

## **UNITING FOR PEACE**

I was delighted to be invited to speak at the [Uniting for Peace](#) AGM and Spring Conference at Wesley in London and honoured to be one of a panel of distinguished speakers addressing the question "Can we unite for peace?" Here is a broad summary of what I said for the benefit of those who weren't able to make the conference.

I have just finished writing "[Designing the Purposeful World – the Sustainable Development Goals as a blueprint for humanity](#)" and it will be published next month (April 2018). I was inspired to take this action in December 2014 when I first read the draft for the [UN Sustainable Development Goals](#) during my Christmas break. The world being described for the 2030 time horizon was exactly the one I held in my heart and my mind's eye.

At the end of 2014, I had just finished writing my previous book "[Designing the Purposeful Organization](#)" and had mused in the final chapter that the principles outlined in the body of the text could very easily be applied to the whole world. There are eight principles in all and the first two are about purpose and vision. It seemed to me that world leaders at the UN had amazingly described a very plausible and inspiring vision at the 2030 time horizon and this was my call to write a sequel.

### **Reasons for hope**

In my new book, I use a very similar construct, taking the reader (chapter by chapter) through eight robust "conditions" for success – explaining them in the context of global sustainability. I was also particularly inspired by [Al Gore's "Reasons for Hope"](#) which explains how climate change is being mitigated and I have therefore offered a "Reasons for hope" chapter of my own peppered with mini case studies for each of the seventeen UN Sustainable development Goals (SDGs) ranging from massive interventions like the work of Tesla's Elon Musk, through famous achievements like that of Malala Yousafzai, the Pakistani activist for female education and the youngest Nobel Prize laureate – right through to inspiring contributions from lesser known ordinary people doing amazing things for our world.

### **Change is in our hearts**

In "[Designing the Purposeful World](#)", I explain that, whilst the SDGs are a commitment made by world leaders, vast amounts of progress is being made by individuals and organisations around the world, many of whom know absolutely nothing about the SDGs. It's as if we all have a heart-felt desire to change the world in a manner that totally corresponds to these goals.

### **Everyone in my sample of thousands seems to agree**

This is further validated by my experience in delivering several workshops in Europe, Asia and America to audiences large and small and all ages from seven years old to well beyond seventy. I have worked with thousands of people in schools, universities, professional institutes and businesses. In each workshop I ask people to close their eyes (in the same we have done today at this conference) and envisage the world they'd like to leave for future generations, focusing on the year 2030. When I ask people to open their eyes and share what they have seen, it always corresponds to the SDGs even though most people have never heard of them.

### **Happy kids**

At the Uniting for Peace Conference, I shared the story of a seven year-old Muslim girl at a school in Leeds who was keen to tell me where she went in her "time travel". She told me of her visit to Syria in 2030 and that she saw children happily playing in a playground whilst their parents chatted in café's by the side of the street. She said the buildings were intact and beautiful.

### **Clean oceans**

I also shared the story of a young scuba diver at a University in Lancashire who saw the oceans clear from plastic and committed in that moment to "clean up the oceans".

I feel privileged to have heard so many stories of people who, given the opportunity to think about the world, generate powerful visions of peace and sustainability for the future.

### **Our values are exactly what the world needs – but the society we have created somehow gets in the way**

I also shared with the audience, the amazing work of [Richard Barret](#) who has written the foreword to "[Designing the Purposeful World](#)". Richard and his company, [Barrett Values Centre](#), have surveyed the values of many organisations and countries around the world. The results of the [Barrett National Values Assessments](#) add further weight to my suspicions that we all have the purpose to create a better world in our hearts. The [National Values Assessments](#) clearly tell me that the values people have in their hearts are exactly what is needed for a peaceful world. The challenge, also identified by the values assessments, is that the cultures of our countries do not correspond. Somehow we have evolved societies that will not give us the world we want. Governments and others should take note.

### **Government for peace?**

In the question time we were asked about whether a government for peace could succeed. All the panellists were pretty well in agreement that a single-issue party would struggle. However, I pointed out that the SDGs are a seventeen-issue manifesto that cover all aspects of government, including such matters as financial well-being, health, education, equality, climate - as well as peace. They are all interrelated and work together to create the world we want. So, a political party with a manifesto of the SDGs could have, in my mind, every chance of great success.

### **Education for peace?**

Similarly in education, schools are progressively aligning their curricula and extra-curricula activities to the SDGs. I know of a small number who have made great progress and I'm confident that others will follow suit. In this respect, I commend the work of the [Fuel for School](#) team, who originally sought to feed hungry kids but now are launching awareness packs and activities for schools. Watch this space.

### **Can we unite for peace? *We already are!***

So, in closing my speech, I referenced Vijay's original question "Can we unite for peace"?

My answer is "We already are." In our hearts, as evidenced in the [Barrett National Values Assessments](#) and the workshops I've run, we are totally united for peace in our hearts. So to deliver our purpose and vision, we simply need to follow our hearts in collaboration with those around us.

Clive is a consultant in purposeful leadership and author of "[Designing the Purposeful Organization](#)" (Kogan Page 2015) and more recently of "[Designing the Purposeful World – the Sustainable Development Goals as a blueprint for humanity](#)" (Routledge April 2018). He worked as an engineer and manager in the UK electricity industry for 27 years before moving to consultancy at the turn of the century. He has been a director at Primeast Ltd for fifteen years. Clive is an ambassador and fellow of the Chartered Management Institute (CMI), a fellow and tutor with the Chartered Institute of Personnel and Development (CIPD) and chairs the Harrogate branch of the United Nations Association (UNA).