

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.**

JOIN THE COALITION

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:

Policy Change

Humanitarian-
Development-Political-
Foreign Policy-Defense

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

Political Change

Political Action
Political Voices

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

Public Change

Public Action
Public Opinion

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.

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

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.

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?



Alliance for
Peacebuilding

Advancing sustainable peace and security worldwide



American Friends
Service Committee



CONCILIATION
RESOURCES

working together for peace



EPLO

European Peacebuilding Liaison Office



generationsforpeace



GPPAC

A Network of People
Building Peace

“hd

Centre for
Humanitarian
Dialogue

Mediation for peace



international
alert

ii

interpeace



PARTNERS GLOBAL
Together for Democratic Change



peace
direct



PeaceNexus
Foundation



QUNO

SAFERWORLD
PREVENTING VIOLENT CONFLICT. BUILDING SAFER LIVES



Search for
Common Ground

Updated as of Mar. 2019

CAMPAIGN HUB

A **Director of Coalition Campaigns and Policy** will identify opportunities, connect to allies, lead fundraising, and direct network resources.

A **Network Coordinator** will oversee online presence, internal communication, and project management.

Media and creative consultants will help as needed.

STEERING GROUP

A **five-person committee** elected from members will set campaign targets, including audiences.

Each member has a **portfolio**, whether outreach, membership, fundraising, or communications.

The **portfolio lead** serves as the go-to person on that issue for the Campaign Hub.

WORKING GROUPS

Skills-based representatives participate in working groups on branding and communications, fundraising, membership and governance, or strategy,

Working groups provide **advice and sectoral knowledge** to the campaign hub, plus a way to deepen ties between the campaign actions and members.

MEMBERS AND ALLIES

Members and allies opt into **specific actions**, while the broader network amplifies those actions.

Members and allies act based on **existing assets and expertise**, choosing projects where they can best influence change.

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

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