



Peace in Action! Collaborative

A not-for-profit educational organization
International Cities of Peace Alliance Group
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The Zihuatanejo Model for Sustainable Peace Education

“Peace in Action!” Collaborate is a new ICP alliance group, located in Ixtapa Zihuatanejo, Guerrero, Mexico. The group is comprised of educators and community activists, who over the past five years, have worked with various international non-governmental organizations (NGOs) to create a model for communities to develop a sustainable peace education program. Implementation of this “to do list” results in recognition as a “*Certified* International City of Peace.”

1. Form a “Peace Committee” with the **Tourism Industry**, Education, and Service Organizations within the community that benefit from an image of peacebuilding. The purpose of this committee is to organize and implement an annual Peace Program.

Why Tourism?

- Tourism is both the largest and the fastest growing industry in the world.
- The UNWTO reports that the tourism sector employs nearly 266 million people – that’s 1 in 11 jobs on the planet!
- Tourism can help to solve many of the world’s current challenges, like climate change, poverty reduction, and conservation.



2. Local government officials, civic organizations, educators, residents and students must attend a Peace Education Seminar(s) conducted by a recognized peace education organization, or by an ICP Advisory Board Member.

3. The community must raise funds to construct a Peace Pole Monument, and place it in a highly-visible location, as a reminder of its commitment to work together towards peace.
4. Each year, the community must commemorate the International Day of Peace on September 21st.
5. The community must submit an annual plan to ICP for a Peace Education program. The Peace Education program can include a variety of activities regarding peace - personal, social, political, institutional, or environmental. Some suggestions are art programs, conservation, music, health, diversity, peace gardens, festivals, student exchange programs, etc.
6. The Peace Committee must submit an annual report to ICP of its activities.
7. The local government must make an official proclamation, signed by the Mayor, City council and the Peace committee that it will implement this peace program. (Click to download an example.)
8. Recognition or re-recognition as a "Certified International City of Peace" will be conducted upon completion of the above steps, and at the change of local government administration. "Peace in Action!" can help to arrange for representatives from various non-governmental organizations or NGO committees at the UN to come as "witnesses" to the certification ceremony.