

New momentum for worldwide peace building

Berlin, 2011-09-16 - The inaugural World Peace Festival, Berlin 20 to 27 August 2011, had an impressive success. For the first time it united leading peace activists, United Nations Ambassadors from different regions in the world, leading high officials from the United Nations like Jordan Ryan, Assistant UN Secretary-General, leading NGO representatives from around the world, stakeholders from politics, business, civil society, philanthropists and Nobel Peace Prize Laureates to address and discuss systemic, holistic and sustainable solutions for global peace building.

The international peace conference on August 26 and 27 was preceded by an arts and cultural program and film festival that was made available to the general public and started on August 20. To this end international and national artist, photographers and documentary filmmakers presented their works focused around the issue of peace.

Tom Oliver, CEO and Founder of the World Peace Festival says: "For the first time we have succeeded to bring together at an international peace conference leading representatives from politics, military, civil society and business and thereby provide new momentum for peace building worldwide. The idea to bring stakeholders from various different areas from around the globe together to address this urgent topic and challenge, proved to be an impressive success at the first World Peace Festival Conference. This led to the development and presentation of new solutions for holistic, systemic and sustainable peace building and it laid the basis for corporations across a multitude of different organizations, partners and countries. We have therefore reached our first milestone and are thankful for the support of all partners, participants, speakers and sponsors. We are especially highlighting the support and participation of the United Nations Ambassadors and of the United Nations Development Program, in addition to the support of the United Nations Office for Partnership and United Nations Department for Public Information. We applaud the offer of the UN Ambassadors to present the results of the conference at the UN General Assembly".

Speakers taking part in the World Peace Festival 2011 were among others Deepak Chopra, New York times bestselling author; Benjamin Kunbuor, Minister of the Interior, Ghana; Tim Cross, Major General, Senior British Commander in Baghdad; Mansoor Ijaz, terrorism expert, business man, peace activist and philanthropist; Steve Killelea, founder of the Institute for Peace and the Global Peace

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Index; Jean Oelwang, CEO Virgin Unite; Chade-Meng Tan, Head of Google's School of Personal Growth; Clare Short, former UK Secretary of State for International Development; Nobel Peace Prize Laureates Mairead Maguire and Dr. Shirin Ebadi; Arun Gandhi, social-political activist; Peter Eigen, Founder Transparency International; Brigitte Mohn, member of the executive board Bertelsmann Foundation.

At the World Peace Festival Conference Steve Killelea's presentation stirred up a lot of attention. Peace can and should be measured to highlight successes and mistakes in international peace building, Killelea said. He also presented the Global Peace Index as a way to measure the monetary and economic impact of peace by comparing the per capita income and spending behavior between consumers in peaceful and less peaceful countries. It can be shown that if the world had been 25 percent more peaceful in 2010 this would have resulted in an additional economic boost of 2 billion US Dollars worldwide.

Mega investor and philanthropist Mansoor Ijaz, who successfully negotiated various peace accords, for example the peace-treaty of Kashmir in 2000, came up with an impressive commitment at the conference to set up - in partnership with the World Peace Festival - a worldwide humanitarian fund to benefit people who are suffering from adverse conditions and are therefore dependent upon economic help from the outside. He stressed that political leaders have too large extent failed in his opinion to come up with solutions necessary to help the society from the bottom up. The goal of the fund will be to lower the number of violent conflict worldwide by targeting extreme poverty and supporting individuals to improve their economic situation in society in a sustainable fashion. Ijaz committed himself to kick-start the fund by providing 1 percent of his net worth and then address other philanthropists worldwide to pitch in and follow suit by investing 1 percent of their net worth into this fund.

At the end of the conference Deepak Chopra, physician and bestselling author, surprised the conference attendees with another impressive commitment, he wants to spearhead an effort of getting 100 million people around the world activated by the time of the next World Peace Festival.

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About World Peace Festival and World Peace Partnership

From August 20 to 27 peace activists, artists, businessmen, governmental representatives and will come together to raise the awareness of peace and celebrate the World Peace Festival 2011. It will be the medial launch for the World Peace Partnership. As a non-profit, non-partisan, international acting organization World Peace Partnership has the aim to systematically initiate and foster processes for worldwide peace building.

High-profile partners and supporters of the World Peace Partnership include Virgin Unite, Interbrand, Saatchi & Saatchi, Lufthansa and studi.VZ, and such distinguished individuals as Sir Richard Branson, Deepak Chopra, Archbishop Emeritus Desmond M. Tutu, and His Holiness the Dalai Lama.

For more information on the World Peace Festival and World Peace Partnership e.V. please visit www.worldpeacefestival.org.

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