

The background features a dark blue gradient with faint, light blue circular patterns and numbers. A large circular scale on the left side has numbers ranging from 140 to 260 in increments of 10. Other smaller circular patterns and numbers are scattered across the background, creating a technical or scientific aesthetic.

# CREATING THE FUTURE

WEATHERBYS CONFERENCE

LONDON APRIL 24 2018

## THE BUSINESS CASE FOR PEACE

DR SCILLA EWORTHY

# OXFORD RESEARCH GROUP IN CHINA





**In 2000, identified 350 effective locally-led peace initiatives**

**On 2017, with support, this number had leapt to 1600....**

# GULALAI ISMAEL



# GULALAI WITH YOUNG TRAINEES



**\$1,686 BILLION** IS NOW SPENT ON  
MILITARIZATION WORLDWIDE....

while:

- **\$30 billion** would wipe out starvation worldwide, and
- **\$11 billion** would provide clean water for every person on earth

**IN A RECENT BOOK I'VE COSTED THE 25 SYSTEMS THAT ACTUALLY WORK TO STOP PEOPLE KILLING EACH OTHER, AT LOCAL, NATIONAL AND INTERNATIONAL LEVELS.**



**TO PREVENT WAR WILL COST US\$2  
BILLION OVER A TEN-YEAR PERIOD.**

- **By contrast we currently spend US\$9 billion each year on ice cream.**



# HERE ARE THE FIRST FIVE STRATEGIES WHERE PEOPLE ARE OFFERING THEIR SKILLS, AND IN SOME CASES FUNDS:

1. Developing the *United Corporate Community* of leaders aligned to support the prevention of war; activating the power and intelligence of business & enterprise.
2. Activating the *Social Architecture for Peace (ASAP)* in countries at risk of armed violence; using the Mandela model to build safety at national, regional and local levels.
3. Leading a *Program for Divestment in Weapons Production*; specifically, seeking divestment by pension, endowment and sovereign wealth funds.
4. *Women Breaking the Cycle of Violence*; training, connecting and mobilizing women's networks to use their power to de-fuse bigotry, racism and armed violence.
5. Funding 1500 *Locally Led Peace Building Initiatives*; working through six experienced international NGOs.

## HERE ARE FOUR MORE:

- ***Trauma Counselling Training for Different Cultures***; breaking the cycle of violence by healing anger, fear and revenge after an atrocity.
- ***The top 10 Countries on the Global Peace Index*** to support and mentor the 10 least peaceful countries on the Global Peace Index.
- Establishment of a ***Conflict Prevention Fund*** by every member country of NATO, working through highly placed military figures who are convinced this is necessary.
- Securing funds to support the growth and development of ***The Business Plan for Peace.org***: including a global advisory group and a small, dedicated and skilled core team with international reach.



# The Elders



# INTEGRITY FROM YEARS OF SELF-INSPECTION AND MEDIATION



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**#BusinessPlan4Peace**

**#PeaceIsPossible**