



Disarmament Demilitarisation Development Democracy
4D FOR WORLD PEACE



Peace Campaigning in Today's World

EXPLORING STRATEGIES AND ACTIONS

V I J A Y M E H T A

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Venue:

Hilton Hotel, Euston
17-18 Upper Woburn Place
London WC1H 0HT

Date & Time:

3rd October, 2011
6:00pm – 9:00pm

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4D for World Peace

Uniting for Peace is launching an exciting new campaign, "4D for World Peace". The 4D' is a holistic concept/approach for uniting the four strands of Disarmament, Demilitarisation, Development and Democracy. Why are we working on these four strands? Because of the huge threats and challenges we are facing today – the military spending has gone all time high to \$1.6 trillion, with 25 million soldiers and 1 thousand military bases around the world having devastating impact of armed conflict on individuals, societies and economy. At the same time, we have 12.4 million people starving and dying in the horn of Africa. Besides, we are also beset by financial and climate change crisis.

The core message of the 4D for the World Peace campaign is that threats of today are interlinked and interdependent. States, individuals and the civil society around the world need to work together in tandem to make progress on peace, human rights, development, climate change issues for common good. These issues cannot be tackled by one single country or single organisation no matter how powerful it may be. For example, the world's economic and financial problems are also in a way connected with all of our work we do. The need for concerted action and to connect with the world when less and less money will be available for charities and good causes is urgent. We need to think new and innovative ways of financing our causes as they are all interconnected.

The 4D for World Peace campaign is a mechanism to provide a central forum in which states can agree on norms to serve their common interest. It will analyse, educate and advocate in the pursuit of agreed goals which are outlined in the 4D booklet. For launching this campaign, we will be pleased to hear from you and to have consultation, collaboration and comments from individuals and organisations.

Now let me talk about the event Uniting for Peace is hosting today.

NGO's and civil society all over the world harvest and represent the wisdom of social movements turning ideas into practice. We are here today to explore why some campaigns win and others fail. How some of the campaigns undertaken by the world's NGO's have become a reality and now are best policies, bills and charters in the world. Some of the famous ones are Landmine Cluster Munitions Treaty, formation of International Criminal Court and Nuclear Non-Proliferation Treaty and the list goes on. Recently, we have seen the civilian surge for freedom and democracy

happening around the uprising in the Middle East and North Africa known as the Arab Spring and actions against government of India by the famous Indian anti-corruption activist Anna Hazare who inspired a wave of protest across the country. These are examples of citizen power in action. They represent the pinnacle of social activism which persuades the policy makers to change directions.

What is the Formula for a Successful Campaign ?

Have the end in mind, know what you want to achieve, why? Make your cause appealing and then practically no marketing is required.

I will outline three principle:

1. Awareness and Collective Consciousness
2. The fire-engine principle
3. The defining spirit of the age

How to Raise Awareness?

Tell me, and I will forget...

Show me, and I may remember;

Involve me, and I will understand!

Confucius - 5th Century BCE

Following the example of Confucius of China for raising awareness and collective consciousness, the focus should be on dialogue and involvement towards three sets of people.

1) ones who are converted to your cause 2) the floaters, who will go along with the tide 3) those who are not convinced or do not empathise with your cause. The quality of the campaigning leader/organisation is to keep the converted, persuade the floaters and spread awareness and reason with the ones who are not on your side. This can be done by motivation, harnessing the peer pressure, making the undeliverable deliverable, changing the environment, rewarding the success.

Fire Engine Principle

What is success if not the triumph of mind over matter? And what role does consciousness play in success? Follow the "Fire Engine" principle which is all about harnessing the awareness and opportunity which is created by a fast moving metaphorical "Fire Engine" that clears the way in heavy traffic eliminating any obstacles on the path to success. While keeping within the

law, if one can follow that newly opened track by the "Fire Engine", there is an unparalleled competitive advantage because one can get across miles of perceived obstacles via this "fast track" technique.

In issues dealing with peace, development, human rights or business, we need to identify where the real "fire" is "burning" within society and organisation and assist to mitigate or to solve the crisis. Whoever tames that fire, an individual or an organisation is the real hero or leader.

Zeitgeist [zayt-gahyst] – The Spirit of the Time and two examples

Every age, every time, every year and every moment has a defining spirit. This "Time Spirit" is called "zayt-gahyst" in German. In order to be successful, one has to appreciate the zayt-gahyst and capture it in single words and slip in those critical words in meetings with key colleagues and pursue one's goals in alignment with the message. Those magic words which define the message -- if repeated at critical meetings -- eventually propel the leader or the organisation towards becoming unique and memorable. If the people we meet -- members, strategic partners, shareholders and work-colleagues -- can remember us, this automatically ensures that by association they will remember the message we carry and identify the unfolding message with us!

In one of our favourite movies "The Graduate"-- with Dustin Hoffman and Anne Bancroft -- from 1967, directed by the extremely talented Mike Nichols, the young "Benjamin" is taken aside by his father's partner who tells him that the key to success can be summarised in a single word: "Plastics!" The young Benjamin is simultaneously confused and amused by that single word. That is a word defining the message of the late '60s. If the movie was made now, and if the theme remained the same, it may be that the message would have to be changed to "Bio-degradable Plastic!" or in the 1990's it would be "Internet". So bottom-line is stick to the Fire Engine Principle, identify the spirit of the age, find out where the burning fire/issue is and keep the mantra going in seminars, meetings, conferences.

The key words for defining success are timing, drive, hard work, self-belief, innovation vision, luck, fulfilment. And the formula to adopt is ethics, friendship, attention to detail, teamwork, persistence, collective evaluation, forgiveness and reward. When opportunity presents- deploy the Fire Engine principal.

Conclusion

Right to campaign is with us, from when the Magna Carta, the great charter for the liberties of England was issued in the year 1215. The sacred text was guaranteed by the King after a campaign and a rebellion which resulted in the creation of the Magna Carta. It gave citizens a potent voice against injustice, oppression and wrong doing.

Whatever the “big ideas” can be for achieving World Peace, Nuclear Disarmament, deposing a dictator, bringing development, promoting Human Rights, we will succeed only if the people we know and respect are working with us. Top-down exhortations from the state or large corporations do not work.

All campaigners and practitioners combine theory and experience to make issues practical, relevant and effective. Let us find what is the defining spirit of the age, where the fire is burning, act to tame the fire, spread awareness and consciousness and become powerful agents for change.

Clement Attlee, the former British Prime Minister just after the 2nd World War said, “There will always be a peace movement within the Labour Party but it will remain in minority”. We are here today to challenge and bury his prophetic words and make the peace movement big, vibrant and a force to reckon.

Thanks for listening

Notes:

The following publications were consulted and excerpts have been taken from them during the writing of this article:

1. 4D for World Peace Manifesto - <http://goo.gl/reCYc>
2. 4D for World Peace booklet - <http://goo.gl/p63Al>
3. Intelligence Unit, ATCA: What is the Formula for Success
4. Revitalising Global Governance and Democracy, Vijay Mehta, September 2011, Liverpool, UK <http://goo.gl/fu0j3>
5. Planning a campaign strategy and plan, Sheila McKechnie Foundation
6. Doing the Herd Way, John Kampfner, The Sunday Times

The speech can be downloaded from www.unitingforpeace.com

Vijay Mehta is the Chair of Uniting for Peace (www.unitingforpeace.org), president of Mehta Centre (www.vmpeace.org), Founding Trustee of Fortune Forum Charity (www.fortuneforum.org). He is an author and global activist for peace, development, human rights and the environment. Some of his notable books are For a Democratic United Nations and the Rule of Law (ed.), The Fortune Forum Code: For a Sustainable Future, Arms No More, and The United Nations and Its Future in the 21st Century (ed.)

He along with his daughter Renu Mehta founder of Fortune Forum charity held two summits in London in 2006 and 2007. The summits raised over a million pounds for charity and attracted a worldwide audience of 1.3 billion people (one fifth of humanity) including print and media coverage. The keynote speakers for the first and second summit were Bill Clinton, former US President and Al Gore, former US vice-President, and recipient of the Nobel Peace Prize 2007.

Vijay Mehta has appeared in various TV programmes including BBC World, Press TV, Aitak-24 hour Indian news channel, and Think Peace documentary, Canada, among others. The Sunday Times, Independent, Observer and Guardian newspapers, among other journals have written about him. His life is devoted to the service of peace, humanity and our planet.

The Sunday Times described him as a 'longstanding activist for peace, development, human rights and the environment', who along with his daughter, Renu Mehta, has set a precedent for striving to change the world. (The Sunday Times, 1 February 2009). Vijay Mehta's new book "**The Economics of Killing: How the West Fuels Wars and Poverty in the Developing World**" will be published by Pluto Press in Spring 2012.