



# International Peace Conference Berlin

## Successful Launch of World Peace Festival 20 -27 August, 2011



Report by: Hur Hassnain

Berlin, 20 – 27 August, 2011, the First International Peace Festival was launched successfully with a two days International Peace Conference in which leading representatives from politics, military, civil society and business participated and provided new momentum for peace building worldwide. The idea to bring stakeholders from various different areas from around the world to address this urgent topic and challenge, proved to be an impressive success. This led to the development and presentation of new solutions for holistic, systemic and sustainable peace building for corporations across a multitude of different organizations, partners and countries.

There were large number of speakers taking part in the conference and prominent among them were Deepak Chopra, New York times bestselling author; Benjamin Kunbuor, Minister of the Interior, Ghana; Tim Cross, Major General, Senior British Commander in Baghdad; Mansoor Ijaz, terrorism expert, peace activist and philanthropist; Steve Killelea, founder of the Institute for Peace and the Global Peace Index; Jean Oelwang, CEO Virgin Unite; Chade-Meng Tan, Head of Google's School of Personal Growth; Clare Short, former UK Secretary of State

for International Development; Nobel Peace Prize Laureates Mairead Maguire and Dr. Shirin Ebadi; Arun Gandhi, social-political activist; Peter Eigen, Founder Transparency International; Brigitte Mohn, member of the executive board Bertelsmann Foundation.

At the end of the conference Deepak Chopra committed that he wants to spearhead an effort of getting 100 million people around the world activated by the time of the next World Peace Festival.

The Campaign and Membership Secretary, Hur Hassnain represented Uniting for Peace at the World Peace Conference and participated at different sessions. The literature was distributed amongst the delegates and the programmes were discussed in person with the luminaries, peace activists and head of different organisations to get new ideas and avenues for world peace. The 4D for World Peace Campaign received excellent endorsements from the Nobel Peace Prize Laureates, peace and human rights activists and other corporate and social entrepreneurs from all around the world:



### Sample Endorsements for '4D for World Peace':

1. I support this important campaign of 4D for World Peace, necessary steps to peace.  
**Mairead Maguire, Nobel Peace Prize Laureate (1976), Northern Ireland**
2. Peace is not only the absence of war, it means calm and it means conditions where human beings can maintain their human integrity. **Dr. Shirin Ebaadi, Nobel Peace Prize Laureate (2003), Iran**
3. 4D, Count me in...! **Deepak Chopra, Author and Founder Chopra Foundation, USA**



4. I read with great interest and appreciation the 4D Charter for World Peace. You have identified the critical elements necessary to make progress on peace and all are interlinked. **David Krieger, President, Nuclear Age Peace Foundation, USA**
5. 4D for World Peace! Good initiative. **Dr. Scilla Elworthy, Founder Peace Direct UK**
6. Peace is not absence of war. It requires proper understanding so that we create a compassionate, honest society. **Arun Gandhi, Grandson of Mahatma Gandhi**
7. This is the essential curriculum for peace, healing & healing justice, **James O'Dea, Former Director of the Washington, DC office of Amnesty International**
8. Uniting forces and collaborative effort for peace most encouraging! **Tenzin Tethong, President Dalai Lama Foundation**
9. Peace, Love, Ice cream and all the best wishes to 4D. Let's inspire the world to take action. **Timm Duffner, Brand Leader, Ben & Jerry's at Unilever**
10. Peace, Sustainability and well-being, all in one! **Jon Love, Director, The Pachamama Alliance, San Fransisco**
11. We are greatly indebted to learning about comprehensively constructive 4D work and your forthcoming book: The Economics of Killing. There is a great deal of synergy between the 4D and the mission and guidelines for implementing it of the Centre for Global Non-killing. **G. Paige, Chair, Centre for Global Non-killing, USA**
12. Through peace we bring health and well-being for all. **Polly Higgins, International Environment Lawyer for making Ecocide the 5<sup>th</sup> Crime against Peace.**
13. I endorse the 4D for World Peace Campaign. **Noerine Kaleeba, Co-Founder "The AIDS Support Organization" (TASO), Uganda**
14. The 4Ds will be possible when we become aware of our common humanity and the spiritual values we share. **Sister Maureen Goodman, Executive Member, Brahma Kumaris**

