

# Peace Through Commerce™



*Invites you to celebrate the power of prosperity to promote peace, and to advance the cause of peace, through global commerce.*

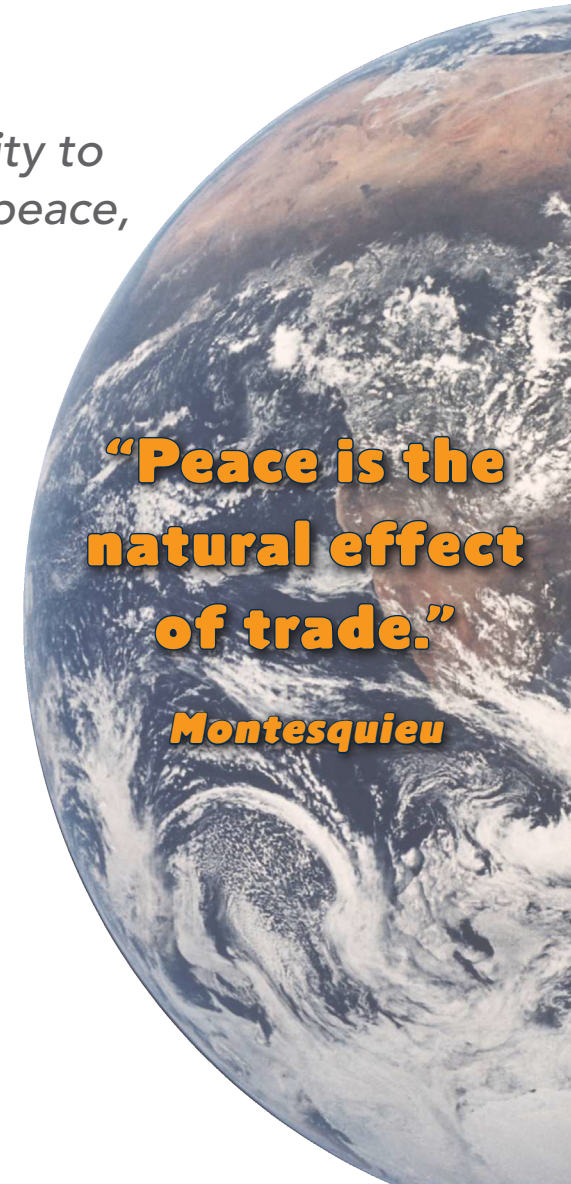
*“More than the export of democracy, it is the export of entrepreneurial capitalism that can produce a new birth of peace and freedom around our globe. Entrepreneurial capitalism is based on individual invention, and because wealth comes from one’s own initiative, it advances human dignity.*

*It has been said that when goods cross borders, armies don’t. Today, China and India are the world’s two largest countries racing toward entrepreneurial capitalism. They are the example and test of that thesis. Several decades ago, their armies clashed. Now no one talks of war, only of their economic emergence. Capitalism has promoted peace.”*

~ Carl J. Schramm, president and CEO of the Ewing Marion Kauffman Foundation, which focuses on advancing entrepreneurial success

**“Peace is the natural effect of trade.”**

**Montesquieu**



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## CONTEXT

Something extraordinary is happening in global development circles. For the first time since the 19th century, progressive activists are embracing trade as a positive tool for change. The global NGO Oxfam is the latest progressive interest group to promote peace through commerce, launching a campaign to end agricultural subsidies in the developed world.

This could represent a fundamental turning of the tide from a world based on nationalism and violence to a world based on commerce and peace.

Recent research by Columbia University political science professor Erik Gartzke shows that economic freedom is about fifty times more effective than democracy in diminishing violent conflict.<sup>1</sup>

The democratic peace turns out to be the free market peace.

Entrepreneurial market capitalism is the dominant economic system on the planet. More people are connected to the culture and engaged in the practice of capitalism than with any other cultural or social system.

Entrepreneurs are the engine of innovation, wealth creation, and social change. The prosperity, stability, and interconnectedness generated through ethical trade provide the underpinning for peace and general human flourishing.

FLOW is committed to celebrating and advancing the role of entrepreneurial market capitalism in promoting peace and well being.

We invite you to join us and our partners to present **Peace Through Commerce**.

## The Role of Commerce in Promoting Peace

Perhaps the most overlooked and yet the most powerful force for catalyzing widespread peace is commerce. International trade, based on the rule of law and secure property rights within nations, encourages a peaceful coincidence of interests.

Commerce leads to peace in various ways, including:

1. **Trade requires at least a minimal level of cross-cultural understanding, communications, and collaboration.** As it has done for millennia, the marketplace facilitates not only the exchange of goods and services, but also of ideas, beliefs, and customs, including music, food, and fashion. The bridges built between people and cultures through the marketplace foster understanding and peace.
2. **Commerce cultivates mutual dependence among trading partners,** which leads to a mutual interest in their respective survival and well-being. It also fosters friendship and deeper exchange.
3. **Economic growth fueled by commerce leads to increased standard of living,** which creates internal political stability, which highly correlates to peaceful relations with geopolitical neighbors.

Notes: <sup>1</sup>**Economic Freedom of the World: 2005 Annual Report** by James Gwartney and Robert Lawson with Erik Gartzke, published by The Fraser Institute.  
<http://www.freetheworld.com/release.html>

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...is a powerful force for positive change happening all over the world...

- AFGHANISTAN** US NGO Business Council for Peace supports women entrepreneurs in creating sustainable businesses
- BOSNIA & HERZEGOVINA** Organic Medici, a business growing and processing organic herbs, works with farmers across ethnic and entity divides to source products, and employs minority returnees
- BURUNDI** The country-wide women's network Dushirehamwe combines conflict transformation with economic cooperation and livelihood generation initiatives
- COLOMBIA** Compañía Envasadora del Atlántico, in collaboration with the UNDP, helps organise farmer associations producing passion fruit for export, providing them with livelihood alternatives to coca plantation
- INDIA** The Centre for Social Markets (CSM) is an independent non-profit organization dedicated to making markets work for the triple bottom line - people, planet and profit. Founded in 2000 by Indian social entrepreneur, Malini Mehra, CSM promotes responsible entrepreneurship, ethics and accountability worldwide.
- ISRAEL & PALESTINE** Israeli fruit and vegetable export company Agrexco partners with 5 Gaza-based growers' associations to export their crops to EU markets, and sets up a separate brand to promote Palestinian produce

source: *Local Business, Local Peace*, © 2006 International Alert.

## Understanding the Power of Economic Freedom to Create Peace

Fifteen years ago, Ireland was one of the poorest countries in the EU; it is now one of the richest countries, per capita, in the EU and the fourth richest country per capita in the world. This amazing economic growth in Ireland has simultaneously reduced violence in Northern Ireland, the most violent region of northern Europe for the past forty years. While negotiators and leaders deserve credit for stopping the violence, so does the miraculous rate of economic growth. The miraculous rate of economic growth was caused by steady increases in economic freedom.



In 1986, unemployment in Northern Ireland was 17.6%. Today, it is 4.5%, among the lowest rates in Europe. While poverty does not cause violence per se, and the vast majority of poor people are non-violent, chronic unemployment and poverty provide recruiting grounds for those who wish to address other grievances violently.

Can these success stories be repeated around the world? Erik Gartzke's research shows that, in fact, there is a robust, long-standing association around the world between economic freedom, as measured by The Fraser Institute, and peace. If we work to increase economic freedom around the world, we will create a peaceful world.

One element of the Peace through Commerce campaign will be to encourage the widespread understanding of the role played by economic freedom in creating peace.

Promoting the reduction of trade barriers in the developed world, a move already advocated by Oxfam, Bono, and Nobel laureate Joseph Stiglitz, will be part of this campaign.

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## Peace Through Commerce Objectives

- o Promote peace through commerce.
- o Increase awareness of the powerful role economic freedom, commerce, and prosperity play in promoting peace.
- o Create a matrix of engagement, to activate individual and collaborative actions that promote peace through commerce.
- o Deliver meaningful benefits to multiple partners, advancing their individual interests while accomplishing core program objectives.

*“Fantastic mix of people -- from all walks of life, all ages, all backgrounds, and a great mix of ideas about what peace REALLY means. Manifesting peace in the world seems at once daunting, imperative, and inevitable. We generated excellent ideas about how to move it along, perhaps a bit more quickly.”*

~Bob, a participant in the first Peace Through Commerce event, Washington, DC 9/30/06

**Peace Through Commerce** is an outreach, education, and engagement platform designed to address the objectives articulated above. Program producer FLOW understands that effecting sustainable, systemic change requires a long-term, ongoing, integrated, systemic approach.

As outlined on the following page, **Peace Through Commerce** integrates multiple channels of activity, designed to make ongoing impressions and to engage targeted constituencies through media, events, retail outlets, and other information and engagement channels.

## The Audience

**Peace Through Commerce** and PTC program elements are designed to reach multiple audiences, including:

- High school, College, and MBA students;
- Aspiring and existing entrepreneurs;
- Opinion leaders and policy makers; and
- Cultural Creatives and Baby Boomers looking to bring their experience and resources to bear on making the world a safer, healthier place with opportunity and hope for their children, and for people everywhere.

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## Summary of Peace Through Commerce Program Elements

### Events

A cornerstone of the **Peace Through Commerce** program is an ongoing series of highly engaging events, designed to be modular and scalable, and including:

- **Compelling presentations and engaging dialogue** on research and insights into the power of commerce to foster peace
- **Facilitated group process and interactive media installations**
- **Hospitality and networking**
- **Engagement with other program elements and program partners**

### Television & Radio

We are developing a PBS special, with Bob Chitester of Free to Choose Productions, producers of *Free to Choose*, with Milton Friedman.

In collaboration with the Mainstream Media Project, we plan to produce an ongoing series of long and short form radio programs, which will be incorporated into classroom programming, and re-purposed for internet and other media distribution channels and formats.

### Education & Classroom

In connection with the PBS special, we are developing a DVD-based classroom curriculum to be distributed by Izzit Media, reaching more than 84,000 teachers (1 out of every 4 history teachers in America) and 13 million students, with supplementary on-line content.

We are also developing various levels of Peace Through Commerce curricula.

*Peace through Commerce embraces collaboration, diversity, ethical business and other principles you may also hold sacred....It was exciting to interact with people from different walks of life. We had shared values, energy, enthusiasm and openness in common, and a belief that together we CAN change the world. It was invigorating and inspiring, to say the least!*

~Margarita, Peace Through Commerce-DC, 9/30/06

### Internet

The **Peace Through Commerce** web infrastructure will facilitate:

- Access to information, education & training.
- Dialogue, collaboration & engagement through **Zaadz.com** online community facilitation tools, **Enterprise Teaming** collaboration tools, and other web platforms and tools.

### Alliance Program and Integrated Marketing Program

**Peace Through Commerce** is designed to facilitate collaboration between various non-profit and corporate partners, drawing on their individual assets, resources, and capabilities, and addressing their individual needs and objectives, while advancing the shared objectives of the program.

**Media partners** will provide programming and advertising time and content. **Retail partners** will provide point-of-sale exposure and opportunities for action. **Other corporate partners** will provide product and promotional tie ins, distribution channels, and access to stakeholders. **Non-profit partners** will provide content, credibility, access to stakeholders and relationships.

Ongoing **grass-roots marketing** and **public relations** will provide sustained, extensive exposure for the program and program partners.

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## Opportunities for Peace Through Commerce Partnership

### Summary of Benefits to Peace Through Commerce Program Partners

As reflected in the overview of program elements, Peace Through Commerce is designed as an Alliance Program, to facilitate collaboration between various organizations, leveraging their resources and capabilities to address the program objectives, and the needs and objectives of program partners.

Partners will receive a **customized package of benefits**, tailored to their specific needs and objectives. New program elements can be designed to leverage Partner assets and capabilities, and to optimally address their needs and objectives. **Core Partner benefits include:**

- **High-level alignment** with a powerful, timely, global issue, and an effective education and engagement program;
- **Exclusive rights** to use the **Peace Through Commerce** logo and program imagery;
- **Broad category exclusivity** and **pass-through rights**;
- **Lead sponsor positioning** of at least one primary program element (i.e. events, web site, education outreach, etc.);
- **Positioning and brand integration into all program streams**;
- **Media exposure** through media partners and ongoing publicity and public relations campaign;
- **Product integration** and **business development** opportunities;
- High quality vehicles for **hospitality**.

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## About Peace Through Commerce Program Partners



**FLOW** is a non-profit corporation, founded by innovative educator Michael Strong and John Mackey, CEO of Whole Foods, dedicated to “liberating the entrepreneurial spirit for good,” promoting entrepreneurial initiative and focusing it on the goals of sustainable peace, prosperity, and happiness for all, in our lifetime. <http://www.flowidealism.org>

### In Collaboration with...



**AIESEC** is a sixty-year-old organization that serves as “the international platform for young people to discover and develop their potential.” AIESEC was founded after World War II by French and German college students who wanted to foster cross-cultural understanding, through dialogue and commerce, to preempt future conflict. <http://www.aiesec.org>



**GlobalGiving** connects individual and institutional donors directly to social and economic development projects, as well as environmental causes, around the world, to unleash the potential of people around the world to make positive change happen. <http://www.globalgiving.com>

## Supported by FLOW Founders' Circle Members



**Peace Cereal**, (a brand of Golden Temple of Oregon, Inc.), is dedicated to promoting peace through business, and donates 10% of its profits to peace-related programs. <http://www.peacecereal.com>



**RSF Social Finance** creates social benefit through innovative approaches to working with money that reflect the highest aspirations of the human spirit. RSF fosters relationships, collaboration, and community building as the basis for the movement of money and the cultivation of living economies. <http://www.rsfsocialfinance.org>



**Zaadz** is a conscious social networking site and a company merging spirituality, capitalism and technology to change the world by inspiring and empowering people to live at their highest potential. Zaadz is home to the FLOW and Peace Through Commerce on-line communities. <http://www.zaadz.com>

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