



· SUMMER OF ·
PEACE

EXECUTIVE OVERVIEW

THE CRISIS AND OPPORTUNITY

Our regional, national and global societies are steeped in a culture of violence. We are emerging from the bloodiest century in recorded history, with an estimated 191 million people having lost their lives directly or indirectly as a result of conflicts around the globe. Our violence towards the environment has put our planet on the brink of disaster with global warming, species destruction and other ravages.

On every level, from the individual and interpersonal to the neighborhood and community to the international and ecological, the challenges are vast: in the US, homicide and suicide are the second and fourth leading causes of death among persons aged 1–19 years; domestic violence remains the single greatest cause of injury to women nationally; global arms sales have increased 45% since 1998 to over \$1 trillion; nearly 70% of biologists conclude that we have entered the sixth mass extinction – with the possible destruction of half of all species within the next 100 years. In many areas such as youth suicide and violent crime, the Bay Area has some of the worst profiles.

Yet despite this picture, there are many rays of hope. On every level, from the individual to the ecological, there have been stunning examples of breakthrough transformations of conflict and violence. What might be possible when these inspired breakthroughs work together?

VISION & MISSION

The Summer of Peace is an innovative initiative designed to accelerate the shift from a culture of violence to a culture of peace through local collaborations, best practices, region-wide civic engagement and inspirational events in the San Francisco Bay Area, which can then be replicated nationally and globally.

Imagine gathering the most inspirational peacemakers and the most effective peacebuilding programs from around the world to light up the Bay Area in ways that create measurable reductions in crime, domestic violence, ecological violence, and other forms of conflict.

WEBSITE

www.summerofpeace.net

CORE TEAM

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An Official Project of the
Tides Center of San Francisco



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Imagine whole cities making a commitment to peace that addresses the root causes of violence, harnesses the creativity of citizens and strengthens cross-sector alliances.

Imagine the passion of activism married with the power of governments, the pragmatism of science coupled with the wisdom of spiritual practice, the impact of positive media and the connectivity of the internet – all working in concert with proven programs and practices and community self-organization to create lasting change. Imagine the first phase of this initiative culminating with a series of dynamic events in the summer of 2010 – concerts, conferences, trainings, neighborhood circles, school interventions, civic leadership gatherings, peace pledges and more.

The Summer of Peace will set specific and bold goals for dramatic improvements in community health and reduction of conflict & violence, based – in part – on actual breakthroughs from peacebuilding efforts in different fields. For example, East Palo Alto achieved an 87% drop in the crime rate in one year, in part after introducing the “Free At Last” program. Many public schools have seen a 67% drop in disciplinary incidents within two years of introducing the “Challenge Day” initiative. The Summer of Peace will tap into the best practices of these and other leading lights, and unleash them throughout the Bay Area. Our efforts will be researched and scientifically studied.

Ultimately, we envision the Summer of Peace replicating and moving to new regions to foster a culture of peace nationally and internationally.

ORGANIZING FRAMEWORK

Peacebuilding luminaries from Gandhi and Mother Teresa to Aung San Su Chi and Martin Luther King, all demonstrated that enduring peace never comes from a single approach such as grassroots change or legislation alone. Instead, a community or society must pursue multiple avenues of change to create enduring peace. Building on these insights, the *Summer of Peace* has created an integral organizing framework for accelerating the shift to a culture of peace in the Bay Area: Top-Down, Bottom-Up, Inside-Out, Outside-In.

- **Top-Down** approaches leverage legislative, judicial and other mandated forms of change;
- **Bottom-Up** approaches focus on grassroots community-oriented involvement in change;
- **Inside-Out** approaches cultivate practices for “inner” transformations that contribute to peace;
- **Outside-In** approaches leverage media and web technology to turn interest into engagement, citizen circles, and enduring peacebuilding networks.

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KEY PROGRAMS

The Summer of Peace is currently pursuing one principal program in each area of our organizing framework highlighted above:

Top-Down: “Cities of Peace” Initiative

Over the last thirty years, several US cities have successfully undertaken bold civic engagement projects that have mobilized every sector of society in support of a common goal, from rebuilding decaying infrastructures and revitalizing downtown areas, to upgrading failing school systems and restoring fragile ecosystems. Such change efforts generally involve broad-scale citizen involvement through town hall meetings, task forces, roundtables of recognized leaders from every sector of civil society, and the like. However, no region has harnessed such an approach in support of peacebuilding – until now. The Cities of Peace Initiative has begun to galvanize the support of sector conveners – key leaders in business, education, grassroots communities, healthcare, labor, politics, religion and every other sector of civil society. These leaders will form a regional Steering Committee, which will work with citizen task forces to design and implement region-wide initiatives to engage all of society in policies, programs and activities supporting the shift to a culture of peace.

Bottom-Up: “Peace Week” in 2009

Peace Week 2009 will be a smaller version of the Summer of Peace Activities in 2010, demonstrating the power that comes from collaboration among many groups. Peace Week will consist of a broad range of public awareness and engagement activities culminating with the International Day of Peace—September 21, 2009. Events are still in development, but will likely include a Peace Film Festival, a Youth Hip Hop Rally for Peace, School Assemblies on Nonviolence, a Transformational Retreat for At-Risk Youth, an Anti-Bullying Training for Parents and Teachers, Workshops on Conflict Transformation, Participatory Community Theater for Conflict Resolution, Community Grief Rituals, Workshops & Trainings on Violence Prevention, a Social Artistry training, a Community Challenge Day, DreamCamp Weekend for At-Risk Youth, Community Altars, Sit-at-thons (Community Meditation Days) and more!

More than just a splash of activities, Peace Week will showcase best-in-class peacebuilding work; generate large-scale community involvement in peace practices and leadership development; and foster volunteer engagement through Web 2.0 tools and in-person opportunities, which will amplify the power of the activities to create enduring change. Additionally, Peace Week will invite municipalities to embrace a “Bold Goal for the Week”, such as dramatically reducing violent crime in certain districts, thus creating an inspiring template for what is possible. Peace Week events will be taped and released via major media outlets—including radio, internet, TV, and social networking sites – inspiring others around the globe.

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Inside-Out: Peace Practices

*“A nation's greatness is measured by how it treats its weakest members.”
-Mahatma Gandhi*

The success of the Summer of Peace will, to a great degree, be gauged by the long-term establishment of proven peace practices in our culture. Our “Peace Practices” program area centers on this work, with three primary areas of focus:

- 1) Most Vulnerable Populations (“MVPs”) - Addressing those most vulnerable to cycles of conflict and violence, as victims or perpetrators – such as youth, girls and women, seniors, the poor, probationers and parolees without support, groups most at risk for hate crimes and others. The MVPs program establishes strategic partnerships that amplify the impact of groups already doing leading-edge work with these populations – such as our flagship partnership with Urban Peace Movement (formerly the renowned Silence the Violence program of the Ella Baker Center for Human Rights.)
- 2) Peace teams – Identifying and recruiting skilled healers, therapists and peace practitioners who can be mobilized to Bay Area “hot spots” as pressing needs arise.
- 3) Educational work – Offering classes, retreats, workshops, etc. on peace-related issues. Core team members will lead several programs, and Summer of Peace will provide a clearinghouse for other such offerings.

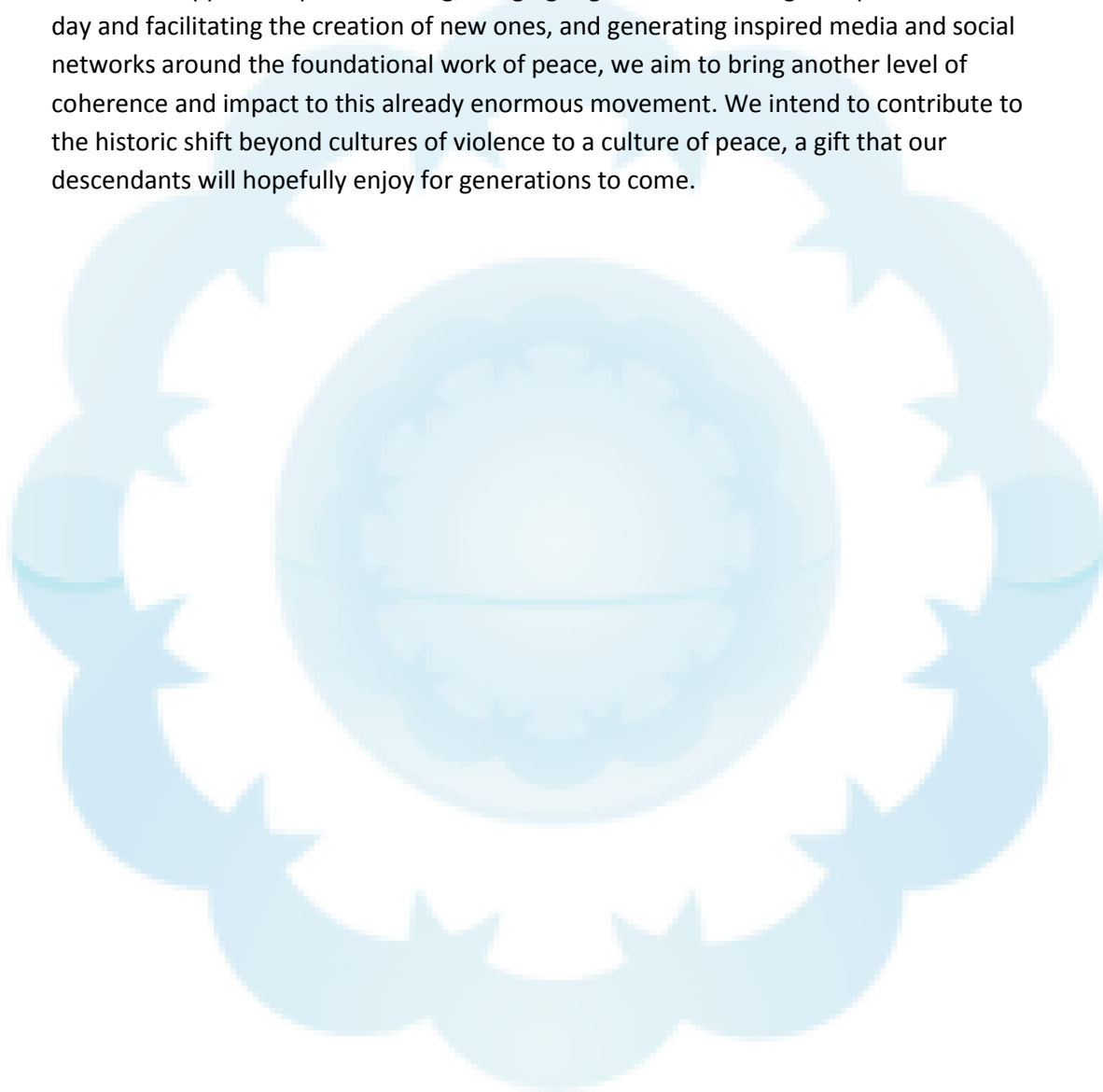
Outside-In: Web 2.0 Platforms

Since a culture of peace begins with a shift in consciousness in citizens, an essential element of our approach will be to create powerful media and web platforms that encourage people to make shifts in their lives. Much of this will be citizen-generated and will include such things as viral videos, podcast interviews with peace pioneers, online music competitions, Twitter online messaging campaigns that mobilize the public for collective projects, and the creation of web infrastructure to support the formation of neighborhood peace circles. We will also include volunteer resource-matching for at-risk populations, akin to what some groups are doing with micro-finance in the developing world, pairing lenders with new entrepreneurs. As the San Francisco Bay Area is the epicenter for new Internet technology and media, we will use Peace Week and the Summer of Peace 2010 as a way to prototype new applications of social media for social transformation, which will lead to a platform that can support peacebuilding work around the world through our partnerships with global peace organizations.

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CLOSING REMARKS

While the first phase of this initiative will culminate with a series of dynamic events in the summer of 2010, our programs and impact will extend far into the future. We see each of our programs as steps in a long lineage of people, projects, and organizations that have worked diligently for the creation of a peaceful planetary culture. By galvanizing broad-scale civic support for peacebuilding, bringing together the existing best practices of our day and facilitating the creation of new ones, and generating inspired media and social networks around the foundational work of peace, we aim to bring another level of coherence and impact to this already enormous movement. We intend to contribute to the historic shift beyond cultures of violence to a culture of peace, a gift that our descendants will hopefully enjoy for generations to come.



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ABOUT US

Core Team

- Stephen Dinan, *Chair of Board*
(Founder, Shift in Action)
- Devaa Haley Mitchell, *Director of Programs & Development*
(Former Executive Director, Full Circle Fund)
- J.T. Brown, *Tides Project Director*
(Former Vice President, J.P. Morgan)
- Lora O'Connor, *Director of Partnerships & Alliances*
Board Member (Strategist/Producer, Inspired Productions)
- Matthew Albracht, *Director of Community Engagement*
(Cofounder of the Peace Alliance)

Our Advisors

- Deepak Chopra (Alliance for a New Humanity)
- Marianne Williamson (Peace Advocate)
- Rabbi Michael Lerner (Tikkun International)
- Michael Nagler (UC Berkeley)
- Dr. Michael Beckwith (Agape International)
- Barbara Marx Hubbard (Futurist)
- Avon Mattison, ED (Pathways to Peace)
- Swamiji Chidanand Saraswati (India Heritage Research Foundation)
- Lateefah Simon, ED (Lawyer's Committee for Civil Rights)
- Nat Goldhaber (Claremont Creek Ventures)
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JOIN US IN MAKING A HISTORIC CONTRIBUTION TO A CULTURE OF PEACE!