



PEACE IS POSSIBLE

A Generational Commitment for a Better World

**BUILDING A PEACE
COALITION**
GUIDE



Introduction

In a world filled with violence, terrorism and injustice, the idea of peace has become merely a distant hope. Violence serves as a reminder of how relevant and necessary peace is in today's society.

For that reason, the Peace is Possible campaign seeks to foster an environment where shared collaboration and open dialogue occur between all sectors of society, making peace more than a distant hope – but a real possibility. As conversations and collaborations begin, peacemakers must act beyond their role as citizens of their nation but as global citizens who seek ways to create an everlasting world peace by connecting all sectors of society.

*“The absence of peace somewhere, is the absence of peace everywhere,”
said 2016 JCI President Paschal Dike.*

The Peace is Possible campaign encourages all individuals and communities to come together to overcome obstacles that stand in the way of peace. The collective actions of community coalitions will bring humanity closer to establishing an everlasting world peace.

OUR DEFINITION OF PEACE

Peace is the ability to respect differences within our diverse global community, transcending the sovereignty of nations. Peace ensures human dignity and guarantees humanity is preserved for future generations. It is not just the absence of conflict, but also the prevalence of justice.

PEACE COALITION MISSION

To unite stakeholders from all sectors of society toward the mobilization of young people worldwide to create awareness, advocate, take action and commit to an everlasting world peace.

PEACE COALITION VISION

To build a world where everlasting peace is a reality created by the collective actions of every individual.

OBJECTIVES:

1. Unite ideas, resources and knowledge about projects and initiatives that make peace possible for local citizens, communities and countries.
2. Facilitate increased dialogue, understanding and cooperation across nations, religious groups, ethnic groups, socio-economic groups and all sectors of society.
3. Foster awareness, actions and advocacy for everlasting world peace amongst young people.



The Peace Coalition

Often times the obstacles that stand in a community or country's way from ensuring peace for all citizens are too complex for any one agency or organization to solve alone. Building a coalition of like-minded stakeholders is an effective strategy for expanding the community's available resources by utilizing the variety of knowledge, resources and experiences of each stakeholder to advance a common purpose of creating peace.

The Peace is Possible Coalition is a united group of local, national and international stakeholders working from the grassroots to global level to create awareness, advocate, take action and commit to an everlasting world peace.

Discover where your organization fits into the Peace is Possible Coalition:

Local Peace Coalitions

Community stakeholders from all sectors of society unite through building local peace coalitions to overcome the barriers that are keeping peace from being possible in their local community. Local coalitions take grassroots action to provide sustainable solutions to the challenges preventing peace.

National Peace Coalitions

Organizations, institutions and corporations whose efforts and advocacy for peace take place within the borders of the country they reside in collaborate by building a national peace coalition. At this level, the peace coalition should focus on advocating for policies that ensure human dignity for all.

International Peace Coalition

Stakeholders whose mission is for global world peace and whose actions are international in scope should join the international peace coalition. At the global level, this coalition of peacemakers focus on inspiring a new attitude toward peace and making it possible for all in the 21st century and beyond.

Coalitions must collaborate to determine how they will share resources, knowledge, experience and power to create an everlasting peace in their community, country and world. However, at each level, coalitions must stay united through their shared purpose of creating an everlasting world peace.



HOW COALITIONS OPERATE

Peace coalitions will look very different from one community and country to the next. However, each one should be guided by the shared purpose to create an everlasting world peace. Use the following suggestions while building and operating your coalition to ensure the collaboration effectively fosters peace.

Form a core group of coalition stakeholders to lead.

It is important for a core group of stakeholders to lead a coalition and not just a single organization. Forming a core group will bring more contacts and knowledge to the coalition, expand its potential for impact and contribute more ideas, perspectives and solutions for peace.

Establish consistent communications across all coalition stakeholders.

Once a core group has been formed or a significant number of stakeholders have joined the coalition, it is important to establish the method and consistency for how you will communicate. This will help your group stay connected, informed and professional as more stakeholders join the coalition.

Gather individual commitments from each coalition stakeholder.

When a stakeholder has expressed their desire to join the coalition, it can be helpful to gather a commitment from that stakeholder. They should consider their resources, knowledge and experience and outline how they can contribute to the coalition and its shared mission. Commitments can also demonstrate the capabilities of the coalition and determine the types of solutions they create for making peace possible.

Develop shared action plans for implementing sustainable solutions.

Once the coalition determines the type of solutions that will be implemented to create peace, collaborate on an action plan to realize that solution. The action plan will outline responsibilities, communications and a calendar for actionable tasks. A shared action plan will enable the coalition to hold itself accountable in achieving its goals and mission.

Continuously ensure the coalition is taking action for peace.

It is important for each member of the coalition to constantly evaluate if the coalition is taking action for peace. Regardless of the size or structure, coalitions exist to achieve a shared goal, and if no progress is being made, stakeholders should make changes to ignite momentum and action.



WHO CAN JOIN

A peaceful world is something that every individual, organization, business, government and country has a stake in. Therefore, your coalition should be open to all stakeholders to join. However, there are key groups to target to ensure greater impact toward an everlasting peace.

Stakeholders

These are people that have a stake in the coalition achieving its mission. They can include:

- Those affected by the challenge your solution addresses
- Those providing services to those affected by the challenge
- Those actively working to address the challenge

Community Leaders

These are individuals who can influence large numbers of people. They can include religious figures, civic leaders, entrepreneurs and celebrities. It is also encouraged to target youth leaders who can ensure their generation is engaged and considered when collaborating for peace.

Policy Makers

The participation of local, regional and national political leaders and representatives will not only add credibility to your efforts but will help your coalition influence policy that can sustain change for a more peaceful world.

Representatives from all Sectors of Society

It is important that a coalition includes members that represent all sectors of society: business, government and civil society. These sectors are uniquely positioned to influence decision-making and affect change. When their resources, knowledge and power are combined toward a shared goal, the potential for peace is not only greater but also more sustainable.

In addition to these specific groups, any coalition can benefit from the membership of active citizens who do not represent any organization but want to affect change for an everlasting peace. Also, the media can be an ally to your coalition by helping to publicize and promote the projects, events and efforts of your collaboration.

BENEFITS OF JOINING A PEACE COALITION

A peace coalition has the capacity to create sustainable change for a more peaceful community, country and world. Beyond that, organizations, businesses and governments can benefit by joining a peace coalition in a variety of ways that include:

- Discovering and sharing resources
- Increasing communication with like-minded groups
- Connecting to new audiences and active citizens
- Revitalizing efforts to solve a challenge
- Improving existing initiatives and solutions



Taking Action

A peace coalition can take action in many different ways. However, all efforts should support the coalition's mission to unite stakeholders from all sectors of society toward the mobilization of young people worldwide to create awareness, advocate, take action and commit to an everlasting world peace.

Here are a few examples of how your coalition can take action to achieve its mission and make peace possible for communities around the world.

EXPAND THE COALITION

When it comes to building a coalition that aims to create an everlasting world peace, there is no limit to how many stakeholders should be involved. Therefore, a key action of your group should be to expand the coalition, its resources and its ultimate impact. Here's how you can expand the coalition:

- Make a public commitment to the Peace is Possible campaign. Your commitment will inspire others to do the same.
- Provide financial support for the coalitions operations, events, promotions and projects that provide sustainable solutions for peace.
- Communicate within your organization's network to promote your participation in the coalition and invite others to join.
- Engage local, national and international celebrities, leaders and officials to endorse the coalition and the Peace is Possible campaign. Their support will go a long way in mobilizing others to make peace possible.
- Organize panel discussions where potential coalition members from all sectors of society can hear from relevant experts about the role of businesses, governments and civic groups in making peace possible.
- Participate in external community events as a coalition representative to share your efforts and the opportunity to create a peaceful community.

MOBILIZE ACTIVE CITIZENS

- Examine what you can do within your own organization to create an environment in which all stakeholders recognize peace is possible.
- Organize events, from small coffee shop talks to large-scale conferences, that provide a platform for dialogue about the barriers to peace and how individuals have a responsibility to break them down, ensure human dignity and make peace possible for all.
- Create a community event that engages the broader public in understanding peace in a new way, one that inspires them to look at peace as a possibility for not only their community and country, but also the world.



- Build connections with the media to engage the broader public with the coalition to understand that peace is possible.

SHARE SOLUTIONS FOR PEACE

- Advocate to government officials and representatives for solutions and policies that ensure human dignity and establish a sustainable peace.
- Coordinate forums where coalition stakeholders and other relevant members of the community can share their ideas, perspectives and experiences relevant to overcoming the barriers that prevent peace.
- Organize movie screenings, lectures and other events where the coalition and community can learn about their history and discuss how the past has influenced the barriers that prevent peace.
- Connect your coalition with other local, national and the international peace coalitions to share your sustainable solutions for peace.

ORGANIZE PROJECTS FOR PEACE

- Conduct a community needs analysis to identify the priority challenges hindering peace and their root causes.
- Organize a Peace is Possible workshop to enable coalition members to collaborate on sustainable solutions that foster an everlasting peace.
- Plan and implement projects and programs that address the root causes of barriers preventing peace in the local community.
- Create a long-term community peace plan. For most communities, making peace possible will take a lot of time, energy, resources and efforts. Utilize the Peace is Possible campaign as a catalyst to plan how your community can achieve sustainable peace over the next 10, 20 or even 50 years.
- Celebrate that peace is possible with your coalition and community on the International Day of Peace on September 21, 2017.

Whenever your local, national or global coalition and stakeholders are taking action to advance the mission of the Peace is Possible Coalition share your efforts to raise awareness, advocate and take action using #PeaceIsPossible.



Coalition Stakeholders

INTERNATIONAL

If you are a globally minded organization or group who is interested in joining the international coalition and inspiring a new understanding of how we can make peace possible in the 21st century, then please email the campaign at peaceispossible@jci.cc.

NATIONAL

JCI (Junior Chamber International) is a member of the international peace coalition's core group. JCI has a network of over 120 National Organizations that work to provide development opportunities that empower young people to create positive change. Contact the JCI Organization in your country and join a national peace coalition today!

To contact JCI National Organizations:
Email countryname@jci.cc. (e.g. nigeria@jci.cc)

LOCAL

Take action to start your local coalition today and start making peace possible!