter Personal Skills for Successful Meetings and Negotiation Outcomes
- UNEPs Youth Exchange – Environment and Peace
- Peace through Tourism – the IIPT
- Inner Peace through Yoga
- Cultural Events – Traditional Indian Music and Dance
- Last Day of The Truce - Olympic Closing Ceremony in Trafalgar Sq



Top Visit to the House of Lords
Left top Visit to Stakeholder Forum
Top right Visit to Imperial War Museum
Centre Youth Peace Ambassadors Training session
Bottom right Inter-cultural Peace Committee Southall
Bottom left Visit to Olympic Stadium

OUTCOME OF THE TRAINING PROGRAMME

It was clear from the event that a dedicated Olympic truce training programme is necessary to ensure strategic and coordinated planning and resourcing of peace-building efforts. At the end of the London 2012 training process, each participant had developed their individual action plans and was provided with [a strategic plan to develop the Olympic Truce](#) at the national level in their own countries.

The initial seven will be the core of UNESCO's global Olympic youth peace ambassador network that will work on the Olympic Truce as a legacy of the London Games, forming global regional groupings to enlarge the network. UNESCO Youth Peace Ambassadors from other countries will be invited to develop Olympic peace projects in their own countries in line with guidance developed in the London training.

'The Olympic Youth Peace Ambassadors surveyed over a thousand people in London and around the Olympic Stadium, Less than 5% knew about the Truce, and many of those who did only remembered it from school days.'

In order to achieve this, an Olympic Youth Peace Ambassadors *supporters group* will be established in order to mentor the Youth Peace Ambassadors, passing on valuable peace-building experiences between generations, and also to access resources for the network to be operational and effective.

CHALLENGES TO IMPLEMENTING THE OLYMPIC TRUCE DURING THE LONDON 2012 GAMES

It is an extremely ambitious task to create global peace, even if only for a short period of time. No single individual or organisation, even of governmental status, can bring about global peace. It takes a well-defined, well organised grouping of relevant and key stakeholders who share a common strategy, implementing the strategy in a timely manner. The key stakeholders are the International Olympic Committee, the host country and the UN. The key stakeholders responsible for the Truce are the International Olympic Committee, the host country and the UN. All three chose rhetoric and tokenism in place of a clear strategy and pragmatic actions. They must do better in future, or will lose complete credibility in the eyes of concerned citizens'.

The IOC failed to put any resources into the Truce building effort at the country level, choosing a few superficial actions - belatedly renewing the Olympic Truce website and building a peace wall in the Olympic Village. The London 2012 Peace Campaign had called for a One Minute Silence during the opening and closing ceremonies to mark the Truce, but this was vetoed on the grounds of being too politically sensitive, exposing the rhetoric of the official Olympic message.

The UK, as host country, cleverly manipulated the diplomatic process by passing an historic UN resolution to hold the Truce, then claiming the country is not technically at war despite its presence in Iraq and Afghanistan, and also excluding a single mention of the Truce during the entire 6 week period, notably omitting any significant peace message during the opening and closing ceremonies, tellingly revealed by the Youth Peace Ambassadors survey, which showed that less than 5% knew of the Truce.

'It was clear that the complete lack of an official strategy to implement the UN Truce resolution is at the heart of the failure to develop peace during the Games. And behind this is the protection of the status quo of low-level warfare outside of Europe and America that support the global military-industrial complex.'

The UN also failed to play any pragmatic role in development of the Truce, despite media statements from the Secretary General urging action, though not following through with strategy and resources. UNESCO, as the responsible UN agency, had been made ineffective by its budget cuts over its stance on Palestine, and other UN agencies failed to pick up the issue. The lack of any joined up policy linkages to the Rio+20 process which took place at the same time showed further gaps between UN words and actions.

It was clear that the complete lack of a strategy to implement the UN resolution is at the heart of the failure to develop peace during the Games. Looking behind the rhetoric of each of the key responsible stakeholders, it is clear that the economic and political implications of truly standing up for peace threaten the administrative jobs and even the economies key countries, especially in this case, the UK's operational war machine. Lack of action was covered up by the usual media spin and tokenism done more to protect institutional or professional reputation than work towards a genuine peace.

This left the truce building to NGOs and concerned individuals, with the consequent lack of resources to run effective campaigns. The London 2012 Olympic Truce Campaign lost a lot of time and resources attempting to involve the key administrative stakeholders, but still succeeded in building a global coalition of organisations that represented the largest single effort to implement the peace. This effort was spearheaded by Lord Michael Bates, a Conservative MP sitting in the House of Lords, who personally showed the Olympic effort necessary to implement the Truce by walking from Athens to London to raise awareness of the importance of the issue. Also, it should be mentioned that certain UN officers made the necessary personal commitments that enabled the London 2012 Campaign to run the training event, even though they were unable to mobilise high level institutional political commitment and resources.

'The key stakeholders responsible for the Truce are the International Olympic Committee, the host country and the UN. All three chose rhetoric and tokenism in place of a clear strategy and pragmatic actions. They must do better in future, or will lose complete credibility in the eyes of concerned citizens'.

However even Lord Bates considered that although he is a member of the ruling party in the UK and sits in the highest political institution, his efforts were ineffective to make the issue mainstream. This shows how deeply entrenched are the values and lobbies that keep the issue of genuine peace-building off the agenda. It was noted in the build-up to the Olympics during the 2011 international peace day that no politicians or institutions are willing or able to disturb the workings of the international low-level war economy that has been in place since 1945. Moving from a culture of violence to a culture of peace would require a new economic model, which is possible, as the Global Peace Index demonstrates, but is not in the interests of those currently benefitting from the military-industrial war machine that currently shapes global politics.

RECOMMENDATIONS

The Olympic Games, as a large scale event that symbolises human excellence and inter-cultural harmony, is a significant opportunity to address worldwide challenges of violence and poverty. If the Olympic Truce is implemented, it would help move the global economy onto a genuine peace-based, sustainable development path. Based on the London 2012 experience, the following recommendations can be made:

International level

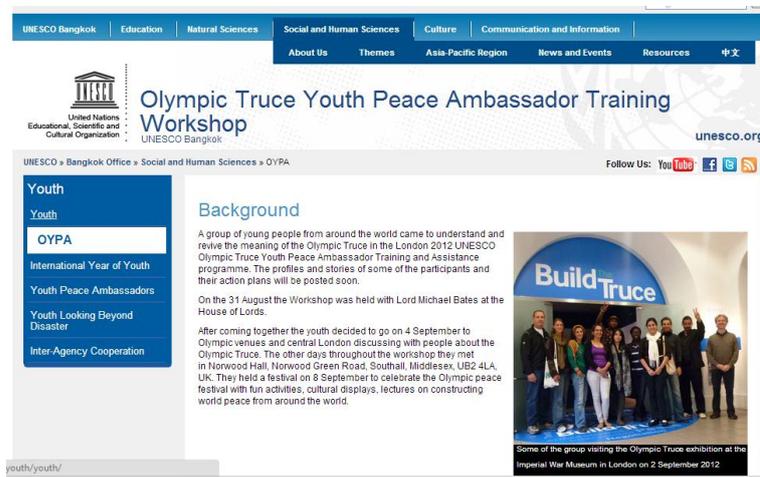
1. The IOC should make a strong commitment to the implementation of the Truce, making peace-building efforts in the country a condition of participation and part of a country's strategic preparation.
2. At each successive Olympics, the host nation traditionally presents a UN resolution affirming the Truce as part of the Games. This resolution, signed by foreign ministers/ambassadors, should include a statement that each country will implement a national strategy to realise the Truce in their country.
3. The [Global Peace Index](#) should be adopted as a measurement index of peace during the Olympics.
4. A time-tabled global peace awareness raising campaign should be run jointly by the IOC, UN and the host country, starting at the Winter Olympics in Sochi up to Brazil 2016.
5. A monitoring system of who is making genuine Truce building efforts should be put in place, with a prize being given to that country which does most to implement peace-building activities.

6. The Corporate Olympic sponsors should collaborate with governments and NGOs to fund the process.
7. The UN should improve the commitment and collaborative working of its various agencies, giving more resources to UNESCO, assisting UN conflict zone field agencies such as UNICEF, UNHCR and UNDP to follow up the Truce building processes. It should also ensure full commitment of the UN-WTO (tourism) to support promotion and implementation of the Truce, given its link to the world's biggest sports travel & tourism event, and the dependence of travel and tourism on the absence of conflict. Also UNEP, in recognition of the impacts of conflict on the environment, and UN-DESA/UN-CSD, in preparation for the 2015 adoption of peace and security as part of Agenda 21 sustainable development process, should be given resources to mainstream peace-building implementation according to the Olympic preparation time table.
8. Public-Private Partnerships and NGOs should form a broad coalition and work with governments to raise awareness and mobilise grassroots support for the Truce, as well as assist the development of the UNESCO youth peace ambassador network.
9. Sector initiatives should be developed, particularly in the fields of sports, tourism and culture.

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National Level

10. Each country should define and resource a national peace-building strategy, again starting at the Winter Olympics in 2014. An example of such a strategy can be found in the [Olympic Youth Peace Ambassadors Truce implementation programme](#).
11. The National Olympic Committee in collaboration with government departments such as the foreign affairs/sports/culture ministries should allocate resources to appoint a National Olympic Truce Coordinator and fund the workings of a national coordination committee.
12. The coordination committee should run a multi-stakeholder countrywide networking process in collaboration with the media to promote awareness of the Truce and create participative opportunities for citizens to celebrate peace.
13. A national monitoring system based on the Global Peace Index should be used to report on the reduction of in-country violence during the time of the Truce.
14. Olympic athletic competitors, politicians and media celebrities should be selected to promote the Truce building process.
15. A UNESCO Olympic Youth Peace Ambassador should be selected and trained to assist the national and international networking processes.



<http://www.unescobkk.org/rushsap/youth/oypa/>

Although the Campaign did not make a substantial contribution to achieving real peace on the ground in conflict zones during the 2012 Games, it became clear that this objective is out of reach of individual efforts from even the highest or most powerful offices. Multi-stakeholder actions, led by the key Olympic stakeholders, ie the IOC the host country and the UN, are the only way to establish the peace. Also, these stakeholders need to act in a timely manner with a clear strategy, one which is linked to the UN commitments and properly resourced in those countries which need it most.

However, once again the process showed that the committed efforts of a few individuals working together with a common purpose and time-table can make a difference. The London 2012 Campaign has succeeded in laying a lasting foundation for Truce Building efforts at future Olympics. The major success has been the establishment of the Olympic Youth Peace Ambassadors Network as part of UNESCO's international peace-building efforts. This provides an institutional framework to strengthen and build a larger network, which the existing youth peace ambassadors can start to do in line with the strategic plan that was developed in the London campaign.

Next steps should also include the establishment of a support network that brings together experienced peace-building organisations and individuals to assist the youth peace ambassadors implement the truce on a country by country basis. This network should use the Global Peace Index as the means of measuring peace and developing peace-building activities.

Starting in conflict areas is important, and the need for peace is a priority issue in these places. In particular those countries from which individual youths were selected but could not attend should be given priority. Building on the existing UNESCO youth peace activities, a series of global-regional and national level training and awareness raising events should be time-tabled and resourced, in line with the build up to the 2016 games in Brazil.

'Once again the process showed that the committed efforts of a few individuals working together with a common purpose and time-table can make a difference. The London 2012 Campaign has succeeded in laying a lasting foundation for Truce Building efforts at future Olympics'.

The London 2012 Olympic Peace Campaign started in 2008 with the aim of achieving a 60 day Worldwide Truce during the London 2012 Olympics. The 2012 Games were seen as an opportunity to broaden a coalition of groups working to achieve peace in all nations wishing to compete in London. In particular, the 2012 campaign recognized just how important this issue is for the Middle East & African regions¹, which in their current crises can truly benefit from an economic framework for peace. It was a concept designed to suit the Commonwealth history of the host nation, appeal to the American political regime, and gain mass support among global citizens.

The Olympic Tradition

For the ancient Greeks the Olympics were a Holy Games, during which war was stopped and nations competed together in the spirit of friendship. The modern United Nations movement has recalled this means of achieving peace on earth² in the 90s and even at the Millennium turning point³. There are existing minor political processes in place to achieve it, although until now they have proved ineffectual.

The Concept: Building up a Common Vision of Global Peace 2012

Genuine peace-building is a multi-stakeholder process. Like all global undertakings, no one individual can make this happen. It requires the personal commitment of a well-organized network of business, administrative and academic professionals together with a well-informed consumer audience, following a common vision and time-table. A concept of how to achieve this was developed for the Beijing Olympics of 2008 in the Olympic Rings of Light Project⁴ ran by Gordon Sillence as coordinator of the [Janela Aberta 21 Education for Sustainable Development Centre](#)'s Global Citizenship Programme, with input from the International Institute for Peace through Tourism's (www.IIPT.org) director Louis D'Amore.

This aim was carried over to the London 2012 Olympics to stimulate actions for the peace through tourism stakeholder activities. A wide range of tourism, sports and peace organisations worked together to make this happen.

Peace, Agenda 21 and Rio+20

As well as fulfilling the most urgent of moral duties, ie the elimination of poverty, hunger, exploitation and oppression, the concept aimed to good business sense. It was based on developing a peace dividend for the tourism sector that aimed to give the global economy a massive boost for 60 days of that year, with the intention that the sector contributes positively and effectively to create global prosperity via the framework of programmes on Sustainable Consumption and Production⁵ being designed to meet the Millennium Goals targets and World Summit on Sustainable Development commitments. The Rio + 20 process that that happened just before the Olympics made this highly relevant to the strategy. The campaign also aimed to use the Global Peace Index as a barometer of our world at peace during the Olympics.

Cf Amman Declaration of 2000 , major conflict zones in Israel, Palestine, Iraq, Sudan, Chad, Eritrea, Congo, etc
Cf UN Declaration on Sport and Peace, Since 1993, the UN Assembly has unanimously adopted six Resolutions championing the cause of Olympic Truce.. <http://www.olympictruce.org/v2/index.html>

The United Nations Millennium Declaration, adopted in New York in September 2000 by more than 150 Heads of State and Government, includes a paragraph on the promotion of peace and mutual understanding through the Olympic Truce 'Inner Peace-Global Peace 24 hour Olympic Sit in Meditation' <http://janela-aberta21.org/olympic-rings-of-light/>
World Summit Sustainable Development 2002 Johannesburg Plan of Implementation - developing a framework of programmes on Sustainable Consumption and Production cf Sustainable Tourism Task Force

List of Youth Peace Ambassadors trained in London

1. France Chloé Choynet chloechoisnet@gmail.com
2. Iran Natasha Shokri natasha.shokri@gmail.com
3. Israel Lilach Ayelet Lilachbenarie@gmail.com
4. Nigeria Dolapo Fakuade "fakuadeo@uni.coventry.ac.uk" fakuadeo@uni.coventry.ac.uk
5. South Africa/Zimbabwe Victor Mutanga <zimsbest@yahoo.com>
6. Sri Lanka Natasha De Silva natashads@live.com
7. Thailand Napat Chaipraditkul <napat@eubios.info>

The London 2012 Campaign <http://www.london2012olympicpeacecampaign.org/> will be archived and recorded at http://destinet.eu/topics/sustainable-consumption-production-and-tourism-overarching/copy_of_peace-through-tourism/london-2012-olympic-peace-campaign. You can find detailed information on the campaign and training event here.

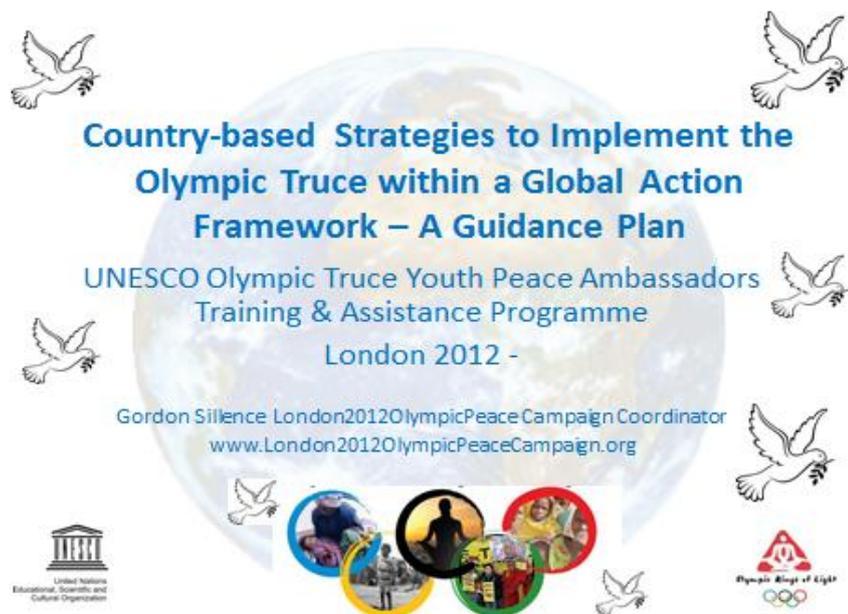
To see the role of UNESCO, contact Darryl Macer UNESCO d.macer@unesco.org and visit

<http://www.unescobkk.org/rushsap/youth/oypa/>

To read the Coordinators story see: http://destinet.eu/topics/sustainable-consumption-production-and-tourism-overarching/copy_of_peace-through-tourism/london-2012-olympic-peace-campaign/give-them-bread-and-games...

The follow up action plan for Olympic Youth peace Ambassadors can be found at

http://destinet.eu/topics/sustainable-consumption-production-and-tourism-overarching/copy_of_peace-through-tourism/london-2012-olympic-peace-campaign/planning-country-based-strategies-implement-olympic-truce-within-global-action



The following organisations supported the Olympic Truce Campaign



London 2012 Olympic Peace Campaign



www.London2012OlympicPeaceCampaign.org

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ੴ ਵਾਹਿਗੁਰੂ ਜੀ ਕੀ ਫਤਹਿ ॥
ਗੁਰਦਵਾਰਾ ਸ੍ਰੀ ਗੁਰੂ ਸਿੰਘ ਸਭਾ, ਸਾਊਥਾਲ, ਮਿਡਲਸੈਕਸ (ਇੰਗਲੈਂਡ)
Gurdwara Sri Guru Singh Sabha, Southall



Special mention and thanks should be given to the following supporters who personally gave their time and support to make this event happen

Lord Michael Bates - UK House of Lords Walk for Truce

Darryl Macer - UNESCO Asia-Pacific Regional Advisor

Steve de Voss - Global Sports Partners

Louis Amore – International Institute of Peace through Tourism IIPT

Manal Kelig – Wonders of Egypt

Parvinder Singh Garcha and staff at the Sri Guru Singh Gurdwara

Khairon Abbas - UNEP Youth Exchange

Helena Rey – UNEP DTIE SCP

The Ecotrans Network members : Marion Hammerl, Karl Reiner, Richard Denman, Antonio Pezzano, Herbert Hamele



The coordinator dedicated his work on this project to BKS Iyengar for his inspirational teachings on developing both inner peace and global peace through yoga.

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http://destinet.eu/topics/sustainable-consumption-production-and-tourism-overarching/copy_of_peace-through-tourism/london-2012-olympic-peace-campaign

