Who We Are

Mobilising people, governments & the private sector to tackle global violence & division

+Peace is a global coalition of organizations mobilizing people, governments & the private sector to tackle global violence & division. Founded in 2018 by 15 of the world’s largest international peacebuilding organisations, +Peace is working to establish peacebuilding in policy, politics & the public; to run campaigns that build peacebuilders’ collective power; & transform culture, policy & politics in support of peacebuilding. In the face of rising levels of violence, war & polarization worldwide, we believe the peacebuilding field must step up to build a global social movement that can inspire new citizen-led solutions for peace at scale.
The problem: why we came together

The world is facing interrelated crises of violence, war & polarisation

Today, there are more people displaced by conflict than at any time in human history - 70.8 million people. After years of relative decline in violence, the world is experiencing a 30-year high in violent conflict. Battle deaths worldwide have increased by 340% over the last 10 years. As a result, violence containment now costs the world $14.1 trillion USD each year - now one of the most expensive industries in the global economy. Undergirding & exacerbating these rises in violence are historic trends in dehumanisation, hate & identity-based divisions worldwide. The world is yearning for new ways forward.
The opportunity: Our responsibility to lead

We know what works to reduce & prevent violence & division

+Peace members have led the fights against violence, war & polarisation for decades. From winning Nobel Peace Prizes, to leading mediation teams working to end the wars in Yemen & Syria, to frontline peacebuilding in Somalia, Colombia & South Sudan, our members have led the peacebuilding field since it establishment in 1975.
the solution: our goals

+Peace formed to tackle these challenges head on. Our long term goals are to:

Elevate Awareness and Change Culture:
Challenge the notion that violence is inevitable & establish peacebuilding in public discourse, policy & politics as an effective method for addressing today’s crises of violence, war & polarisation.

Change Policies and Politics:
Change policies & laws to reduce & transform violence, war & polarisation, building public & political champions for peacebuilding along the way.

Cultivate a Movement:
Organise peacebuilders into a more coherent social movement & create pathways for any member of society to support & participate in peacebuilding.
Our methods

We will achieve these goals through three mutually-reinforcing change pathways:

- **Improve peacebuilders’ collective public communications, thought leadership & storytelling capacities...**
  - ...with a focus on elevating the visibility of peacebuilders in public domain, building publicly-recognisable & politically credible peacebuilding champions & establishing “peacebuilding” in policy, politics & the public interest as an effective method to address today’s crises of violence, war & polarisation.

- **Execute core collective action campaigns...**
  - ...to change laws & policies to reduce & prevent violence & armed conflict at scale & reduce & address underlying causes of violent divisions in society, building public & political champions along the way.

- **Build & launch online & offline engagement platforms & secure new creative partnerships...**
  - ...that create pathways for any member of society to support & participate in peacebuilding & amplify peacebuilding approaches, focusing on new constituencies.
our strategy

Sub-Goals, Methods & Activities
Elevate Awareness & Change Culture:

Challenge the notion that violence is inevitable & establish peacebuilding in public discourse, policy & politics as an effective method for addressing today’s crises of violence, war & polarisation.
one goal

Sub-Goals & Methods

Sub-Goals
1. Increase usage of term “peacebuilding” into public domain;
2. Increase visibility & credibility of peacebuilding leaders in public & political discourse;
3. Increase visibility & public recognition of peacebuilders & the peacebuilding movement in public domain.

Methods
1. Increase credibility & frequency of public & political coverage of +Peace spokespeople;
2. Increase frequency & reach of written public commentary & TL of +Peace spokespeople;
3. Increase public debate of, discussion of & support for “peacebuilding;”
4. Build up targeted third party “champions” for our key messages & core campaigns, building up a cadre of 15-30 targeted third party champions with public or political reach beyond our means;
5. Release credible, influential flagship +Peace-branded reports on core campaign issues;

Elevate Awareness & Change Culture
goal
one

Activities

1. Develop core narrative(s) & key talking points for +Peace & its members around both peacebuilding generally & each of our core campaigns;
2. Train +Peace CEOs, principals & other designated spokespersons as publicly recognisable & politically credible +Peace spokespeople & thought leaders;
3. Develop quality report production & roll out capacities;
4. Launch & secure media coverage around seminal “Peacebuilding Action Week” around International Day of Peace;
5. Launch & secure media coverage of seminal “Peacebuilding National Advocacy Days” in targeted country capitals.

Elevate Awareness & Change Culture
Change Policies & Politics:

Change policies & laws to reduce & transform violence, war & polarisation, building public & political champions for peacebuilding along the way
Goal Two

**Sub-Goals**
1. Create public pressure on policymakers & politicians to act on violence & armed conflict at the scale necessary to manage today’s caseload of violence;
2. Change key laws & policies that fuel, enable, drive violence & armed conflict.

**Methods**
1. Launch core campaigns (see “Core Campaigns” section below)

**Activities**
1. Outline core campaigns;
2. Identify campaign leads & teams at current +Peace resource levels;
3. Fundraise towards growth targets.

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Change Policies & Politics
To Cultivate A Movement:

Build & launch online & offline engagement platforms & secure new creative partnerships that create pathways for any member of society to support & participate in peacebuilding & amplify peacebuilding approaches, focusing on new constituencies.
Sub-Goals
1. Create pathways for any member of society to support & participate in peacebuilding;
2. Bring in new constituencies to peacebuilding;
3. Create public pressure on policymakers & politicians to act on violence & armed conflict at the scale necessary to manage today’s caseload of violence.

Methods
1. Create & manage online advocacy platform & run petitions at least 1x month across core campaigns;
2. Create & manage offline organizing platform(s);
3. Engage & invite new audiences through marketing, storytelling & movement content.
Activities

1. Create online and offline organizing infrastructure to engage & mobilize existing peacebuilding supporters to movement oriented actions;
2. Identify specific “new constituencies” to target for new movement members;
3. Identify & create organizing infrastructure;
4. Produce inspiring, mobilizing content that inspires supporters to action & sustained engagement.

To Cultivate A Movement
core campaigns

Peace In Our Cities
Peace In Our Products
Peace In Our Names
peace in our cities

To halve violence in target cities by 2030, moving the world closer to achieving SDG 16.1 - “to significantly reduce violence in all forms.”
peace in our cities

To halve violence in target cities by 2030, moving the world closer to achieving SDG 16.1 - “to significantly reduce violence in all forms.”

Goals

1. Halve urban violence in focus cities by 2030, inspiring other cities to follow their lead
2. Create financial & technical mechanisms to support cities to achieve commitment
3. Enable long-term mechanisms to localize SDG16.1+ in focus cities & beyond
1. Secure commitment from a global coalition of world mayor’s, city officials & city legislatures;
2. Secure commitment with other key third party supporters to coordinate;
3. Mobilize +Peace members &/or partners to advocate for initiative;
4. With Impact:Peace, produce targeted evidence products to provide cities with policy & funding blueprints & recommendations;
5. Fundraise for launch & long term infrastructure;
6. Develop longer term localization / mobilisation strategy.
peace in our cities

Campaign Team

**Leads:**
- +Peace
- PATHFINDERS for Peaceful, Just & Inclusive Societies
- Impact:Peace

**Active Members:**
- Saferworld
- International Alert
- Life & Peace Institute
- Generations for Peace
- Alliance for Peacebuilding
- Search for Common Ground
- American Friends Service Committee

**Partners:**
- Creative Associates
- Stanley Center for Peace & Security
- Strong Cities Network
- UN HABITAT
peace in our cities

Growth Targets

• $250,000 for technical / campaign management team
• Dispersible Fund to support city changes
peace in our products

To establish the first-ever peace-focused product labeling certification, helping producers caught in the conflict-extreme poverty trap & unlocking the power of business to build peace
Establish & drive global uptake of the first-ever peace-focused product labeling scheme, nominally called the PeaceMark.

Strategy

1. Re-establish contact with London-based private sector partners
2. Select 1 - 3 target supply chains, looking at gold, cobalt, foods
3. Select 1 - 2 target frontline countries: Colombia, DRC
4. Build roster of volunteer advisors (potential board members)
5. Build roster of early adoption export & multinational corporation partners
6. Develop certification scheme & support structure for producers
7. Secure 1 - 3 major governments as B - to - G early adoption consumers
peace in our products

Campaign Team & Growth Target

Lead: +Peace
Active Members:
- Alliance for Peacebuilding
- For Peace
- International Alert
- Mercy Corps
- Mobaderoon
- Peace Direct
- PeaceNexus
- Search for Common Ground

Growth Target:
- $1.5M for campaign team to take concept to market
peace in our names

Challenging excessive armament & militarism & making the case that peacebuilding works better
peace in our names

Specific goals, strategy & leads remain to be determined

Current Efforts within Coalition
- To reduce global military spending, lead: AfP & AFSC
- To double peacebuilding investments, lead: Mercy Corps
- To improve national policies/capacities for violence reduction & peacebuilding: opt-in campaign leadership for nationally-led advocacy, that so far includes:
  - Germany: For Peace | Advocating to Create a National Department for Peace & Violence Prevention
  - USA: AfP & +Peace, via partner Cure Violence Advocating to Create an Office of Violence Prevention & Peacebuilding within the CDC

Growth Target
- To be determined
Strategic Principles

Agile: Critical mass over consensus: Members/Partners/Allies will opt-into specific actions with relevant skills/expertise/networks/assets while the broader network serves as an amplifier for their actions.

Adaptive: A strategy of adaptation. An initial 0-18 month period, with regular six-monthly decision moments will steer campaign actions, enabling them to leverage contemporary trends & events for maximum impact.

Effective: Members/Partners/Allies will engage where they can best influence the change. A strong understanding of influence in all its forms (numbers, credibility, legitimacy, position, reach) will guide the campaign’s actions.

Bespoke: Members/Partners/Allies will engage in actions that best align with their existing assets/skills/expertise, i.e. “talents are allocated where they can best serve the change the coalition is seeking” Crisis Action, 2017
core functions

Narrative Change & Credibility Building
Campaign Leadership & Management
Social Movement Cultivation
+Peace will serve three core functions for its members & the peacebuilding sector:

- Core Functions

**Narrative change & credibility building**
Serving as a communications hub that can support members & the collective with collective narrative change strategy, credibility building & champion building to elevate peacebuilding & +Peace campaigns into public imagination & public debate.

**Campaign leadership & management,**
Developing & overseeing campaign strategy to ensure coordinated actions for core campaigns (that advance members’ existing policy objectives).

**Social movement cultivation**
Serving as a hub for social movement cultivation & growth, power-building & cultivation.

To achieve these functional goals, +Peace will develop its own brand, website & global (both targeted & decentralized) grassroots advocacy base in addition to activating members’ existing advocacy bases.
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