In late 2016, the heads of 13 peacebuilding organizations came together, concerned at the shift away from peaceful approaches at a time when more countries were experiencing violent conflict than in nearly 30 years.

They came away convinced of the need to make the case for peace.
What needs to change?

Sustainable peace becomes the goal in anticipating, managing, and resolving violent conflict.
The Task

Many small changes across multiple tracks with support from diverse groups of people to add up to:

<table>
<thead>
<tr>
<th>Policy Change</th>
<th>Political Change</th>
<th>Public Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Humanitarian</strong>&lt;br&gt;<strong>Development</strong>&lt;br&gt;<strong>Political</strong>&lt;br&gt;<strong>Foreign Policy</strong>&lt;br&gt;<strong>Defense</strong></td>
<td><strong>Political Action</strong>&lt;br&gt;<strong>Political Voices</strong></td>
<td><strong>Public Action</strong>&lt;br&gt;<strong>Public Opinion</strong></td>
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</table>

Political leaders pursue and press for peaceful approaches more often as a response to violent conflict.

More people take new actions to promote peaceful approaches to conflict within their spheres of action and influence.

Policymakers embed institutional cultures and processes that center peace in the design of responses.
The Global Peacebuilding Coalition

MAKING THE CASE FOR PEACE

1 | What is the problem?
2 | What are the challenges?
3 | What will we do?
4 | Who will lead this?
5 | Who will make this happen?
6 | What do we want?
What is the problem?

We can’t just do more of what we’ve done before.

There are plenty of experts in the public domain talking about conflict, but almost no one is talking about the many concrete ways to build peace.

There is a wealth of experience on technical policy design and implementation but almost none on influencing the political climate around conflict.

Until someone makes the case for peace and nonviolent methods, violent responses—and all their consequences—will seem like the default.

As a small field, we need to move beyond our individual organizational priorities to speak with a collective voice.

We have experience, expertise, networks, and learning, but we tend to communicate mostly with other practitioners.

So much of the progress made by people building peace is invisible to public and political eyes.

How can we inspire more people to act?
What are the challenges?

The idea that violence and aggression equal strength

The public and political perception of peace as quixotism

The lack of agreed definitions of peacebuilding and conflict prevention
What will we do?

- Run a political-style campaign for peaceful responses to violent conflict
- Develop targeted, political and professional collective messaging on peace
- Identify and reach out to the unusual suspects, potential allies and opinion-leaders
- Tap into the skills, expertise, networks, and assets of our members and allies
- Launch a series of campaign actions to create new constituencies for peace and inspire them to act as they’ve never done before
CHANGE THE CONVERSATION

Insert analysis from the sustainable peace angle into coverage of specific conflicts by sharing story pitches, talking points, and critical questions with media contacts.

Write, and put forward camera-ready peacebuilding experts/practitioners to the journalists and editors covering specific conflicts or the responses.

Provide ready-to-use resources (examples/frames/slides/bibliographies) with traditional security/foreign policy think-tanks and academics that are influential within a political context.
BROADEN THE APPEAL

Work with context-relevant opinion-leaders and public figures to develop messages, stories and content that resonate.

Bring peace into the public eye, working with film-makers, musicians, advertisers etc. to re-think and re-present how we visualize peace in our cultures.

Connect peace to the contextual trends, movements and debates that are occupying people’s minds through alliances and joint campaigns.
BROADEN SUPPORT

- Develop thematic kits with examples, activities, and resources to support peace at the grassroots level—for example through street art, education, sports, or debate clubs.
- Publicize the activities of others, including schools, clubs, and religious communities, that showcase narratives that counter conflict dynamics.
- Reach out across the political spectrum with communications materials for politicians or candidates to use that connect peace to values such as fairness, loyalty, and safety instead of viewpoints.
Who will lead this?
<table>
<thead>
<tr>
<th>CAMPAIGN HUB</th>
<th>STEERING GROUP</th>
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<tbody>
<tr>
<td><strong>A Director of Coalition Campaigns and Policy</strong> will identify opportunities, connect to allies, lead fundraising, and direct network resources.</td>
<td>A <strong>five-person committee</strong> elected from members will set campaign targets, including audiences.</td>
</tr>
<tr>
<td><strong>A Network Coordinator</strong> will oversee online presence, internal communication, and project management.</td>
<td>Each member has a <strong>portfolio</strong>, whether outreach, membership, fundraising, or communications.</td>
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<tr>
<td><strong>Media and creative consultants</strong> will help as needed.</td>
<td>The <strong>portfolio lead</strong> serves as the go-to person on that issue for the Campaign Hub.</td>
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<th>WORKING GROUPS</th>
<th>MEMBERS AND ALLIES</th>
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<td><strong>Skills-based representatives</strong> participate in working groups on branding and communications, fundraising, membership and governance, or strategy.</td>
<td>Members and allies opt into <strong>specific actions</strong>, while the broader network amplifies those actions.</td>
</tr>
<tr>
<td><strong>Working groups provide advice and sectoral knowledge</strong> to the campaign hub, plus a way to deepen ties between the campaign actions and members.</td>
<td>Members and allies act based on <strong>existing assets and expertise</strong>, choosing projects where they can best influence change.</td>
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</tbody>
</table>
**MEMBERS**

Non-profits with dedicated commitments to peacebuilding and conflict prevention + non-profits with peace or prevention as one stated objective or work area

Commitment to contribute skills, expertise, network to agreed campaign activities

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**ALLIES**

Individuals + non-profit organizations + private sector actors + expert networks + opinion leaders + foundations that wish to support the Coalition

Explicit asset "donation" such as an event, video, speaking engagement, offer of expertise, or network